

**CAMPUS
for
communities
*of the FUTURE***

Telling and Selling Our Story: Marketing and Branding for Recreation

Brenda Herchmer



Session Description

- How do recreation, parks and culture staff and volunteers embrace the sometimes overwhelming job of marketing, branding, and social media and make it a reality? As well as promoting our own services, how can we do more to achieve “social good” and advocate for the connections, cooperation, and engagement needed for the individual, community, and environmental wellbeing that is our priority.





Learning Objectives

- Gain confidence as the result of the demystification of marketing.
- Learn the importance of understanding the key role of the benefits of recreation, parks, and culture.
- Learn practical strategies contained within a takeaway workbook.

*Be Distinct
or Be Extinct*
--Tom Peters



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Pair and Share

- Your Name
- Your Organization
- One word to describe your current marketing initiatives



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Why is Marketing Important?

- creates an awareness and appreciation
- ensures credibility
- generates revenue (programs, products, services)
- attracts financial support
- encourages stakeholder engagement
- ensures meaningful and relevant programs, products, and services



Branding



Branding is what people say about you when you're not in the room.

- who you are and what you do, packaged clearly and memorably
- what helps the public identify you, as well as distinguish you, from others
- “look and feel”
- a blending of overall image, mission and focus with the core marketing message
- helps the public identify and distinguish you from others





Whether you know it or not, your organization already has a brand identity. It's everything the world sees and hears about you – how your phones are answered, how staff present themselves, how your materials look, how your website and social media works. And, more importantly, it's how your audiences perceive your organization based on all those factors and then some.

R. Christine Hershey

think about your brand as your promise to your internal and external stakeholders



Why is Branding Important?

- helps identify you/sticks in the minds of your stakeholders
- establishes a meaningful relationship, trust, and loyalty with your stakeholders
- helps you understand who you are by linking your mission or purpose to your brand
- motivates and instills a sense of pride
- ensures consistency and focus to all your marketing and communications
- an asset that can potentially be used for partnering with the private sector



Good Example of Branding



Latest News

The One Ocean Foundation announces partnership with Recreation and Parks Association of Nunavut

Team Nunavut Youth Ambassador Program

Recreation North – NEW Training Program

Website and Logo

Newsletter



Anniversary Logo





Understanding Your Organization's Brand



- What three words would you use to describe your organization's brand (or network, neighbourhood, initiative etc.)

OR

- If it were an animal would it be and why?





Framework for a Marketing/ Communications Plan



1. determine marketing and communication priorities
2. clarify target audiences and key messages
3. prioritize your marketing “voice” and “look and feel”
4. select general marketing approaches or strategies
5. prepare implementation plan
6. develop and implement marketing tools



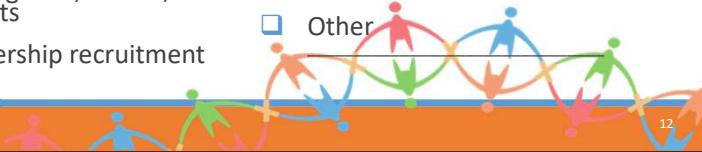
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Workbook Page 1: 1. Determine Your Marketing & Communication Priorities



- acquiring new donors
- curation of resources
- education and awareness of an issue
- engaging community support
- fundraising/resource generation
- general brand awareness
- marketing for direct gain e.g. programs, events, products
- membership recruitment
- retain current donors
- motivate action or behaviour change
- promote change leadership
- raising credibility
- retain current donors
- sharing available info
- thought leadership
- volunteer recruitment
- Other



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Workbook Page 2: **2. Clarify Benefits, Target Audiences, and Key Messages**

- what outcomes or benefits are you delivering and how will they make things different?
- what are you trying to make true that isn't true now?
- what are the three most important things you want conveyed about your organization or cause? (or initiative, committee, program, service, event etc.)
- why are these things important?
- how do you compare to others?
- why should people believe you know what you are doing?
- who needs to hear your key messages? (who are your target audiences)



