



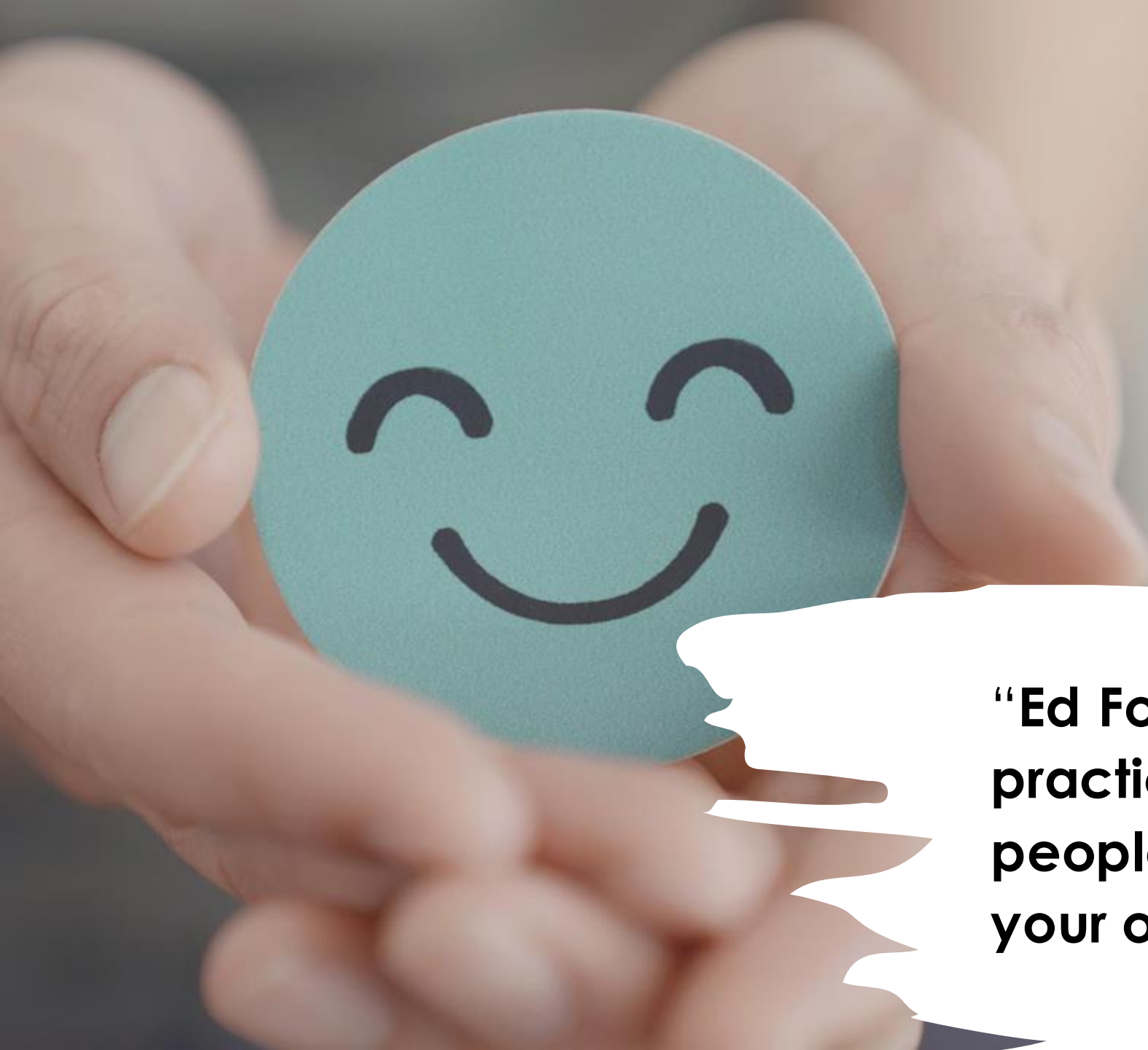
Savvy Marketing & Promotion

Board2Board Central Texas
November 13, 2024



Marketing Matters

Part 1



“Ed Foundation marketing is the practice of influencing how people think and feel about your organization’s brand.”



