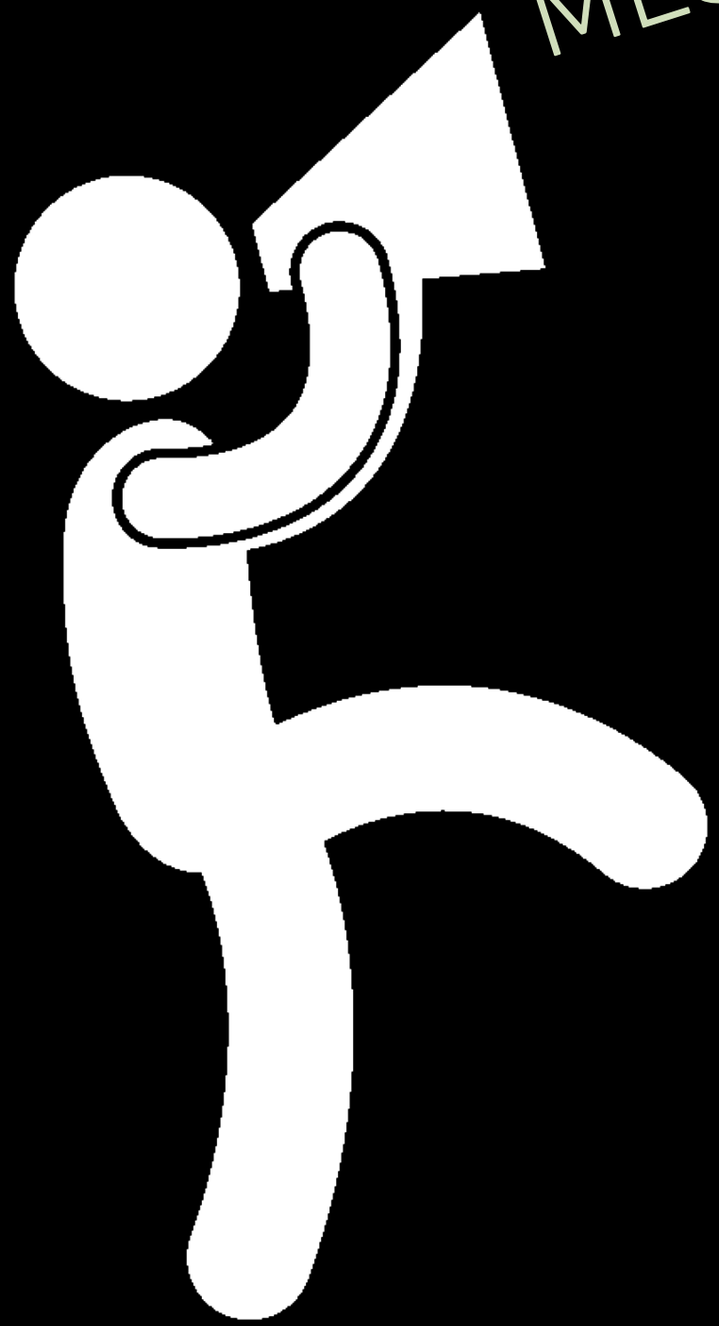
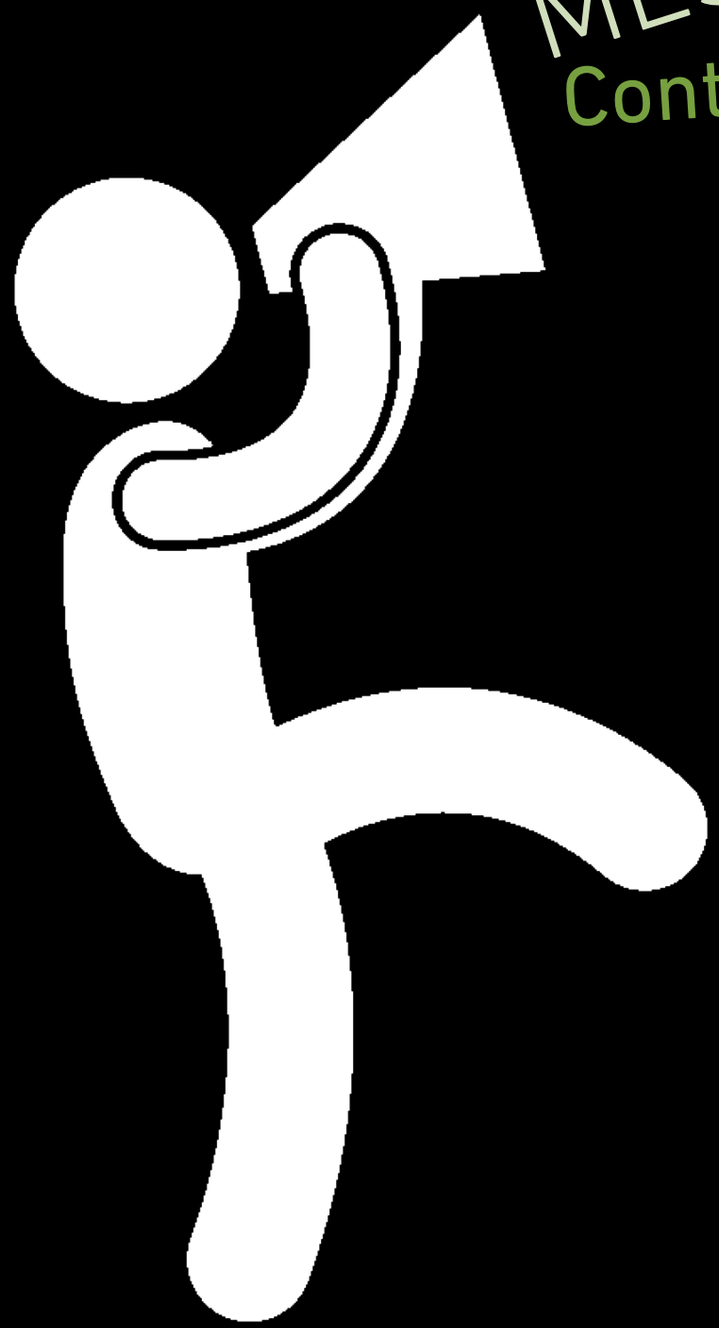
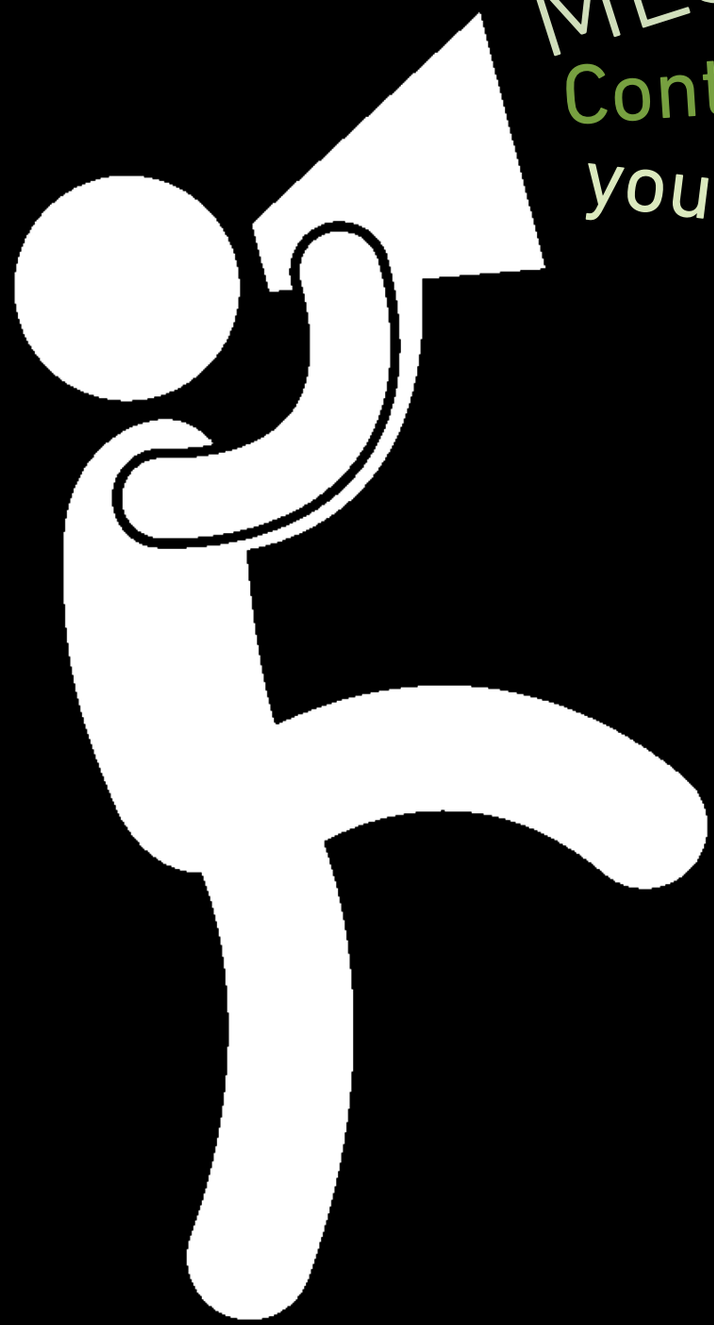
MESSAGING YOUR MISSION



