Leveraging Milestone Anniversaries

with Sheri Hauser

10TH ANNUAL NPI SUMMIT ~ LAKE CHELAN ~ MAY 14 2018
A Marketing Case Study in 4 Parts

DIFFERENTIATE

INNOVATE

ORCHESTRATE

INTEGRATE
The Integreatness Model

COMPANY
organizes action

DIFFERENTIATE

INNOVATE

BRAND
expresses value

MARKET
drives need

INTEGRATE

CULTURE
defines experience

INTEGREATNESS
is shared success

ORCHESTRATE
The Foundation

Dan Pallotta “The way we think about charity is dead wrong” (TED)

2 rulebooks

5 areas of discrimination

- Compensation
- Marketing & Advertising
- Risky revenue ideas
- Time
- Profit
DIFFERENTIATE

Define core brand attributes that separate you from other organizations in your space
How to Begin

1. Research
   - How do you show up?
   - Do you know where the opportunities are?

2. Define who you are
   - What do you stand for? Look at your values.
   - Who do you serve and what is the benefit?
Example: Brand Culture Compass™

1. Your Power and Purpose (center)

2. Your Core Values (cornerstones)

3. Your Brand Attributes (pillars)
INNOVATE

Present your mission driven organization as forward thinking by deploying strategic initiatives that attract new donors and advocates.
Campaign Strategy Overview

1. Brand Identity  
2. Messaging  
3. Direct Mail  
4. Videos  
5. Microsite  
6. Social Media  
7. PR  
8. Special Events  
9. Collateral
ORCHESTRATE

Schedule marketing communications, fundraising events and PR/Social Media promotions in phases to maximize impact over time.
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<td>Microsite Design &amp; Development (contd.)</td>
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<td><strong>EVENTS</strong></td>
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<td>Campaign Launch</td>
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<td>Highlight Star Story/Spring Benefit Luncheon</td>
<td>Highlight Anniversary Party</td>
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24% of individual's annual contributions happen between November & December.

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<td><strong>Special Event</strong></td>
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Effectively guide the actions of the organization based on a set of shared values that build a culture of success.
Ingredients of Integration

1. Identify your partners/allies/advocates
2. Deploy a communication strategy
3. Measure effectiveness
4. Re-tool and follow-up
Questions?

Remember: It all starts with shifting the boards philosophy on spending!
THANK YOU!

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