

Engaging the Public in your Cause



How Marketing Leads to Support When You Need it Most



Rules

twitter



@Deirdre_Maloney

Why Do People Think
Marketing is Dispensable?



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MEET YOUR MISSION THROUGH BETTER BUSINESS



Marketing's Role

To inspire people to act
on behalf of your organization
in order to achieve its goals

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Marketing Includes:

Determining the audience who will act for you...

[Your Market]

...the way you will reach them...

[PR-Outreach-Digital]

...through which specific vehicles...

[Collateral – Website - Newsletters]

...with what targeted messages

[Copy – What You Want Them to Do]



If you build it...

Nobody loves...

Nobody owes...

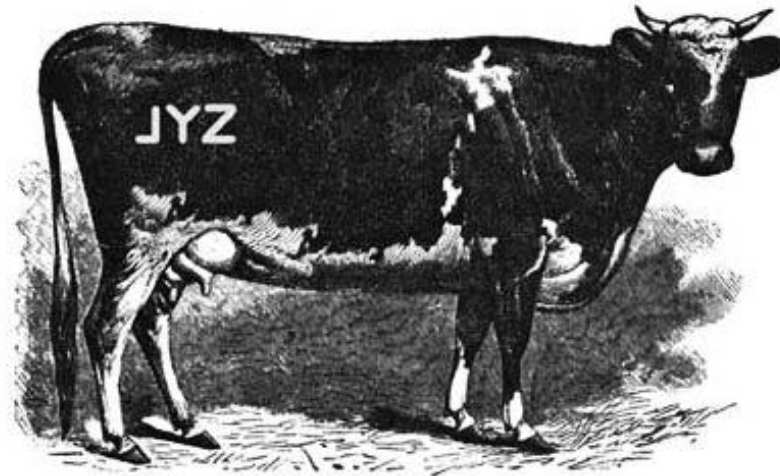


To give

To give again

To give instead

Part I



CATTLE BRAND.

“The features of an organization that identifies its products/services as distinct from those of other organizations”



CATTLE BRAND.

