



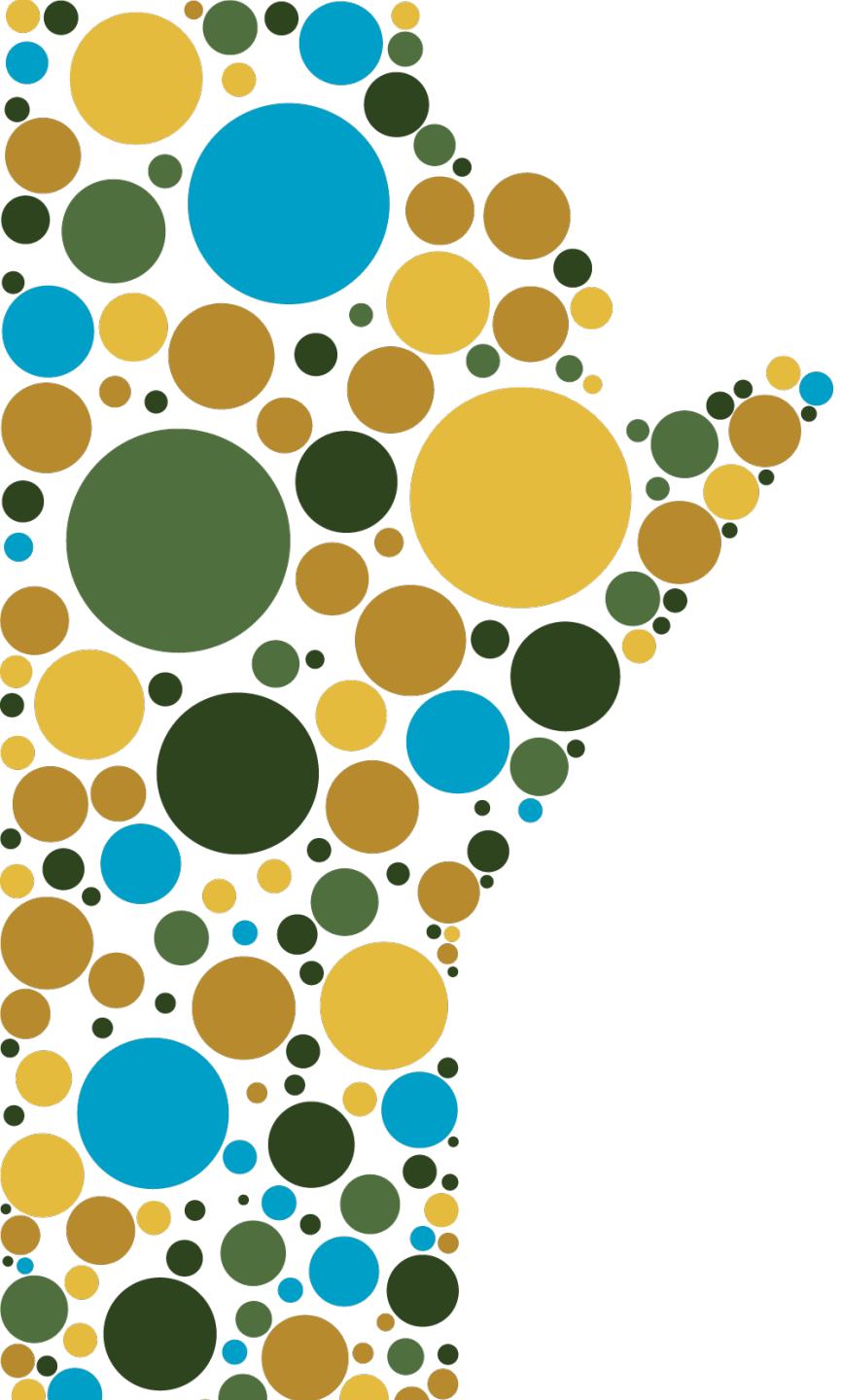
# Welcome!

