

Endow
Manitoba



Learn.
Lead.
Legacy.



Best kept secret? Building community awareness

Strategic Initiatives

Friday, Oct. 28, 9:15 a.m.



Your facilitators

Nolan Bicknell

The Winnipeg Foundation

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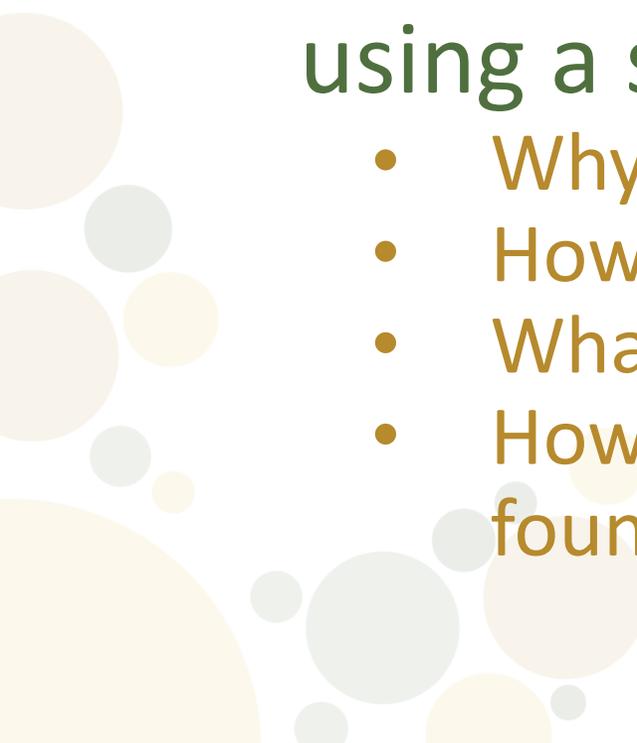
Westshore Community Foundation

Tristin Tergesen

Westshore Community Foundation



Our approach

- The fundamentals: cellphones and washrooms.
 - The goal: create a *fun, safe and engaging* space.
 - The format: share knowledge and experience using a structure of:
 - Why is this important?
 - How do you do it?
 - What is the outcome?
 - How can I apply this learning with my community foundation?
- 



Our philosophy

- *You* are the expert of your community and your community foundation.
- Please share *thoughts, knowledge, and experiences* so that we can all learn from each other.





Why is community awareness critical to your foundation's success?

Take a worksheet and **write** down your answer.

Krista Narfson & Tristin Tergesen
Westshore Community Foundation.



Westshore

COMMUNITY FOUNDATION INC

"Building a Lasting Legacy"



Definition: Building community awareness

- Process for **raising the profile** of your foundation in your community.
 - Can include **multiple** marketing/communications strategies.
 - Ranging from simple to sophisticated.
 - Across several mediums.
- 

Why is community awareness important?

- Helps people in your community know about your foundation.
- Clarifies messaging.
 - Helps board, staff, stakeholders, target audiences talk about you and your work.
- Helps you know yourself.
 - Critical to know who you are to effectively communicate outwardly.
- Awareness is the first step in the relevancy continuum.
 - Awareness => Understanding => Appreciation => Engagement



Why is community awareness critical to your foundation's success?

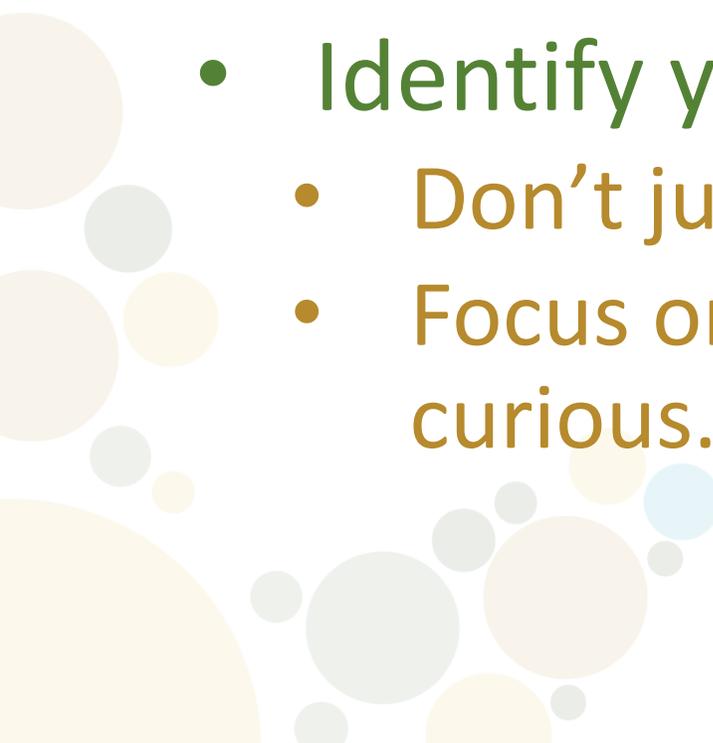
Reflect on original response.

