

IL-NET

CIL-NET · SILC-NET

Public Relations and Marketing Workshop for Centers for Independent Living

Overview of Marketing Plans

September 19, 2013

3:00 P.M. – 4:15 P.M.

Presenter:

Janine Bertram-Kemp

Begin the Culmination

- This marketing plan is your key training take away
- Prior sessions built to this
- Marketing plan is live document that will facilitate your CIL
 - Achieving goals
 - Increasing participants
 - Succeeding in advocacy campaigns
 - Increasing funding

DO Your Marketing Plan

- Why the plan?
 - Gives your CIL the edge
 - Many non-profits put marketing plans in a drawer
 - Make a dynamic plan and USE IT
 - Review and update as needed
 - Envision as your pet...feed, water, exercise daily

S/he Who Hesitates Is Lost

- Many CILs do half hearted marketing
 - Scarcity mindset
 - Overworked and underpaid
 - Struggle to generate resources when basics are being cut
 - NO marketing beats half baked

Marketing Makes Money

- Ignore marketing plan and lose
- Half hearted marketing like building bones with no calcium
 - Marketing needs resources just like programs/services
 - Leaders that operate from frugal mindset
 - Stop CIL from reaching full potential
 - Fail to perform core services
 - Forget cheap and embrace smart spending

Market to Whom?

- CILs have audiences just like for-profits
- Include each audience in your plan
 - Participants
 - Donors
 - Volunteers
 - Partners

Products and Attitudes

- CILs have products—what are yours?
 - advocacy
 - classes
 - services
 - rights education
 - community, sense of belonging
- What beliefs do people need to hold for you to succeed?

Look Below the Surface

- What do participants have to give up to use CIL services?
 - Attitude change?
 - Victim mentality or pity approach
- What attitudes or prejudice does the public need to change to buy into IL philosophy?
 - Changing non-disabled attitudes can seem as hard as Sisyphus

What is and What Else Is There?

- What tools do you use now, without a marketing plan?
- What are additional tools you've learned to improve your program?
- How do you make coordinated use of marketing tools and principles? (examples below)
 - 6 steps from Marketing Basics
 - Stories
 - Mainstream media

Ready to Write

- Keep the edge
 - Be smart using info you have gathered
 - Be thoughtful about which tools to use and when
 - Keep a take action mindset

Ready to Write, cont'd.

- You have learned to maximize marketing results
 - By seeing how your CIL can benefit and eliminating your fears
 - By knowing your audiences
 - By seeing your vision and mission clearly
 - By knowing and showing your CIL's genuine, consistent identity
 - By discerning how your services appeal to your audiences
 - By recognizing what behaviors need to change for advocacy outcomes

10 Aids to Keep Your Marketing Plan On Track

1. Consistency/Patience
 - Consistency and repetition are crucial to getting noticed by audiences
 - Stick with your plan
 - Practice self control before making changes
2. Confidence—Build audience trust in your CIL
3. Investment—\$ you spend is not just expense but investment on a return
4. Variety—You have a combination of tools to use

10 Aids, cont.

5. Follow-up—Benefits keep happening after initial contact.
Have follow up plans and use them
6. Amazement
 - Marketing creativity is truth made fascinating
 - Parts of who you are & what you do astonish people so use that
7. Measurement
 - Keep track of responses & adjust to optimize follow up
 - The more you know why people respond, the more you get them to repeat the behavior

10 Aids, cont. 2

8. Implementation

- Keep a take action attitude
- To get results you must be prepared and willing to encounter

9. Partnership—Open doors for others & they open for you

10. Content—Bring substance and not flimflam and glib design

For more information

Contact:

Janine Bertram - janinebk@mac.com

CIL-NET Attribution

Support for development of this training was provided by the U.S. Department of Education, Rehabilitation Services Administration under grant number H132B120001. No official endorsement of the Department of Education should be inferred. Permission is granted for duplication of any portion of this PowerPoint presentation, providing that the following credit is given to the project: **Developed as part of the CIL-NET, a project of the IL-NET, an ILRU/NCIL/APRIL National Training and Technical Assistance Program.**