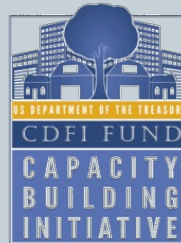


# Marketing Your CDFI



**WEBINAR SPONSORED THROUGH THE CDFI FUND  
CAPACITY BUILDING INITIATIVE**



# Delivered by:

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## **NeighborWorks® America**

NeighborWorks® America (NeighborWorks®) is a national nonprofit organization chartered by Congress in 1978. Its mission is to create opportunities for Americans to live in affordable homes, improve their lives, and strengthen their communities. NeighborWorks® has over 25 years of experience providing training and is recognized as the premier provider of training in the affordable housing and community development industry.

## **Seven Sisters Community Development Group, LLC**

Seven Sisters Community Development Group, LLC is a woman- and majority Native American-owned national consulting firm, which offers culturally relevant and innovative strategies, services, and products that create systemic change. Its team of community development experts works with low-wealth and diverse communities across the country, with a particular focus on Native Communities. The team brings a broad range of experience with tribal governments and communities as well as national and local nonprofits, foundations, corporate organizations, and governmental entities.



# A Little Bit About Me...

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- Heidi Cuny, Principal, Cuny Communications
- B.A. in Communications
- 14 Years in Marketing & Communications Field
- Focus on Native Community Development since 2009

# WHAT IS MARKETING?

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**MARKETING IS NOT A NOUN. IT'S A VERB.**

## 4

# Definitions of Marketing

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- **American Marketing Association:** The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- **My Personal Favorite:** Marketing is creating an environment where sales is possible.

MARKETING	SALES
<ul style="list-style-type: none"><li>• Collaborating in the production of marketing tools (i.e. – brochures, websites, etc.)</li><li>• Strategy development for implementation</li></ul>	<ul style="list-style-type: none"><li>• Community outreach or fundraising</li><li>• Utilization of marketing tools</li><li>• Actual implementation of marketing strategy</li><li>• Interacting with other people</li></ul>

# Results of Effective Marketing

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- **Connection with Target Audience**
- **Brand Building (visibility, recognition)**
- **Increased Mission Execution**

# Getting to Know Them

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- **Going Beyond the Basics**
- **Get Specific**
- **Make Them Real**
- **Cultivate Relationships**

# Core Motivations & Desires

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- How are you relevant to your target audience?
- Connection Leads to Action
- Intrinsic vs. Extrinsic Motivators

INTRINSIC MOTIVATORS	EXTRINSIC MOTIVATORS
<ul style="list-style-type: none"><li>• You want to do it</li><li>• Internal desire motivates you</li><li>• Sustainable results</li></ul>	<ul style="list-style-type: none"><li>• Someone else wants you to do it</li><li>• External reward motivates you</li><li>• Short-term results</li></ul>

