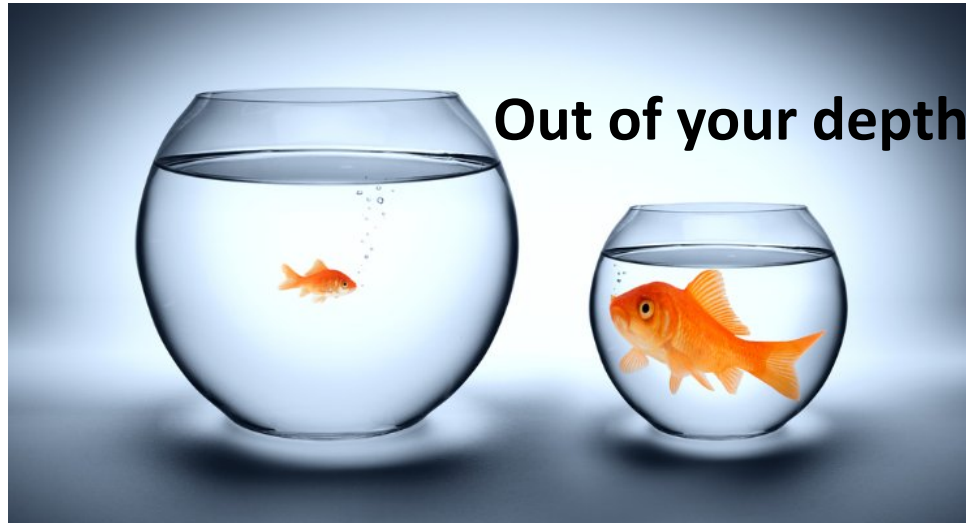




Marketing and Communications Skills for Small Charities

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January 2018 ©



Out of your depth



Unknown



Overwhelmed

Good News
is :



Key Points

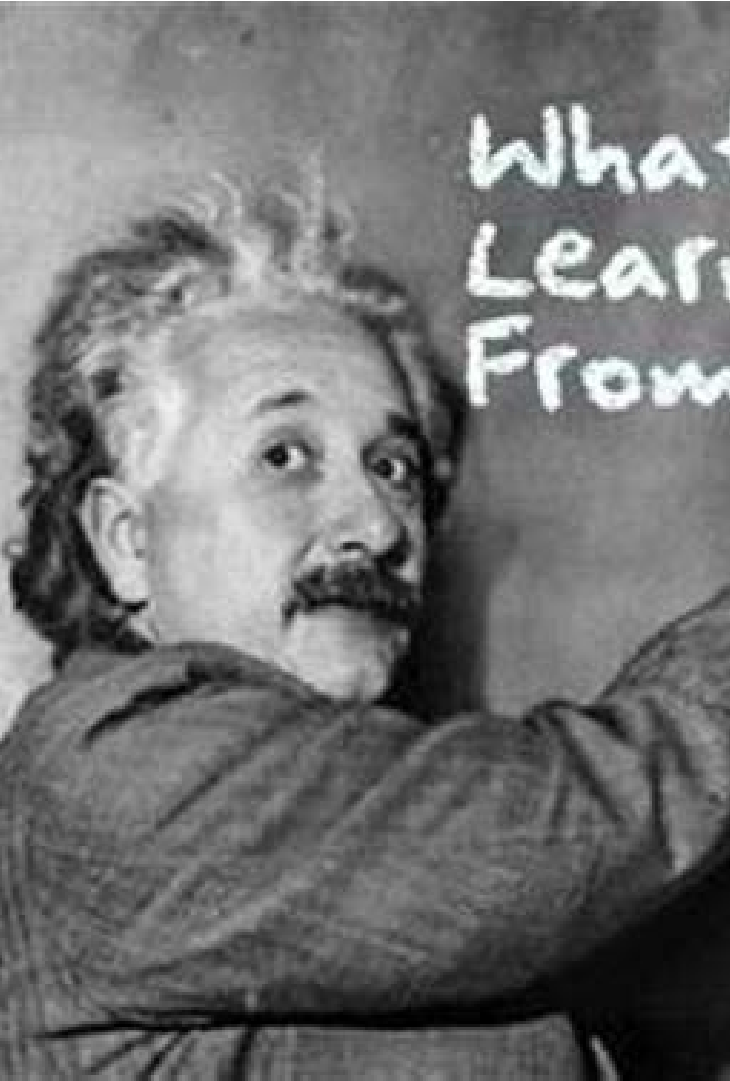
- Fundraising and raising awareness go **hand in hand**. If people don't know about you how can they support you?
- Behind every successful charity is **understanding your supporters** and how to **communicate** with them effectively.
- It is important that you **market and communicate your cause**, strengths and skills effectively
- **Understand and know your audience**. Invest the time in getting to know them.

What will the day cover?

