

An Introduction to Mission-Driven Marketing™



A New Approach to Building Strategic
Partnerships

Presented By:
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Davidoff Communications

Davidoff Communications helps organizations create and strengthen relationships with prospects, customers, the media, the trade and employees. We're integrated marketing strategists, sales consultants, and event marketing specialists. We create mission-driven marketing solutions that help you meet your business objectives, captivate markets, and build valuable networks. Davidoff has consulted with the National Children's Museum, Ocean Conservancy, Children International, Zero to Three, Monterey Bay Aquarium, Easter Seals and the Adler Planetarium.

Davidoff Communications creates and nurtures strong business and interpersonal relationships based on genuine communication, thorough evaluations of needs and assets, and trusted, valued support. We partner with our clients in the areas of sales, marketing and organization. Our goal is to become your trusted advisor.

We are leaders, not followers.

We deliver to a broad range of clients by providing practical, insightful business strategies, innovative approaches to marketing and event planning, and aggressive sales generation and management.

We are spirited, not stagnant.

We bring a combination of savvy street smarts, experience, and credentials to your company to hand deliver exactly what you need. Our goal is to take you where you want to go by helping you overcome any challenges that stand in the way of reaching your full potential.

We are innovative, not generic.

We believe that creating relationships is the key component of our work—our ability to facilitate the communication that is necessary within organizations to nurture strong internal and external relationships is the factor that keeps us a step ahead of the rest.



The Concept

Business With Purpose

The concept behind our **Mission-Driven Marketing™** strategy is simple and has the potential to have a profound impact on how you think about and talk about your organization. We believe **purpose integrated with profit** is the foundation for creating compelling business and marketing communication messages to customers, prospects and employees about what differentiates their organizations.

Reflecting Your Mission Throughout Your Organization

Mission-driven marketing operates from the belief that people have a natural desire to be a part of something larger than themselves. When an organization goes back to the heart of its mission and allows the mission to truly play a defining role in how the company does business, the result is inspiring and energizing. Instead of simply selling services or products, suddenly, you are selling people a higher purpose, a better quality of life and an opportunity to make a positive contribution. The impact of this shift in focus is felt by employees and customers alike.

The power of **Mission-driven marketing** is in the alignment of company messaging and operations, providing an organizational integrity that enables you to present your marketing messages in a more compelling manner -- with higher purpose -- and to reach more targeted and strategically-defined audiences.

Leading with Your Mission

As you identify corporate partner prospects, keep in mind whether your target will further your organizational mission or detract from it. The foundation of a good partnership lies in creating relationships where there is a lot of synergy between your mission, goals and the prospective partner's business initiatives and areas of corporate social responsibility. By leading with your mission you will learn to make decisions that will allow you to forge win/win relationships with corporate partners, without sacrificing your organizational integrity.

Old Model vs. New Model

The Old Model of corporate relationships is based on traditional methods of giving, including, but not limited to sponsorships, foundation grants, corporate philanthropy and individual donations. These straight philanthropic donations from the corporate entity to the non-profit lack the marketing investment and ROI expectations characterizing partnerships. Companies are generally given prominent logo placement and/or mention in non-profit materials/websites, but do not participate in additional marketing extensions.

The New Model of corporate relationships blends the strengths of the Old Model with innovations to engage the corporation in a deeper, more integrated and longer lasting strategic partnership. **Strategic Partnerships** are multi-year, comprehensive and highly customized partnerships which create new programs to support long-term business goals, and/or support existing programming.

