PUBLIC RELATIONS & MARKETING

Fingal PPN and Blanchardstown Area Partnership

Training Programme Autumn 2017

Quality Matters
supporting improvement in social services

About this workshop

What's this?

As with business, public relations and marketing are core if an organisations wanted to reach a greater audience and drive a positive reputation.

This session will explain what is important and need to know for community and voluntary organisations interested in PR and marketing. In this session, you will be introduced to exercises, resources and digital technologies that can help with developing an effective communication strategy.

How can I use it?

This presentation will cover the key steps for developing a communication plan for your organisation.

This plan can be used to a range of project:

- **Improve reputation and awareness with service users, key stakeholder, funders or the public**
- **Launching your strategic plan**
- **Market a programme, service or event**
- **Develop a value proposition or elevator pitch**
- **Plan a fundraising strategy**

Quality Matters
supporting improvement in social services

Hello!

I am Philip Isard

I’m a Senior Project Specialist with Quality Matters, a research charity working with small to large nonprofits and charities. Our work involves supporting organisations through strategic planning, evaluation, training and consultancy.

Today’s objective

To start building a communication plan for anything from public relations, promotion to marketing.

Back at the office, you will need to work with your staff to complete this plan.

Starting a communications plan for your organisation

What are the long-term and short-term steps for making a communications plan?

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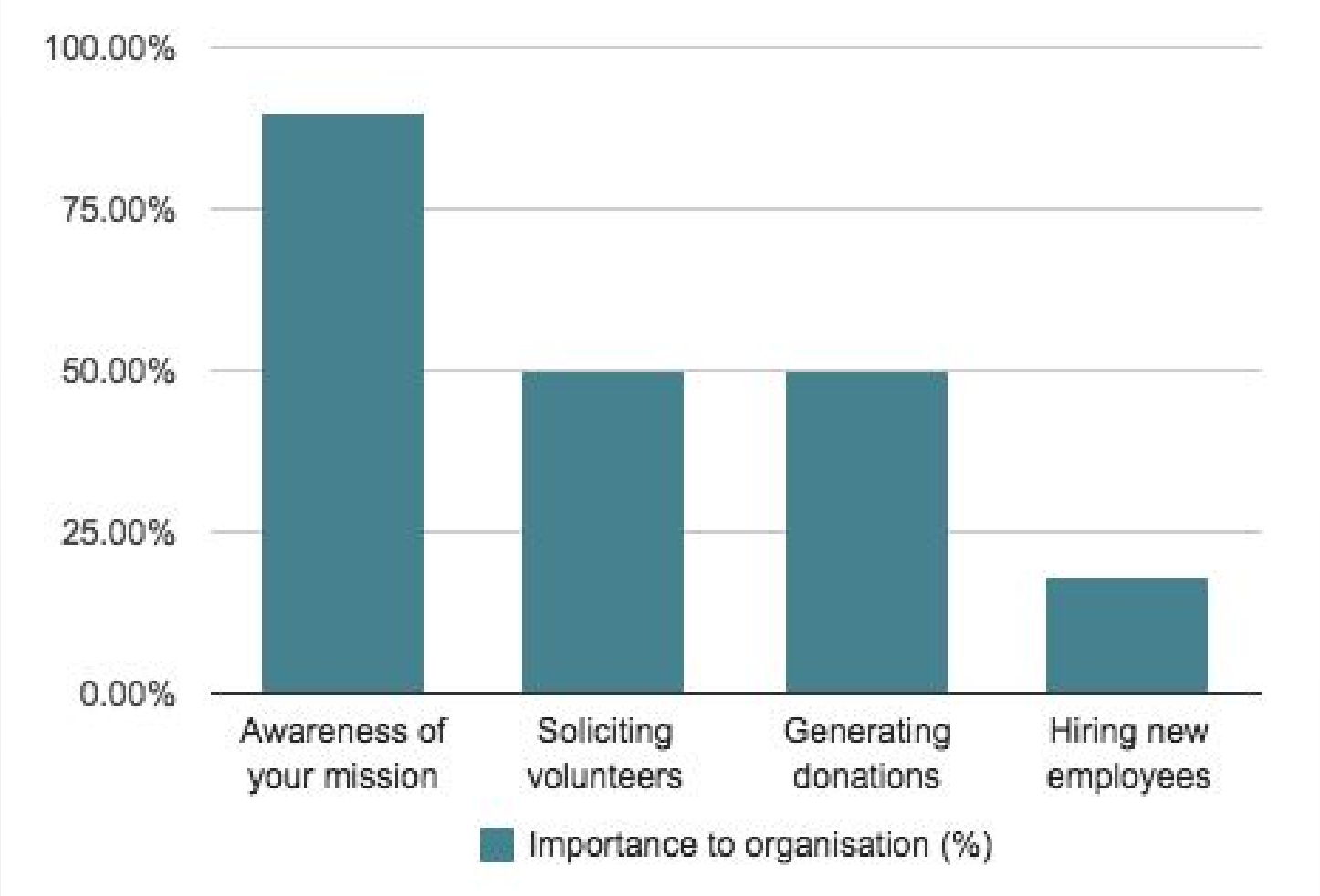
PR builds understanding with targeted audiences to raise awareness about a nonprofit's work for the greater good

Social marketing is about changing behaviour in a way to create greater social good.

See more:

Principles of Marketing by Philip Kotler

The Nonprofit Marketing Guide by Kivi Leroux Miller



Importance of Social Media to Charities - 200 Top Forbes' Charities, 2010.

Starting a communications / PR plan

Create Goals

What is the action or behaviour that you want to change? What are the short-term and long-term steps to this change?

Analyse Situation

What are the internal and external conditions needed for success?

Clarify Audiences

What group of people are you trying to reach? How do we understand these groups? Who are the decision makers?

