



About Housing Action Illinois



Our Mission

To increase and preserve the supply of decent, affordable, accessible housing in Illinois for low-and moderate-income households.



Our Vision

Housing is a human right. We believe in a society that promotes basic human needs such as decent and safe housing for all of its members. Public policy and government spending should ensure that the basic housing needs of all people are met.



I'm Timm Krueger

- Marketing & Communications Consultant @ HAI
- 6+ years of experience in nonprofit marketing
- I hope you leave today with a new perspective on how to reach your target audiences!



Your Turn!

- Name
- Organization
- Your organization's biggest marketing hurdles
- **What is your organization's greatest marketing challenge?**

THE PROBLEM:

SMALL NONPROFITS
HAVE TROUBLE
WITH MARKETING

THE SOLUTION:
CREATE CONTENT
THAT IS PERSONAL,
MULTIPURPOSE,
AND VALUABLE

WHAT IS MARKETING?

Nonprofit marketing is the ways
in which promote your
organization and its services to
gain clients, funders, and support.

**WHY IS
MARKETING
IMPORTANT?**



INCREASES AWARENESS

Your community deserves to know about your organization and its services.



STRENGTHENS DEVELOPMENT

Combined, data and stories can increase donations and strengthen grant applications.



GAINS VOLUNTEERS, SUPPORT

When people *understand* who you are, what you do, and why you're important, **they care.**



HELPS ACHIEVE YOUR MISSION

Achieving your mission is much more difficult if your community isn't aware you're there!

**HOW CAN I
MARKET MORE
EFFECTIVELY?**

**ALWAYS DIRECT
PEOPLE TO
YOUR WEBSITE**



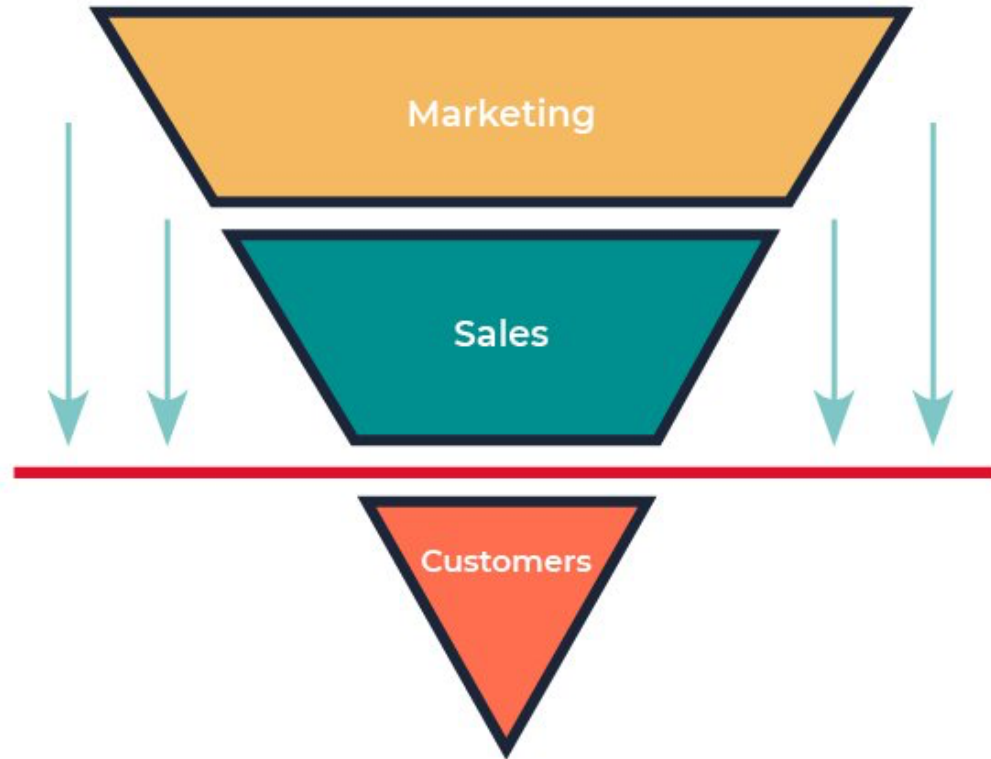
Your Community Deserves to Know About You

