

Marketing Your Foundation:

Increasing Visibility and Awareness in the Community

Donna Petraits, Director of Communications
Brownsburg Community School Corp.


317.852.5726

dpetraits@brownsburg.k12.in.us




Why marketing matters:

- People are exposed to over 5,000 commercial messages daily
- Competition is increasing
- Odds are that over 50% of your community has no school-aged children
- Liberty relies on good public schools
- If you don't tell your story, someone else will - *maybe*



Know yourself: What's your USP?

- What makes you different, unique?
- What can you truly own in the marketplace of ideas?
- What do you do better or more than anyone else?
- What one benefit is the most compelling?



What benefit does your school foundation bring to your community?*

- Builds communication
- Raises awareness of school needs
- Improves academic and educational opportunities
- Prepares future school board members
- Represents the community's adults providing educational support
- **Offers the community the opportunity to be a part of the solution...support education**

* Jim Collogan, NSFA Executive Director



Create your look

- Design a logo
- Create a slogan
- Print stationery
- Publish a brochure

What do these brands say?













What does your logo say about you?



Reach Further. Global competitiveness starts here.

Brownsburg Community School Corporation www.brownsburg.k12.in.us



Higher Achievement -
Together



Enhancing
Education - Together

Fairfax County Public Schools
<http://www.fairfaxeducation.org/>



Say what you mean

- Keep the Sky Their Limit
- Funding the Gap Between Adequate and Excellent
- Strengthening our Roots. Growing into the Future
- Our children. Our pride. Our future.
- SVEF leverages partnerships and resources for public education, so all students can realize their full potential.

Planning process:

Failing to plan is

. . . planning to fail.

- Research
- Analysis
- Planning
- Execution
- Evaluation

Set goals and objectives

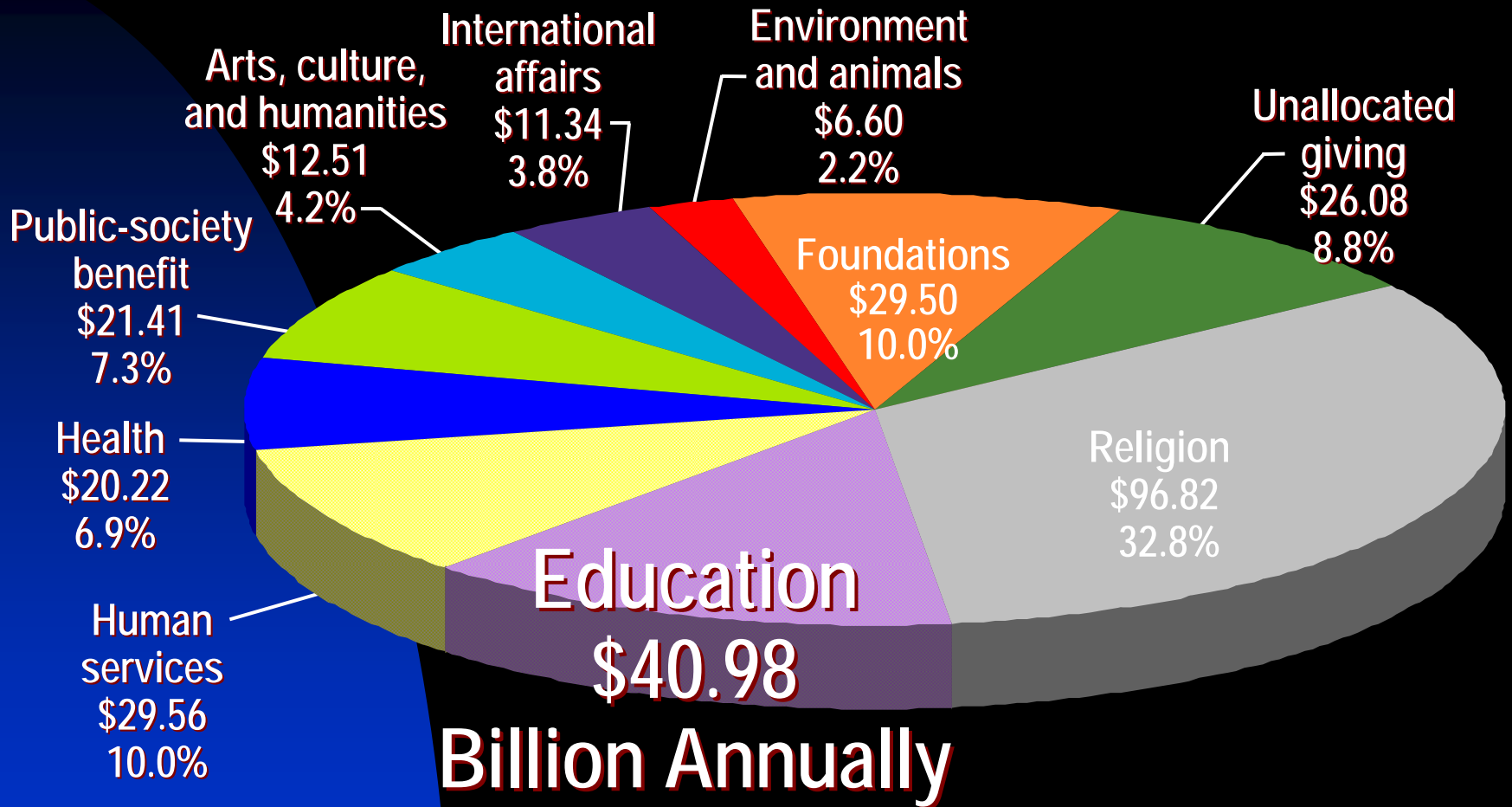
- Know what success looks like
- Specific, measureable, action-oriented, realistic, timeframe
- Communication/engagement goals
 - ◆ Increase awareness
 - ◆ Influence or change perception or attitudes
 - ◆ Spur action, behavior



Know your audience

- Use tactics that make sense for THEM, not you
 - ◆ What are the cultural norms for your community?
 - ◆ Who is already interested, inside and outside your district?
 - ◆ Leverage existing channels

Types of recipients of contributions, 2007





Developing your message

- Define/articulate your position, your stake in the marketplace
- Identify your key messages
- Buttress your position and messages with “wow” facts
- Practice your elevator speech
- Stick with, stay on message



Package your story

- Many voices, one message
- Set brand standards
- Build brand over time
- Strive for consistency
- Choose the right strategies and tactics

Effective communications is a process not a product

- One on one
- Small group
- Large group
- Telephone
- Email
- Personal note or letter
- Direct marketing
- Affinity e-newsletter
- Websites, blogs
- Traditional news media
- Brochures
- Advertising

Learn from the President



- MyBarackObama.com
- Deployed social media networks
- Created 2 million profiles
- Planned 200,000 events
- Formed 350,000 volunteer groups
- Posted 400,000 blogs
- Raised \$30 million on 70,000 personal web pages



Keep in touch



- Send trusted messengers

“Behind Every Famous Person is a Fabulous Teacher.”

- ◆ Indiana Pacer’s forward Tyler Hansbrough and his high school math teacher

Monitor and measure

- Set benchmark measures
- Focus on results, not tasks or process measures only
- Pre and post public opinion polls
- Online surveys
- Message delivery, spokespersonship, market share of media coverage



Share your questions & ideas