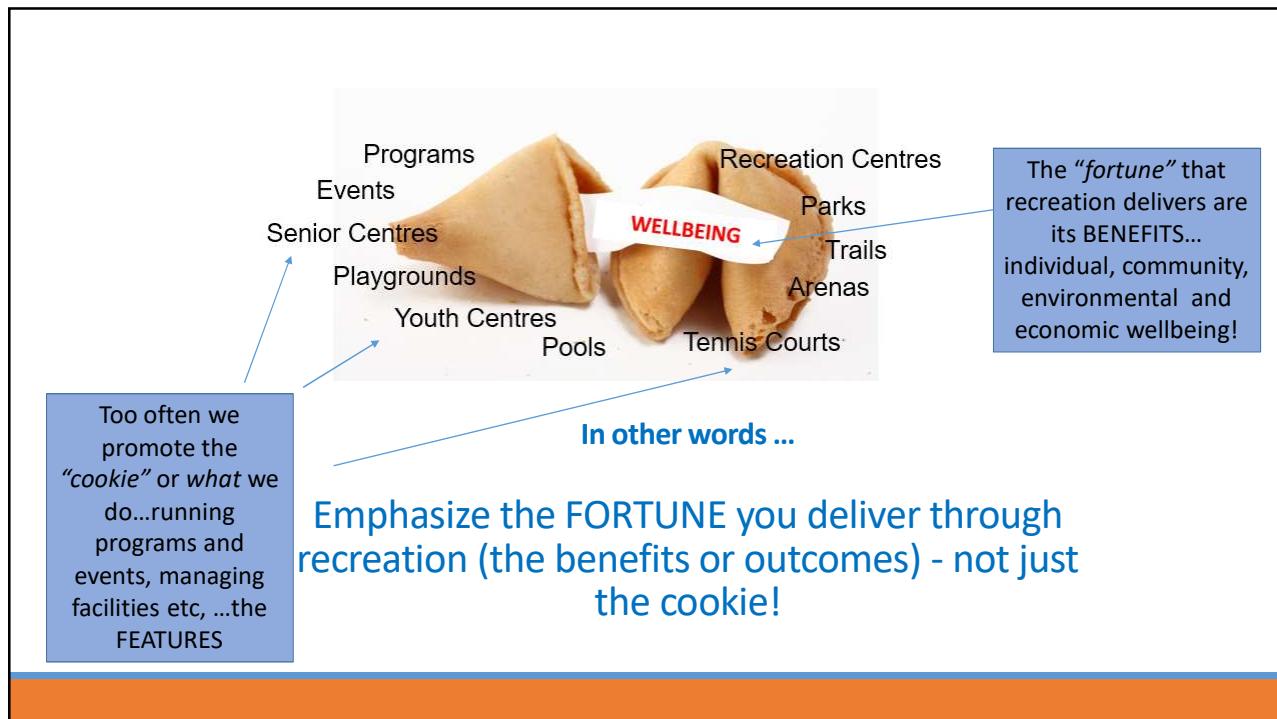
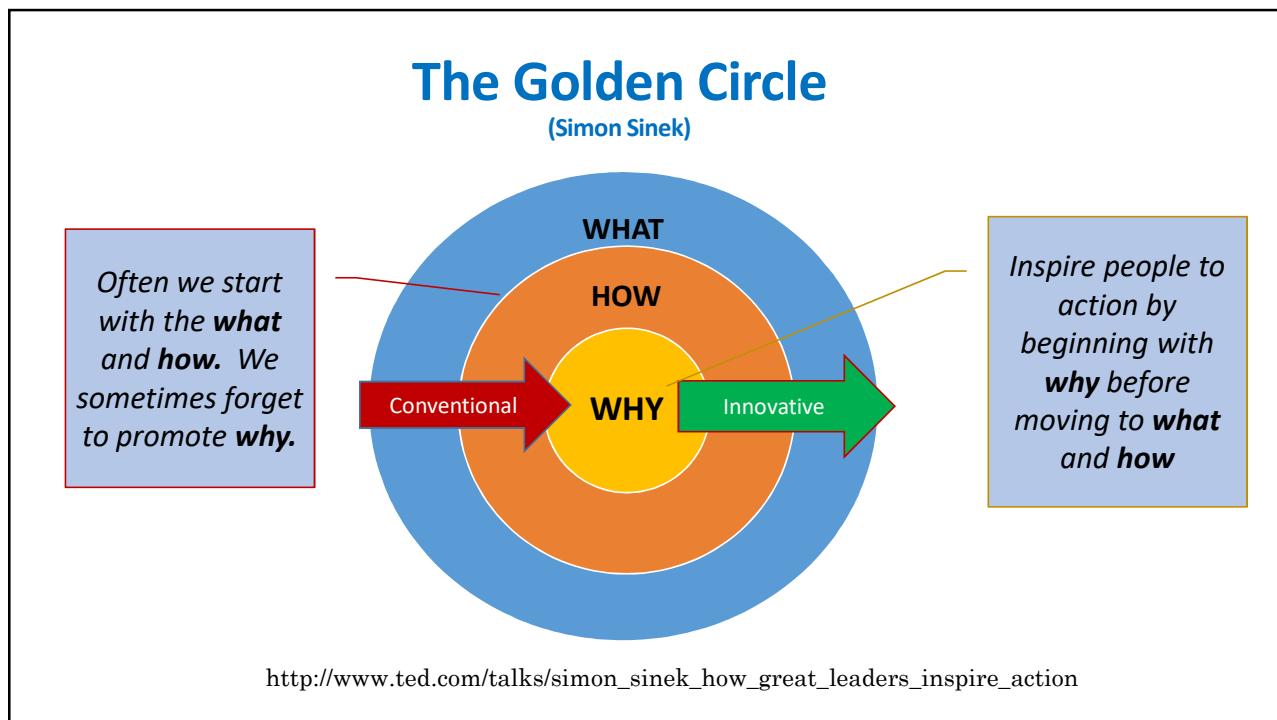
Understanding the Difference Between Features and Benefits

- **features** are the characteristics of your product, program, service or event (time, location, duration, cost, staff, etc.)
- **benefits** or outcomes are what the features allow you to deliver to your clients/customers/citizens
- too often we emphasize *features* when we should be selling the *benefits or outcomes*
- need to answer the question, "what's in it for me?"

The best marketing focuses on the why not the what or how.

-- Simon Sinek (in his book "Start with the Why")







Benefits and Outcomes (your fortune!)

To better understand and market the *benefits* of your community program, service, cause, or event, it is critical to understand what motivates a person to engage.

Questions:

What motivates individuals to take part in
your _____?

<<insert name of organization, initiative, program, service, or event>>

What benefits, outcomes, or end results are they seeking?



Workbook page 2:

Alphabet Challenge

A _____

B _____

C _____

D _____

E _____

F _____

G _____

H _____

I _____

J _____

K _____

L _____

M _____

N _____

O _____

P _____

Q _____

R _____

S _____

T _____

U _____

V _____

W _____

X _____

Y _____

Z _____

*Sell the sizzle
not the steak!*

Developed by Carol
Petersen



Examples of Individual Benefits or Outcomes (Micro)

- achievement, accomplishment
- acquisition of knowledge
- aesthetic enhancement
- catharsis
- challenge and risk
- connectedness to others
- curiosity
- ethnic and cultural identity
- excitement; an adrenaline rush; exhilaration
- fantasy; illusion; temporary escape



Individual Benefits of Individual Benefits or Outcomes (Micro) cont'd

- feeling of being important; growth of self-worth and self confidence
- feeling of well-being and vitality
- peer group recognition
- prestige; social recognition; status
- regression – desire to let your hair down
- relaxation and alleviation of stress and tension
- self-exploration and self-discovery
- sense of belonging
- social interaction with friends, family, previously unknown other

Adapted from Crompton, J (2011)



**DON'T JUST WATCH YOUR
COMMUNITY GROW,
GROW WITH THEM!**



SCOUTS CANADA
It starts with Scouts

Become a volunteer
with Scouts Canada now
and make a difference in your life
and the lives of youth

For more information contact:
SHAWN KITCHEN YUKON AREA COMMISSIONER
867-335-8081 or shawn.kitchen@scouts.ca



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**TOASTMASTERS
INTERNATIONAL**

ARE YOU LOOKING TO

- ▶ Build your confidence?
- ▶ Grow as a leader?
- ▶ Improve your communication & public speaking skills?

