



Effective Social Marketing

May 23, 2007



What Is Social Marketing?

- **Social marketing is selling an “idea” that will save a life, improve a life or make a person feel good about enhancing someone else’s life**

What Can Social Marketing Do?

- **Create awareness of an issue**
- **Educate the public**
- **Change attitudes and feelings about an issue**
- **Motivate a desired behavior**
- **Or any combination of the above**

Target Audience

- **Who do you want to influence?**
 - How open are they to change?
 - How do they define themselves?
 - What do they currently believe about the issue?
 - How far do you need to move them before they take action?

How Can You Reach Your Audience?

- **Integrated marketing is like a concert – a full orchestra is very powerful, but the strings can be just as moving**
 - Advertising
 - TV, Radio, Print, Outdoor, Web
 - Public Relations
 - Media Relations, Grassroots Marketing
 - Direct Mail
 - Collateral
 - Brochures, Inserts, Take-Aways

How Can You Convince Them?

- **What is the single-minded message?**
- **How do you deliver the message?**
- **Why would they believe the message?**

• **Role of consumer insights**

Where Do You Start?

- **Review secondary research**
 - Facts and figures about the issue
 - Review of previous/similar campaigns
 - Industry experts
 - Consumer trends
- **Conduct consumer research**
 - Qualitative
 - Quantitative
- **Uncover key insights that are unique, relevant and actionable**

How Do You Create Great Creative Material?

- **Understand that great creative is:**
 - Work that motivates people
 - Sends a message that strikes a chord
 - Moves them to start doing something new or differently

How Do You Create Great Creative Material?

- **Whether it's an ad, a brochure or a book mark, great creative communicates just one idea**
- **Start with a creative brief that is completely single-minded**
 - Issue Background
 - Target Audience
 - Research insight
 - Main Message
 - Support for message
 - Call to action

How Do You Create Great Work?

- **In every communication, talk to the audience as you would a friend**
- **If possible, entertain them**
- **If needed, make them uncomfortable**
- **Once you've got them, don't ask for too much**
 - Tell them why they should pick up the phone...
 - Speak to their kids about their friends...
 - Stay in school...
 - Call 911
 - ***Be an involved Dad***

How Do You Know It Will Work?

- **Take the message to consumers first**
- **You may get it, the audience might not**
- **Ensure your message will achieve its goal before dollars are spent**

How Do You Know You're Making A Difference?

- **Establish realistic measures for success by projecting:**
 - (Donated) media support
 - Press coverage
 - Visitors to the Web site
 - Phone calls
 - Requests for fulfillment materials or additional information
 - Anecdotal feedback
 - *"I see one of your billboards on the way home ("Every girl needs a leading man"). When I see it, I get excited about seeing my girl. Thanks."*

Conclusions

- **Do your upfront homework – make sure your strategic premise works**
- **Find a way to test your message before committing dollars**
- **Determine your criteria for campaign evaluation and make sure you can get the data you need to prove success**

