



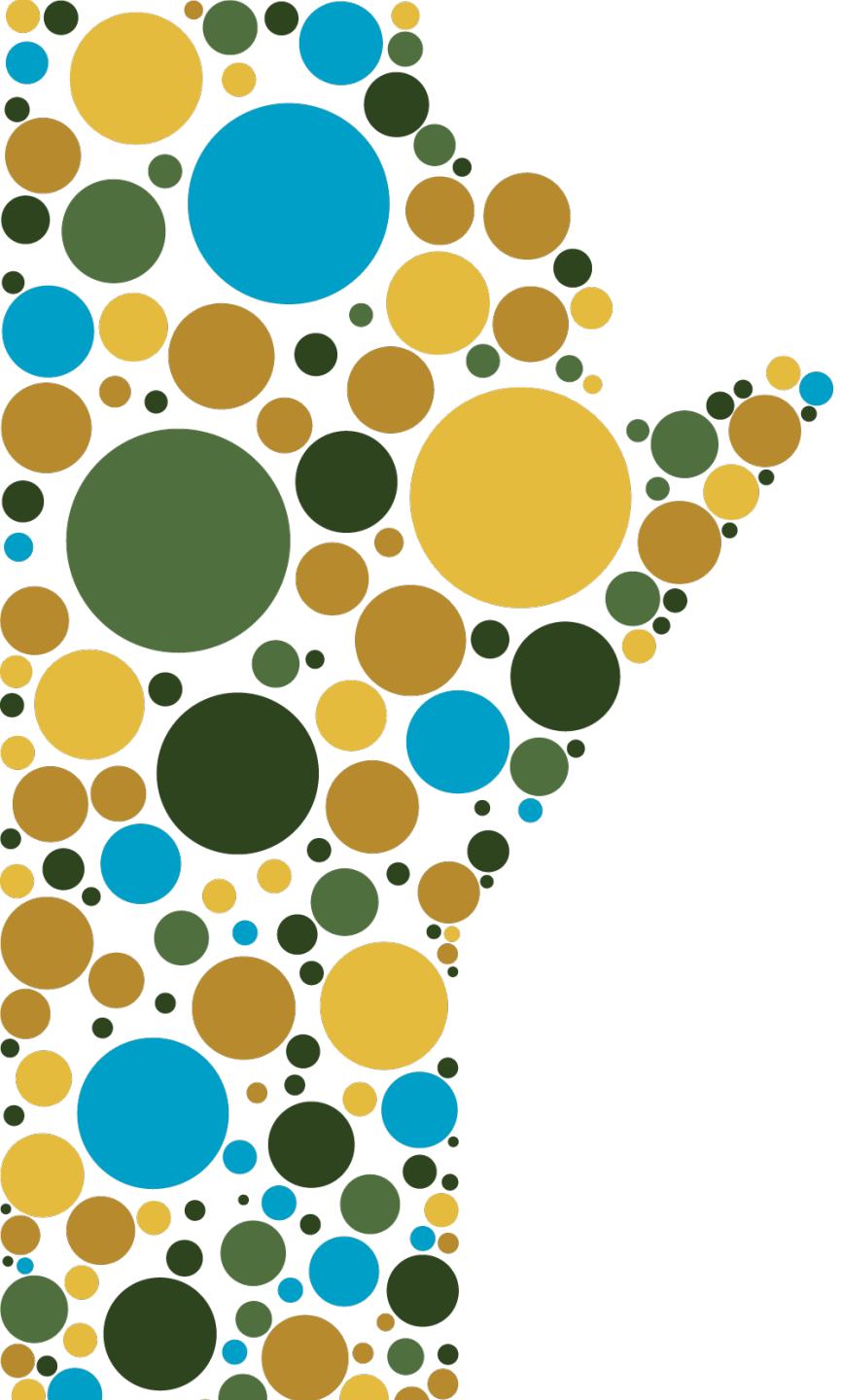
Welcome!

Community Foundation Board Engagement Session

**Presented by Endow Manitoba and
Grandview and District Community Foundation**

Tuesday, May 16, 2023

Grandview, MB




Raising community awareness in meaningful ways



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?

