Expanding CDFI Coverage in Underserved Areas

Marketing Strategy, Tactics, and the Power of Storytelling

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GoToWebinar

CDFI Fund’s Capacity Building Initiative

- The Capacity Building Initiative will greatly expand technical assistance and training opportunities for Community Development Financial Institutions (CDFIs) nationwide and significantly boost the ability of CDFIs to deliver financial products and services to underserved communities.

- Industry-wide training will target key issues currently affecting CDFIs and the communities they serve.
What is the Expanding CDFI Coverage in Underserved Areas Initiative?

- The series will provide specialized training and technical assistance to certified and emerging Community Development Financial Institutions (CDFIs) seeking to expand their reach into underserved communities that currently lack a CDFI presence.

- The workshops include content that is applicable to all CDFI organizational structures, including loan funds, credit unions, banks, and venture capital funds.
Training Partners

Community Development Bankers Association (CDBA) is a national trade association of the community development bank sector. CDBA is the voice and champion of banks and thrifts with a mission of serving low and moderate income communities.

Community Development Venture Capital Alliance (CDVCA) is a network of community development venture capital funds, which provide equity capital to growth businesses in low-income communities to create good jobs, productive wealth, and entrepreneurial capacity.

National Federation of Community Development Credit Unions (NFCDCU) is a national association for community development credit unions providing capital, advocacy, technical assistance, training to support innovative services for low-income consumers.

Opportunity Finance Network (OFN) is a leading national network of community development financial institutions (CDFIs) investing in opportunities that benefit low-income, low-wealth, and other disadvantaged communities across America.
Presenters

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Overview

• Marketing Goals and Tactics

• Six Steps of Marketing for CDFIs

• Power of Storytelling
Marketing Goals and Tactics

Goals of Marketing to Support Expansion

• Amplify Visibility
  – Highlight community and economic development issues that CDFIs address
  – Introduce your CDFI as a solution to the issues

• Activate Key Audiences
  – Sources of Capital
  – Policymakers
  – Media
  – Borrowers

• Generate Referrals
  – Drive Capital
  – Boost Impact

Marketing strategies and tactics support product, customer segment, geographic market, and/or network expansion.
CDFIs Can Reach Bigger Audiences When They Work Together

- Role of Collaboration
  - Amplification
  - Awareness
  - Reach

- Present Broader CDFI Services
  - Many types of financing
  - Credibility through association
  - On the ground stories and solutions

Exercise: Who/What/What

- The point of this exercise is to develop a customer-focused perspective.
  - Whose attention are we trying to get?
  - What do they think of us now?
  - What do we want them to think of us?
  - What do we want them to do?
Six Steps to Create Marketing Strategy and Tactics for CDFIs

1. Conduct a communications audit to understand current state
2. Identify key customer segments and referral sources
3. Create a communications toolkit and tactics
4. Launch campaigns to reach these segments
5. Evaluate the effectiveness of campaigns
6. Build a library of stories and impact metrics
#1: Communications Audit

- Inventory all the ways that you communicate with your audiences

- Evaluate them for:
  - Clarity of audience
  - Call to action
  - Brand consistency
  - Effectiveness
  - Cost

#2: Customer Segmentation

- Identify all audiences
  - Group them by type
  - Prioritize as primary and secondary

- Value proposition for primary audiences
  - May need different materials for different audiences

- Align current communication messages and channels for each audience

- Identify what’s working and priority areas for improvement
#3: Communications Toolkit

- Marketing Plan: Marketing and public relations calendars and budgets

- Toolkit
  - Key messages for each audience
  - Storytelling template
  - Public relations template
  - Opportunity calendar
  - Logos/visuals/print material

#3: Communications Tactics

- Many tactics such as:
  - Flyers
  - Social media
  - Email
  - Press releases
  - Partnerships

- Before you choose them, consider:
  - Staffing
  - Cost
  - Time allocation

- Cost/benefit analysis
#4: Integrated Campaign Launch

- Align all tactics for greatest impact
- Website updates
  - Different audience views or landing pages; links to/from other sites; Search Engine Optimization
- Social media and email campaigns
  - Prepare social media content, e.g., Facebook, LinkedIn, Twitter
- Print media
  - Create collateral and leave behinds
- Awareness – brand building
  - Create Articles, Blogs, OpEd pieces

Example 1 – Direct Marketing to Borrower
Example 2 – Marketing to an Intermediary/Referral Partner

#5: Campaign Evaluation

- What gets measured, gets done!
- Identify goals, set targets, and measure
- Examples of measurement
  - Inquiries
  - Applications
  - Media mentions
  - Web views
  - Referral sources
  - Social impressions/engagement (Likes, RTs)
- Do more of what is working; revamp underperforming tactics
#6: Power of Storytelling

Power of Stories

- Humanize
  - Bring emotion and empathy into the mix

- Memorable
  - Show success and the transformation that is possible
  - Unforgettable

- Attention-getting
  - Media
  - Policymakers
  - Investors
  - Funders
  - Borrowers
Best Practices for Stories

• Remember creative writing class?
  – Heroes, villains, conflict, tension, redemption

• Go beyond numbers and facts
  – Seek to create an emotional connection—what made you angry, shocked, laugh, cry, tear up, surprised?
  – Get descriptive
    • Good: “Unemployed electrician”
    • Better: “Unemployed military veteran who served two decades as an electrician in the U.S. Navy Construction Battalion”
  – Use clients’ own words

How to Leverage Stories

• Collect stories all the time to be ready for any opportunities: get photos, permissions
• Pitch media—use the story as a door opener
• Include in press releases
• Post online and via social media
• Include in investor and funder reports
• Produce videos
• Useful for print material and displays
• Include in PowerPoint presentations
• Have stories ready for any and all formal and informal speeches and conversations
Examples of Borrower Stories

http://ofn.org/borrower-stories

Questions?
Expanding CDFI Coverage in Underserved Areas Webinar Series

• Upcoming topics include:
  - Understanding CDFI Impact
    • Tuesday, January 12th at 2pm ET

An additional ten webinars will be offered starting in January 2016.

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