

Sustaining Success Community – Marketing

“Marketing is so basic that it cannot be considered a separate function...it is the whole business seen from the point of view of its final result, that is, from the customers point of view.” ...Peter Drucker

The Components of Marketing

Marketing – the human activity directed at satisfying needs and wants through exchanges processes. (Phillip Kotler)

- 1. Product/Service** – Something that is viewed as capable of satisfying a want. (Kotler)
- 2. Place/Market** – an arena for potential exchange. (Kotler)
- 3. Price/Exchange** – the process of satisfying needs and want via a transaction between two or more people with the expectation of achieving utility and value. (Ben Enis)
- 4. Promotion/Public-Consumers-Audience** – sending your product or service message to any distinct group that has an actual or potential interest or impact on an organization. (Kotler)

Marketing is applied in formulated strategies, not random actions to achieve desired responses and:



brings about voluntary exchanges of values.



identifies audiences rather than attempting to serve or communicate with every audience and be all things to all people.



helps organizations ensure survival and continued health through serving their markets effectively.



designs an organization's services in terms of the target audience's wants and needs rather than in terms of the organization's motives/tastes.

Marketing ... is the analysis, planning, implementation and control of carefully-formulated programs designed to bring about voluntary exchanges of values with target markets (target audiences) for the purpose of achieving organizational objectives. It relies on designing the organization's offering in terms of the target market's (audience) needs and desires, and on using effective pricing, communication and distribution to inform, motivate and serve the market. (Kotler)

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Promotion/Communications

Many people only think of advertising or marketing when they hear the word promotion.

Promotion is the art of persuasive communication. Every consumer has a specific set of wants and needs. Many of these wants and needs relate to better communication. Marketing helps the provider (you) identify specific ways to improve both the quantity and quality of communication to consumers. There are multiple numbers of tools available to communicate with intended target audiences: mailings, speeches, demonstrations, newsletters, video, media, personal contacts, and advertising.

There are traditionally five main categories of Promotion/Communications:

Advertising – any paid form of non-personal communication through the mass media about a service, or the service provider.

Public Relations – communication to build a positive image, correct erroneous impressions; maintain the good will of the organization to their many audiences and to explain an organization’s goals and purpose.

Publicity – is new carried in the mass media about an organization and its services, policies, personnel or actions, Where public relations originates with the organization, publicity can originate with the media.

Personal Selling – is face-to-face contact between an organization’s representative and those audiences with whom the organizations wants to communicate to.

Service Promotion – includes activities that seek to directly induce or indirectly serve as incentives to motivate a desired response on the part of the target audience.

Marketing... Advertising... What is the difference?

You will often find that many people confuse marketing with advertising or vice versa. While both the components are important they are very different. Knowing the difference can put your company on the path to substantial growth.

Let's start off by reviewing the formal definitions of each and then I'll go into the explanation of how marketing and advertising differ from one another:

Marketing:

The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.

Advertising:

The paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers.

After reading both of the definitions it is easy to understand how the difference can be confusing to the point that people think of them as one-in-the same, so lets break it down a bit.

- Marketing is a process that takes time and can involve hours of research for a marketing plan to be effective. Think of marketing as everything that an organization does to facilitate an exchange between company and consumer.
- Advertising is a single component of the marketing process. It's the part that involves getting the word out concerning your business, product, or the services you are offering. It involves the process of developing strategies such as ad placement, frequency, etc. Advertising includes the placement of an ad in such mediums as newspapers, direct mail, billboards, television, radio, and of course the Internet. Advertising is the largest expense of most marketing plans, with public relations following in a close second and market research not falling far behind.

- The best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie you have slices of:

market research – the process of gathering information from you audiences.

public relations – often these are free methods of getting you message out – press releases, Public Service Announcements (PSAs)

product pricing – know what your audience will pay to participate with you in achieving your mission.

distribution – the place or places where you make access to your service available.

customer support – the information and support you provide your audience through a variety of methods.

sales strategy – how you insure your audience to participate with you; personal messages, group messages

Advertising – paid communication with your audience through ads.

