

California Lutheran University

CENTER FOR NONPROFIT LEADERSHIP

Marketing & Outreach Workgroup - Agenda & Meeting Notes November 9, 2016

Meeting Highlights and Action Steps

- Draft and adopt a job description for workgroup members.
 - In coordination with the Fund Development Workgroup, define roles particularly in the instances of sponsorships from corporate partners and memberships.
 - Work together to design corporate appeal packet that includes both traditional visibility benefits and access to bundled programming for employees.
 - The Goals for the committee include: Increase workshop attendance, increase membership, support sponsorship campaign(s) and drive donations to the Center.
 - Next steps:
 - Solidify goals, objectives, strategies, define audiences.
 - Refine key messaging to include the value of some workshops to small businesses, beyond nonprofits and by completing programs, leaders can build their resumes.
 - Revise tri-fold brochure and inserts to reflect introduction of organizational membership tiers.
 - Request postcard mailer template from University Marketing to announce the Jan. – April training cycle.
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I. WELCOME

II. WORKGROUP RESPONSIBILITIES

- For discussion:
 - What will be the role of the marketing workgroup?
 - Assignment of tasks
 - Meeting schedule
 - Recruitment?

III. MARKETING/OUTREACH: ACCOMPLISHMENTS

Tri-fold Brochure w/ Individual Membership Insert

Website

- Workshop schedule
- Job board

Email campaigns

- Standing emails
 - Workshops this Week
 - Periodic reminders on bundled packages of workshops
 - Nonprofit Leadership Council
- List of 2,000 subscribers
- 25-28% open rate

Posting on community calendars

- Cal Lutheran's event calendar
- Chambers of Commerce
- NPRN

Social media

- posting upcoming workshops on FB and LinkedIn via Dena's accounts

e-Newsletter

- monthly distribution
- first edition scheduled to announce January – April workshop cycle (drop early December)

Word of Mouth / Workshop Follow-up

- Announcing upcoming workshops at the top and close of each workshop
- Email post-workshop thanking attendees and announcing upcoming workshops

Streamlined registration system

- Added directions to help navigate process
- Simplified
- Added detailed confirmation email to attendees

UPCOMING ACTIVITIES

Postcard mailer

- Purchase list of nonprofits in VC?
- Drop early January

Enhance tri-fold

- Organizational membership insert
- General donor insert

Toolkit for Faculty to promote via their networks

- Template email, social media posts

FB page for CNL

- Hashtag encouraging posting during workshop arrival (with wifi code)
- Build FB community with promotional idea

IV. MMPR SCOPE OF WORK

1. Enhanced Communication / Increase Workshop Attendance

- Partner with organizations that will share lists or can amplify our message
 - Partnership for Safe Families and Communities
 - Continuum of Care Alliance
 - Association of Fundraising Professionals
 - Fund for Santa Barbara
 - Greater Conejo Valley Chamber of Commerce
 - Camarillo Chamber of Commerce
- Promotional strategies for first time attendees

- refer a friend
- buy-one-get-one discounts for first time attendees
- group rates / team rates
- Compile names/email addresses of top 250 nonprofits by executive director, development director and director of HR
- Mission-focused segmented lists
 - Health & Human Services
 - Arts & Culture
 - Education

2. Design Marquee Programming with Event Sponsorship Potential

- Marketing symposium in conjunction with Public Relations Society of America featuring roundtables with experts in various specialties: event planning, marketing communications, email marketing, social media marketing, publicity and public relations.
- Capacity building, fundraising and community engagements for geographic and/or mission-focused segments of the nonprofit sector
 - Ojai Valley
 - San Fernando Valley
 - Arts organizations and arts leaders
- Two more concepts TBD
 - Board Leadership Institute (certificate program for board members)
- Targeted list of corporate sponsor prospects

3. Membership campaign development and implementation

- Individual membership promotions and marketing of promotions (discount programs, special promotional rates for referring new members, etc.)
- Direct mail outreach
- Publicity on launch of organizational membership campaign, member benefits, testimonials of members and faculty
- Develop strategic partnerships to reach more nonprofit professionals and board members (nonprofit executives, orgs that have several chapters, etc.)