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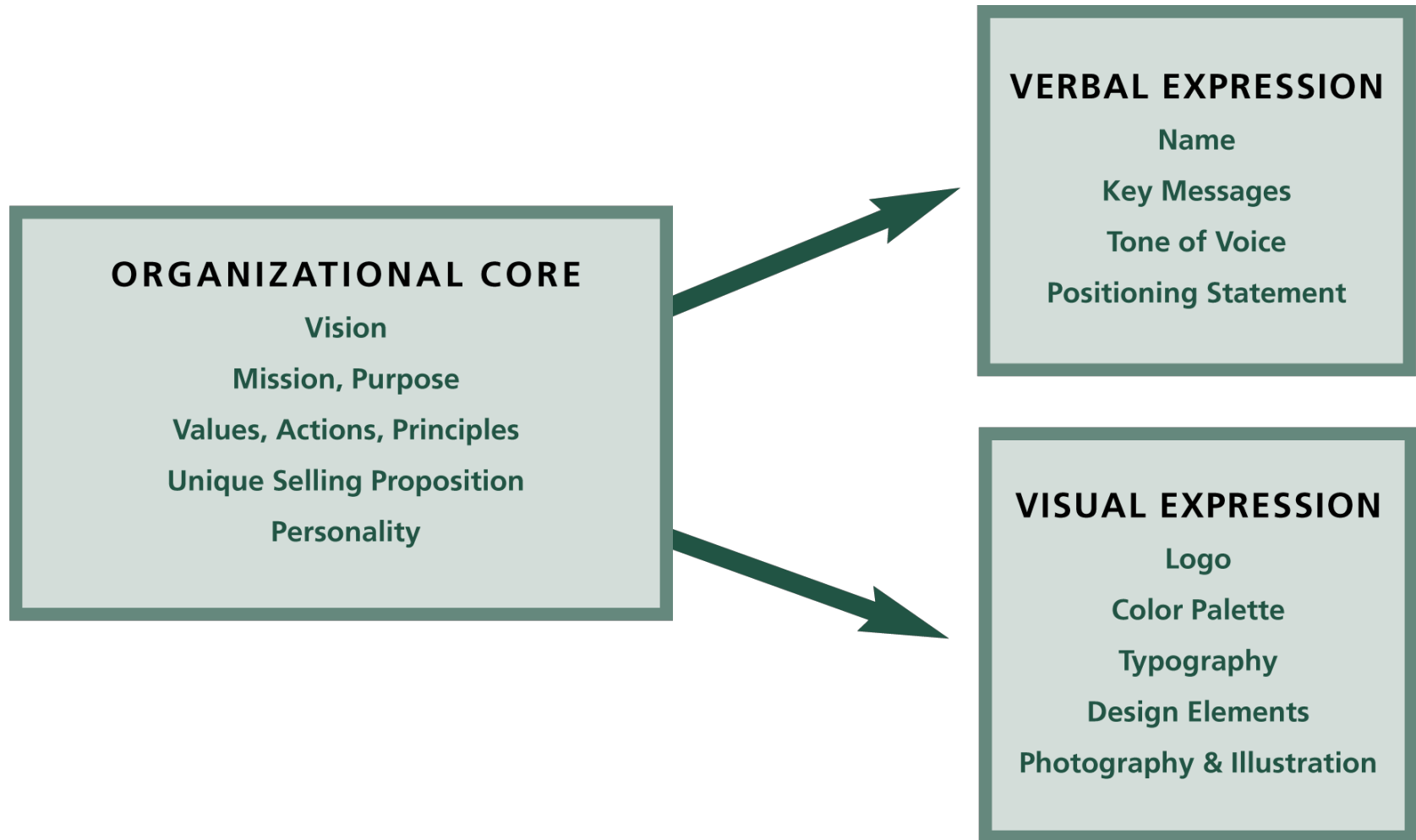
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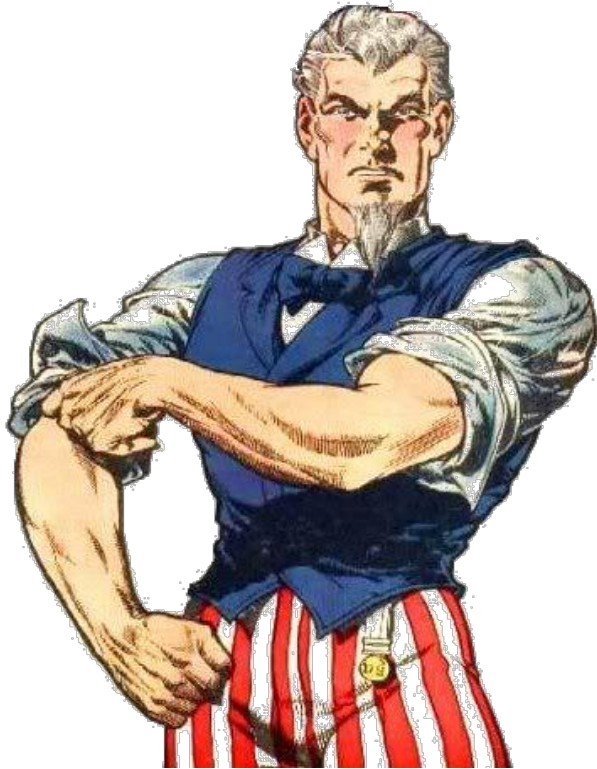


What else you got?

Questions?



Answers?



Time to roll up
your sleeves...

To Section I!

Part II



The Who



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The Where



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The What Part I: *Materials*



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The What Part II:
The Message



Write for your Audience

Remember the 1/3 rule

Boil it down

Use creative, succinct, fresh, inspirational language

Avoid melodrama

Don't be lazy or use clichés

Embrace your thesaurus

Let there be white space

Cut...then cut again!

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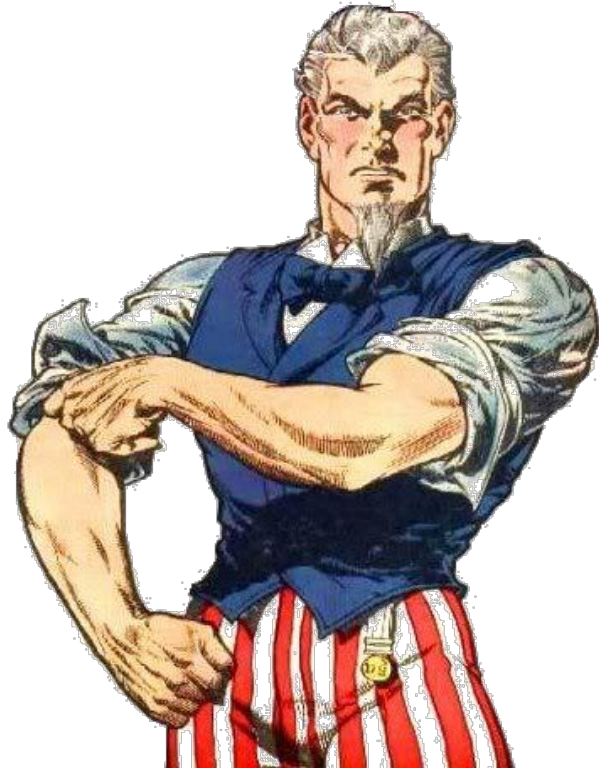
All rise...