MESSAGING YOUR MISSION

Content to amplify





MESSAGING YOUR MISSION

Content to amplify your online presence

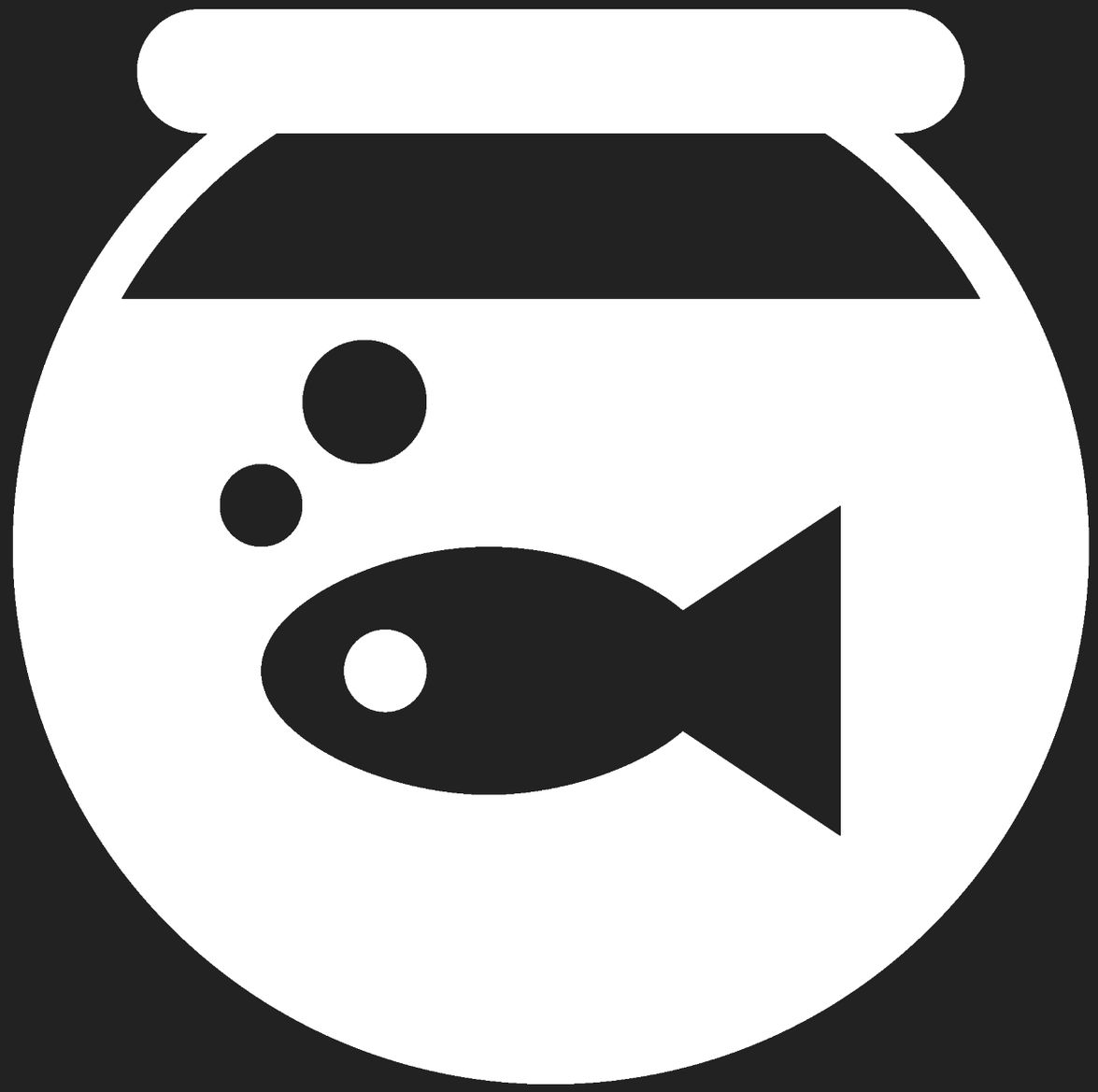
WHAT'S THE GOAL IN COMMUNICATING YOUR MISSION?

TO HIGHLIGHT SOCIAL INITIATIVES

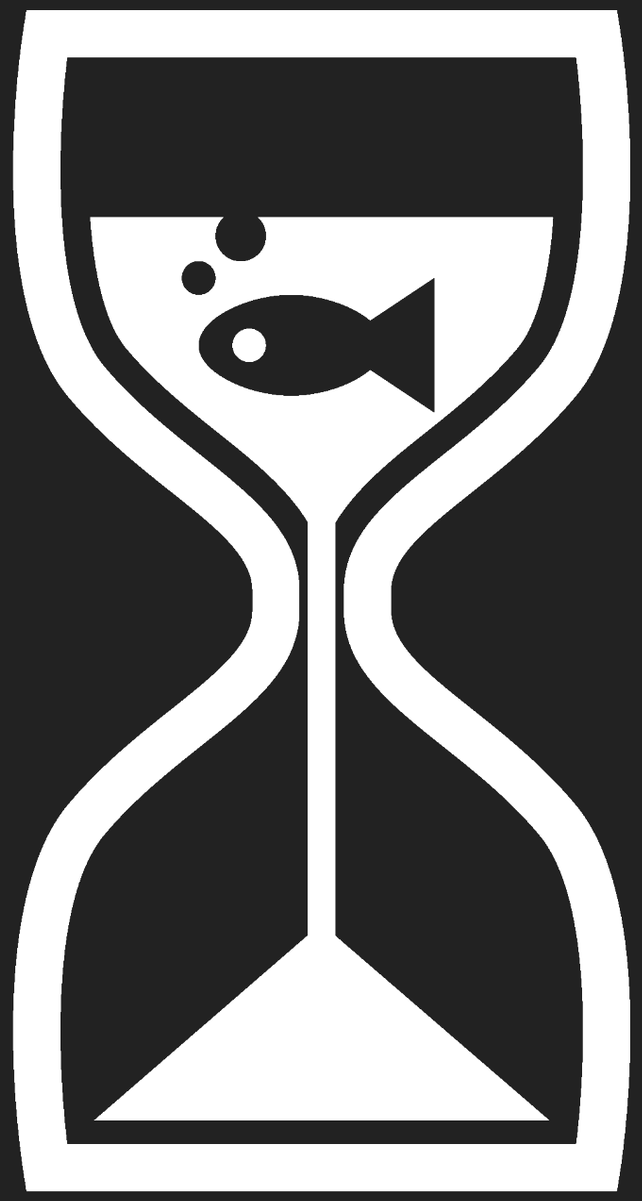
TO RAISE AWARENESS

TO REACH TARGET MARKET

KEEP IT SIMPLE



YOU HAVE 8 SECONDS



DISTILL YOUR MESSAGE

FEWER WORDS, MORE IMAGES

LIMITATIONS OF PLATFORM REQUIRE LEGIBILITY

CRITERIA TWO: READABLE FONTS

27 Things to Do with Students who are not paying attention.

Ask Ask them to repeat what was just said.	**Stand** Stand next to them.	**Give** Give them the marker and ask them to be the record keeper.
Show Grab their attention by showing a short film.	**Get-up** Get-up and move.	**Give** Take a break and give students a problem to solve.
Ask Ask a challenging question that takes several steps to solve.	**MAKE** Have them make something related to the topic.	**Find** Find out what excites the student and add a related analogy.

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ID 45602457
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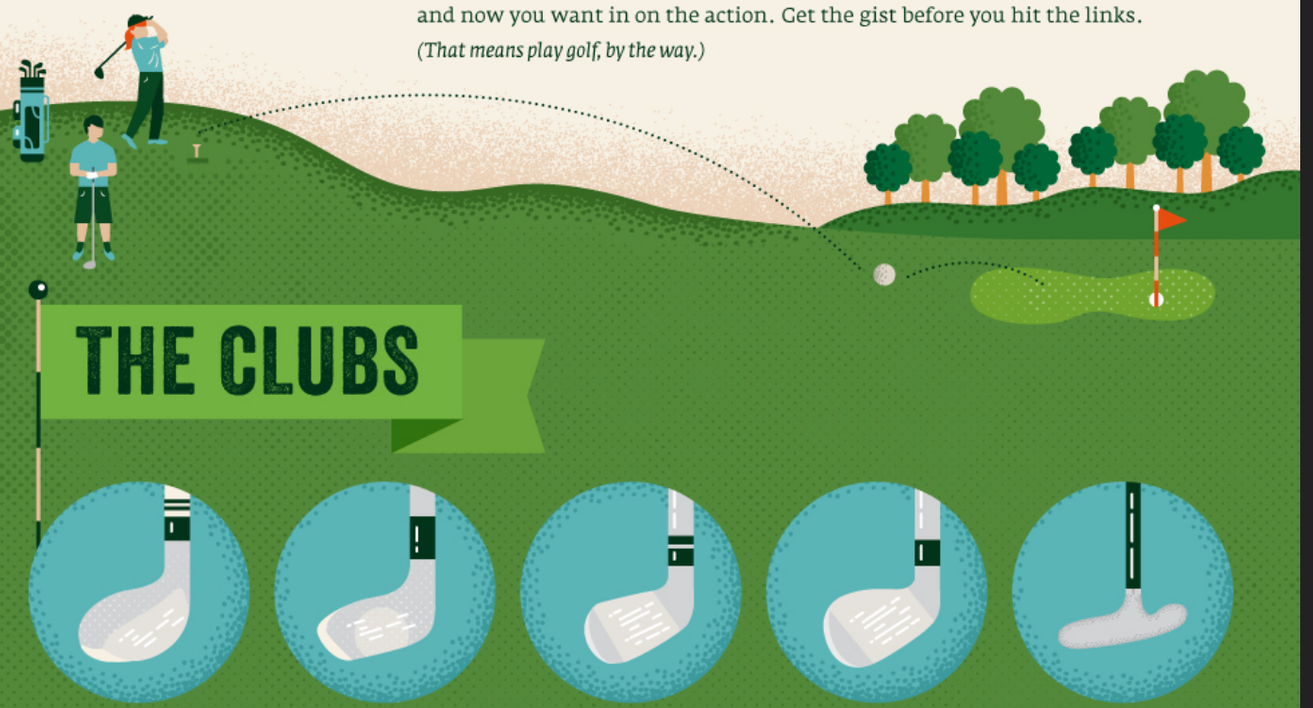
THE OVERWHELMED BEGINNER'S GUIDE TO GOLF