Visit a Toastmasters club – it will change your life.

3 local clubs to choose from
morning • noon • evening

For more info or to find a club near you:
contact Steve Fergusson
Email:
toastmastersyukon@gmail.com



fast lane

**Skate in the *fast lane*
with the Yellowknife Speed Skating Club**

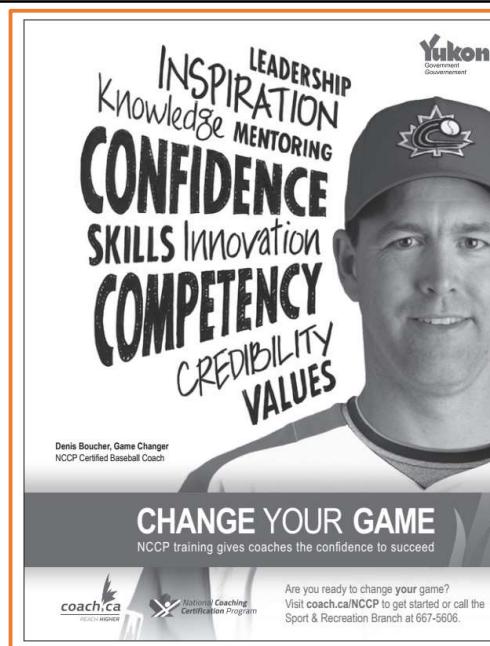
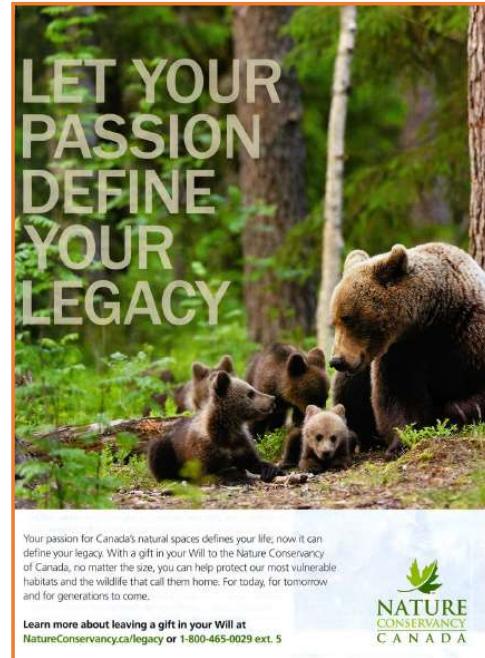
Yellowknife
Speed Skating Club

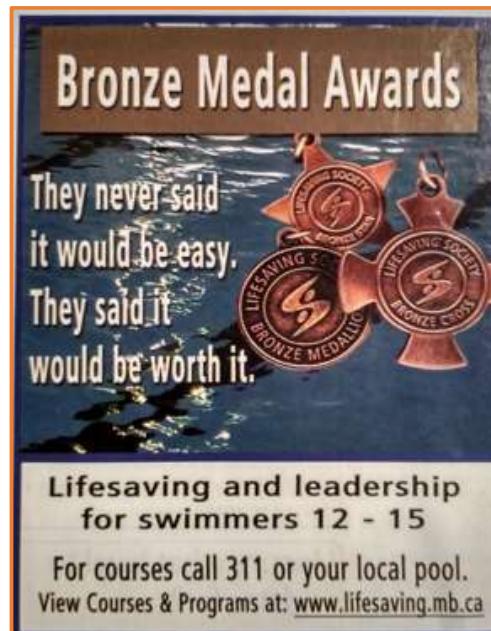


FOR MORE INFORMATION
CONTACT KARIN
ykspeedskating@gmail.com

Check our website
for registration and skate
rental information
ykspeedskating.com
or meet us at the
community showcase
night on September 6.

A group to suit every age
and ability including:
Learn to Skate (Ages 3-5)
Speed Skate I, II, III
Competitive &
Learn to Speed Skate
(Ages 11 and up)





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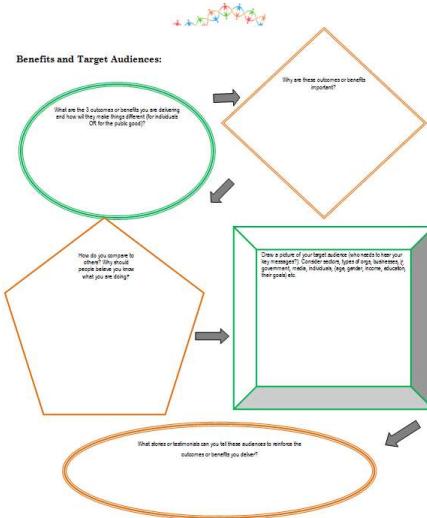
Examples of Key Messages

- *recreation contributes to active, creative, engaged communities*
- *kids who are physically active learn better*
- *the family that plays together, stays together*
- *supporting youth means supporting leaders of today and tomorrow*
- *your wisdom can help build future leaders*
- *communities get better when their leaders do*



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Worksheet page 3: Clarifying your Benefits, Target Audiences, and Key Messages



