

NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS



# MARKETING YOUR PARTNERSHIP

20  
23

ANNUAL TRAINING  
**CONFERENCE**  
SEPTEMBER 25 - 29





NASCSP 2023 Annual Training Conference | [www.nascsp.org](http://www.nascsp.org)



# CCSCT'S MISSION:

## OUR MISSION

CCSCT EMPOWERS VULNERABLE FAMILIES AND INDIVIDUALS IN GREATER SOUTH CENTRAL TEXAS TO ACHIEVE SELF-SUFFICIENCY BY ELIMINATING BARRIERS THROUGH INNOVATIVE PROGRAMS AND STRONG COMMUNITY PARTNERSHIPS.

## OUR VISION

HELPING PEOPLE. CHANGING LIVES.

# WHO WE ARE:



- Make an impact in 31 Texas counties.
- Programs such as: CEAP, LIHEAP, LIHWAP, WIC, HEAD START, WEATHERIZATION, VETERAN'S FINANCIAL ASSISTANCE, HOUSING STABILITY, and TBRA RENTAL ASSISTANCE,
- Our service area covers over 54,000 square miles of land! That's more than land than the following US States: Rhode Island, Delaware, Connecticut, Hawaii, New Jersey, Vermont, New Hampshire, Massachusetts, Maryland, and West Virginia!





