

Honoring Rural: Choosing & Using Language, Message and Methods to Market Rural-Focused Endowments

Thursday, January 30 / 4:00-6:00 p.m.

Session Leader

Elizabeth Banwell

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Peer Leaders/Storytellers

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Tom Cote: Organizer, Beacon Community Foundation (Daniels County, Montana)

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Choosing & Using Language, Message and Methods to Market Rural-Focused Endowments

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SELLING K C D F

Nobody in Kenya knows what a Community Foundation is leave alone an Endowment.

Know Your Environment

The Story of Kenya – 20 years of success was followed by 20 years of development stagnation and urgent need for building capacity, policy and sustainability – KCDF was born out of this need.

Specific Goal

Finding the “Niche” and positioning the foundation in a manner that says “If you care about Kenya , you cannot ignore this, infact you need this input”.

Tactics And Targets Used In Development Of Communication Materials

- Beyond Fishing.
- Key Messages.
 - Every community has assets
 - A country that will not help its poor cannot protect its rich.
 - Poverty is a luxury the rich cannot afford.
- Forums for presentations;
 - International donors
 - Open Days – individuals/organizations.
 - Philanthropic organizations – Rotary, Lions Clubs
 - Professional bodies – Kenya Medical Association, Architectural Association.
 - Invitation to workshops and seminars.
 - Send-out letters to all “Active” NGOs – About grant-making programme.

Mostly a Team Approach

- Ford Foundation funding.
- Materials produced internally.
- Board discussed and decided to:
 - Sell the foundation.
 - Start the grant-making programme
 - Sell the endowment utilizing the grant-making programme for the “SELL”.
 - Board members to attend presentations.
 - Conflict with some of our donors who felt we were “Wasting time”, hiding behind the grant making programme to avoid (or because we didn’t want to) “asking” for endowment money to raise money from International Donor Agencies.
 - Our evaluation suggested we “stop” the grant-making. We said no and continued but promoted it as donor services.

Outcomes

- Successful grant-making programme leading to endowment building by our rural grantees – South Imenti (story) to-date disbursement + commitment + U\$ 680,000 up to December, 2002.
- Staff and Volunteer – Six professionals – Grant-making (Community Development), Finance, Asset Development, Research and Administration.
- International development donors are buying the idea of KCDF as an intermediary capable of getting their dollars to the community level in particular and civil society in general.
- KCDF in turn is utilizing the opportunities to sell endowments – so far “Letters of Intent” signed worthy Ksh. 10 million (U\$ 130,000). Discussions to begin with other potentials.

Lessons

- Identifying our “Niche” and developing “Sell Messages” for the foundation was a corner stone for institution building.
- The decision to “start” with the grant making programme was “RIGHT”. We believed in it, fundraised for it, and got the money.
- Know your terrain, identify your “Niche” and get on with it.