3. Prioritize Your Marketing “Voice” and “Look and Feel”

VOICE

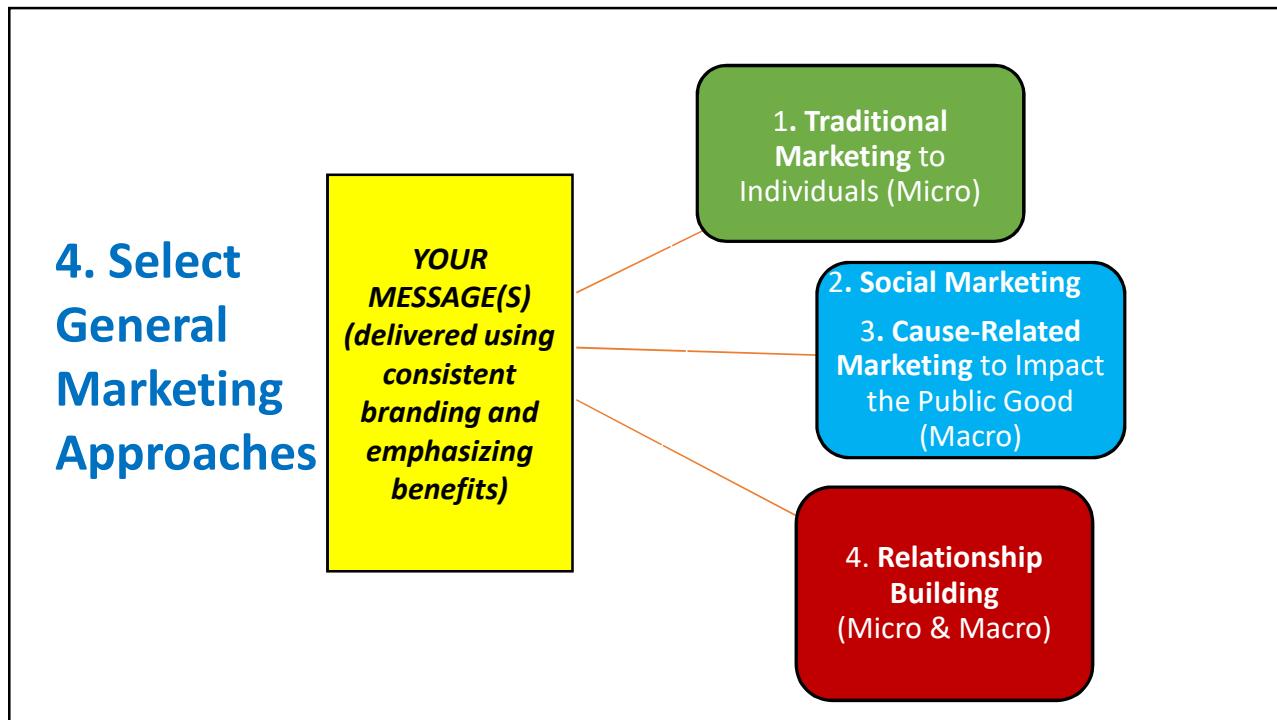
- promotional materials reflect your values
- vocabulary, grammar and style
- consistency
- variation



LOOK AND FEEL

- consistent color scheme, font, logo
- consistent look and feel to every piece of marketing material e.g. website, ppt templates, taglines, logos, social media, brochures, emails, business cards, letterhead







2. Social Marketing
3. Cause-Related
Marketing to Impact the
Public Good
(Macro)

- the design and implementation of strategies and programs seeking to increase the acceptability of a social idea or a cause by a target group
- increasing the average individual's perception of the value, benefits, and importance of a specific behaviour, product, event, service, or initiative



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2. Social Marketing
3. Cause-Related
Marketing to Impact the
Public Good
(Macro)

- a partnership between a nonprofit or government and a for-profit business for mutual profit
- businesses increasingly recognizing the value of strategic alliances with government and the voluntary/non-profit sector
- reflects corporate social responsibility and builds sales
- need to ensure:
 - compatibility with values and ethics
 - benefits of partnering
 - written agreement



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4. Relationship Building (Micro & Macro)

- a hybrid approach for Community Developers that combines traditional marketing, cause-related marketing, social marketing, and public relations to deliver benefits for individuals as well as the broader community good (micro and macro)
- based more on *help than hype*
- builds trust, support, and loyalty among your stakeholders
- focuses on community building and the development of meaningful, trusted relationships



1. Traditional Marketing (Micro)



- How we market programs, services, events, services to individuals
- Marketing Mix (the 5 P's):
 - Product
 - People
 - Price
 - Promotion
 - Place





Buying Motives

- traditional buying motives are *fear and need*
- today's buying motives:
 - *inner directed*
 - *based on values*
 - *want to buy or invest with those who are pleasant, reliable, demonstrate integrity and go the extra distance*
 - *growing importance of socially valued products/brands*



KNOW MORE THAN YOUR KIDS.

Internet Savvy Training

Tuesday, May 7, 2013
6:30 p.m. to 8:30 p.m.
Westglen School (10950 127 Street)

RSVP to: internetsavvytraining@gmail.com

Childcare will be provided by YMCA staff from the YMCA Out of School Care in Westglen School.

If you require **childcare**, call or email Westglen at 780-454-3449 or Westglen@epsb.ca with the ages of your children.

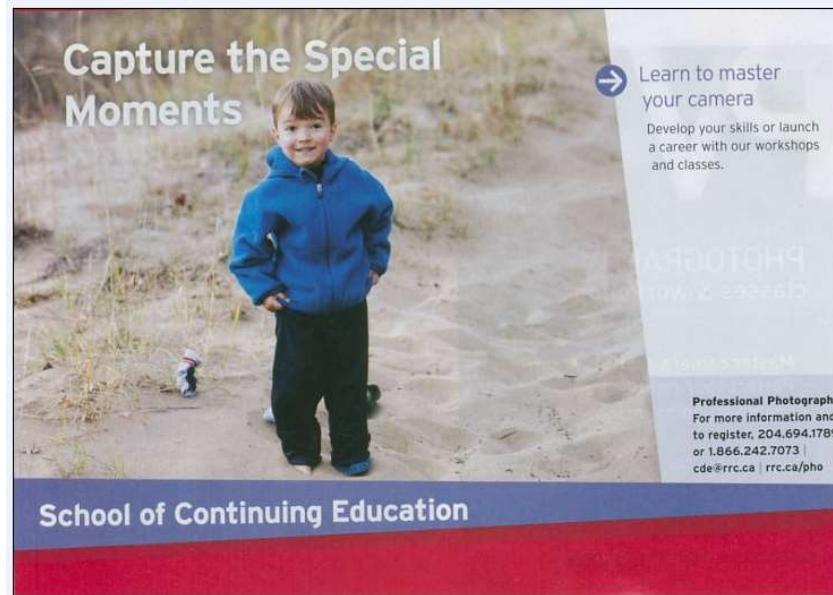
Internet Savvy Training

- Why You Need Training
- What Kids do Online
- Understanding the Challenges
- Practical Tools and Guidelines
- Training covers 2-17 year olds!



