



The “M” Word:

Reclaiming the Power of Marketing

Through Marketing Made Easy

NAMI Multicultural Leadership Institute
March 29, 2008
Presented by:
Keris Jän Myrick, MBA, PhD
NAMI California

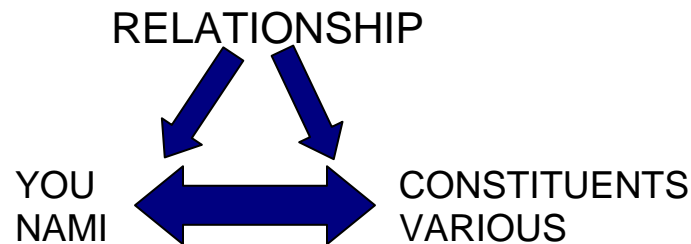
	Mirë se vini	أهلا بكم
خوش آمدید	स्वागतम्	ਆਉ ਜੀ ਆਇਆ ਤੂੰ
Soo Dhawow	நல்வரவு	خوش آمدید

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What is marketing anyway?

- Marketing involves understanding exchange relationships.
- For non-profit organizations exchange relationships involve providing benefits that are of value to their constituents.



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Complete the Following Statements for Your Affiliate:

YOU

NAMI IS _____

CONSTITUENTS

NAMI SERVES _____

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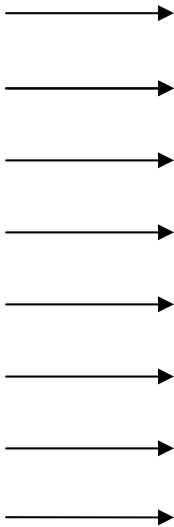
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Complete the following for your affiliate

WHO do we serve?

List Constituencies

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____



HOW do we serve?

List services provided

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

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WHAT YOU NEED TO KNOW:

STARTING POINT —————→ **MISSION STATEMENT**

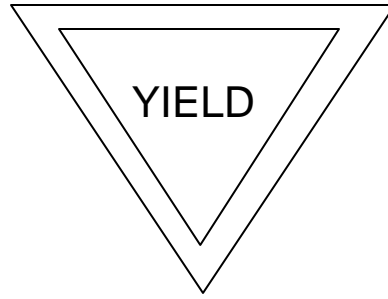
Write your mission statement here:

ENDING POINT/GOALS —————→ **MARKETING PLAN**

Write your goals here: (include goals related to Outreach)

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Let's be SMART with our goals

Specific

Measurable

Attainable

Realistic

Time Bound

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SMART GOAL Exercise

NAMI ABC is a small affiliate located in a community with a large Vietnamese population. NAMI ABC has an annual budget of \$15,000. NAMI ABC does not have a multicultural outreach committee.

????????? Which statement (s) is (are) a SMART goal(s) ??????????

- NAMI ABC wants to serve our community better.
- NAMI ABC wants to hire a membership manager who specializes in multicultural outreach with a salary of \$12,000 in order to increase membership by 150%.
- NAMI ABC wants to increase Vietnamese membership by at least 5% each year by hiring a part-time membership coordinator with a salary of \$150 per month.
- NAMI ABC wants to increase membership by hiring a membership coordinator.

Write your “NAMI IS” affiliate statement here (from page 2):

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Write a SMART goal for your affiliate here:

ASSESSMENT:

1. Read your SMART goal. Is it:

- a. Specific
- b. Measurable
- c. Attainable
- d. Realistic
- e. Time Bound

2. How do you know you are who you say you are?

(This is not a trick question)

- a. Check your “*NAMI is*” statement (on page 2)
- b. Review your mission statement
- c. ASK!

Use the attached Elevator Pitch and/or use 3rd party to ‘survey’ (try not to use focus groups. Focus groups tell us about group behavior, not ‘marketing’ behavior)

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[Your Affiliate’s Name]



Elevator Pitch

Target Audience and Topic

ELEVATOR PITCH SPECIFICS	YOUR ANSWERS
Specify your target audience: <i>(Examples: prospective members, community agencies, mental health providers, faith-based organizations, family, and friends)</i>	
Specify topic: <i>(Examples: your affiliates missions, services, programs support groups, membership drive, volunteer drive)</i>	

Message Component Development

QUESTIONS	YOUR ANSWERS
Who do you do it for? <i>(For example, start with “For our community members who.....”)</i>	
Why do your clients care? Or, what’s in it for them? <i>(For example, include “so that they can,” “who can no longer afford,” or “who are tired of”)</i>	
What does your affiliate do? <i>(For example, start with “We provide”)</i>	
Why is your affiliate/organization different? <i>(For example, include “as opposed to” or “unlike”)</i>	
What is your affiliate? <i>(For example, start with “We are a non-profit....”)</i>	

OPTIONAL QUESTIONS	YOUR ANSWERS
What environment is your affiliate/organization operating within? <i>(For example, start with “Our affiliate strives to impact.....”)</i>	
What single thing does your affiliate/organization do better than any other? <i>(Example: “We are provide the best family/consumer.....”)</i>	

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Put it all together

YOUR RESULTS	
Assemble the combined results here:	

Tell me more

YOUR RESULTS	
How would you like your listener to respond? (Examples: "How can I help/join/tell others?" "Can you help clarify.....?")	

You're ready to test and tweak!

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P.E.E.M.

Plan, Execute, Evaluate, Modify

What happens after 'Modify' in the PEEM iterative model?

NAVIGATE YOUR COURSE NOW THAT YOU HAVE
RECLAIMED THE 'M' WORD AND HAVE THE
INTRODUCTORY TOOLS TO MAKE MARKETING EASY!



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QUESTIONS:

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RESOURCES

NAMI Logo and Graphics available at: www.nami.org/identity

Books

Marketing Workbook for Non Profit Organizations

Volume 1: Developing the Plan (ISBN 10-940069-25-3)

Volume 2: Mobilize People for Marketing Success (ISBN 10-940069-10-5)

Author: Gary J. Stern

Publisher: Wilder Publishing Center, St. Paul MN

Shopping for Identity: The Marketing of Ethnicity

Author: Marilyn Halter

Publisher: Random House, 2002

ISBN: 0805210938

Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes

Author: Katya Andersen

Publisher: Joseey Bass, 2006

ISBN: 13-978-007879-8148

Blog: <http://www.nonprofitmarketingblog.com/>

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Assessments:

- ‡ Contact your local college or university for help with assessing your affiliate using volunteer business, marketing or psychology students.

- ‡ Search for a non profit management organization (ex: The Center for Non Profit Management located in Los Angeles www.cnmsocal.org). They offer low or no-fee seminars, resource libraries and/or volunteer and grant databases.

Multicultural Outreach:

- ‡ The STAR Center: The STAR Center provides **S**upport, **T**echnical **A**ssistance and **R**esources to assist consumer-operated and consumer-helper programs in meeting the needs of under-served populations.
<http://www.consumerstar.org/>

- ‡ NAMI Multicultural Action Center:
http://www.nami.org/Template.cfm?Section=Multicultural_Support&Template=/TaggedPage/TaggedPageDisplay.cfm&TPLID=56&ContentID=42137

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