**What Makes a
Great Marketing
Campaign?**

Let's think about...

Super Bowl Commercials





**What company ran
this Super Bowl
Commercial
& when?**

This was a
follow-up ad
campaign
for what
beer
company?





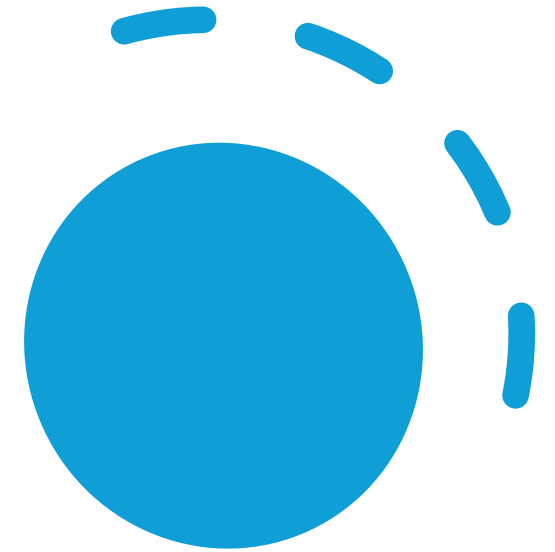
Remember any of these ads?

What were the themes?



Considered one of the best Super Bowl commercials of all time, this ad featured what famous football player?

What did you Observe about these ads which ran in three different decades?



1. Were there any Common Themes in these Commercials?
2. What three emotions did you experience from seeing these commercials?
3. Why would a consumer want any of these products/services after seeing these commercials?

Observations on Commercials Across Three Decades

Common Themes

What recurring themes or patterns did you notice in these commercials?

Emotional Response

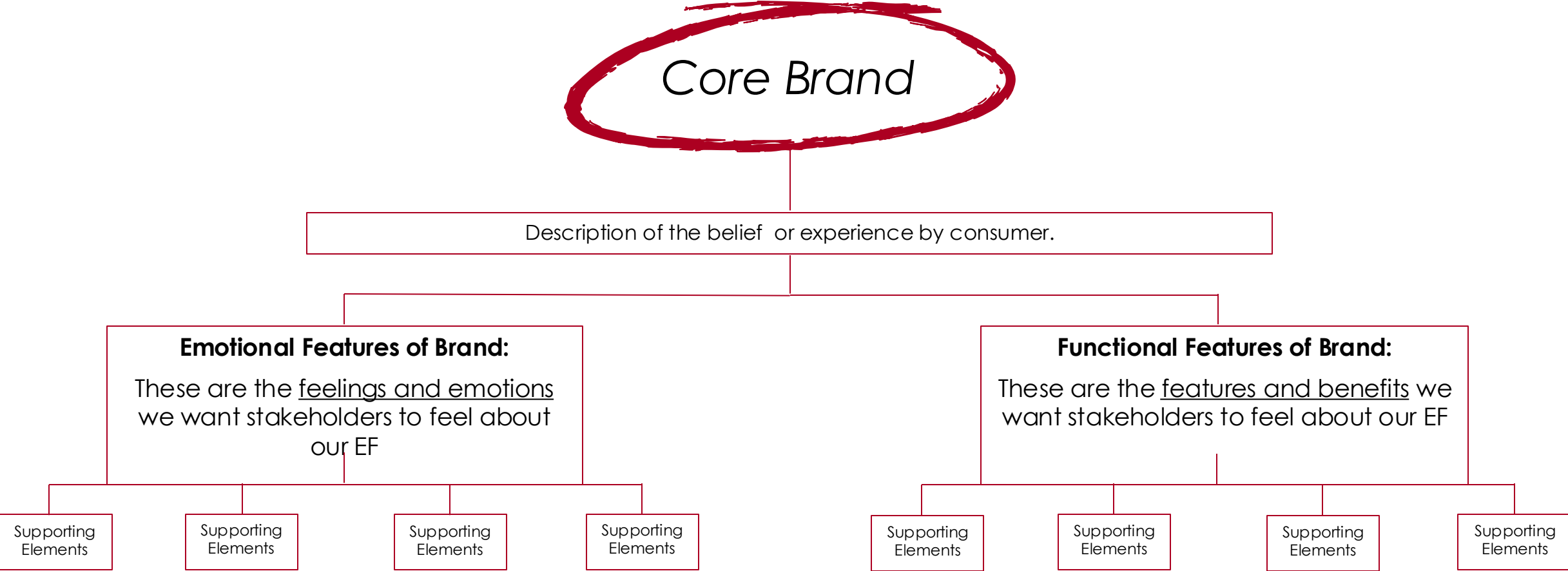
Which three emotions did you feel while watching these ads?

