

# SPOTLIGHT YOUR PROGRAM WITH STRATEGIC MARKETING

Laura W. Guerrant & William Myers

# What does it Mean to Market Your Non-Profit?

- Story
- Strategy
- Target Audience
- Immediate Goal: Awareness > Credibility > Value
- Ultimate Goal: Inspire Action

# How to Tell the Story: A Case for Giving

## Inspiring Action

- Fundamental Belief
- Why does the Organization Exist
- Values
- History & Track Record
- Problems/Opportunities
- Success

# What's the Plan?

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- Practical
- Do I have a budget or can I get a budget?
- Time Frame
- Measurable

# Using Their Language

## Religious

- Service
- Mission
- Lost
- Devotion
- Believe
- Offering
- Save

## Financial

- Invest
- Return On Investment
- Ownership

**On average, a CASA can shorten a child's length of time in temporary care by**

**3 MONTHS**

**If CASA shortened the length for every child by just one month, it would realize a savings of \$8.6 BILLION**

# Using Their Language

## Education

- Targeted educational services
- Higher rate of high school graduation
- Additional court ordered educational assessments
- Educational outcomes

## Medical

- Whole child
- Medical intervention
- Health
- Well-being
- Thrive

# How to Tell Your Story: Captivating Graphics

- Don't use canned graphics or recycle National CASA graphics for 10 years
- Make them local and recognizable

# How to Tell Your Story: Consistency

- Use the same format (with changes)
- Complement the color scheme
- Consistency is key



**WHO WE ARE**

After an hour of preparation for volunteers, 50 children responded to the Sheriff's Court Appointed Special Advocates (CASA) recruitment. Today, CASA programs exist in every state serving almost 250,000 children last year.

**WHAT WE DO**

**MISSION:** CASA of the River Region supports and promotes court-appointed volunteer advocacy for abused and neglected children in its court. Our focus is on the best interests of abused and neglected children in family court.

**SERVICES:** CASA recruits and trains community volunteers to become effective advocates providing direct services to children in court.

**HISTORY:** CASA vision is to provide every abused and neglected child in family court with a trained advocate. Advocates serve the best interests of their child, ensuring they receive the necessary services to overcome the trauma of abuse and neglect.

**CASA CHILDREN:** CASA serves children (0-18 years old) who are abused, neglected, or in dependency cases. Services include: shelter, therapy, clothing, toiletries, dental, medical and mental health needs.

**the CASA difference**

- Children with CASA volunteers spend less time in out-of-home care and experience fewer placements.
- More than 90% of children with volunteer advocates never reenter the system, a significant difference compared to the general foster care population resulting in expedient and sustained permanency for children.

