

Applying Principles of Marketing to Faith-Based & Community-Based Outreach

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Grant Award

July 2002 - CTDOL received a USDOL grant to enable us to market our One-Stop Career Center services to FBO's and CBO's

Initiative Goals

- Educate FBO's and CBO's of the no-cost services available in the One-Stops
- Encourage FBO's to bring their voices to the tables
- Inform FBO's and CBO's about resources that might support their good works

What we did well . . .

What we could have done better

- Recount CTDOL's experiences with 1-year FBO/CBO pilot
 - Discuss what has been productive or counter-productive
 - Share best practices
 - Point out pitfalls

Principle 1:

Know Your Own Business, Inside and Out

- **Each One-Stop is unique**
 - Available resources
 - Nature of clients served
 - Mix of partners





**Principle 1:
Know Your Own Business, Inside and Out**

What We Did Well

- Made a concerted effort to tailor our message to the audience



What We Could Have Done Better

- Have local experts describe local services when we attended meetings in their areas



Principle 2:

Carve Out Your Market

- **Define Your Customer**

Need to sell our services not only to FBO's and CBO's but also to a variety of customers

- **Not all Stake Holders Are of One Mind**

- **Not all Policy Makers Are of One Mind**



**Principle 2:
Carve Out Your Market**

What We Did Well

- Looked for common ground



**What We Could Have
Done Better**

- Not used “Short speak” - should have said **Faith-Based and grassroots Community-Based Initiative** not just **Faith-Based Initiative**



Principle 3:

Learn Your Customer's Business - Inside & Out

- **Understand your customers**
 - Protocols, diversity, inclusiveness, reverence, respect, and “neutrality”
 - Organizational structure
 - What is sacred – what is taboo
- **Know when to convene gatherings**



Principle 3: Learn Your Customer's Business Inside & Out

What We Did Well

- If One-Stop initiated meeting, made a conscious effort to be “neutral” when choosing a location

What We Could Have Done Better

- Don't schedule our conference on an Islamic Holy Day and the 25th Anniversary Celebration of a Holocaust Memorial!

Principle 4:

Develop a Marketing Campaign – Strategy

- **Develop an action implementation plan**
 - Details desired accomplishments
 - Puts timeframes on outcomes
 - Provides checks-and-balances
- **Have an eraser!!**



Principle 4: Develop a Marketing Campaign – Strategy

What We Did Well

- Broke down items detailed in our proposal
- Didn't dwell on errors or omissions
- Laughed at our shortcomings and then moved on

What We Could Have Done Better

- Tended to concentrate on "what's next" – linear approach not simultaneous approach to project management

Principle 5: Create a Positioning Statement

WIIFM
(What's In It For Me!)



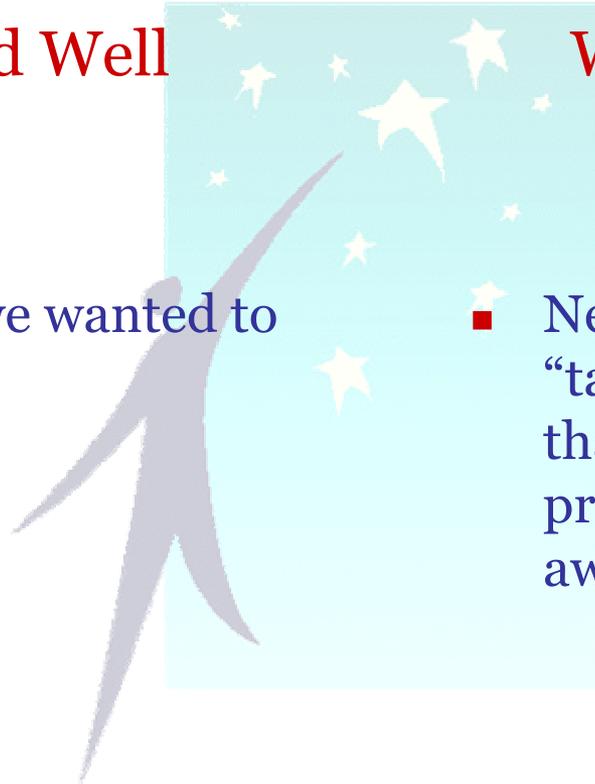
Principle 5: Create a Positioning Statement

What We Did Well

- Defined what we wanted to accomplish

What We Could Have Done Better

- Needed a catchy tag. The “tag” is just five or six words that you hope your prospective client will take away from your message



Principle 6: Develop Communications that Effectively Deliver the Desired Message

What We Did Well

- Used effective ways to get a controlled message to targeted recipients
 - Asked for presence at other people's shows
 - Information table at an annual dinner
 - Ads in programs
 - Web page – list serve

What We Could Have Done Better

- Should have taken more advantage of no-cost opportunities
 - Sunday morning talk shows
 - Local access cable stations

Principle 7:

The Launch – Setting Off On An Even Keel With A Full Crew

- *“You never have a second chance to make a first impression.”*
- Glitz may work for the for-profit sector but it may turn-off the FBO or “Grass Roots” organization



Principle 7:

The Launch – Setting Off On An Even Keel With A Full Crew

What We Did Well

- Followed protocols
- Solicited support from the highest possible level of the organization

What We Could Have Done Better

- Drawn more CTDOL Central Office support staff into the effort at a much earlier date



Principle 8: Continuous Improvement

■ Conduct

- Environmental scans
- Focus groups
- Surveys



■ Obtain feedback

■ Evaluate performance/results

■ Revise based on feedback/evaluation

Principle 8: Continuous Improvement

What We Did Well

- Listened to FBO's regarding immediate needs of "customers"
 - Pulled in other federal and state partners as contacts in the effort
 - Passed along and shared information
- Laughed at the water that's flowed over the dam!

What We Could Have Done Better

- Conduct more meetings with key team members