Create Messages

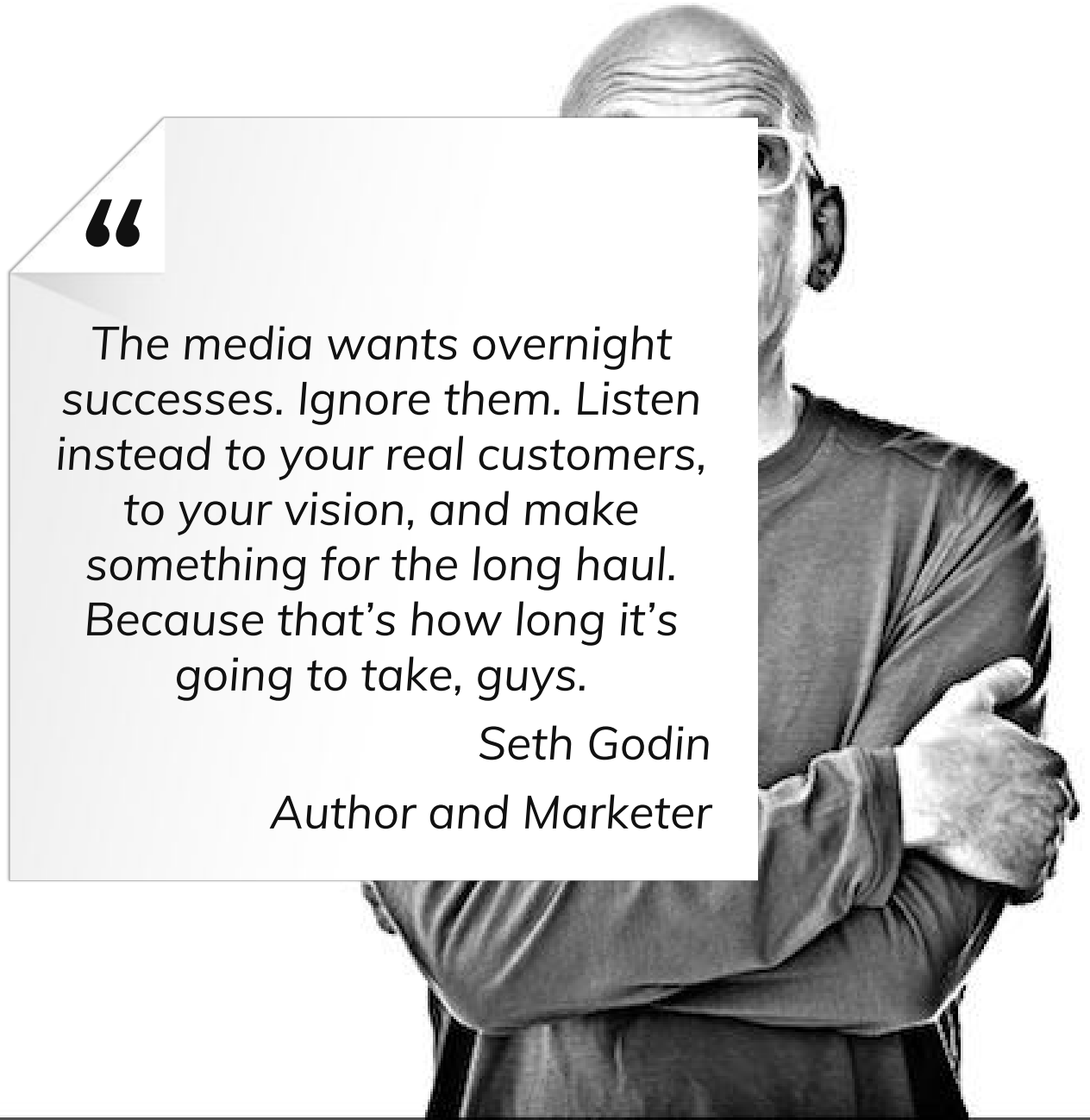
What message will make the most sense? What kind of message will they ignore?

Plan Methods

How will you deliver this message? What tactics prove the most sense? What change or action will this create?

Measure Success

Was my message heard and understood? What lessons can be learned? How can I improve for next time?



The media wants overnight successes. Ignore them. Listen instead to your real customers, to your vision, and make something for the long haul. Because that's how long it's going to take, guys.

Seth Godin

Author and Marketer

Creating Goals

What do you want to achieve in the short term and the long term?

Creating Goals

Try answering *three* questions:

- **What is your organisation's mission or objective?** What is your product or service?
- **What do you want to achieve through public relations?** (e.g. try words like increase, improve, build, reduce)
- **What are you trying to get people to do?** The specific action or behaviour that you're trying to change.

Creating Goals

For example,

Organisation: *To repair and sell used bicycles to create employment opportunities for youth*

Goal 1: *To raise awareness about our work focussed on youth unemployment*

Goal 2: *To increase the number of people cycling instead of driving*

Goal 3: *To build partnerships with other employment and education services in local community*

Creating Goals

Afterwards, ask yourself

- Is my goal S.M.A.R.T.?
- What are the short-term steps?
- Is it simple to understand?
- How long will it take?
- Do I understand this change enough?