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?

▲ *Higher Number*	▼ *Lower Number*
Higher loft	Lower loft
Shorter club shaft	Longer club shaft

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

INNOVATIVE **WASTEWATER** TREATMENT

FERMENTER
WHIRLPOOL
KETTLE
MASH TUN

FLOOR DRAINS

HOLDING TANK
solids in water
above ground

HOLDING TANKS
solids in water
below ground

CONTAINER TRUCK — SPENT GRAIN
Sweet Family Farm

livestock eats spent grain

TANK TRUCK — SOLIDS
Grow Compost

MOVING BED
BIOFILM REACTOR (MBBR)

DISSOLVED AIR
FLOTATION (DAF)

water is aerated
solids float to top
solids skimmed

CLEAN WATER
municipal drain

BIODIGESTER
Vermont Technical College

PREPARATION
ANAEROBIC DIGESTION

BIOGAS burned for heat and electricity

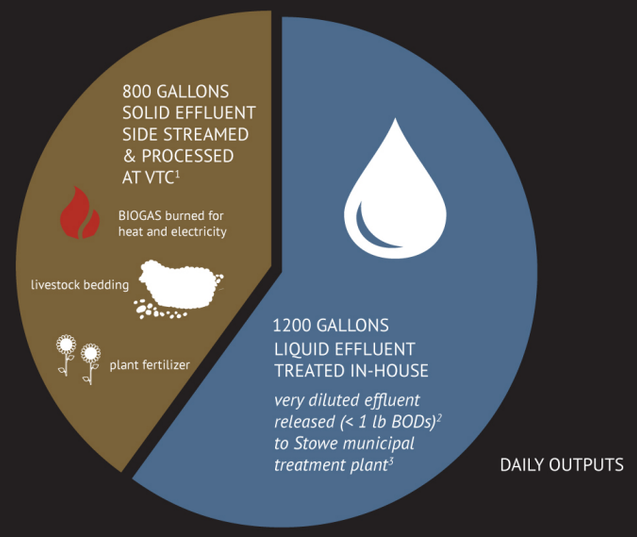
SOLIDS for livestock bedding

LIQUID FERTLIZER

WASTEWATER BY THE NUMBERS

PERCENT WASTEWATER TREATED IN-HOUSE

100%



1:1 RATIO

WASTEWATER : BEER PRODUCED

WASTEWATER

1 GALLON BEER
= 8.5 PINTS

DAILY AVERAGE

Biochemical **O**xygen **D**emand[2]

1 lb BODs
FAMILY
OF FOUR

<.5 lb BODs
ALCHEMIST
STOWE

GEEKING OUT: THE FINE PRINT

1 The biodigester at Vermont Technical College (VTC) processes our solid/concentrated 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 in breaking down the waste is known as the **B**iochemical **O**xygen **D**emand or BOD. The cleaner the water, the lower the BOD.

3 The Alchemist's low BOD effluent helps dilute other high BOD wastewater contributers to the Stowe Municipal Treatment Plant.

DISTILLED PRINT OUTPUT (PDF)

WASTEWATER BY THE NUMBERS

1:1 RATIO

WASTEWATER : BEER PRODUCED

WASTEWATER

1 GALLON BEER
= 8.5 PINTS

DAILY AVERAGE OUTPUT

Biochemical **O**xygen **D**emand*

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DIGITAL VERSION FOR FACEBOOK 1200 px X 630 px (JPG)

WASTEWATER
BY THE NUMBERS

1:1 RATIO

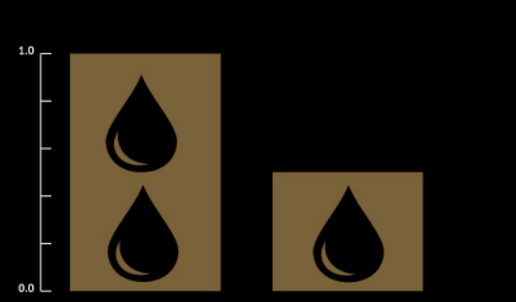
WASTEWATER : BEER PRODUCED

WASTEWATER

1 GALLON BEER
= 8.5 PINTS

DAILY AVERAGE
OUTPUT

Biochemical **O**xygen **D**emand*



1 lb BODs
FAMILY
OF FOUR

<.5 lb BODs
ALCHEMIST
STOWE

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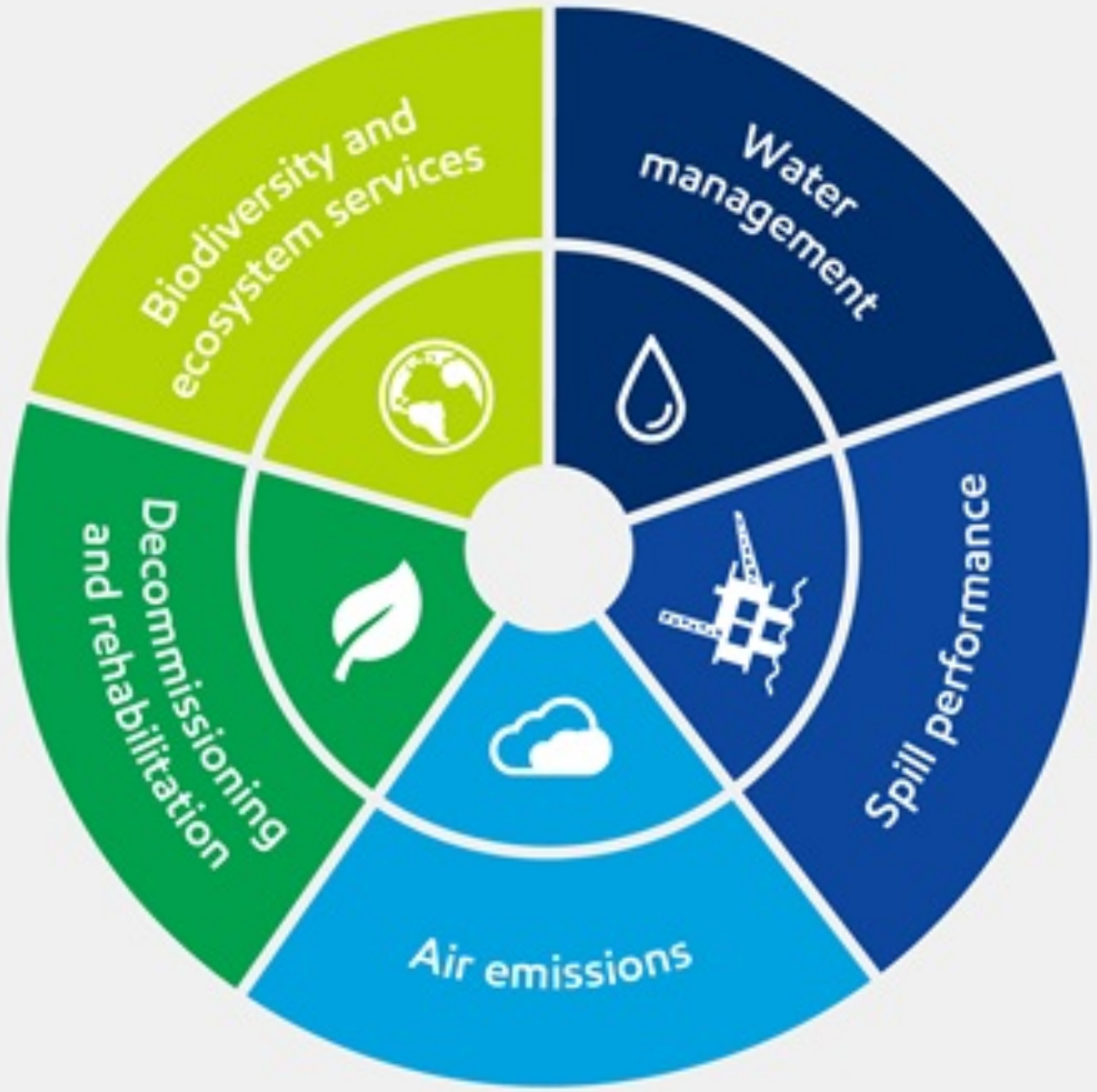
DIGITAL VERSION FOR INSTAGRAM 1200 px X 1200 px (JPG)

CRITERIA FOUR: UNDERSTANDABLE (USES RECOGNIZABLE IMAGERY)


Biodiversity and ecosystem services
Water management
Decommissioning and rehabilitation
Spill performance
Air emissions

EXXON-MOBIL

Budweiser beer. We know of no
brewer which costs so much to brew
Beechwood Aging produces a taste,
stability you will find in no other beer
AMERICA
Budweiser
OUR ORIGINAL PROCESS
HOPS, RICE AND BEST
HEUSER-BUSCH, INC.
Budweiser
BREWED WITH
RENEWABLE
100%
ELECTRICITY
FROM WIND POWER
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."