Internet Savvy Training Program created by the Government of Alberta.

Training session provided by Westmount Community League.



To redeem this coupon, just volunteer!
Visit volunteerairdrie.ca/volunteer_post... for
volunteer opportunities in our community.



[View on Twitter](#)



**Getting Messy:
Building Brains with Hands-On Play**

TUESDAY, MAR 11, 7-9PM **Devon Community Centre**
Braun Hall | 20 Haven Ave

Young children learn best through hands-on, up-close-and-personal interaction with their world. The problem many adult caregivers have with such learning is that it is often messy. Kids who interact closely with their world often end up with their world all over their hands, face, and clothes. This session aims at addressing this as an important part of early learning, messy play ideas, and tools and tips to help caregivers make messy okay.

Led by internationally renowned speaker and advocate for all things early learning, play and education, **Jeff Johnson**, this presentation / interactive workshop is for parents, caregivers, early learning and care professionals, or anyone who cares about children.

Registration online at: www.eventbrite.ca/e/jeff-johnson-getting-messy-building-brains-with-hands-on-play-tickets-9399410891 or call 780-987-8328.

Registration closes Mar 7.
Cost \$10 per person
Light refreshments served
Fantastic door prize draws you don't want to miss.

If you have a financial barrier that prevents you from attending (i.e. childcare, transportation or registration fee, please call Tonya at 1-866-979-2386)



Three Main Areas of Need



1. Economy
2. Efficiency
3. Excellence

- at most you will be able to deliver two of these needs
- determine the two E's which are most important to your organization

• Ease is always essential.



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2. Social Marketing

- marketing of a social idea or a cause
- typically three steps:
 1. *awareness of an issue*
 2. *appreciation of what the issue really means to an individual or their organization*
 3. *understanding of change options - the intent is to modify values and ultimately behaviour*



HEALTHY PARKS HEALTHY PEOPLE

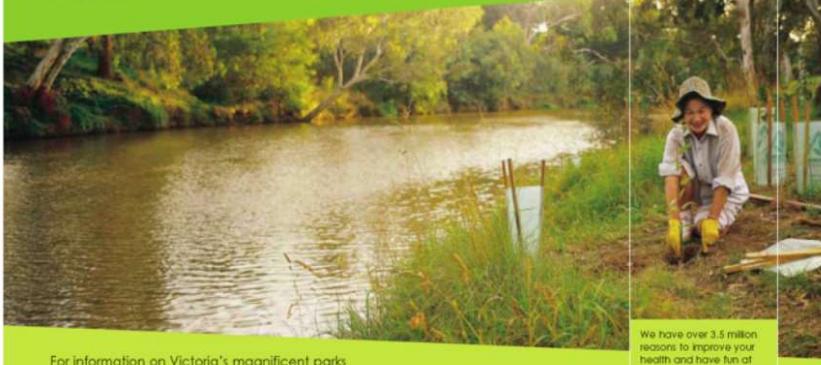
**Healthy Parks
Healthy People**

GOOD
HEALTH
NATURALLY

**Victoria's parks belong to all of us.
Go on - get healthy in a park today.**

Ask your GP how!

Throughout the world there is growing awareness of the important role parks play in the health of the community. Healthy Parks Healthy People is an initiative of Parks Victoria and is endorsed by the Royal Australian College of General Practitioners, Arthritis Victoria, Asthma Victoria and the Heart Foundation.



For information on Victoria's magnificent parks call 13 1963 or visit www.parkweb.vic.gov.au

Parks Victoria

We have over 3.5 million reasons to improve your health and have fun at the same time! That's how many hectares of marvellous parks we have here in Victoria.

GOOD HEALTH NATURALLY

Healthy Hearts

Thirty minutes or more of moderate intensity exercise is good for you. Try walking on most days, or even better, every day, if that's needed to gain heart health.

You can accumulate the 30 minutes in shorter bouts, such as three 10-minute walks. Why do it indoors when you can exercise off of your stress by choosing one of the hundreds of parks across Victoria. There are many scenic walks and bike trails of over Victoria and the Heart Foundation and Parks Victoria are working together to make parks even more heart friendly.

A heart condition need not stop you from enjoying our wonderful parks, so talk with your GP about a suitable management and exercise activity plan.

Ask your GP about how to get healthy in parks.

Call the Heart Foundation's Heartline on 1300 34 27 87.

Heart Foundation

Healthy Lungs

Remember you are breathing you include to fill your lungs with fresh air. What better place to do it than one of Victoria's magnificent parks.

Asthma Victoria has a range of information and resources to assist you. Your GP can teach you how to increase your enjoyment of life with ways you can manage your medication and recognise how to keep your asthma under control. So check with your doctor.

While exercise is good for some people, it should seek guidance on how best to manage their exercise like asthma. Although many people with asthma have exercise as a trigger, Exercise Induced Asthma (EIA) can be easily managed. EIA should be no barrier to a full, active and healthy lifestyle - including regular visits to one of our parks.

Call Asthma Victoria on 1800 445 130.

Healthy People

Why walk on a treadmill indoors when you can take in some of the best views our state has to offer?

Why ride your bike only on a road when there are some amazing trails with sounds and sights to exercise all your senses?

A healthy park system is a vital component of a healthy community - parks offer tranquil natural areas where you can relieve your stress, beautiful views to uplift your spirit and a myriad opportunities for healthy exercise. Parks Victoria is dedicated to protecting and improving the wonderful natural environment - and helping Victorians become healthier.

Call Parks Victoria Information Centre 13 1963.

Healthy Joints

Move it or Lose it! Regular exercise is good for your joints. It strengthens the muscles around the joints. What better place to do that than in a local park where you can take in the sights and sounds of our natural heritage while keeping fit!

Your GP can guide you on a management plan that will help keep your joints healthy. There is a treatment that can improve your potential and physical activities that you can do regularly that help keep your joints healthy.

