

# 'Basic Market Principles of Marketing and Understanding the Message Behind the Brand'



Y M C A

INTRODUCTION



Y

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Why?

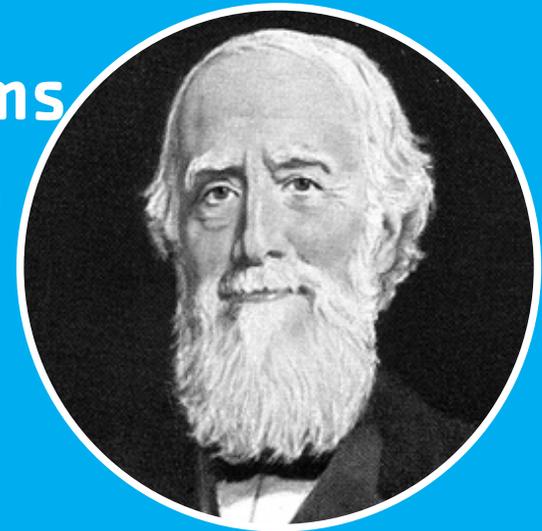
# YMCA

Founded by George Williams

On 6th June 1844, he opened the first YMCA in London

*"To improve of the spiritual condition of young men".*

Today the YMCA offers these essential services in communities



## Accommodation



from emergency accommodation to supported living.

## Family services



Nurseries and after school clubs

## Training & Education



Skills-based training, placement and apprenticeship schemes

## Health & Wellbeing



largest voluntary provider of health and wellbeing services

## Support & Advice



Supporting young people through difficult times with a wide range of services

Presently the **YMCA** focus on **young people** and help them play a fulfilling role within their **communities**.

Characterised by five strong and distinctive **values**

- **We seek out**
  - **We welcome**
- **We inspire**
  - **We speak out**
- **We serve others**



M



marketing

A great **marketing strategy** will help your charity reach more people and generate more income.

Recognizing the power of a marketing strategy will express its **core messages**, build a **loyal fan base**, and obtain **donations**.

So how to build a  
**marketing strategy?**

Firstly, what is your organisation  
is trying to **achieve?**

What are the **goals** for your charity,  
where you are now to where you want  
to be in the future.

Take a look at your **environment.**

Every strategy should start with an analysis  
of the **key factors** affecting your charity.

*i.e. the political, economic, social and  
technological factors*

**Set objectives.** Decide what you want your charity to achieve through your marketing.

Fundraising target, revenue target or improvements to your brand or website.  
**Clarity is the aim.**

Focus your strategy, including **key messages** towards your target audience.

Brand guidelines and positioning. Brand is about **perception**, about **trust**, about **personality** and about **impact**.

Investing in brand strategy will reward in rising **awareness**, **income**, **boost morale** and **inspire** supporters to help you achieve your vision, growing market share and fundraising.

**Involve** senior management, trustees, staff and volunteers in the process is key to promoting a common sense of **purpose**, **pride** and **commitment**.

# To build a **strong brand**?

- **Set clear objectives**
- **Understand your audiences**
- **Clear vision and values**
- **what sets you apart from others**



C

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communication

**With increasingly tight budgets, voluntary organisations have to make their fundraising and marketing efforts go further.**

**Find creative ways to promote the work and research. Write compelling press releases, media statements and content for website, social media activity and the development of printed materials.**

**Social media will continue to grow, with people expecting to be able to donate, discuss, engage, campaign, find information and access services through social channels.**

**Encourage people to Spread the Word by sharing their personal experiences with your brand**

**Tap into the Power of Social Proof**

***“The positive influence created when people find out others are doing something”***

**Better digital engagement means better campaigns, more loyal supporters and reduced costs.**

**Make the digital world work for you. Use your website and social media channels to better reach and influence your audience, bring your stories and campaigns to life, employ your resources more effectively.**

## **Personalisation**

**Benefactors will want to support charities that enhance their own personal brand and cultural relevance.**



A =

awareness

Awareness raising, is the act of enlightening and informing the masses of your cause and campaign, whilst hoping to instigate an action.

## Brand awareness

Your target audience needs to know who you are, what you do and why they should engage with you.

Use all available channels, from political lobbying and public campaigns to digital networks.

**How to measure digital Awareness?**

Use tools like Google Analytics for basic search engine optimization (SEO) and marketing purposes.

**Social media analytics (SMA)** collecting data from social media sites and blogs. Evaluating that data to make decisions.

**Customer relationship management (CRM).** Manage and analyze customer interactions and data with the goal of improving relationships

# Benefits of wider **Brand Awareness?**

- more donations
- more volunteer opportunities
- more access to funding
- more impact for end users
- more services for communities

# Measuring the real impact of awareness?



The ultimate **effect** on the  
**lives** of those you are  
seeking to **change**.