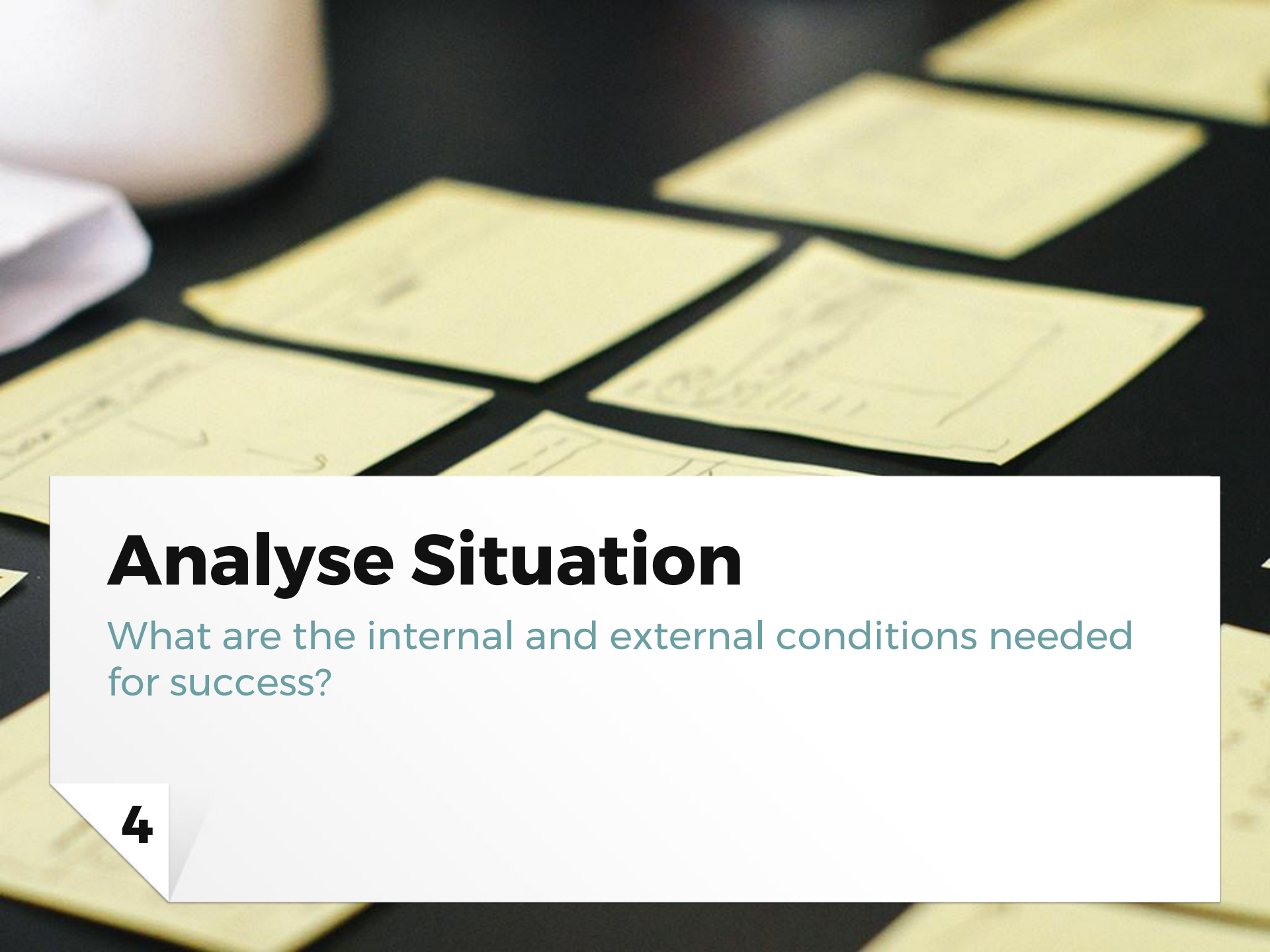
Creating Goals

Simple methods to research

- Focus groups / online surveys
- Phone interviews or 1-2-1 meetings
- Look at competition

Larger methods to research

- Research
- Market assessment
- Risk analysis

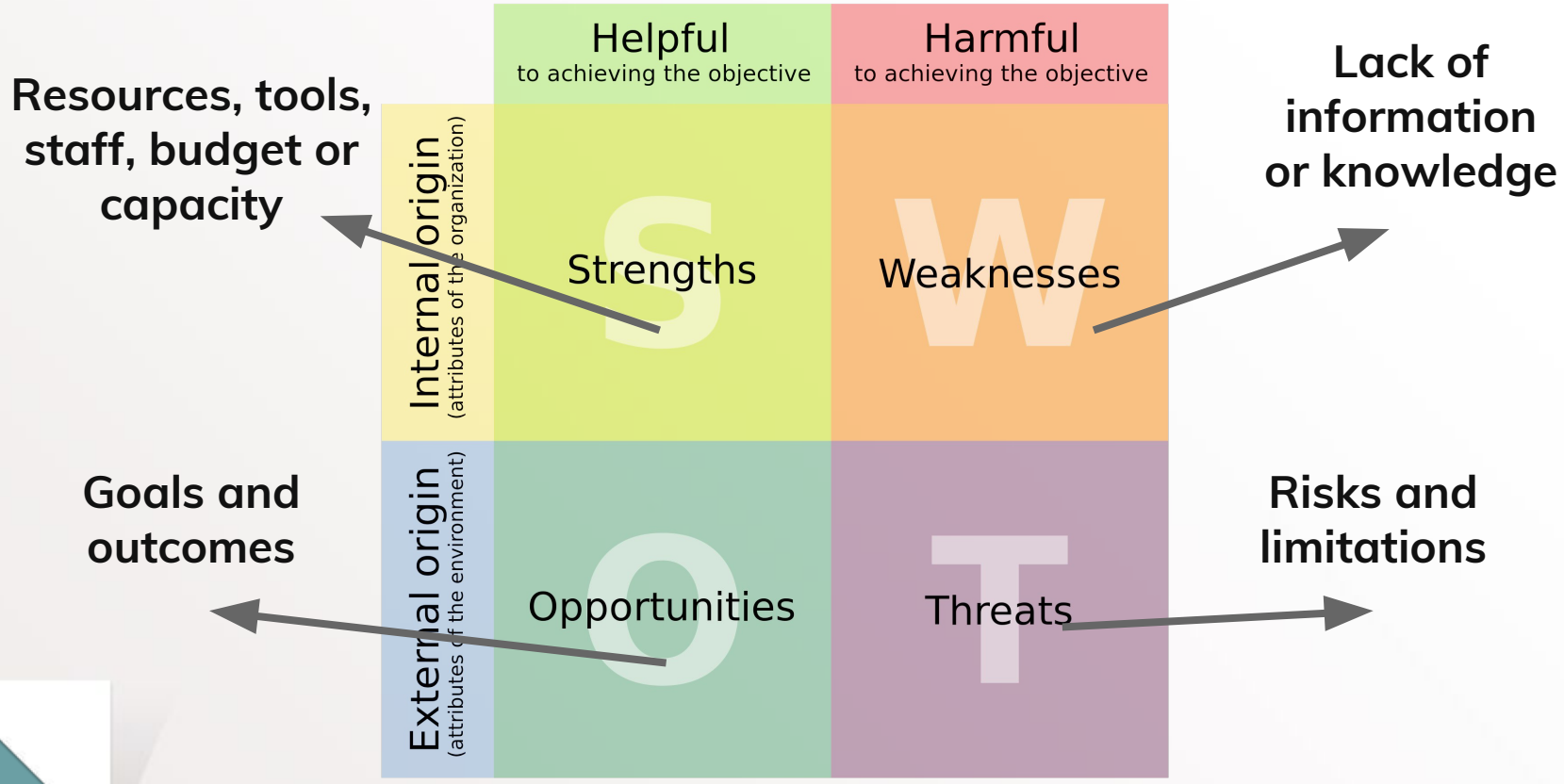


Analyse Situation

What are the internal and external conditions needed for success?

Analyse Situation

Complete a SWOT analysis



Clarify Audience

What group of people are you trying to reach? How do we understand each of these groups? Who are the decision makers in this group?

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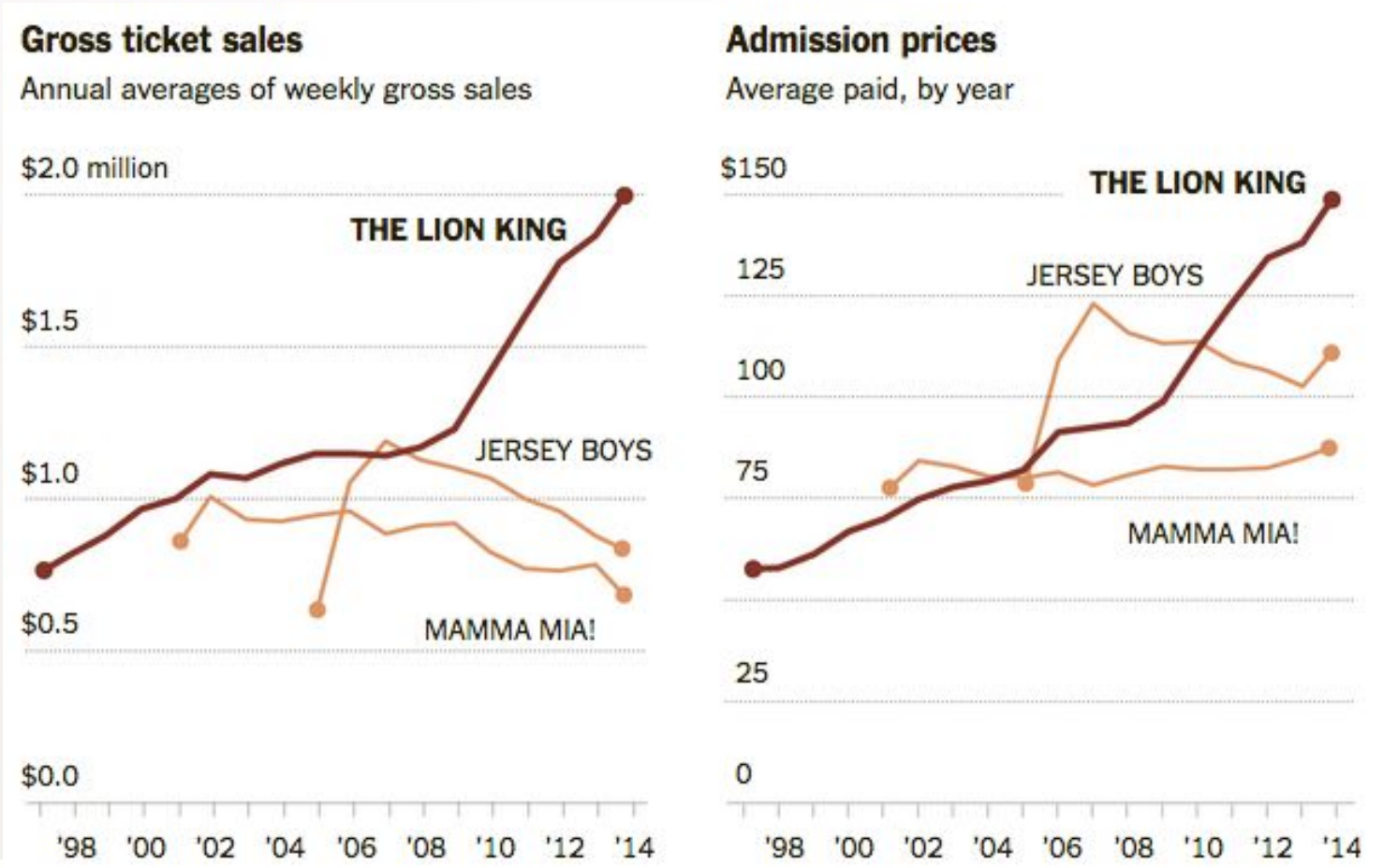
The Lion King

Example: The Lion King



Source: The New York Times

Clarify Audiences

Five ways to design your audience segmentation map

Demographics

Is your target audience male or female? What is their professional? Do they have children? Do they rent or own property?

Behaviors

What is this group of people doing or not doing related to your cause? What are their interests and views?

Change Type

What would convince them to make a small change? Commonly used in health psychology to encourage changes in behaviour.

Persona

Assign descriptive personalities to groups or categories. Build a character type based on age, income, education, hobbies, interest, and attitudes.

Avoid Stereotypes

Stereotypes are unavoidable, but ensure that you are accurately describing representatives of the group, particularly vulnerable people.