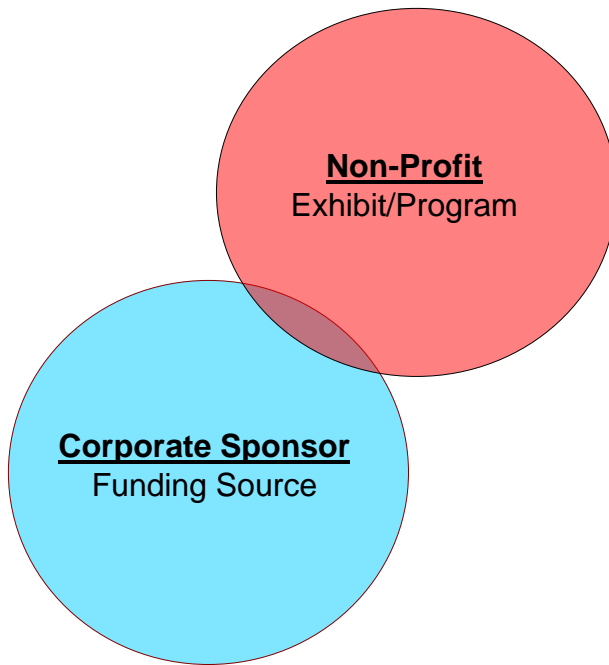
Strategic partnerships focus on creating longer term, mutually beneficial relationships with for-profits and may include a combination of cash and in-kind donations, sponsorships, shared expertise, brand building, employee engagement, marketing and promotional opportunities.

In the New Model, emphasis is placed on mission synergy, alignment of business initiatives with nonprofit goals and creating a win/win relationship where both parties benefit from increased visibility, reach, traffic and revenue.

A final key element in the new model is the presence of a Media Partner to facilitate increased awareness of the corporate/nonprofit partnership.

Mission-Driven Marketing

Old Model

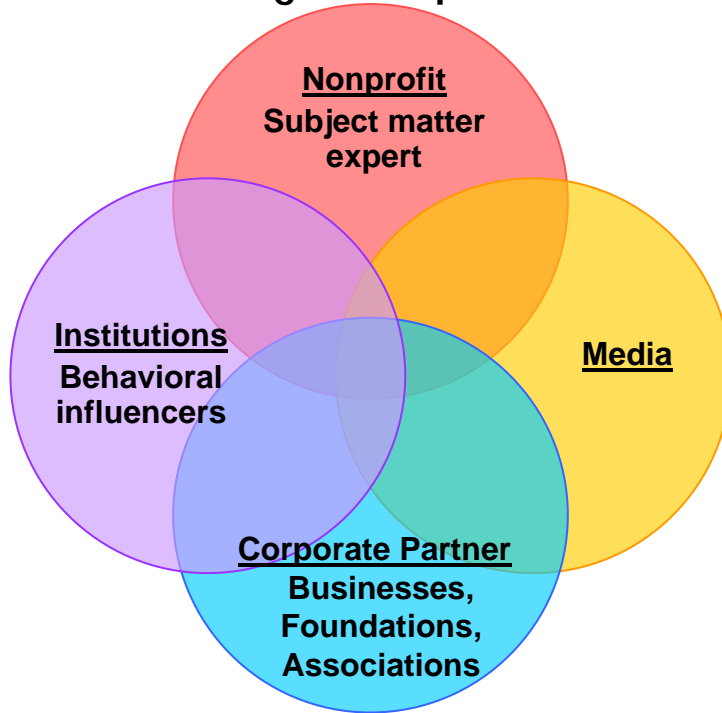


What Does Each Entity Bring to the Partnership?

Nonprofit	Corporate Partner
Event or exhibition opportunity	Incremental funding
Awareness for corporate sponsor	Database of consumers
Audience	Marketing channels and marketing support
Education / information	Corporate volunteers
Good will/ Halo effect	In-kind donations

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Mission-Driven Marketing™ Corporate Partnership Model



What Does Each Entity Bring to the Partnership?

Nonprofit	Corporate Partner	Media	Institutions
Subject matter expertise	Cause-based marketing investment	Audience	Lobbying
Leadership (voice for cause)	Sponsorship investment	Third party recognition	Policy influence
Research	Philanthropic investment	Visibility & awareness	Standards & systems
Source of information	Marketing channel/ market access	Vast reach & influence	Guided leadership
Media resource	Database of consumers	Diverse delivery system	Funding source
Advocacy & Policy	Access to trade	Credibility	Volunteer base
Education	Employee volunteers	Consistent messaging	Peer review research
Direct social cause impact	Board members & shareholders	Education	Independent endorsement
	Communication & retail channels		

Sponsorship vs. Partnership

The following table highlights some of the distinctions between sponsorships and partnerships. What other distinctions can be made?