Questions?



Answers?



Time to roll up
your sleeves...

To Section II!

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Part III





First...a few questions

Part I



The Excellent Ambassador

The What

What does it mean?



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The What

What does it mean?

You're the one!

So change your thinking



The How

Talk always and with energy

Think of it this way...

Know your pitch

Bring 'em



The How

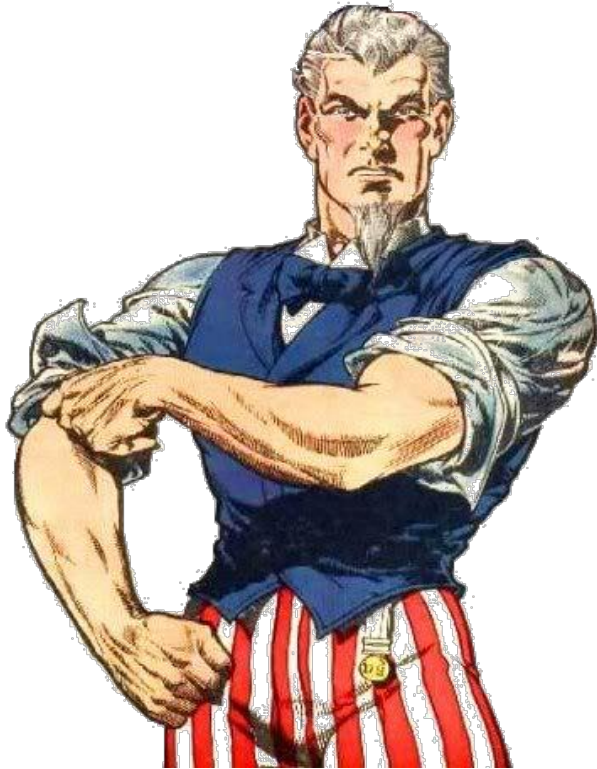
Wear 'em

Always ask yourself...

Get as comfy...as you can

Keep it short





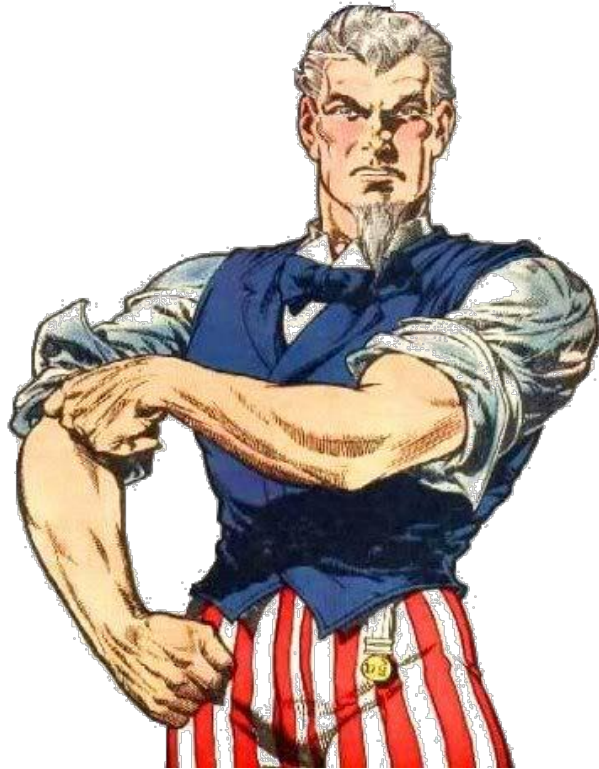
Time to roll up
your sleeves...

The Favorite Memory

Questions?

