

**Community Alliance
Marketing Workgroup
February 13, 2009**

Objectives:

1. Educate public about the scope of human services in SRQ – Value
2. Value of the Community Alliance and its work product
3. Advocate for community agencies
4. Advocate for state policy change

Key Messages:

1. Knowledge & Connection with other areas/services
2. Synergy through collaboration
3. Community Alliance builds bridges and makes things happen that might not otherwise happen but it is still not enough to fill the void
4. Loss of talent in leadership (e.g. Mark Porter)

Audiences:

1. Legislators
2. Elected officials
3. Voters
4. Community leaders
5. Funders
6. Media
7. Internal audiences of nonprofits/their boards
8. Businesses

Methods:

1. Newspapers
2. Social media
 - a. Facebook
 - b. Non-Profit Resource Center Blog
 - c. Other blogs
3. Community Alliance website
4. Letters
5. Face to face meetings with elected officials

Tactics:

1. Blogs with personal stories
2. Press releases from individual agencies with human interest stories tied to value
3. Op-ed series
4. Grassroots letter writing campaign to legislators/elected officials
5. Speakers bureau for the Community Alliance