

Tips & Tools for Marketing

Getting & Keeping
Cracker-Jack
Volunteers
By Rita Kueber

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Hello, my name is...

- Rita Kueber
- Marketing & Communications
- 12+ years experience
- Media, for-profit, non-profit
- Insert cheesy commercial here.

Marketing's Everywhere

- Google

Marketing's Everywhere

- Google
- 533 million hits

Marketing's Everywhere

- Google
- 533 million hits
- Amazon.com

Marketing's Everywhere

- Google
- 533 million hits
- Amazon.com
- 1,006,420 books

Officially...

- “Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives”.
 - American Marketing Association

Unofficially...

- A series of activities to get your product/service/idea to a targeted audience.

Tools & Flavors

- Sales
- Advertising
- Research
- Promotion
- Special Events
- Publications
- Public & Media Relations
- Branding
- B2C
- B2B
- Traditional Marketing
- E-Marketing
- Guerilla Marketing
- Social Marketing
(Peer to Peer)

Traditional – The 4 P's

- Product
- Price
- Place (Distribution → Point of Purchase)
- Promotion

2001 and beyond – 4 P's

- Personalization
- Participation
- **Peer-to-Peer**
- Predictive Modeling (predictive algorithms)

Brought to you by Idris Mootee, author of
Minute Brand Strategist
High Intensity Marketing
Escape Velocity

Non-Profit Marketing

- Sales → Fundraising & Donations
- Product → Intangible
- Promotion → Friend raising & Volunteers

Basic Steps

1. Define your target market.

Who do you want to reach?

“Please don’t say everybody.”

Research similar organizations.

Break whole plan down into steps.

Basic Steps

2. Determine desired outcome.

Break whole plan down into steps.
Measurable.

Basic Steps

3. Develop the tools you need based on 1 & 2.

Traditional: brochures, flyers, newsletters

New: e-mail, text, pod casts, website

Basic Steps

4. Leverage outside media opportunities.

Television, radio, newspapers, bloggers
We don't lose media.

Basic Steps

5. Web presence

Your volunteer page.

Your volunteer clicks.

Updates & changes.

How are you showing off?

Basic Steps

6. Research & maintain prospect and volunteer data bases.

Don't waste resources.

Maintain contact.

Volunteer & non-volunteer opportunities.

Basic Steps

7. Celebrate successes.

Show & “advertise” your results.

Effective for current volunteers.

Effective for potential volunteers.

(Peer to peer opportunities.)

Basic Steps

8. Repeat as needed.

Marketing is a never-ending cycle.

Seek partnerships/alliances.

Keep on keepin' on. (Bob Dylan)

So let's recruit!

- Plan your recruiting.
- Use marketing to frame your plan.
- Event methods
- Generation methods
- Not everything is going to work for everybody (i.e. some groups have an advantage here!)

Event-based Recruiting

Your organization needs

- A lot of volunteers for a specific (short) event
- Minimum amount of skill - “Warm bodies”

Event-based Recruiting

- Try these:
 - Distribute flyers/postcards
 - Word of Mouth
 - Speaking to Groups
 - Appropriate Media Notices

Targeted Recruiting

Your organization needs

- Specific talent/skill
- Long-term commitment

Targeted Recruiting

Try this:

Think it through

Where do they live?

How can you talk with them?

Can you build a relationship?

What's in it for them?

Friends of Friends Recruiting

Your organization needs:

- A steady supply of volunteers
- A variety of skill sets/interests

Friends of Friends Recruiting

Try this:

Clients, friends, board, staff

Alumni/Those affected by the challenge

People directly impacted (geographically)

Friends, family & associates of the above

Your Sales Pitch

Don't forget to ask!

Information doesn't sell - enthusiasm does.

Make your pitch compelling - package your message.

What's in it for them? (Generations...)

Good to the community.

Add to skill set? What else?

Your “Advertising”

Include:

- Position title
- Position purpose
- Duties/training
- Expected commitment
- Work location
- Staff buy-in

Generations in General

- Sweeping generalizations
- Match your needs to their talents/interests
- Volunteering is an option
- Make an offer that's hard to refuse

The Greatest Generation

- Born between 1909 and 1945
- Volunteerism is expected behavior
- Mobility, convenience, health
- Non-technical, social, strong

Baby Boomers

- Born between 1946 and 1964
- Pressed for time - respect their schedules
- Boomers are the **ULTIMATE** consumers -
Appeal to the WIFM aspect
- Offer the real deal - solid opportunities
- Flexibility
- Find them at work

Baby Busters “Generation X”

- Born between 1965 and 1980
- Time pressed - sandwich generation
- Transparency and information
- Inside track and peer to peer interaction
- “Niche” giving for maximum impact
- Small, grass-roots, start-up organizations

Millennials or Generation Y

- Born after 1980
- Totally wired - recruit on line
- Encourage participation - self-actualizers
- Provide mentors and new skills
- Rewards and fun

Watch the Sliding Scale

- Comfort level with authority
- Technological abilities
- Personal fulfillment
- Social interaction (staff & other volunteers)

...And that means...

- Flexibility - have options in your back pocket
- Clear goals and expectations
- (Sincere) praise and appreciation
- Identification and recognition in house

...additional ideas...

- Open House
- Open House/Special Event

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- Families together

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- Families together
- Schools (leverage Generation Y)
- Volunteer matching services
- Web-based listings: Craig's List, Backpage

Resources

- [Volunteers: How to Get Them, How to Keep Them by Helen Little](#)
- [Idealist.org](#)
- [Energizeinc.com](#)
- [Serviceleader.com](#)

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