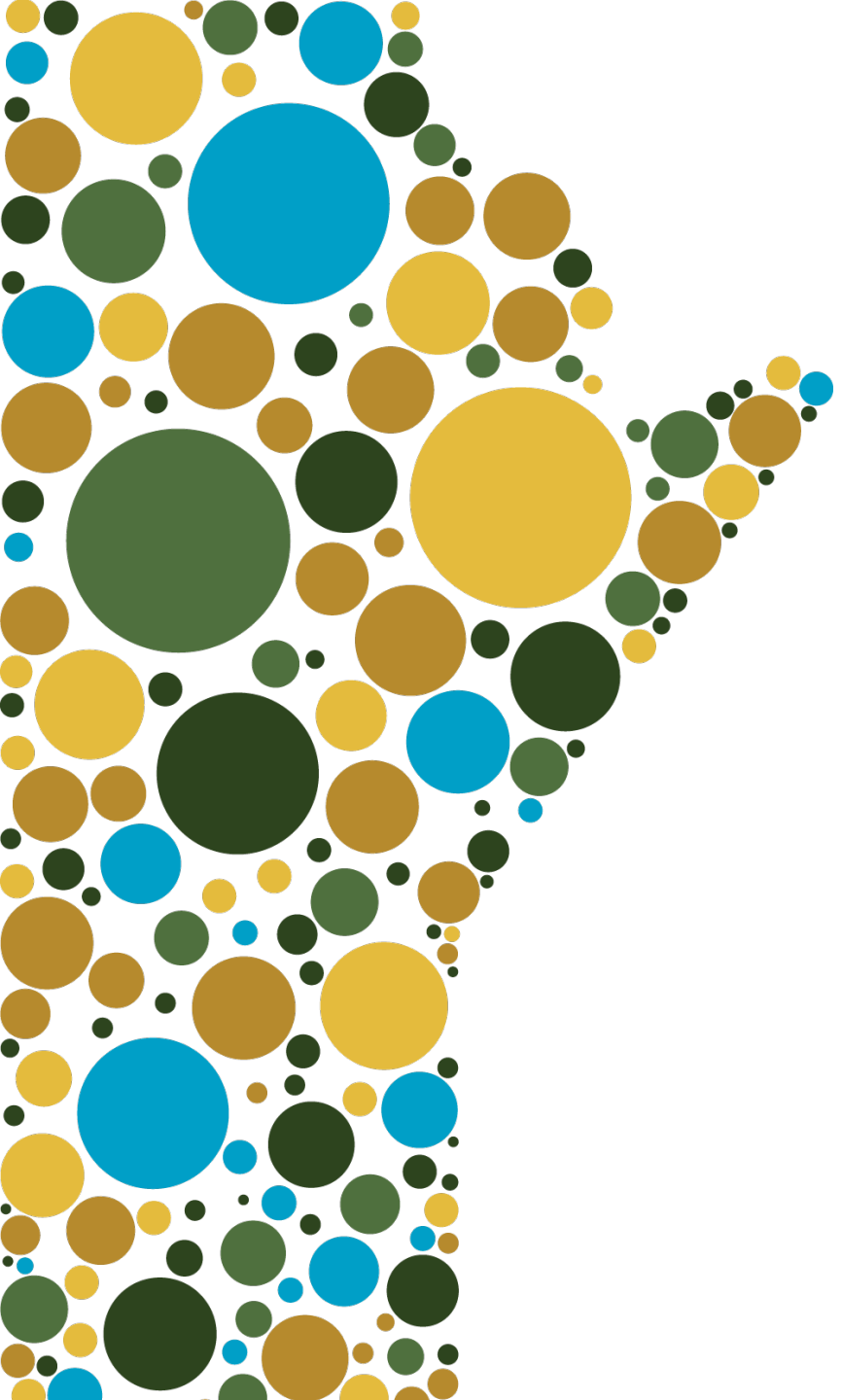
- Helps people in your community know about your foundation.
 - Including potential grant applicants
- Clarifies messaging.
 - Helps board, staff, stakeholders, target audiences talk about you and your work.
- Helps you know yourself.
 - Critical to know who you are to effectively communicate outwardly.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



How to build community awareness

- Do the prework!
- Get alignment from board and staff
 - Intentionality matters
 - How will you move people along the continuum?
- 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?





**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

Determine who with & how to build awareness

- Identify your target audience.
 - Don't just "preach to the converted".
 - Focus on who **isn't** in the know but may be curious.
- 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.
 - Leverage your activities (grantmaking, donor/generosity stories, leadership activities, etc).
 - Use stories & photos. Repurpose content.



**How have you/can you leverage
your activities to
raise community awareness?**

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

**How have you effectively raised
awareness and encouraged engagement?**


What are outcomes of community awareness

- Community foundation board and staff can more easily talk about the foundation and your work.
- 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.



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 | Youth

Businesses | Seniors

Newcomers to the community





Thank you

Endow Manitoba is an initiative of The Winnipeg Foundation