

Marketing Our Value

Developing Community
Buy-In to Strengthen Your
Organization

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Nonprofit Business Strategist

PIVOT
GROUND



SARAH OLIVIERI

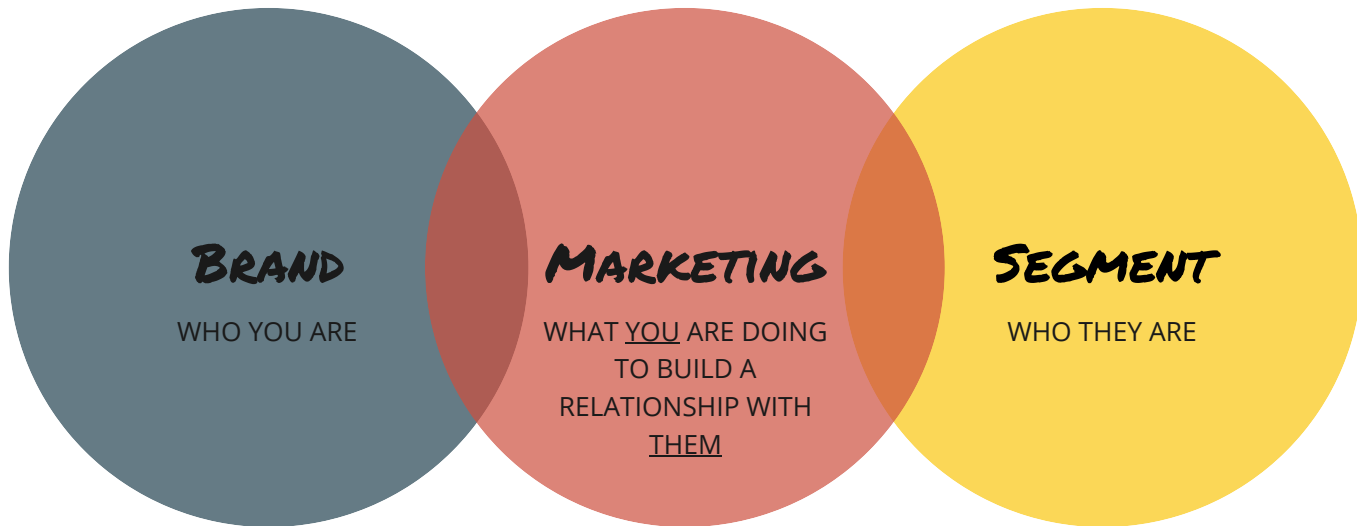


Nonprofit Business Strategist

I help nonprofit leaders change the way they run their organizations so they can THRiVE!



THE BIG PICTURE





BRAND

The belief that
drives your
mission

Where you
are going

MISSION

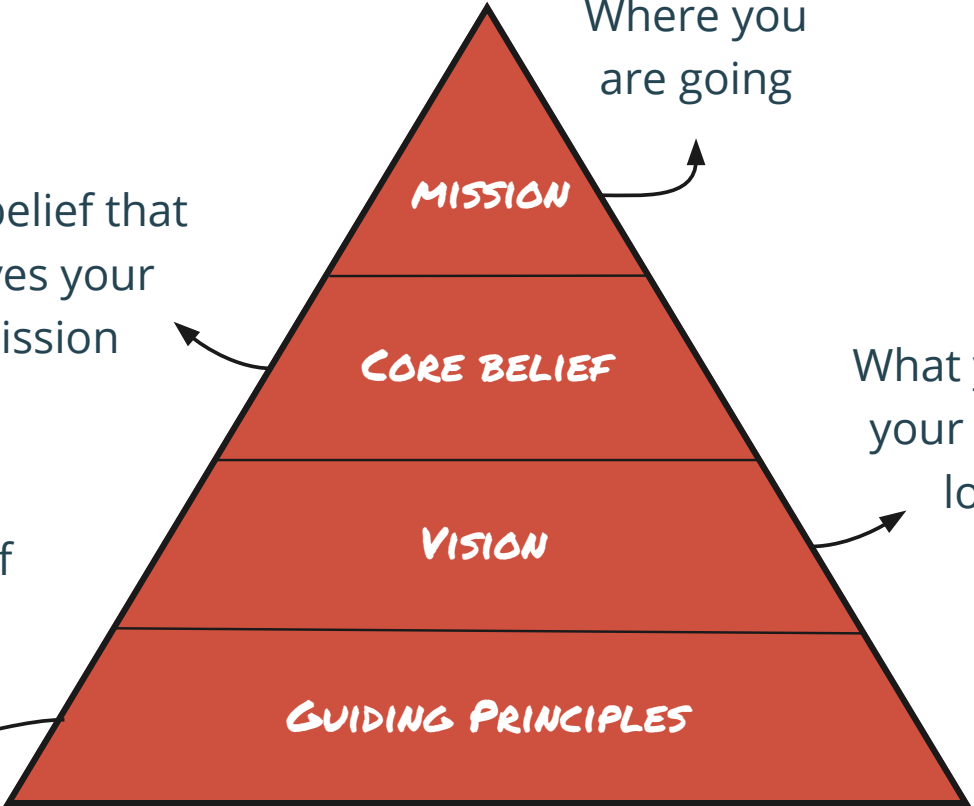
CORE BELIEF

What you imagine
your destination
looks like

VISION

Your rules of
the road

GUIDING PRINCIPLES



SEGMENT

WHO ARE YOU TALKING TO?

underserved
aging
population

elected
officials

employees

community
at large

the
media

PERSONA/AVATAR

NAME: Barbara



SUMMARY:

- Positive, energetic, has lived a full life
- Admires and respects people she knows that have helped others persevere through adversity, especially within the organization.
- Wants to help beyond her limited ability to be hands-on.
- Very loyal and committed once won over to the organization's impact.

