MESSAGING YOUR MISSION
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Content to amplify
MESSAGING YOUR MISSION
Content to **amplify** your online **presence**
TO HIGHLIGHT SOCIAL INITIATIVES
TO RAISE AWARENESS
TO REACH TARGET MARKET
KEEP IT SIMPLE
YOU HAVE 8 SECONDS
DISTILL YOUR MESSAGE
FEWER WORDS, MORE IMAGES
LIMITATIONS OF PLATFORM REQUIRE LEGIBILITY
Top Reasons to use PINTEREST!

1. Fastest growing social network
2. The best visual tool for customers
3. Killer way to host a contest
4. SEO Benefits - Keywords + Hashtags
5. Allows you to enhance your Brand image
6. Pins created from your site, link back to that page.
7. Ability to pin videos and vlog posts.
8. Tell your Brand's story with boards and pins.
9. Users are ACTIVE!
10. Allows for you to crowdsource and do market research
11. Display your products and drive more sales
12. A new way to connect, comment, like, and network
13. Integrates with other social networks and your website!
14. INSPIRATION

Presented By
www.pinterest4preneurs.com

Ali Rittenhouse

CRITERIA TWO: READABLE FONTS
<table>
<thead>
<tr>
<th><strong>Ask</strong></th>
<th><strong>Stand</strong></th>
<th><strong>Give</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask them to repeat what was just said.</td>
<td>Stand next to them.</td>
<td>Give them the marker and ask them to be the record keeper.</td>
</tr>
<tr>
<td><strong>Show</strong></td>
<td><strong>Get-up</strong></td>
<td><strong>Give</strong></td>
</tr>
<tr>
<td>Grab their attention by showing a short film.</td>
<td>Get-up and move.</td>
<td>Take a break and give students a problem to solve.</td>
</tr>
<tr>
<td><strong>Ask</strong></td>
<td><strong>MAKE</strong></td>
<td><strong>Find</strong></td>
</tr>
<tr>
<td>Ask a challenging question that takes several steps to solve.</td>
<td>Have them make something related to the topic.</td>
<td>Find out what excites the student and add a related analogy.</td>
</tr>
</tbody>
</table>
7 TO BE GREAT

Improve
Serve
Push
Work
Focus
Idea
Passion
THE OVERWHELMED BEGINNER'S GUIDE TO GOLF

Golf. The Scottish invented it, Alan Shepard played it on the moon, and now you want in on the action. Get the gist before you hit the links.
(That means play golf, by the way.)

THE CLUBS

**DRIVER**
The big one. Used for your first shot off the tee box on longer holes.

**WOODS**
Lighter, but not actually made of wood these days. Used when you're farther away from the hole.

**IRONS**
Heavier than woods, higher degree of "loft." That means the part of the club that touches the ball is angled more. Used when you're closer to the hole.

**WEDGES**
Super lofted. Used when you're way close to the hole or when you're trying to get the ball up and over a hazard.

**PUTTER**
The little one, like in putt putt golf. Used on the green.

WHAT DO THE CLUB NUMBERS MEAN?

<table>
<thead>
<tr>
<th>Higher Number</th>
<th>Lower Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher loft</td>
<td>Lower loft</td>
</tr>
<tr>
<td>Shorter club shaft</td>
<td>Longer club shaft</td>
</tr>
</tbody>
</table>

ONLY WORRY ABOUT THESE CLUBS TO START WITH:

- Driver or 3 wood
- A wood and an iron
  (Try the 5 wood and the 6 iron, but go with what you feel.)
- Pitching wedge
CRITERIA THREE: DIGESTIBLE
WASTEWATER BY THE NUMBERS

PERCENT WASTEWATER TREATED IN-HOUSE
100%

1:1 RATIO
WASTEWATER : BEER PRODUCED

GEEKING OUT: THE FINE PRINT
1. The biodigester at Vermont Technical College VTC processes our solid/dilute waste. The byproducts of the biodigestion process produce biogas, livestock bedding and plant fertilizer—all used as resources at the school.
2. Wastewater contains organic materials that are decomposed by microorganisms, which use oxygen in the process. The amount of oxygen consumed by these microorganisms is broken down the waste is known as the Biochemical Oxygen Demand or BOD. The cleaner the water, the less the BOD.
3. The Alchemist’s low BOD effluent helps dilute other high BOD wastewater contributors to the Stowe Municipal Treatment Plant.

