

# Room 404AB

## How to Use Live Translation

### Step 1



Scan QR Code or Go To:  
<https://attend.wordly.ai/join/ATGZ-3045>

### Step 2

A screenshot of the Wordly web interface. At the top is the 'wordly' logo, with a blue circle containing a white 'W' to the left of the word 'wordly'. Below the logo is the text 'AI-POWERED INTERPRETATION'. There are two input fields: the first is labeled 'Choose language \*' and has 'English (US)' selected; the second is labeled 'Enter Session ID \*' and is empty. Below these fields is a 'More options' link with a question mark icon. At the bottom center is a blue button labeled 'Attend'.

Choose Language  
Click Attend

### Step 3



Read Captions on Device  
Use Headset for Audio

★ asae<sup>®</sup>  
annual  
meeting  
& exposition

AUGUST 9-12, 2025  
LOS ANGELES, CA

# Keep Calm & Carry On

Building a Communications Plan in  
Volatile Times



# That's me



Mindy Morgan Avitia  
(she/her)

Senior Events &  
Community Impact  
Manager





# Mighty Citizen

We help associations increase their impact and improve the world through strategic thinking, engaging creative, and digital transformation.





**MIGHTY  
CITIZEN**

**KEEP  
CALM  
AND  
CARRY  
ON**



**Let's talk about  
psychotherapy  
for a second.**



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CITIZEN**

“

Calm people have **perspective, mindfulness, the ability to manage emotional reactivity.**

*-Brene Brown*



**“People act to relieve the anxiety of the moment. Rather than act on principle and long-term view.”**

***-Dr. Murray Bowen, creator of Bowen Family System Therapy***



# Over-Functioning & Under-Functioning: *A Loop of Imbalance*

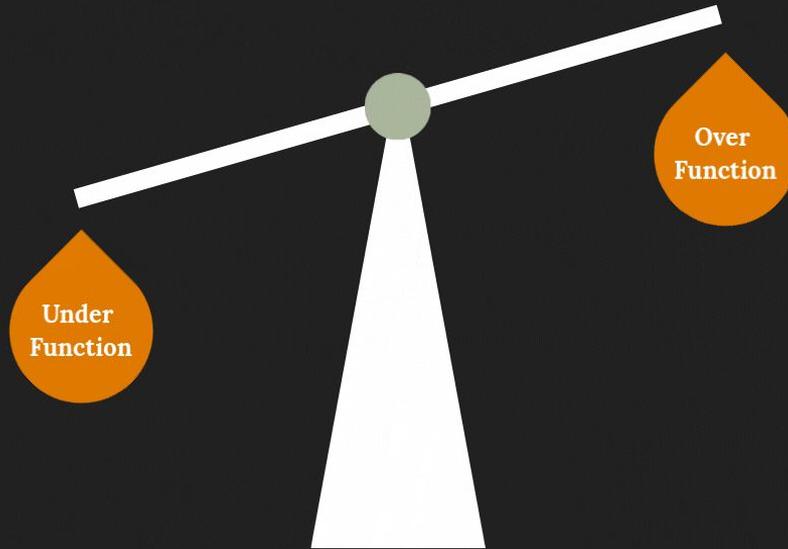
## Over-Functioning Communications

- Immediately reacting to news cycles
- So many press releases, social posts, and emails to members & stakeholders
- Reacting more than planning—working in crisis mode

## Under-Functioning Communications

- Deliverables are often late or nonexistent
- Decision making doesn't happen
- Communication is sparse and inconsistent

# The Loop of Imbalance



# Over Functioning Can Happen When

- There isn't a clear strategic direction for the organization
- Teams are rewarded for “doing it all” (aka burning out)
- There isn't a clear, adaptable communications plan

# Under-Functioning Can Happen When

- Leadership decides to “just do it themselves” (also can be seen as micromanaging)
- There is one junior employee responsible for all communications
- Team members don't communicate their struggles
- There isn't a clear, adaptable communications plan **owner**

