

Marketing and Branding for Community Organizations

Framework for a Marketing/Communications Plan

1. determine marketing and communication priorities
2. clarify your benefits, target audiences, and key messages
3. prioritize your marketing “voice” and “look and feel”
4. select general marketing approaches or strategies e.g. traditional, social or cause related, relationship building
5. prepare implementation plan e.g. determine inbound vs outbound, budget, deliverables, measurement strategies
6. develop and implement marketing tools

BRENDA HERCHMER

bherchmer@campusforcommunities.ca

Grassroots Enterprises

& Campus for Communities of the Future

email: bherchmer@campusforcommunities.ca

website: www.campusforcommunities.ca

phone: 289.820.5373

LinkedIn: [CampusforCommunities](https://www.linkedin.com/company/campusforcommunities)

twitter: @campus4comm

Facebook:

<http://www.facebook.com/campusforcommunities>

Name of the Organization (or Initiative, Cause, Committee, Program, Service, Event etc.) you Want to Market: _____

Your Marketing and Community Priorities?



- acquiring new donors
- curation of resources to promote expertise
- education and awareness of an issue
- engaging community support
- fundraising/resource generation
- general brand awareness
- marketing for direct gain e.g. programs, events, products
- membership recruitment
- motivate action or behaviour change
- promote change leadership
- raising credibility
- retain current donors
- sharing available info
- thought leadership
- volunteer recruitment
- other _____

2. Clarify Your (a) Benefits (b) Target Audiences and (3) Key Messages

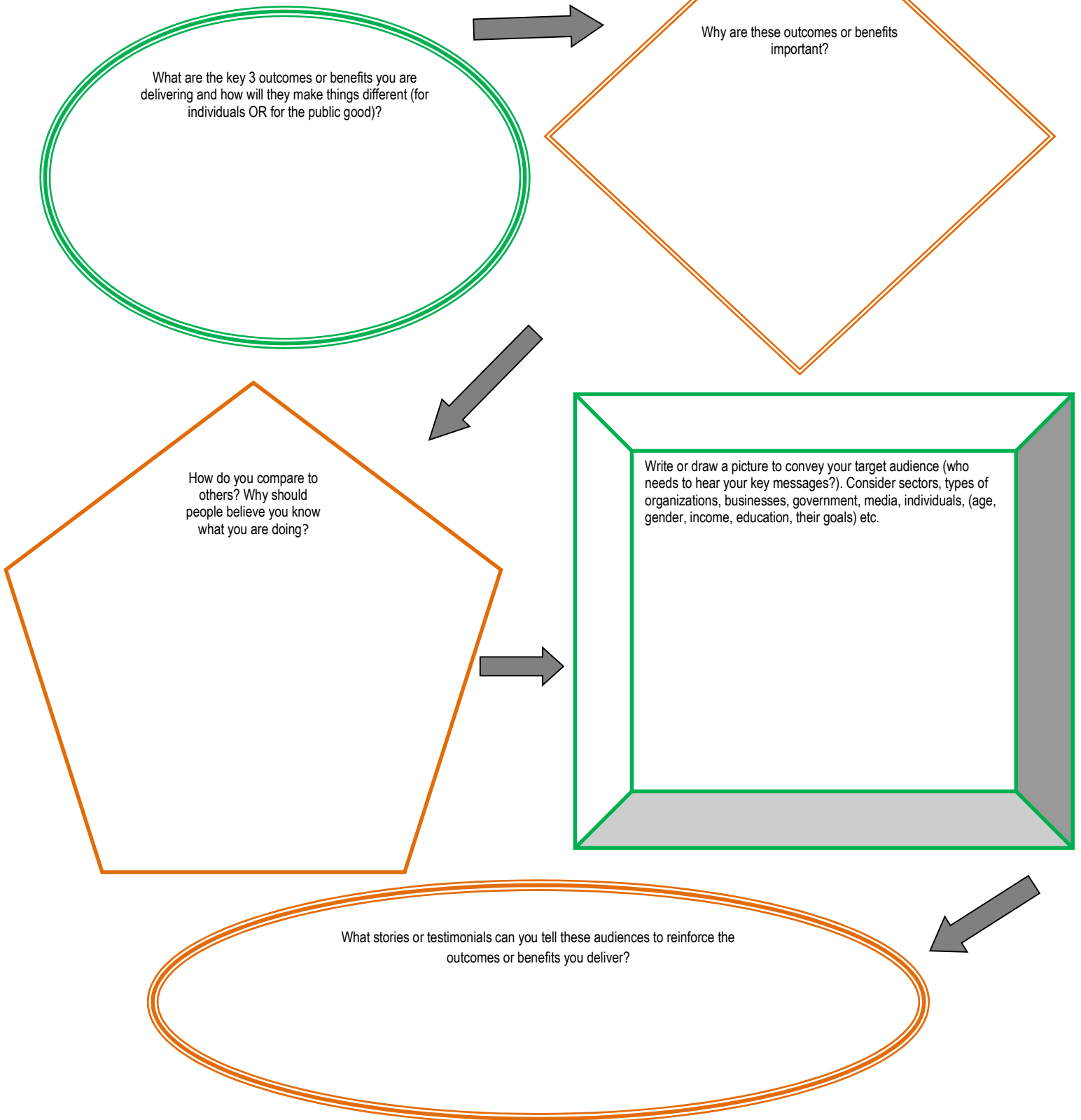
Use this brainstorming tool called the ALPHABET CHALLENGE to determine the *Benefits or Outcomes You are Delivering*¹ *WHY is your Organization important?* (or Initiative, Cause, Committee, Program, Service, Event etc.) SO WHAT?