- **An understanding of the definition of marketing and communication**
- To understand what is a marketing mix (an overview)
- **To identify various types of marketing that can be used in your organisation**
- To identify and understand your audience and target supporter base
- **To look at various ways of effectively communicating to your audience**
- **To understand why marketing is important and how it can be used in your organisation**
- Important information needed for a marketing plan
- **To understand your organisation and its strengths more effectively**

Outcomes

- To identify the different elements of marketing and communication
- **Understand the importance of the role marketing and communication plays**
- To look at the part you need to play in marketing and communications
- Essentials in marketing and communication planning
- **Understanding your organisation from a marketing perspective**
- Why is there a link between marketing and fundraising



What will I get out of it?

- You will have the opportunity to focus on relating the course contents to your particular charity and identifying and understanding your target supporter group(s).
- **To be able to highlight the unique selling points (USP) of your organisation/brand**
- To look at how marketing and your organisation go hand in hand

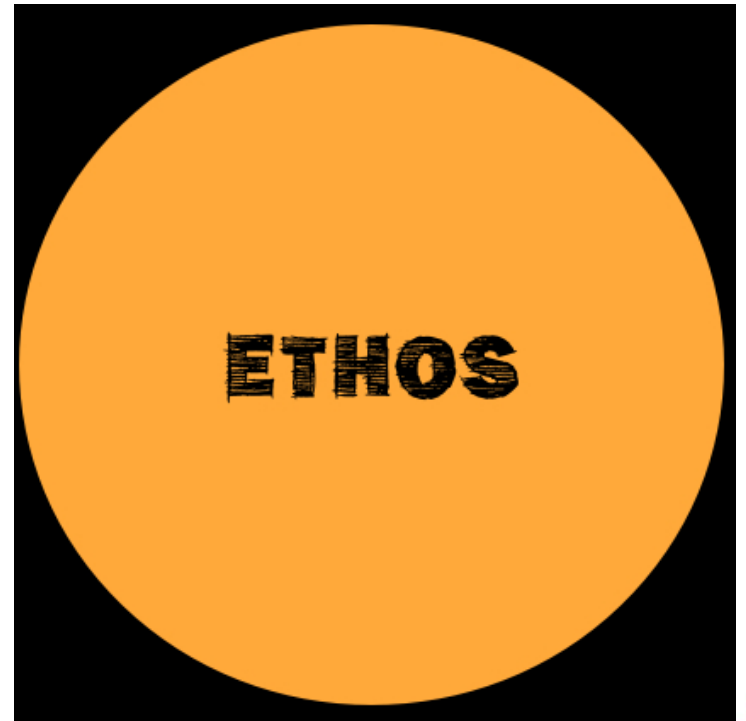
Methodology

- Individual reflection
- Group work
- Working in pairs
- Discussions



Trainer Ethos

- Your questions are important
- Your opinion matters
- Your ideas are valued
- Your input is appreciated
- Listen, Share, Respect, Trust,





KEEP
CALM
AND
GET BACK
TO BASICS

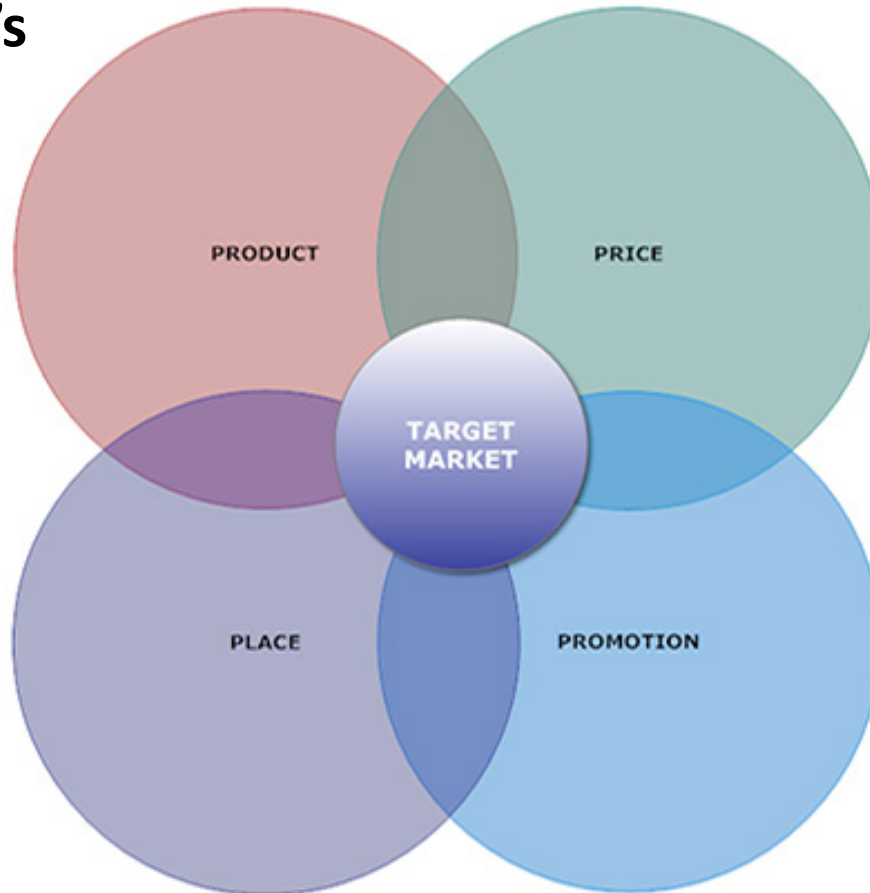
dsc

directory of social change

Description of Marketing (Business Dictionary BD)

