

INCREASE STAKEHOLDER ENGAGEMENT



Jolene Schalper, CEcD

Great Falls Montana Development Authority

RIGHT NOW

TEXT THE MESSAGE:
JOLENESCHALP277

TO THE PHONE NUMBER:
22333

IS YOUR COMMUNITY:

A) RURAL

B) URBAN

C) SOMEWHERE IN BETWEEN

TO PARTICIPATE
JOLENESCHALP277 TO 22333

TEXT YOUR ANSWER
A, B, OR C
TO 22333



Great Falls
MONTANA

Results Matter!

JSchalper@GFdevelopment.org

Are you rural, urban, or somewhere in between?

Rural **A**

Urban **B**

Somewhere
in between **C**

MY PRESENTATION GOAL

GAIN STRATEGIES TO
INCREASE STAKEHOLDER
ENGAGEMENT



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WHO ARE YOUR
STAKEHOLDERS THAT
YOU WANT TO REACH?

TO PARTICIPATE, TEXT THE
STAKEHOLDER GROUP

JOLENESCHALP277 TO 22333



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Who are your stakeholders?

GOALS

- More Deals/Referrals
- Increased Investor Participation
- Limited Resource Input
- Community Advocates
- Transparency
- Consistency



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METHOD THE TOP TEN+/-

- Concise Snippets
- Weekly Distribution
- Collaborative Team Event
- Content Sell Through Stories



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Results Matter.
See how we help companies like yours to succeed.



We shared our exhibit at the IFT Food Expo in Chicago this week with [Kracklin Kamut](#) of Big Sandy.

GFDA Top 10

Here is our Top 12 for this week, celebrating work and successes to grow and strengthen the Great Falls regional economy.

1) Pitched our strengths to companies at the Institute of Food Technologist Food Expo in Chicago, and asked them to consider expanding into our region. Our pitch is natural, the Great Falls Montana Region has documented low costs of doing business, 6th best tax climate, the Montana work ethic, and excellent quality wheat, barley, peas, lentils, and other crops. We were able to get exciting new leads and building relationships with food and ingredient processors. Best part, we shared our booth with the [Kracklin Kamut](#) team so we were able to feature a Montana Product. We intend to host another shared booth at next year's event in New Orleans, June 2-5. Contact Jolene about details, 406.750.4481 or JSchalper@GFdevelopment.org.

2) Ian and Nancy Davidson donated \$1.8 million to the [Great Falls Public Schools Foundation](#) to upgrade the 86-year-old auditorium at Great Falls High School. See details in [Tribune](#). THANK YOU!!!

3) The Montana Department of Commerce awarded a Big Sky Trust Fund

RESULTS

- More Deals
- Increased Investment
- Increased Stakeholder Engagement
- Community Engagement/Participation
- Media Interviews



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WHY IT WORKS



Results Matter.
See how we help companies like yours to succeed.



Sawmill and woodworking demonstration at [The Good Wood Guys](#) in Great Falls.

GFDA Top 10

Here is our Top 10 for last week, celebrating work and successes to grow and strengthen the Great Falls regional economy.

1) At 3.4%, the June unemployment rate in the Great Falls MSA (Cascade County) was our lowest June rate on record, dating back to 1990 when the current unemployment rate data system was started. That still means we have 1,309 people looking for work and thousands more looking for better jobs or who are thinking of entering the labor market.

2) Two new businesses this week. Garry and Cheryl Hackett opened Originality Balloons and Crafts downtown at 511 Central Avenue (see details in [Tribune](#)) and Legacy Nail Spa announced plans to open next to Great Clips at [Holiday Village Mall](#) (see [Tribune](#)).

3) Two of GFDA's loan clients connected this week. [The Good Wood Guys](#) held a sawmill demonstration for the students at Play N Learn Preschool and Daycare. Construction is ongoing at the new Play N Learn facility and is expected to open this fall. Susan Crocker, co-owner of Good Wood Guys, had this to say about working with us. *"It is easy to get muddled down in the day to day operations of our business. Meeting with advisors at GFDA helps ensure time to close the office door and plan for the future."* If you'd like our help working on your business as opposed to in it, contact Jason at JNitschke@GFdevelopment.org.

- Consistency
- Engage Partners
- Celebrate Everything
- Selling Services Through Examples
- 100% Team Participation
- Leadership

NEXT PHASE: GROW LIST

- Make it Easy: text GFDA to the #22828, handwritten, business cards, email links, etc.
- Engage Partners
- Bench Depth
- Media

Text-to-Join Setup [Sign Creator](#)

Text-to-Join is turned on.
Uncheck the box to turn off, or make changes below.

Choose Your Keyword
Choose a keyword that new contacts will text to join
Your Keyword: GFDA at 22828 [Change](#)
You may change your keyword only once every 60 days.

Edit Your Request Message
When a contact texts in, your keyword replies with a
Request Message:
Hello! Please reply with your email address and you Thanks!
67 characters left

Select Your Contact List
Where would you like to save the contacts?
Contact List:
Top 10 Subscribers

Edit Your Thank-You Message
Your keyword responds with a thank-you message to
Thank-You Message:
Thanks for joining! Have a great day!
123 characters left

GF Great Falls, Montana
Development Authority

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