How might you adapt your response?



How to build community awareness

- Develop your foundation's brand.
 - Foundation logo.
 - Foundation tagline.
- Identify your target audience.
 - Don't just "preach to the converted".
 - Focus on who **isn't** in the know but may be curious.



Building community awareness

How has your foundation's logo and/or tagline helped raise general awareness of your foundation?



How to build community awareness

- Determine mediums (definitions and pros/cons).
 - Social media
 - Email marketing
 - Website
 - Direct mail
 - Print
 - Video, audio, etc.
- **CRITICAL:** Consider your capacity.

How to build community awareness

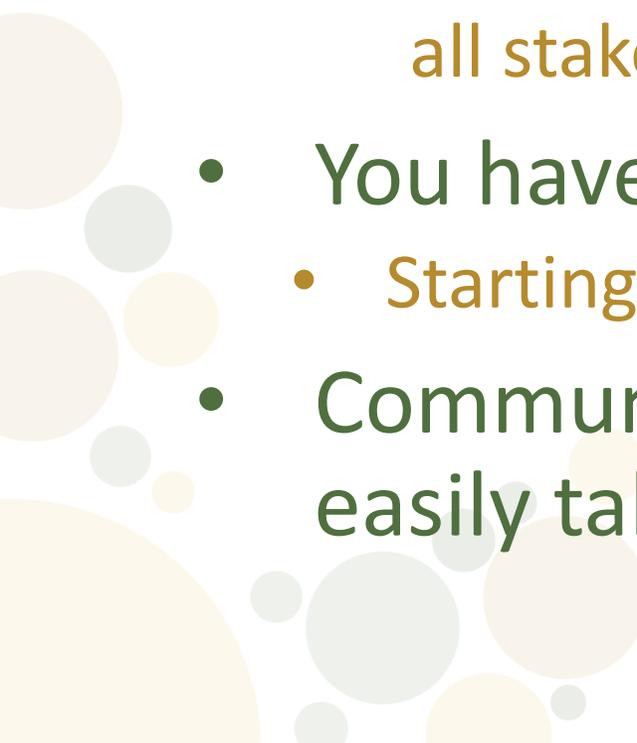
- Develop & deliver content.
 - Use stories & photos.
 - Grantees, donors, leadership, "foundation 101"
 - Consider tone – positivity goes a long way.
 - Repurpose.
- Measure your reach.
 - Reach of social media, number of email addresses your message is sent to, number of homes that receive your mail, reach of local newspaper/radio station, etc.

Best practices

- Connect and create a community.
- If you want to be engaged with, **ENGAGE** first!



Outcomes of community awareness

- Your community knows of you.
 - They may not understand, appreciate, or engage with you yet, but they know you.
 - First step in developing more meaningful relationships with all stakeholders (donors, grantees, partners, etc.).
 - You have **data** to measure that awareness.
 - Starting with evidence-informed processes.
 - Community foundation board and staff can more easily talk about the foundation and your work.
- 



Building community awareness

Which marketing and communications mediums (social media, radio, print, newspapers, etc.) does your foundation currently use to raise awareness? Which have been the most useful?



Building community awareness

Exploring YOUR challenges:

- What is your biggest challenge with respect to building community awareness?

Discuss in group. Share with all.



Shared reflections

Building community awareness Strategic Initiatives

**What's one key takeaway or "AHA"
that you want to remember?**
What are you curious about now?



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OCTOBER 27 • 29, 2022

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Thank you

Endow Manitoba is an initiative of The Winnipeg Foundation