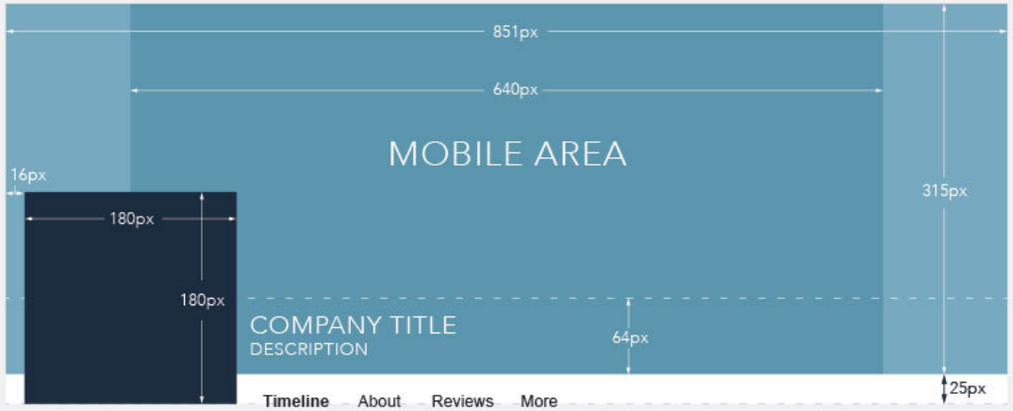
HUNDREDS OF VOLUNTEERS DELIVER OVER 200,000 MEALS EACH YEAR.

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.

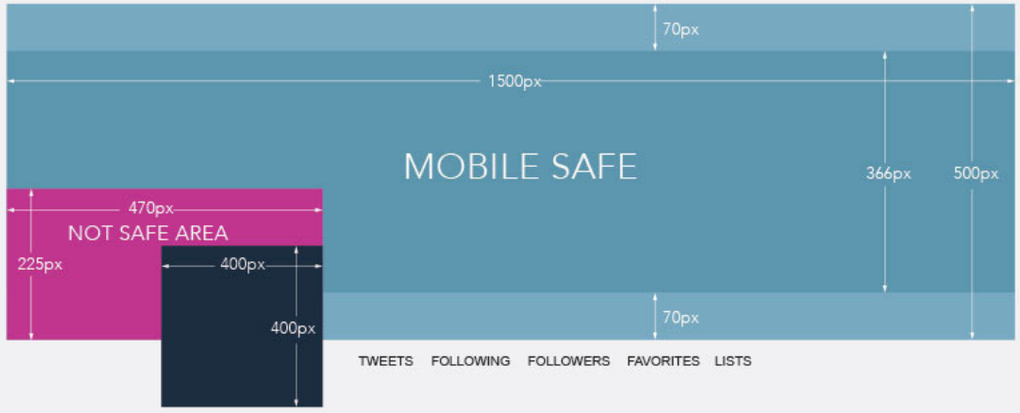
FORMATTING:
APPROPRIATE FOR ONLINE VIEWING

SOCIAL MEDIA PROFILE IMAGE SIZES CHART

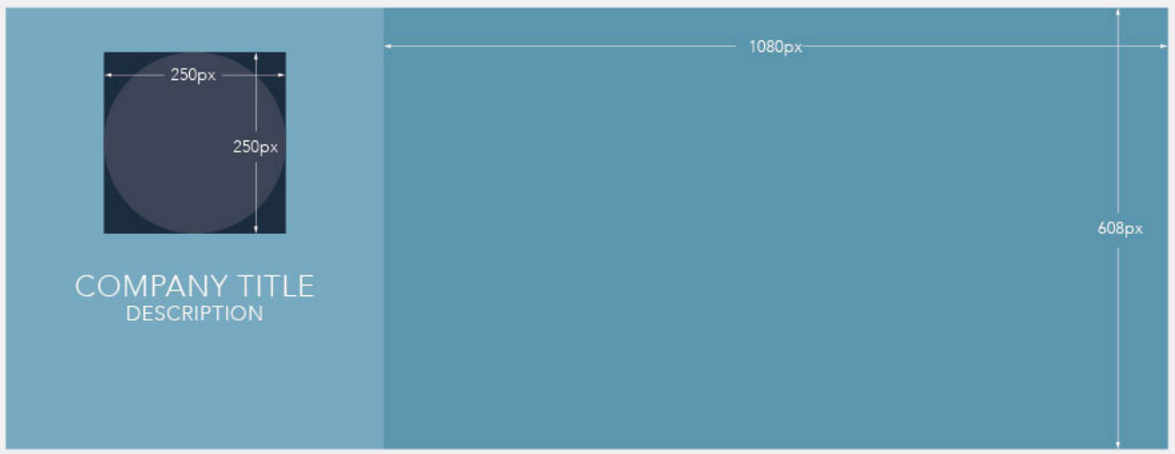
FACEBOOK



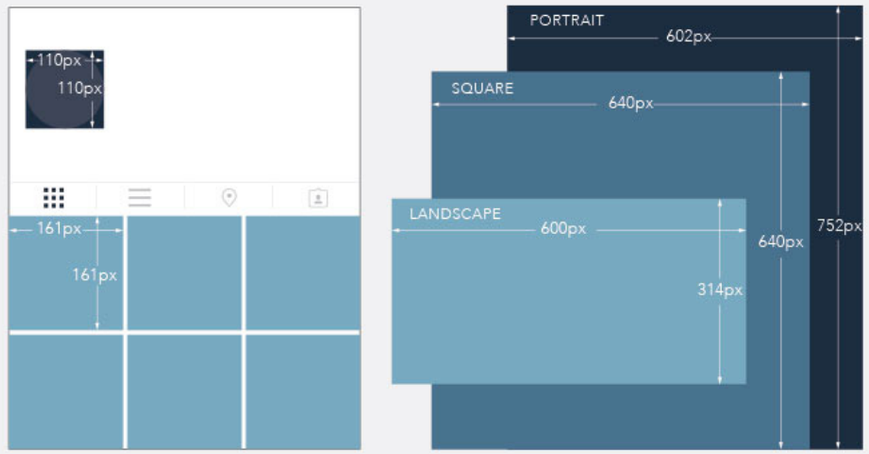
TWITTER



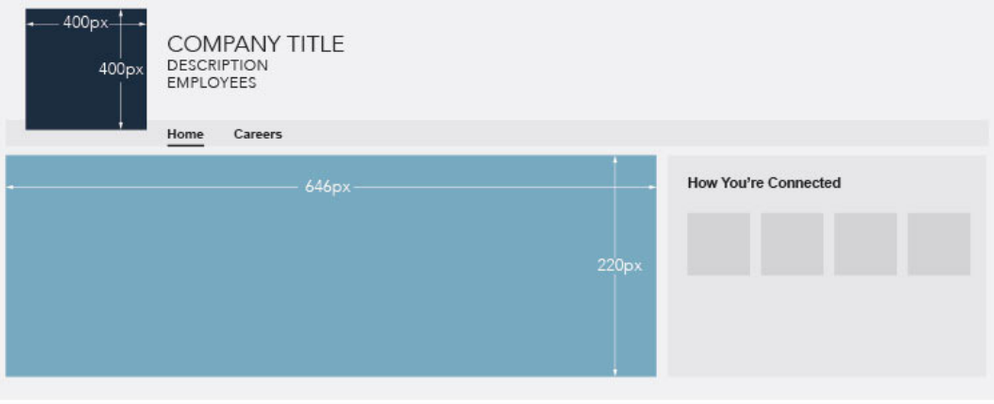
GOOGLE +



INSTAGRAM



LINKEDIN COMPANY PAGE



LINKEDIN SHOWCASE PAGE

FORMATTING:
SIMPLICITY IS KEY

B the change FOR PEOPLE PLANET PURPOSE

WATER

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 plant[3]

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/aspect 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)

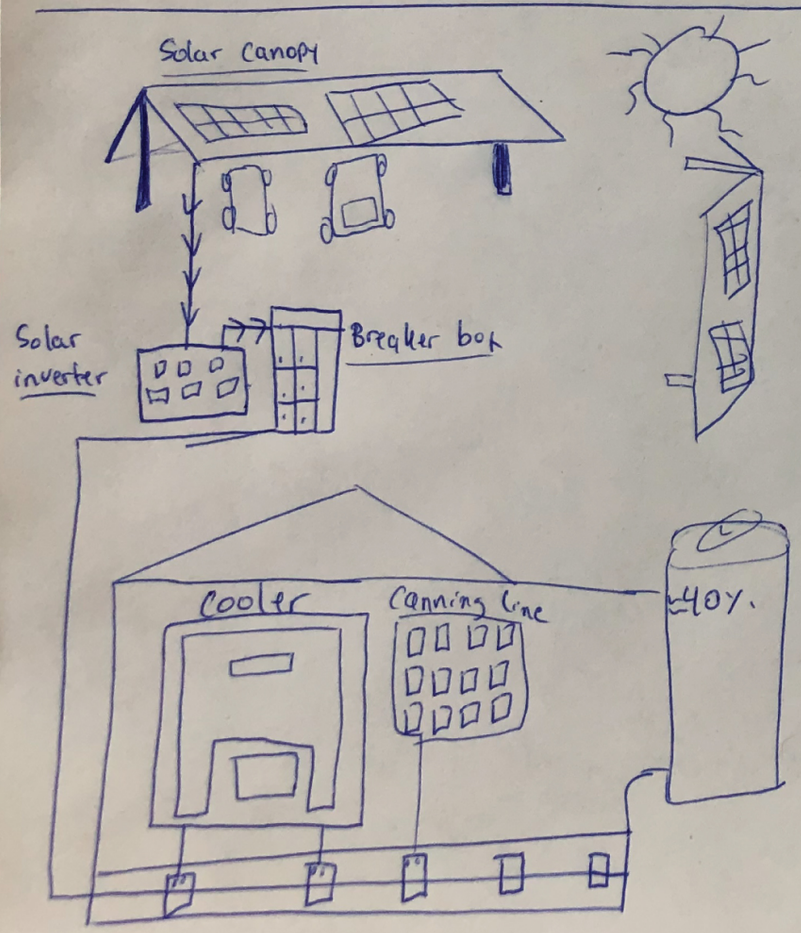
Photo of actal canopy?

How Solar Works

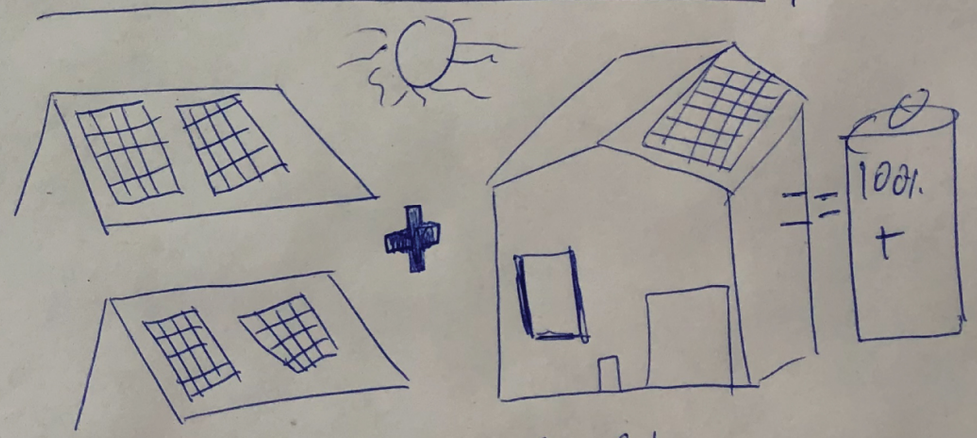
A blurb about Solar energy, what it is and how it works.
Sent in the email

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

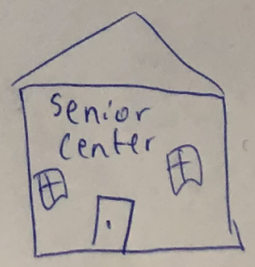
Solar Production at the Stowe Brewery



A look at our Waterbury Brewery



Excess Credits

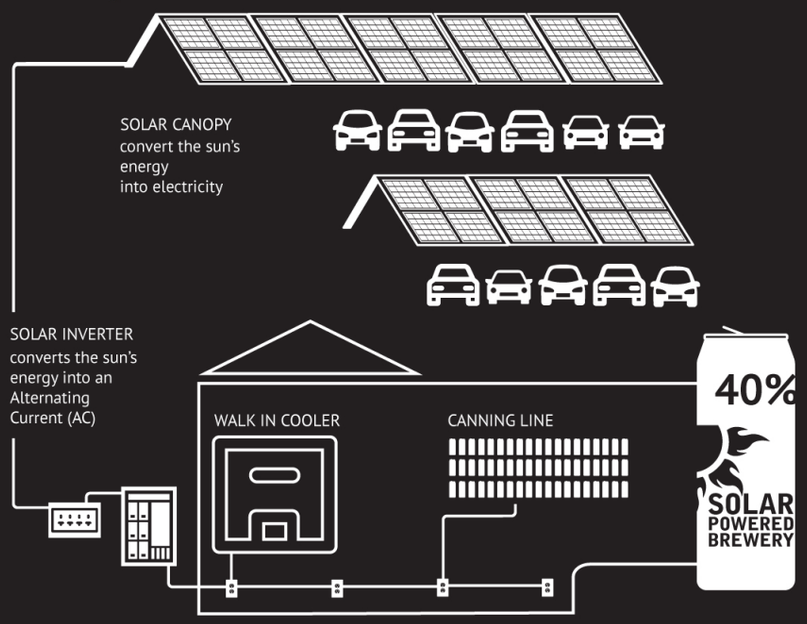


SKETCH IT, DON'T JUDGE IT

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.

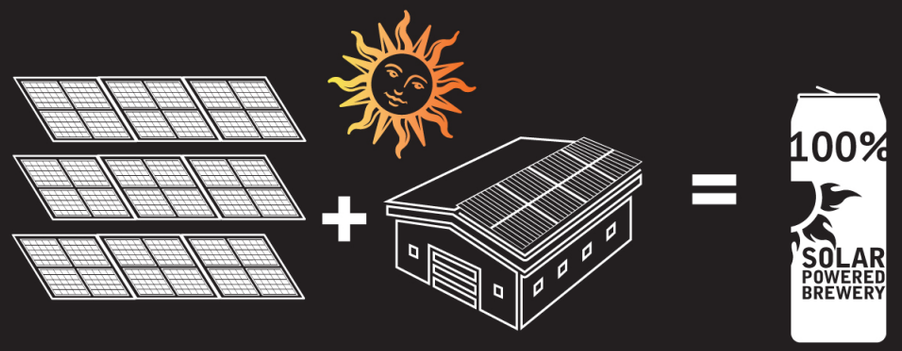
SOLAR PRODUCTION AT OUR **STOWE BREWERY**



BREAKER BOX
Helps diret the AC throughout the brewery

TOTAL CAPACITY
We have a total of 381 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

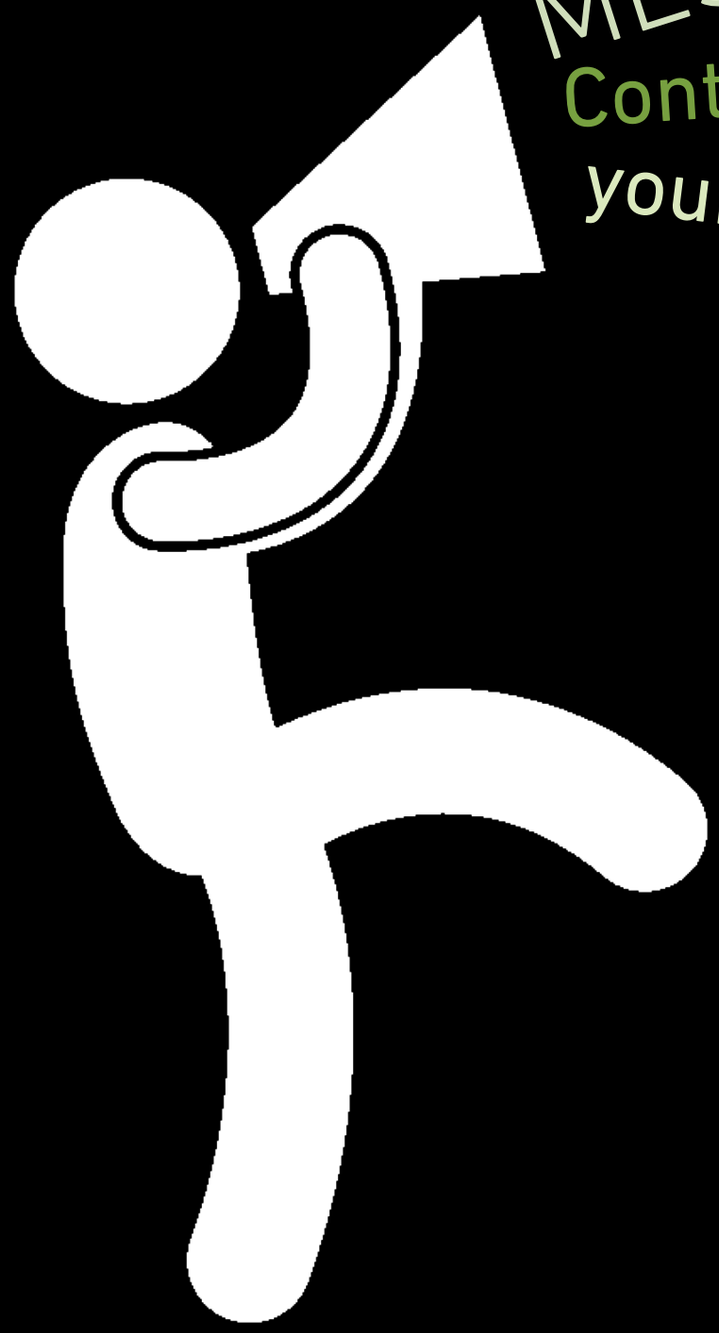
Vermont has the highest expected annual family medical leave act outlay in the US

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

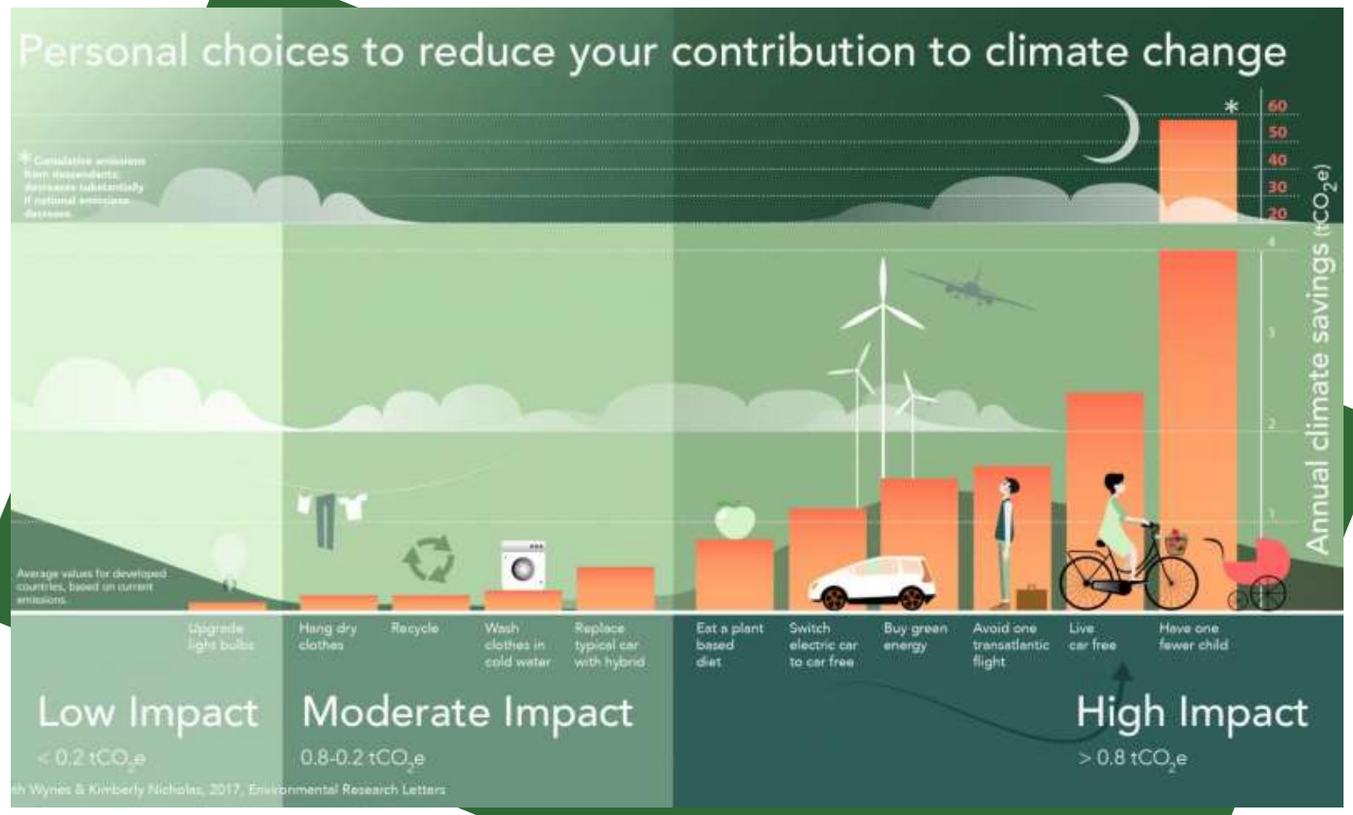
Content to **amplify**

your online **presence**

RESOURCES

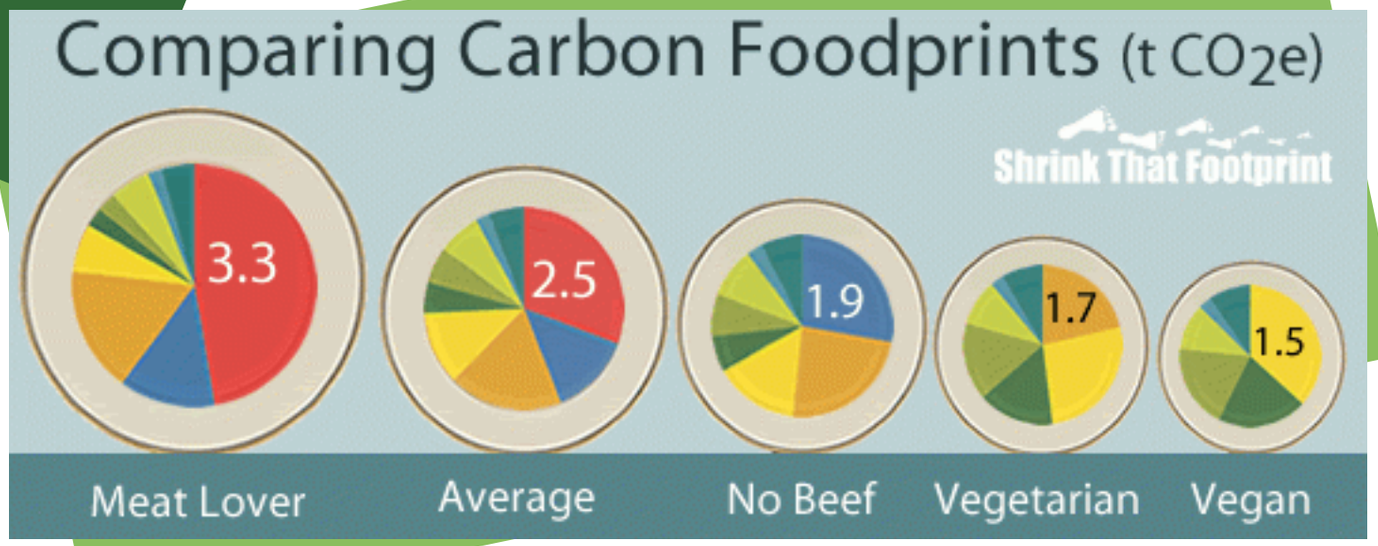
bit.ly/mym_resources

A SHORT LIST OF DIAGRAMS

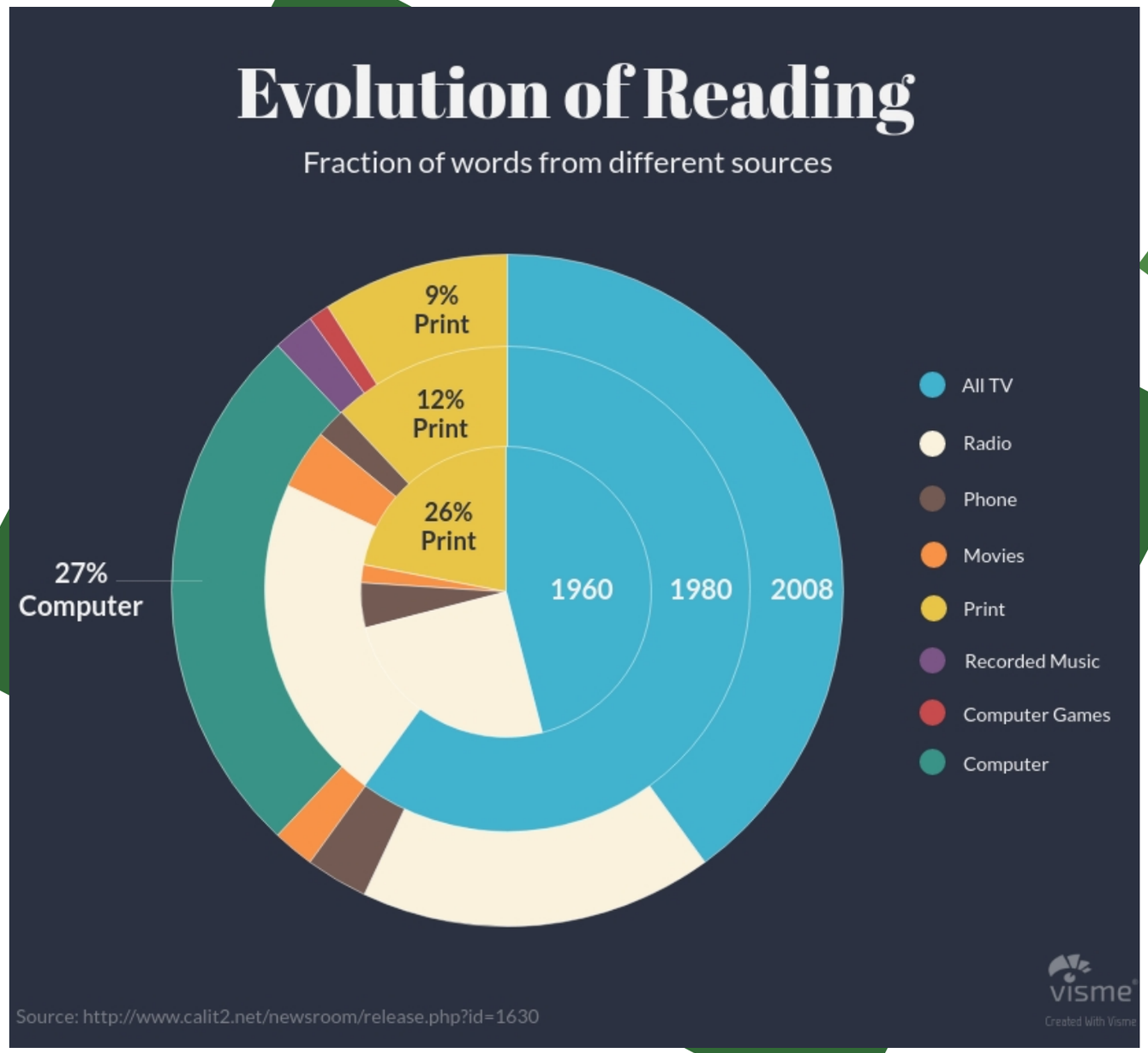


BAR GRAPH

PIE CHART



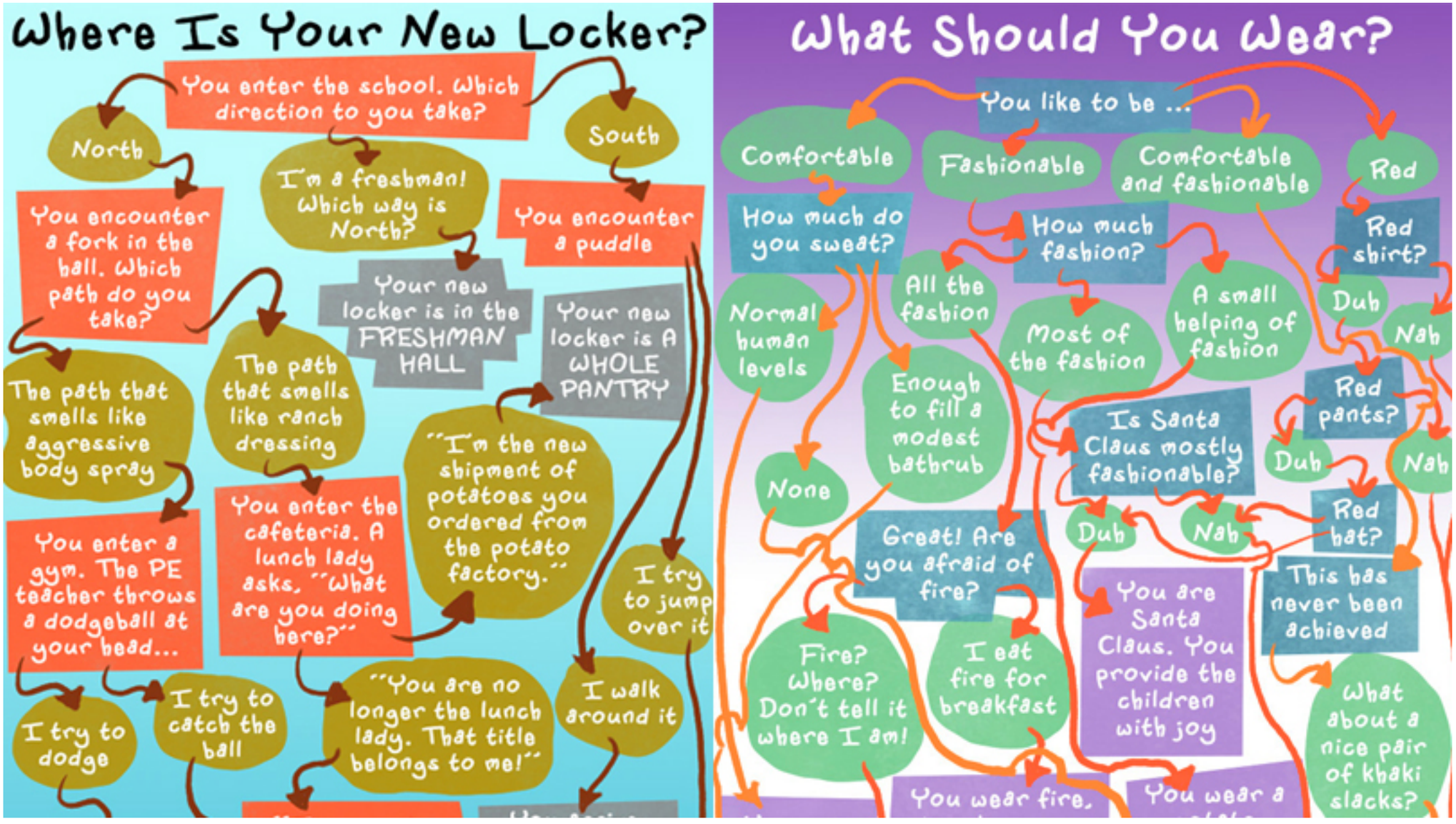