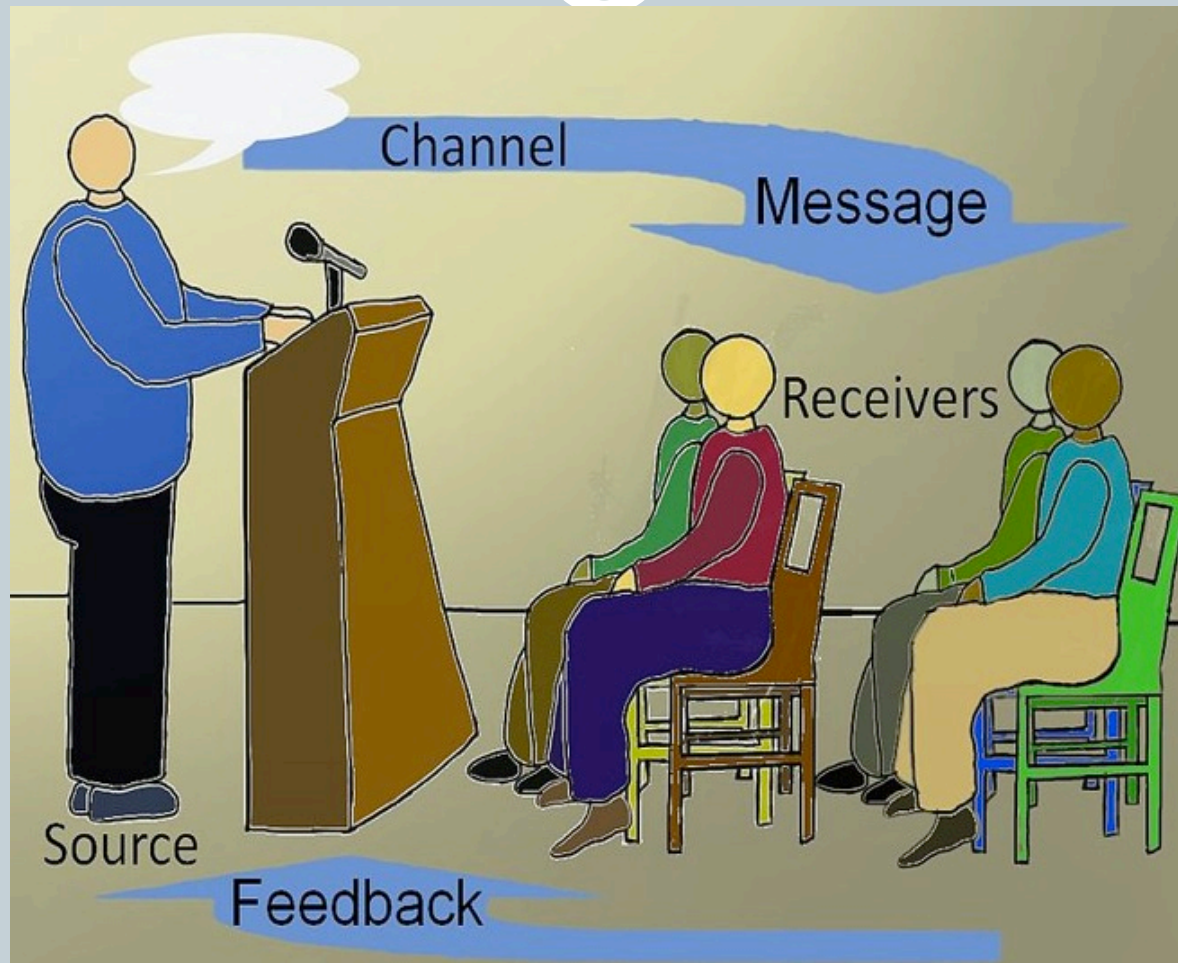
# POLL: Extrinsic Motivation

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- Think about your current marketing efforts. Do you currently use extrinsic motivation to get participation in your programs and services?
  - Yes
  - No
  - Don't Know

# Communicating with our Target Audience

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# Message Strategy

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- Connection Leads to Action
- Client-Focused Messaging
  - “Who we are”
  - “How you feel”

