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*Getting the message through*

nonprofitnetwork

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**The Nonprofit Network's mission is to strengthen nonprofit governance and management.**

www.nonprofitnetwork.org

**Agenda**

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- Change – why it's hard
- Learning to think creatively
- Making your mark – Everyday
- Marketing 2010: What still works & what doesn't

10 Reasons we don't explore new ideas

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1. The right answer - it's been right for so long, why is it now wrong?
2. That's not logical
3. We follow the rules - we have already defined the rules and change breaks the rules
4. We are practical - why reinvent the wheel (or typewriter)
5. Play is frivolous

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6. That's not my idea
7. Avoid ambiguity
8. Don't be or look foolish - I feel foolish when I use the computer, I want to go back to the typewriter
9. Don't make mistakes
10. I'm not creative

**Ideas come in two phases**

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**Imaginative and Practical**

We must begin with phase 1 to get to phase 2.

We can't start at phase 2!

**In the imaginative phase:**

- Use metaphors
- Break the rules
- Ask "what if"
- Imagine how others would do it (who do you respect - who do you find creative)
- Use stepping stones (if this, then that)
- Use humor and fun
- Be an explorer
- Use ambiguity
- Let people fail - once
- Fight for new ideas and new ways to do things

**Make your Mark - Every Day**

Your Voice-mail or Answering Machine Message  
(Cell phone - message and ringer)

Your E-mail Template

Your Written Correspondence

Your Office/Desk

**Everyday....**

Your Clothes/Personal Trademarks

Logo/Graphic Elements, Fonts, Colors

Your Thank You cards

Your Brief Case/Notebook, etc.

**Brain Surgery**

- Try it
  - Manage the risk
  - Develop an escape plan
  - Just because they are 5 for \$1 doesn't mean you have to buy 5
  - Determine how you can judge success (poll your staff - did you see it?)
  - Walk away
  - The economy is on your side - Everything is negotiable

**Common Sense ....**

- Where do people say they saw your message?
- Are you using response mechanisms to determine what is working?
- Are you a "normal" person? Are you seeing your ads?
- What messages do you see and remember?

**Marketing 2010**

Media: What's still working for you?

- Newspaper advertising
  - Daily Newspapers
  - Niche Papers
- Billboards
- Radio Advertising
- Magazine Advertising
- TV Advertising (Local/Cable/Cable Access)
- Phone Books

### Marketing 2010

- Internet
- Facebook/Myspace/Twitter
- Posters/Flyers
- Email messaging (Constant Contact)
- Website
- Partners
- Kiosks

### Share your success

nonprofitnetwork

536 N. Jackson  
Jackson MI 49201

517-796-4750

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