Arthritis Victoria and Parks Victoria are working together to make our parks an accessible and inclusive environment. Plan a walk that suits you best - such as a gradient of walks, location of paths and overall distance.

Call Arthritis Victoria on 1800 011 041.

Healthy Outlook

Ask your GP about how to get healthy in parks.

**Healthy Parks
Healthy People**

Parks Victoria

Arthritis Victoria



What would you do if for less than \$2 per week you could get a membership to a local club which makes available to its members the following recreation facilities and activities?

- Over 300 acres of well designed open space for both organized and spontaneous recreational pursuits;
- Two Olympic size swimming facilities, including bathhouse, sundeck areas, and snack areas;
- 24 outdoor tennis courts, located throughout the community. For your convenience, 12 courts are supervised and operated on a reservation system with the remaining 12 courts available on the rack-up system.
- An 18-hole championship golf course, driving range, putting green and pro shop;
- A recreation center housing recreation activities in art, performing arts, crafts, and a variety of programs for preschoolers through adults;
- A Senior Citizens Center designed to meet the specialized leisure and social needs for those 55 years and older;
- Sports Center including 2 major indoor artificial ice surfaces, pro shop, dressing areas, snack shops, instructional staff and recreation programs for the entire family;
- Opportunity to participate in over 200 recreation figure skating lessons, hockey, speed skating, and over 170 recreation programs operated under professional leadership;
- A variety of playground equipment available to youngsters located in neighborhood parks throughout the community;
- Lighted softball, baseball, football and soccer fields, 23 unlighted baseball/softball diamonds, 14 soccer field and 3 football fields for organized play;
- A 30 acre lake available for fishing, paddle craft, sailboats and canoes;
- Two natural ice rinks, 2 sled hills, and two natural outdoor hockey rinks available for free use;
- 15 miles of hike and bike trails
- 12 outdoor basketball courts.

And what if this membership would increase the value and marketability of your home? And what if the \$2.00 paid in membership fees was deductible from your federal income tax?

WOULD YOU JOIN?

The Park District offers you all this and much more for the dollars you invest in it.



Together for Healthy Communities Ensemble pour mieux vivre chez nous

Incarceration versus Recreation Participation

In Canada, it costs on average **\$95,826.37** to imprison a young person for one year. If that money was made available to recreation practitioners, it could be used to offer that young person an opportunity to:

- swim twice a week for 30 weeks;
- skate once a week for 15 weeks;
- play in a basketball league once a week for 26 weeks;
- play badminton once a week for 30 weeks;
- golf a 9 hole golf course 20 times;
- participate in fencing or karate for a season;
- take an art course for 30 weeks;
- act in one theater production;
- teach computer skills;
- take a boating course;
- acquire leadership skills;
- take a first aid course; and,
- participate in a drop in program 4 hours a week for 40 weeks.

To participate in all these activities, we could also provide the young person with:

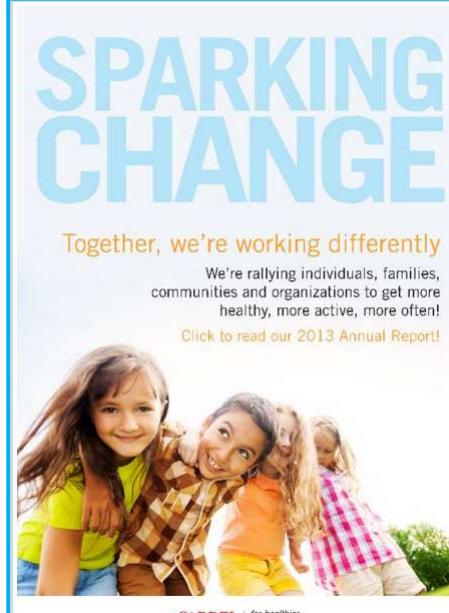
- running shoes
- a bicycle
- skates
- a basketball
- a badminton racquet
- an art kit (including paints, paint brushes, pencil crayons and pastels)
- a set of golf clubs

Finally, we could provide the young person with transportation to and from the recreation activities by purchasing a bus pass, bicycle and bicycle helmet.

We would then return to you approximately **\$93,902.12** and a much happier and healthier individual!

Adapted from: "McGraw, Celeste. "The \$100,000 Kids: why is it so expensive to imprison young offenders" Alberta Report, Aug/Sept 2010.

404-2197 prom. Riverside Drive, Ottawa, Ontario K1H 7K3 Tel/Fax: 613-523-5151 Rev/Fax: 613-523-1182 | cpna@cpna.ca | www.cpna.ca



SPARKING CHANGE

Together, we're working differently

We're rallying individuals, families, communities and organizations to get more healthy, more active, more often!

[Click to read our 2013 Annual Report!](#)



CARDEL | for healthier generations
PLACE

[Donate Now](#)