**BY THE NUMBERS**

2011-14 ACTIVE VOLUNTEERS

Year	Active Volunteers
2011	1,100
2012	1,200
2013	1,300
2014	1,400

## CASA OF THE RIVER REGION AGENCY FACT SHEET

**KENT BLAKE**  
**BOARD CHAIR**  
 Chief Executive Officer, Blaine, MN  
 651-271-1111 | kblake@blainemn.gov

**KIRK E. CARTER**  
 County Director, Lincoln, NE  
 402-471-1111 | krcarter@lincolncountynz.net

**DEE AHN CLARK**  
 Director, St. Louis, MO  
 314-241-1111 | deeahn@stlouiscasa.org

**JOHN E. EVANS, ESQ**  
 Mayor, St. Louis, MO  
 314-241-1111 | jevans@stlouiscasa.org

**MARIA KUBINICK**  
 Director, St. Louis, MO  
 314-241-1111 | mkubinick@stlouiscasa.org

**KAREN LARIMORE**  
 Director, St. Louis, MO  
 314-241-1111 | klarimore@stlouiscasa.org

**KEN LEAR, CPA**  
 Treasurer, St. Louis, MO  
 314-241-1111 | kenlear@stlouiscasa.org

**CAROL LOMACKA**  
 Director, St. Louis, MO  
 314-241-1111 | lomacka@stlouiscasa.org

**JOYANNE MAHARY**  
 Director, St. Louis, MO  
 314-241-1111 | mahary@stlouiscasa.org

**KATHERINE MCCLURE**  
 Director, St. Louis, MO  
 314-241-1111 | mcclure@stlouiscasa.org

**KORA FITZGERALD MERRILL, ESQ**  
 Director, St. Louis, MO  
 314-241-1111 | kmerrill@stlouiscasa.org

**DAVID SCOTT MITCHELL, PhD**  
 Director, St. Louis, MO  
 314-241-1111 | dmitche@stlouiscasa.org

**TIM HALL**  
**SECRETARY**  
 Director, St. Louis, MO  
 314-241-1111 | thall@stlouiscasa.org

**MICHAEL CYCZAK, MSW**  
 Director, St. Louis, MO  
 314-241-1111 | mcyczak@stlouiscasa.org

**BRIDGET PALMATA, ESQ**  
 Director, St. Louis, MO  
 314-241-1111 | bpalmata@stlouiscasa.org

**PAUL RAY**  
 Director, St. Louis, MO  
 314-241-1111 | pray@stlouiscasa.org

**SHERRY COUNTY REPRESENTATIVE**  
 Director, St. Louis, MO  
 314-241-1111 | sherry@stlouiscasa.org

**BRYN BEE**  
 Director, St. Louis, MO  
 314-241-1111 | bryn@stlouiscasa.org

**TAMARA SWITCOW**  
**FAMILY BOARD CHAIR, DEVELOPMENT CHAIR**  
 Director, St. Louis, MO  
 314-241-1111 | tswitcow@stlouiscasa.org

**STEPHEN VAN HOOZER**  
 Director, St. Louis, MO  
 314-241-1111 | svanhoozer@stlouiscasa.org

**RUSS WARDLAW**  
 Director, St. Louis, MO  
 314-241-1111 | russwardlaw@stlouiscasa.org

**TERRY WIKINS, ESQ**  
 Director, St. Louis, MO  
 314-241-1111 | twikins@stlouiscasa.org

**JEFFREY WILSON**  
 Director, St. Louis, MO  
 314-241-1111 | jwilson@stlouiscasa.org

## CASA OF THE RIVER REGION BOARD OF DIRECTORS

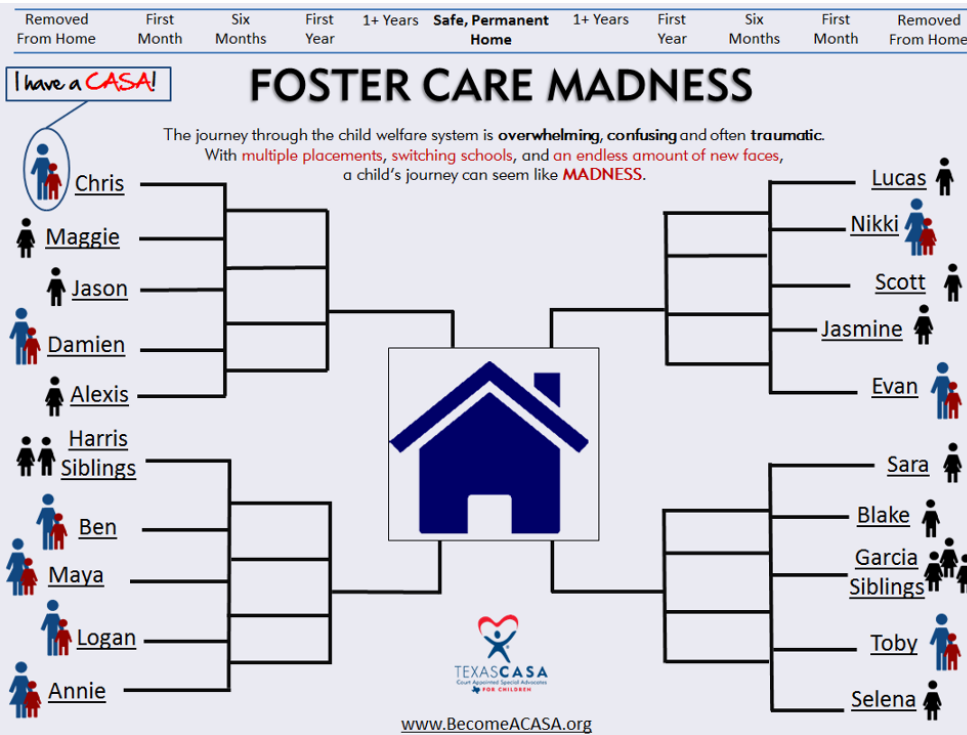
**TERRI BASS**  
 Director, St. Louis, MO  
 314-241-1111 | tbass@stlouiscasa.org