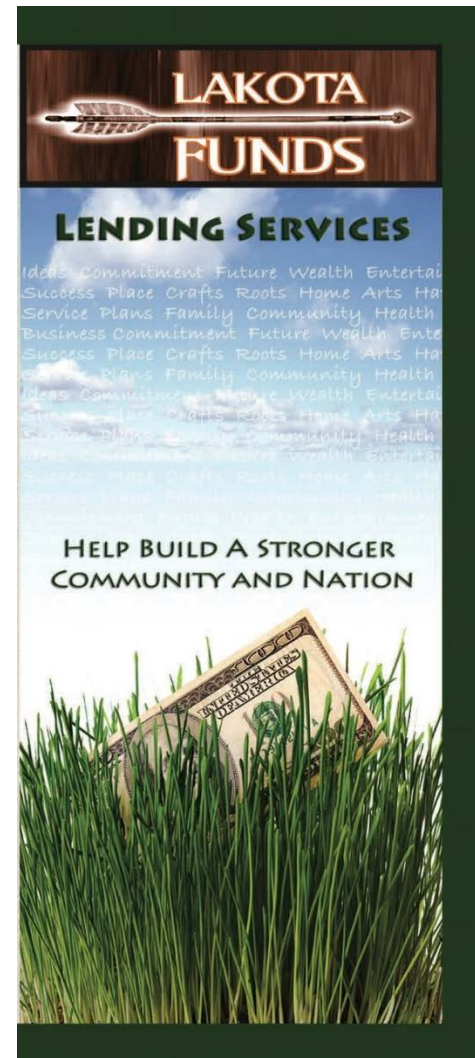
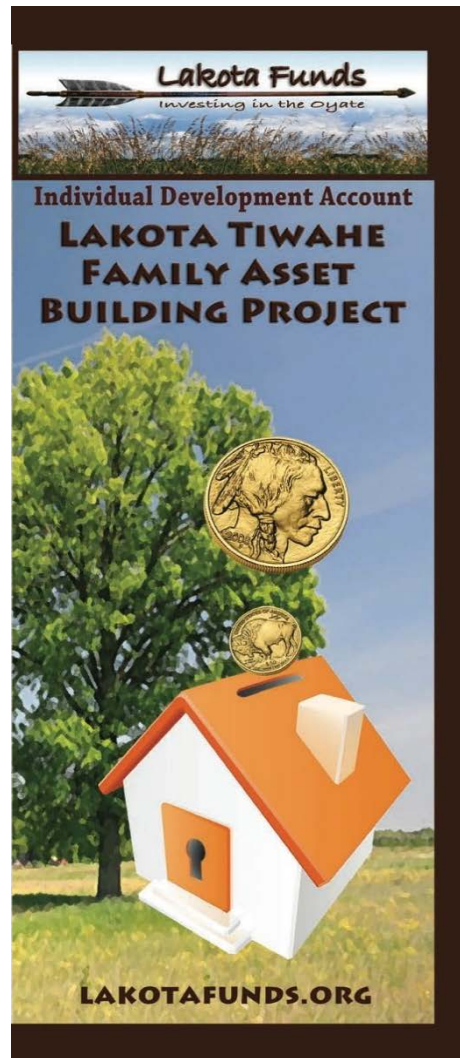
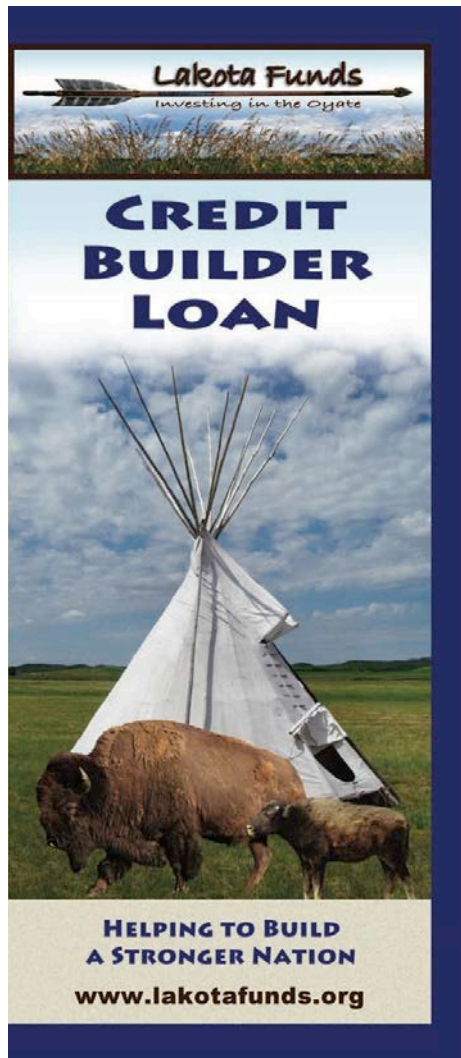


# Branding

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- Not just your logo. A brand is a reflection of your organization's personality.
- “Visual Messaging”
- Consistency builds brand recognition
- Emotional Bond = Brand Loyalty

## BRANDING EXAMPLE: Before




# BRANDING EXAMPLE: After



## THE CREDIT BUILDER LOAN




CREATING OPPORTUNITY TO  
BUILD THE OGLALA LAKOTA  
OYATE'S MOST FOUNDATIONAL  
FINANCIAL ASSET




## LAKOTA TIWAHE ASSET BUILDING

Individual Development Account Program



EQUIPPING OUR FAMILIES AND  
YOUTH WITH THE TOOLS AND  
KNOWLEDGE TO ATTAIN ASSETS  
AND BUILD A BRIGHTER FUTURE



## BUSINESS LENDING PROGRAM



INFUSING OUR LOCAL  
ECONOMY WITH THE CAPITAL  
NECESSARY TO GROW  
BUSINESSES



# EXAMPLE

PROVIDING TOOLS TO HELP YOU BUILD  
A BRIGHTER FINANCIAL FUTURE.



IN KYLE AT THE  
LAKOTA TRADE CENTER

OPEN  
MONDAY -THURSDAY  
9AM TO 4PM

FRIDAY 10AM - 6PM

(605) 455-1515

SAVINGS ACCOUNTS | CHECK CASHING  
AUTO LOANS | PERSONAL LOANS



# EXAMPLE



## C.R.E.A.T.E.

a world where dreams are reality.

CREATE (Cheyenne River Entrepreneurial Assistance Training and Education) is a comprehensive business development class that guides aspiring entrepreneurs step-by-step through the process of starting a business.