- The management process through which goods and services (**your charitable service**) move from concept (**idea**) to the customer (**your audience/supporters**).
- It includes the coordination of four elements called the 4 P's of marketing (Later expanded to 7 ps):
- (1) identification, selection and development of a **product (Or service)**,
- (2) determination of its **price** (**also how much it is costing you**) e.g. sponsorship benefits)
- (3) selection of a distribution channel to reach the customer's **place** (**to how reach your audience/supporters**)
- (4) development and implementation of a **promotional strategy**. (**Ways to market and communicate this to your audience/supporters**) i.e. methodology

Marketing 4 P's





Why 7P.s: Shortcomings of 4P's

- Increasing need for quality differentiation-subjectivity
- **Organisations willing to meet with customer's changing needs and expectations**
- Not for profit: No final price charged
- **Intangible nature of services reduces need for product only tangible outcomes**



EXPERIENCE

7P's an extended marketing Mix

- **People** Especially for services.
- People (end users) are a vital element of marketing Mix
- How a product is made not always of interest to customer but experience they have is
- **Process:** process of service delivery and high contact is important
- **Experience is just as important**
- **Physical evidence:** often need tangible evidence to describe of nature of intangible service to help people visualise and facilitate their decision making process and reduce their risk concerns
- e.g. videos on websites, social media , images, colour



Why need Marketing management?

- Arranging resources of an organisation to meet the ever changing needs and pressures of the internal and external environment
- **Meet the needs of customers (supporters) ever changing needs**
- To ensure you have the access to human resources and finance
- **Keep up to date with legislation and new emerging technologies**
- Adapting to changing needs better chance of prosperity and survival

Customer **NEEDS** keep CHANGING



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contact@xserve.in

Marketing – Customers (supporters) needs

- The management process which **identifies, anticipates** and **supplies customer** (supporter) requirements efficiently and profitably (non profit for a charity but audience/supporter increase ,retention and loyalty) Chartered institute of Marketing
- Most definitions revolve around **customers needs** and developing products and services that satisfy **customers needs**
- Most private sector organisations operate under profit related objectives
- **Non profit organisations have financial and social needs**



Customer: Definition (WIKI)

- In sales, commerce and economics, a **customer** (sometimes known as a client, buyer, or purchaser) is the **recipient** of a good, service, product or an idea - obtained from a seller, vendor, or supplier via a financial transaction or exchange for money or some other valuable consideration.^{[1][2]}



Definitions

Customers (definition for profit making organisations)

Supporters (definition for not profit making)

Supporters,- people who support our cause e.g. Individuals funders, sponsors. Local community etc

Audiences: People who can relate to our cause and are interested in what we do

Beneficiaries: people who benefit from our services

- Audiences can turn into supporters
- Beneficiaries and supporters are usually **NOT** the same audience



What does a customer want- how can you make that relevant to a charity



Customer orientation (Supporter)

- To have an understanding of your target customers/buyers/Supporters/funders/sponsors
- **Offering values and benefits**
- Understanding supporter value today and over time
- **Marketing is all about customer orientation**



What does your supporters want from you (Inc.)