Consumer Appeal

What aspects of these commercials make the products or services appealing to consumers?

Brand Model Diagram

Source - ARD



These lower boxes will be comprised of specific tactics for demonstrating and/or communicating the above selling points. It will draw from the facility and curriculum features we tested as well as the on-boarding concepts and other ideas stemming from the research or inspired by the data.



Discussion

What are three emotional features about your foundation?

What are three functional reasons that drive people to your foundation?

How can you translate these reasons into serving and funding the needs of your foundation?

Create Your Brand

CHALLENGE: Informing district employees & community about the EF

SOLUTION: Created a mascot

- Association w/ EF
- Relatable
- Works well with children





It's time for an Inventory

1. Know your EF

(Know your challenges so you can formulate solutions)

2. What does your foundation do for the district and community?

3. How do you share your successes?

4. Who are your stakeholders?

How do you want your EF to appear to them?

Who is your Audience?

- District staff?
- Parents?
- Community businesses?
- Alumni?
- Current students?
- Potential donors?
- Past donors?
- Who else?

“

The most important thing to remember is you must know your audience.

LEWIS HOWES



6 STEPS TO DEVELOPING A MARKETING PLAN

Step 1 – Define Your Goals

Step 2 – Analyze Your Situation

Step 3 – Define Your Value Proposition Statement



Plan your Strategy



STEP 1
OUTLINE KEY
STRATEGIES



STEP 2
LAUNCH



STEP 3
REFLECT & EVALUATE

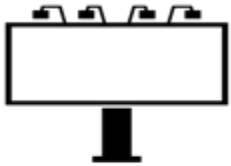
Self Promotion

Part 2



Let's communicate our plan!