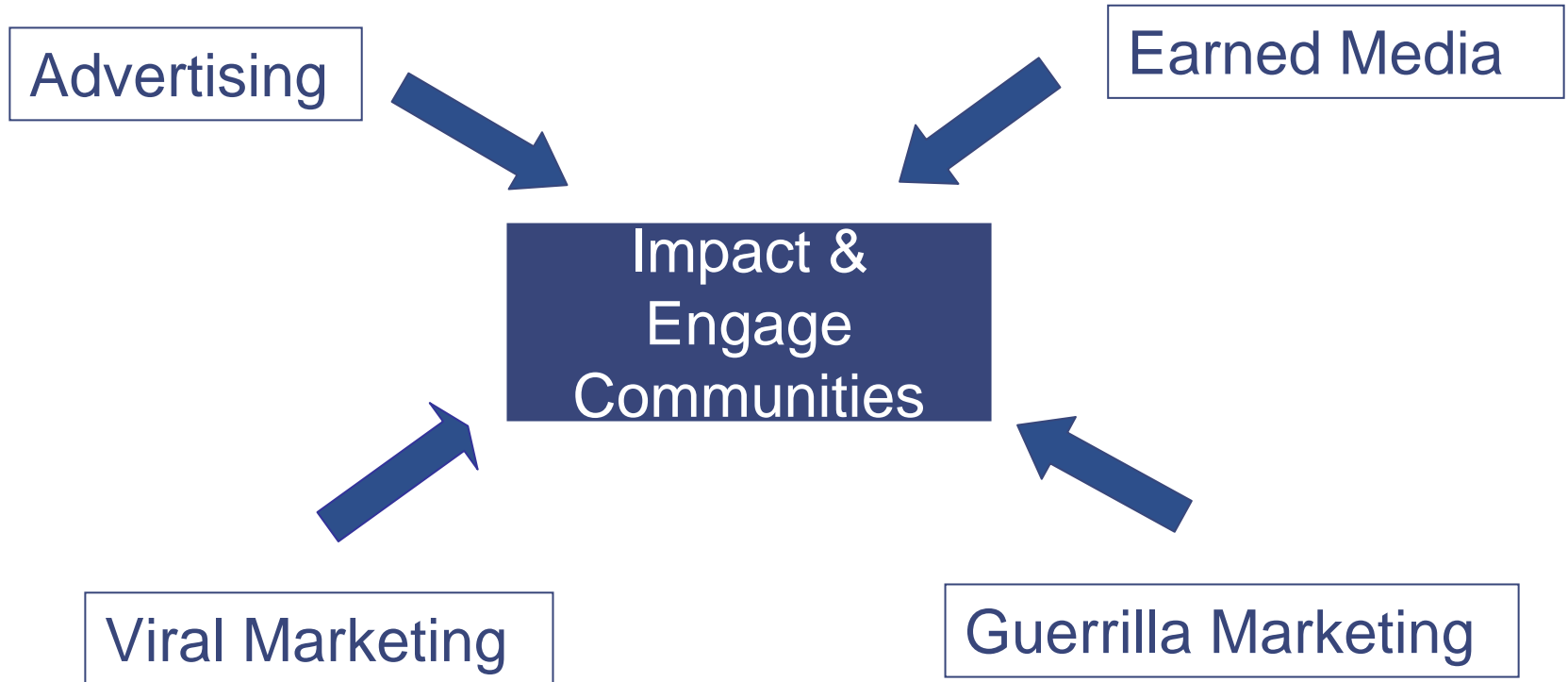


Leveraging the Power of the Media

May 23, 2007



Media influences community priorities and local opinions



The Media Landscape Today



The Media Landscape

- **Media Usage – Fragmented**

- Public has many more choices
- Empowered by technology

- **Increasing competition**

- PSDs receive up to 60 requests each month
- Over 700 PSA campaigns identified

Paid vs. Donated Media

• Paid Media

- More targeted reach
- Control where and when advertising is scheduled
 - Usually limited media vehicles
- Often cost prohibitive to sustain

• Donated Media

- Opportunity for broad reach, frequency, sustaining schedules
- Can't control where and when advertising is placed
- Cost efficient
- Must be “sold” to PSDs

Media Outreach

Media Outreach is an opportunity to...

- **Build a relationship**
- **Begin a dialogue**
- **Educate**
 - About the scope and importance of your issue
 - Relevance to the community
- **Increase media support**
- **Nurture broad strategic partnerships**
- **Extend your media exposure throughout the year**

Why You Play a Critical Role

- **Media needs to put a local face on a national issue**
 - You are the experts
 - You can best articulate relevance to the community, tell the stories
 - You provide resources to the community and the media
 - Leverage current relationships

Local Contact = Local Media Support



How does a station determine which issues to support ?

