
Can you hear me now?

How can we harness the power of word of mouth?

Meeting 3

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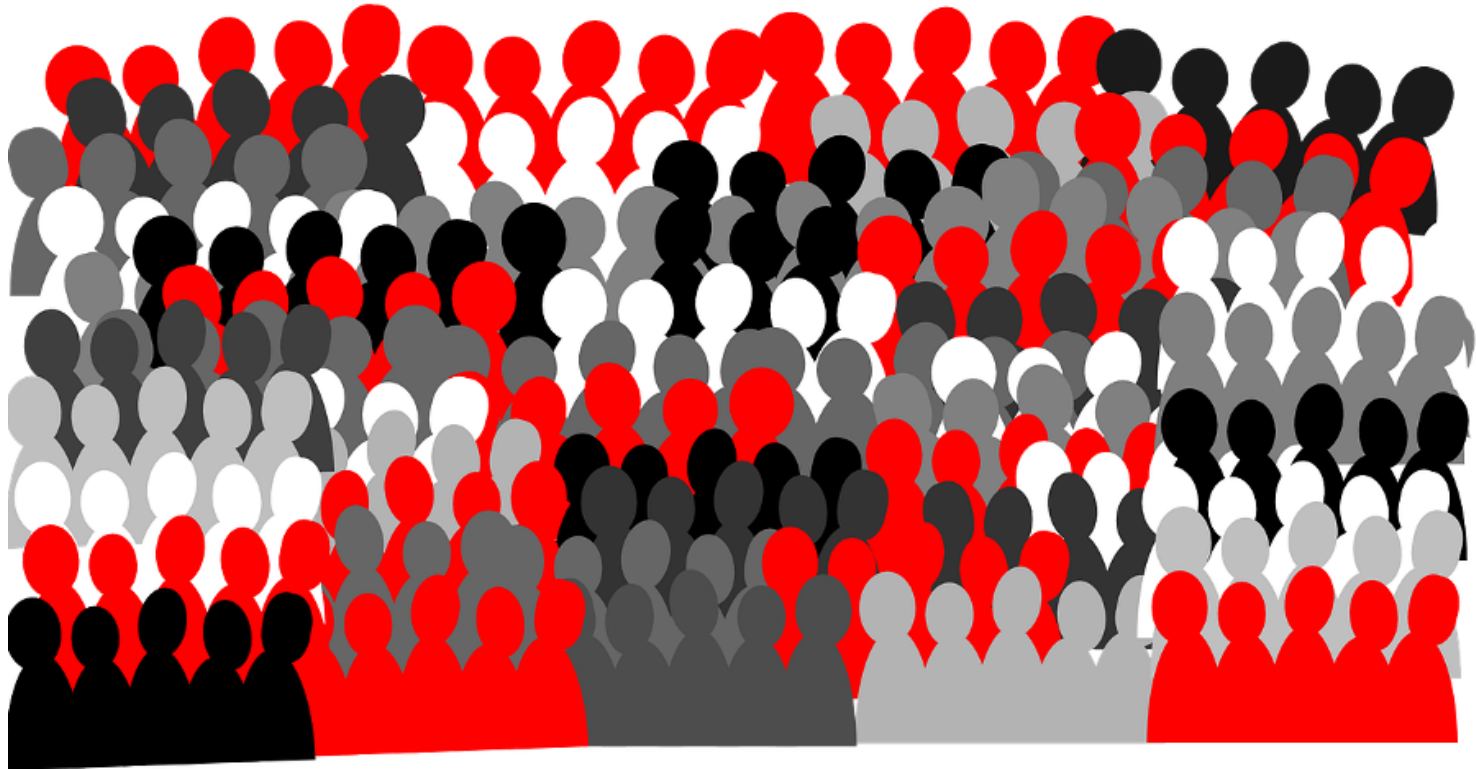
Agenda: Who do we want?

- Why you can't have everyone
- Finding out what you want to know
- Obstacles
 - Brainstorm on how to overcome them

Terminology

- **Public:** A group of people that shares a common interest that connects to your organization
- **Audience:** Anyone who pay attention to a particular communication channel. This is temporary and not what you should focus all of your time on.
- **Stakeholder:** People who are directly impacted or can impact your organization
- **Target/Key:** Narrowing your focus on a particular public with similar traits and characteristics

Why you can't have everyone



Why you can't have everyone

1. Not everyone will be a good fit for your community
2. It takes valuable resources to market yourselves.
3. Everyone needs something different.
4. There are too many ways to communicate and all of them serve different purposes to different audiences.
5. Your only competitive edge is going to be relationship building.



Why you can't have everyone

There is no such thing as a
general public

Case Study #1



How does this apply to you?

- Planning is more important than relying on luck
- Influencers (or intercedents) are important
- Monitor, monitor, monitor
- Be flexible

Finding out what you want to know

■ Who are we trying to attract?

- What do they have in common?
- How do they like to be communicated with?
- What sort of time/financial resources do they have?
- Are they concentrated in a particular area?

Case Study #2



How does this apply to you?

Listening

- How do you like to communicate?
- How do you keep track of family activities?
- Where do you like to go shopping?
- Are you in touch with other parent groups?
- What events do you like to attend?
- What are the least busiest times of the week for you?

Accusing

- Why don't you read our emails?
- Why don't you follow us on Facebook?
- Why don't you attend services?
- Why don't you participate in our events?
- Why don't we ever see you at ...?

Obstacles

Types of publics

■ Uninformed

■ Apathetic

■ Constrained

■ Engaged

Resources

- *The Tipping Point: How Little Things Can Make a Big Difference* by Malcom Gladwell
- [UJA Federation of New York SYNERGY](#)
- [The Jewish Education Project](#)
- [Why Businesses Misunderstand Old People](#) [The Atlantic]
- [Baby Boomer Marketing](#) [New York Times]
- [7 Reasons Why Marketing To Baby Boomers Is Unique](#) [Forbes]
- [9 Ways to Learn From Your Customers Without Costing You A Fortune](#) [Inc.]
- [What I Wish Synagogues Knew About Single Parents](#) [Kveller]
- [PEW Americans Look For Good Sermons And Warm Welcome](#) [eJewish Philanthropy]
- [Community GIS Maps and Profile Reports](#) -- This tool from Association of Religion Data Archives assists church and community leaders in accessing free online information about their communities. The initial map shows the location of other churches in your area and the Profile Builder provides you with social, economic, and religious information on the community or neighborhoods you select.

Need help?

■ Connect to each other

■ Post a question to our Facebook group:

www.facebook.com/groups/canyouhearmenowRLN/

■ Email or call Rachael Burgess

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