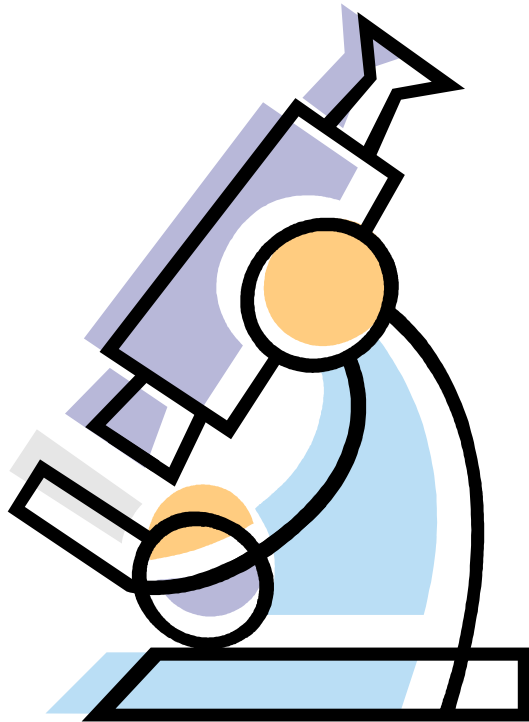


Marketing Communications Is Part Science and Part Art



Communication Challenge

“The greatest challenge with communication is the illusion that it has been accomplished.”

George Bernard Shaw

Marketing Communications & Public Relations

Communication Strategies

- Organization goal translation
- Target market research
- Positioning organization
- Branding



Communication Tools

- Donor presentations
- Web site
- Campaign literature
- Direct mails
- News media
- Social media
- Events
- Advertising

Selling the Cause

Hearts

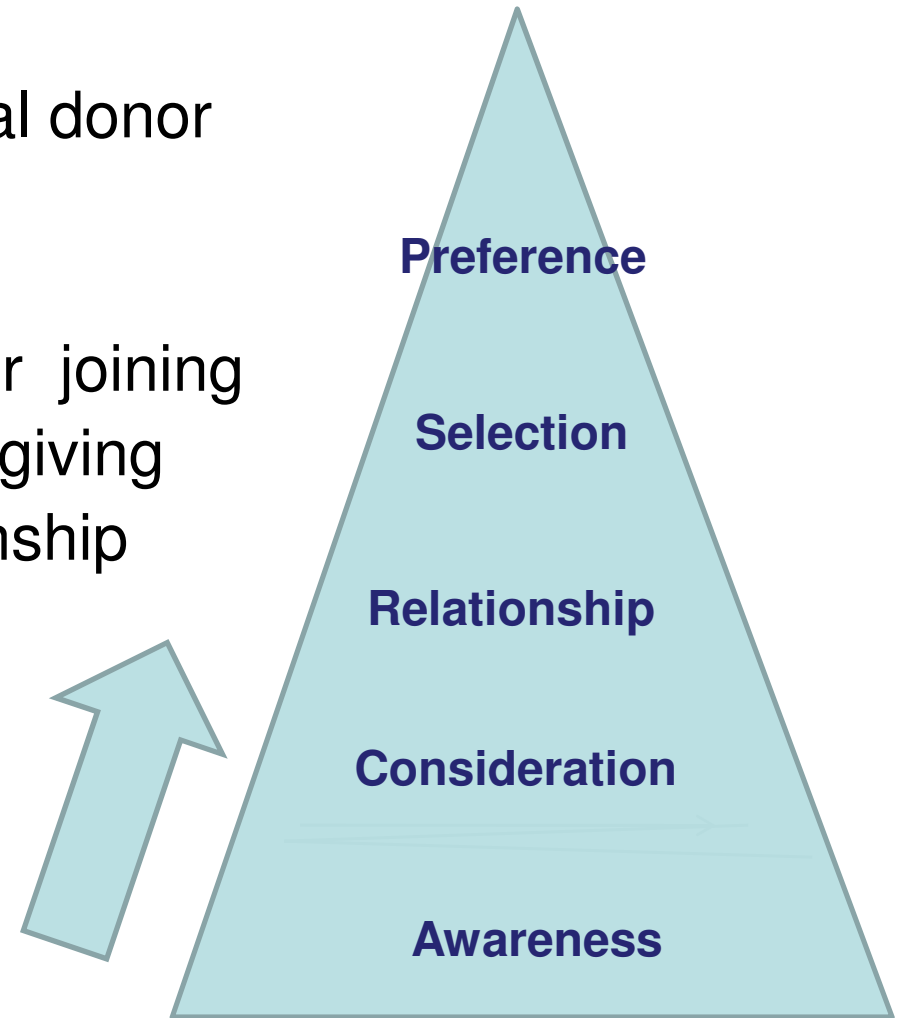
- **People can relate to your cause emotionally**
- **They can identify with your stories of those being served**

Minds

- **People are persuaded that your service is deserving**
- **Your economic proposition makes sense and the benefits significantly outweigh the costs**

Marketing to Encourage Donors

- Promote donor and potential donor awareness
- Encourage them to consider joining you through volunteering, giving and moving up the relationship pyramid



Effective Roles of Public Relations

- Create visibility and “pull”
- Introduce new strategies or services
- Revitalize old brands
- Dramatize cause and personal stories

Why Is Selection of Communication Tools Important?

- **The medium is part of the message** – choosing the right communication strategies and tool(s) can significantly increase success
- Various audiences are easier to reach and more receptive to some media than others
- Different media have different costs
- **Often the best strategy is to choose a mix of tools to deploy as an integrated campaign**

Memorable Communications

To break through the clutter of competing messages

- **Speak to the target audience – make it:**
 - Personal**
 - Relevant**

- **Repeat messages**
 - Ensure consistency**
 - Repeat, repeat, repeat but creatively with different media and supporting stories**