**Four Weekly Meetings**  
January 31, 2012      February 13, 2012  
February 6, 2012      February 17, 2012  
*Graduation Ceremony February 22, 2012*

**5:30pm - 8:30pm**  
**Landmark Hall on Main Street, Eagle Butte**

Class open to first 20 paid registrants. Call to reserve your spot today.  
**605-964-3687**

**\$25.00**  
non-refundable  
registration fee



**FOUR BANDS**  
COMMUNITY  
FUND, INC.

101 S. Main Street, Box 932, Eagle Butte, SD 57625  
p: 605-964-3687      f: 605-964-3689      [www.fourbands.org](http://www.fourbands.org)

# EXAMPLE

## OUR ANCESTORS HAD THE BUFFALO. WE HAVE THE ATM MACHINE.

Discover how to apply the traditional Lakota value of wise resource management in today's modern economy.

Four Bands Community Fund is offering a series of financial literacy courses this spring and summer to teach you about basic financial concepts such as budgeting, saving, and using credit to help you build your personal assets.

*All classes are held at the CRST Bingo Hall in Eagle Butte, and each date offers a morning class 9am-12pm and an afternoon class 1pm-4pm.*

### May 10, 2011

**The Facts Of Life:** What you need to know to get along as a financially responsible adult.  
**Living On The Edge:** How to budget and save your money, and plug your spending leaks.

### May 24, 2011

**To Borrow Or Not To Borrow:** How to decide if you should not cash out home equity money.  
**So You Have Decided To Borrow Some Money:** How to get through the credit-granting process once you decide to borrow.

### June 14, 2011

**The Terms Of The Deal:** How to determine if you are getting the deal you have bargained for.  
**Auto Loans And Leases:** One of the toughest deals to negotiate.

### July 12, 2011

**Show Me What You Can:** The largest debt you are likely to encounter.  
**Credit Cards And Other Loans:** What you need to know about credit cards, personal signature loans, etc.

### August 9, 2011

**You've Got Trouble When:** How to tell you when you may have a problem.  
**When You Fall Behind:** Dealing with delinquency and bail collection.

### August 22, 2011

**Bankruptcy:** The ultimate credit overload.  
**Building credit:** Building your credit with established good credit when you have no credit history or even a bad credit past.

Enroll in a **FREE** Course Today!  
**605-964-3687**



101 S. Main Street, Box 932, Eagle Butte, SD 57625  
p: 605-964-3687 f: 605-964-3689 [www.fourbands.org](http://www.fourbands.org)

# Goal Setting

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- **Make it Realistic but Challenging**
- **Draw from your Business Plan or Strategic Plan**
- **Must be Measurable**
- **Write Them Down!**
- **Examples**
  - Increase in Website Traffic
  - Gaining Clients
  - Launching a New Product

# HANDOUT: Marketing & Comm. Matrix

## MARKETING COMMUNICATIONS PLAN

[illegible]

# HANDOUT: Marketing & Comm. Matrix

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- Objective – Overall business objective.
- Goal – More specific action that supports the attainment of objectives.
- Tool – Identify which marketing/communication channel you will use.
- Tactic – Describe how you will use the tool to achieve the goal.
- Responsible Party – Designate a person who will carry out the actions.
- Timeline – Define a timeframe for the actions to take place.
- Budget – Estimate costs associated with the tactics, including staff time, hired professionals, materials, etc.