Platinum  
Transparency  
2023

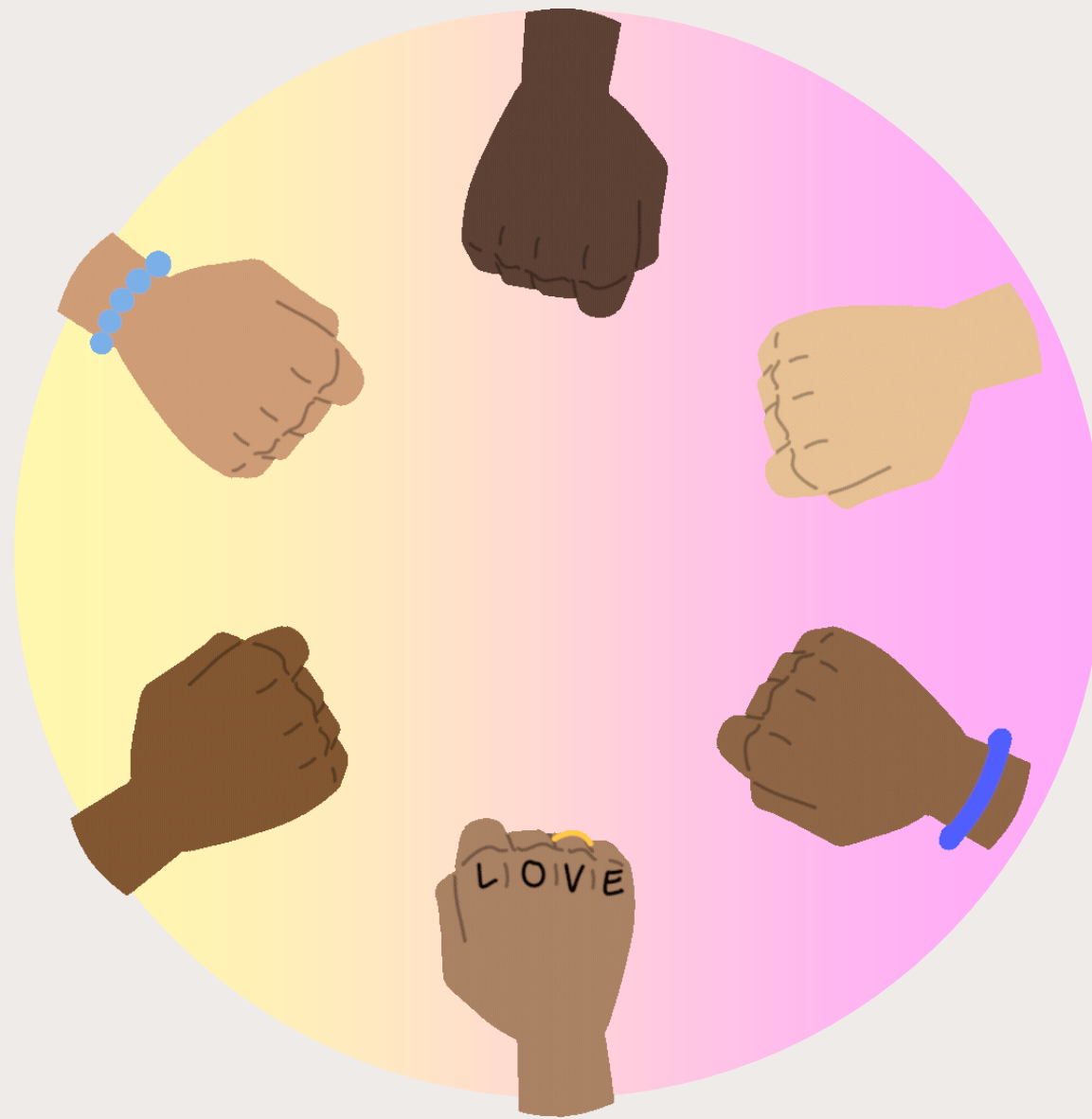
**Candid.**





# LET'S WORK TOGETHER!

- MISSION MARKETING
- CO-MARKETING
- 5 WAYS TO CO-MARKET YOUR MISSION
- THE SPIRIT OF HOPE-UVALDE RESPONSE VIDEO
- OUR PARTNERSHIP WITH TDHCA
- Q&A



# MISSION DRIVEN MARKETING



# MISSION DRIVEN MARKETING

- a strategic marketing approach which uses an organization's core mission as the foundation and focus of its marketing communications.
- based on the organization's desire to promote the purpose, aim, and goals of the organization, as outlined in its mission statement, and to communicate the benefits of achieving those goals to its stakeholders and potential partners.
- has historically been associated with the non-profit sector and is increasingly being adopted by businesses as part of their corporate social responsibility and philanthropy initiatives.

# BENEFITS:

## Enhances Brand Reputation

Generates positive feelings and trust.



## Impactful Partnerships

Such partnerships can amplify the impact of the cause, provide access to resources, and outside expertise.



## Increased Customer Loyalty

Helps to build stronger connections. Consumers who share the same values or concerns are more likely to become loyal advocates for the brand.



## Financial Benefits

Expanded reach can dip into new donor pools, funding sources, or increase donations in general.



## Positive Public Relations

Can generate public interest and positive media coverage, increasing visibility, reach, and support.



## Fulfillment of Promise/Duty

Partnering around a mission can help to further goals through shared responsibilities, funding, and by sharing each other's networks.







# CO-MARKETING

- an approach to marketing that involves two or more complementary businesses working together to promote each other's products or services.
- entities form a mutually beneficial strategic partnership with a non-competitive business, both parties can reach new audiences and market more efficiently.
- can be an immediately impactful and cost-effective approach to marketing accessible to businesses of all sizes.

# BENEFITS

## Expanded Reach

Allows companies to tap into each other's customer bases, extending their reach to a broader audience. This can be particularly advantageous when targeting new markets or demographics.



## Shared Data-Insights

Extremely valuable to understanding customer behavior, preferences, and trends. Data sharing can lead to better-informed outreach activities.



## Enhanced Credibility

Fosters trustworthiness in the eyes of audience. May be more inclined to try services recommended by a trusted partner.



## Innovation

Different perspectives and ideas can lead to unique marketing approaches that achieve shared goals.



## Cross-Promotion

Each partner promotes the other's programs or services. This can lead to increased brand exposure for both parties.



## Long Term Relationships

Partnering around a mission can help to further goals through shared responsibilities, funding, and by sharing each other's networks.



# 5 WAYS TO CO- MARKET YOUR MISSION





- **STAY ON POINT:**

“Without a mission statement, you may get to the top of the ladder and then realize it was leaning against the wrong building!”  
-DAVE RAMSEY

# • STAY ON POINT:

- A clear and consistent message is crucial to maintain credibility.
- Partnerships outside of the realm of established mission/values will dilute meaning and can drain resources like time/funds.
- Conducive partnerships will result in efficient attainment of goals or service delivery.

## 2. GET SOCIAL:

“Social Media is about the people!  
Not about your business. Provide  
for the people and the people will  
provide for you.” — Matt Goulart,  
Digital Marketer



## 2.GET SOCIAL:

- Be a Good Social Citizen: cross post partner and community content, be a resource, interact with mission adjacent organizations. Comment, say “Thank You,” reply to questions, create a safe space.
- People like what they know. Local content with familiar faces will result in larger reach.
- Spread messages on appropriate channels.
- Use analytics to find what content achieves your social media goals.
- Promote events and activities online before, during, and after event. Ask your audience to share!

