

# IL-NET

CIL-NET · SILC-NET

## Public Relations and Marketing Workshop for Centers for Independent Living

Branding, Marketing...

Social Media, PR—everyone on board!

Fueling the Disability Rights & IL Movement: Case Study

September 18, 2013

12:30 P.M. – 1:45 P.M.

Presenter:

Carol Voss



# Objectives

You will learn

1. How one IL Center has evolved and implemented basic branding and messaging techniques to establish awareness for the organization
2. How everyone has a role in brand identity and experience.
3. How all staff and Board are an extension of the brand.

Let's rock this...

# About Me (Carol)

- Voracious media and community news junkie, resource to staff and reporters, listener, persuasive talker, networker, connector, trainer, horn tooter
- OT, teacher, Marketing/PR Director—12 yrs at CIL.
- [cvoss@independencefirst.org](mailto:cvoss@independencefirst.org)
- <http://doid.me/carolvoss>
- PS #MKE Rocks.



# A little about my CIL...

- One of the largest CILs in the nation
- Milwaukee-based (urban) center
- 20+ programs, 110 employees onsite, 1600+ Personal Care workers, \$34 million operating budget
- Goal: “top of mind” MKE nonprofit when it comes to disability or access.
- Audiences: business leaders, elected officials, donors, volunteers, consumers.

# Branding

- Let's talk about brands!
- Quick quiz...

# Brand



# Brand, cont'd.



# Brand, cont'd. 2





# Brand, cont'd. 3



# Back when I started...Challenges

- Low advertising budget and no dedicated staff
- Inconsistent strategy and focus on brand
- Many nonprofit competitors for donors and volunteers
- Brand confusion
- Lack of media training
- Lack of imagery, story telling, video
- Website

# Evolution of Solutions

1. Establish a small budget dedicated to building awareness
2. Establish staff responsibilities and internal procedures to protect brand
3. Board and staff retreat with brainstorming on identity
4. Identification of assets and unique qualities.
5. Work on each asset.
6. Consistent message to align brand.

# Brand Basics

1. Consistency of name, color, logo, tagline, message—  
staff understanding, marketing & paid ads
2. Customer experience
3. Environment itself
4. 3<sup>rd</sup> party validation—media, ambassadors, evangelists

# Use of “First” in our name

- Message:

“Independence*First* is the *FIRST* place to call when you have a question about disability or access”

“Who’s on *First*? Independence*First*! We’re at 540 S. 1<sup>st</sup> St. in MKE, WI”

PR, partnerships, volunteers.

Read & steal from business or other nonprofits who do it well.



# Harley Brand



[http://www.harley-davidson.com/en\\_US/Content/Pages/Video/video.html?referenceid=en\\_US/Content/Components/dark-custom/videos/unity-by-independents.comp](http://www.harley-davidson.com/en_US/Content/Pages/Video/video.html?referenceid=en_US/Content/Components/dark-custom/videos/unity-by-independents.comp)

# Brand Basics—Takeaway

- Consistency, focus = memorable branding. Marketing, PR, social media, media relations, events—all play a role!
- Memorable branding = greater influence (advocacy, independent living policy, donations, volunteers, happy consumers and families)
- You gotta start somewhere—look at each piece—internal and external. Plan, focus.
- Chip away one at a time as you can.

# Internal Elements

- Identify assets and brand sentiment
- Develop brand standards/style guide
- Develop internal procedures
- Staff on-boarding and understanding of roles as it relates to marketing/brand
- Staff updates and learning what they can do—ownership, pride
- Staff training (media spokespersons), blogging, storytelling, collaboration
- Climate/environment



# External Elements

- Establish annual budget
- Establish annual calendar for advertising
- Identify advocacy initiatives, events, program stories for PR calendar/planning
- Develop consistent messages, other elements to support events in a way consistent with the brand/image
- Develop reporter relationships
- Develop community, business leader, elected officials relationships
- Update your website regularly
- Social media profile engagement

# Now, after 12 years...

- Internal: social media, media call, flyers, events listings procedures. On-boarding. Staff meeting updates. Reception attention. Focus on environment.
- External: Reporters call us. Elected officials and businesses call us. Donors choose us. Volunteers give us their time/talents. Unexpected opportunities present themselves to us.
- More consistent color, font, 3<sup>rd</sup> website revision.
- Over 12 videos, increased attendance at events, bill signings.
- Social media support: LinkedIn company profile, Facebook, Twitter, Pinterest, YouTube, G+. Evaluation of new social.
- Helping others.

# Harley—110 Years of Freedom



# We can only hope...



**2089—Celebrating 110 years of being your *FIRST* resource on access and independent living for people with disabilities in Metro Milwaukee.**

But...if branding and awareness is successful, maybe we should be out of business by then?

# Q & A



# Contact Information

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