

MARCHING TO SUCCESS

MARKETING STRATEGIES FOR NON PROFIT ARTS ORGANIZATIONS

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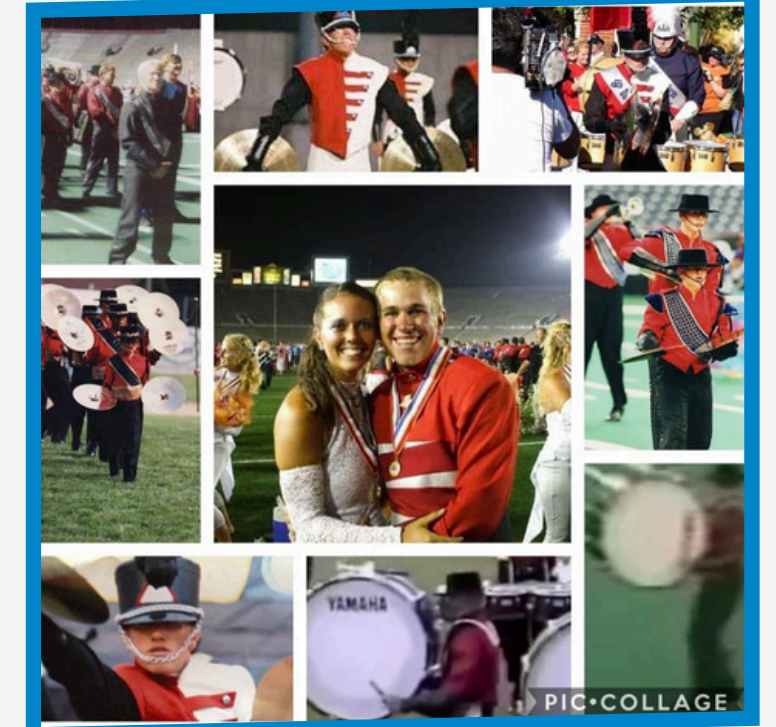


PRESENTED BY:

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WGICON 2024

ABOUT ME

- **LIVE IN SPRING HILL, TN**
 - **JUST OUTSIDE OF NASHVILLE**
- **MARRIED FOR 14 YEARS**
 - **WIFE, JENNIFER**
 - **MET MARCHING COLTS D&BC**
 - **SON, GRAYSON AGE 8**
 - **CAT, BAUER**
- **CURRENT MARKETING MANAGER**
 - **DIGITAL PERFORMANCE GEAR**
- **15 YEARS IN CORPORATE USA**
 - **MARKETING**
 - **MANAGEMENT**
 - **SALES**
- **LOVE OF HOCKEY AND ALL THINGS DISNEY**
 - **NHL OFF-ICE OFFICIAL**
 - **PASSIONATE ABOUT RUNDISNEY RACES**





AGENDA

- 01 WHAT IS MARKETING
- 02 IDENTIFICATION OF AUDIENCE
- 03 RECRUITMENT
- 04 BRANDING
- 05 FINANCIAL AND DONOR MARKETING
- 06 COMMUNITY ENGAGEMENT AND PARTNERSHIPS
- 07 QUESTIONS AND ANSWERS



WHAT IS MARKETING?

In short, the idea of getting people interested in your brand and/or product

Many variations of marketing

- Traditional
- Digital
- Brand Marketing
- Public Relations
- Partner Marketing



WHO IS YOUR AUDIENCE

Identifying your audience

- Breakdown your potential audience into segments
 - Members, Staff, Volunteers, Administration, Fans, Finance, etc...
- Tailor your message to each segment
- Evaluate the comparative non-profits both above and below your ideal state



BUILDING CUSTOMER PERSONAS

What is a customer persona?

A research based representation of your ideal customer

- Take each of your previous segments and ID the ideal customer
- Build that customer from the ground up
 - Focus on how to engage them
- Build the persona with your org in mind
 - Why would they come to me?
 - What can I offer vs. comparable?



AUDIENCE ENGAGEMENT

You broke down the possible personas, now we need the data!

- Go out and find the persona's via interactive content
 - Personal testimonials
 - Interactive media (quizzes, polls, interviews, etc)
 - Social Media
 - What type of content resonates with what persona
 -
- With data, you can execute strategies dependent on the persona you're trying to encapture



BE S.M.A.R.T

- BE S.M.A.R.T about EVERYTHING

S	Specific	What will be accomplished? What actions will you take?
M	Measurable	What data will measure the goal? (How much? How well?)
A	Achievable	Is the goal doable? Do you have the necessary skills and resources?
R	Relevant	How does the goal align with broader goals? Why is the result important?
T	Time-Bound	What is the time frame for accomplishing the goal?

RECRUITMENT STRATEGIES

A group of dancers in purple outfits performing on a stage with a checkered floor and large pink and orange flags.

Messaging

Ambassadors

Channels

RECRUITMENT STRATEGIES

Messaging

- Create compelling narratives based on your organization's mission
 - Personal Growth
 - Community
 - Competitive based

RECRUITMENT STRATEGIES

Ambassadors

- Veterans
 - Founders
 - Board Members
 - Outside factors
-
- Ask for personal testimonials, this can be used in recruitment, or other marketing purposes

RECRUITMENT STRATEGIES

Channels

- Use your customer persona data to focus on what channels produce the best for recruitment
- Be data focused vs winging
- Use visuals based on the recruitment style
 - Show footage for performers
 - Behind the scenes for admin, etc
- Set goals from your SMART chart



BRANDING

	Brand Awareness	Brand Recognition
Definition	Familiarity with the brand and its attributes	Ability to identify the brand from sensory cues
Elements	Brand name, products, services, and values	Logos, colors, images, and jingles
Example	Hearing "coffee chains" and thinking Starbucks	Seeing the mermaid logo and recognizing Starbucks
Impact	Influences customer preferences and purchase decisions	Enables identification even without the brand name
Measurement	Surveys, interviews, and market research	Logo recognition tests and brand recall surveys

SOCIAL MEDIA BRANDING

- BE S.M.A.R.T
- Pick your platforms wisely
- Build a consistent schedule
- Develop your Social Policy
 - Use A.I. to assist

SOCIAL MEDIA POLICY

- Build an organizational social media policy so your whole team can be on the same page
- Detail your interactions
 - Type of posts with which you want to interact
 - Style of interactions
- Set up standard responses in specific platforms

USING AI FOR BRANDING

- AI can be your “marketing assistant”
- Let AI develop your
 - Step by Step Guide
 - General assistance
 - Marketing calendar
 - So So much more
- Don't be afraid to test

FINANCIAL/DONOR MARKETING



MARKETING NARRATIVE

Awareness of the execution of the activity based on the mission



FINANCIAL NARRATIVE

Focus on the financials needed to achieve the mission, honestly



THE 4 P'S

Passion
Persistence
Philanthropy
People-Focused

COMMUNITY ENGAGEMENTS AND PARTNERSHIPS



Communicate and foster relationships

Build those relationships, even if they may not be current.
Opportunities arise at unexpected times



Don't be afraid to ask about partnerships in and out of niche

You never know what may come out, even if it can't always be monetary or product-based



Find Community Foundations

Ex: Nashville Predators of NHL provided nearly 826k to non-profits in greater area



LinkedIn



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QUESTIONS

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