- Advertising only equals one piece of the pie in the strategy. All of these elements must not only work independently but they also must work together towards the bigger goal.

Market Research

...is the process of gathering information from and about clients and the services they need. Gathering information will lead to better services for them and help organizations find ways to best serve them.

Current supporters – clients/stakeholders – are the best source of information about your programs and services. Some questions you may want to ask them include:

What works to inform our community?

What doesn't work?

What communication needs are not being met?

How did you learn about our Fund?

Are their programs/services that we should no longer offer? Why?

Do we adequately inform people about our services?

You may gather information/research using:

- Interviews – in person or telephone
- Focus groups – a group of 5 to 12 people with similar interests
- Surveys - paper or electronic (www.surveymonkey.com)

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Target Audiences...

Goals and objectives will determine with whom your organization needs to communicate. Communicating to the right audience will help your organization meet its objectives.

A **target audience** may consist of clients; be a group of clients who refer to you organization or potential donors.

A **target audience** is a specific audience or demographic group for which a service and/or message is being crafted.

Who does your Community Fund need to communicate with?

Who does your Fund need to communicate with to meet a specified goal or objective? (i.e. Raise endowment funds to support our emphasis area of elementary educational excellence.)

Goal or Objective	Audience

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Your Message...Talking Points - Why is a Community Fund important? What benefits will the target audience receive?

Target Audiences:

Benefits:

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Your Message...Talking Points

Let your target audiences know this. Your organization can use this type of data to demonstrate success of the program and to attract community support and financial contributions.

Benefits of a Community Fund handout.

Frequently Asked Questions handout.

What your Committee members should know...You will USE them! Make sure they are prepared!

Organizations with limited funding must utilize all of their assets and resources for effective marketing. **Board/Coalition/Committee members provide a unique set of assets for your organization.** Their connections and influence become the organizations, if the members are prepared to share the successes of your organization. Make sure your coalition members know:

- Why what you do is important.
- What services/focus areas are provided/supported?
- To whom does the organization provide services?
- How does your organization differ from others out there?
- Why should donors provide funds to the community?
- What benefits does our organization provide our community? Our audience?

Be informative and creative! Make the best use of your entire organization's assets - including board/coalition members - to help your organization reach its marketing goals.



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Marketing is applied in carefully formulated programs, not random actions to achieve desired responses and:

- **brings** about voluntary exchanges of values.
 - **identifies** audiences rather than attempting to serve or communicate with every audience and be all things to all people.
 - **helps** organizations ensure survival and continued health through serving their markets effectively.
 - **designs** an organization's services in terms of the target audience's wants and needs rather than in terms of the organization's motives/tastes.
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Marketing a Community Fund:

What are we exchanging? What is our service?

Who is our target audience? (Target Audience – a specific audience or demographic group for which a service and message is being crafted.)

What are the benefits our service?

What is the message we want to communicate?

How will we deliver this message?

Benefits of a Community Fund













1. A community fund attracts and **preserves capital assets** for the changing and future needs of the community. Community funds seek permanent endowment funds, providing a long-term capital base that has the flexibility to meet the changing needs and opportunities of tomorrow.
2. A community fund provides a **vehicle and a service** for donors with varied interests.
 - Often donors want a way to give to their community, but not necessarily to city government.
 - Some donors do not want to give for operating funds, but prefer funds that are permanent and long lasting.
 - Other donors cannot give annually, perhaps only in their will, or when assets become available; timing is important and the structure needs to be in place. Some donors want to simplify their giving, make one unrestricted gift to the community foundation and rely on the foundation to apply the gift where it is needed most.
3. Community funds can be a **voice and presence** to enhance philanthropic awareness in the community.
 - Don't leave charity to chance-, communities need leaders willing to make the case for philanthropy whether there is a current crisis or not.
 - Three out of four people do not have a will; some die still planning to give to the communities and its charities.
 - With a voice and a structure, lawyers, accountants, bankers, those counseling others, are reminded of the community and its needs.
4. A community fund may make charitable grants from income each year and still experience **growth of principal**, becoming a durable community resource.
5. While some individuals could do as well managing their own assets (and making a gift each year), many people cannot and need a framework, such as a **well-managed charitable fund**.
 - In spite of intentions, many are not well organized or disciplined in financial matters, and cannot duplicate the investment strength of a community fund.
 - Since the circumstances change, even for the most disciplined and organized (illness, accident, death), a community fund needs to be in place when they are ready and able to give.
 - Those who manage their assets the best need to join with others in creating a vehicle that is useful for all.
6. A community fund is a **means of giving**, not just another place or program seeking gifts - a flexible resource for individuals, organizations, corporations, and other foundations.
 - A community fund is a partner with other charities, funneling support to them, connecting new needs and new donors to established organizations.

