211 Ambassadors: A not-so-secret weapon for building broader awareness and support

AIRS Conference 2015 – 211 Track (B3) Thursday, May 28, 3:00 pm
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Overview of Session

- What is an Ambassador?
- How to identify Ambassadors (Influencer strategy)
- How to engage Ambassadors (Value propositions)
- Equipping your 211 army (tool kit)
- Leveraging strengths and connections to extend reach
- Case study: 211 Ontario Ambassadors
Anticipated Outcomes

After participating in today’s workshop, we anticipate that participants will be able to:

1. Identify 4-5 key stakeholder groups that could be engaged to help promote 211 in your communities
2. Describe 211’s unique value proposition for each of those stakeholder groups
3. Identify 3 or more key tools that can help ambassadors deliver your messages in the community
Steps to Building Your Ambassador Program

1. IDENTIFY POTENTIAL AMBASSADORS
2. DEVELOP VALUE PROPOSITION (WIFM)
3. BUILD RELATIONSHIPS FIRST
4. CREATE TOOLS AND MESSAGING
5. ENGAGE AMBASSADORS ACTIVELY
6. COMMUNICATE
7. SAY THANK YOU – RETURN THE FAVOUR
What is an Ambassador?

Am.bas.sa.dor:
- representative, champion, spokesperson, promoter, broker, thought leader
What to look for in an Ambassador?

- Start with the people who already like/know you
- Identify influencers
- Look for people with integrity, creativity, initiative and reach
- Above all, Ambassadors should be people who are passionate about your business
EXERCISE – Finding your champions

- In groups of 2-3 near you, make a list of the key audiences you are trying to reach
- From that list, identify 3-4 stakeholder groups that are associated with each
- Identify 1-2 potential Ambassadors from each stakeholder group
Develop Value Proposition

VALUE PROPOSITION

What makes us uniquely different?

What do they want?

Who do we work with?
Build Relationships – Gain Trust
Create tools and messaging

- Brand-aligned
- Consistent
- Easy to understand
- Easy to use
- Easy to share
Engage Actively and Sincerely

A word-of-mouth recommendation is the primary factor behind 20-50% of all purchasing decisions.

MAKE THE CONNECTION. CALL 2-1-1
“THE TWO WORDS 'INFORMATION' AND 'COMMUNICATION' ARE OFTEN USED INTERCHANGEABLY, BUT THEY SIGNIFY QUITE DIFFERENT THINGS. INFORMATION IS GIVING OUT; COMMUNICATION IS GETTING THROUGH.”

SYDNEY J. HARRIS

© Lifehack Quotes
Say Thank You and Report Back

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou

2II® Make the Connection. Call 2-1-1
211 Ontario – Vision and Values

211 will be the first and best source of information for individuals and planners regarding human services.

What this means for individuals looking for help is that 211 is a number they know and trust to provide the right resources, the first time – connecting them to their communities.

For agencies, 211 will be a trusted resource to help them find services for their clients, and to receive qualitative caller needs data that provide additional insight about the needs in the community.

For Emergency responders and Emergency Managers, 211 will provide a channel for authoritative information to the public regarding non-urgent needs and services, allowing them to focus their resources on their core mandate.

For government planners and other decision-makers, 211 will provide rich data about caller/user needs that will help inform their investment and policy decisions.
211 Ontario’s Ambassador Program
Ambassador Toolkit

Am.bas.sa.dor:  representative, champion, spokesperson, promoter, broker

No matter how you describe it, you are 211 Ambassadors in the community. As United Ways, Regional Service Partners and Data Partners, you all play an incredibly important role in carrying the 211 message to people in your communities. From local AGENECIES, to MEDIA to the GENERAL PUBLIC, we have created engagement tools that we hope will help you deliver the right messages at the right time to the right audiences.

In addition to print and digital collaterals featured, we have created a 211 Message Guide, Top 10 List of ways to promote 211 in your area, a PowerPoint presentation with speaking notes, instructions for customizing artwork or ordering materials, and other Corporate documents that can provide a deeper understanding of 211.
211 Day – Make the Right Call

- February 11th is 211 Day across North America
- 211 services in many areas use that day to build public and political awareness
- 211 has seen huge spikes in online activity when positioning it alongside 311 and 911
- Making public aware of 211 can reduce the number of non-urgent calls to 911 (and inappropriate calls to 311)
- A campaign is planned for February 11th, 2015, in Ontario urging the public to make the right call when they need help or information

- 211: Information and referral helpline to community, social, government and health services.
- 311: Customer service and municipal information hotline for the following regions/cities. (Toronto, Halton, Windsor, Peel, Ottawa, Greater Sudbury).
- 411: Telephone directory and business listings.
- 911: Emergency number for police, fire and ambulance.
211 Day – Make the Right Call

**WHAT:**
Multi-channel provincial campaign promoting 211, and encouraging public to Make the Right Call when they need support/services.

**WHEN:**
February 11th will be the focus of media, social media, online, and door-to-door canvassing, but Make the Right Call messaging can be re-enforced throughout the year.

**HOW:**
Media outreach, viral video, PSAs, collaterals for door-to-door canvass or mail drops, radio ads, 211 Day declarations (municipal/provincial)

**WHO:**
Regional Service Partners, local United Ways, OPP, Ontario Association of Paramedic Chiefs, municipalities, service agencies

**WHY:**
- Build awareness of 211 in communities
- Help Ontario residents access the help they need, using appropriate channels
- Build stronger relationships/collaboration with United Ways, municipalities, first responders.
Make the Right Call Video
Collaterals

How is 211 different from 311 and 911?

211 Information & referral helpline to community, social, government and health services.

311 Customer service & municipal information hotline for the following regions/cities. (Toronto, Halton, Windsor, Peel, Ottawa, Greater Sudbury)

911 Emergency number for police, fire and paramedic services.

Example of Canned Tweet:

What are 211, 311 and 911? Help prevent non-emergency calls to 211. Please share. #MaketheRightCall. #211Day
211 Day – Make the Right Call Campaign

GROUP REPORT from February 10, 2015 - February 18, 2015

@211Ontario
Ontario 211
www.211ontario.ca

GROUP STATS across all Twitter and Facebook accounts

Incoming Messages 1,815
Sent Messages 70
New Twitter Followers 259
New Facebook Fans 60

2,041 INTERACTIONS
BY 1,537 UNIQUE USERS
538,297 IMPRESSIONS
Finding help in Ontario is easier when you Make the Right Call.

2-1-1
Information and referral hotline to community, social, government and health services.

3-1-1
Customer service and municipal information hotline in Toronto, Halton, Windsor, Peel, Ottawa and Greater Sudbury.

9-1-1
Emergency number for police, fire and paramedic services.

Make the Connection. Call 2-1-1

Make the right call. 2-1-1 DAY

Our partner. Your call.

Make the Connection. Call 2-1-1
Lessons Learned...so far

- Attract Ambassadors with a passion for 211
- Create the right tools (customization)
- Keep messaging and instructions simple
- More lead time is ALWAYS better
- Engage corporate support where possible
- Leverage your Ambassadors’ assets
- Ongoing communication needed
- Potential champions are everywhere
Lessons Learned...so far

“awareness is fine, but ADVOCACY WILL TAKE YOUR BUSINESS TO THE NEXT LEVEL.”

-Joe Tripodi, Chief Marketing Officer, The Coca-Cola Company
Questions?

Make the Connection. Call 2-1-1

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