



TRANSITIONING *to* TOMORROW

2012 UCP ANNUAL CONFERENCE

WASHINGTON, DC

What is an Organizational Brand?

*The authentic essence of who you are and
where you're going,*

expressed in a compelling way,

to a defined target

Activity: Your Organization

Brand Message

Target Market

Offer / What You Want Your Target to Do

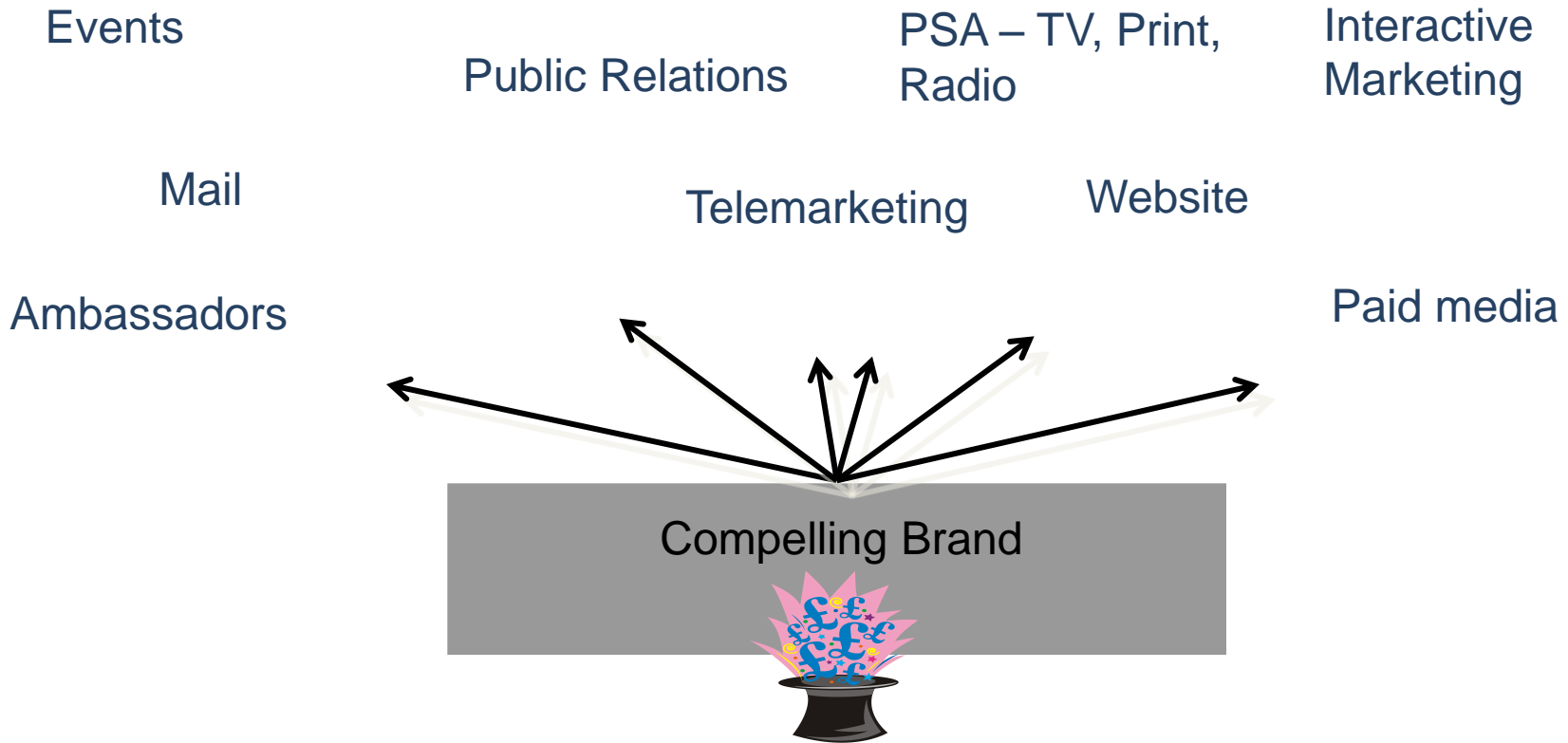
Current Reality

Messaging Focus

- Limited resources, but those resources are spread across:
 - Many different messages
 - Many different targets
- Instead of:
 - A single, focused and compelling message
 - A defined target

Current Reality

How a strong Brand is Built



Compelling Long-Term Programmatic Strategy & Vision

Our target is more likely to engage with us if they have heard of us



Current Topic Areas

Taking advantage of search

- Registering
- Google AdWords – Non-Profit Grant – email sign-ups, donate
- Google AdWords – Paid Search
- Search Engine Optimization

Current Topic Areas

- Analysis: A Monthly Report
- Institutional Fundraising – online
- Website design: Action-orientation versus Information-orientation

HOPE / OICI / CARE / VEGA

Current Topic Areas

- Social Media: Facebook, YouTube; volunteer fundraising recruitment
- Friends asking Friends
- Personal Connection

Digital Marketing Checklist: Outreach to New Constituents

Category	Opportunity	My organization is actively executing	
		YES	NO
<i>NEXT LEVEL</i>	Mobile-optimized site		
	Glyphs		
	Interactive Features		
	Microsites		
<i>EMERGING</i>	Integrated campaigns		
	Paid Media – Banner Advertising and Text Ads		
	Fundraising Volunteer Engagement		
	Reciprocal Link Agreements		
	Email rent/exchange		
	Online PR (HuffPost, etc.)		
<i>CORE</i>	Social media recruitment		
	Search Engine Optimization		
	Google Analytics Monitoring		
	Google Grant being used and optimized		
	Strong website with optimized content		
	Consistent changes to website on a regular basis		
	Email capture a top priority across digital presence		

Digital Marketing Hot Topics

- Mobile Websites
- Social Media
- QR Codes
- Viral Video
- Email

Activity: Your Organization

Guinea Pigs!

- 1: Your Digital Presence, Marketing 101
- 2: Your Greatest Challenge
- 3: Your Dream for Your Digital Presence

Deep Dive

- Email Marketing
- Website Management
- Facebook
- Twitter
- YouTube
- Blogs
- Volunteer Fundraising

TOMORROW

Global connections to niche areas and medical conditions



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Thank You

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