- The fund serves as a convener, coalition builder, a collaborative partner with other funders in supporting a broad range of community activities.
 - Smaller existing programs could affiliate with the community fund-- saving time, expense, duplication of effort, and work with a common agenda.
7. A community fund provides access to **sophisticated fund raising vehicles.**
 - Donors and charities benefit from careful planning and access to top professional insight into minimizing taxes and taking advantage of tax laws.
 - Some charities giving strategies can even improve the donors financial position, e.g., a charitable remainder trust funded with highly appreciated, long-term gain property.
 8. Every community could benefit from a source of funds that are available for creative, unplanned, or new initiatives; a community fund is especially **responsive** to extraordinary community needs.
 - There is an independence to community funds to move quickly or imaginatively that is different from government, or organizations with ongoing budget commitments.
 - Communities need contingency resources, managed by a representative group of citizens who see the community as a whole.
 9. Community funds become a means of **developing community leadership**, and moving the community forward, as a convener, catalyst, an important third sector in problem solving.
 - Occupied neutral turf; provides impartiality in political matters; it can urge all partisan interests to rally behind ideas and programs.
 - Serves various nonprofits by counseling, planning, perhaps by assisting with staff training and providing technical assistance.
 - A stimulus for collaboration and cooperation.
 10. In the **aggregate**, while other organizations financial programs, or endowment funds could match some of these services provided by a community fund, altogether they add up to a strong and powerful new tool for community life.

Strategic Marketing Plan 2010-2012

Goal	Action Needed to Achieve Goal	Promotional Techniques	Promotional Resources Needed, Delivery Method, etc.	Responsibility/Timeline

Keys of a Successful Marketing Plan

-  Identify target audiences: Define the groups that your organization wants to reach.
-  Maintain consistent communication: Plan a communications strategy for the next year. Develop a timeline for press releases, newsletters, special events and other marketing efforts.
-  Create a visual identify: A memorable, well-designed visual image will enhance awareness of the organization.
-  Use message repetition and variation: An audience is more likely to remember a message if it is repeated in different communication vehicles.
-  Use many communication tactics: Tailor messages to different targeted audiences. One message doesn't fit all.
-  Use the right media: Use the media best suited for each of your target audiences.
-  Develop a strong, well-known identify over time: Building visibility and awareness is a gradual process. Be patient, persistent and consistent.
-  Build relationships: Invite community leaders, local politicians, and potential donors to participate.
-  Ensure results: Educate stakeholders about the mission of the organization and explain to them how the organization benefits the community. Include stakeholders as part of the solution.
-  Use the web: If your organization doesn't have a website – get one – or get tied to an existing one.
-  Write articles and press releases: Not only do these keep current stakeholders informed; they also open your organization to potential clients and supporters.
-  Benefit from testimonials: Let the world know the kudos that your organization has received from clients.

(Sustaining Grassroots Community-Based Programs)



The **Northwest Minnesota Foundation** was established in 1986 to address social and economic issues in the twelve county region of northwest Minnesota. Led by a Board of Directors who represent diverse sectors of the region, NMF enjoys the stability and credibility of a permanent institution ...a resource for leadership, partnership and financial security.

