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# AMI Communications Project



Boldly Communicating Montessori in the US

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# Allow myself to introduce... myself

Strategic Communications &  
Planning

Owner/Partner at OnSight Public  
Affairs

We work with our clients to achieve  
big goals in the public arena.

Adopted Montessorian

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## AMI IS...

AMI is a an international non-profit focused on fostering social justice by supporting the natural development of the human being from birth to maturity, enabling children to become the transforming elements of society, leading to a harmonious and peaceful world.



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**Effective communications land squarely in the lap of the audience, resonate with their perspective, and provide a clear path towards a desired goal.**

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# THEORIES ON CHANGE

- Awareness
- Persuasion
- Decision to Adopt
- Action to Adopt
- Adoption



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# WHY DO WE ADOPT?

- Relative advantage to the change
- Compatible with existing perspectives
- Low complexity, high impact
- Easy to try
- Observable upside



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**How do we become  
our agent for change?**

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# LET'S GET TO KNOW WHO WE'RE TALKING TO

- Surveys & Polling
- Focus Groups
- Ethnographic Research
- Consumer Engagement
- Discovery Sessions





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**Montessori is ready to take advantage of strategic communications by establishing a strong organizational goal, and then determining what communications are necessary to reach it.**

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**Facebook is a  
communications channel,  
not a strategy.**

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**Good communications wrap  
your audience like a hug.**

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# EFFECTIVE COMMUNICATIONS LAND ON THE AUDIENCE'S "ISLAND"

To do this, we recommend:

- Significant market research to understand public perspectives of Montessori education.
- Development of an internal communications operation
- Creation of a communications strategy and materials capable of delivering effective messages to priority audiences



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## AMI IS...

A loosely structured preschool program that fosters free-form learning at an early age.



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## AMI IS...

A **highly** structured preschool program that fosters free-form learning at an early age.



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**Powerful program,  
unintentionally  
communicated.**

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# THE DESTINATION

- Branding the organization and its mission
- Engaging donors and developing funds
- Collaborating with partners and advocates
- Recruiting and supporting members
- Promoting the organization's programs and offerings
- Evaluating and publicizing the organization's impact





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# FOUR TANGIBLE OUTPUTS

- AMI will have a defined brand and message for the first time in 100 years.
- AMI Montessori Schools & AMI Teacher Training Programs in the US will have access to professional materials designed to reach diverse audiences



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## FOUR TANGIBLE OUTPUTS

- AMI will employ a full-time Communications Director to coordinate activity and support AMI community members
- AMI will host a vibrant online community hub for partners, school administrators and teachers, and alumni to collaborate



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**We are partnered with the  
Neimand Collaborative.**

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# A SIMPLE METHOD FOR SOCIAL IMPACT

Meet people where they are, find connecting interests and lead them to a better place.

1



## GOALS

What you're trying to achieve with whom and how fast

2



## RESEARCH

Where your value connects with what people value

3



## BRAND & MESSAGE

One message that builds valued relationships with different people

4

## MARKET

A practical and measurable strategy that moves everyone to act in their own interest and the interests of others



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# AMERICAN HEART ASSOCIATION

*“Fighting heart disease and stroke.”*



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# AMERICAN HEART ASSOCIATION

*“Heart Disease. You’re the cure.”*



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**We are in motion, recently  
completing moderated-  
discussions with more than  
130 Montessori parents in  
four U.S. cities.**

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**Montessori parents value  
social & emotional learning  
as a path to a passion for  
education and a joy in life.**

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**Montessori parents support the educational approach, but often feel excluded and ill-prepared to participate in the pedagogy.**

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**AMI is a certification of quality, with low awareness of its meaning beyond strict adherence to “Maria Montessori’s approach”.**

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**Transition points are a major decision point for all parents, especially Montessori-parents.**

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**Up next:**  
**1300 more conversations**

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## AND THEN...

- Brand and message framework
- Marketing plan & training
- Marketing & communications toolkit



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**Meanwhile, back at  
the ranch...**

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# Building out AMI's community in the US.

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**Audit current  
communications.**

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**Questions and  
(hopefully)  
answers.**

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