# 3. COMMUNITY MATTERS:

- Understand your target audience and the community you want to engage with. Research their needs, values, interests, and pain points.
- Involve your community in carrying out the mission. Seek their input, feedback, and ideas. Allows community members to feel valued and heard.
- Identify influential members within your community and collaborate with them. Local voices can be particularly effective in reaching a wider audience.
- Organize and attend local events, both online and offline, that bring your community together around your mission.
- Get involved in community advocacy groups or interagency groups.

# 4. DESIGN IS OUR FRIEND

- Visual posts receive up to 10 times more engagement than text heavy posts on social media platforms.
- Catches the eye quickly.
- Mobile device ready.
- Can help to visually convey feeling.
- Be aware of what works for the platform you are using.



## BOOKS 4 BIG KIDS



### LIBROS PARA NIÑOS GRANDES

**Stop by for your Book!**

**Visítanos para su Libro!**

**Saturday, June 25, 2022**

**Uvalde Civic Center**

**300 E. Main St. Uvalde, TX 78801**

**11am-2pm**

Light Bill, Rental, and  
Weatherization applications  
will be available!

Aplicaciones para asistencia  
de Luz, Rentas, y  
Climatización estarán  
disponibles.



\*Books are Jr. High/ High  
School Level  
\*Libros nivel de secundaria.



GENERAL FLYER

## BOOKS 4 BIG KIDS



### LIBROS PARA NIÑOS GRANDES



SOCIAL MEDIA POST

## BOOKS 4 BIG KIDS



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High School.



NEWSPAPER  
AD

# 5. BE AUTHENTIC

- Authenticity builds trust. People are more likely to support a mission when they believe that those behind it are sincere and honest in their intentions.
- Be relatable. People connect with and support missions that resonate with their own values and experiences.
- Authenticity drives engagement and loyalty. When people perceive your mission as authentic, they are more likely to actively engage with your content, participate in your initiatives, and remain loyal supporters over the long term. Authenticity fosters a sense of belonging and community among those who share your mission's values.



OUR PARTNERSHIP



# CONTACT INFO:



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Daniela Flores

Marketing and Communications Manager

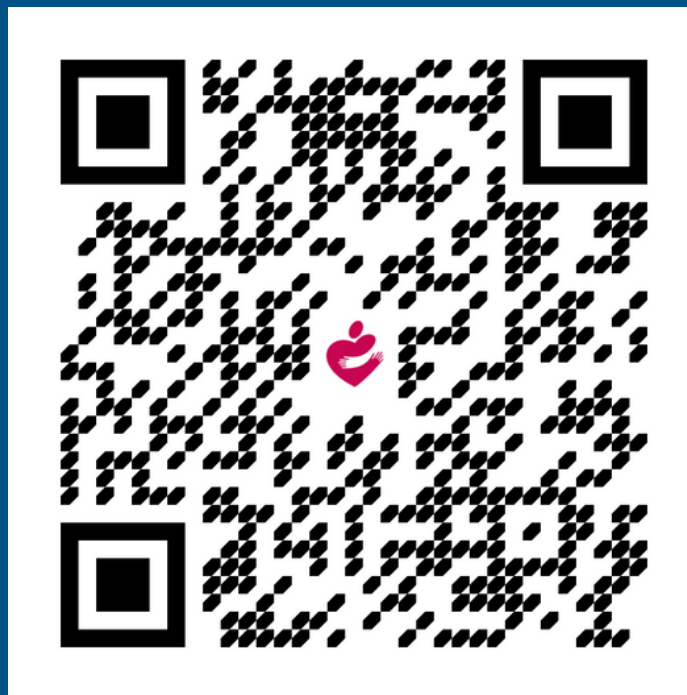
P: 830-303-4376 ext. 212

E: [dflores@ccsct.org](mailto:dflores@ccsct.org)



# To connect with CCSCT

**SCAN ME**





COMMUNITY ACTION ASSOCIATION OF PENNSYLVANIA

# Marketing Your Network



Join us to discover innovative strategies that are cost effective, and mostly grounded in grass roots efforts, to leverage the visibility at the state level as an association.

