Don’t Let Others Define Who You Are

5 Ways to Make Your Agency More Visible and More Viable
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Industry Relevance

“Some industries have a consistent theme in their logo designs. From research companies to retail to restaurants — there are patterns, and logo design can tap into these subconscious themes to help connect customers with the brand’s core value.”

-Tara Hornor, *5 Shapes, Symbols, and Concepts to Avoid in Your Brand*
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Genuine Brand

The internalized sum of all impressions received by customers and consumers resulting in a distinctive position in their mind’s eye based on perceived emotional and functional benefits.

- Duane E. Knapp, *The Brand Mindset*
Brand Flexibility

“*A distinctive appearance* and a *simple set of characteristics* lead to an extremely *flexible brand.*”

OBJECTIVES

- Learn simple, **cost-effective strategies** using a variety of multi-media tools designed to create visibility.
  
  **RESULT:** Greater reach to individuals and families and **keeping communities informed**.

- Identify how the **integration** of media products can dramatically improve the visibility of your agency.
  
  **RESULT:** Transform communities, change the lives of those served and **tell a better story**.

- Understand how to use a variety of **multi-media tools** to create products such as infographics, retractable banners, storytelling videos, plus social media and website content.
  
  **RESULT:** **Agency visibility**.
5 TAKEAWAYS

1. Creating **content** that informs to transform through your agency’s visibility
2. Making your **website** your one-stop-shop – if you have to choose one outlet, your website is it
3. Staying in touch through **social media**
4. Using **videos** to tell your stories of transforming communities and changing lives
5. Using **graphics and infographics** that represent how you are transforming your communities and changing lives
Strategies
Content Creation and Curation

• Who is your **audience**?
  o Your audience will dictate how you create your content.

• What is your **message**?
  o What do you want your audience to know/learn?

• What is the **purpose** of your message?
  o What do you want the audience to do as a result of your message?

• How often should you **share** your message(s)?
  o What outlet will you use to share your message?

• What **tools** do you have access to for sharing your message(s)?
  o Print, electronic, etc.
Website

- If you have to choose one outlet, your website is it
  - About us (vision/mission/values, annual reports, etc.)
  - Programs/Services (volunteer opportunities, event registration)
  - Employment opportunities
  - Staff (listing, bios, etc.)
  - Partners (include partner brands if possible)
  - Contact Us (locations w/maps, phone numbers)

- Keep updated
  - Board minutes
  - Staff changes
  - Job opportunities
  - Contact information

- Freshen regularly
  - Calendar
  - News
  - Photos

- Internet vs. Intranet
  - Public information vs. Private (employee only) information
  - Newsletter

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Social Media

• The “Big Three” (for CAP agencies)

  - Balance among agency news, network news, community news
    - Original content (program photos, agency announcements, calendar events)
    - Shared content from partners, network members, etc.
    - General information relevant to your clients, community, employees

• At least twice weekly
• Use the same ‘handle’ for each account for familiarity (if applicable)
Videos

- Tell a story
- Highlight the hero (rather than the agency)
- Include the outcome (the ‘so what?’)
Graphics/Infographics
• Report large amounts of information in simple graphics

POVERTY STATUS IN PAST 12 MONTHS OF FAMILIES
with children 5 years of age and younger
Cullman, Lawrence & Morgan Counties (AL)

24.7% 12.3% 50.8%

All Families Married Couples Females, no spouse

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Multi-media Tools

Create infographics, retractable banners, and storytelling videos plus social media and website content.
Product Development

The “so what”:

• Results
• Accountability

To see Ron’s full story visit

https://youtu.be/sFXimeF3tes

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Agency Visibility

Getting Your Board on Board As You Integrate Tools to Improve the Visibility of Your Agency.

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Product Integration

• Branding – Employees, Board, Partners
  o Name tags and business cards
  o Corporate brandwear (cap, shirt, padfolio)
  o Results videos – provide links to your Board for sharing
  o Consumables (tissue, lip balm, sanitizer, etc.)
  o Personal use items (flash drive, insulated tumbler, manicure set)

• Co-branding and Partnerships
  o Letterhead
  o Posters

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OBJECTIVES REVISITED

- **Cost-effective strategies** may be used in a variety of multi-media tools designed to create visibility.

- **Multi-media tools** create a variety of products to share your results-based messages.

- **Media product integration** dramatically improves the visibility of your agency and tells your story.
Re-CAP – 5 Takeaways

1. **Content**
   - Identify multiple reliable sources for content to share
   - Include images, graphics, videos while limiting text

2. **Website**
   - Starting from scratch
     - Ex: GoDaddy.com – Ultimate package $7.99/mo
     - https://www.pcmag.com/article2/0,2817,2427219,00.asp (Dec 2016)
   - FYI: As a non-profit, you get Office 365 email hosting or Google Apps for **FREE**
     - https://www.google.com/nonprofits/products/

3. **Social media**
   - Post regularly (min. 2x/week)
   - Mix up content – original, network-related, general (e.g. community news)

4. **Videos**
   - Highlight program results with a people focus
   - YouTube channel - https://www.youtube.com/channel/UCd2maNKI68vwLwsj72n9zw

5. **Graphics and infographics**
   - Free online tools- Ex: Canva - https://www.canva.com/
   - Adobe Cloud apps (Illustrator, InDesign, PhotoShop, etc.)
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The Partnership Wants Your Feedback!

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Thanks in Advance for your Cooperation!