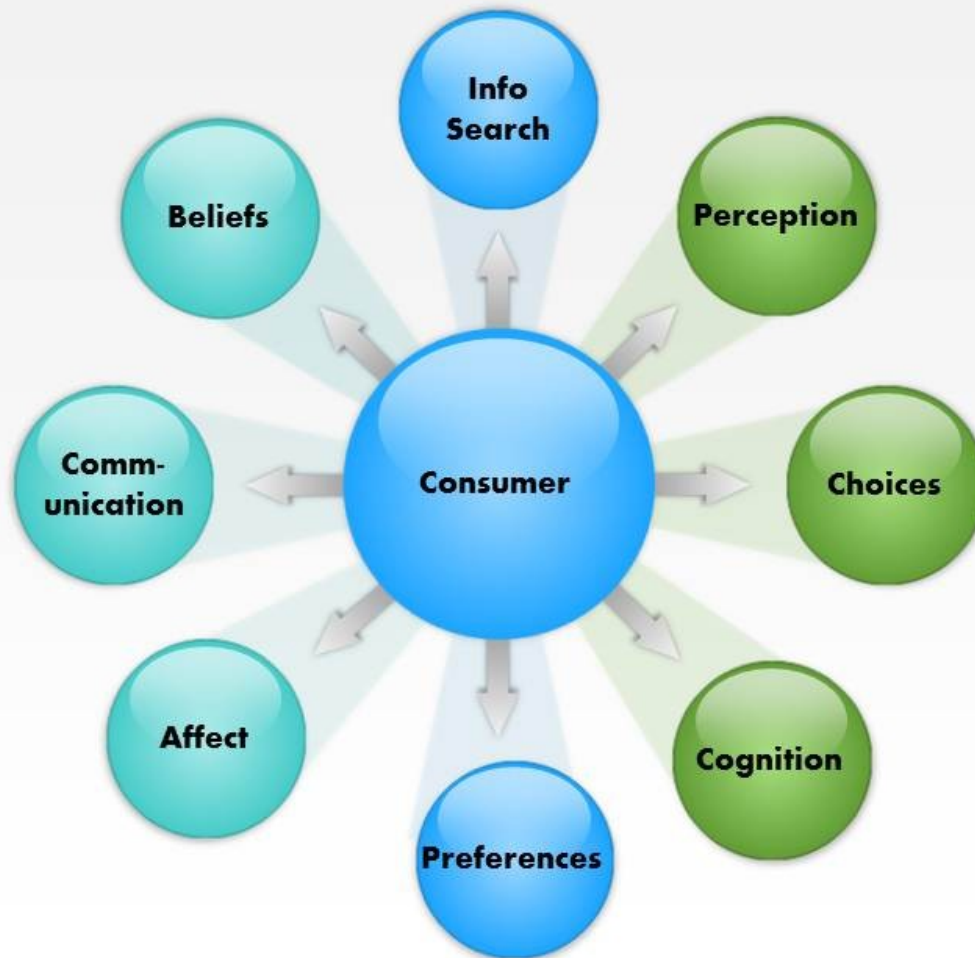
- To see you keeping up with changes
 - **Your willingness to collaborate**
 - Confidence in your ability to deliver what you promise
 - **To listen, REALLY listen**
 - Understand audience /supporter needs
 - **Be transparent about any risks**
 - **Clear Communication -simple accessible language**
 - Propose solutions
 - **Connect on a personal level**
 - Facilitate decision making process
 - **Trust and respect**
- Finally**
- Unique selling point and a cut above the others in the field of your cause

Consumer Behavior

- Influences on consumer behavior
 - Psychological
 - Decision making
 - Attitudes and attitude change
 - Sociocultural
 - Reference groups
 - Family decision making
 - Culture and subculture



Consumer Behavior



Your Logo

Segmentation , Targeting and Positioning

- Different supporters within a market have different needs they need to satisfy
- **Marketing oriented:** Ideal is meeting needs of each individual. (unrealistic)
- **Target Marketing:** instead target product /service to a clearly defined target group. (Target marketing)

Subgroups- Segments

People share similar needs a company can respond to

Brand Loyalty





demographic

segmentation

geographic

- **Customer (audience) segmentation** dividing a **customer** base into groups of individuals that are similar in specific ways **relevant to marketing**, such as age, gender, interests and spending habits
- Target Market **segmentation** is the process of dividing an entire market up into different customer **segments**.
- Targeting **helps you decide** which potential audience/supporter **segments** the company/charity will focus on

Why is it important?

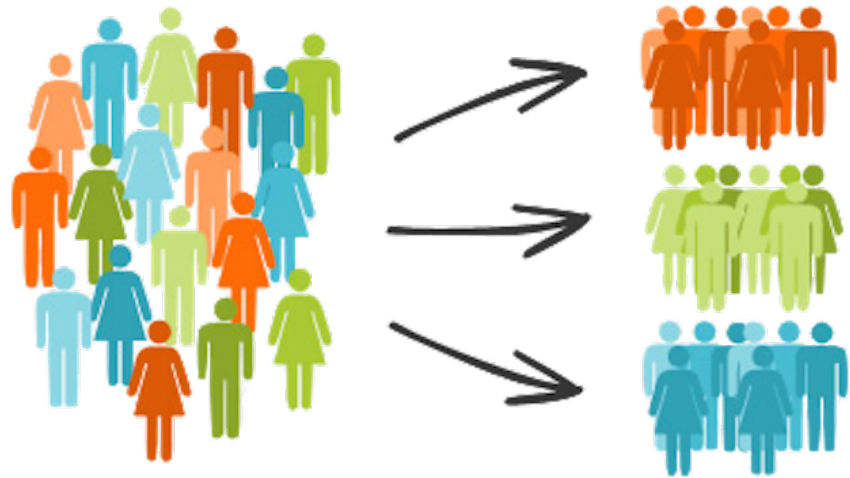
- The **importance** of market **segmentation** is that it allows an organisation to precisely reach a **supporter** with specific needs and wants.
- Long term this benefits the charity because they are able to use their resources more effectively and make better strategic marketing decisions.