**KAREN FITZGERALD**  
 Director, St. Louis, MO  
 314-241-1111 | kfitzgerald@stlouiscasa.org

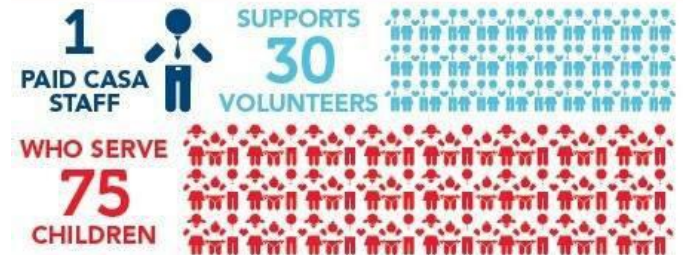
**AMANDA R. HEDGECOCK**  
 Director, St. Louis, MO  
 314-241-1111 | ahedgcock@stlouiscasa.org



# Consistency, Cont.



## CASA is a great investment for NJ



### CHILDREN WITH A CASA VOLUNTEER ARE:

- Less likely to spend 3 or more years in foster care
  - Less likely to re-enter care once they find a permanent home
  - More likely to pass all classes in school
- 

**THE BOTTOM LINE: CASA SAVES CHILDREN'S LIVES AND TAXPAYERS' MONEY**

## CASA IS A GOOD INVESTMENT IN TEXAS' FUTURE

TEXASCASA  
Child Advocacy Service of a thousand  
FOR CHILDREN



# Print Media: Newsletters



**Source: Tom Ahern**

**“Donor Communications Guru”**

**[www.aherncomm.com](http://www.aherncomm.com)**

# Print Media: Newsletters, Ahern Suggestions

- Formula for Newsletters
  - ▣ No more than 4 typed pages
  - ▣ Keep articles short and skimmable
  - ▣ Include “teaser text” on outside
  - ▣ Send only to donors
  - ▣ Include reply envelope
  - ▣ Focus on accomplishment reporting – tell your donors the impact their money has on the community you serve.

# Print Media: Newsletters, When to Mail

- As many times as possible
  - ▣ 6 times per year suggested
  - ▣ Donor fatigue after 2x a year
- Decide if/how you will keep a database of names
- Scrub the database

# Print Media: Newsletters, Why to Update

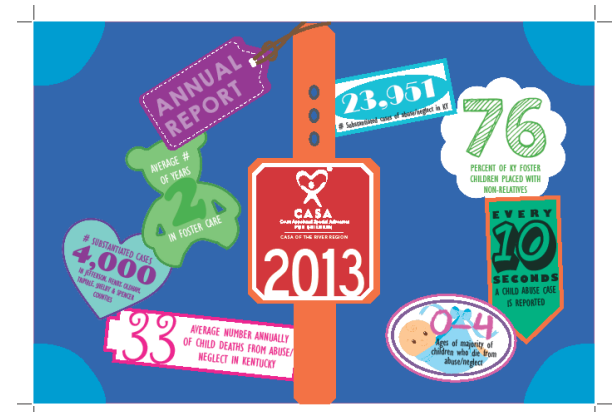
- The cost is 10x more to get a new donor than retain a current one
- 50% never give a second gift, 30% are lost each year
- If an organization keeps 10% more donors the value of their database is increased by 50%.

# Print Media: Annual Reports

- ALWAYS send out an annual report
- Donors like to be acknowledged but the list must be complete and accurate
  - Do you use a certain software?
- Donor loyalty
  - Donors want\*: good service, to be aware of consequences, to trust you, share your beliefs, have a personal relationship with you, be on a journey of learning, and engage with you in multiple ways

# Print Media: Annual Reports, General

- Theme to annual reports
- Where does the money go, why do they need to support you, who in the community is supporting you, and successes of your program
- Remember the audit data



# Print Media: Donor Campaigns

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- Grab their attention
- Give credit
- Show them their investment



**I can't wait till I grow up. I have the right to be happy,  
to be kept safe, to be kept warm, to feel loved,  
to be listened to, to be heard, to never ever cower,  
tremble or shake, or have my innocence punched,  
kicked or screamed away.**

**I'll fight for the rights of children like me who don't have  
a childhood.**

**I can't wait until I grow up. Help me grow up.**



**"She was the only person there on my graduation day."**

"THE SUPPORT OF MY CASA VOLUNTEER ENABLED ME TO SEE MY PAST AS A SOURCE OF STRENGTH."

