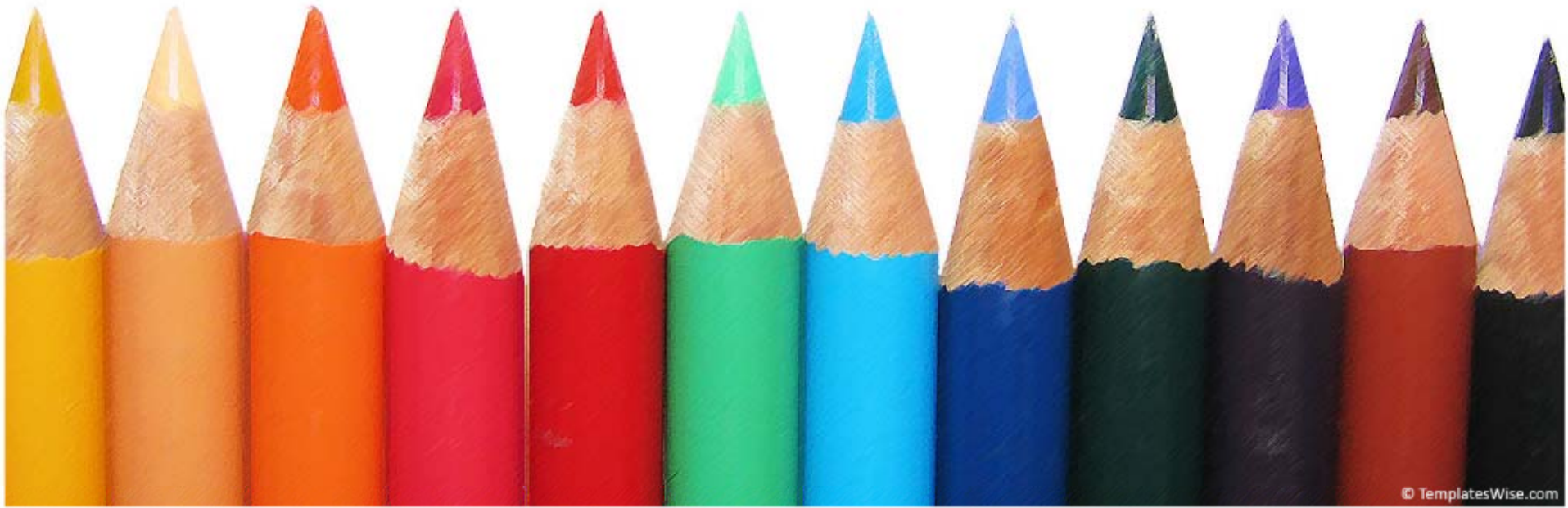
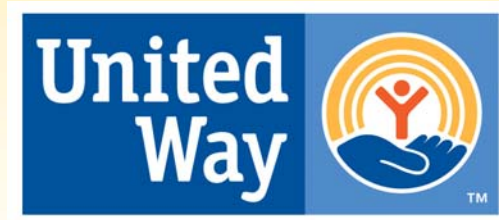


