

How-to Change Perceptions of Regional Centers

What we are communicating, and to whom.



Marketing from the inside


Creating messaging for intended audiences

Board members as ARCA ambassadors & liaisons

Marketing From the Inside

The foundation of marketing can be best described in the 4Ps

- ◆ **PRODUCT - THE SERVICES AND PROGRAMS YOU OFFER**
- ◆ **PRICE - THE PRICING STRATEGY OF THE ORGANIZATION (FREE, FEE, LOW-COST, ETC.)**
- ◆ **PLACE - WHERE YOU ARE LOCATED AND DELIVER SERVICES (IN-PERSON, VIRTUAL , HYBRID)**
- ◆ **PROMOTION - ADVERTISING AND PUBLIC RELATIONS (PR) TACTICS**



Promotion

Developing the Best Messaging
for the Intended Audience and
Delivering That Message
BOARD MEMBERS PLAY A PART

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Who are your stakeholders?

Nonprofits have multiple stakeholder groups.
Within each group the demographics and
psychographics may differ.
Knowing who you serve will dictate how you
communicate with them.

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Meaningful Engagement



Are we delivering the services and information that our various stakeholders expect and need?

How do we know?

Is our data indicating that we are meeting our objectives?

If not, what needs to change?

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Messaging

What we say and how we listen

Do we have clear and concise messaging that is consistently delivered?

Are we responsive to our stakeholders?

Where are the disconnects that cause misperceptions about our organization?

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Tips

We all have different communication styles that drive how we receive and share messages.

Mean what you say and make sure it is understood.

Paraphrase what you are hearing to confirm understanding.

Don't make assumptions.

Admit when you don't know.

Examples

When you aren't 100% clear, people make assumptions to fill-in what they don't know.

- A cat jumped out the window of a 30-story apartment building and lived. How?
- A girl who was just learning to drive went down a one-way street in the wrong direction, but didn't break the law. How come?



Board Members' Role in Changing Perceptions

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Ambassadors & Liaisons in the Community

BOARD MEMBERS HAVE PR RESPONSIBILITIES

How to effectively

- Offer Input,
- Use Influence, and
- Exercise Accountability

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Why You Serve

You are motivated to serve as
a Board Member of a Regional Center.

What are those motivating factors?
How does your personal story help others?
How does it help your Regional Center Board role?

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Being an Agent of Change

There may be a difference between
speaking on your own behalf versus
speaking on behalf of the organization.

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People Pay Attention

How you represent your Regional Center is seen and heard when you are in your official role and in your regular life. People are watching and listening to you! Your words and behavior carry weight.

On Stage - Speaking officially on behalf of the Regional Center.

Off Stage - Not officially in your role, but among your stakeholders.

Back Stage - Completely secluded from stakeholders.

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What Change Looks Like



Imagine ...

- What you want people to say about your Regional Center.
- What feelings do you want to have when you talk about your board service.

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Tips

Reverse engineer from those thoughts to figure out what needs to happen.

How can you contribute?

- What is working?
- What needs to be improved?
- What needs to stop?
- What needs to be created?



THANK YOU

