




# EFFECTIVE MARKETING

To market your program or service effectively, you must keep in mind three important factors:

	<h2>MESSAGE</h2>
	<h2>TARGET AUDIENCE</h2>
	<h2>MEDIUM</h2>

## 1. MESSAGE



What is unique and/or important about the program or services you offer?  
 What is it, specifically, that you are marketing?

- Choose one or two specific ideas to convey to your audience. Do not try to cover too much territory or your message will be overwhelming.
- The best messages are those that are:  
clear, concise, and catchy!



## **2. TARGET AUDIENCE**



Who needs to know about this program or service?  
To whom is your message directed?

- Elderly in community – beneficiaries of programs
- State agencies – sources of funding, resources
- Community members who cannot afford transportation – potential bus riders (individuals who are sick, injured, sight-impaired)
- Potential volunteers in area – helpers with programs such as Meals on Wheels
- Local educators – links to community, sources of ideas for projects, “adopt-a-grandparent” program, special ties between elderly and youth in community
- Local population (general) – concerned citizens who may know of someone in the local area who needs assistance and could benefit from one of your programs
- Employees – advocates for programs, trainees
- Children or family members of elderly residents in your area – caregivers or family members who may not be aware of services offered that might provide a great help to them in caring for loved ones

## **3. MEDIUM (and cost)**



What is the most effective way to deliver this message to your target audience?

- Radio
- Television
- Newspaper
- Mailings
- E-mail
- Text message
- Church bulletin
- Article in magazine (local/regional/state)
- Banner on side of building (with phone # for info.)
- Community meeting sponsored by your organization



Is this medium cost effective? If not, how can you use creative strategies to make it cost effective?

- ❖ Think outside the box! Maybe you cannot afford to hire someone to produce a 30-second commercial. However, many radio stations, television stations and newspapers offer free public service announcements (PSAs) for nonprofit and not-for-profit organizations who promote messages in the public interest. Work on promoting such a message through a PSA for your organization.
- ❖ Contact local news media and suggest a story related to your organization and/or the services it offers. For example:
  - Story on the growth of a local Meals on Wheels program
  - Feature article on how free or reduced cost transportation made a huge difference in the life of a local family (be sure to visit with family first!)
  - Story in February or March about helping seniors with tax forms
- ❖ Suggest a news story on a topic of concern in your community, such as the number of elderly locals who go without nutritious meals because they cannot afford them or because they have restricted access to vehicles and cannot regularly shop for groceries. Include information on programs offered through your organization that can provide assistance.
- ❖ Ask the local newspaper or other news agency to feature a volunteer of the month for your agency.
- ❖ Be sure to keep news media informed about upcoming special events sponsored by your organization
- ❖ Sponsor an open house for the community. Invite community members to come see the facility and find out more about programs offered there.
  - Utilize talents of local residents, volunteers for event
  - Send special invitation and description of events to local media outlets
- ❖ If you have a college or university nearby, contact the Dean or professors in various departments about tapping into their expertise
  - Perhaps advertising students could design a brochure for your organization as part of a class project
  - Sociology, nursing staff could suggest that their students volunteer with your organization to earn community service hours
  - Maybe the college/university would reserve a special section at each home game for 10-20 residents from your assisted living facility. Make a banner for that section, or create special “South Central Seniors Support the Wildcats!” t-shirts for all participants to wear. This is great for community relations and provides wonderful advertising at the same time.
- ❖ Offer to connect seniors and elementary students in your community during national Active Aging Week or Grandparents Day. Better yet, coordinate with local teachers to

plan once-a-week “storytelling” time when elderly tell stories to school children. Send program information home with kids so their parents can read about services offered.

- ❖ Ask residents or participants of programs to record radio PSAs during national Nutrition Week, etc.
- ❖ Sponsor a South Central Adult Services Day at the legislature. Ask program participants to make buttons, pins, carts, etc. to pass out to legislators. Write proclamation of appreciation for state funding / support for your programs OR use this as an opportunity to request funding / support for your programs.
- ❖ Make a float for your organization and participate in local parade.
- ❖ Write personal letters of appreciation to city council, mayor, specific donors or others who have been supportive of your programs. This may not seem like a direct marketing technique, but remembering to say “thank you” and taking the time to do it in a personalized way will reap great benefits in the future and creates good will in the present.
- ❖ Make fliers about an upcoming activity to place underneath vehicle windshields at a local game or event.

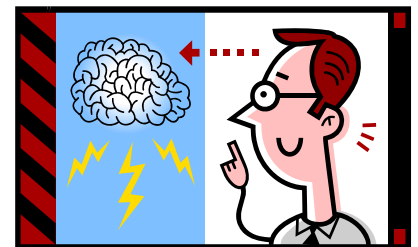
## BRAINSTORM



### **GOOD IDEAS:**

(Don't leave any out! Write down everything that comes to mind!)

POTENTIAL RESOURCES OR  
CREATIVE STRATEGIES:



## NEXT STEPS

1. **Identify** one idea you think is particularly good. Start with this one. **CIRCLE** the idea.
2. **FOCUS** on the three most important principles of marketing. Identify these for your project:

<b>1. MESSAGE</b>	<ul style="list-style-type: none"><li>• What is unique and/or important about the program or services you offer?</li><li>• What is it, specifically, that you are marketing?</li></ul>
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<b>2. TARGET AUDIENCE</b>	<ul style="list-style-type: none"> <li>• Who needs to know about this program or service?</li> <li>• To whom is your message directed?</li> </ul>
<b>3. MEDIUM (and cost)</b>	<ul style="list-style-type: none"> <li>• What is the most effective way to deliver this message to your target audience?</li> <li>• Is this medium cost effective? If not, how can you be creative to make it cost effective?</li> </ul>

**4. STRATEGIZE** and think of additional steps you will need to take to turn your idea into a finished product. Think about:

**Who** you might need to contact:

**WHAT** the main theme of your message will be:

**WHERE** you will need to go to find additional information, resources, ideas, or images:

**HOW** your message will stand out and attract the attention of the target audience:

5. **SET** a target date for turning this idea into a completed project.

EX: I hope to finish this project by \_\_\_\_\_

6. **GO FOR IT!** You are off to a great start! 😊