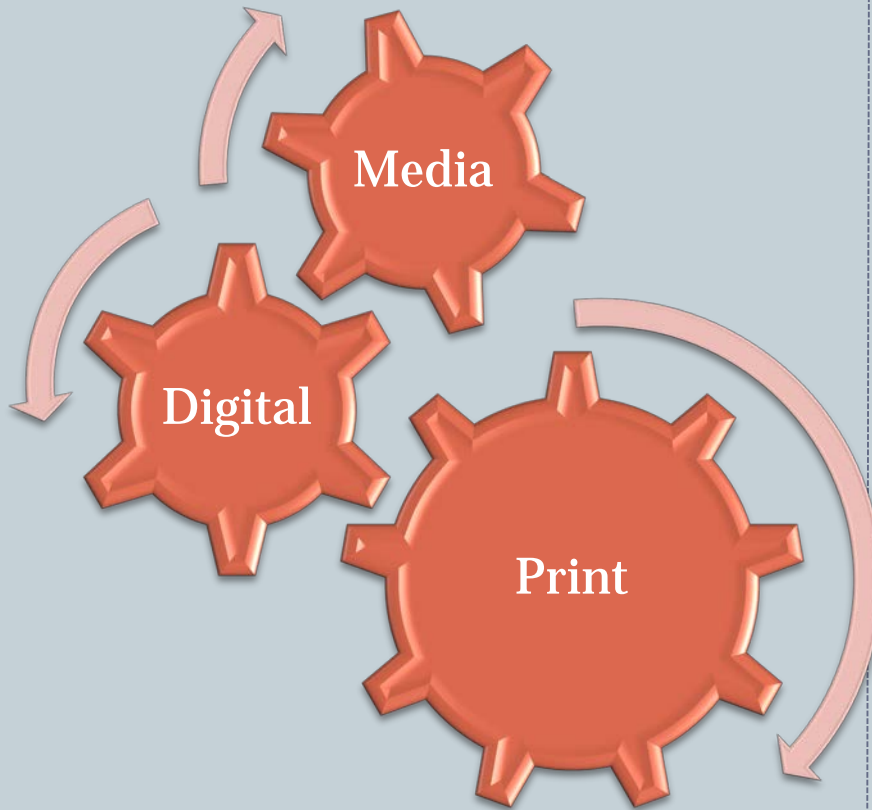
# QUESTION: Marketing Channels

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- **What marketing methods do you currently use?**
  - Type answer in chat field.

# Communication Channels

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- Use what is most relevant to your target audience.
- Don't rely on any one thing.
- All forms have their strengths and weaknesses.
- Use various channels to leverage the impact of the others.

# Repetition

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- Repetition is an essential element of effective marketing and communication.
- It takes an average of eight times of seeing an advertisement before the viewer can recall it.
- Make an investment in repetition.
- Plan on series and campaigns.

# Traditional vs. New Media

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## Print

- Engages More Senses
- People Retain More Information
- Expensive
- Slow

## Digital

- Engages Fewer Senses
- People Skim Rather Than Read
- Inexpensive
- Instant

# Mass Media

25

- Newspapers, Magazines, TV
- Cost-Effective, Instant Credibility
- Be Selective
- Writing a Press Release
  - Company Letterhead (Include Contact Person)
  - Who, What, When, Where, Why
  - Inverted Pyramid Structure
  - Follow Up

# EXAMPLE: Press Release



literacy and entrepreneurship  
into their classrooms with lesson plans provided in the Making Waves Teacher



sidents of the Reservation.

# Designing on a Budget

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- Pre-Designed Templates (Word)
- Low-Cost Printers (48hourprint.com)



# Digital Media

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- **Email Marketing**
  - MailChimp ([mailchimp.com](http://mailchimp.com))
  - Tutorials & Resources
  - Free Subscription
- **Social Media**
  - Facebook
  - Over 800 Million Users
  - Instant Feedback from Audience
  - Free

A large, red, multi-pointed starburst graphic with a thin black outline, positioned on the right side of the slide. It contains the text 'TIP: Make it relevant!' in white.

**TIP:**  
Make it  
relevant!

# Websites

28

- Engage a Web Developer
- HTML vs. WordPress
- Keep it Current
- Make Your Homepage Interesting

# WEBSITE EXAMPLE: Lakota Funds

**Lakota Funds**  
Investing in the Oyate

About News & Events Support Us Credit Union Contact

**The Lakota Federal Credit Union is Now Open!**

Become a member and apply for a consumer loan with interest rates as low as 5.75%.

[LEARN MORE ABOUT MEMBERSHIP](#)

Business Development	Personal Growth & Asset Building	Youth Programs	Community Impact
Since our inception Lakota Funds has loaned over \$6 million, resulting in the creation of 1,235 jobs and nearly 450 businesses on or near the Pine Ridge Indian Reservation. We have provided training and services to over 1,600 artists and over 1,200 aspiring entrepreneurs.	From 2010 to date, over 650 people have completed financial literacy, homebuyers education and business planning courses at Lakota Funds. A total of \$156,000 has been saved through our IDA matched savings program. In 2010, Lakota Funds' Credit Builder Loan	From 2010 to date, nearly 2,000 youth have completed financial literacy courses at Lakota Funds. In addition, Lakota Funds has provided youth financial literacy training to over 170 youth through partnerships with the Oglala Sioux Tribe Summer Youth Program,	Lakota Funds has touched the lives of thousands of Lakota people on the Pine Ridge Indian Reservation. According to a study published by Small Business Economics, Lakota Funds succeeded in raising real per capita

# WEBSITE EXAMPLE: Four Bands