Effective marketing strategies are vital for nonprofits of any size to achieve their mission—without them, members of your community may be unaware of important services that could change their lives. Unfortunately, budget constraints make it difficult for small nonprofits to hire dedicated marketing employees, and instead they divide this responsibility amongst their existing staff. When this happens, two problems emerge:

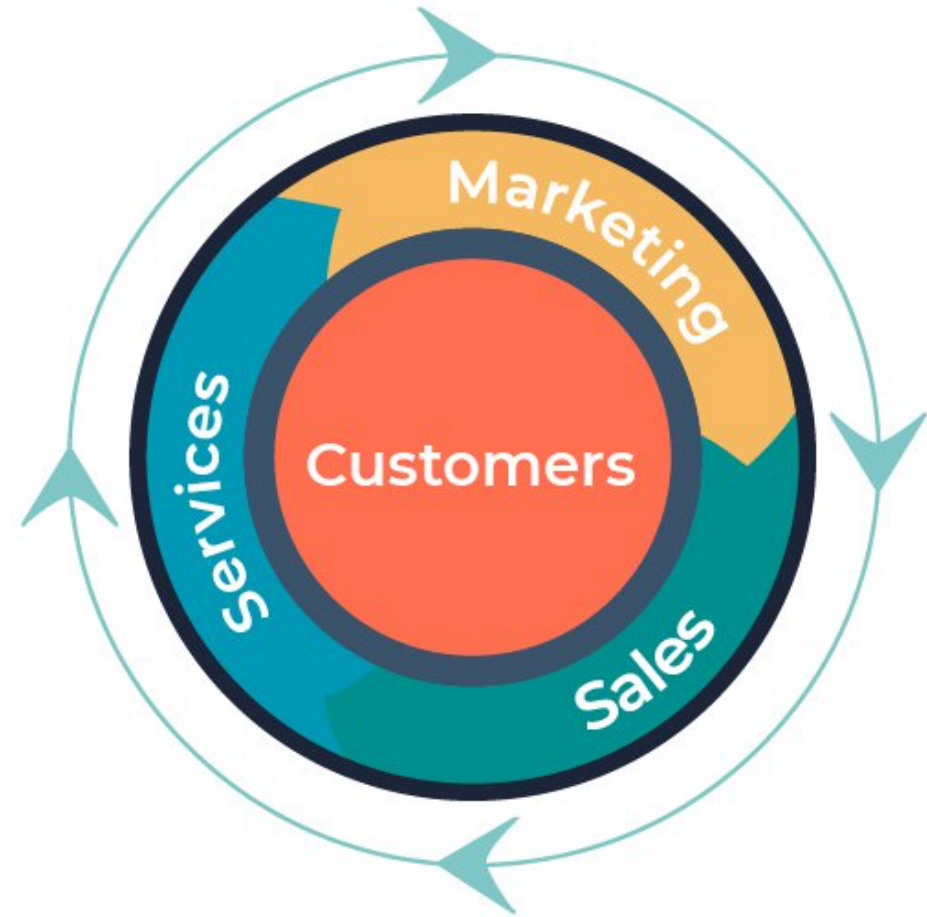
1. Often, team members lack formal marketing training, which can impact marketing effectiveness.
2. These responsibilities are an addition to their already-busy day of providing direct services to those who need help most.

Join Timm Krueger from [Housing Action Illinois](#) on **Thursday, July 18, from 2 p.m. to 4:30 p.m.**, for an afternoon workshop where you'll learn a new approach to marketing—one that can be effective even with the smallest team or the thinnest budget. For just \$50.00*, *Marketing Strategies for Small Nonprofits* will prepare you to:

THE FUNNEL



THE FLYWHEEL



Inbound Methodology



01 Attract

WHAT

- Get good traffic to your website.

WHY

- Not all traffic is created equal.
- You want people who need your help!

HOW

- Website: blogs, landing pages, videos
- Social media: regular posting
- All: keywords

02

Connect

WHAT

- Turn them into followers, subscribers

WHY

- Impulse decision < Informed decision
- You can talk to & convince them

HOW

- Collect their emails (forms, pop-ups)
- