Quick Tools for Talking About Finances

• **Focus on the Why: 30,000 ft view**
  - Be aware of overwhelming with no explanation on:
    • Numbers
    • Spreadsheets
  - Need:
    • Key takeaways with anything posted. Graphs—Always want takeaway at top, etc.
    • Talk about impact to revenues and expenditures
  - Have handy more detailed info available for those who need/want to deep sea dive

• **Special Social Media Strategy:**
  **Rapid response, rumor control**
  - Key informed community members, staff
  - Key financial communicators

• **Special Financial Conversation Rollout: The Foundation of Your Efforts**
  - Board, Association Leadership, Staff
  - Updated Always, Staff 101s
  - Website
    • Single Source of Information
    • Name your financial conversation with community/your plan, populate it (FAQs, Blogs/Videos)
  - State of Schools events, broadcast updates to the board
  - Community Financial Committee (not board committee), no rubber stamp committees
    • Third party review of work

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