Social Marketing Analysis

Determine your **target audience(s)** and answer the following questions

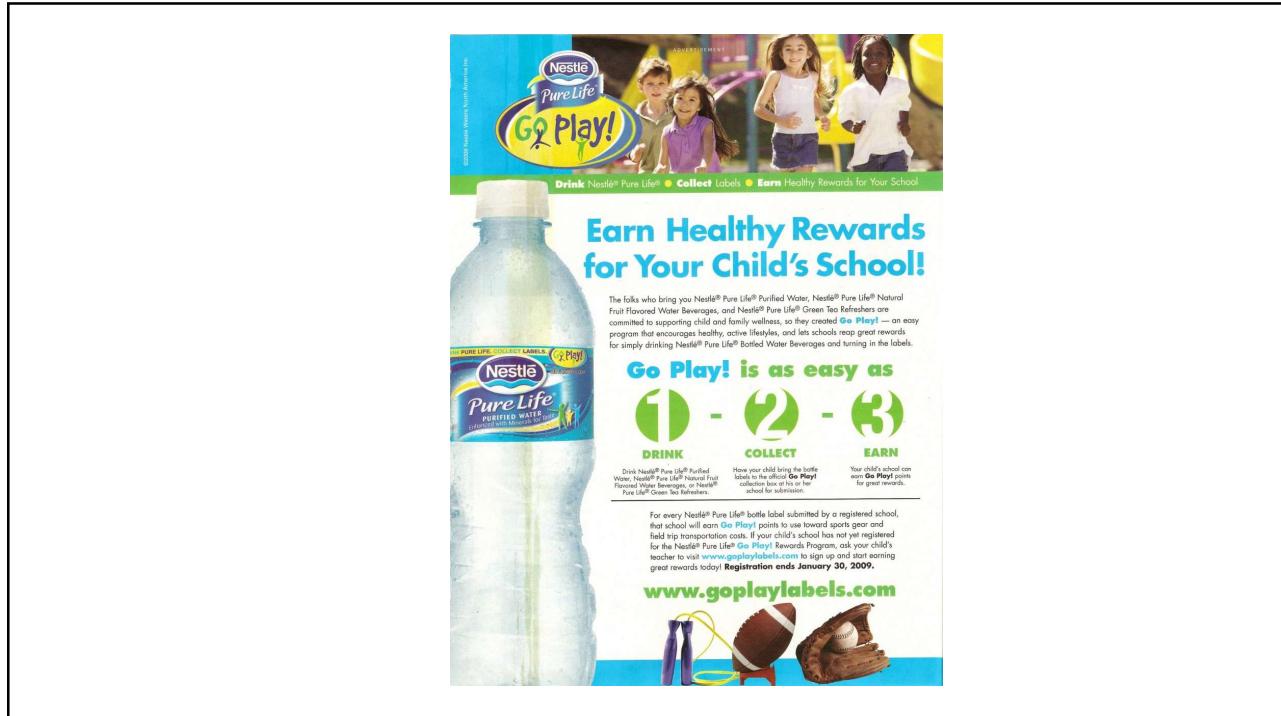
- What message(s)/outcome(s) are we trying to convey to this audience?
- Who are the real decision-makers we must reach?
- When is it best to deliver our message?
- How can we best deliver the message (strategies)?
- List and describe potential tools and techniques that could be used to appeal to your target market



3. Cause-Related Marketing

- a partnership for mutual profit between a nonprofit and a for-profit
- businesses are recognizing the value of strategic alliances with government and the voluntary/non-profit sector
- reflects corporate social responsibility and builds sales
- need to ensure:
 - compatibility with values and ethics
 - benefits of partnering
 - written agreement







Marketing for Relationship and Community Builders (5 P's)

- research and identify the outcomes or benefits of greatest interest or need to your PUBLIC or target market(s)
- work with representatives of that target market to develop a solution or PRODUCT to meet that need or interest e.g. program, service, event, initiative, service
- PEOPLE: gather information about potential target market/groups
- PACKAGE the product (considering price and place) and describe its benefits and features in terms that relate directly to the needs and interests of that target market(s)
- PLAN: communicate or promote the benefits to the target market using a mix or range of activities and mediums with an emphasis on inbound marketing



Book Your Outdoor Movie Night Now!

Outdoor Movie Nights are a great opportunity to have fun and build community in your neighbourhood. You pick the park and the date, bring the movie and your neighbours and the City does the rest.



NEIGHBOURHOODS PROGRAMS GUIDE

NeighbourGood LONDON

EVENT EQUIPMENT LENDING

Meet the Neighbours, Create New Opportunities

No more excuses: Your neighbourhood celebration is about to happen.

You have the vision to throw an epic neighbourhood gathering, but lack the equipment needed to pull it off. You know that your community is ready to mix and mingle, to form the bonds that create vibrant and safe neighbourhoods, but aren't sure how to make it happen. Having the vision is the first step and the Neighbourhood Event Equipment Lending program will help you achieve your goal by providing easy access to the gear needed to make your party a hit. The list of available equipment includes tents, tables, giant games, chairs and more!

A neighbourhood that celebrates together, stays together. You provide the vision, we'll provide the gear.

Get started...

- Visit the program site →
- Email: neighbourgood@london.ca
- Call: 519-661-5336



NEIGHBOURHOODS PROGRAMS GUIDE

NeighbourGood LONDON

NEIGHBOURHOOD SMALL EVENT FUND

Meet the Neighbours, Create New Opportunities

Bring your neighbourhood together with events!

Thinking about throwing a neighbourhood bash but don't have the cash? Don't let that stop you! The Neighbourhood Small Event Fund has up to \$500 to help cover event costs like renting a portable washroom, a stage, sound equipment, and lots more! The event needs to be small, held on public property, accessible, open to the public, and free of charge.

If this sounds like the kind of event you want to host, get started on an application!

Get started...

- Visit the program site →
- Email: neighbourgood@london.ca
- Call: 519-661-5336



Neighbourhood Small Events Fund

Money to support Local Community Gatherings

NeighbourGood LONDON



Leave A Mark Adopt A Park!

Take part in keeping our parks clean and beautiful.

Adopting a park can take many forms, including general park clean up (picking up litter, painting, weeding and planting); providing direct monetary assistance for park enhancements, and providing input to the city on park use. This opportunity is open to residents, community organizations and businesses. The city recognizes the contributions of the adopting groups and individuals through signage with your name in the adopted park. To Adopt A Park call (623) 333-2400 • www.avondale.org/parks

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Framework for a Marketing/Communications Plan



1. determine marketing and communication priorities
2. clarify target audiences and key messages
3. prioritize your marketing “voice” and “look and feel”
4. select general marketing approaches or strategies
5. prepare implementation plan e.g. determine inbound vs outbound, budget, deliverables, measurement strategies
6. develop and implement marketing tools

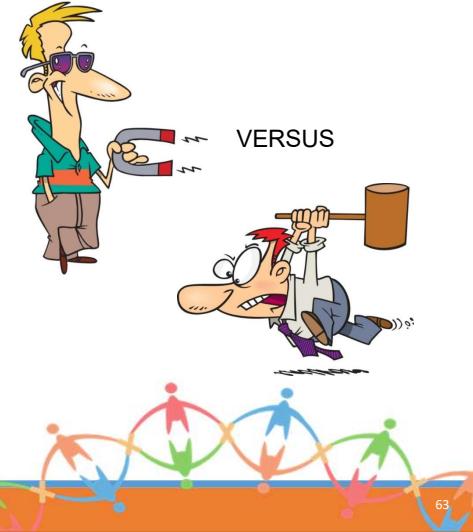


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Outbound vs Inbound Marketing