How To Market Your Agency

As a United Way Agency Partner

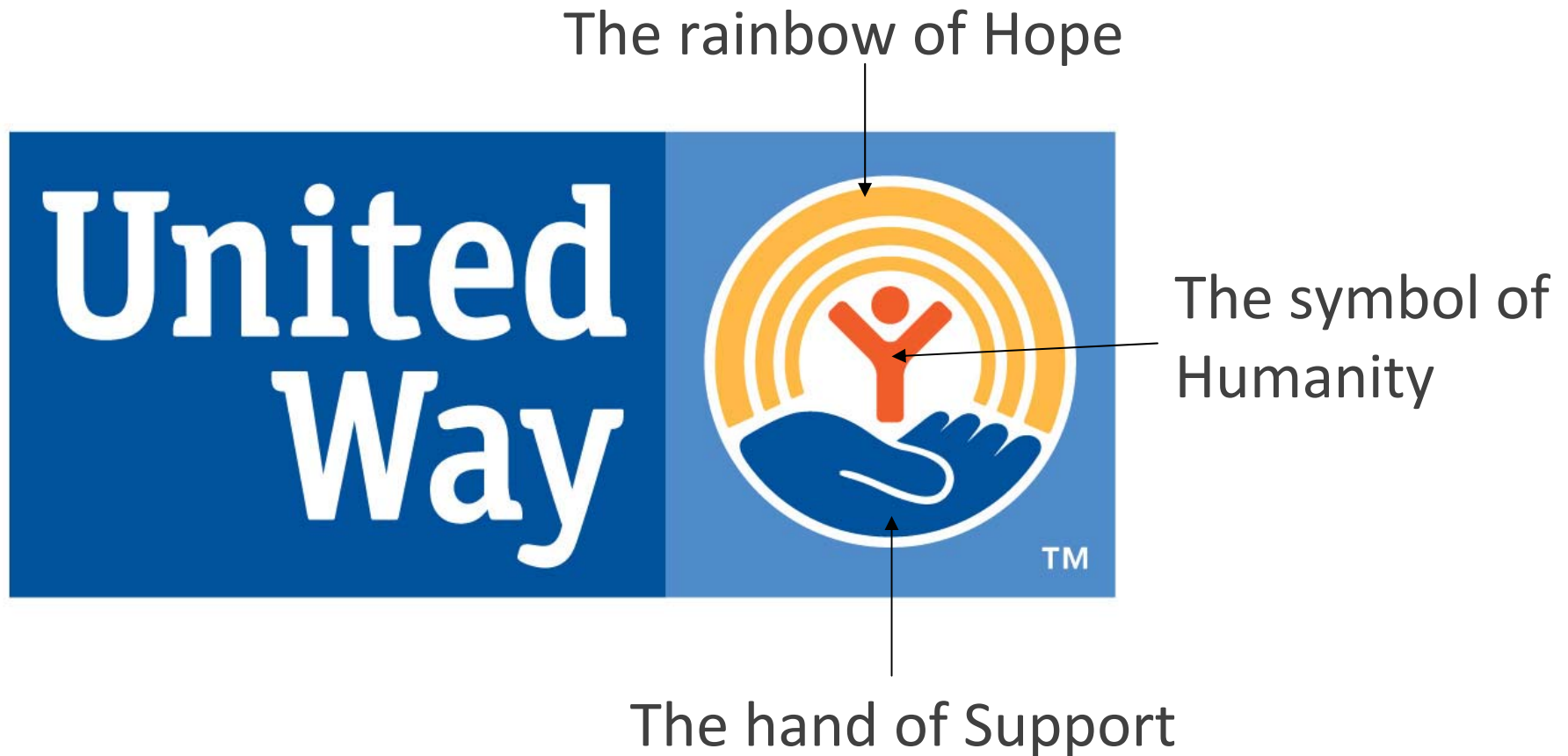


History of United Way

- Denver, Colorado (1887)
- Midland Welfare Association (1920)
- Midland Community Fund (1941)
- United Community Fund of Midland County (1968)
- United Way of Midland County (1980)



The United Way Logo



Benefits of Branding United Way

- Brand recognition
 - One of the most recognized logos
 - Credibility
 - Sets you apart
- Affiliated with all that UW stands for
 - Hope, support, humanity
 - Solutions Provider (Live United and others)
- Not just as source of funding
 - Collaborative relationship and branding partner



Where to Brand United Way

- Brochures, invitations, flyers, displays
- Office space (window clings, posters)
- Web site
- Promotional videos
- Events and fundraisers
- Press releases
- In short . . . ***EVERYWHERE!***



How to Brand United Way

- Use logo along with tagline
 - United Way logo or Live United logo
 - Proud agency partner of United Way of Midland County
- CD provided with logos in multiple formats
 - Low and hi-resolution images
- Place on your printed materials, newsletters, website, posters, videos, etc.