Segmentation – criteria

- **Socioeconomic (Education, age , Holidays, beliefs)**
- Geodemographic
- **Lifestyle and behavioural factors (newspapers)**
- E.g.: gender, income level, age, environmental awareness
- **Segmentation can help direct a business strategically**
- With charity the cause and its relevance to the audience is also huge factor
- **Income also has an impact on financial support**
- Positioning: Either copy competitors or create something unique

Audience Segmentation

- Identify and prioritise your audience segment—each may respond differently to various communication tools



Choosing target market- audience group

Large charities:
larger or various
target groups

Smaller charities :
perhaps more
niche (one or two
segments at a time

Charities needs to
look at internal
SWOT analysis and
external PEST

Know Your Audience or You'll Have No Audience



Who is your audience?

Remember audience and beneficiaries are usually **NOT**
the same



Do you have more than one type?



Audience

- **Who are your audience(s)?**
- What are their expectations?
- **Where are they?**
- How far will they travel?
- **What are their needs and fears? £, status, ego, physical**
- **What will stop them from coming?**
- How do these effect service and marketing?
- **What about secondary audiences trustees, press?**

Marketing
tips for your
charity

marketing
tips



Competitor orientation

- Understanding your current and potential competitors
- **Who else does what you do ?**
- **What is your USP**
- Their short term strengths and weaknesses and long term capabilities and strategies
- **SWOT (strengths, weaknesses, opportunities, threats)**
- PEST (political, social, economic, technological)

POLITICAL
FACTORS

ECONOMIC
FACTORS

SOCIAL
FACTORS

TECHNOLOGICAL
FACTORS



ANALYSIS

Strengths

S

Weaknesses

W

Opportunities

O

Threats

T

Set Objectives

- Set objectives.. What do you want and why are you doing it
- Is it to raise awareness, improve your brand, raise funds? Recruit a new audience? Retain loyalty?



Objectives



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- Key messages – the right message for the right audience
- Ensure your overall message is consistent



Where are you in the sector?

Positioning how do you want to be regarded.
Where are you currently positioned in the sector
Be realistic with your resources when approaching funders/sponsors

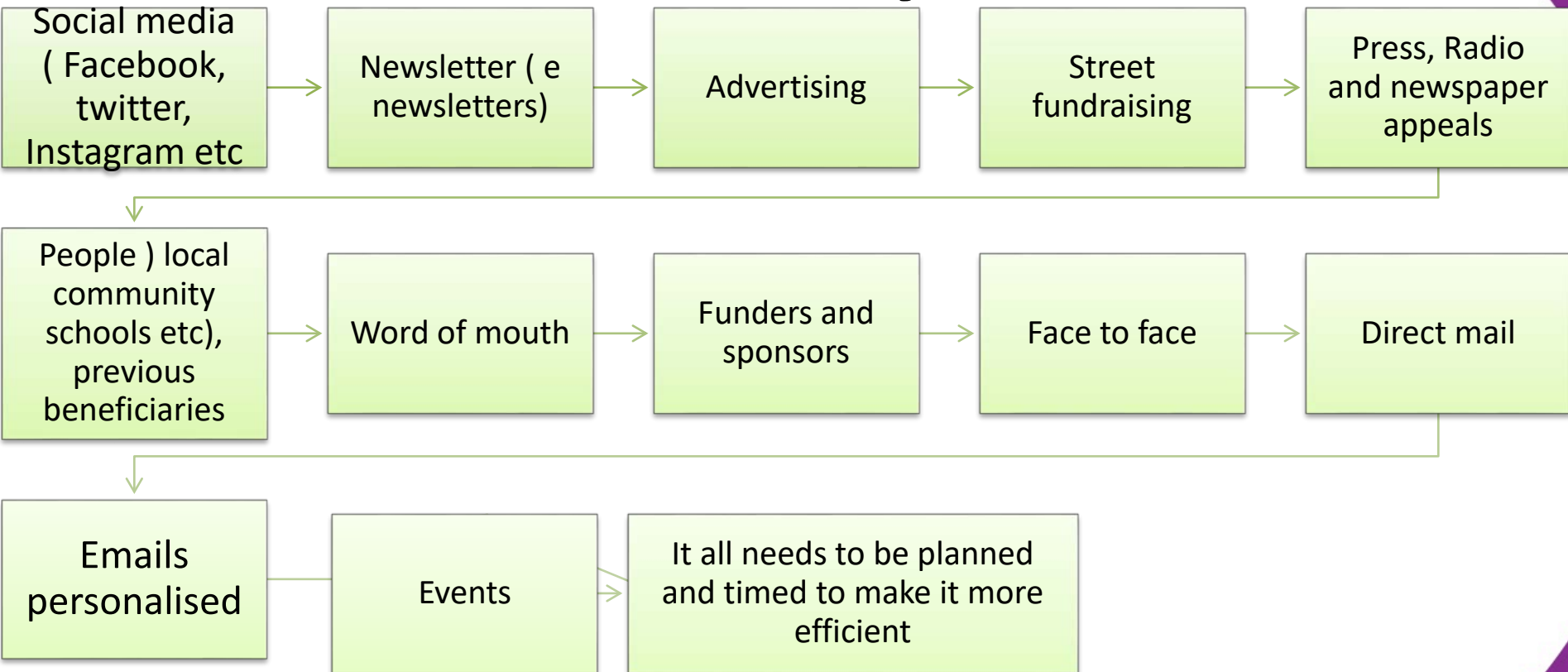
Positioning



- **Monitoring and Evaluation-**
what has and hasn't worked?
- What have you learnt?
- What would you do differently



