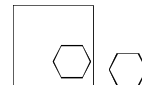


## Creative Marketing @ the Local Level

2011 MOWAA Annual Conference



## Outcome Objectives

1. Understanding the elements of a good marketing plan (10 min)
2. Acquisition of stakeholders + how to get them involved (5 min)
3. Strategies for establishing good media relationships (5 min)
4. Creative marketing ideas for your program (40 min)
5. Idea sharing among the group (15 min)



## Before you Market, PLAN!

- ▶ Identify target demographic (age, gender, employment status, income, internet users, etc.)
- ▶ Establish key differentiators from other NPO's
- ▶ Define messaging with key words (homebound, less than 1 hour, nutritious, brief wellness checks, etc.)
- ▶ Build brand guidelines (define colors, messaging, etc)
- ▶ Develop a plan + set measurable goals (make sure to track your results!)



## But I have no time...?

- ▶ Ask yourself, "Without direction, how would I know where I'm going?"

Another words -  
**Make time, as it is  
 the road map to  
 your success!**



## Once a plan is set, Be Consistent!

- ▶ Consumers won't remember businesses that go about things from many different directions.
- ▶ Consistency should be maintained across everything, including stationery (letterhead, envelopes, business cards), signage, banners, website, newspaper ads... everything.
- ▶ Stay true to your brand guidelines!



## Identify key stakeholders

- ▶ Stakeholders are not just board members, but rather potential brand ambassadors
- ▶ Get creative - Ask for referrals of people who can help **support the mission of the agency** (people are less likely to refer friends when they know you may be asking them for money)

Remember, money is not required to obtain a stakeholder!



## Stakeholders – Let ‘em Loose!

- ▶ Arm stakeholders with the tools to become “brand ambassadors” for the organization (such as brochures, program videos, website, fact sheet, bumper sticker, etc.)



## Media Relations

- ▶ Research all media channels in your area and identify reporters who cover related topics (i.e. reporter V. Davis reports on senior issues for the Sun Times) and make a list
- ▶ Contact every reporter on your list and offer a compliment on a recent story that you read or heard about (everyone likes to be acknowledged for their hard work)

**“In our personal life, it’s called friendships.  
In business, they’re called partnerships.”**

-Excerpt from “Let’s Have Lunch Together”, by Marshall Howard



- ▣ Marketing Plan
- ▣ Stakeholders
- ▣ Media Relationships

## Time to Get Creative With Your Marketing



## Tools You'll Need

- ▶ Computer
  - Mac preferred, but any PC is ok
- ▶ Digital Camera
  - Canon – Power Shot A1100 IS (recommended)
- ▶ Design Software
  - [www.techsoup.org](http://www.techsoup.org) – Adobe Creative Suite 4 (or CS4)
  - [www.JayCut.com](http://www.JayCut.com) – Video Editing online (FREE)



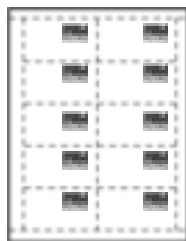
## Lay the Foundation



- ▶ Logo(s)
  - 1 to 2 colors preferred, clean design
- ▶ Website
  - Best to hire a developer to build you a website
  - Be sure to integrate a CMS (Content Management System) so you can manage the content on the backend
- ▶ Stationery
  - Redesign all stationery for consistency (color and style). Get creative – Purchase business card shells (10 up), then print in-house using Adobe Illustrator CS4 (best way to monitor inventory & reduce costs)



## Example – Business Card



1 sheet = 10 business cards!



## ADVERTISING – Television

- ▶ Get creative – Visit the **MOWAA Studio** for 30 second PSA (Public Service Announcement), then customize end tag with contact info
- ▶ Ask local stations to air PSA for free or purchase advertising using rates for NPO's
- ▶ Stop! Before you purchase any advertising, get creative and double your media dollars with a matching donation from a local business partner



## Gere PSA (customized)



## ADVERTISING – Print

- ▶ Visit the **MOWAA Studio** for hi-resolution stock images or use your digital camera
- ▶ Upload to your design software (CS4) and design an ad with logo & contact info
- ▶ When ready, ask for free ad sponsorships from local print publications or,
- ▶ Purchase ad space in your local paper (get creative by receiving a matching donation from a local business partner)



## Re-use Stock Photo(s)



**Meals on Wheels**  
OF SAN ANTONIO

www.mealsonwheels.org

**FEEDING HUNGRY SENIORS**  
A home-delivered meal program where daily interaction with volunteers can help a homebound senior feel less isolated. It takes less than one hour and produces tangible rewards for volunteers.

