

# 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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