



GET TO KNOW YOUR LOCAL COMMUNITY

2.3. Ways of communication

INDEX:

How to engage and communicate with different age groups?

How to involve young people?

Formal communication

How to make an elevator pitch in 60 seconds.

How to engage and communicate with different age groups?

The secret to engaging different age groups is to present activities that naturally engage their concerns and interests.

1) Get to know the age group

Find some local people in the age group to talk to. Treat them as experts on how to reach other people like themselves. Ask about their concerns, needs and interests. Listen and have a conversation about what kind of activities interest them and the best way to communicate with them and involve them.

2) Identify concerns or interests that you can help answer

To involve different age groups, you'll to find out what concerns them and provide activities that provide an answer. Remember that everyone loves to engage in physical activities, so think of activities that give them a chance to do something as well as talk.

3) Make the activity safe and accessible

When listening, be careful to spot any barriers or fears that might stop people participating. Fears about personal safety, or of not having enough skills to deal with situations, or of being exposed to embarrassment, may block people from betting involved in activities that interest them. Lack of transport can also be a barrier to participation. Sometimes unfamiliarity may the problem. People may simply not know what to expect and so be turned off by unconscious doubts and fears.

4) Involve them in planning activities



Young people and grandparents are great sources of ideas, so involve them in decisions and planning. Carefully explain how group decisions are made. Show respect by recording their ideas in writing, and respond to young people just as if they were adults.

5) Communicate simply, from their point of view.

Once you've decided on an engaging activity, prepare a flyer to tell people about it. When communicating, imagine yourself in the audience's shoes and try to see the world through their eyes. Use simple language and focus on addressing the audience's personal wants and needs (not just the goals of your group).

How to involve young people?

Formal ways to involve young people include recruiting them as members of advisory boards and committees. These are good ways to include young people in decision-making processes, but it's important to remember that formal structures are not the only option.

Informal, less structured approaches can often be a better way to begin involving young people. For example, activities or programs that are based around interests or hobbies, learning skills or simply having fun. Think arts and music, sports and games, and useful talents like gardening and cooking.

Different young people will want to become involved in different ways, so it's important to have a range of opportunities available.

Different ways to involve young people:

- ❖ Advisory or reference groups
- ❖ Community mapping– supporting young people to document local resources or activities
- ❖ Consultations
- ❖ Commissioning – identifying local needs and deciding how to use available resources to best meet them
- ❖ Co-production - working in equal partnership with young people to plan, deliver and review services for young people.

Formal communication

Formal emails require Formal English writing. This means including complete sentences, conjunctions, and transition words; informal writing has fragments and comma splices, rarely does informal messaging contain conjunctions or transition words. Punctuation, paragraph form, greetings, and sign-offs also vary from formal to informal communication.



When it comes to your formal email, repeat your message in three places at a minimum: the subject line, intro, and conclusion.

5 things to remember when writing an official email :

1. The correct style of capitalization to use in your salutation is sentence case.
2. When you're writing a formal email, your salutation should end with a colon, not a comma.
3. Your formal emails should never have comma splices. A comma splice is what happens when you join two complete sentences with a comma. Comma splices are incorrect English grammar, they belong in text messages and other informal conversation.
4. Whenever you have a phrase or sentence in quotes, your end punctuation should go before the end quote.
5. Be direct, your entire email has seven seconds to get their attention. Tip: start your draft with "I am writing to" to get your writing flow going. When you're done, go back and delete that phrase. In most cases, you'll still have a complete sentence without it.

How to make an elevator pitch in 60 seconds.

First communicate you understand what's important to your audience by identifying and empathizing with their pain point or gain point. Then focus on your value proposition.

1. Say your name and role
2. Give your headline or value proposition in 20 words or less
3. Identify and empathize with your listener's pain or gain point
4. Clarify what you do
5. Explain 1-3 things to help them picture how their life will change
6. End with a call to action