

# **Crafting a Message to Win More Supporters for Your Cause**

**A mini-course with Mal Warwick**

**14<sup>th</sup> Eastern Africa Resource**

**Mobilisation Workshop**

**Mombasa, Kenya, 28 November 2007**

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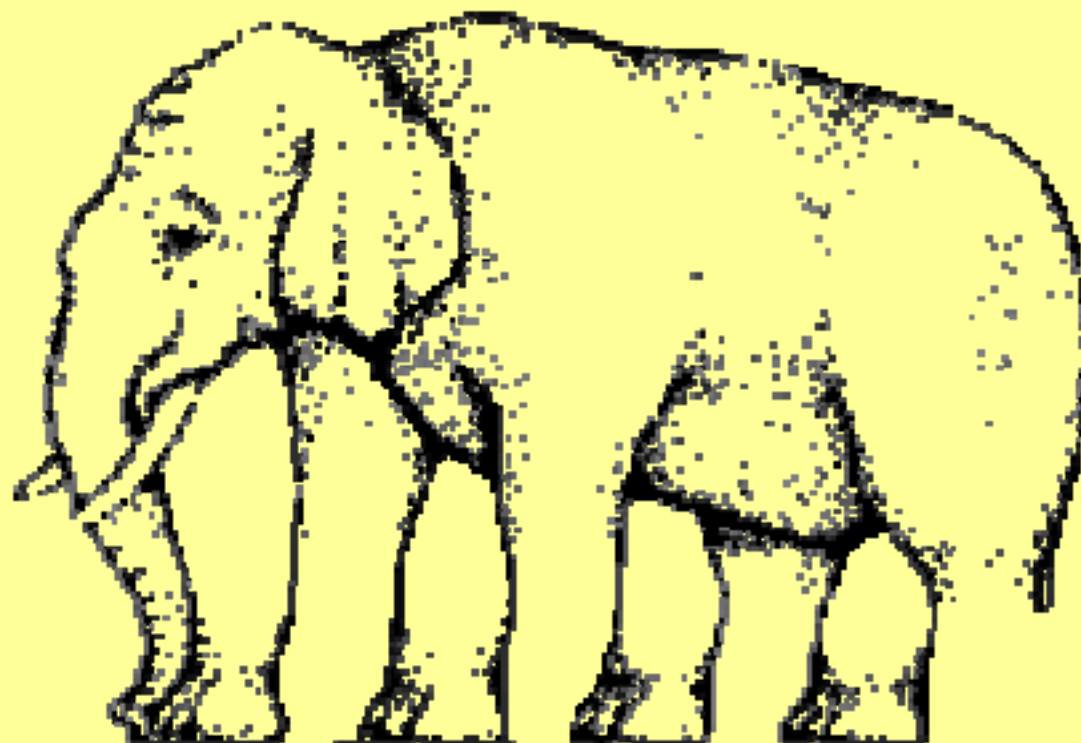
# Warning!

**This workshop is not about trends, fads, or the newest marketing gimmicks.**

**We'll discuss how you can apply  
time-tested marketing principles to  
the greatest possible advantage for  
your organization.**



**How many legs does this elephant have?**



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# Today's agenda

Vision

Research

SWOT

Identity

Advantage

Conversation

Rap

# **1) Vision and mission**

# The cornerstones of nonprofit success

**Vision & mission 1**

**2 Staff & volunteers**



**Funding 4**

**3 Programs**

# People respond to vision and mission

- **Vision:** How will the world be different if you receive all the resources you need to fulfill your vision?
- **Mission:** What is the essence of your work to advance toward your vision?

# **Exercise**

**What is your vision?**  
**What is your mission?**

**But first, a brief commercial message**



A REALLY REALLY  
IMPORTANT MESSAGE FROM  
OXFAM UNWRAPPED

Registered Charity No. 208918



## **2) Research**



# Research

- **Formal market research**
  - Quantitative
  - Qualitative
- **Informal research**

# **Formal market research**

- **Phone or mail surveys**
- **Online surveys**
- **Focus groups**
- **Mall intercepts**
- **One-on-one interviews**

# **Informal research**

- **Random surveys**
- **Questionnaires**
- **Random calls to donors**
- **Donor consultation groups**

# **3) SWOT Analysis**

# SWOT Analysis

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<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>

