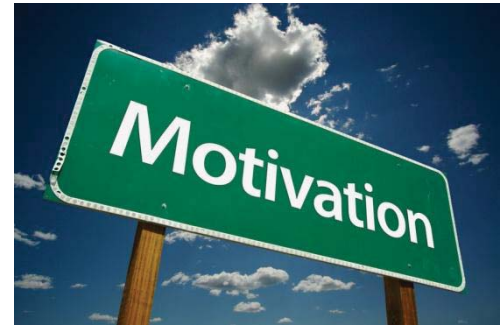


January Mentoring Leadership Network Meeting Recap “Maximizing Your Marketing and Mentor Recruitment Efforts”

Motivation Nation

Marketing isn't just about reaching out to people. It's about understanding what is important to the people we're trying to reach and what makes them react to certain messages or calls to action. There are three levels of motivation that people respond to:

1. Self-serving drive: the idea that people often join an organization or get involved because it meets their needs on some level. When recruiting at this level, it is important to stress the personal benefits volunteers will receive by getting involved.
2. Relational drive: the idea that people volunteer or get involved because of friendship. “I.I.R.” or “investing in relationships” is one of the strongest stimulators for inner motivations. When recruiting at this stage, it is important to think in terms of leveraging networks. Ask board members or current volunteers to tap their own relationships to secure potential volunteers.
3. Believe drive: the idea that people volunteer because of their passion for a cause. When people believe in the cause of the organization, even if that cause will cost them something in terms of personal sacrifice (time, money), that is when the volunteer is highly motivated.



Knowing Your Story

We want the sizzle, not the steak! When telling your story, it is easy to go on and on about your organization as an organization. It is important to remember to balance objective facts with stories about people whose lives you've impacted. These personal stories go much further in facilitating connections with your audience.

“If you fail to plan, you plan to fail.”

Planning and Evaluating

Don't underestimate the power of planning. Having a written marketing plan in place before you begin executing activities provides a roadmap to guide you. Don't be afraid to revisit your marketing plan often to update or revise it. And be sure to include some means of evaluation! Otherwise, how will you measure your success?



“The Big Six”

According to Kivi Miller's Nonprofit Communications Trend Report, out of 14 different marketing options, these six were voted the most important by more than 1,300 nonprofits across the country:

- | | |
|----------------------------|-----------------------|
| 1. E-mail marketing | 4. Print |
| 2. Website | 5. Events |
| 3. Social media (Facebook) | 6. Media relations/PR |



Facebook Fan-demonium!

Help us reach 500 “likes!” Visit us on Facebook at www.Facebook.com/MentoringPGH and like our page for updates on mentoring information, local activities and more. You'll also be able to check out the Steeler mentoring stories we recorded for National Mentoring Month!



Happy National Mentoring Month!

Don't forget—“Thank Your Mentor Day” is
Wednesday, January 26th!

Raising Awareness



Maximizing Your Marketing and Mentor Recruitment Efforts

Mentoring Leadership Network Meeting
January 10, 2012

Today's Agenda

- ▶ Understanding Volunteer Motivations
- ▶ Affecting Change (in Behavior!)
- ▶ The 'Burgh's Volunteer Landscape
- ▶ Marketing Your Organization
- ▶ Recruiting for Success



*We Want You...
To Share Your Ideas*

Understanding Motivations

- ▶ Three Levels of Motivation
 - Basic level: Self-serving drive
 - Secondary level: relational drive (I.I.R.)
 - Highest level: Belief drive



Affecting Change (in Behavior!)

- ▶ 3,000 advertisements/messages
- ▶ The art and science of persuasion
- ▶ Techniques:
 - Liking – let's be friends
 - Social proof – who else is doing it?
 - Consistency – my word is my bond
 - Authority – we know what we're doing



Pittsburgh Volunteers



Marketing Your Organization

We want the *sizzle*, not the steak



Perfecting Your Elevator Pitch

- ▶ “Talk Less, Listen More”
- ▶ Communicating more efficiently and effectively
 - Set Your Objectives
 - Put Yourself in Your Listeners’ Shoes
 - Be Provocative
 - Speak in Headlines
 - Prepare for Resistance
 - Follow Up in Writing



Planning for Success

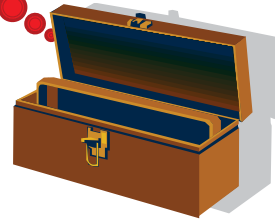
- ▶ PLANNING: “If you fail to plan, you plan to fail.”
- ▶ GOALS/EVALUATION: planning’s other half



Choosing the Right Tactics

- ▶ E-mail marketing
- ▶ Website
- ▶ Social media
- ▶ Print (newsletters/direct mail)
- ▶ Events
- ▶ Media Relations/PR

No, this isn't everything!



Recruitment

- ▶ Who are you looking for?
- ▶ What *exactly* do you want them to do?
- ▶ How will you reach them?



Volunteer
Matrix

Tiers of
Involvement

Message
Mapping



Social Media Resources

- ▶ Network for Good www.networkforgood.org
- ▶ *How Networked Nonprofits Are Using Social Media to Power Change* blog by Beth Kanter:
<http://www.bethkanter.org>
- ▶ *Nonprofit Tech 2.0: A Social Media Guide for Nonprofits* and *Social Media for Social Good* by Heather Mansfield, Diosa Communications: www.nonprofitorgsblog.org
- ▶ Six Social Media Do's and Don't's:
<http://blueavocado.org/node/696>



Other Resources

- ▶ Nonprofit Marketing Guide from Kivi Leroux Miller: www.nonprofitmarketingguide.com
- ▶ Telling Your Story—Andy Goodman:
www.agoodmanonline.com
- ▶ Katya's Nonprofit Marketing Blog:
<http://nonprofitmarketingblog.com/>



Updates

- ▶ Training Calendar – Elements of Effective Practice, Super Saturday
- ▶ Website – www.MentoringPittsburgh.org
- ▶ Customer Satisfaction Survey
- ▶ Recap
- ▶ Next Meeting: February 14, 2012 – Risk Management
- ▶ Volunteer Referral Service – MENTOR
<https://www.mentorpro.org/VRS/RegisterProgram/ProgramAdminLogin.aspx?Orgid=2>
Scroll down to register a program
- ▶ Database Verification



Updates

- ▶ Fundraising Opportunity with Pittsburgh Party for a Purpose:
<https://docs.google.com/a/mentoringpittsburgh.org/spreadsheet/viewform?formkey=dEx2QThvM1B6S2VaczJTaGl5T1JPb2c6MA>
- ▶ Evaluations
- ▶ Questions:
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