

Spreading the Word: Rural Marketing & Publicity

Wednesday, 8:15-10:00 a.m. Room #5, Meeting Room Level

Elizabeth Banwell, Consultant, former Director of Marketing and Communications, Maine CF

Jeff Yost, Executive Vice President, Nebraska Community Foundation

Session Topic

The focus of this session is how to market the central community foundation and the community foundation concept to rural leaders and in remote and underserved rural areas so as to increase rural understanding and involvement in community foundation activities.

Strategic Issue Breakout Session Flow

The flow of the breakout session will go something like this:

CSG Lead	Intro, Context, Introductions	5 minutes
Elizabeth Banwell	MCF & Survey of Other CF Approaches & Experience	20 minutes
CSG Lead	<i>Question Queue</i> for Elizabeth	15 minutes
Jeff Yost	NCF Approach and Experience	20 minutes
CSG Lead	<i>Question Queue</i> for Jeff	15 minutes
CSG Lead	<i>Instant Advice</i> : Open it up for others to present their approaches and challenges for advice and comment from Elizabeth, Jeff and each other.	Remainder of time

We will engage two process innovations during this session:

1. *The Question Queue*. We will ask participants to write their questions (and constructive ideas) on stickies for posting throughout the session — posing them to Elizabeth, Jeff, each other, or the cosmos. We will begin using these during Q&A. Aspen CSG will work with the presenters to answer any questions that are not answered during the session on the RDPLN website in the week or two following the workshop.
2. *Instant Advice*. In the last segment of the session, we will ask any participant to pose in 5 (or fewer) minutes a situation they are facing in relation to the breakout topic, and then we will ask participants for their Instant Advice responses of one minute or less (with post-its encouraged as well).

Note: We may adjust this process a bit, but you get the idea.

Presentation Outline

Here are the questions we asked Elizabeth and Jeff to focus on during their initial *Spreading the Word: Rural Marketing & Publicity* presentation.

1. **Structures**. Just for context, tell us what rural coverage structure you think your foundation represents, and for Elizabeth, the structures of the other foundations you interviewed. (See attached draft *Rural Coverage Structures and Characteristics* matrix).

(over)

2. **Approaches to Rural Marketing.** Please describe the foundation's approach, process and techniques for marketing the community foundation to rural leaders and underserved rural areas. If applicable to your foundation, address:

- How do you *explain what the community foundation is* in spoken and written language to rural areas and audiences?
- What are the most effective *formal, organized efforts, techniques and materials* you use for rural marketing?
- What are the most effective *informal* efforts and techniques you use for rural marketing?
- What techniques and materials do you use to engage the *media* in enhancing your rural marketing efforts?
- What specific *rural audiences* do you *target* with different techniques?

3. **Resources.**

- *Who from the foundation* (staff and board) is involved in your rural marketing efforts?
- *How much staff, board and volunteer time and financial resources* does it take to do your rural marketing?

4. **Developing and Monitoring your Rural Marketing Approach.** Please address topics such as:

- What was the process by which you developed your rural marketing approach — who was involved, how, and how (if at all) were the decisions reviewed and approved by foundation leaders?
- How do you track and monitor your marketing activities — or plan to? What method do you use to determine if they are working or not?
- What can you report about how well your various marketing and techniques are working and paying off?

5. **The Lessons.** Please finish up with these lessons.

- What are the top 3 *toughest things* your foundation has experienced in marketing the community foundation to rural leaders and underserved rural areas?
- What are the top 3 *best things* that the rural marketing effort has produced for your foundation?
- What 3 *lessons or pieces of advice* would you offer to another community foundation that seeks to rural leaders and underserved rural areas?