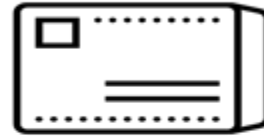
BILLBOARDS



EMAILS



MAILERS



GEO-FENCING



PHONE CALLS



RADIO



VIDEOS



SOCIAL MEDIA



STORY TELLING

How to Get Noticed... in a Good Way

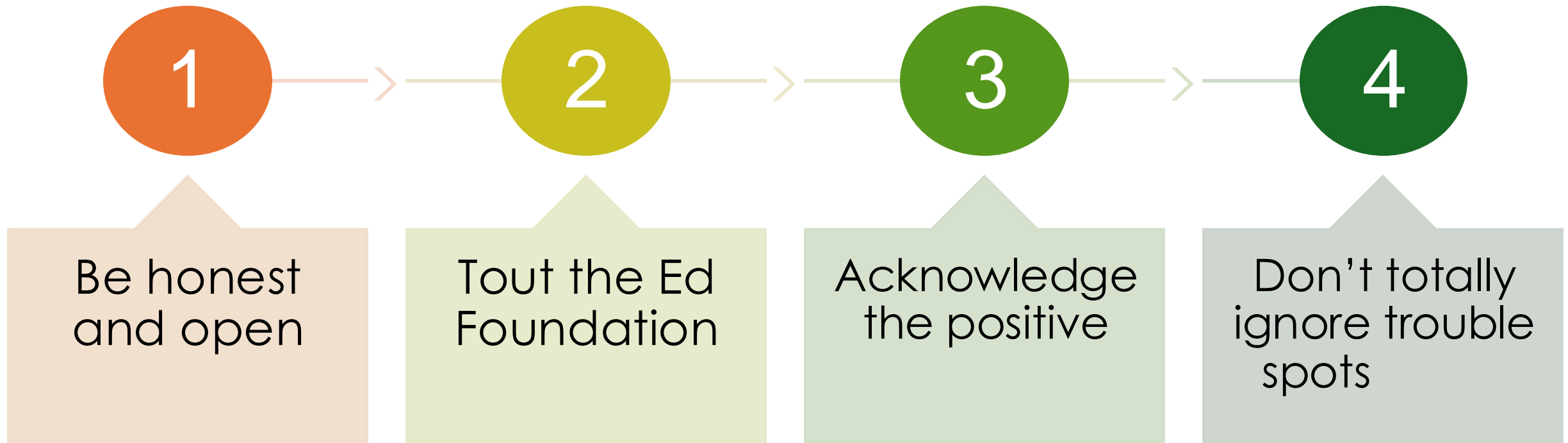
Self-promotion doesn't have to be painful or over-the-top

Effective self-promotion isn't about being someone you're not.

Deliver what you promote

Source: Center for Creative Leadership

How to Get Noticed...in a Good Way



How to Get Noticed... in a Good Way



Include your Foundation in important meetings in the school district and in the community.



Establish yourself as AN expert, not THE expert.

Start with Your Team & Board

- **Consistency in communication**
- **Follow your brand guidelines**
- **Each board member uses social media consistently**
- **Be service minded**



Toot Your Own Horn... Share Your Foundation's Achievements

- Write your team into event scripts when you give acknowledgements
- Post your foundation's awards on the website and social media
- On your personal social media, highlight your EF accomplishments and share credit with those who helped you
- But be careful not to overshare your EF achievements





Share Your Ed Foundation on Social Media

- Your whole board should act as ambassadors for your foundation
- Show your board having fun, attending campus and district events, serving together, etc.
- Brag on each other



**Share Your EF Members on
Social Media**

LOOK and ACT like an Ed Foundation

CHALLENGE: District employees couldn't identify Communications members at events.

SOLUTION: Dress alike at all district and community events to be easily identifiable.



“Dress is considered an aspect of non-verbal communication and has social significance for the audience.”

lumenlearning.com

Network Within Your Own District



Connect with colleagues within your district, even if your job doesn't require you to do so.



Attend office social events like Thanksgiving lunch, Christmas party, ice cream socials, etc.



Keep your word to other departments. The most important part of helping other people is to do what you say you're going to do.



Meet the Ed Foundation.



Speak Up When it Matters

01

Speak up at meetings with relevant information.

02

Volunteer for presentations both inside and outside your district, such as speaking to principals or at community events.

03

Beyond the virtual world, promote your foundation as an expert by writing for industry publications in public education needs and initiatives.

Swag Wagon

CHALLENGE: Not everyone in our internal district audience knew all the Foundation members and/or had awareness of the district's brand

SOLUTION: Created a “Swag Wagon” and set out to introduce ourselves and the brand the foundation.

- Visited all administrative buildings
- Introduced ourselves, handed out team brochure & answered questions
- Gave out CFBISD “swag” - lip bomb, bracelet, hand sanitizer, mouse pad, pencils, eyeglasses cleaner, etc.





Take Aways

Make a plan

Know your audience

Tug at the Heart strings

Give yourself permission to self-promote

Visibility matters.
Look and act like a successful organization

Tell your Ed Foundation story



Questions or Comments?

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