



# So, You Want to Start a Youth Program?

Session IV – Marketing Workbook

# So, You Want To Start a Youth Program

## Session IV – Marketing Marketing Assessment

	No/Never	Somewhat	Yes/Always
Do you currently have a professional website?			
Does your website currently accept donations?			
Do you have a professional corporate logo?			
Can your business be described with one tag line?			
Does your business currently have a marketing plan?			
Do you know who your competition is?			
Have you identified what sets your organization apart?			
Can you and your team adequately convey what makes your organization unique?			
Does your marketing brand accurately represent your organizations values and personality?			
Is it evident that all marketing collateral comes from the same organization? (Is your brand consistent?)			
Do you have a current marketing budget?			

Which areas do you see opportunities for improvement?

---

---

---

---

# So, You Want To Start a Youth Program

## Session IV - Marketing

### Positioning: Carving your Niche

- ▶ What service(s) does your organization offer?
- ▶ Who is your target market?
- ▶ Who is your competition?
- ▶ What are the benefits of your services?
- ▶ How are you different from the completion?
- ▶ What are you trying to get the customers to do?



© Gem Makers, LLC all rights reserved

Identify your target audience and the desired outcome of each. See example below:

Target Audience	Desired Outcome
<i>Teenage youth from a particular neighborhood/school</i>	<ul style="list-style-type: none"><li>▪ <i>To attend your Friday night youth group</i></li><li>▪ <i>To become members of your program</i></li></ul>

# So, You Want To Start a Youth Program

## Session IV - Marketing

### Branding Basics Question #1

#### Is your message unique?

- Is it clear and compelling?
- Is it easy to understand?
- Is your message inspiring?

© Gem Makers, LLC all rights reserved

### Branding Basics Question #2

#### Is your message consistent?

- Is it communicated through all mediums?
- Can others within your organization effectively communicate your message?
- Can your clients, donors & supporters effectively communicate your message?
- When you send multiple communications to your customers do they know it is from your organization?

© Gem Makers, LLC all rights reserved

# So, You Want To Start a Youth Program

## Session IV - Marketing Session IV - Marketing

### Branding Basics Question #3

#### Is your message have personality?

- What feelings/emotions are ignited with your message?
- Do the colors, images and tone match the personality?

© Gem Makers, LLC all rights reserved

### Branding Basics Question #4

#### Is your brand professional?

- Does your marketing collateral represent your organization professionally?
- Does your voice message recording sound professional?
- Does your interaction when communication with customers reflect your organization professionally?
- Do you follow up with clients & prospect timely and professionally?

© Gem Makers, LLC all rights reserved

# So, You Want To Start a Youth Program

## Session IV - Marketing

### Branding Basics: Setting yourself apart

- ▶ Mission statement
- ▶ Professional & user friendly website
- ▶ Corporate logo
- ▶ Taglines
- ▶ Corporate colors



© Gem Makers, LLC all rights reserved



© Gem Makers, LLC all rights reserved



# So, You Want To Start a Youth Program

## Marketing Tools At-A-Glance

WRITTEN	WEARABLES	MEDIA/APPEARANCES
<ul style="list-style-type: none"><li>▪ Websites</li><li>▪ Business Cards</li><li>▪ Brochures &amp; flyers</li><li>▪ Postcards</li><li>▪ Direct mail</li><li>▪ Blogs &amp; articles</li><li>▪ Online communication</li><li>▪ Banners &amp; signage</li></ul>	<ul style="list-style-type: none"><li>▪ Shirts/Uniforms</li><li>▪ Buttons</li><li>▪ Badges &amp; nametags</li><li>▪ Lanyards</li><li>▪ Hats</li><li>▪ Car decals</li></ul>	<ul style="list-style-type: none"><li>• Social media</li><li>• Television</li><li>• Radio (PSA's)</li><li>• Networking events</li><li>• Guest appearances</li><li>• Exhibits</li><li>• Speaking opportunities</li></ul>

## Things to Remember with Print Media

- ▶ Use color
- ▶ Create incentives/OFFER
- ▶ Make sure to include contact information
- ▶ PROOF READ



© Gem Makers, LLC all rights reserved

# So, You Want To Start a Youth Program

## Session IV - Marketing

### Word of Mouth

Tips for multiplying Feet on the Street.

- ▶ Send thank you cards
- ▶ Send greeting card to customers
- ▶ Equip your clients with marketing material
- ▶ Ask for help promoting the organization and be specific with what you are looking for.



© Gem Makers, LLC all rights reserved

### Let's Chat About Social Media

- ▶ Which social media platforms do you currently use?
- ▶ Which social media platforms do your clients use?
- ▶ Who manages your social media?
- ▶ Is your brand consistent?
- ▶ Are you active with tools you use?



© Gem Makers, LLC all rights reserved



# So, You Want To Start a Youth Program

## Session IV – Marketing Marketing Resources

### Website Development

Name	Website
<b>Gem Makers Design</b>	www.GemMakers.org/web-development
<b>Weebly</b>	www.Weebly.com
<b>BluHost</b>	www.Bluhost.com

### Printing Resources

Name	Website
<b>Got Prints</b> <i>Specializes in printing of postcards, flyers, posters, etc.</i>	www.GotPrint.com
<b>Club Flyers</b> <i>Specializes in printing of postcards, flyers, posters, etc.</i>	<a href="http://www.Clubflyers.com">www.Clubflyers.com</a>
<b>Vista Print</b> <i>Easy to design customizable marketing templates with small order minimums.</i>	www.Vistaprint.com
<b>Banners &amp; Signs</b>	www.ABetterSign.com

### Design

Name	Website
<b>Fiverr</b> <i>Specializes graphic design, online marketing, video animation, advertising</i>	www.Fiverr.com

### Online Marketing Tools:

Name	Website
<b>Constant Contact</b>	<a href="http://www.ConstantContact.com">www.ConstantContact.com</a>
<b>MailChimp</b>	www.Mailchimp.com