Quotes:

"When one feels positive about an organization, it sticks with you."

DEMOGRAPHICS:	INTERESTS & BELIEFS:	SOURCES OF INFO & INFLUENCES:	LIFE ACTIVITIES:
<p>74 years old 2 adult children, 3 grandkids Drives a 2014 Toyota Rav4 White Widowed Master's Degree</p> <p><i>People-oriented, compassionate, proactive</i> She's the retired caregiver who wants others to have equal opportunities to thrive</p>	<p>Believes in god and is actively involved in her church community</p> <p>Needs to believe in the commitment of people running an organization to create positive change</p> <p>Has overcome adversity and believes with support others can do the same.</p> <p>Motivations: Trust > Quality > Price</p> <p>Admires: People who leave a positive legacy Those who help where others have failed People who've persevered through struggle</p>	<p>Former social worker (MSW) Husband worked for IBM as an engineer</p> <p>She has a tablet, smartphone, & laptop (which she rarely uses) and high speed internet at home.</p> <p>When she needs help she asks her grown children.</p> <p>Heavily influenced/inspired by the people she sees working within the organization</p> <p>Gets info from caregivers/admin/board but not so much from the end client</p>	<p>ONLINE Internet is a tool rather than a lifestyle for her Online word games, Amazon Prime & other online <u>shopping</u>, email, texting, checking her financial statements. Keeps up to date on the news Has social media but isn't very engaged with it 1-2 hours a day online</p> <p>OFFLINE Likes to volunteer Exercise Reads a lot</p>
<p>STRUGGLES & GOALS: Staying healthy and active</p>			



MARKETING

HOW DO WE TALK TO THEM?



WHAT DO THEY
WANT TO KNOW
FROM US?



WHERE CAN WE
TALK TO THEM?



MARKETING

WHAT DO THEY WANT TO KNOW FROM US?

1.

- Are you talking to me?
- Do I belong here?
- Is this relevant to me?



MARKETING

WHAT DO THEY WANT TO KNOW FROM US?

2.

- What do I get?
- What's in it for me?
- Why do I care?



MARKETING

WHAT DO THEY WANT TO KNOW FROM US?

3.

- Now what?
- How do I get it?
- What do you want me to do?



MARKETING

SEGMENT

underserved
aging population

1.

-Are you talking to me?
-Do I belong here?
-Is this relevant to me?

Active living for active seniors on Medicare

2.

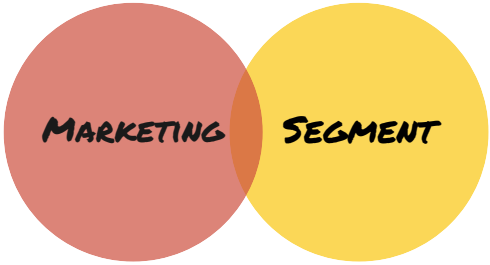
-What do I get?
-What's in it for me?
-Why do I care?

Free in-home support services to keep you moving

3.

-Now what?
-How do I get it?
-What do you want me to do?

Apply now for a free phone consultation



Who:

1. -Are you talking to me?
-Do I belong here?
-Is this relevant to me?

You try

2. -What do I get?
-What's in it for me?
-Why do I care?

You try

3. -Now what?
-How do I get it?
-What do you want me to do?

You try

LET'S LOOK AT SOME WEBSITES

1.

- Are you talking to me?
- Do I belong here?
- Is this relevant to me?

2.

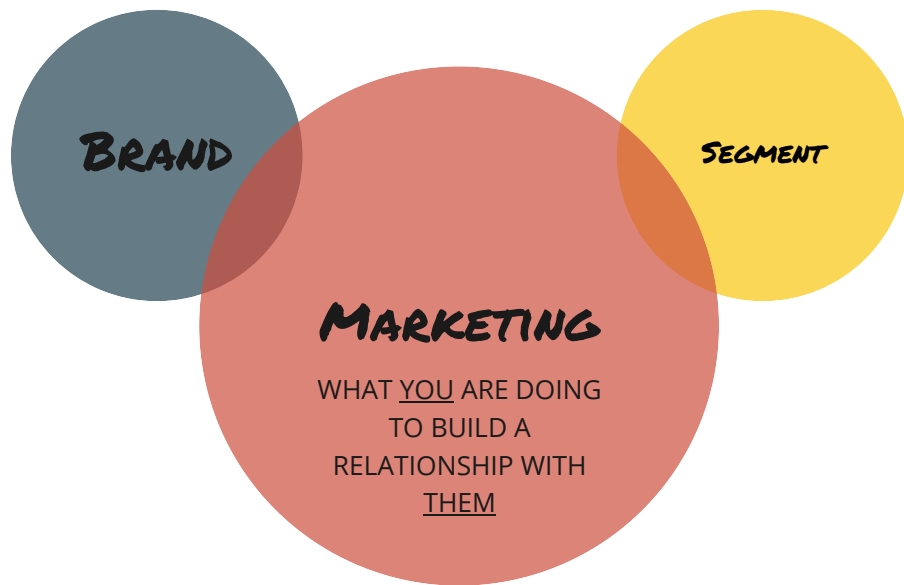
- What do I get?
- What's in it for me?
- Why do I care?

3.

- Now what?
- How do I get it?
- What do you want me to do?

THE JOB OF GREAT MARKETING

1. **Who are you talking to?**
2. What do they want to know from you?
3. Where can you reach them?
4. **How can you do the above while staying true to the heart of your brand?**



FLEX THE MUSCLE



FIND WHAT WORKS



SCALE WHAT WORKS



CLARITY CHECK



PivotGround.com/apply
sarah@pivotground.com