



BCAHA Provincial Conference

Marketing Your Healthcare Auxiliary in a Noisy and Changing World

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Good Morning!

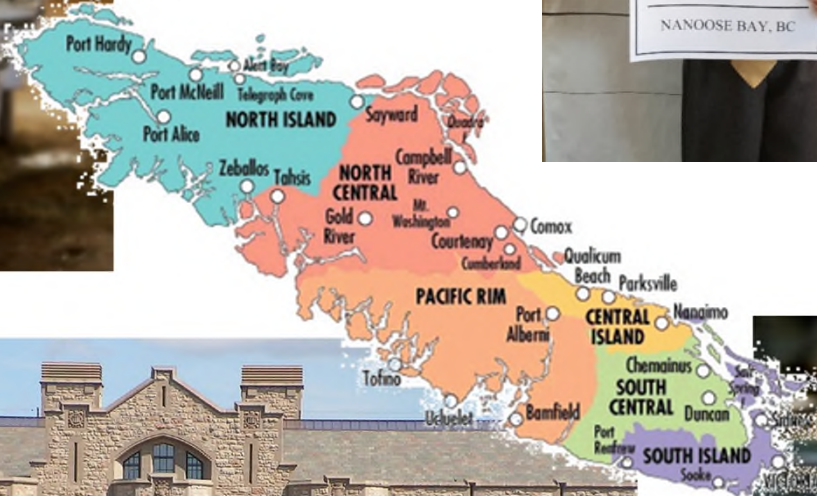
Let's get to know who's in the room

- Where are you from?
- How long have you been an auxilian?
- What's the size of your auxiliary?
- How many of you are attending your very first BCAHA conference?

A bit about me...



MNP



GOALS FOR TODAY

- *KNOW:*
 - Why communication is important
 - What's changed and how do we capitalize
 - How to develop an effective communication plan
- *FEEL:*
 - Inspired to take action
 - Encouraged that your efforts will be rewarded
- *DO:*
 - Take 1-2 ideas home with you that you can put into practice in your Auxiliary

QUESTION

You had a choice of three sessions this morning... why did you pick this one and what do you hope to get out of it?

It's a noisy and changing
world out there.



CHANGING TECHNOLOGY

CHANGING MEDIA



CHANGING GENERATIONS



TRADITIONALISTS

Born 1900-1945



BOOMERS

Born 1946-1964



GEN X

Born 1965-1976



MILLENNIAL

Born 1977-1997



GEN 2020

After 1997

71% of Millennials say the internet is their main source of news and information (Source: Gallup, 2016)

Change brings challenges
and opportunities.

The ability to effectively communicate
WHO you are, **WHAT** you do, **WHY**
you do it and who it **IMPACTS** is
critical to achieving your mission as a
Healthcare Auxiliary.

SOME THINGS HAVEN'T CHANGED...

- Communication is about **people**.
- Communication is about **stories**.
- Communication is about **relationships**.
- Communication is about **motivating action**.
- **EFFECTIVE** communication starts with a **PLAN**.

WHAT IS A COMMUNICATIONS PLAN?

It is a written document that describes:

GOALS & OBJECTIVES: What do you want to accomplish?

TARGET AUDIENCE: Who are you communicating with?

STRATEGIES: What's the game plan?

TOOLS, TACTICS & TIMELINES: What will you do and when?

EVALUATION: How you will measure your results?

6 questions to guide your communications plan

Q1: Where are we today?

- Why does our organization exist?
 - Who do you serve?
 - What do you do?
 - Why do you do it?
 - What would happen if your Auxiliary did not exist?
- What are our organization's biggest:
 - Strengths, Weaknesses, Opportunities, Threats
- What will happen if we do nothing?
- How is our organization perceived?

“Your brand is what people say about you when you are not in the room.”

Jeff Bezos, Founder of Amazon

DISCUSS AT YOUR TABLES

What is the biggest communications challenge facing your Auxiliary?

Q2 – Where do we want to be?

- What change is required for our Auxiliary to continue to achieve its mission?
- What do we want people to think of when they think of our Auxiliary?
- Set specific Goals & Objectives:
 - What is our purpose for communicating?
 - How will we know we've succeeded?
 - What can we measure to track our progress?

Communications can help...

- Increase awareness/visibility
- Increase funding
- Attract new members, donors, customers
- Recruit volunteers
- Promote programs or events
- Generate media publicity

Sample Goals and Objectives

GOALS:

- To increase awareness of our Auxiliary and what we do in the community.

OBJECTIVES:

By the end of 2019, we will achieve:

- 50% increased website traffic
- 25% increased email newsletter sign-ups
- 25% increased followers on our Facebook page

DISCUSS AT YOUR TABLES

How can you convert your biggest challenge into a communications goal with specific objectives?

Q3: Who is our audience?



Clarify Your Audience...

- Who is our audience, specifically (e.g. do we have a list?)
- What are some common characteristics of this audience? (e.g. age, interests, gender)
- What do they know about our Auxiliary?
- Where do they spend their time – online and offline?
- What is their preferred method(s) of communication?

...to crystallize your message.

- What is the most appropriate style and tone for this audience?
- Given our objectives and what we know about this audience, what do we want them to:
 - KNOW (information)
 - FEEL (inspiration)
 - DO (motivation to take action)

DISCUSS AT YOUR TABLES

Who is the target audience for the goal and objectives you've identified?

Q5 – What is the best tool for the job?

- One-on-One Communication
- Paid Advertising
- Publicity
- Direct Marketing
- Event Marketing
- Sponsorship
- Digital Marketing (website, email, social)
- Collateral Materials (print, branded products)

Nonprofit Tools and Tactics



Source: *Nonprofit Marketing Guide: 2016 Nonprofit Communication Trends Report*

DISCUSS AT YOUR TABLES

Which specific tools and tactics should you use to deliver your message?

Q6 – How will you track your results?

- Important to establish your starting benchmark
- Types of measures you can use
 - Funds raised (\$)
 - Number of new members
 - Media coverage
 - Website statistics
 - Social media follows, shares, etc.
 - Number of presentations delivered, letters sent
- Keep what's working, change what isn't

Questions and Discussion

GROUP DISCUSSION

What has been the most successful communications strategy for your Auxiliary?

“People don’t buy what you do, they
buy why you do it.”

Simon Sinek

“By the time you need a relationship,
it’s already too late to build one.”

Victoriano Cui

“Be the change
you wish to see in the world.”

Mahatma Gandhi

THANK YOU!

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