

# How to get your message heard in a crowded environment

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# Agenda

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Introduction	10:00 – 10:10 a.m.
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The communications value chain	10:10 – 10:40 a.m.
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Breakout groups	10:40 – 11:10 a.m.
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Key takeaways	11:10 – 11:45 a.m.
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# Breakout groups

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Topic	Description	Leaders
Info to Grow (2 groups)	Research tools and approaches to help you make successful connections	Carolyn O'Hara Natasha Buckley Deloitte Services LLP
Media relations (2 groups)	Tactics to support successful PR campaigns	Sandy Lish Tonie Snyder The Castle Group
Event planning	Tips and tactics to create memorable events	Andrea Teixeira The Castle Group
Integrated marketing communications	Approaches to integrated marketing communication	Christine Svitila Deloitte Services LLP
Crafting a killer value proposition	Tools and tips for powerful messaging	Brooke Spangler Deloitte Services LLP
Corporate development	Insights on how to approach businesses for support	Barbara Calautti Deloitte Services LLP

# It's not just about hearing . . .

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**"I'm sorry. It appears Mr. Mitchell won't be accepting any more information today."**

Insert images showing information overload: tv ads, websites, print ads, tv news, blogs

# The communications value chain

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# The communications value chain

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- Segment the market
- Analyze the competition
- Identify your core competencies
- Define your brand and position

# The communications value chain

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- Define channels & tactics that work best for each segment

# The communications value chain

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- Analyze your base
- Develop targeted, ongoing communications
- Create customized programs

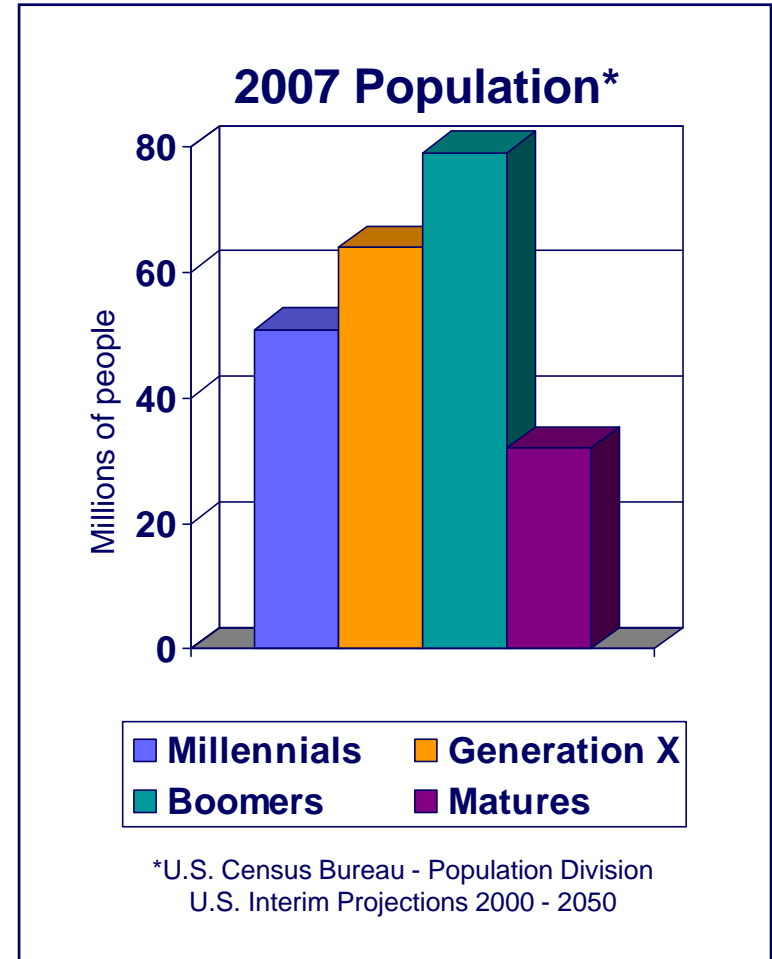
# Understand your audience

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- Segment the market
- Analyze the competition
- Identify your core competencies
- Define your brand and position

# Segment the market

- **Millennials:** 13-24
  - Trailing Millennials: 13-18
  - Leading Millennials: 19-24*(Birth Years: 1994 -1983)*
- **Generation X:** 25-41  
*(Birth Years: 1982 -1966)*
- **Baby Boomers:** 42-60  
*(Birth Years: 1965 -1947)*
- **Matures:** 61-75  
*(Birth Years: 1946 -1932)*



# Analyze the competition

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- Identification / targeting
- Profiling
- Analysis
- Prediction
- Action

# Identify your core competencies

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- A core competency is something a company does especially well relative to its competitors.
  - They generally support the delivery and production of a variety of products and services
  - They impact something your client cares about
  - They are often difficult for your competition to imitate
  - They tend to be relatively stable over time

# Define your brand and position

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- A brand is a recognizable person, place, or thing
- Brand building is all about the combination of four key elements:
  - Compelling unique selling proposition
  - Strong visual brand imagery
  - Innovative and reliable offering
  - Memorable and integrated communications

“The basic approach of positioning is not to create something new and different but to manipulate what’s already up there in the mind, to retie the connections that already exist.”

Trout and Ries

*Positioning: The Battle for your Mind*

# Define your brand and position

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## ■ Positioning statement

- For: the target customer
- Who: their specific needs, requirements, demands, buying criteria
- We provide: solution name/description
- That: give specific value to clients
- Unlike: the competition
- Who: provide solution, features, function, benefits
- Our company: more/better approach, solution, functions, benefits
- That: offers a better customer experience

# Communicate

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- Develop an integrated communications plan targeted to specific audience segments
- Channels include:
  - Internet
  - Collateral
  - Advertising
  - Events
  - Corporate development
  - Public relations

# Public relations

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- Media universe
  - Traditional print/broadcast media universe shrinking
  - Blogs/websites abound
- What is realistic?
- What stories can you tell
- How can you tell them?
  - Feature coverage--top-tier, second tier
  - Photos/cut lines
  - Op-eds/letters to editors/editorial boards
  - Calls to action
  - Feel-good/home town “constituent” stories
  - Event-driven
  - Expertise/thought leadership
  - Trend/issue connection

# Public relations

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- PR does not stand for press release
- How else can you tell your story?
  - Events
    - Fundraising
    - Friendraising
    - Educational
    - Co-hosted
    - Sponsored
- Speaking opps
  - Industry
  - Civic
  - Community

# Public relations

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- Awards
  - Get, not just give!
- Experiential/guerilla
- Relationship marketing
  - YOU are the face and voice, wherever you go

# Manage relationships

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- Analyze your base
  - Identify donor hot buttons
    - People renew the way they are acquired
  - 1% of donors provide 50% of your contributions
    - Personal call to donors who reach the top 1%
    - Highly personalized communications
      - Make the top 1% part of the inner circle
- Develop targeted, ongoing communications
  - Email newsletters, customized outreach, social networks
- Create customized programs
  - For large donors
    - United Way Alexis deTocqueville society
  - For young, first time donors

# Breakout groups from 10:40 – 11:10 a.m.

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# Key takeaways

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- Each group will nominate one representative to present to the group:
  - A great idea you heard in your group
  - Something new that you learned
  - A best practice that was shared

# Deloitte.