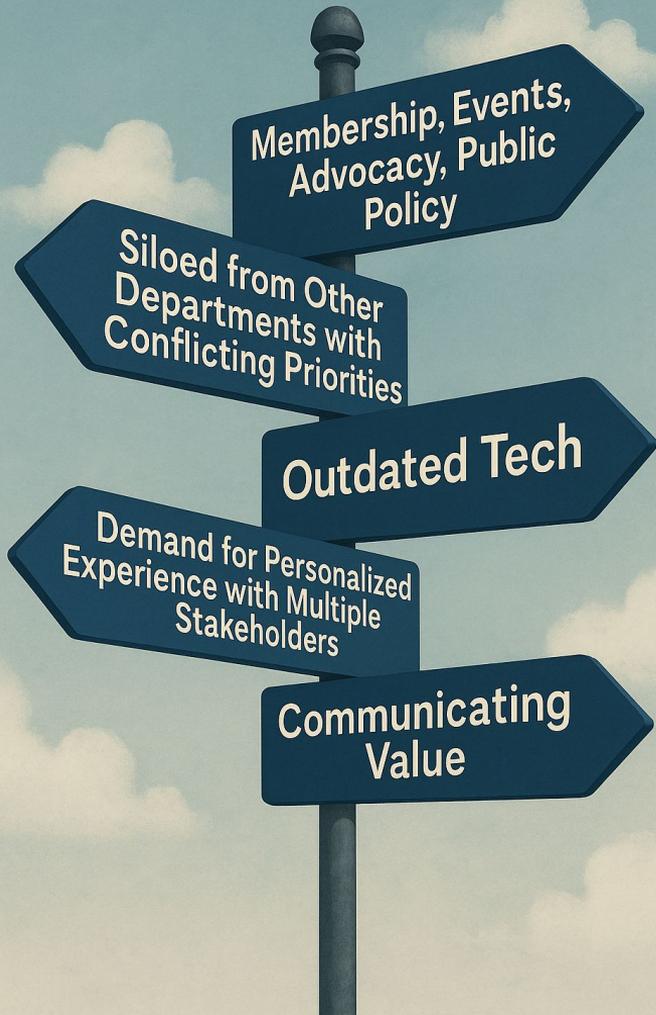
**Here's a little secret...**

How many of y'all have a  
written communications  
plan?

**25%** associations  
don't have a written  
communications  
plan.



Creating an adaptable  
**communications plan avoids**  
the over-functioning/under  
functioning **anxiety loop.**



# Challenges association communications teams face



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# What goes into a communications plan?



# Every communication plan needs...

- ✓ An Organizational Summary
- ✓ Market Analysis
- ✓ Audiences
- ✓ Goals

# 1. Organizational Summary

- ✓ Executive Summary
- ✓ Vision statement
- ✓ Mission statement
- ✓ List of products/services
- ✓ Communications staff



# 1. Organizational Summary

- ✓ Executive summary
- ✓ Vision statement
- ✓ Mission statement
- ✓ List of products/services
- ✓ **Communications staff**

Job Title	Responsibilities
<b>VP of Communications</b>	Strategic leadership, oversee budget and plan, PR
<b>Director of Marketing</b>	Oversee campaigns and ad spend, report data, and strategy
<b>Marketing Manager</b>	Marketing operations, content, and campaign creation
<b>Marketing &amp; Events Specialist</b>	Helps plan and execute all in-person and virtual events & meetings.

# 1. Organizational Summary

- ✓ Executive Summary
- ✓ Vision statement
- ✓ Mission statement
- ✓ **List of products/services**
- ✓ Communications staff

Product/Service	Deliverables
<b>Tiered Membership</b>	Varying levels of access to member content and community
<b>Certifications</b>	Certificates & awards to restaurants
<b>Education</b>	The Breakfast Taco Magazine
<b>Events / Meetings</b>	Breakfast Taco Fest, online-cooking classes, local meetups
<b>Advocacy</b>	National legislative support for local and regional restaurants
<b>Foundation</b>	Research, scholarships for young chefs

# 1. Organizational Summary

- ✓ Executive Summary
- ✓ **Vision statement**
- ✓ **Mission statement**
- ✓ List of products/services
- ✓ Communications staff

## Vision statement

We envision an America where the breakfast taco is revered as a culinary and cultural icon, taking its rightful place in the heart of the national palate.