Clarify Audiences

List of Audience Personas

Time
Convenience
Adventure
Control
Love
Openness
Status
Fitting In
Change

Self-help
Competition
Action
Formality
Learning
Cooperation
Idealism
Safety
Money

Efficient
Compliant
Spiritual
Private
Connecting
Independent
Predictable
Fun
Exclusive

Source: The Nonprofit Marketing Guide

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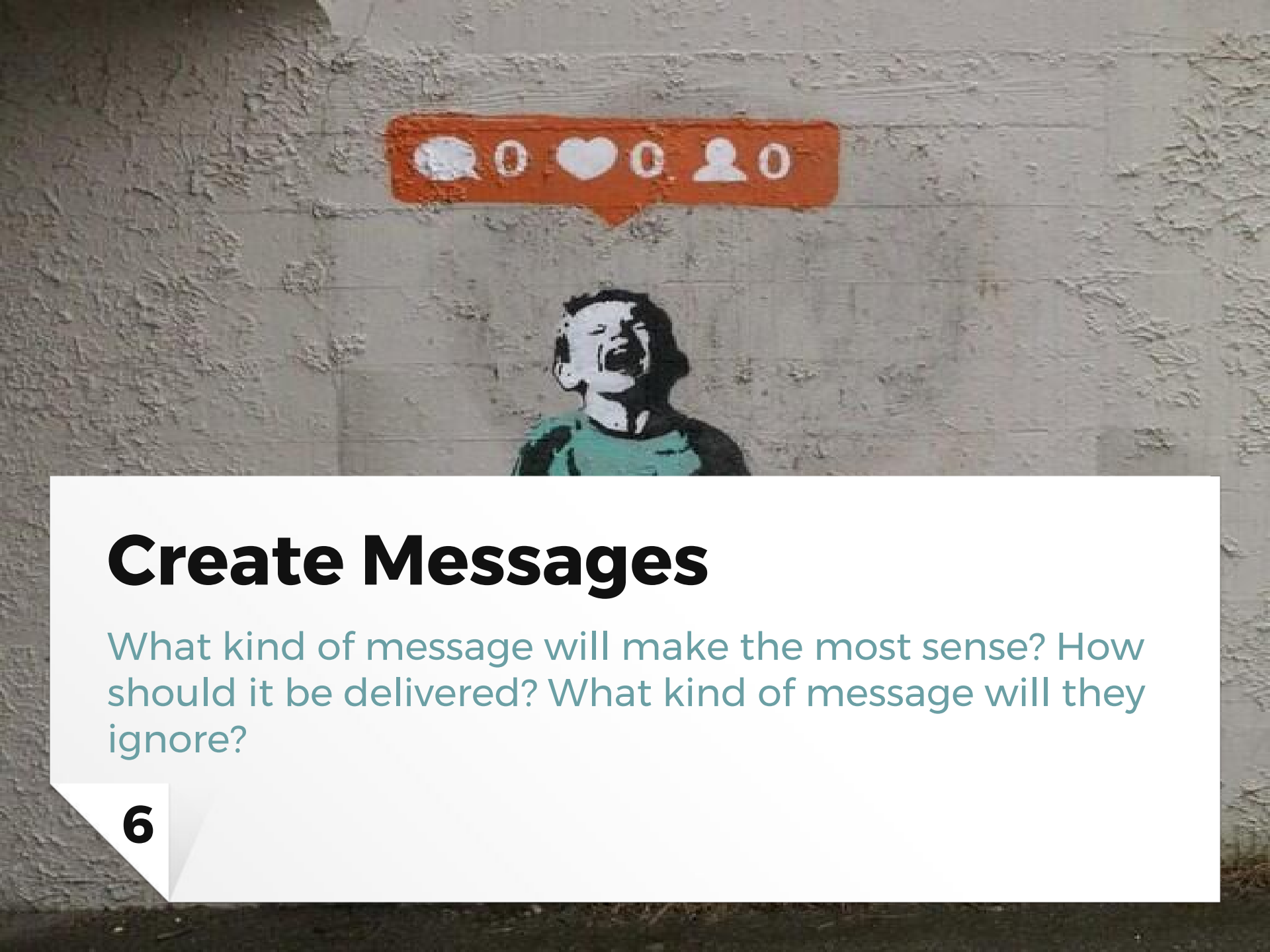
Would you rather move a hundred people 10% of the way, or ten people 100% of the way...

Kivi Leroux Miller

Nonprofit Marketer and Author



Create Messages

What kind of message will make the most sense? How should it be delivered? What kind of message will they ignore?

Creating a Communication Plan

A communication plan should explain the steps and actions in a clear and simple way

Any strategy should include various audiences with different key messages using various methods