Our mission is like a three-legged stool. We create opportunities by providing grants to nonprofits and agencies and make loans to businesses that are just starting up or are expanding and adding jobs. We invest resources by training adult and youth to be strong leaders and we provide workshops to develop nonprofit boards and managers. Finally, we promote philanthropy to retain the resources and give back to our communities.

These three “legs”: **creating opportunities, investing resources and promoting philanthropy**, are all working together to support **Quality of Place** in the region. In order to be a place where people want to live, raise families and start businesses, our communities need to be vital and attractive, offer good jobs and schools, vibrant downtowns, have excellent medical care available, a strong infrastructure, and offer arts and entertainment, along with a range of recreational activities.

Our local economy is benefiting from our Quality of Place. At NMF, we are committed to helping towns not only encourage growth, but manage it when it comes.

Media Contact: [Fund Advisory Member]
Address, City State Zip
Phone: 218-xxx-xxxx ~ FAX: 218-xxx-xxxx ~ e-mail: xxxx@xxxxxx.

NEWS RELEASE
FOR IMMEDIATE RELEASE
CONTACT:

HEADLINE

YOUR CITY, MN, MONTH, DATE, YEAR: When writing a press release, say who, what, where, when, why, and how in the first paragraph, if you can. Study your newspaper and notice how deftly most writers work that type of information into the first paragraph of each article.

The tag line should remain the same for each news release:

The _____ Area Community Fund, a component fund of the Northwest Minnesota Foundation, was established to be a catalyst in stimulating projects that improve the quality of life in the community and help to achieve _____'s vision for its future.



COMMUNITY FUND MARKETING MATERIALS AND WEB PAGES

The purposes of developing a marketing and public relations strategy for Community Fund use are:

- Standardizes the Community Fund overall regional look by the use of boilerplates and reduces time and costs for production
- Lends credibility to the Community Fund through a formal graphic design plan and writing consistency
- Simplifies the process for the advisory committees
- Unifies the Northwest Minnesota Foundation's brand and message

Pieces that will be available:



1. **Logo** for each Community Fund will follow the design laid out by NMF with only the name of the city/town changed. Individual fund logos created and/or currently in use by component/community funds will be allowed.
2. **Folder** of one design is available to all Community Funds.
3. **Brochures or one-pagers** will follow a similar design.
 - Use of main color other than green must be approved by NMF.
 - Other logos already in use in communities may be included (city, school, another fund, etc.)
 - When the sub-funds (i.e. an education fund with named scholarship funds) are in existence or are established, they will be listed on the brochure or one-pager with a brief one or two sentence description and a contact name and number, if necessary. Subfunds with a mission and enough general information could have their own piece included in the package. Scholarship funds will be listed with any education funds information with a brief one or two sentence description and a contact name and number, if necessary.
4. **Web Pages** will follow the design laid out by NMF and changes or additions c at NMF. Photos, links and other logos may be added. Any additional copy or information beyond what is prepared for the brochure must be supplied by the fund and submitted to NMF for publishing on the site.

Optional pieces designed by NMF for production by fund:

1. **Stationary** will follow the design laid out by NMF with changes only to the name, address, telephone, etc. for the Community Fund.
2. **Direct Mail Post Cards** will follow the design laid out by NMF and include the web address to drive people to the web site.

3. **Request for Information Cards** will follow the design laid out by NMF and include the web address to drive people to the web site.

RESPONSIBILITIES

Marketing, Publication Design, Logo Development and Web Pages

If it is feasible, the Community Fund could form a marketing and public relations sub-committee comprised of members from the Community Fund Advisory Committee and from the advisory committees of the individual sub-funds (if they exist). The marketing and public relations committee chairperson would be responsible for assisting the NMF communications staff through telephone and e-mail and/or fax correspondence.

NMF will provide **folders** for each Community Fund in a reasonable quantity, based on fund activity, amount of endowment fund, donor list and/or other criteria as deemed necessary by NMF development and communications staff.

