

Messaging Matters:

Effective Communications
Strategies for WBCs

AWBC

JULY 2023 CONFERENCE



Session Objectives

Define the shared messaging common denominators across all WBC nationwide.

Identify the Value Proposition of your WBC for the region/ state, and for your WBC.

Create an action plan for a communication toolkit to highlight:

- The diverse, unique and culturally relevant programming your WBC offers.

- The economic impact of the businesses your centers support.

- Client success stories.



Why have the WBCs not been Heard?

Perceptions and Assumptions

WBCs are perceived to work only with startups

WBCs are perceived to only support micro-businesses

WBCs are perceived to be not well funded

WBCs are perceived as not having a unified voice at the state level

WBCs do not have a strategy for state advocacy

WBCs do not have a seat at the table

WBCs do not serve historically marginalized entrepreneurs

Why Should WBCs Have a Communications Toolkit?

Benefits:

Attract more resources through grants and sponsorships

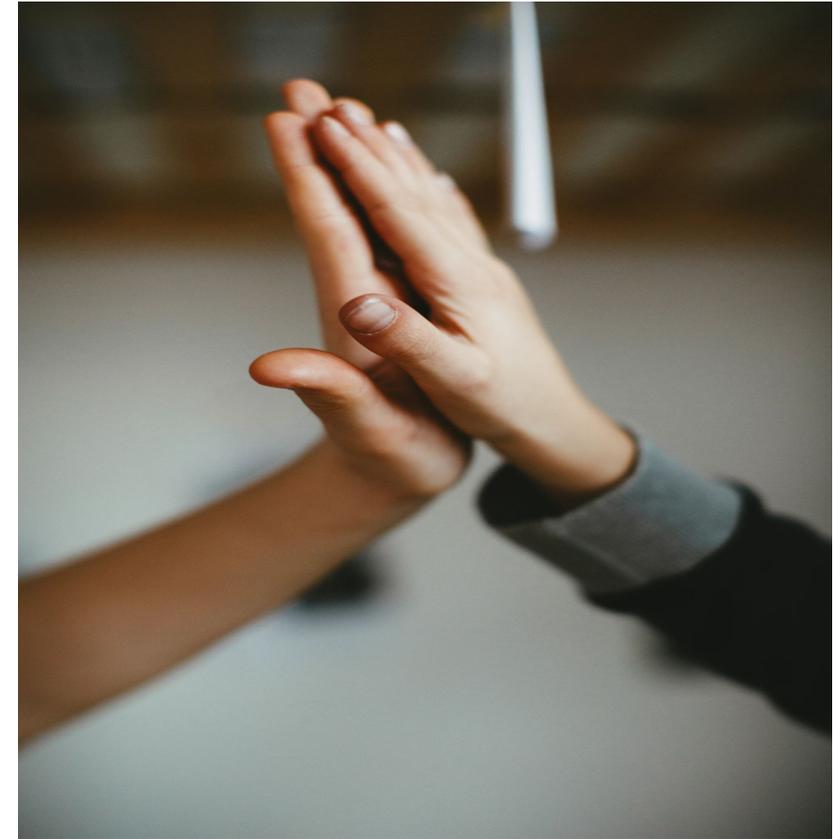
Gain recognition of the economic impact to our work

Grow awareness of our mission

Support economic mobility

Build generational wealth for our clients and communities at large

Educate legislature on the WBCs value to economic mobility



CONSISTENCY IN COMMUNICATION



EMPOWERING WOMEN THROUGH ENTREPRENEURSHIP

Since 2003:



The **Inland Empire Women's Business Center (IEWBC)** is comprised of small business owners and small business experts that are here to assist each client with one-on-one consulting and training. We are a part a national network of entrepreneurship centers throughout the United States, which are designed to assist women in starting and growing small businesses. Our mission is to **counsel, teach, encourage** and **inspire** women business owners at **every stage** of development and expansion.

OFFERING:

- ✓ One-on-one Counseling
- ✓ Training Workshops
- ✓ Entrepreneurial Development Programs
- ✓ Business Resources

Find out how the Inland Empire WBC can help you add value to your business by scheduling a one-on-one appointment with an IEWBC Business Counselor today!

 IEWBC.ORG
 (833) 939-3709
 HELPDESK@IEWBC.ORG

   @IEWBC



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Funding is not an endorsement of any product, opinion, or service. All programs are extended to the public on a nondiscriminatory basis. Funded in part through a Grant with the Governor's Office of Business and Economic Development. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the Governor's Office of Business and Economic Development.