## Mission statement

The mission of the ASBLT is to celebrate, advocate for, and unite around America's perfect morning meal. We are dedicated to honoring the rich cultural traditions and endless culinary innovation of the breakfast taco. Through community engagement, spirited debate (on everything from salsa to tortilla integrity), and unwavering support for the local taquerias and kitchens that form the backbone of this tradition, we seek to ensure that the joy of a perfectly crafted breakfast taco is cherished, shared, and savored by all—one delicious morning at a time.

# 1. Organizational Summary

## **Executive Summary**

 Vision statement

 Mission statement

 List of  
products/services

 Communications  
staff

## **Executive Summary**

Don't even think about this until the end.

## 2. Market Analysis

- ✓ Industry research and trends
- ✓ Market position
- ✓ Unique value proposition
- ✓ Competitors

## 2. Market Analysis

 **Industry research and trends**

 Market position

 Unique value proposition

 Competitors

### Market/Industry research and trends

1. **Competing for attention with younger gens:** Attracting members under 30, who have countless niche communities vying for their attention online, is a priority.
2. **Inflation and supply chain volatility:** This is perhaps our most pressing external challenge. The rising costs of core ingredients—eggs, avocados, quality meats, and even flour—directly impact the small, family-owned taquerias we champion.
3. **A delicate balance between traditional and innovation.** People have strong opinions on both sides of the aisle.

## 2. Market Analysis

- ✓ Industry research and trends
- ✓ **Market position**
- ✓ Unique value proposition
- ✓ Competitors

### Market position

Think of us as a combination of a historical society, a passionate fan club, and a consumer advocacy group, all wrapped in a warm flour tortilla.

We sit at a unique intersection in the ecosystem of culinary appreciation. We are not a media company like Eater or Bon Appétit, which must cover the entire food landscape. We are not a formal awards institution like the James Beard Foundation, which bestows honors across many categories. And we are not just a loose collection of social media influencers.

## 2. Market analysis

- ✓ Industry research and trends
- ✓ Market position
- ✓ **Unique value proposition**
- ✓ Competitors

### Unique value proposition

We are the **only** organization that bridges the gap between appreciating the taco and advocating for its culture.

## 2. Market analysis

- ✓ Industry research and trends
- ✓ Market position
- ✓ Unique value proposition
- ✓ **Competitors**

### Competitors

- The National Breakfast Burrito Coalition
- Local & National Food Media
- Food influencers

# 3. Audiences

- ✓ Organizations have multiple audiences.
- ✓ Research is often needed to understand needs, perceptions, & preferred channels of communication.
- ✓ User profiles or member profiles help inform your audiences.

## 3. Audiences

- ✓ Members
- ✓ Restaurant owners
- ✓ Community & civic leaders
- ✓ Greater culinary community

### Audience segments

#### **The Enthusiast (Current & Prospective Members)**

This is the core of our community. They are the individuals whose passion for the breakfast taco is the reason we exist.

#### **The Creator (Taquerias, Chefs, & Staff)**

This audience is the focus of our advocacy mission. Their success is our success.

#### **The Supporter (Donors, Volunteers, & Civic Leaders)**

This audience provides the resources—time, money, and influence—that allow us to fulfill our mission.

# 3. Audiences



Members



Volunteers



Community & civic leaders



Greater culinary community

## About

For Alex, a native of the Texas coast, breakfast tacos were always a way of life, not a trend. After moving to Denver, the void of authentic options turned him from a passive consumer into an active "Explorer." He now spends his time hunting for quality tacos and documenting his journey for others to follow.

## Motivations

- **Nostalgia:** A perfectly made breakfast taco is a powerful, positive connection to his past and his home.
- **Community & Connection:** He wants to share his passion with like-minded individuals and contribute to a greater conversation.