*"Being in foster care at any age is hard, but my CASA has made a big difference to me."*

**"I AM LIVING PROOF THAT CASA VOLUNTEERS CHANGE KIDS' LIVES."**



**2014**

CASA Volunteers	116
Children Served by a CASA	423
Children who found a safe and permanent home with assistance of CASA (case closure)	160

While we are proud of our successes in 2014, our goal is to serve EVERY child victim of abuse and neglect. There are nearly 200 children in our service area still waiting for a CASA Volunteer.

**Children with a CASA Volunteer:**

- Spend less time in foster care
- Receive more targeted services
- Are more likely to graduate high school
- Are more likely to be adopted
- Half as likely to re-enter foster care

# CASA of the Bluegrass

Serving, Anderson, Boyle, Franklin, and Mercer Counties

**Court Appointed Special Advocates**

In 2014, CASA of the Bluegrass utilized the time, talents, and skills of 116 volunteers who served as Court Appointed Special Advocates. They worked tirelessly to advocate for abused and neglected children in the Family Court System to ensure a safe and permanent home for our community's most vulnerable population.

With your assistance, these children can become more than just a statistic. With a CASA Volunteer, these children can thrive, receive the targeted services they deserve and be granted a voice in the Court System... a voice that will end their abuse and promise a future of stability, love, and the basic human right of safety and permanency.

Advocacy for children not only will help end child abuse, it will improve our community for everyone who lives here. Children who are abused and do not get the support they need to heal are more likely than other kids to drop out of school, end up homeless, turn to crime, and continue the cycle of abuse. When we work together to protect vulnerable children, it saves lives and tax dollars.

There are many life-threatening and incurable diseases that sadly afflict children. But we have the cure to child abuse. It lies within each of us.

**Now is the time to act.**

## Grateful appreciation to those whose support lifted the voice of a child in 2014

### Sustainer \$10,000 +

Sunrise Children's Services  
City of Frankfort  
Franklin County Fiscal Court  
Heart of Kentucky United Way  
Victims of Crime Act  
National CASA Association

### Crusader \$5,000 - \$9,999

Trim Master's Charitable Foundation  
Wausau Paper  
City of Danville  
United Way of the Bluegrass  
WHAS  
Hudson - Ellis Foundation  
Kappa Alpha Theta - Epsilon Eta

### Guardian \$2,500 - \$4,999

Buffalo Trace - Goldring Family Fnd.  
Anderson County Fiscal Court  
City of Lawrenceburg

### Advocate \$1,000 - \$2,499

American Legion Auxiliary #34  
The Allen Company  
ASAP - Bluegrass  
Humana  
KY Bar Foundation  
Frankfort Kiwanis Club  
Walter and Mary Emily Gross  
Barbara Lockhart  
Frankfort Optimist Club  
Boyle County Fiscal Court  
First Presbyterian Church, Danville  
Frankfort Regional Medical Center  
Leroy Sabage  
Lil'Cherubs Fund  
Tom and Susan Hensley  
KB Technology, Kathy Frye  
Josh and Jen Tarter

### Friend of CASA \$500 - \$999

Susan Bailey  
Dianne Andrews  
Hugh and Marjorie Hines  
Lucretia Johnson  
Karamel Kreaations  
Maple Tree Gallery  
True Companies, LLC  
Jim and Barbara Morris  
Jim and Peggy Rucker  
Ron Sheets  
South Frankfort Presbyterian Church  
Rene' and Leslie True  
Immanuel Baptist Church, Frankfort

### Gold \$250 - \$499

Atmos Energy  
Pete and Barbara Chiericozzi  
Jason Denny  
Derrick Graham  
Rosemary Hamblin  
Greg Higdon  
Chip Hollon  
Elmer and Susie Jackson  
Pierce Lively  
Richard\* and Jannie Nallinger  
Lawrenceburg Supply  
PrintGraphics  
Ruff Country Retreat Center  
Alton Christian Church  
Jim LeMaster  
Marie Hellard  
American Legion Post #34  
Ritchie and Peach Funeral Home  
John and Susie Roush  
Bobby and Shirley Thornberry  
Scott and Bunny Scutchfield  
Barry Spoonamore  
Trinity Episcopal Church, Danville  
Matthew and Michelle Urmanski