AMPLIFIED
THROUGH
UNITY

CALIFORNIA'S
WOMEN'S BUSINESS
CENTERS

LEADERSHIP COVID FUNDING TRAINING & EVENTS SUCCESS STORIES LOCATION F

West
BUSINESS
DEVELOPMENT
CENTER

SERVICES TRAINING RESOURCES PROGRAMS RESULTS

Workshops & Training
One-on-One Counseling
Business Development
Access to Capital

Your success is our
business

to-cost professional services to help your business grow. Wherever you are on the journey of your business, we will meet you where you are at with tools, resources, and advice to help you realize your goals.

COACHELLA VALLEY
WOMEN'S BUSINESS CENTER
INLAND EMPIRE CENTER FOR ENTREPRENEURSHIP

f t i in e
(833) 379-0019

wev Women's
+ the power of you Economic
Ventures

BUSINESS DIRECTORY DONATE EVENTS NEW

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EMPOWERING
WOMEN
THROUGH
ENTREPRENEURSHIP

You + Resources to
Spark Success

Women's Economic Ventures is a non-profit organization dedicated to the economic empowerment of women - cultivating the power within each woman to realize her dreams, achieve financial independence and succeed on her own terms.

¡SALUDOS! VE
EL SITIO EN
ESPAÑOL

INTEREST LIST

Unification Achieves Results

Coordinated effort to produce meaningful data. Measures Up through a grant by Lendistry

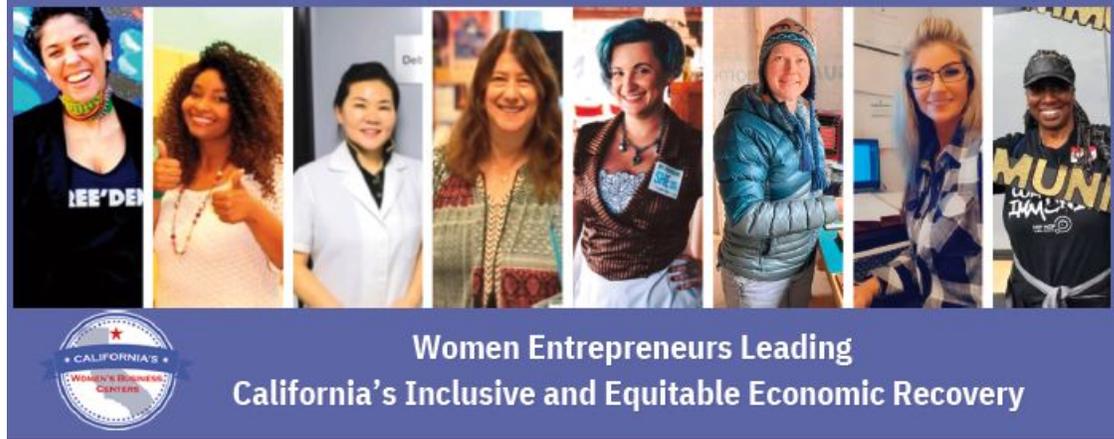
Next phase coordinated effort on advocacy – TAP and WBC-Enhancement

CAWBC as a model to repeat at a national scale

AWBC building on our story through Advocacy Training series



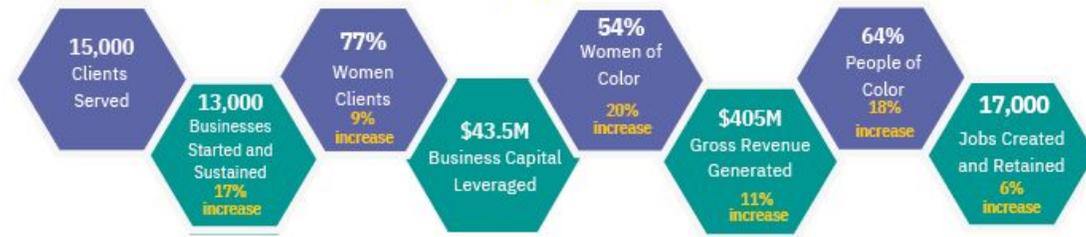
CA WBC Network One Pager



The California Women's Business Centers provide effective services to thousands of strong, hard-working entrepreneurs as they power the economic recovery in our most vulnerable communities. Statewide 18 Women's Business Centers (WBCs) champion small businesses and women entrepreneurs hit disproportionately hard in recent years.

In 2022 16 WBCs (2 new Centers were designated in Fall 2022) served almost twice as many clients and businesses than they did pre-pandemic. We successfully sustained our high-touch and high-impact culturally competent services with our clients – the majority of whom are women, women of color, and most notably our low-income households in both urban and rural regions. WBCs offered services in 20 languages and built confidence and support for business success through out 47 of the 58 California counties.

Our 2022 results compared to 2021 reflect our commitment to economic equity and resilience:



Build resilient communities. **Grow** our economy. **Invest** in Women's Business Centers of California.