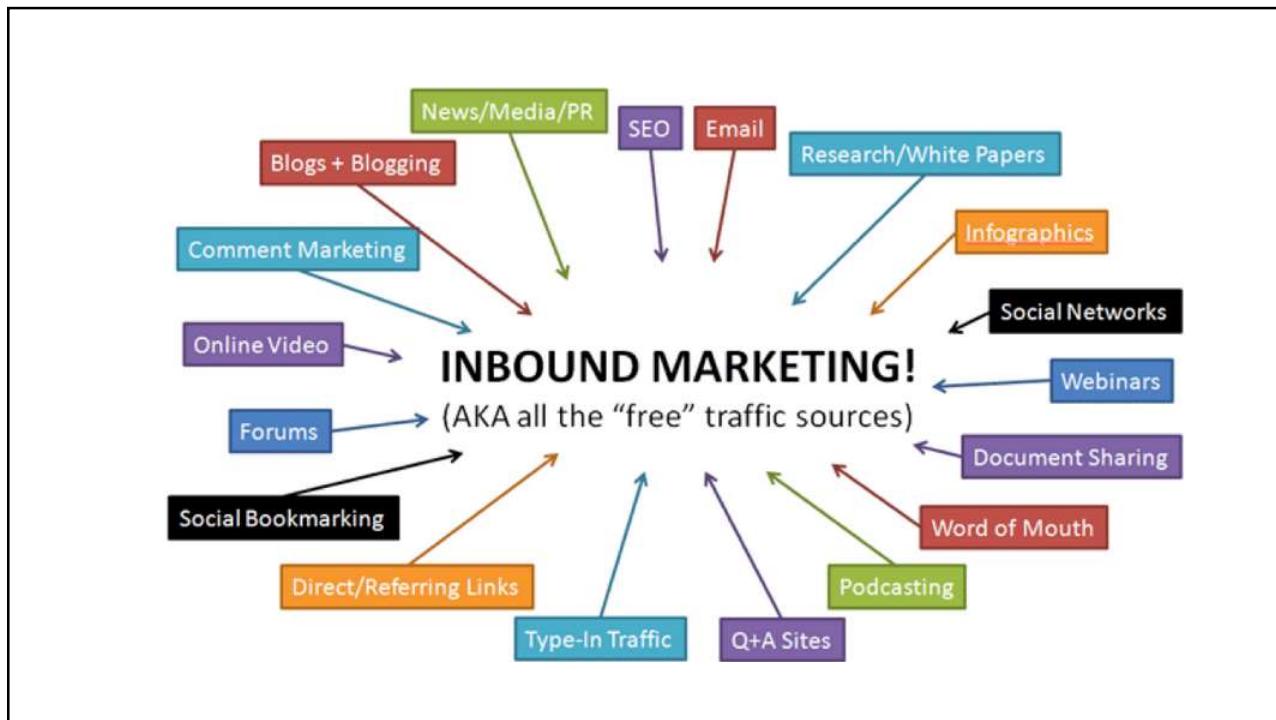
- outbound marketing: pushing out information to the masses, interrupting them
- inbound marketing: help your organization “get found” by people who are looking for your products and services
- http://brenda.herchmer.net/index.php?/main/comments/teaching_nana_to_sell_car_seats_for_cats



Components of Successful Inbound Marketing Campaigns

1. *Content* is the core of any Inbound Marketing campaign
- the information or tool that attracts potential stakeholders to your organization's programs, services, events
2. *Search Engine Optimization* - makes it easier to find your website and content - maximizing search engine rankings
3. *Social Media* - impact of your content is magnified when it is shared and distributed across and discussed on networks of trusted relationships





Outbound	Inbound
Print Ads	Blogs, Ebooks, White Papers
Television Ads	Viral YouTube Videos
Cold Calling	Search Engine Optimization
Trade Shows	Webinars
Email Blasts	Feeds, RSS



Why Inbound Marketing?

- less expensive
- targeting can be more directed
- not an ongoing expense



Sample Implementation Plan

Timing	Market	Tool	Responsibility	Budget
Feb.		Website		
April		Social media tools (blog, twitter, facebook)		
May		Ad in supplement		
June		Annual meeting		



Framework for a Marketing/Communications Plan

1. determine marketing and communication priorities and outcomes
2. clarify target audiences and key messages
3. prioritize your marketing “voice” and “look and feel”
4. select general marketing approaches or strategies e.g. traditional, social or cause related, relationship building
5. prepare implementation plan e.g. determine inbound vs outbound, budget, deliverables, measurement strategies
6. develop and implement marketing tools e.g. website, social media, case statement, articles, media training, tracking coverage etc. strategies



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Inexpensive Ideas for the Marketing Mix

- create relevant content on your website
- publish columns or articles in local newspapers, magazines
- repurpose content
- speak at conferences, service clubs, teach workshops/webinars etc.
- create your own award competitions
- host free events
- network, network, network
- join associations and take part in their networking events, forums etc.
- joint promotions



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Inexpensive Ideas for the Marketing Mix (cont'd)



- open as many communication channels as appropriate, including but not limited to LinkedIn, Facebook, blogs, Twitter, a toll-free phone number, live chat on your website, email, forums etc.
- survey your stakeholders for ideas
- create a loyalty program to encourage future purchases and referrals
- bumper stickers and window decals
- testimonials and reviews
- www.fiverr.com
- <http://www.nonprofitmarketingguide.com/resources/articles/>
- others?



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Interested in Learning More?

1. Website

- www.campusforcommunities.com

2. Publications

- Community Leaders Planning Toolkit
- Leadership for Active, Creative, Engaged Communities
- Community Building for Recreation Practitioners

3. Contact

- **Campus for Communities of the Future**
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