

My takeaways from the meeting are as follows:

- It's all about the story. Each of us needs to come up with stories that resonate with the audience we are speaking with (of 1 or 100). Stories that reflect our individual passions on why we are involved. Speak from the heart, don't "read/recite" the story. Make sure the Story explains the mission.
- Introduce the program by casting a wide net... start with a question that draws the listener in... something like "how many of you have traveled to XXXX (China)? How did you feel when you tried to get a bus, order from a menu, etc...?"
- Greater awareness drives action. Once the story captures interest, then talk about the problem and what PAL is doing to help fix it. Be clear and consistent. Our messages need to be coordinated.
- Everyone needs to be an ambassador. **Activity:** Train to be so...
- Segment our outreach/lists which enables us to drill down the message that speaks to specific audiences. For instance, young volunteers vs. older volunteers have different reasons for volunteering. Address those in targeted communications. "Not everyone needs to get everything" **Activity: segment our demographic info but how?**
- How can we stand out? how do we adapt stories to the audience? (*maybe Jen B. can write a story?*)
- "Lead with what we can give, not what we want" --- something like strengthening community through literacy
- **ACTIVITY:** Ask board members to write their elevator speech. Read aloud, compare & contrast, determine if everyone is on same page with messaging. OR Have everyone write what they believe the top 3 needs of the program are. Are our priorities in-line?
- Analyze donation history - who are long term donors vs. short term. Why are people donating (event, solicitation, in honor of) and how do we keep them donating? ***Activity**, let large donors know that their names are on the perpetual plaque. How best to do this?
- **Activity:** Books to read (same) - Purple Cow, To Sell is Human
- Build trust w/ all constituency. Do what you say. Be open and honest and follow through.
- Show gratitude. Let volunteers know that they make a difference. *What works?*



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Effective Marketing Strategies

1. Why are we interested in marketing?
 - a. Book lists
 - b. How to reach out high impact donors
 - c. How it intersects with social media
 - d. Differentiation and building a brand identity
 - e. Brand realignment or brand
 - f. How to market to multiple generations
 - g. How to stand out
2. Awareness Drives Actions
 - a. Donations (one-time and recurring)
 - b. Participants and customers
 - c. Volunteers
 - d. Ambassadors
3. Marketing Plan Network
 - a. Goals
 - b. Audience
 - c. Key message
 - i. Need to be more targeted as we segment the audience
 - d. Strategies and habits
 - i. Everyone is a marketer
 1. The person that answers the phone or is at the front desk
 2. Everyone has the chance to foster the relationship with the target audience
 - e. Analysis & learning
 - i. Ex. 30-60 day social media audits
 1. Evaluate our engagement
 - a. Likes, comments, posts
4. Effective marketing requires (4 c's)
 - a. Clarity
 - i. How clear is everyone (staff, board, volunteers) on your marketing efforts
 - ii. What are we trying to achieve? Is it measurable
 - iii. Increase awareness
 - iv. Promote a program, service, product or event
 - v. Drive donations
 - vi. Expand engagement
 - vii. Gather feedback or content
 1. Need to recalibrate content
 2. Gather stories of impact
 - b. Consistency

- i. Within segments
 - ii. Across channels
 - iii. With messengers and messages
 - c. Connection
 - i. How are we building relationships with target audience?
 - ii. Are we clarifying who we want to connect with
 - iii. Segments
 - iv. Demographics
 - v. Values & beliefs
 - vi. Motivations & emotions
 - vii. Value delivered
 - 1. Solving a problem
 - 2. Providing a service
 - 3. Increasing awareness
 - d. Competency
 - i. Do we have the skills to deliver?
 - ii. Curious
 - iii. Data analysis
 - 1. Open rates
 - 2. Targeted metrics
 - 3. How to increase click through rate
 - iv. Storytelling
 - v. Adaptable
 - vi. Innovate
- 5. Book Recommendation – To Sell is Human
 - a. Another recommendation – Purple Cow
 - b. Attunement
 - i. Should you prioritize stabilizing relationship of current donors? They become ambassadors
 - ii. Should you grow donor base?
 - c. Buoyancy
 - i. Testing different headlines
 - ii. Getting feedback
 - 1. What do the customers care about?
 - 2.
 - d. Clarity
- 6. Influence Techniques
 - a. Reciprocity
 - b. Consistency
 - c. Consensus
 - d. Like-ability
 - e. Authority
 - f. Scarcity