# **Exercise**

**Begin a SWOT analysis on  
communications for your organisation**

# **4) Organizational identity**

# **Your identity starts with your name**

- **What does your name mean?**
- **How long is your name?**
- **Is a short form possible?**
- **Do you use initials – and are they “IBM?”**
- **What do you really call your organization?**
- **Do outsiders call it that, too?**

# More about organizational identity

- **Your “look”**
  - Logo
  - Typeface
  - Imagery
- **Your tagline or slogan**
- **Your “story”**

# **5) Unique Competitive Advantage**

# **Who are you, and what do you do?**

- **How do you describe your organization?**
- **What service or product do you provide?**
- **Who are the beneficiaries of your work?**
- **How long have you been in business?**
- **What is your track record?**
- **What is special about your organization?**

# Unique Competitive Advantage

What does your organization do better than every other organization in the world?

- As defined by something you **do**?
- **Where** you do it?
- For **whom** you do it?
- How **much** of it you do?
- **How** you do it?
- **How well** you do it?

# **Exercise**

**What is unique about your organization?**

# **6) Conversation**

**With many thanks to Lois Kelly for *Beyond Buzz: The Next Generation of Word-of-Mouth Marketing***

# Advertising vs. word-of-mouth

<b>Advertising</b>	<b>Word-of-Mouth</b>
<b>Source is you</b>	<b>Source is trusted</b>
<b>Message is slick</b>	<b>Message is balanced</b>
<b>Lost in noise</b>	<b>Listened to</b>
<b>Message is general</b>	<b>Message is tailored</b>
<b>Easily forgotten</b>	<b>Easily remembered</b>

**“Adopters, no matter how few, convinced nonadopters, no matter how many. The minority was swaying the majority.”**

**– George Silverman, The Secrets of Word-of-Mouth Marketing**

# **Why word-of-mouth works**

- **Independent credibility**
- **“Experience delivery”**
- **Custom-tailored**
- **Donor-driven**
- **Feeds on itself**
- **Connectors like to connect**

# How a 5-year-old learns

- **Explain why and why not**
- **Use short sentences**
- **Explain cause and effect**
- **Analogies help understanding**
- **Storytelling**
- **Disruptive ideas and language**
- **Try new things**
- **Lighten up**

# Framing

- **Relevancy**
- **Emotions**
- **Context**
- **Pattern-making**

<b>Vision</b>	<b>Why the organization exists</b>
<b>Mission</b>	<b>The action plan to reach the vision</b>
<b>Values</b>	<b>Shared values, guiding behavior</b>
<b>Value proposition</b>	<b>What supporters receive</b>
<b>Elevator speech</b>	<b>What you do and how it's unique</b>
<b>Messaging</b>	<b>Most important points to convey</b>
<b>Point of view</b>	<b>Beliefs and ideas that help provoke conversation</b>