Getting Started

Media Targets

- **Identify and prioritize your best media prospects**
 - Relevant programming for Dads
 - Check reporting and reporters
 - Leverage your personal media contacts
 - Visit media Web sites
- **Schedule face-to-face meetings when possible, or contact by phone, mail, email or fax**

Who to Target

- **No one function or title describes key decision maker**
- **Public Service/Community Affairs/Public Affairs Director**
 - Receives - reviews - schedules PSAs
 - Community/Public Affairs programming
- **General Manager**
 - Oversees all operations

When to Schedule Outreach

- **Throughout the year**
 - Especially timely around launch of new PSAs
- **Prior to local events or key national dates**
 - Father's Day – June
 - Family Holidays
- **When new research or positive results are available**

Be Prepared

- **Plan the *key points* you want to make**
 - Goals and target of the advertising
 - Insights driving strategy
 - Research and statistics, local when available
 - Underscore relevance of issue to the community (local stories, results, programs, events, partners, anecdotal information)
 - Fulfillment, call-to-action
 - Emphasize year-round need

Be Prepared

- **Keep the tone relaxed and friendly**
- **Make an “ask”**
 - Support of organization
 - Include content and link to Web site
 - Reiterate availability of spokesperson for interviews, information for news and special reports
- **Include package of materials**

Close the Loop

- **Send a note of thanks after your meeting and after any support**
- **Respond quickly to unanswered questions**
- **Follow up a few weeks later to inquire whether additional information is needed;**
- **Reiterate that you are a resource for them**

Sample Questions for You to Ask

- **Does your company have a specific policy regarding support of non-profit organizations?**
- **Are you currently focusing on a particular issue?**
- **Has Fatherhood Involvement ever been a focus of your company?**
- **Are there upcoming events, programs, other initiatives that we can work together on?**
- **Does your station/newspaper have a Web site and, if so, can you set up a link for <insert url>?**

Public Relations

Strategy

- **To harness the power of earned media to further promote the issue of fatherhood and local partner organizations/groups**

Opportunities

- **Seek out local news opportunities**
 - Monitor local media for related articles/reports
 - Consumer/family-related events, news, research or new statistics can be impetus for pitching a local news story to the media

Pitching Your Story

- **Make sure it has a local angle, is timely and newsworthy**
 - *Local statistics and spokespeople are most compelling*
- **Respect reporter's time – they are deadline driven**
- **Be familiar with the reporter's beat, column or program**

Pitch Letters

- **Limit to one page**
- **Grab attention in first paragraph or sentence**
 - Cite local/relevant statistics
- **Explain benefit to their audience**
- **Include local resources and spokesperson for interviews**
- **Include your contact information**
- **Follow-up**

Other Tactics

- **Develop a “swiss-cheese” press release**
- **Draft an op-ed piece**
- **Promote local spokespeople/experts to the media**

Example “Swiss-Cheese” Press Release

Press Release



FOR IMMEDIATE RELEASE
DATE: <<June 5, 2005>>
CONTACT: <<LOCAL NFI PARTNER CONTACT:>>

National Fatherhood Initiative Pairs with (NAME OF LOCAL PARTNER) to Catch “Golden Dads in Action” on Father’s Day Weekend
Program Will Identify and Reward Hundreds of <<NAME OF CITY>> Fathers (CITY, STATE) – On DATE and Time, LOCAL NFI PARTNER, in conjunction with the **National Fatherhood Initiative** (www.fatherhood.org), will scour <<LOCATION>> in search of fathers positively interacting with their children to be rewarded as Golden Dads.

Each Father’s Day Weekend, the National Fatherhood Initiative runs the Golden Dads™ program across the country, using volunteers to find and reward “Golden Dads” in action. **Golden Dads receive a reward kit** filled with items from the National Fatherhood Initiative and national and local sponsors to encourage them to continue to play an important role in their children’s lives.

“We are pleased and honored to be part of this important program,” said <<LOCAL PARTNER SPOKESMAN/WOMAN.>> “When one in three American children today go to bed without a father in the home, it’s imperative to recognize the significance of fathers and their impact on children’s lives.” In 2005, more than 10,000 dads will be acknowledged and rewarded over the Father’s Day weekend in 20 different locations across the country.

Golden Dads™ was inspired three years ago by the Rendezvous Entertainment musical album created just for dads called *Golden Slumbers, A Father’s Lullaby*. In 2005, a new album, *Golden Slumbers, A Father’s Love* has been released featuring a variety of popular artists such as: Phil Collins, Smokey Robinson, Dave Matthews, Michael McDonald and Buddy Jewell all singing songs about or for their children.