### What you can take away?

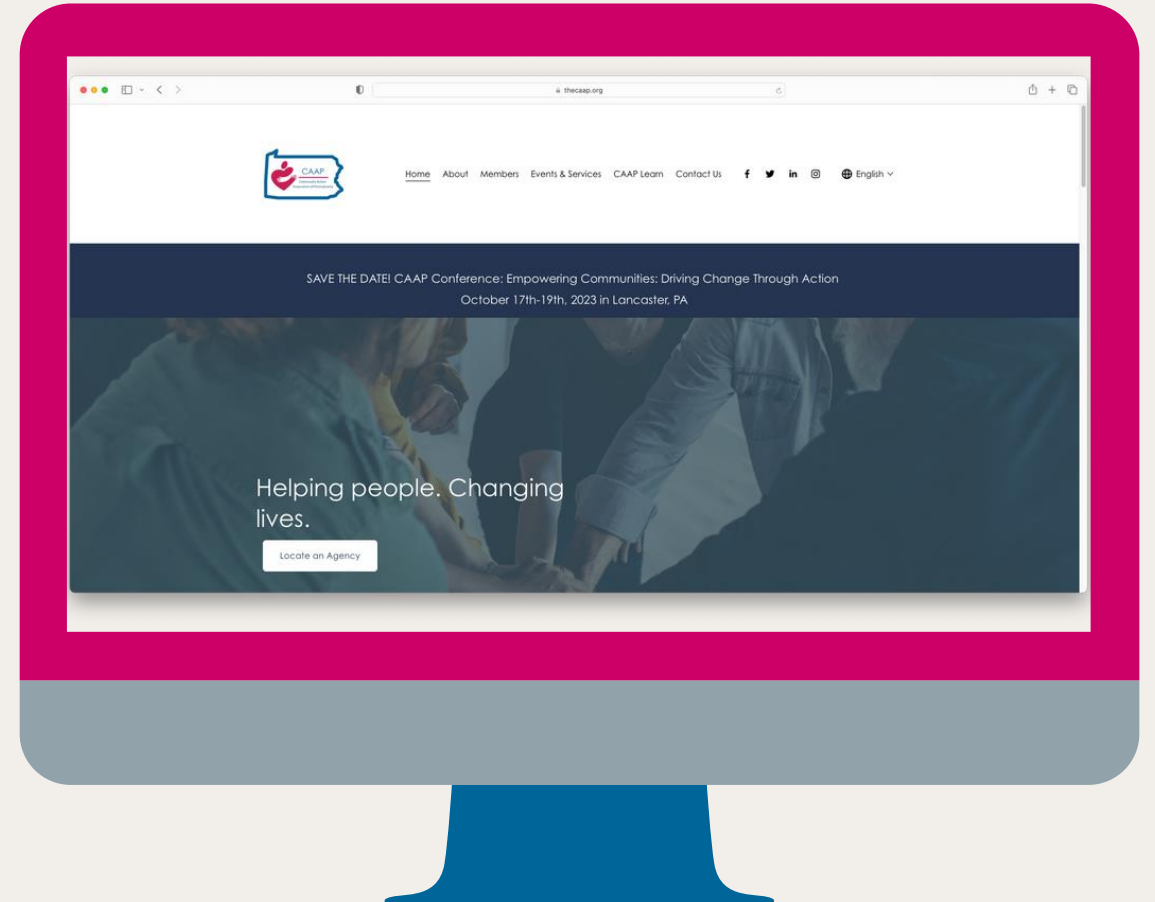
- Small actionable items you can set in motion today
- How to form a grassroots movement to gain visibility and momentum



# Build the Foundation

Rebranded CAAP with new logos, brand colors, guidelines, and clarified messaging:

- Created new website on a simplified hosting platform that allowed for staff cross-training.
- Looked at the data
  - Created segmented audiences
  - Changed tone in social media
  - Created cohesive and concise communications plan analyzing there was significant over communication
  - Identified gaps in communication



**SIMPLIFY  
SIMPLIFY  
SIMPLIFY....**

# **SIMPLIFY**

## **What messaging makes sense at association level?**

Who is your ideal audience?

- Identify your main stakeholder groups: members, partners, legislation, etc.

Who is your current audience?

- Social media, email lists, who are you actually speaking to (hint... members)





Build it and they will come?  
More like brag as a proud  
parent....



51,913  
Impressions



33,714  
Post  
Reach



2,531  
Post  
Engagement



597  
Clicks



343  
Share  
s



- Total Social Spend = \$0

**CELEBRATING**  
Community Action Month

**FACES OF ACTION**

**SUSIE CHANGEMAKER**  
Director of Community Action PA  
Community Action is awesome and working here is so fulfilling!

## Now we have the assets for larger reach!

- Incentivized by presenting a \$100 donation to the organization that had the most engagement on a staff members post.
- Ensured participants signed off their image and submission will be used for future marketing.
- All assets were made into templates for member agencies to utilize.



