



Is it time to **transform marketing**
at your organization?

AN OVERVIEW OF NONPROFIT CMOS CALL FOR A TRANSFORMATION OF MARKETING

Presented by Cynthia Currence, *Chair of the Senior Nonprofit Marketers' Summit and Founder/CEO of Currence & Associates, LLC*

Hosted by Allison Van Diest, *Interactive Solutions Architect, Blackbaud*

AMAF NONPROFIT MARKETING SUMMIT

Overview

- **18 senior nonprofit marketing executives** convened monthly during 2010 to discuss the enormous changes affecting the sector.
- Culmination - a **call for transformation** of marketing.
- **Core Components of the Whitepaper:**
 - Ten Marketing Myths and Misperceptions
 - Four Key Marketing Barriers
 - CEO Diagnostic Tool



SOME THINGS CAN'T WAIT.
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SUMMIT MEMBERS

Emilio Pardo

EVP and Brand Officer for AARP

Kathy Compton

Chief Marketing Officer for AFP International

Cynthia Currence, CMC®

President and CEO, Currence & Associates, LLC, AMAF Board Member

Angela Geiger

Chief Strategy Officer for Alzheimer's Association , AMAF Board Member

Vickie Peters

Director for Strategic Planning for American Heart Association

Reji Puthenveetil

*Chief Marketing Advisor for the American Lung Association and
President of Group Newhouse*

Peggy Dyer

Chief Marketing Officer for American Red Cross National Headquarters

Debra Neuman

Chief External Relations Officer for Arthritis Foundation



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Kay Keenan

Former VP Marketing and Communications for Big Brothers Big Sisters of America

Evan McElroy

SVP Marketing for Boys & Girls Clubs of America

Wendy MacGregor

Chief Marketing Officer for Feeding America

Dr. Alan Andreasen

Author and Professor, Georgetown University

Andy Ferrin

SVP and Chief Marketing Officer for the National 4-H Council

Candace Hanau

Chief Marketing Officer for Save the Children

Jay Aldous

Chief Strategist for Social Capital Partnerships and Former CMO for U.S. Fund for UNICEF

Kirsten Seckler

VP Branding and Communications for Special Olympics International

Cynthia Round

EVP Brand for United Way Worldwide

Meme Drumwright

Author, Researcher and Professor at the University of Texas Austin



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WHY TRANSFORMATION NOW

- Unprecedented challenges abound
 - Huge changes in the economic condition
 - Reduction in donor and foundation portfolios
 - Double-digit reductions in charitable revenues not uncommon
 - Changes in government regulations toward nonprofits
 - Speed of change in technology
 - Changing demographics
 - Globalization
- Magnitude of change has never been seen before
- Nonprofits must use all their assets and smarts to survive and thrive



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HOW SHOULD WE TRANSFORM?

Today's marketers must become tomorrow's growth leaders! We must optimize all we do and know the ROI and ROM of everything we do.

The Shift by Scott Davis



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WHO WAS THE TARGET OF THE SUMMIT MESSAGE?

- *Other nonprofit marketers*
- *CEOs*
- *Volunteer leadership*



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MARKETING MYTHS & MISPERCEPTIONS

- Marketing is Operational
- Marketing and Fund-Raising Belong Together
- PR/ Comm./Adv. and Marketing are all the Same
- You Can't Measure Marketing
- Target Marketing Isn't Appropriate for Nonprofits
- If the Board likes the Adv., it Must be Good Marketing
- If You Tell the Story Well Enough, Everyone Will Give/Volunteer/Wear Their Seat Belts...
- Good Marketing Takes Money, Lots of It – It Is a Luxury and Not a Necessity for a Worthy Nonprofit
- Donors Do Not Want Their Money Going to Marketing



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FOUR KEY BARRIERS

Strategic versus Operational Mindset:

Contributing to Making the Business Decision, Not Just Implementing It!

Return on Investment and Return on Mission:

Strategically Aligning Talent, Measuring Performance and Demonstrating ROI/ROM

Customer-Centric Focus:

Communicating Value to Stakeholders

Change Management:

Moving at the Speed of Technology



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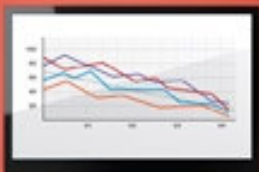
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CEO DIAGNOSTIC TOOL



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24 questions to help assess marketing optimization

Answer 'No' =

an opportunity exists for an organization

Answer 'No' Five Times or More =

significant optimization is available for the organization



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PLEASE JOIN US MAY 19 FOR OUR NEXT SESSION:

**EARNING AND KEEPING A SEAT AT THE TABLE –
MAINTAINING MARKETING'S STRATEGIC
INFLUENCE WITHIN THE ORGANIZATION**

Presented by Reji Puthenveetil, *Chief Marketing Advisor, American Lung Association and President, Group Newhouse*

Hosted by Allison Van Diest, *Interactive Solutions Architect, Blackbaud*