Community Funds will need to provide NMF staff with the following information:

1. The fund purpose and reason for being established.
2. The history of the fund, year of origination, past activities, projects, etc.
3. The fund's mission, values and vision.
4. Names of advisory committee members and accurate, current contact information including phone, address, e-mail and place of work.
5. Primary contact person for the fund.
6. JPG or EPS files of all logos currently being used by the fund.
7. Photos as needed in JPG file format or original hard copy – no scans.

FINANCIAL CONSIDERATIONS

1. Community Fund will be financially responsible for production of all materials except folders, information sheets in limited quantities and web site development.
2. NMF will pay for first run/limited numbers of marketing materials; successive orders will be the responsibility of the Community Funds, except folders and web site.
3. NMF may charge a fee for marketing materials based on needs and amount of endowment fund.



MAJOR FUND/GIFT ANNOUNCEMENT GUIDE

This guide applies to the publicity opportunities arising from the establishment of funds and for major gifts.

GOALS

- To effectively identify news value of fund establishment and major gifts and create realistic expectations.
- To satisfy donors that their gifts are receiving the publicity desired.
- To create a consistent and coordinated media relations effort that results in the maximum visibility for fund/gift announcements.
- To facilitate coordination and shared understanding between Development and Communications regarding the announcement of gifts.

GIFT ANNOUNCEMENT PROCESS

Upon securing a fund/gift commitment, a signed Agreement, and before submitting any draft press release to a donor for review, lead staff will:

1. Answer the designated questions on the following Publicity Checklist.
2. Submit the Publicity Checklist via email for review and consultation to the Communications Specialist, who will advise on the likelihood, nature and timing of coverage, and consult on a media strategy and press release language. As a part of their management role, President and Vice President of Philanthropic Services will be apprised of all publicity recommendations and actions.
3. Submit to the Director of Finance or Finance Associate for review any numbers that a story is to contain, including information on any dollar figure amounts and other financial information.
4. Reach agreement on who will draft the press release and obtain approvals.
5. Share the Publicity Checklist and draft press release with any assigned parties.
6. When consultation is complete on a draft press release and it has been approved by all necessary internal sources, the lead staff person will contact the donor/fund advisory chairperson for review and approval.
7. Provide donor/fund advisor with a final copy of the press release, a list of the media that received it and news clippings if so desired.

PUBLICITY CHECKLIST

Donor Considerations *(to be completed by the lead staff)*

1. Is there a signed Fund/Gift Agreement? Does the Agreement allow for publicity? What does it provide or require? Do we have the express consent of the donor/fund advisor for publicity?
2. What publicity does the donor/fund advisor desire? Is what the donor/fund advisor wants consistent with the size and nature of the gift? Is the publicity something that NMF can and should provide?
3. What timeline for publicity does the donor/fund advisor expect?
4. Is the donor/fund advisor available to reporters? If not, who will speak for him/her?

Preparing Gift Announcements

1. Strategy *(to be completed by the Media Review Team)*

- A. What timeline can we likely deliver?
- B. To what communications vehicles do we have both access and control? Which ones are appropriate?

Resource newsletter Web site
 Special Edition newsletter Other

- C. What external communications vehicles should be considered?

Hometown print media: _____
 Other print media: _____
 Broadcast media
 Trade or industry publication

2. Preparing the Press Release *(to be answered by the lead staff)*

1. What is the fund's/gift's intention, and what will the fund's/gift's impact be?
2. How will it improve the human condition?
3. How will it improve the standing of NMF?
4. How will it help preserve or extend programs, artifacts, etc?
5. How will it advance the mission of the agency/cause/fund?
6. What historical significance, if any, will there be to NMF?
7. What are the interesting or unusual attributes of the donor/fund?
8. What are unusual attributes of the gift/fund?
9. What has the donor/fund advisor(s) given to other funds or to NMF?
10. What is the appropriateness of packaging the gift with other projects NMF?
11. What financial or dollar numbers should the story contain?