DAILY AVERAGE

Biochemical Oxygen Demand

1 lb BODs FAMILY OF FOUR
<.5 lb BODs ALCHEMIST STOWE
1:1 RATIO
WASTEWATER : BEER PRODUCED

WASTEWATER : 1 GALLON BEER = 8.5 PINTS

DAILY AVERAGE OUTPUT
Biochemical Oxygen Demand*

1 lb BODs FAMILY OF FOUR
<.5 lb BODs ALCHEMIST STOWE

*Wastewater contains organic materials that are decomposed by microorganisms, which use oxygen in the process. The amount of oxygen consumed by these microorganisms in breaking down the waste is known as the Biochemical Oxygen Demand or BOD. The cleaner the water, the lower the BOD.
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*Wastewater contains organic materials that are decomposed by microorganisms, which use oxygen in the process. The amount of oxygen consumed by these microorganisms in breaking down the waste is known as the Biochemical Oxygen Demand or BOD. The cleaner the water, the lower the BOD.
CRITERIA FOUR: UNDERSTANDABLE (USES RECOGNIZABLE IMAGERY)
Budweiser
BREWED WITH RENEWABLE 100% ELECTRICITY FROM WIND POWER
MEALS ON WHEELS delivering more than a meal

9 OUT OF 10 RECIPIENTS SAY MEALS ON WHEELS MAKES THEM FEEL MORE SECURE.

“MEALS ON WHEELS IS A WONDERFUL SERVICE THAT HAS KEPT ME IN MY HOME AND MY QUALITY OF LIFE AT ITS PEAK.”

HUNDREDS OF VOLUNTEERS DELIVER OVER 200,000 MEALS EACH YEAR.

WE CAN SERVE AN INDIVIDUAL MEALS FOR AN ENTIRE YEAR FOR THE SAME COST AS 1 DAY IN A HOSPITAL OR 10 DAYS IN A NURSING HOME.
FORMATTING: SIMPLICITY IS KEY
100% wastewater treated in-house

800 GALLONS
SOLID EFFLUENT SIDE STREAMED & PROCESSED AT VTC'S BIODIGESTER

1200 GALLONS
LIQUID EFFLUENT TREATED IN-HOUSE very diluted effluent released (< 1 lb BODs)² to Stowe municipal treatment plant³

DAILY OUTPUTS

DIGITAL VERSION FOR FACEBOOK 1200 px X 630 px (JPG)
DIGITAL VERSION FOR INSTAGRAM 1200 px X 1200 px (JPG)
**STEPS: MESSAGE YOUR MISSION**

- distill one element/aspects of your mission
- determine your audience
- draw ideas to illustrate this one element (pick at least 2 charts or visual analogies)
- choose 2-3 colors
- pick a legible typeface (if time allows in workshop)
- draw different layouts for different outputs (e.g. landscape, portrait, square)
- peer critique (if time allows)
How Solar Works

A blurb about Solar energy, what it is and how it works. Sent in the email.

Solar Production at the Stowe Brewery

A look at our Waterbury Brewery

Dartt Hill Solar

Excess Credits

Solar System was installed by UT base company Sun Common at the start of 2019.
HOW SOLAR WORKS

The solar canopy collects energy from the sun by using photovoltaic solar panels. These solar panels work by allowing photons to knock electrons free from atoms allowing for the free flow of electricity. Each solar panel is made up of many solar cells. Each cell is comprised of silicon with two layers, one negative and one positive. The two layers work together to create an electrical field, the same way a battery works. The newly converted energy can then be used by The Alchemist Brewery or stored away.