Branding Resources

- United Way logos
 - Print quality, screen quality, large format
 - EPS, TIF, AI, JPG formats
- Live United Photos
 - Available to view on our website
 - Request any that you would like to use
 - Opportunities for photographs
- UWMC website
 - Tools, tactics, and stories



Marketing Opportunities

- Sharing your stories with a broader audience
 - Numerous opportunities
 - Varied media
- **FREE** marketing opportunities year-round
 - Use the coupon as a reminder!
 - When is the best time to solicit stories?

Marketing Opportunities

Publications that feature partner agency stories:

- Campaign brochures
- Snippets and community impact statements
- Jeopardy and Anything but Trivial Pursuit
- Campaign posters
- Annual Report and Annual Meeting
- Public Service Announcements
- Strosacker Award and Video
- Radio call-in shows
- Video testimonials
- Live United photo opportunities
- Agency Highlights
- Community Calendar (website)



Marketing Opportunities

Events that feature partner agency stories

- Campaign Kick-off
- Annual Meeting
- Eat Your Heart Out
- Day and Season of Caring
- Rake a Difference
- Leadership Circle Event
- Alexis de'Tocqueville Event
- Speakers Bureau
- Campaign Wrap-up Celebration



Marketing Opportunities

- Community Impact Panels
 - Community Impact Chairs
 - United Way Board
 - Community Volunteers
- Possible topic for future seminar?



Marketing Opportunities

Opportunities to thank our community:

- Campaign Kick-off
- Annual Meeting
- Campaign Wrap-up Celebration
- Leadership Circle Event
- Speaking opportunities
- Agency tours
- Hand-made gifts from agencies at events



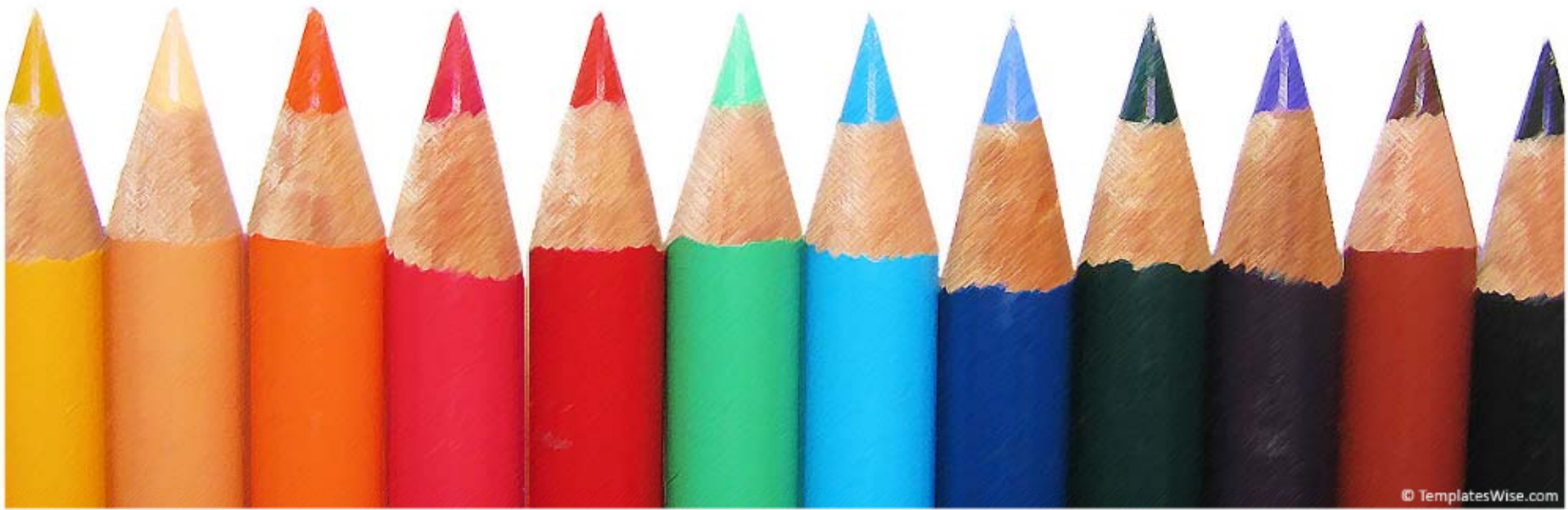
Questions?