\* Deceased

## Grateful appreciation to those whose support lifted the voice of a child in 2014

### Silver \$10 - \$249

Aco Hardware Hal and Leeann Akers Clay and Megan Albright James Allen Alton Ruritan Recreation American Legion Post #7 Allen and Mary Amos Anderson Apothecary Anderson County Farm Service Anonymous Anonymous Wigham and Jodi Arnold Donna Atkins Edwina Baker Fontaine Banks, III Bill and Anne Barker Greg and Lina Barnard Mike and Chris Barton Bethany Baxter Ginny Birney Linda Bixler Glenda Bogie Harry Bohannon Paul Bosse Jerry and Jane Boyd Brimm Electronics Christy Brock Bill and Barbara Bryant Bill and Stephanie Bucher Gene Burch Rendall Butler Bypass Motors Linda Byrd Rob and Marion Caldwell Jerry Carlton Century Bank Chrysler of Lawrenceburg Merle and Emily Clark Kenneth Clark Joni Clark Commonwealth Credit Union Harold and Barbara Cooksey Noel Cotton, Jr. James Cox Daryl and Judy Crawford	Jerry Crawford Nadine Corn Brenda Crabtree Terry and Jean Crowley Danville Country Club Mark and Julie Dexter Suzanne Doerfeld Don Peach Insurance Michael and Kathy Doyle Jim and Sharon Duncan John and Anna Dunn Dynamic Restoration Eagle Lake Properties Shirley Elkin Monarch Eng Rebecca Feland Amanda Flanary Debbie Foy Frankfort VFW Jordan Franklin Andy and Cindy Frye Justin and Ramona Gabbard David Garnett Betty Ann Gash-Shewmaker Brad Gaunce George Geoghegan, III Laura Gillis Butch and Carolyn Godfrey Steve and Stephanie Griffin Ordrey Gritton GS-PPA, LLC Ben and Laura Guerrant Kip and Nettie Halvorson Don and Janet Hamner Marie Hagg Linda Hart Joyce Hartley Richard and Carol Hawkins Margie Hazelrigg Marie Hollard Rick and Diana Hill Voris Howard Barbara Huette Clarence Hyatt Inter-County Energy, Danville Kim Jenkins	Katherine and David Jewitt Bill Johnson Charles and Robin Jones Kate Joseph Cory and Kim King Lawrenceburg Printing Valerie Leathers Nicholas and Peggy Kearney Nicholas King Kroger Community Giving Bob and Sally Lanham Lawrenceburg United Methodist Woodie Leavel Phyllis Leibman Natalie Lile Mike and Linda Magee Main Source Bank Kelly McEntyre Greg and Mary Meyer Preston and Kathy Miles Marion and Freida Minor Joe and Yvonne Morley Penny Mountjoy John David Myles Larry and Lisa Napier Kevin and Debby Newman Harry and Alecia Nickens Christina Norton O'Reilly Auto Parts Davis and Helen Overstreet One Way Joy Class- Highland Christian Jim and Evelyn Page Butch and Janie Pass Phyllis Ann Payne Reams Perkins Bruce and Donna Pierce Rick Preston Laura Coleman Pritchard Pleasant Grove Baptist Church Chad and Margaret Powell Patti Powell and Vince DiMartino Sonny and Jill Ransdell Milton and Sandy Reigelman David and Nancy Robertson Joseph Patrick Rogers James Sargent	Melissa Scott Lauren Serey William Shaver Jerry and Candy Shepard Mary Beth Shera Bill Sloan Larry and Jeanie Smith Barbara Smith Kan and Ginny Smith Smith Contractors Shirley Snyder Jim and Lori Sullivan Rising Sons Lynn Soporowski Splatter, Inc. Kent and Deborah Stevens Tm and Karen Stigall Donald Stossberg Sutherland and Assoc. Mike and Lee Swain Richard and Nancy Tanner Jeff and Deana Tracy Sonny Uhl Jacob Vanderroot Tom and Karen Vaughn Ruth Webb Susan Webster Clarence and Lana Weddle Jan and Melanie Weisberg Huston Wells Etolia White Shelby and Kathy White Roger and Karen Whitehouse John and Brenda Wilson Marshall and Betsy Wilt Rita Zimheld
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# COURT APPOINTED SPECIAL ADVOCATES CHANGE LIVES

"Being in foster care is living in a constant state of flux. Homes, schools, families...everything is always changing, often suddenly and without warning. The only constant was my CASA volunteer. Without her I would have been lost in the system." **MELISSA, FORMER FOSTER YOUTH**

## THE PROBLEM: OVERWHELMED SYSTEMS



will find themselves in U.S. foster care & family court systems this year.