The Golden Dads Campaign has been featured on *ONN, E! News, Inside Edition, Access Hollywood* and on radio and in newspapers across the country. Celebrity fathers such as Jason Alexander (*Seinfeld*), Randy Jackson (*American Idol*), and Stephen Collins (*Seventh Heaven*) have helped promote this campaign.

Dads in <<NAME OF CITY>> should make plans now to be at <<LOCATION>> from <<TIME to TIME>> to get caught being a Golden Dad.

For more details and information on the <<NAME OF CITY>> Golden Dads Program, please contact <<LOCAL PARTNER CONTACT>> at <<PHONE NUMBER/EMAIL.>>

Example Op-Ed

Daughters need fathers who nurture and guide them

[Chicago Sun-Times](#), [May 29, 2004](#) by [Roland C. Warren](#)

I spoke recently with a filmmaker who produced a documentary on the epidemic of father absence in America. Both he and I have spoken to many "experts" about this issue, but few can come close to the keen insights that he got from a very unlikely group: pimps.

Yes, pimps are experts on the issue of father absence because they know that the easiest prey are girls who grow up without their dads, and pimps take advantage of this knowledge by asking a simple "screening" question of potential recruits: "Do you have a good relationship with your daddy?"

I was reminded of this disturbing phenomenon when I came across an article in a recent Newsweek that would concern any father (or mother, for that matter). Apparently, the "world's oldest profession" is on the rise, but it's not where you think, and it's not who you think. Law enforcement is reporting that teen prostitution is flourishing nationwide. The girls are younger -- the average age of a new "recruit" is just 13 -- and increasingly, they come from middle-class homes. They are being aggressively approached by pimps at their local malls. In fact, authorities report that they have seen a 70 percent increase in kids from middle- to upper-middle-class backgrounds getting involved in prostitution.

Take 17-year-old Stacy. Last summer, at her local mall, she was approached by a well-dressed older man who told her how pretty she was and asked her if he could buy her some clothes. Stacy agreed and went home that night with a \$250 outfit and a lesson. She discovered that she could offer her body in trade. Stacy, who lives with her parents in an upscale neighborhood and gets good grades in high school, then began stripping for men in hotel rooms and placed ads in local telephone personals services, offering "wealthy, generous men" an evening of fun for \$400.

Such stories are shocking but not surprising given that a "pimp culture" has been successfully popularized in pop/hip-hop music. Our daughters are encouraged to dress (or should I say undress) like Britney Spears while nodding their heads rhythmically to top rap artist 50 Cent's proclamation that "I'm a P.I.M.P." while sipping best-selling rapper Nelly's new elixir, "Pimp Juice."

These cultural pressures, combined with troubling levels of father absence, have created an atmosphere in which pimps can thrive. Data show overwhelmingly that girls who grow up in father-absent homes are much more likely to engage in early sexual activity. The pimp knows that if the relationship with the father is bad or nonexistent, the girl makes an ideal candidate. He knows that he could use that broken relationship and become a "father figure."

But aren't these teen prostitutes suburban girls with dads at home? Yes. But absent fathers can be in the home. Unfortunately, too many girls have fathers who are physically present but emotionally absent. A father's emotional absence creates a void in his daughter's life and in his daughter's heart. Daughters who have dads who are emotionally connected to them have a much easier time sorting out the keepers from the losers.

Too often, daughters who have emotionally distant fathers are missing the confidence that a father's affirmation can give them. When guys (and yes, pimps) come along and offer to fill that void in her heart, the offer is difficult to refuse. In fact, authorities say that pimps deliberately pick out girls who appear socially awkward or lonely and set out to make them feel special.

I suspect that Stacy and girls like her longed not so much for the money that prostitution brought, but rather for the affirmation that the money represented. How terribly sad for them and for their dads. Clearly, their stories are further evidence that girls need dads who will be involved, responsible and committed to them. They need dads who leave no voids in their hearts because they connect with them physically, emotionally and spiritually. They need dads who provide, but also who nurture and who guide.

