

Community Foundation Marketing

On a Small Budget

You are the experts:

- What are your top two ideas to share:

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NWACF

Northwest Arkansas Community Foundation will be celebrating its 10th anniversary in 2009 year.

NWACF has approximately 100 funds with \$17 million in assets and one supporting organization with \$150 million in assets

Our marketing budget is \$30,000 a year

Issues we were facing:

- Confusion about Community Foundation and Supporting Organization relationship
- People had a moderate, but not high opinion of the Community Foundation
- All external communication was internally focused

What we will learn in this session

- Maintaining a strong brand
- Utilizing templates to provide a consistent brand and professional image
- Utilizing your board and their image
- Utilizing your fund stories
- Which media outlets have the most impact
- How to work with your media professionals
- Utilizing Comma and the COF Marketplace examples

Maintaining a strong brand & image

- Consistency is key
 - A brand is the promise of a positive experience that consistently delivers a desired feeling to the target audience.

Utilizing templates

- Templates are an inexpensive way to provide a variety informational and promotional pieces inexpensively
- Post them on your web-site with a word-restricted or PDF file
- Provide them to your board and professional advisors

Utilizing your local media outlets

- Newspaper articles
- Local magazines
- Radio

- Your community Leadership issues
- Interview with Fund Holders
- Philanthropy columnist
 - Why endowment is important
 - Planned giving
 - Strategic Philanthropy
 - Family Philanthropy

- Consider adding each of these to your advisory committee

Utilizing your board

- Their reputation can become your reputation
- Tie their reputation to your key messages
- Create a standard presentation for them
- Give them the tools that they need

Utilizing your fund stories

- What funds do you have that are unique?
- How are your funds making an impact in the community?
- What well-known individual has a fund with you?

Working with media professionals

- Ask them their opinion
- Respond to their requests
- Call them and ask if they think a story would work
- Build the relationship

Utilizing Comma and CF Marketplace

If you have a small budget, don't recreate the wheel

- www.cof.org
- <http://www.cfmarketplace.org>
- Ideas
- Examples
- Assistance

Final Thoughts

- Keep it simple and consistent
- Learn from others – stand on the backs of giants
- Quality over quantity
- Involve your local media, your board, and your fund advisors

Questions? Comments? Suggestions?



What are my take aways:

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