The average child will spend nearly 2 years (20 months) in foster care



On average each one of those children will change homes three times

## THE SOLUTION: CITIZEN VOLUNTEERS

Court Appointed Special Advocates, trained volunteers who help abused and neglected children find safe, permanent homes.



**A WISE INVESTMENT**  
One year of CASA advocacy costs less than one month of foster care.



1 staff member



supports 30 volunteers



serving 75 children

## THE RESULTS: BRIGHTER FUTURES



**CASA PROGRAMS CHANGE LIVES**  
A child with a CASA volunteer is more likely to find a safe, permanent home.



A child with a CASA volunteer is half as likely to re-enter the foster-care system



And, they are more likely to succeed in school and less likely to spend three or more years in care.

## OUR VISION: SERVING EVERY CHILD



116 local volunteers changing the lives of children every day



423 abused and neglected children had a CASA volunteer speaking up for their best interests in the last year.



200+ children are waiting for a volunteer empowered to find them a safe, loving, permanent home

**"To give a child a CASA is to give them a voice. To give them a voice is to give them hope, and to give them hope is to give them the world"** **PAMELA, FORMER FOSTER YOUTH**

The mission of CASA of the Bluegrass is to advance the best interests of abused and neglected children in the Anderson, Boyle, Franklin, and Mercer County Family Court Systems through the training and support of community volunteers who serve as Court Appointed Special Advocates

**CASA of the Bluegrass** | 859.936.3510 | [www.CASAoftheBluegrass.org](http://www.CASAoftheBluegrass.org)

SOURCES: CASA of the Bluegrass, 2014



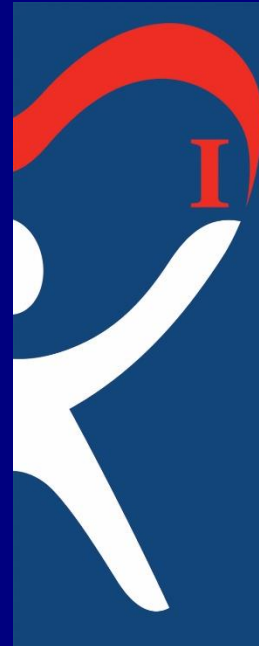
\_\_\_\_\_  
Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone & Email

Please check the service area where you would like your gift to be appropriated:

- Anderson County
- Boyle County
- Franklin County
- Mercer County
- All counties that CASA of the Bluegrass serves



Friend of CASA\*    Gold    Silver    Bronze  
\$500 - \$999    \$250 - \$499    \$100 - \$249    \$50 - \$99

I am for the child.

**Cash or Check**

*Make checks payable to CASA*

I am enclosing: (check one)

- Cash     Check

\$

Total Gift

**Credit Card**

*\$10 minimum total*

Charge: (check one)

- Now     Monthly     Quarterly

\_\_\_\_\_  
Name on Card

\$

Total Gift

Account Number

X Signature

Expiration Date

CID #  
Last 3 digits on the  
back of your card

\* Friend of CASA includes two (2) tickets to the Derby Eve Gala and sponsorship benefits

# Print Media: Year Round Marketing

- Think about strategic timing
  - ▣ Mother's Day
  - ▣ Child Abuse Awareness Month
  - ▣ Volunteer Recognition
- Don't mail so much that they wonder if it's where all their money is going!



   
Court Appointed Special Advocates (CASA) of the River Region supports and promotes court-appointed volunteer advocacy for abused and neglected children so that they can thrive in safe, permanent homes.

982 Eastern Parkway, Louisville, KY 40207 T: (502) 595-4911 F: (502) 582-9816  
[www.CASARiverRegion.org](http://www.CASARiverRegion.org)



# Online Media: Social Media

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- Never neglect your Facebook site & create one immediately if you haven't
- Monitor what people say about your CASA or the "rank" they give you
- Facebook can be vital to special events and fundraising

# Online Media: Website(s)

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- A professional website is key to success
- Immediately show compelling photos
- Provide clear access to UPDATED information about the CASA
- Don't be too wordy