



Building community awareness in meaningful ways

Agenda


1. Presentation and discussion on how to build community awareness in meaningful ways.
2. Connecting with Community Foundations of Canada.
3. Closing remarks from the Interlake Community Foundation.



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



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.
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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



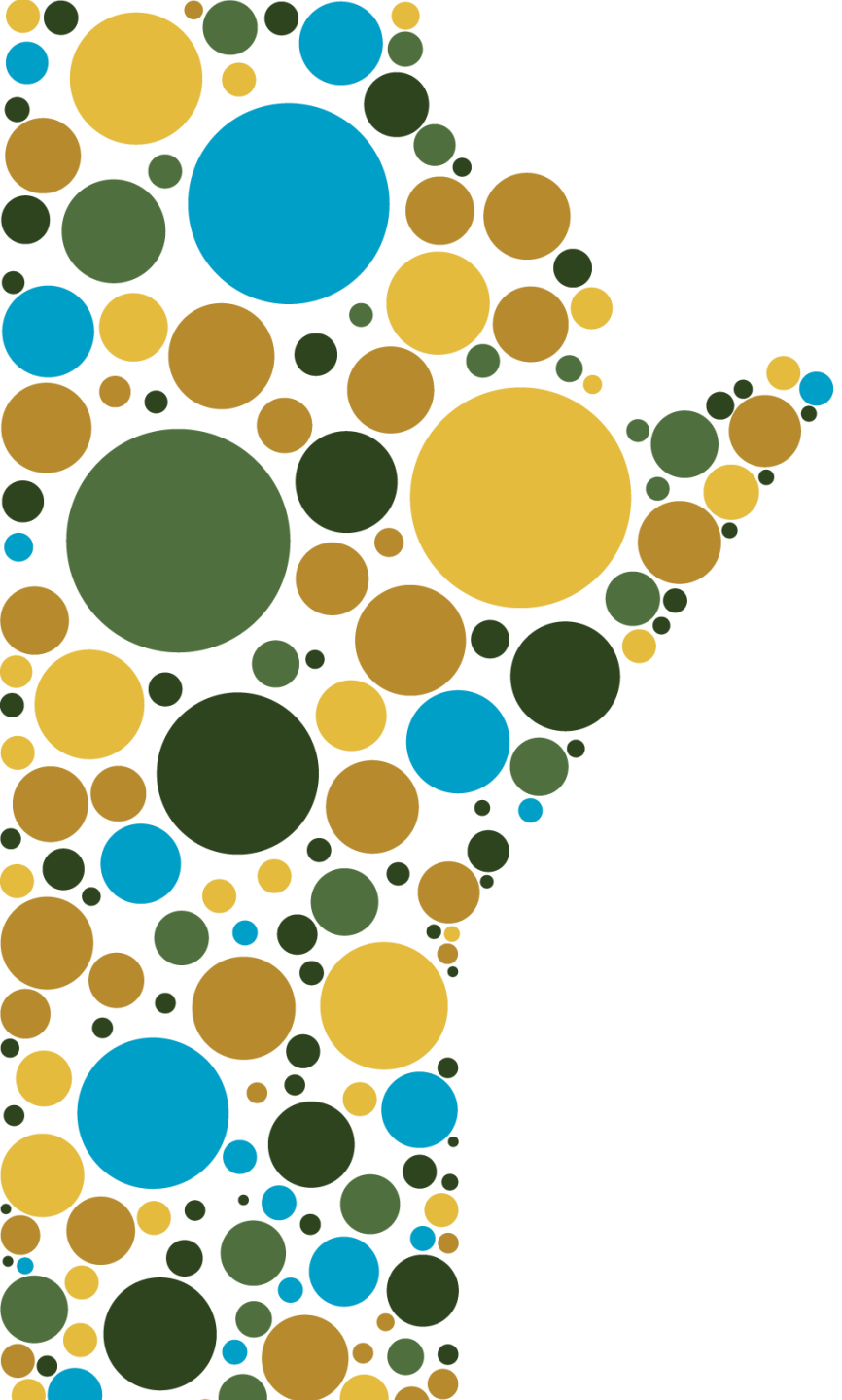
How to build community awareness

- What do you want people to know about you?
 - What's your CF's personality?
 - What value do you bring to your audience?
Why should they care?
 - What is your goal?
- Identify your target audience.
 - Don't just "preach to the converted".
 - Focus on who **isn't** in the know but may be curious.





