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:
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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

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