Marketing Your CDFI

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

- 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?

MARKETING IS NOT A NOUN. IT’S A VERB.
The Meaning of Marketing

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Definitions of Marketing

- **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.

<table>
<thead>
<tr>
<th>MARKETING</th>
<th>SALES</th>
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<tr>
<td>• Collaborating in the production of marketing tools (i.e. – brochures, websites, etc.)</td>
<td>• Community outreach or fundraising</td>
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<tr>
<td>• Strategy development for implementation</td>
<td>• Utilization of marketing tools</td>
</tr>
<tr>
<td></td>
<td>• Actual implementation of marketing strategy</td>
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<td>• Interacting with other people</td>
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Results of Effective Marketing

- Connection with Target Audience
- Brand Building (visibility, recognition)
- Increased Mission Execution
Getting to Know Them

- Going Beyond the Basics
- Get Specific
- Make Them Real
- Cultivate Relationships
Core Motivations & Desires

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

<table>
<thead>
<tr>
<th>INTRINSIC MOTIVATORS</th>
<th>EXTRINSIC MOTIVATORS</th>
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<tr>
<td>• You want to do it</td>
<td>• Someone else wants you to do it</td>
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<tr>
<td>• Internal desire motivates you</td>
<td>• External reward motivates you</td>
</tr>
<tr>
<td>• Sustainable results</td>
<td>• Short-term results</td>
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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

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

- 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.

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EXAMPLE

PROVIDING TOOLS TO HELP YOU BUILD A BRIGHTER FINANCIAL FUTURE.

SAVINGS ACCOUNTS | CHECK CASHING
AUTO LOANS | PERSONAL LOANS

LAKOTA FEDERAL CREDIT UNION

IN KYLE AT THE LAKOTA TRADE CENTER

OPEN
Monday - Thursday
9am to 4pm
Friday 10am - 6pm

(605) 455-1515

PRESENTED BY NEIGHBORWORKS AMERICA WITH SEVEN SISTERS COMMUNITY DEVELOPMENT GROUP LLC
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

101 S. Main Street, Box 932, Eagle Butte, SD 57625

$25.00 non-refundable registration fee
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 classes for every course this spring and summer to teach you about basic finance and how to use credit to help you build your personal assets.

Enroll in a FREE Course Today!
605-964-3687
Goal Setting

- 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

<table>
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<tr>
<th>OBJECTIVE</th>
<th>GOAL</th>
<th>TOOL(S)</th>
<th>TACTIC(S)</th>
<th>RESPONSIBLE PARTIES</th>
<th>$</th>
<th>TOTAL</th>
</tr>
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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

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

- 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

- 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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<tr>
<th>Print</th>
<th>Digital</th>
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<tr>
<td>Engages More Senses</td>
<td>Engages Fewer Senses</td>
</tr>
<tr>
<td>People Retain More Information</td>
<td>People Skim Rather Than Read</td>
</tr>
<tr>
<td>Expensive</td>
<td>Inexpensive</td>
</tr>
<tr>
<td>Slow</td>
<td>Instant</td>
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Mass Media

- 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.
Designing on a Budget

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

- **Email Marketing**
  - MailChimp (mailchimp.com)
  - Tutorials & Resources
  - Free Subscription

- **Social Media**
  - Facebook
  - Over 800 Million Users
  - Instant Feedback from Audience
  - Free

TIP:
Make it relevant!
Websites

- Engage a Web Developer
- HTML vs. WordPress
- Keep it Current
- Make Your Homepage Interesting
WEBSITE EXAMPLE: Lakota Funds

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WEBSITE EXAMPLE: Four Bands

Four Bands Community Fund, a nonprofit organization, continuously strives to create economic opportunity on the Cheyenne River Indian Reservation by helping people build strong and sustainable small businesses and increase their financial capability to enter the financial mainstream. Our programs and services translate the traditional Lakota values of self-sufficiency, wise resource management, and a spirit of entrepreneurship into practical applications for today’s modern Reservation community.

Business Insurance Workshop
December 12, 2012; 2:00pm-3:00pm, Four Bands Community Fund Training Room
This workshop will enlighten business owners on the topic of insurance, if it is required by law, what types of coverage are necessary, and how much is adequate coverage. For more information, please contact Danny Butcher or Mark Shupick at 605-964-3887.

Four Bands to Create or Retain 25 Jobs on the Reservation
July 19, 2012
Through a USDA grant, Four Bands will support small business and job creation, as well as training. Funding will provide business bundles that help entrepreneurs with the core elements of starting a reservation-based business. Four Bands expect to create and sustain 25 new jobs. See and hear the KOTA Radio interview.

Support our mission with a donation of any size. Your donation will work to break the multi-generational cycle of poverty on the Cheyenne River Indian Reservation by helping us to deliver programs and services that will lead our community members to prosperity.

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