Gu Grocery, Mobile Food Services, Owned by Jessica T. Wang, Los Angeles
<https://www.gu-grocery.us/>

Glass House Garden, Owned by Brittney Hoffman, Sacramento
<https://www.theglasshousegarden.com/>

Estetica Unisex Lety's, Owned by Leticia Andrade, Salinas
<https://estetica-unisex-letys.negocio.site/>

Asian Pacific Islander Small Business Program Women's Business Center

California Capital Women's Business Center

El Pajaro CDC Regional Women's Business Center

For more information on the California Women's Business Centers: www.californiawbc.org
Or contact Nancy Swift, Network Chair nswift@e-jedi.org

Join at menti.com use code 4937 8957

 Mentimeter

Instructions

Go to

www.menti.com

Enter the code

4937 8957



Or use QR code



What demographic your WBCs Serves?

We can add Mentimeter here for the audience to write who they serve.

Bring your one pager/ demographics

Join at menti.com use code 4937 8957

Who does your WBC serve?



Join at menti.com use code 4937 8957

What makes your WBC Unique?

In two words max!



What makes
your WBC
Unique?

Join at [menti.com](https://www.menti.com) use code 4937 8957

Mentimeter

Instructions

Go to
www.menti.com

Enter the code

4937 8957



Or use QR code

From This
List Select
Your Top 3
Services

Join at menti.com use code 4937 8957

Which of these empowerment statements resonates most with the work of your center?

Strongly disagree

1- WBCs take a holistic approach to supporting women and other historically marginalized entrepreneurs to start and grow their businesses.

2- WBCs build the economy by developing entrepreneurship for diverse communities.

3- WBCs provide training, coaching and funding to women in all communities to start and grow businesses.

4- WBCs remove barriers to economic opportunity that women and other underserved entrepreneurs face.

Strongly agree



Which of these empowerment statements resonates most with the work of your center?

Messaging Common Denominators

- 1-WBCs take a holistic approach to supporting women and other historically marginalized entrepreneurs to start and grow their businesses.
- 2- WBCs build the economy by developing entrepreneurship for diverse communities.
- 3- WBCs provide training, coaching and funding to women in all communities to start and grow businesses.
- 4- WBCs remove barriers to economic opportunity that women and other underserved entrepreneurs face.



Defining the Value Prop of your Center

Gain confidence in articulating WBC message

Build and maintain a positive image

Effectively market programs and events

Stimulate demand for our programs by differentiating them from other organizations

Create a cohesive regional communication strategy

You + A Powerful
Community



Communications Toolkit Components

Client stories

Newsletters

One pagers with impact data

Media Releases

Community presentations

Videos



Where do we Raise our Voices?

City, County and State levels.

Media, online sources, TV & Radio

Partners

Other organizations

Conferences

Clients



Partnerships

Chamber of Commerce

NAACP

Urban League

Mission Valley Bank

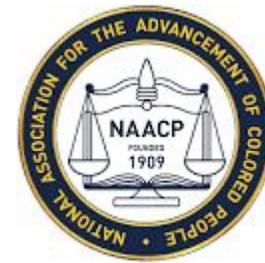
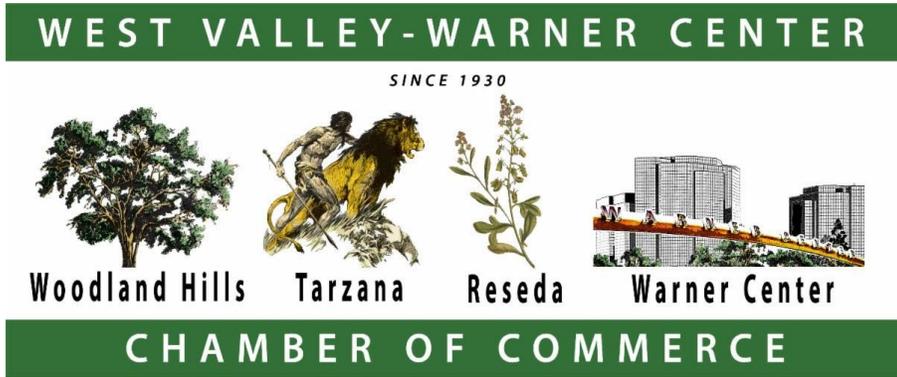
Wells Fargo

JP Morgan Chase

California Governor's Office

County of Los Angeles

City of Los Angeles



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Action Plan Activity



COMMUNICATIONS STRATEGY ACTION PLAN

WBC Name:

Location:

Date:

Identify the top two communications tools you will use to create a *strategic* communications strategy for your WBC. Name 2-3 activities associated with creating this tool.

Comms Tool one:

Primary activities to
achieve goal:

Resources needed:

Who is responsible:

Target completion date:

WBCs

<https://vimeo.com/812117422>

Join the Call to Action we are building a
Movement!