145 billion

Emails are being sent every day

500 million

Tweets are being sent every day

300 million

Photos are uploaded to Facebook every day

Source:
www.internetlivestats.com
www.worldometers.com

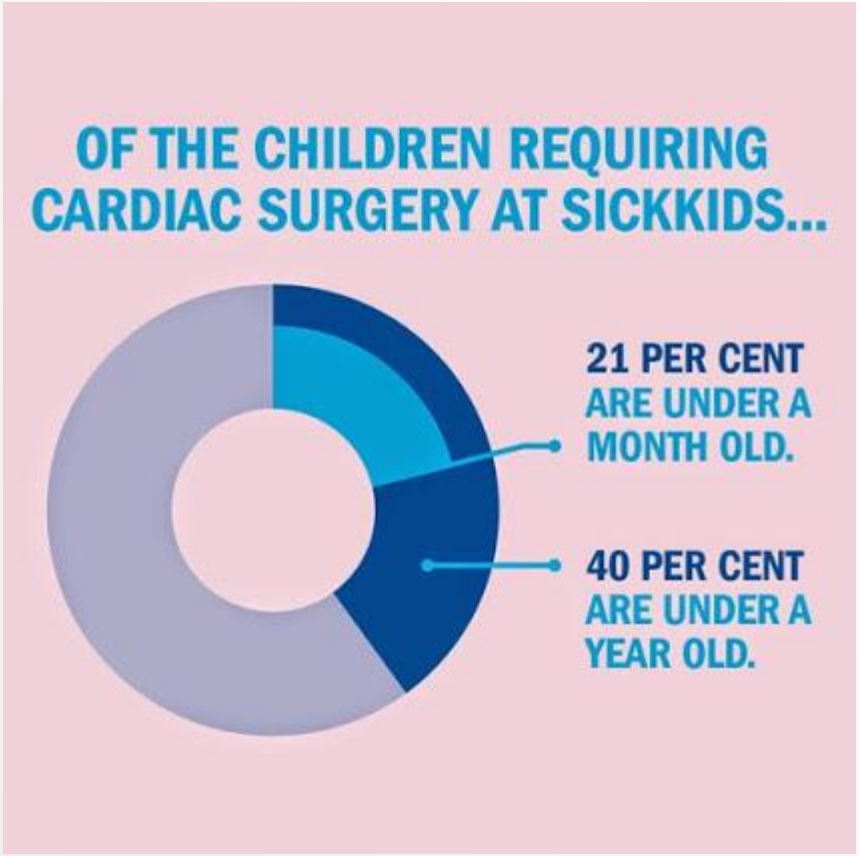
Create Message

Make an impact for one person

When: Fundraising, advertising, poster and direct marketing

Why: Simplifying large problems, needs and issues

Create Message



Power of logic, reason and statistics

When: Ad campaigns, social media, promotional materials, public engagement

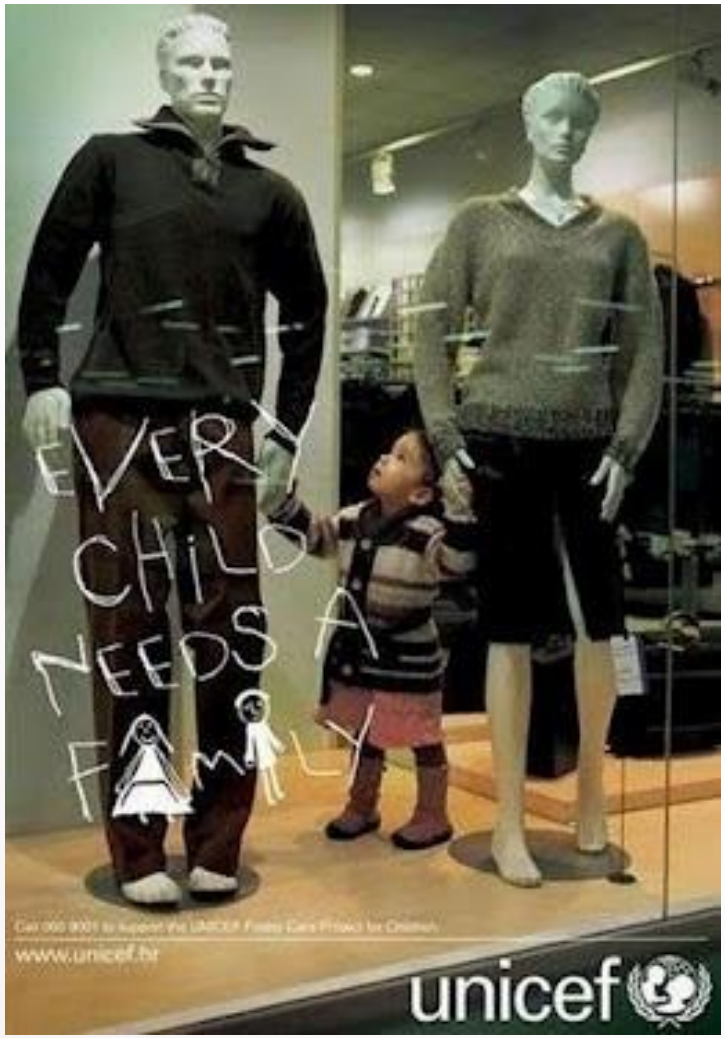
Advantage: Powerful message, encourages immediate action

Create Message

Appeal to emotions

When: Ad campaigns, social media, promotional materials, public engagement

Advantage: Powerful message, encourages immediate action



Create Message

Reinforce Personal Identity

When: Ad campaigns, social media, promotional materials, public engagement, events

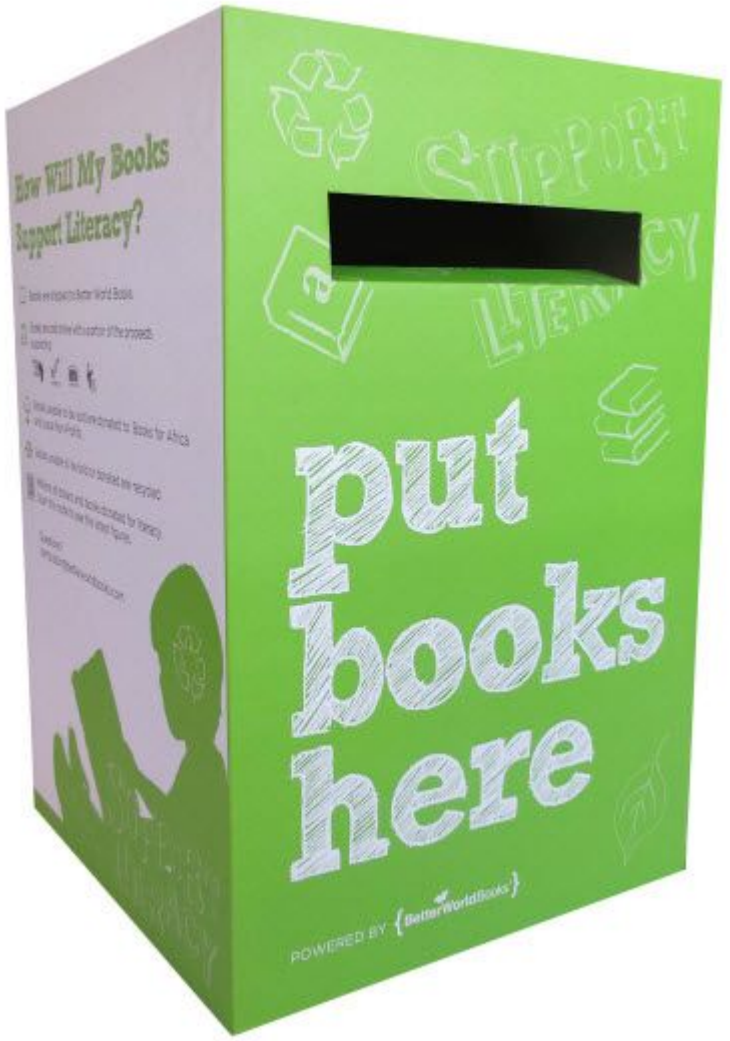
Advantage: Diversity of supporters, targeted audience or direct mailing