## Preferred channels

- Instagram & TikTok (for visual discovery and sharing).
- Dedicated forums and private community groups (for deep discussions).
- High-quality email newsletters with curated content.
- Virtual events like guided tastings or chef Q&As.

## Pain Points

- "Sad Tacos": Is deeply frustrated by low-quality, inauthentic offerings (e.g., pre-made tortillas, rubbery eggs, cheddar from a bag) being passed off as breakfast tacos.
- Information Overload: Sifting through generic Yelp reviews or tourist-focused food blogs to find trustworthy recommendations is time-consuming and often fruitless.



ALEX REYES

Software Developer

Age: 34

Gender: Male

Location: Denver

# 4. Goals

- ✓ **3 communications goals - don't overcommit**
- ✓ Listed in order of priority
- ✓ Broad and strategic
- ✓ Ladder up to organizational goals
- ✓ Establish KPIs

## 4. Goals



### Goal

- **Activities:** For each goal, what activities will you undertake to reach it?
- **Metrics:** How will you measure whether your activities are successful?
- **Tactics:** What tactics must you complete for each activity?

# Goals and Tactics

## #1 Deepen member engagement

- **Activity #1:** Launch the “Outstanding Breakfast Taco” award
  - **Metric:** Get 50 restaurants to apply in the first year, with at least 15% of the members voting.
  - **Stretch Metric:** Get 75 restaurants nationwide to apply in the first year, with at least 20% member votes
- **Tactics to complete the Activity:**
  - Create a section on our website where members can formally nominate their favorite joints
  - Roll out the “Quest for the Best” Campaign: to get members excited about participating

# 1. Organizational Summary

## **Executive Summary**

 Vision statement

 Mission statement

 List of  
products/services

 Communications  
staff

## Executive Summary

The executive summary is a short, summarized version of your plan.

**Remember that secret?**

**All times are uncertain.**

# Managing the plan

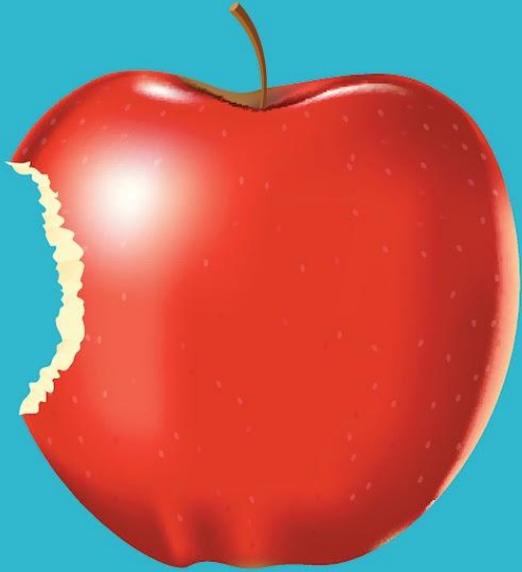
# How to manage the plan

- ✓ Assign an owner
- ✓ Check status at least monthly
  - ✓ Are you where you should be?
  - ✓ Make any necessary strategic updates
- ✓ Update every quarter
  - ✓ Add updates on metrics

# Sharing the plan outside

-  Share with executives annually (board and committees, too)
-  Share with full staff a once or twice a year
-  Onboard all new executive and communications staff

**Bite**



**Full Staff**

**Snack**



**Executives**

**Meal**



**Communications**



# Summing it all up

- Avoid the anxiety loops, no matter what uncertain things arise
- You *need* a written communications plan
- Don't overcommit on your goals, but think big
- Get buy-in from the team
- Set clear metrics
- Track metrics and report on it quarterly

# The Mighty GPS

- ✓ An overall marketing maturity score and scores across six key marketing categories.
- ✓ A customized report with next steps for each category to help you improve.
- ✓ [Marketing Benchmarks](#) based on collective results of The Mighty GPS so you compare to your peers and see what the most effective organizations are doing.

*A Self-Assessment to  
Improve Your  
Marketing Maturity*



**Get started at:  
[themightygps.com](https://themightygps.com)**

# Thank you! Questions?

Download your own  
Communications Plan  
Template!

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# Session Evaluation



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