Marketing tool examples- what works for you?



Communication

- the imparting or exchanging of information by **speaking, writing, or using some other medium.**(dictionary definition)
- **Communication** (from Latin *commūnicāre*, meaning "to share"^[1]) is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and semiotic rules. (wiki)



Communicate to key stakeholders

Marketing and fundraising Steering group

Across teams (Communication is key)

Target audience (Supporters)

Beneficiaries



Communications plan

- **By audience**
- **Key messages for different stages of marketing timeline**
- **Identify methods**
- **Frequency of communications**
- **Keep within budget**
- **On-going communications plan**

Communications plan

Message objective	Audience	Key Messages	Method	Timing	Repeat/Pulse

Communication Channels

Local/National media

- Radio and television interviews
- Journals and magazines
- Club mailing lists

Social media

- Website partners
- Google Ads
- Facebook
- You tube etc
- Blogs and review sites
- Email/SMS/Text giving
- Twitter

Public Relations

- Photo calls
- Stunts/Flash mob
- Competitions
- Communitynewswire.org
- Mediatrust.org

Personal selling

- Trustees/word of mouth
- **Internal staff**
- **Externa; stakeholders**
- **Sponsors**
- **Event participants**

Effective Marketing

Internal preparation



External preparation



Internal preparation

**Understanding your
organisation**

Case for support

Business case for support

Internal audit

Planning

Marketing Strategy (Brief
overview)



Understanding your organisation

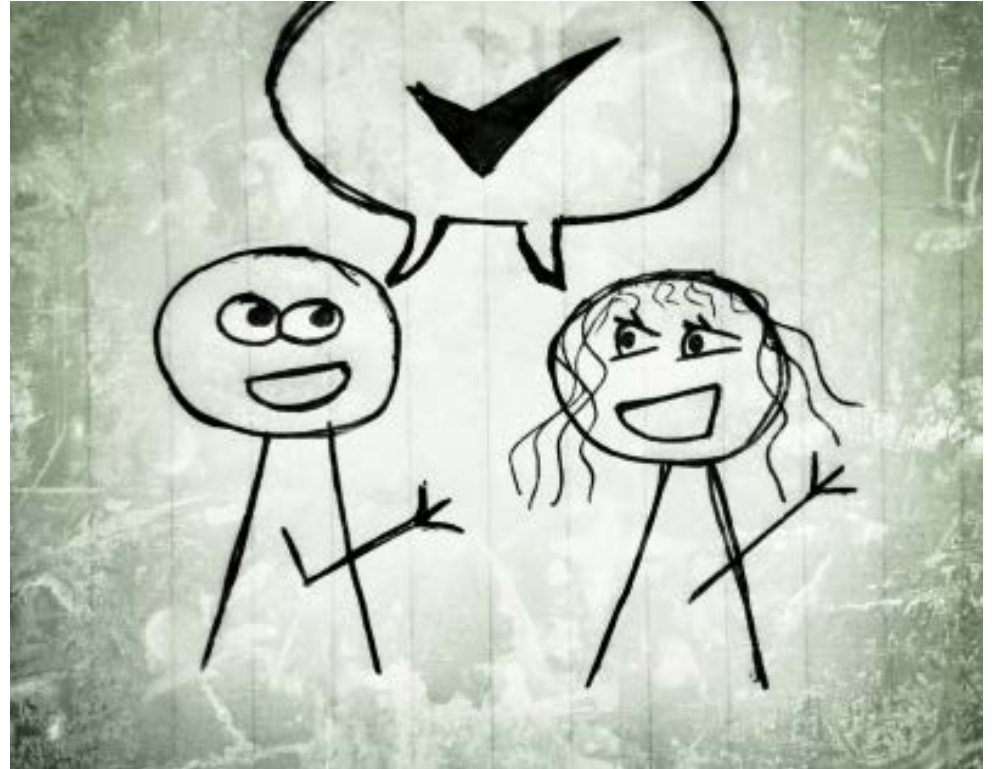
Mission and Vision

Objectives

Positioning

Strategy

Ethics



Purpose of Objectives

- **Focus**
- Prevent drift
- **Collaborative working**
- Delegation
- **Resource identification**
- Communications
- **Success criteria**
- Evaluation