A SHORT LIST OF CHARTS



MULTI LEVEL DONUT CHART

PICTOGRAPH

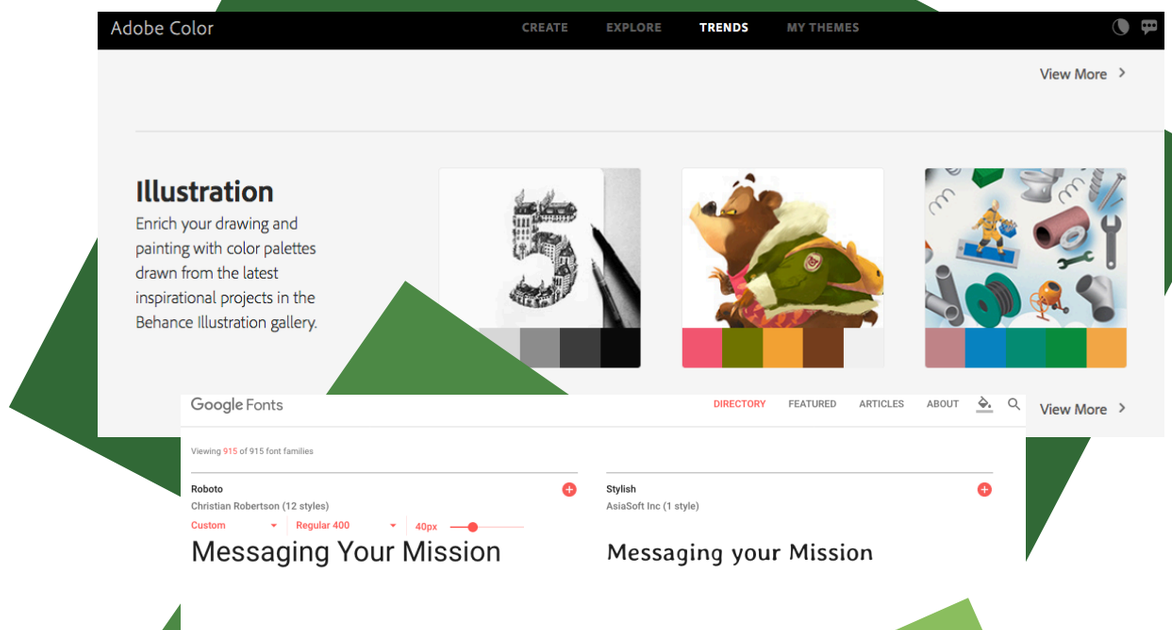
A SHORT LIST OF CHARTS



FLOWCHART

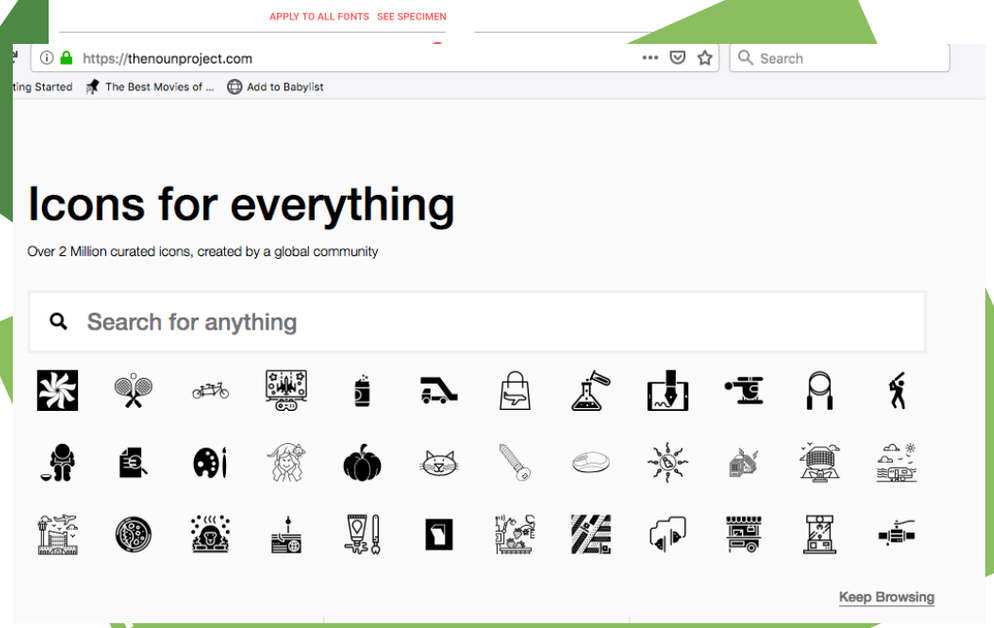
DATA VISUALIZATION RESOURCES I

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

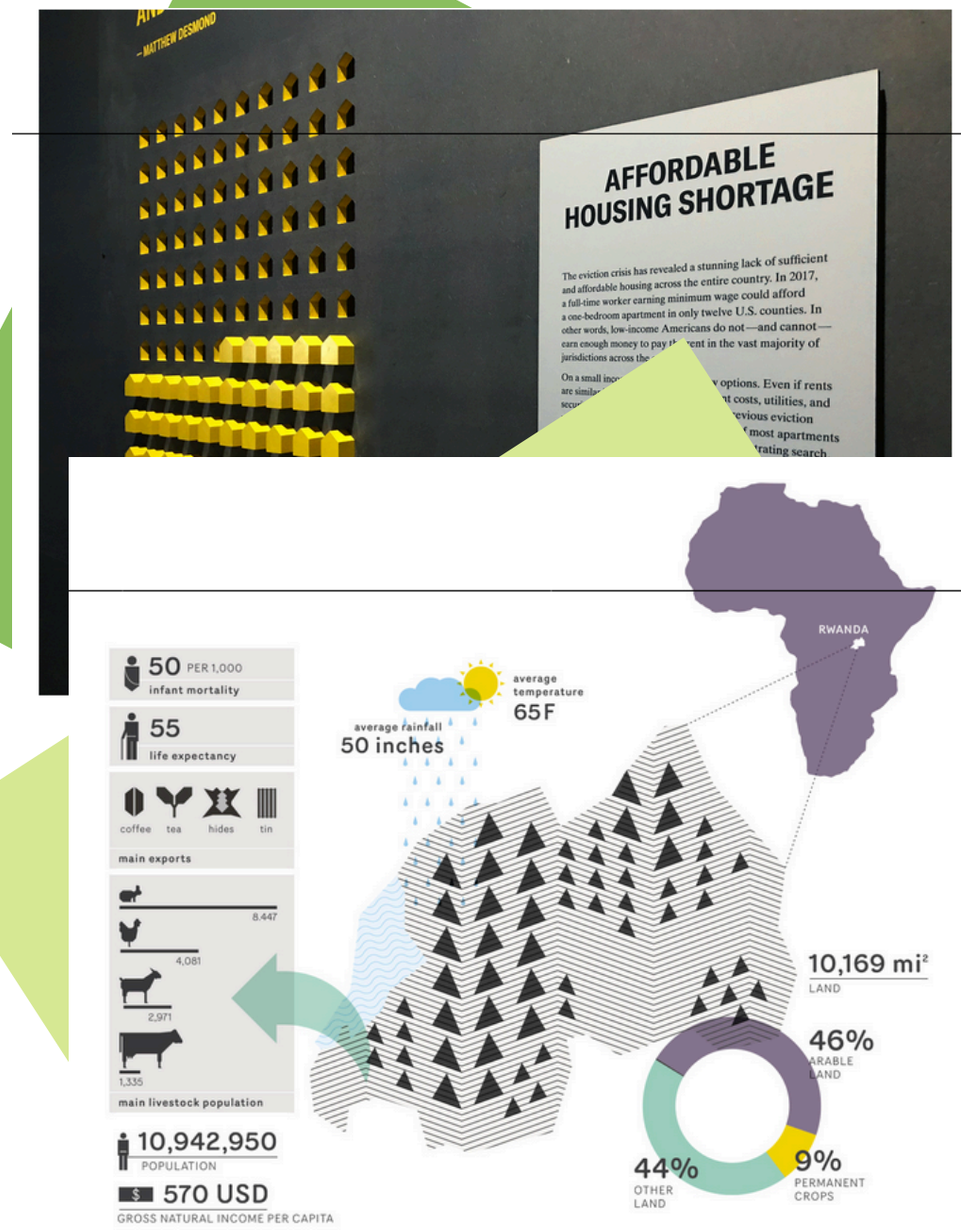
INSPIRATION: http://www.mgmtdesign.com/work/information-design