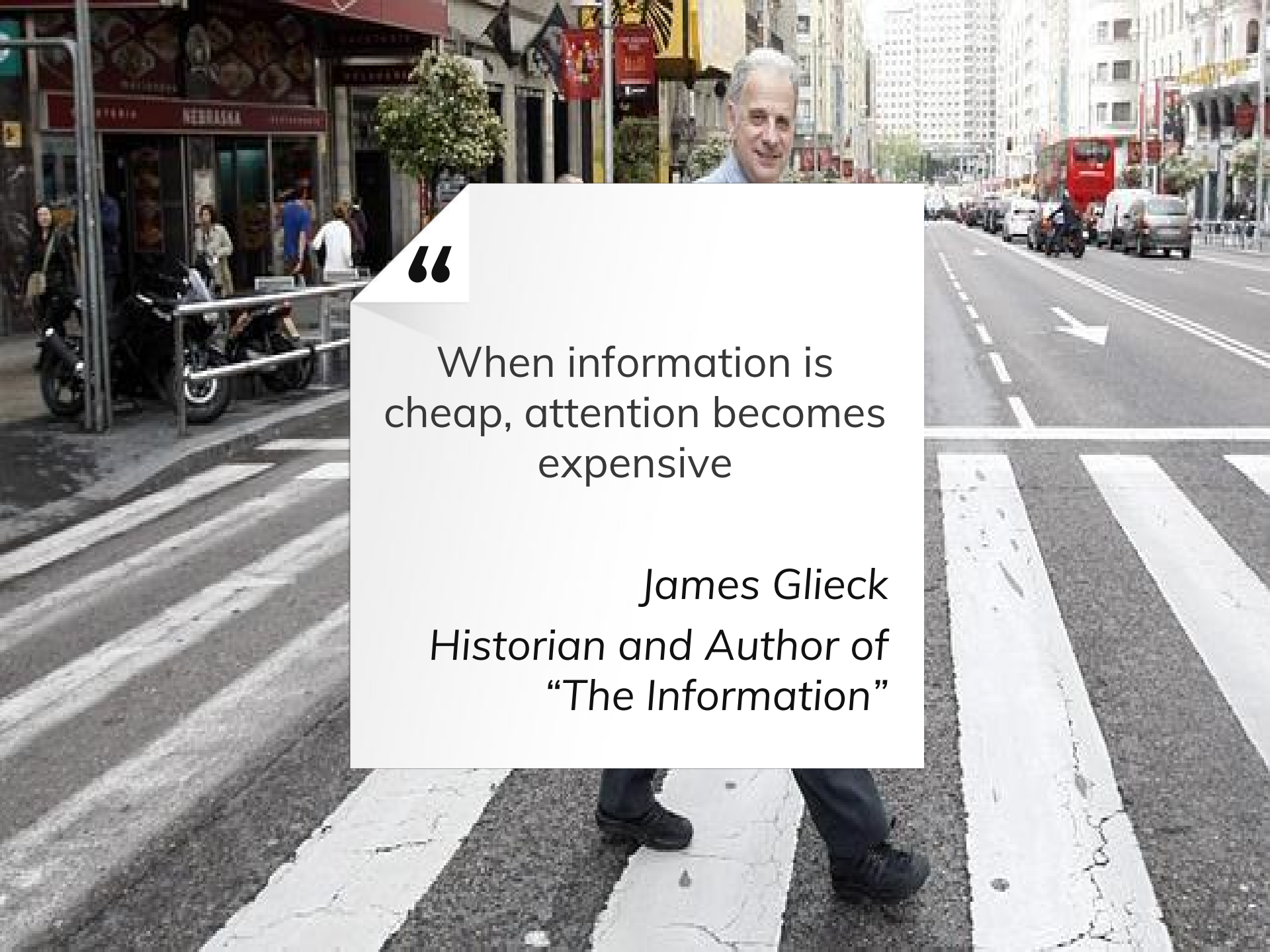
Create Message

A call to action

When: Poster, Direct Mail, Newsletters, Speeches and Events

Advantage: Clear action and outcome, draw attention to need or issue, appeal to interests





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When information is cheap, attention becomes expensive

James Glieck

Historian and Author of “The Information”

Tactics and Methods

What are the steps and actions for delivering your messages? How do you save time? How do you measure success?

Creating a Communication Plan

A communication plan should explain the steps and actions in a clear and simple way

Any strategy should include various audiences with different key messages using various methods

Methods for Communication

Website
Blog Articles
Social Media
Video
Reports
Direct Mail
Testimonials
Newspapers
Advertising
Case Studies
Posters
Email
Telephone
Meetings
Events
Word of Mouth