Simplify objectives

- **Make your objective simple and easy to understand**
- If you have more than one objective prioritize them into primary and secondary objectives
- **It is easy to lose sight of your objective so before making ANY decisions come back to your objective**



Monitoring & Evaluation

- Monitor your objectives, suggest improvements for next time
- Formal and informal feedback



Evaluation

Case for support

- **What is unique about your organisation?**
- Are there similar organisations that do what you do?
- **How does your organisation stand out and differ from similar causes/products/services and organisations or service providers?**
- What are the specific needs/products/services of your organisations/project?
- **How many people do you directly help/reach?**
- Are you national or local?
- **If you did not exist what would happen?**
- Useful statistics about the need and the problem/product/service?
- **Is there a current gap in the market you are trying to fill?**

Business case for support

Charity audience reach- direct and indirect

Organisations demographic group of interest: to a company/customer

Does the organisation reach any particular demographic sectors ?

How beneficial is brand association to a company and its customer?

Does the company any money can't buy experiences or added value?

Do the customers share same values?

How will this product /service be cost effective?

Will there be a return on investment?

What is your USP? (unique selling point)

Internal Audit

- **Resources (Human, financial)**
- Past products and services
- **Expenditure budget**
- Successful and unsuccessful marketing campaigns
- **SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)**

Service /product and Pricing

Service or Product

- Tangible or intangible like a service offered
- Quality
- Image
- durability (sustainability)

Pricing

- One of the most vital elements of the marketing mix.

e.g. It helps corporate sponsors to have an image of the standards the charity has to offer through their benefits they offer a sponsor

Cost considerations

- **Your time**
- Your given expenditure budget
- **Your expected target**
- Internal costs
- **Insurance**
- Health and safety
- **Food and drink**
- legal
- **Brand**
- PR and advertising
- **Equipment**
- Other staff time/hire
- **Available resources for project delivery**
- Experience
- **Organisational financial capacity**

Packaging

-

definition

(Wiki)

1

Packaging is the technology of enclosing or protecting products for distribution, storage, sale, and use.

2

Packaging also refers to the process of designing, evaluating, and producing packages.

A hand is visible on the left side of the frame, holding a white rectangular card. The card is the central focus and contains the text 'First impressions' and 'LAST'. The background is black, with purple, green, and orange decorative elements in the corners.

First impressions
LAST





A NEW LOOK FOR FEEL GOOD



Core costs

- Rent
- Salary
- Accountant
- Legal cost
- Bills
- Computers
- Photocopying
- Marketing
- Room Hire
- General expenses



Visualise (Turn boring to interesting)

- Rent
 - What happens in that space
- Staff salary
 - How many people directly benefit from the work carried out
- Marketing
 - What impact does the message have

Standing out from the crowd



dreamstime.com

- Attracting attention
- Making your project/cause transparent yet relatable
- Thinking creatively and outside the box
- Visualisation of project/cause



Good,
fast and
cheap



**Sponsors
naturally
want it
all, high
quality -
delivered
fast - and
at a low
cost**



However,
if you are
delivering
on all 3 of
these
requests,
you are
most
likely
going to
lose out

Promotion

Way organisations communicate the their services and their sponsorship/funder benefits to their target markets

Promotional tools

- Advertising
- Personal face to face
- Public relations (Press)
- Promotion (e.g. early bird tickets for events)
- Sponsorship
- Direct marketing
- Social media
- Website and tools used such as videos , galleries, interactive sites



Social Media

- Facebook
- Videos on Facebook
- Twitter
- Snapchat
- Instagram





Promotional activities

Developing the message: to meet with audience ever changing needs

Promotional activities

Developing the medium

- Effective only if reaches target audience and has an effect
- **Appropriate media medium for that target group**
- Reaching a specified target group reduces promotional cost
- **Meeting with change of audience habits**
- Consider legal implications



Promotional activities

- **Eliminating noise:** ensure message is clear and there is no other interferences which can contradict original message
- **Developing a campaign:** brining together various elements of a companies promotional efforts. Aim to reach target audience and not waste money on unlikely prospects
- Media planning, copy writing, promotional material

MR. NOISY



What can you offer a sponsor?

- **Celebrities**
- **PR**
- **Target demographic/test marketing/product placement**
- **Sales revenue**
- **Advertising platform**
- **Consortium**
- **Online partnership**
- **CSR and pro-bono**
- **Synergy**
- **Membership/access to members**
- **Employee retention/motivation/recruitment**
- **Corporate Hospitality**
- **Brand**



Planning your marketing

- **Summary of your organisation**
- Internal SWOT and External Pest
- **Summary of where you are positioned within the sector**
- Organisational ethics
- **Your competitors**
- Your existing funders what they respond to
- **Marketing Summary**
- Your demographics/target group/niche
- **Your beneficiaries needs and gap in the market**
- Trends your target group are responding to
- **Has your target market grown**
- Your Marketing objectives