48 Submissions



17 of 42 Members



# Leveraging Staff's Networks

Engagement will always be more effective when connected to a “person.”

- Who on your staff naturally has the talent to elevate your work?
- Who has the number of connections, followers, etc.
- What tools can you create to create the “organic” reach



**Beck S. Moore** (He/Him) • 1st  
CEO @ Community Action Association of Pennsylvania | Leadi...  
1mo • 🌐

Last week, I had the opportunity to participate in a Poverty Simulation in partnership with [Tri County Community Action](#) and [The Pennsylvania Department of Human Services](#), coordinated with [Christine Heyser](#), [Nicholas Stoops](#), and [Jennifer Wintermyer](#). What's followed is an important conversation for those impacted by recent flooding in Berks County, in particular for individuals who were already in incredibly vulnerable situations. Thankful for the opportunity to participate as a volunteer and would highly encourage others to attend an event like this in the future.

For more information or to schedule a Poverty Simulation in your area visit [Community Action Association of Pennsylvania](#) or email [info@thecaap.org](mailto:info@thecaap.org).



**Tri County Community Action**  
274 followers  
2mo • 🌐

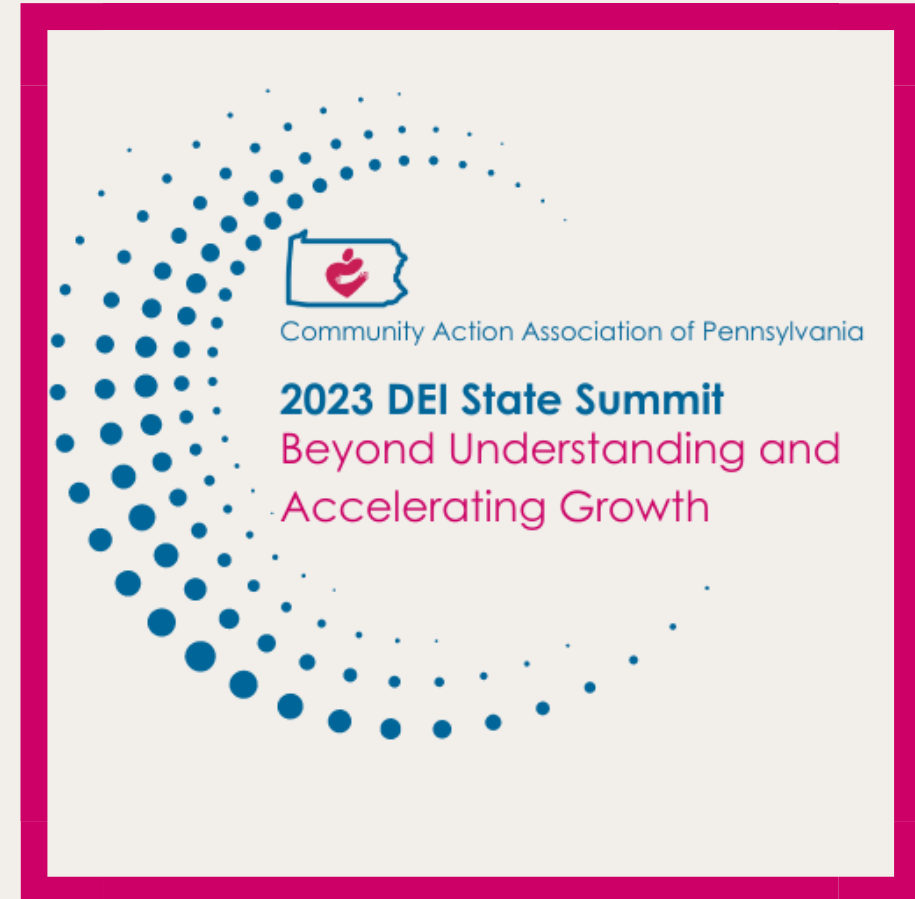
Thank you to the volunteers and [Community Action Association of Pennsylvania](#) staff who helped make yesterday's Poverty Simulation a success. [The Pennsylvania Department of Human Serv](#) ...see more



# Advocating with Value

## CAAP DEI Summit

- Open to the public: free to members, small cost for general public
- Creates an opportunity for learning and education for all around diversity, equity, and inclusion
- ***AND..... creates a space for CAAP to level set what poverty really looks like and advocate and educate the public on what Community Action is***