There is no doubt that dads who make this type of investment in their daughters yield an enduring relationship that enables them to instill proper values in their daughters. Proper values are the only real protection from the seductive sway of those who would entice them. After all, instilling proper values is the primary responsibility of all dads. Assuredly, if dads provide materially with no values attached, their daughters become easy prey for pimps who provide materially with, seemingly, no strings attached.

Interactive Outreach

Strategy

- **Leverage the power of local Web components to extend outreach of the issue of fatherhood and local partner organizations/groups in an affordable and relevant way**

Tactics

- **Develop downloadable e-cards**
- **Create Web banners**
- **Host a Web chat with an “outstanding Dad”**
- **Create an “Ask Dad” column**
 - Promote at your local newspaper, or in your organization’s e/newsletters

Community Outreach

Strategy

- **To develop local partnerships and key signature events to reach the target audience and raise awareness for the issue of fatherhood and local partners/groups at the community level**

Tactics

- **Develop a “Promotional Partnership Program*” with a local business:**
 - Example: *The Picture People*
 - Use *The Picture People* as a promoter for a “Free Father/Kids” picture/sitting and one 8x10 photo
 - Pitch story to local media who can promote the idea and encourage nominations from the community
- **Benefits:**
 - Positive press for all involved
 - Increased traffic and new customers for *The Picture People* – a win-win partnership
 - Promotes a positive interaction with Dads/family

Tactics

- **Promote a local community event**

- Example: “Fun Night” at the Library*

- Work with your local library to promote an event for Dads/kids featuring games, reading, etc.
- Investigate partnership with local retailer for refreshments/giveaways

- **Benefits:**

- Promotes a positive interaction with Dads/kids
- Support of local library/community

Tactics

- **Promote a volunteer activity**

- Example: “Give Back” with Habitat for Humanity*
- Encourage (several) Dads/kids to participate in a volunteer “workday” for a local non-profit in your community
- Using hook of giving/charity as a way to bond fathers/kids on an issue they care about

- **Benefits:**

- Positive interaction with Dads/kids
- Support of local organization
- Large group of Dads supporting local organization and quality time with family = a great news story



National Fatherhood InitiativeSM

INVOLVED RESPONSIBLE COMMITTED



National Fatherhood InitiativeSM

*Marketing Responsible
Fatherhood Programs*



National Fatherhood InitiativeSM

INVOLVED RESPONSIBLE COMMITTED



Marketing Fatherhood Programs

Component #1

Know Your Fathers Inside and Out



National Fatherhood InitiativeSM

INVOLVED RESPONSIBLE COMMITTED



Know Your Fathers

To understand which type of father(s) you serve – his **characteristics, needs, and wants** – is vital to effective service.





How Many Kinds of Dads Do You Serve?

- Low Income Fathers
- Ethnic and Minority Fathers
- Young Adult and Teen Fathers
- Expectant and New Fathers
- Married Fathers
- Divorced Fathers
- Non-Custodial Fathers
- Incarcerated Fathers
- Behind on Child Support
- Fathers of Infants and Toddlers—Birth-5
- Foster Fathers



Kinds of Dads?

- Disabled Fathers
- Military Fathers
- Special Needs Children
- Fathers with Limited Literacy Skills
- Children With Allegations of Abuse or Neglect
- Non-English Speaking
- Unemployed or Under Employed Fathers
- Ex-offender Fathers
- Single Parent Fathers
- Cohabiting Fathers
- Substance Abuse History and/or Issues
- Mental Illness



Marketing Fatherhood Programs

Component #2

Focus Programming and Marketing Strategies on the Needs and Wants of Specifically Targeted Groups of Fathers



18 Key Programming Assessment Categories

- Demographics
- Employment
- Disabilities
- Health Status
- Drug and Alcohol Use
- Fathering Skills
- Parenting Challenges
- Interaction With Children—Frequency and Quality
- Relationship With Mother of Children



Assessment Categories (Continues)

- Motivators for Using Program
- Barriers to Use of Program
- Suggestions for
 - Improving Program
- Wants From the Program
- Life Goals
- Hobbies/Interests
- Faith
- Current or Past Use of Fatherhood/Parenting Programs



Focused Programs and Marketing Efforts

Knowledge of the type of father(s) served as well as knowledge of the surrounding community **directs the selection of programs and marketing efforts** offered in a fatherhood program.