Strategy- link with organisational strategy

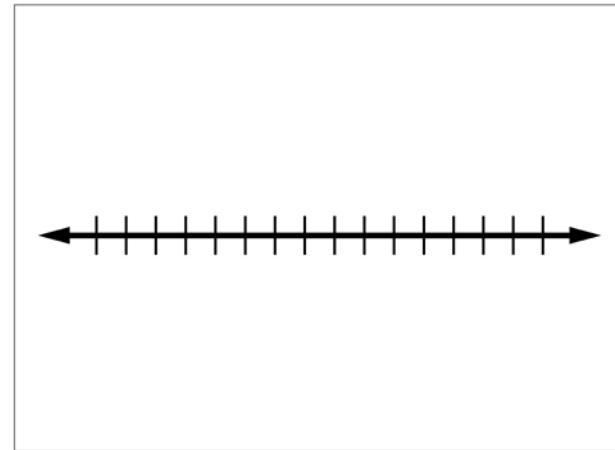
- Mission statement
- Target market
- Competitor analysis
- Customer life time value
- Marketing mix
- Communication plan
- Monitoring and evaluation

Beginning with the end in mind!

- **What you are intending to do and why?**
- What is the motivating factor for doing it?
- **Check that your objective fits with your strategic plan and overall aims**
- Does your objective fit with your skills and experience?
- **Is it realistic given likely time and budget constraints?**

Timeline

- What do you want to achieve by when
- **What do you need to do by when**
- What needs to be done by when



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The most important thing to remember is you must know your audience.

Lewis Howes

QuoteAddicts.com



Know yourself - and know your audience.

(Tennessee Ernie Ford)

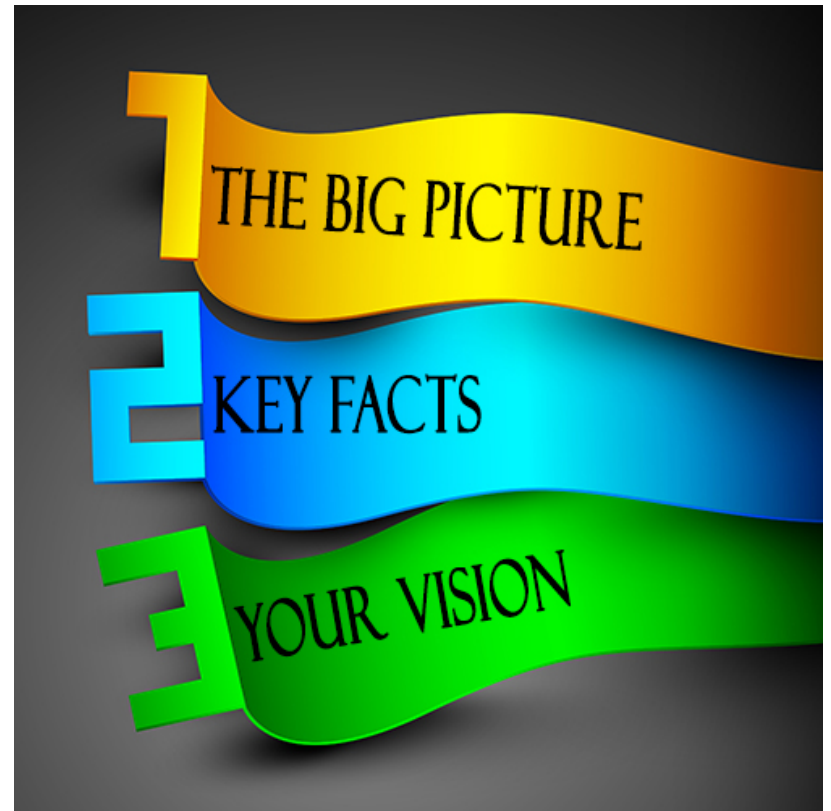
izquotes.com

Get creative

- Meets your objective(s)
- Meets audience needs/fears
- Fit with overall charity purpose
- Breaks the boredom barrier (USP)



WHAT'S
YOUR
STORY





Key messages and USP

Importance of Cross team work

**Coordinating
marketing activity
internally and
externally**



Key message audience Targeted messages

- Sponsors
- Beneficiaries
- Supporters
- General funders
- Major donors
- Community



Things to think about

- **Where does marketing and communications fits in your overall strategic direction and fundraising strategy**
- Importance of clear objectives
- **Brief over view of SWOT and PEST**
- Know your audience
- **List all the communication planning activities**

More things to think about

- Timing of key activities for the specific events
- **Providing the organisation awareness of any legal legal/VAT issues related to event**
- Identify key milestones for monitoring and evaluating the event

Participant care

- **Data management: Payment processes and ticketing**
- **Sponsorship- fees, contracts, benefits**
- **Special equipment- health and safety**
- **Communications plan to all various audiences**



**WORK
HARD
BUT REMEMBER TO
HAVE FUN
!!**