Things to think about when choosing methods

Creating a visual branding for different channel

Food Justice Truck, Australia

ASYLUM SEEKER RESOURCE CENTRE
FOOD JUSTICE TRUCK

Give them something to show

Creating affordable print marketing and visuals

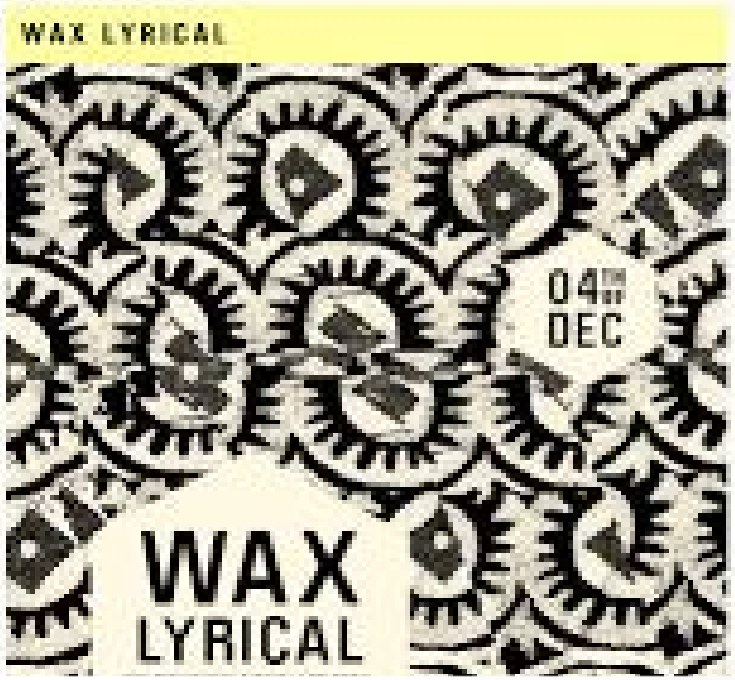
Advertising across many different channels

MOUNTAIN EQUIPMENT CO-OP®

When it works and when it doesn't

5 Things to Get Your Website in Order

1. Does your domain make sense



2. Is your landing page attractive?

3. Is there a clear connection between Questions & Answer

The Honey Club

London, UK

4. Can you be easily reached?

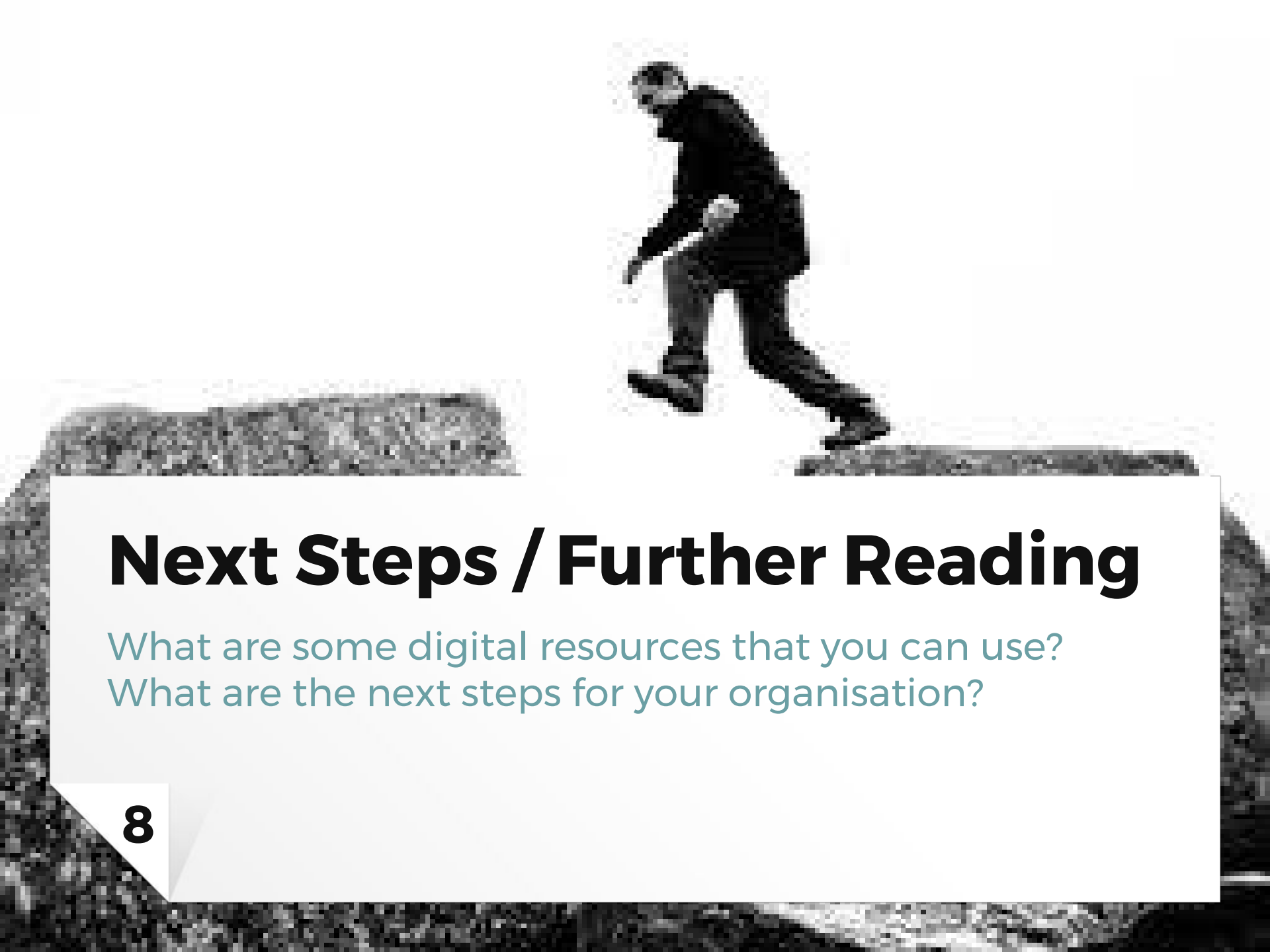
5. Are there stories about your success?

Rothar

Dun Laoghaire, Ireland

Big companies can afford big ideas

or manage your PR / Marketing expectations



Next Steps / Further Reading

What are some digital resources that you can use?
What are the next steps for your organisation?

Further Reading and Digital Tools

Other online resources and toolkits

- DIY Toolkit by Development, Impact & You
- Strategy Worksheets by Beth Kanter
- Market Research for Startups by MARS

Other books/articles:

- Principles of Marketing by Philip Kotler
- The Nonprofit Marketing Guide by Kivi Leroux Miller
- The Bootstrappers Bible by Seth Godin

Other apps and digital technology:

- Hootsuite or Tweetdeck
- Slide Carnival
- Noun Project
- Infogram
- And many more....

Thanks!

Any questions?

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