Strategic Marketing Plan 2011-2012

Goal	Action Needed to Achieve Goal	Promotional Techniques	Promotional Resources Needed, Delivery Method, etc.	Responsibility/Timeline
Sample: To provide opportunity for business participation in the community fund.	Gain support of local businesses	Send press releases to local newspapers to increase awareness of our focus areas.	Take press release writing class.	
		Develop and delivery presentations to local businesses about our focus areas.	Create a professional PowerPoint or video presentation with success stories.	
		Develop newsletters about the progress of the community fund opportunities and the impact and distribute them to members of the community and press, local businesses and volunteers.	Develop professional looking newsletter – purchase needed software. Ask school district if we can use their mailing list.	Dawn/March 15, 2011
		Include the names and logos of our business partners on our website and brochures.	Ask businesses for a copy of their logo.	

History

The Warren Area Community Fund (WACF) was established in 2011 to provide financial support for charitable, educational and public purpose activities, projects, or services that enhance or otherwise improve the quality of life enjoyed by residents and/or visitors of the Warren Area. WACF will be a catalyst in stimulating projects that improve the quality of life in the community and help achieve the Warren Area's vision for its future.

This vision helps Warren create momentum for success, focus energies, and move forward with a united desire to achieve community goals.

Service Area

WACF will primarily serve the geographic area of the Warren-Alvarado-Oslo School District.

Legal Status

WACF is a component of the Northwest Minnesota Foundation, a 501(c)(3) charitable foundation, serving as a regional community foundation. The fund derives its legal status through NMF which owns and manages the assets

Community Funds
Of The Northwest Minnesota Foundation

WACF has the potential to add sub-funds. Working together, they can help build a more successful community.

LIST HERE BY PRIORITY AREA

Warren
Area Community Fund



On the web
www.nwmf.org/component-funds

Make a secure, online gift!

A fund of

 **Northwest
Minnesota
Foundation**
Developing Community Assets

4225 Technology Drive NW
Bemidji, MN 56601
218-759-2057
800-657-7859
info@nwmf.org

Warren Area Community

Role and Priorities

The Fund Advisory Committee has defined the role and priorities of WACF in response to the studies and community meetings that have taken place in the Warren community.

Role of WACF

WACF has been established to help the greater Warren community address the challenges and opportunities that are central to its future. It is a tool for positive change that will position the community for long-term success and prosperity.

WACF seeks to create its own destiny by:

- Creating a means to allow community members, businesses and organizations to invest in the community's future; and,
- Leveraging action in areas central to that future.

Fund Advisory Committee

A local Fund Advisory Committee (FAC), consisting of area residents, is responsible for the day-to-day operations of the fund:

- Provide leadership in meeting the changing needs in the community.
- Mobilize citizens to become active partners in building a better community.
- Provide a central fund for receiving charitable gifts and bequests.
- Promote the community fund and attract assets.
- Match the philanthropic interest of donors with community needs that require support.
- Coordinate a grant-making process benefiting the community.

Priority Areas

Open to a broad variety of funds and areas of action, the fund has identified #?? priority areas:

Education and Youth.

At a time when knowledge and skills are critical for individual, family and community success, the Fund is committed to expanding opportunities in the areas of youth and education.

Community Character.

Communities that want to attract and retain business and people, care about how they look and feel. Appearance matters.



Recreation and Cultural Opportunities.

Successful communities provide a wide range of amenities and activities that make them very livable. Recreation and cultural amenities are an essential part of developing community assets.

Health Care.

Health care is near the top of the list for a family that is seeking a community to call home.

Expanding Leadership.

Leadership is the chief ingredient, and the limiting agent to a community's success. Healthy communities have more people participating rather than sitting on the sidelines.



How Can I Help?

The FAC has established several financial goals to build the capacity of WACF and its Family of Funds. These goals represent the belief that Warren, its residents and visitors, want to see their community succeed and believe that through active philanthropy, personal and community goals can be realized.

Contact:

NMF contact: Ritchie Houge,
Vice President for Philanthropic Services
ritchh@nwmf.org or call 800.659.7859