**And the loop continues**

**Events and speaking engagements  
leading to larger opportunities!**

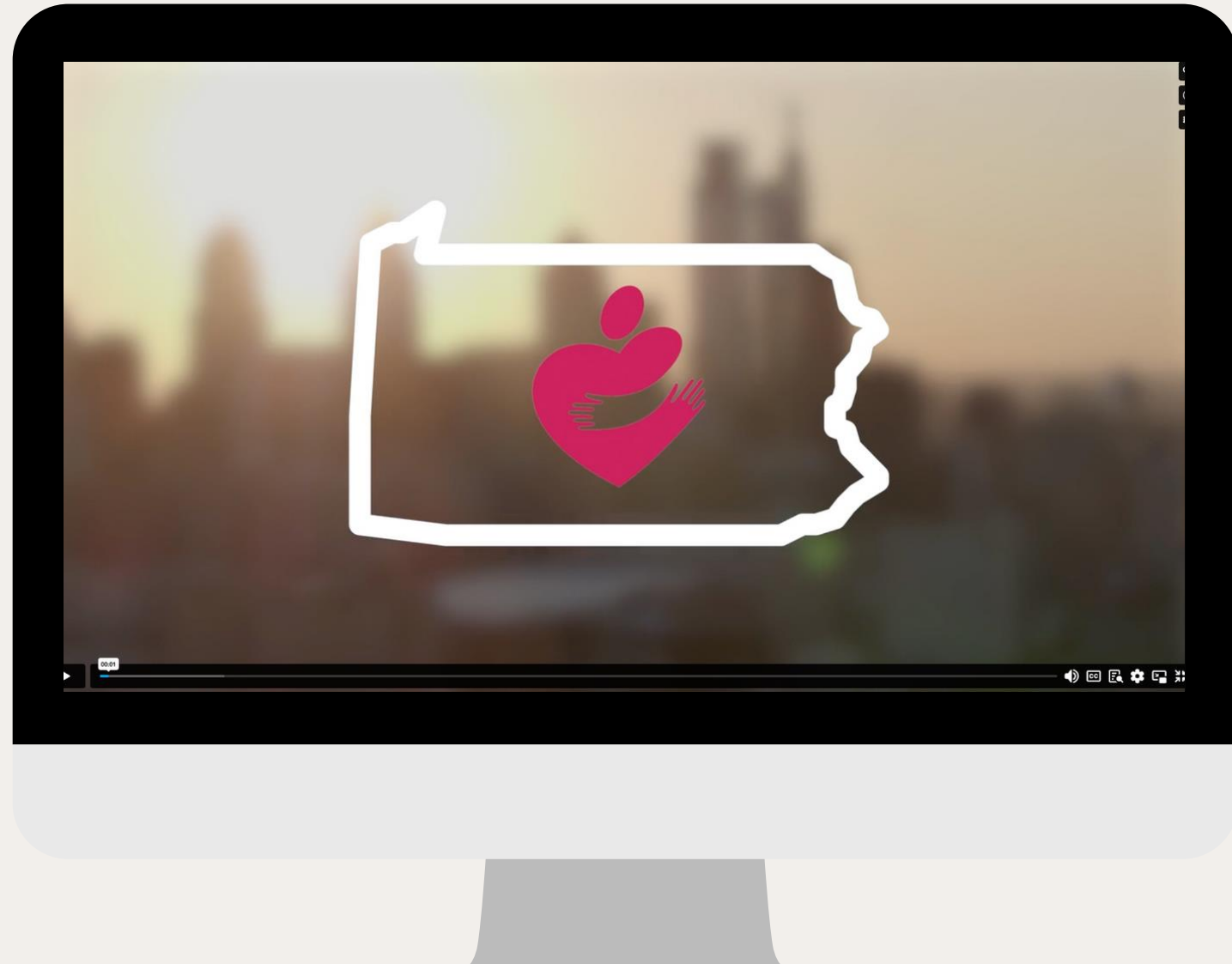
Examples:

- DEI Summit
- Poverty Simulations





## Continue the Framework to Translate to Other Industries







## Future State & CAAP Services

- Continuing to refine what is working and what we do best
- Having clear and reportable data to tell us what's working best
- Fostering greater member staff engagement, reaching more frontline staff
- *Increased partnerships (and funding 😊 ) through statewide contracts with other state offices and managed care organizations*
- Extending our services to outside organizations, including other state associations



# Contact Info

Need any more information?  
Have questions?

Email us at  
**[info@thecaap.org](mailto:info@thecaap.org)**





Scan here to  
complete the  
evaluation for  
this session!