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

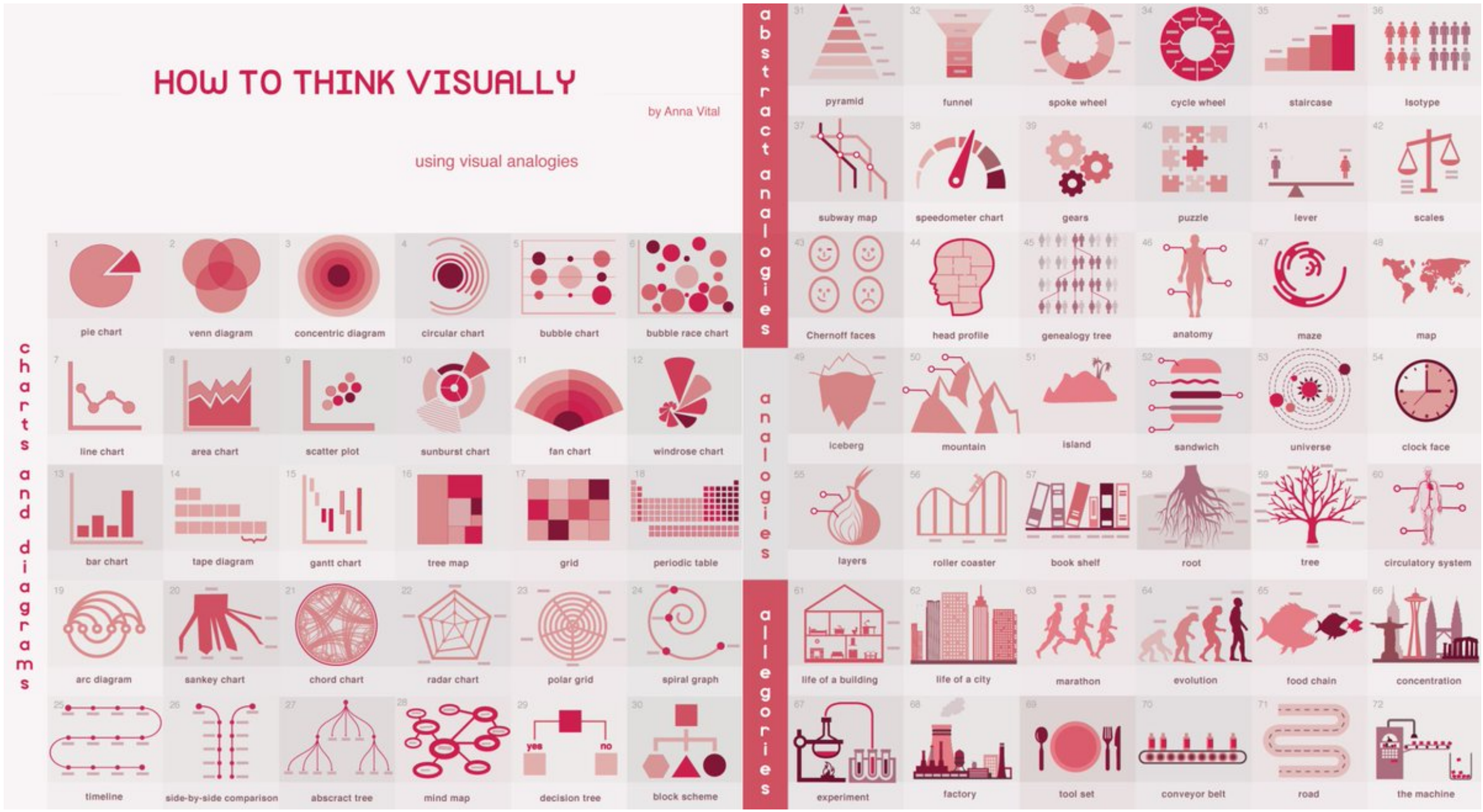
INSPIRATION: nigelholmes.com

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

TEMPLATES: https://creativemarket.com/tags/data-visualization



DATA VISUALIZATION RESOURCES III



https://blog.adioma.com/how-to-think-visually-using-visual-analogies-infographic/