

What I'm Going to Talk About

- Introduction
- Recent accomplishments
- Hope Campaign
- Summary of marketing plan
- Key considerations

Brief Introduction

- Worked as advocate in shelter. Led Women of Color Group.
- Previous roles have included training, community organizing, grants management, writing and communications.
- Passionate about racial justice and anti-oppression issues.
- Chicana from the Southwest but lived in Guadalajara, Mexico, and Valparaíso, Chile.
- Sort of new to Minnesota.

What I've been up to

- Rebrand and new website
- Video and audio psa's
- Photo shoot for National Latino Network
- Hope Campaign landing page and microsite
- Hope Campaign launch for October
- Transition into supervisory role
- Product catalog and info sheets
- Brochure
- And a bunch of other things

Hope Campaign

- Partnership with Verizon Wireless
- Support, engage and build awareness
- Action-oriented strategies
- PSA, storybook/feeling flashcards for families, microsite, audio conferences, virtual pledge, media kit and promotion through social networking
- April 2009 – May 2011

Marketing Plan - Goals

1. Utilize *integrated marketing communications* in a deliberate and targeted fashion to build a national brand.
2. Collect information through *market research* to be used in the development of marketing and messaging strategies that focus on building a national brand.
3. Leverage *technology and the Internet* to engage a national audience.
4. Focus on improving *product sales* by expanding target markets and distribution channels.
5. Utilize *public relations' strategies* to increase brand awareness, especially on a national level.

Some Considerations

- Social media is for awareness building not fundraising.
- Specific and targeted emails with direct calls to action.
- Establishing clear outcomes and objectives to determine the efficacy of our strategies.
- Using non-conventional ways like Twitter to connect with reporters and pitching stories in areas across the country where our staff are working. (i.e. Defiance, OH)
- Tapping into what the staff is already doing, particularly in training and advocacy, to promote the organization and our products.