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Promotion Strategies in an Out-of-Control World

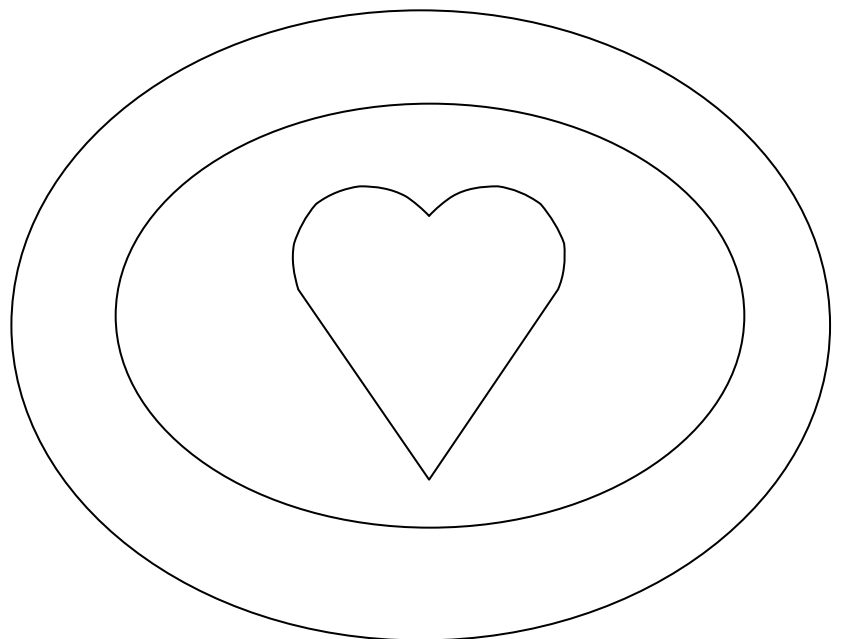
Workbook

A revolution in how we communicate changed the rules of engagement for nonprofit marketers. Audiences are more fragmented, communications channels are more focused, and the public demands more transparency, more interactivity, and more responsiveness. How can nonprofits stay on-strategy and protect their brand-identities in this environment? The future of your integrated communications depends on how well you understand and apply your agency's positioning through multiple marketing tactics. In this worksheet we begin the exploration.

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1. What we want people to do:
2. Who we want to have do it:
3. What might happen if they do it?
 - Good things:
 - Bad things:
4. Fill in this picture with the core benefits, the tangible offerings, and the premiums or bonuses.



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5. Our emotional, core message:

6. What's the "poster child" for our cause?

7. What's the "enemy" of our cause?

8. How would we convey our core message through...

- A broadcast interview?
- A tweet?
- A press release?
- Online video?
- Conference presentation?
- New service opportunity?

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10. What communications channels should we monitor? *(list)*

11. What are we looking for?

12. Who in our organization is responsible for monitoring?

13. What's likely to happen when we monitor?

- Good things:
- Bad things:

14. What's our first next step?