**(210) 735 - 5115**

Display Banner

Facebook Profile

Donate Envelope



AL SPRING 11

### Homebound Seniors

Their faces are familiar. We know them as our parents or grandparents. At one time, their lives were full of dreams and promises, but now age and disabilities have rendered them unable to care for themselves. Because they gave so much for us to flourish, we ask that you lend your support so we can continue providing hot nutritious meals, companionship, and Alzheimer's care.

**Please Help,  
Donate Today.**

Donate by mail or call: (210) 735-5115





## Digital photos can be effective too!



Newsletter



Web Splash  
Page

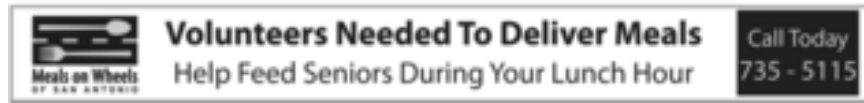


## ADVERTISING – Street Banners

- ▶ Inexpensive and have proven to be very effective
- ▶ Place banners in high-traffic areas
- ▶ Banners should go up simultaneously (flood the market)
- ▶ Be sure to track incoming calls by location
  - If Street A = 26 calls and Street B = 3 calls, then next time you invest, install a banner at Street A



## Example - Street Banner



Use your brand guidelines to stay consistent



## Great, but I have a ZERO budget?!?

Any ideas that are FREE that can possibly help generate publicity, revenue, and/or improve overall awareness of my program?



## Get Media Coverage

- ▶ Use your new relationships to pitch story ideas
- ▶ Be sure press releases have a “hook” (holiday, human interest, recognition, etc), quotes, boiler plate, and call to action
- ▶ Big or small, always “request coverage” for your events!



## Speaking Engagements

- ▶ Check your local paper for professional groups (chamber, rotary clubs, HR clubs, etc.) that meet regularly, find the key contact of the group, and ask to be a presenter @ the next meeting
- ▶ Get creative – instead, show a program video during these speaking engagements for better engagement and bigger impact!

**Tears are not a  
bad thing...**



## Piggy back a Popular Event

- ▶ Skip the work, be the beneficiary of a local event!



## Host An Event – Big Wheels

- ▶ Host “Big Wheels Deliver Meals,” where local business leaders deliver meals for a day!
- ▶ Get creative – Acquire a title sponsor and receive a commitment from the CEO to attend (this will help attract both the media and business leaders to your event)

**Business leaders  
donated one hour  
to deliver meals...**



## Host An Event- Schools Spring

- ▶ Host "Schools Spring to Deliver Meals", where local area students deliver meals during Spring Break!
- ▶ 5 day event will ensure that you receive coverage @ least one day from the media
- ▶ Get creative – apply this idea over the summer and recruit a local recreation center (or Boys & Girls Club) to participate and help manage the volunteers



## Host An Event- Thanksgiving Day

- ▶ Designate a holiday (such as Thanksgiving) to engage the community in delivering meals for the day.
- ▶ Get creative – Aside from media coverage, invite volunteers to post their experiences on your Facebook page (providing real-time feedback).



- ▶ Also consider streaming live video on event day using [www.Ustream](http://www.Ustream)



## Social Media

- ▶ **Facebook** – can serve as the primary communication stream to your supporters (timely updates, incentives, etc)
- ▶ **YouTube** – great place to host program videos
- ▶ **Twitter** – more informational, use for quick news blurbs

“ALL 3 ARE FREE!”



## Facebook – get Creative

- ▶ Add a ‘splash page’ and direct new visitors to “like” your page!

Find **free applications** at

- ▶ [www.wildfireapp.com](http://www.wildfireapp.com)
- ▶ [www.involver.com](http://www.involver.com)

Re-use digital photo!



Meals on Wheels of San Antonio 

Non-Profit Organization - San Antonio, Texas

It takes 1 second to “Like Us”



## Sponsorships - Adopt-A-Day

- ▶ Create sponsorship packages, such as “Adopt-A-Day”, where businesses can make a financial contribution to pay for one day’s meal, then have their employees deliver meals for a day!

**Be sure to take photos of company executives for future reference!**



## Sponsorships - Delivery Truck

- ▶ Give companies an opportunity to purchase a “Moving Billboard” by sponsoring the cost of a new delivery truck! Acknowledgement & company logo to be displayed for life of the truck!

**“This vehicle generously funded by...”**



## Become a Content Provider

- ▶ Get creative – Find out what’s unique about your organization, develop content for it, and promote it in a creative way!



## Exhausted all your ideas?

- ▶ Then subscribe to other NPO’s in your community (newsletter, e-news, etc) to help generate new ideas! No need to copy, just use a base idea then make it your own!



### Meal Sponsorship!

(same concept as “Adopt-A-Day,” but with no employees scheduled to deliver meals)





# Any other creative suggestions?

[Open the floor to suggestions]



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