Interlake Community Foundation's experience



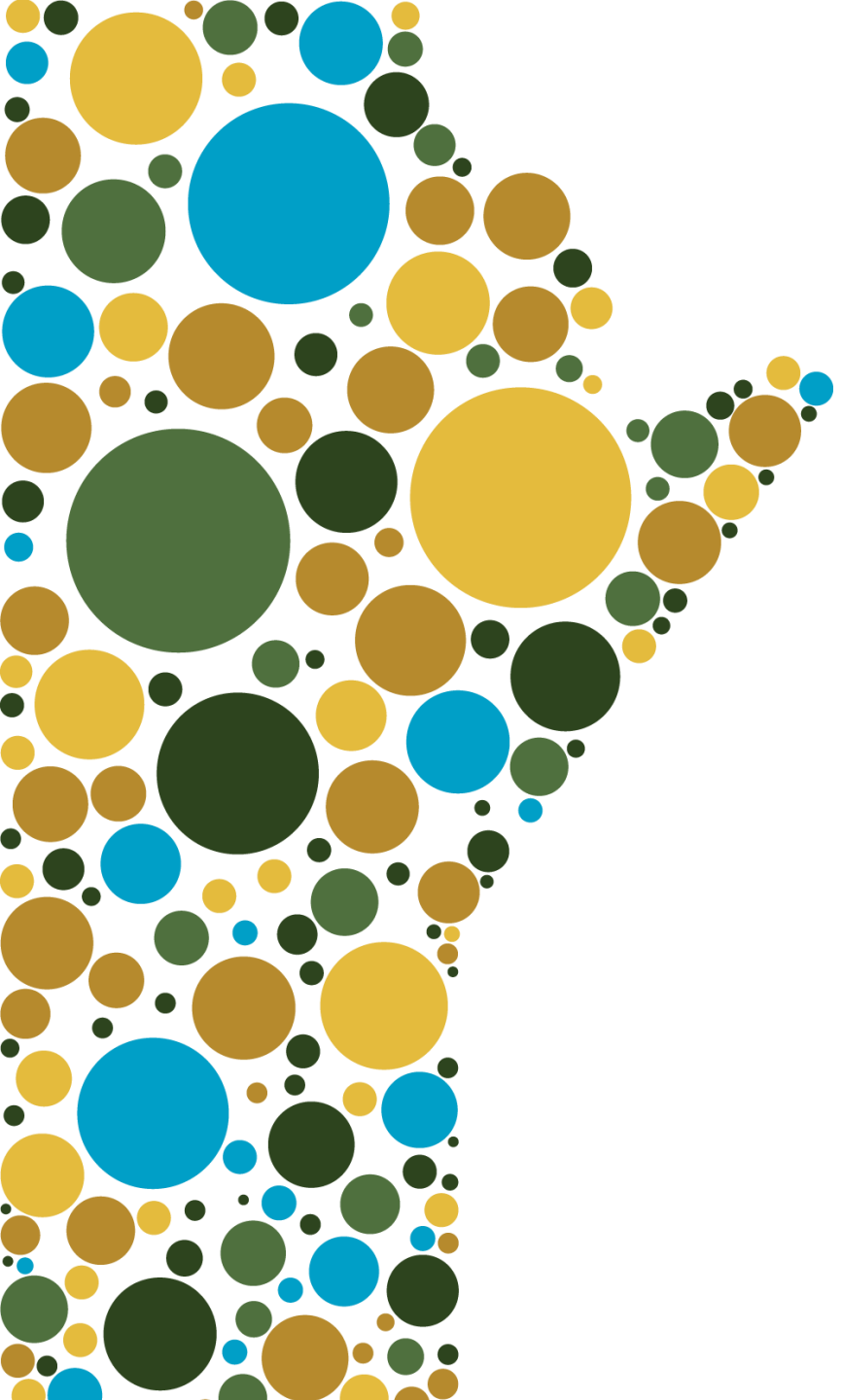
**What does your community
currently know about your CF?**

What don't they know?

What do you want them to know?

How to build community awareness

- Develop & deliver content and strategy
 - What do you want to do to raise awareness and encourage engagement?
 - Consider tone – positivity and honesty go a long way.
 - Use stories & photos.
 - Repurpose content.



Interlake Community Foundation's experience



How have you effectively raised awareness and encouraged engagement?

How have you used stories to showcase the value you bring to your community?


What are the 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

How can you use communications mediums (social media, radio, print, newspapers, website, video, etc.) and create opportunities for two-way engagement?





Building community awareness

How can you raise awareness of your
community foundation amongst young
families?

Businesses | Seniors | Youth
Newcomers to the community



Thank you

Endow Manitoba is an initiative of The Winnipeg Foundation