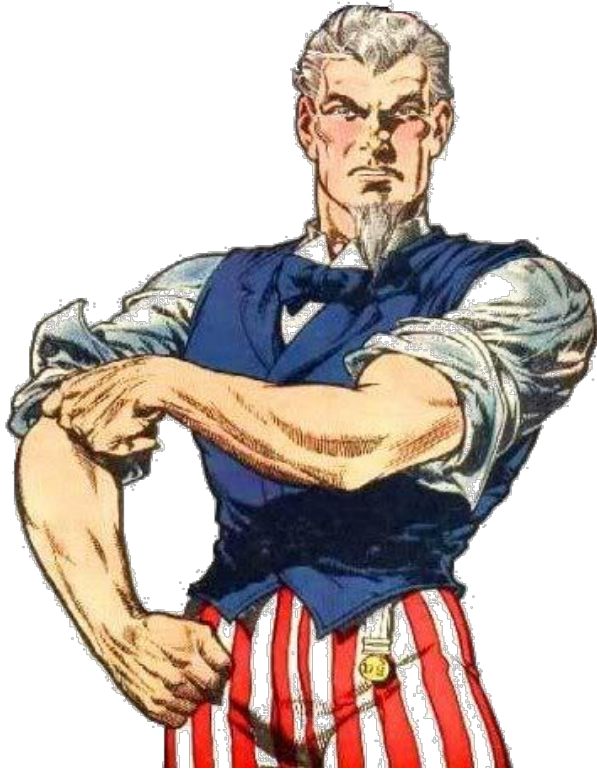


Answers?



Time to roll up
your sleeves...

To Section III!



Time to roll up
your sleeves...

To The Big Kahuna!

Questions?



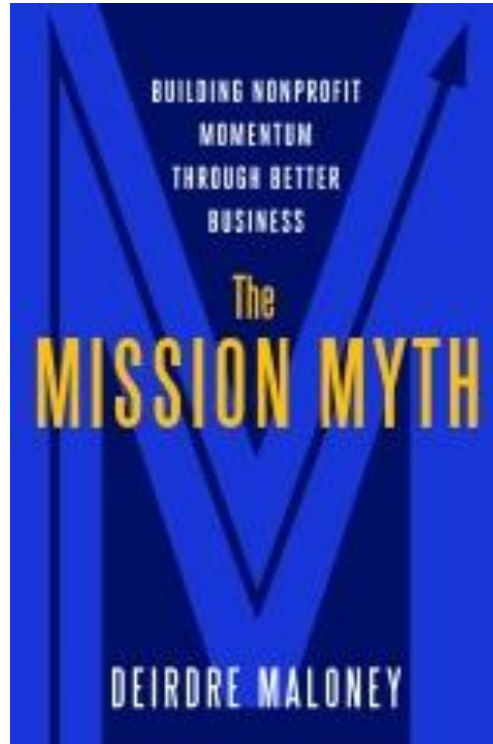
Answers?

Introducing...



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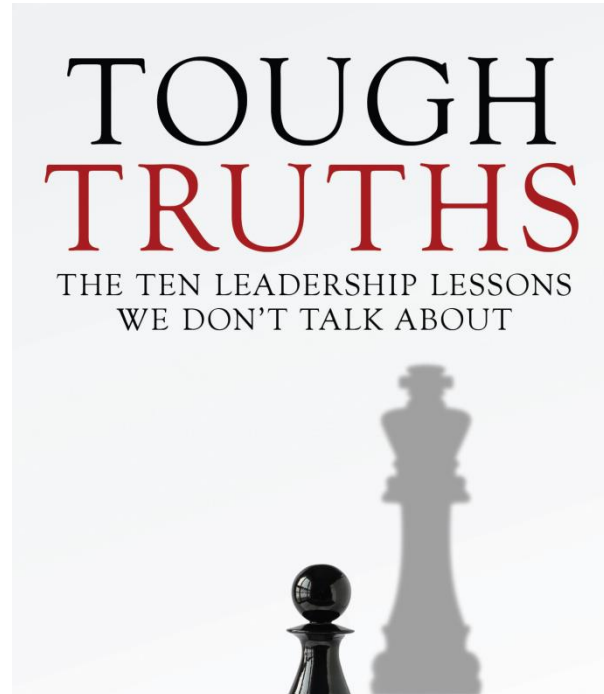
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