A	N
B	O
C	P
D	Q
E	R
F	S
G	T
H	U
I	V
J	W
K	X
L	Y
M	Z

¹ Petersen, Carol (1984, 2000). Alberta Recreation and Parks Association



Benefits and Target Audiences:



Key Messages We Want to Ensure are Consistently Delivered (generally 3 -4):

a.

b.

c.

d.

3. Prioritize Your Marketing “Voice” and “Look and Feel” by thinking about the voice, look, and feel you want to project:

Voice

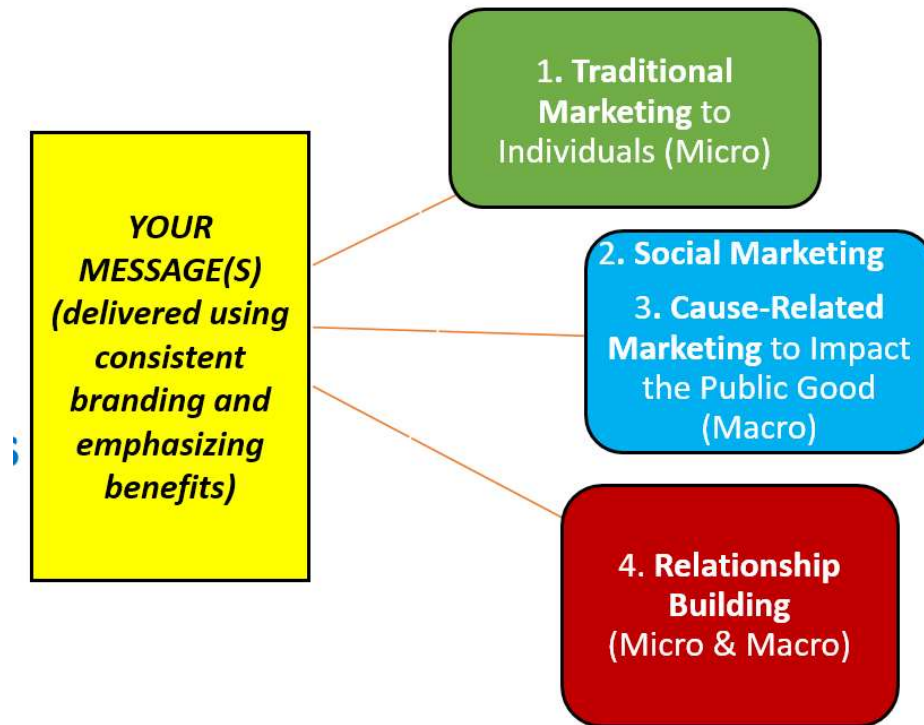
- promotional materials reflect your values
- vocabulary, grammar and style
- consistency
- variation

Look And Feel

- consistent color scheme, font, logo
- consistent look and feel to every piece of marketing material e.g. website, powerpoint templates, taglines, logos, social media, brochures, emails, business cards, letterhead

Thoughts about your voice and look and feel:

3. Select your overall or general marketing approach or strategy e.g. traditional, social or cause related, relationship building. In some cases in may be more than one.



Marketing approach(es) that will work best for us are:

4. Prepare Implementation Plan

Priorities for implementing our marketing plan:

a) *ratio of inbound versus outbound strategies*

b) *budget*

c) *deliverables*

d) *measurement strategies*

5. What Marketing Tools and Resources Need to be Developed?

Marketing Tools	Other Resources
<input type="checkbox"/> banners <input type="checkbox"/> blogs <input type="checkbox"/> brochures <input type="checkbox"/> business cards <input type="checkbox"/> display booth <input type="checkbox"/> Facebook <input type="checkbox"/> Google+ <input type="checkbox"/> Infographic <input type="checkbox"/> Instagram <input type="checkbox"/> letterhead <input type="checkbox"/> LinkedIn <input type="checkbox"/> media release <input type="checkbox"/> newsletter <input type="checkbox"/> Pinterest <input type="checkbox"/> posters <input type="checkbox"/> powerpoint templates <input type="checkbox"/> promotional items <input type="checkbox"/> signs <input type="checkbox"/> special events <input type="checkbox"/> Twitter <input type="checkbox"/> Website <input type="checkbox"/> YouTube channel <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	<input type="checkbox"/> articles <input type="checkbox"/> case statement <input type="checkbox"/> CRM (customer relationship management database) <input type="checkbox"/> logos <input type="checkbox"/> marketing/communications committee <input type="checkbox"/> presentations <input type="checkbox"/> social media policy <input type="checkbox"/> taglines <input type="checkbox"/> testimonials <input type="checkbox"/> training <input type="checkbox"/> videos <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____

Sample Workplan:

Timing (monthly)	Market	Tool/Resource	Responsibility	Budget
Feb.				
April				
May				
June				