# Engaging your supporters

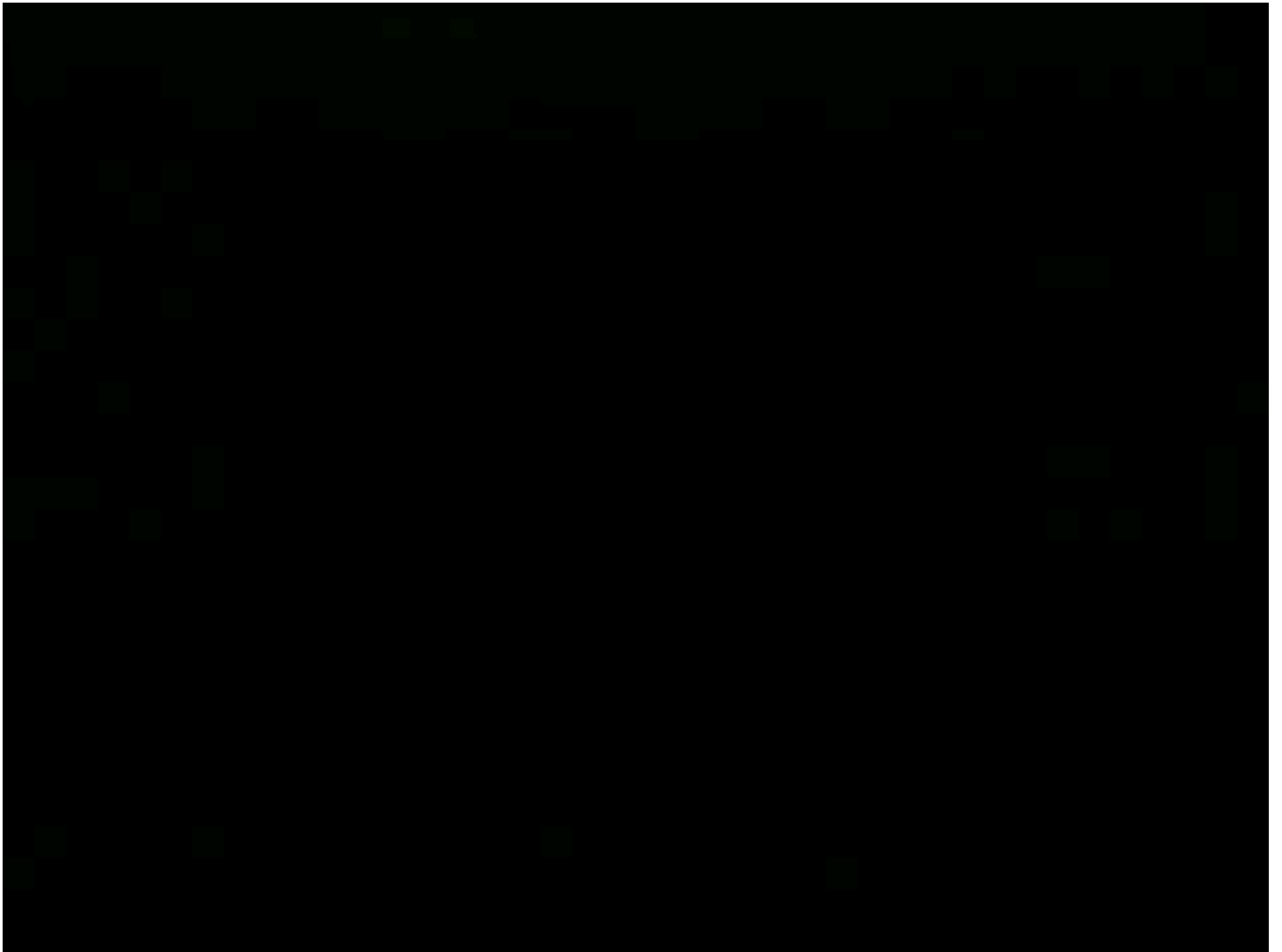
<b>Aspirations and beliefs</b>	<b>David vs. Goliath</b>	<b>Avalanche about to roll</b>
<b>Anxieties</b>	<b>Counterintuitive or contrarian</b>	<b>Personalities</b>
<b>How-to</b>	<b>Glitz and glam</b>	<b>Seasonal or event-related</b>

# **Word-of-mouth channels**

- **Experts (advisors, roundtables)**
- **Speakers (seminars, dinners, teleconferences, community gatherings)**
- **Recordings (video, audio, CDs, Web)**
- **Referrals (testimonials, networking, get-a-friend program)**
- **Traditional media (donor service, events, print media, incentive programs)**

**Now a message from our sponsor**

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## **7) The “elevator rap”**

# **What do you say on an elevator?**

- **How can you describe your organization in less than 30 seconds?**
- **How can you motivate a stranger to take interest in your organization?**
- **How can you touch the heart, the head, and the spirit?**

# **Exercise**

**“The elevator rap”**

# **The “elevator rap”**

- **Practice with colleagues**
- **Practice with family members**
- **Practice with strangers**
- **Organize a game of it, with prizes**

# Resources

- ***Marketing Workbook for Nonprofit Organizations, Volumes I and II* by Gary J. Stern (Amherst Wilder Foundation)**
- ***How to Write Fundraising Materials That Raise More Money: The Art, the Science, the Secrets* by Tom Ahern (Emerson & Church)**
- ***How to Write Successful Fundraising Letters* by Mal Warwick (Jossey-Bass)**
- ***Beyond Buzz: The Next Generation of Word-of-Mouth Marketing* by Lois Kelly (Amacon)**

# Free monthly e-newsletter!



Just give me your business card

# Time for questions now!

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