Are there any questions about the benefits and opportunities to brand your United Way partnership?

Moving on to developing a marketing strategy and marketing plan . . .



Developing a Marketing Plan



Developing a Marketing Plan

- **WHO** is our customer?
 - Demographics about your audience (handout provides links)
 - Include employees, board members, and local businesses
- **WHAT** is our product?
 - List all services offered
 - List all facts about agency

Developing a Marketing Plan

- **WHAT** are we marketing?
 - Service marketing vs. product marketing
 - Selling a service=selling a relationship
 - Customer service decline
 - This is where we can really shine!
 - Extraordinary service
 - Front line staff
 - **EVERYONE** is responsible for marketing
 - Can't minimize even small impacts
 - The Butterfly Effect



Developing a Marketing Plan

- **WHAT** are we marketing? (CONTINUED)
 - What are we doing differently?
 - What does our community need?
- **WHAT** is our ultimate goal?
- **WHO** are we trying to influence?
- **WHAT** do we do with our mistakes?
 - Big mistakes = big opportunities
 - Message=you're important and we want to get it right!

Developing a Marketing Plan

- Supporters (15% of our community)
 - We invest 30% of our time
 - We should invest 15% of our time
- Silent Majority (70% of our community)
 - We invest 5% of our time
 - We should invest 70% of our time
- Critics (15% of our community)
 - We invest 65% of our time
 - We should invest 15% of our time

Developing a Marketing Plan

- **HOW** do we influence our community?
 - Mass communication=giving information
 - Interpersonal=changing attitudes
 - 90% of perception=WHAT WE DO
 - 7% of perception=HOW WE LISTEN
 - 3% of perception=WHAT'S IN PRINT
- **WHAT** behaviors are we hoping to change?

Developing a Marketing Plan

- **WHAT** do we do differently?
 - Don't always think better, but different
 - How are we innovative?
- **WHAT** do we need to improve upon?
 - Your best friend may not tell you, but they will talk behind your back
 - Focus groups as a tool
 - Surveys

Developing a Marketing Plan

- **WHAT** do we need to improve upon?
 - SURVEYS
 - Keeps contact with the community
 - Helps us identify and learn from our mistakes
 - Flags problem areas
 - Keeps us from coasting
 - Keeps us from wondering or guessing
 - Consider blind or third-party surveys using volunteers
 - Carefully craft the message

Positioning Your Agency

- Identify your current position
- Leverage the position you have (*Avis/Hertz*)
- Say **ONE THING** and say it over and over!
 - One simple message
 - Setting yourself apart
 - Can't be everything to everyone
 - By being known for one positive thing, you'll be remembered for many (*Cocktail party*)
 - More to come later. . .

What comes next?

- Communication rules, tools and tips:
 - How to communicate with today's busy audience
 - How to focus your communication
 - Knowing and loving your audience
 - Getting their attention
 - The power of words
 - Storytelling as a tool
 - Navigation (headlines, subheads, lists, body copy)
 - Using visuals (photos)
 - Typography, color, readability, etc.

What comes next?

- How to market to your CI panel
 - Presentation skills and tips
 - What information to share
 - How to present information graphically
 - How to focus on community impact
 - What to avoid
- Graphic Design tips and tools
 - Program overviews
 - Layout and design rules and tips

What comes next?

- Social Networking
 - Facebook, MySpace, LinkedIn
 - YouTube
 - Blogging
- Media Relationships
 - How to build relationships
 - How to communicate to get results
 - What they need from us
- Any other ideas or suggestions?
 - Please be sure to fill out the survey!