**Community Foundation Board Engagement Session**

**Presented by Endow Manitoba and  
The Killarney Foundation**

**Monday, May 15, 2023**

**Killarney, 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?

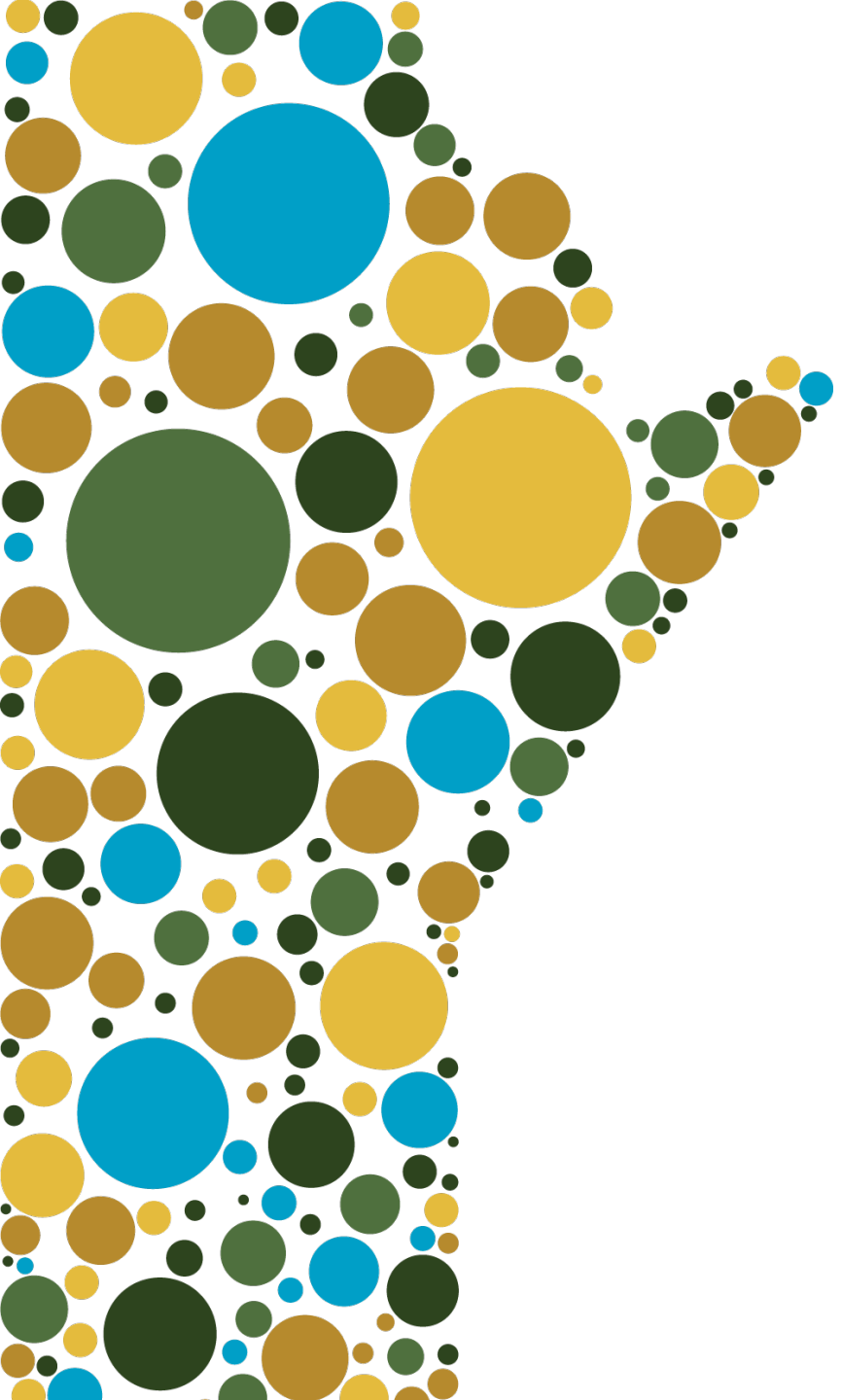
- Helps people in your community know about your foundation.
  - Including potential grant applicants
- Clarifies messaging.
  - Helps board, staff, stakeholders, target audiences talk about you and your work.
- Helps you know yourself.
  - Critical to know who you are to effectively communicate outwardly.
- 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).
  - Use stories & photos. Repurpose content.





**How have you/can you leverage  
your grantmaking 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