Sponsorships	Partnerships
Marketing driven	Mission-driven
One party pays the other	Mutually beneficial for all parties
Short term	Longer term
Promotion & advertising focus	Education & influencing focus
Tactical Benefits (e.g. tickets, signage)	Synergistic benefits (e.g. image, P.R., brand perception)
"Deal" orientation	"Collaboration" orientation
Limited and narrowly defined agreement	Open-ended and evolving relationship

New Model Principles

1. Leave Your Tin Cup at Home
2. Position Your Organization as the Subject Matter Expert
3. Your Organization is Leading a Mission
4. Unify All Aspects of Your Organization Behind the Mission
5. We Live In a Content-Driven World
6. There are No Saviors
7. How Big is Your Sandbox?

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Subject Matter Expert Worksheet

What is your organization's subject of expertise?

What makes your organization the expert in this subject? What skills, staff, experience do you have to support your position as subject matter expert?

How do you position yourself in the community as the subject matter expert?

What impact does this way of thinking have on your approach to building corporate partnerships?

Mission Maximization

The core concept behind Mission Maximization is understanding how deeply your organization's mission is ingrained in everything you do and then using the power of your mission to drive communication, interaction and outreach.

- How do you maximize the power of your mission? How well do you communicate this mission and live it?
- How do you use your mission to talk about your organization in a compelling way?
- Can you determine to what level your mission penetrates and defines your organization's operating structure?
- Do people connected to your organization (Board Members, staff, volunteers, and other stakeholders) know/live your mission?

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Mission*Max* Worksheet

What is your organization's mission?

What role does your mission(s) play in the community?

What void is your mission(s) filling within the community?

List the top three strategies your organization utilizes to promote its mission.

- 1)

- 2)

- 3)

What Corporations Look for in a Partnership

When entering into a relationship with a non-profit, corporations are looking to:

- Increase brand loyalty
- Create awareness and visibility
- Change / Reinforce image
- Drive retail traffic
- Showcase community responsibility
- Drive sales
- Differentiate product from competitors
- Sample/display brand attributes
- Entertain clients
- Recruit / Retain employees
- Provide merchandising opportunities
- Incent retailers, dealers and distributors
- Combat larger ad budget of competitors
- Achieve multiple objectives

77% of companies surveyed by the Conference Board identified supporting business needs as the most important factor in making giving decisions.

In two studies conducted by LGB Associates, a key finding was that ***virtually all companies*** in both studies believed they should ***donate strategically — to improve their bottom line by making people more aware of their products, foster good will among employees, and, especially in foreign countries, enhance relations with local officials and governments.*** (LGB Associates)

Sponsorship Ideas

Corporations are always looking for new and innovative ways to reach their target audiences. Museums can provide corporate sponsors and partners with interactive, entertaining and educational ways to reach audiences in low clutter environments. The following activation ideas are based on the concept of museums being aggregators of audiences and content. Each idea is intended to drive audience awareness and attendance for the museum and provide benefits to the sponsor as well.

Sponsorship Opportunities

1. Create a series of events that can be used to create a longer term partnership with corporate sponsors
2. Increase opportunities for corporate employees to garner recognition and “benefits” through corporate volunteer program
3. Offer unique VIP sponsorship benefits – behind the scenes opportunities for corporate sponsors at museums, at other events, exhibitions, etc. Leverage museum relationships to create unique opportunities – special opportunities to experience what sponsors wouldn’t be able to buy. (e.g. private showing of new collections, or private tour of collections archive, night with the artists/curators, etc). (Consider positioning this with corporate HR as an employee benefit – or as an opportunity to host clients)
4. Create a special contest for museum attendees to develop content/exhibit ideas that could be sponsored by companies
 - a. E.g. Doritos Super Bowl commercial contest: consumers competed and winner’s commercial aired during Super Bowl
 - b. E.g. Brand holds contest for consumers to create the most innovative exhibit using corporate sponsors’ product or technology
5. Partner with a social cause and host cause-related events at the museum- e.g. “American Heart Day” at the museum and find a sponsor; partner with the local school system and host the science fair at the museum and find a sponsor (finding causes that are of high interest)
6. Create unique event sponsorship opportunities:
 - a. Host a wine tasting/wine festival at the museum sponsored by a corporate sponsor and partnering with a wine vendor
 - b. Host an antique car show in the museum parking lot
 - c. Host a kite flying weekend during which kids and families can bring their kites, or build their own.
 - d. Partner with local sports teams to create events that attract museum audiences and sports audiences as well, expanding the reach of the museum
 - e. Develop family-oriented workshop series