Focused Marketing

- Where are the fathers we'd like to serve?
- How can we most effectively communicate with them?
- What would we like them to know about our program?
- What do we want the targeted fathers to do?



Marketing Fatherhood Programs

Component #3

A Few Things **That Work** in Recruitment and Retention for Fatherhood Programs



What Works--Recruitment & Retention

- Word-of-Mouth Marketing
- Low Cost Publicity
- Recognition
- Donated Sports Activities and Events
- Involving Mom & Entire Family



Word-of Mouth Marketing

- Ask participants to “bring a friend”
- Market through well-respected men in the community
- Staff the program with men
- Get referrals from community partners
- Have a predominantly male advisory board
- Continually survey fathers on needs and wants



Word-of-Mouth Marketing (Continued)

- Go to where the fathers are (e.g., workplaces, schools, prisons, worship facilities, bars)
- Conduct programs and events where the fathers are, not at your office/facility
- Target businesses frequented by men (e.g., barber shops, auto repair shops, sporting goods stores)
- Invite family, friends, and community to fatherhood events and activities



Low Cost Publicity

- Community/organizational bulletin boards
- Pizza Box Flyers
- “Free” local newspapers
- Organizational/employer newsletters
- Supermarket bulletin boards
- Worship organization newsletters & bulletins
- Publicize the program in schools



Fatherhood Program Recruitment

- Fatherhood Resource Kiosks
 - One-stop shop
 - Reaches the masses
 - Creates “unveiling” event
 - Cost effective





Recognition (Discuss With Your FPO)

- Progressive recognition system emphasizing importance of persistent participation
- Gives participating fathers something to which they can look forward with anticipation



Recognition and Program Promotion



Actively promoting the program in the community so that fathers know they can be part of something that is successful, growing and hot



Donated Sports Activities (Discuss With Your FPO)

- Donated Recreational Sports Activities (e.g., basketball, softball, soccer)
- Donated Trips to sporting events (e.g., college/pro basketball, football, baseball, hockey)
- Donated “Fathers and kids” or “Fathers and families” recreational/sporting events
- Donated Fishing events, tournaments, etc.

Note: All activities mentioned above must have a clear fatherhood/parenting purpose and must be discussed with your FPO.



Involving Mom & Entire Family

- When Mom is “on board” about the importance of fatherhood programs, it’s more likely that Dad will participate—whether or not they live together.
- Some fathers find it easier to participate in fatherhood programs when the entire family is involved in some way.
- Kick-off events including the entire family can help with recruitment of Dads.



Include the Entire Family

A father's involvement in the life of his children is affected not only by his own **beliefs, attitudes, values, and behavior**, but is affected by the **dynamics** that exist **within and between his own family and the family of the mother(s) of his kids.**



Dad-Mom Relationship: Key Dimensions

- Marital status
- Custody arrangement
- Overall quality of relationship
- Communication
 - Quality
 - Patterns
- Parenting styles
 - Discipline
- Conflict resolution skills
- Expectations
 - Degree of father involvement
 - Gender role beliefs
- History of abuse/violence
 - Physical, sexual, verbal, psychological
- Relationship issues
 - Money
- Immediate crises?



Innovative Marketing Strategies



- Innovation is the key
 - Flyers on pizza boxes
 - Audio testimonies
 - Barber training
 - Kick-off event for the entire family



National Fatherhood InitiativeSM

INVOLVED RESPONSIBLE COMMITTED



Marketing Fatherhood Programs

Component #4

Some Father's Day Ideas



Father's Day Ideas (Discuss With Your FPO)

- Donated Picnics
- Donated Barbeques where Dads cook
- Donated Father-child baseball games
- Donated Father-daughter dances
- Donated Father-child miniature golf event
- Donated Fishing tournament
- Donated Father-family event at the zoo
- Donated Father's Day cards for non-custodial fathers, deployed fathers, and incarcerated fathers
- Donated father-family events at professional or semi-pro baseball games



National Fatherhood InitiativeSM

INVOLVED RESPONSIBLE COMMITTED



National Fatherhood InitiativeSM

Thank You