SOLAR PRODUCTION AT OUR STOWE BREWERY

- SOLAR CANOPY: Convert the sun's energy into electricity.
- WALK IN COOLER: Helps direct the AC throughout the brewery.
- TOTAL CAPACITY: We have a total of 385 panels @384 W each. 40% of Stowe Brewery is solar powered.

A LOOK AT OUR WATERBURY BREWERY

- DART HILL SOLAR: A partnership with Dart Hill lets us use solar energy from their solar farm.
- ON-SITE SOLAR: Our garage has solar panels installed on the roof, allowing us to create and use our own solar energy.

EXCESS CREDITS

DONATING CREDITS: The Waterbury Brewery receives and generates more solar power than needed. The excess credits on the grid are then donated to the Waterbury Senior Center.
SOME STATS TO GET YOU STARTED

WASTEWATER TREATMENT

80% of all waste water globally is released into the environment without treatment.

Demand on wastewater treatment plants will increase by 23% by 2032.
How is this relevant to Vermont? To your business?

GENDER NON-DISCRIMINATION

Women earn less than men at every education level.

Vermont has the lowest gender pay gap in the nation, yet women make $7,000 on average less than men.

How is this relevant to your organization?

GENDER PARITY/DIVERISTY

Women make up 52% of VT’s population, but only 45% of the full-time workforce.

A majority of high-growth occupations that don’t require a 4-year degree are areas in which women have a very limited presence.

WORK-LIFE BALANCE INITIATIVES

Vermont has the highest expected annual family medical leave act outlay in the US

Vermont is scored 3.8 out of 5 for work-life balance on Indeed.com

NET-ZERO/ENERGY EFFICIENT FACILITIES

Vermont has committed to being 90% renewable by 2050

Vermont is the first in the US for year-over-year energy savings
MESSAGING YOUR MISSION
Content to amplify your online presence

RESOURCES
bit.ly/mym_resources
A SHORT LIST OF DIAGRAMS

BAR GRAPH

Pie Chart

Comparing Carbon Foodprints (t CO2e)

<table>
<thead>
<tr>
<th>Food Pattern</th>
<th>CO2e (t)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meat Lover</td>
<td>3.3</td>
</tr>
<tr>
<td>Average</td>
<td>2.5</td>
</tr>
<tr>
<td>No Beef</td>
<td>1.9</td>
</tr>
<tr>
<td>Vegetarian</td>
<td>1.7</td>
</tr>
<tr>
<td>Vegan</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Personal choices to reduce your contribution to climate change

- Upgrade light bulbs
- Hang dry clothes
- Recycle
- Wash clothes in cold water
- Replace non-renewable with hybrid
- Eat a plant-based diet
- Switch electric to car-free
- Buy green energy
- Avoid one transatlantic flight
- Live in low
- Have one fewer child

Average values for developed countries, based on travel.

Low Impact

- < 0.2 CO2e

Moderate Impact

- 0.2 - 0.8 CO2e

High Impact

- > 0.8 CO2e

Data from Wynn & Kimberly Nicholas, 2017, Environmental Research Letters.
A SHORT LIST OF CHARTS

Evolution of Reading
Fraction of words from different sources

Global Literacy Statistics
Only 3% of people with disabilities are literate

MULTI LEVEL DONUT CHART
A SHORT LIST OF CHARTS

FLOWCHART
DATA VISUALIZATION RESOURCES 1

COLOR: kuler.adobe.com (a useful tutorial on how to use these palettes: http://fashionclassroom.com/blog/how-to-use-kuler-for-color-palettes)

FONTS: https://fonts.google.com/

ICONS/PICTOGRAMS: nounproject.com ; flaticon.com
DATA VISUALIZATION RESOURCES II

INSPIRATION: http://www.mgmdesign.com/work/information-design

INSPIRATION: https://visme.co/blog/infographic-ideas/

INSPIRATION: nigelholmes.com

TEMPLATES: https://venngage.com/templates/infographics/nonprofit

TEMPLATES: https://creativemarket.com/tags/data-visualization
DATA VISUALIZATION RESOURCES III