4. Publicity and promotion of CNL programs, events and positions

- Enhanced web presence
- E-Newsletter
- Weekly and monthly email updates
- Quarterly promotion of upcoming training cycles
- Calendar listings, news releases, feature pitches
- Social media strategy design, content management, weekly posting, calendar
- Promote center director as subject matter expert
- Op-eds, guest articles, feature articles

V. CLU ADVERTISING CLASS

- Classes run Jan. 25 through finals week (May 1st)
- Classes would propose project/scope and then implement
- Overarching goal: The goal of Ad Camp (Advertising Campaigns) Community Partnership Experiential Education Program is to transform a traditional undergraduate course (Advertising Campaigns) and a discipline traditionally anchored in a consumerist

perspective- (advertising), into an experiential learning course that provides an opportunity for students to engage with issues related to making a positive change in their communities. This year, this positive change in their communities takes the shape of promoting the newly established Center for Nonprofit Leadership at California Lutheran University.

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- The request for proposal (RFP) asks the students to develop an outreach campaign to increase the awareness of and attendance at the various workshops and training opportunities offered by the Center.
- Specifically, the goals include:
 - To design a viable an outreach campaign targeted to nonprofit leaders in Ventura County and surrounding communities to introduce and promote the Center’s workshops.
 - To position the Center as an educational hub in Ventura County and for nonprofit organizations.
 - To demonstrate to nonprofit leaders the integral relationship of education and training with the ability to sustain and increase capacity of nonprofit organizations.
- Taught in a workshop format, the class hosts guest speakers who: 1) introduce the students to the impact of nonprofits in the local community and 2) deepen their knowledge of advertising concepts and skills. The students are expected to incorporate that expert knowledge into their campaigns. For Spring 2017, workshops leaders include the following experts:
 - Dena Jenson, Director, Center for Nonprofit Leadership
 - Leanne Blackwell, Program Coordinator, Center for Nonprofit Leadership
 - Nancy Mayerson, Principal, Mayerson Marketing & Public Relations
 - David Geeting, ad executive, Leo Burnett, retired
 - Barbara Wright, design executive, Foote, Cone & Belding, retired
 - Planned, but unconfirmed:
 - A panel of faculty members who teach for the Center for Nonprofit Leadership
 - A panel of nonprofit leaders from local nonprofit organizations
- Activities: In addition to the campaign design, students must:
 - Complete a minimum of one off-site activity, such as a tour of a nonprofit facility or attend of a nonprofit-sponsored event.
 - Students must engage in (guided and client-related) research, and share results with all agencies (interviews, surveys, web research)
 - Develop client-specific deliverables (videos, radio spots, social media posts, etc.) that support the Center for Nonprofit Leadership

VI. OUTLINE OF E-NEWSLETTER

1. Introduction
2. Program Highlights: Release of the January – April Workshop Schedule
3. Faculty Spotlight (first edition: Suzanne Elliott)
 - Headshot
 - Link to faculty bio
 - Brief Interview
 - Why do you volunteer your time to the Center?
 - Describe your teaching style.
 - What upcoming workshops will you be facilitating and who/why should people attend?
4. Job Posting Board
 - Highlight one position
 - Link to view all posted positions
 - Link to post positions
5. Member Profile (first edition: Claudia Armann, McCune Foundation)
 - Tell us a little bit about yourself.
 - Little bit about your organization
 - Why did you become a member?
 - Why should others do the same?
 - Link to the membership page on the website to become a member today!
6. CNL in the News
 - Links to media coverage/articles about CNL
7. Other e-newsletters we think are cool
 - Links to other nonprofit/philanthropy e-newsletters
8. Regional Opportunities
 - Educational offerings hosted by collaborative partners: AFP, Chambers, PRSA, NPRN etc. with reciprocal agreements to post CNL workshop/program offerings.
9. When available, Funding Opportunities

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