Sponsorship Ideas

7. Day program or one-off event series specific to industries still spending sponsorship \$\$ (e.g PECO & The Philadelphia Orchestra leveraged existing partnership to create one-off event promoting alternative energy by doing a wind energy powered performance)
8. Create smaller scale sponsorship opportunities to attract small-mid sized corporate sponsors – or consider splitting larger sponsorship packages among 2 or more sponsors.
9. Create small scale exhibits that can be featured at private events and conferences
10. Consider an after hours events program (e.g First Fridays at MCA, Jazzin' at the Shedd) with a corporate partner
11. Collaborate with other nonprofits to increase sponsor bang for their buck – create “one stop shopping” experience for corporate sponsors.
12. Leverage museum presence on/use of social network/web 2.0 to create social network sponsorship opportunities (Facebook, MySpace, YouTube, Second Life, Twitter, etc)
12. Engage with top celebrity bloggers/advocates who have synergy with your museum or exhibits to host an event, online or onsite (PR benefit to museum) and attach a corporate sponsor
13. Hold an online auction hosted by a corporate sponsor and get other local businesses to donate products
14. Create virtual extensions of museums' physical exhibits which corporations could sponsor and reach consumers online
15. Make connections with retail venues (e.g. malls, big box retailers) or other non-traditional venues to get your museum outside its four walls – create a display, store outlet or interactive exhibit, that sponsors can support to take to non traditional venues
16. Develop content for mobile marketing/promotional/outreach program targeting audiences using mobile devices – offer as stand alone sponsorship opportunity or as incremental marketing extension
17. Brand a van/RV and take your educational outreach on the road to tour schools, libraries, shopping malls, parks, tradeshow and other venues where your audience can be found in high density – museum on wheels
18. Inventory your assets and develop a plan to leverage them for greater exposure to funders
19. Build on the fact that you are subject matter experts by creating content generation/distribution sponsorships/partnerships
20. Add value to sponsorships by attaching media partners to sponsorship offerings
21. Use existing relationships to source new sponsors - leverage relationships of suppliers, board members, etc.
22. Enlist media partners as sponsorship sales agents – work with media partners to bundle sponsorship benefits in with pitches for ad buys

Tips for Successful Partnerships

1. **Be Choosy** - Missions of both organizations should complement one another. Don't search for perfect alignment – you won't find it. Seek out strengths that could complement your strengths.
2. **Start on common ground.** Not only should we identify and work from common ground with the partners we choose, we should take this same approach when reaching out to consumers.
3. **Maintain a “big picture” perspective.** Orienting towards the overall vision or goal will help guide the rest of your activities from choosing a partner to marketing the relationship.
4. **Understand and communicate to your sponsors that the relationship is a team sport.**
5. **Communicate, Then communicate some more.** Then keep communicating.
6. **Look for long term relationships.** Start slow and grow from there. Understand that long term relationships take time to build.
7. **Expect that both you and your partner will be looking for revenue and awareness as important goals.** With regard to questions about business impact, definitely strive to secure and report meaningful results. But also prepare to offer “gut-check” arguments about why the partnership makes sense beyond traditional financial metrics.
8. **Expect and prepare for tough questions and scrutiny.** And expect them from both sides – from the non-profit and from the corporate partner. Both need to vehemently protect their brands and reputation.
9. **Get creative.** Look around you for things in life that capture your attention, lift your spirits, broaden your horizons and enrich your life. Even if they have absolutely nothing to do with your field of business.
10. **Have fun!** Partnerships – like all worthwhile relationships – are hard work. There will be stress, challenges and hard conversations. There will be celebrations, accomplishments and pride. Through it all, if you're not able to see and enjoy the greater good of your efforts, it's just not worth it. Plan to have fun along the way.

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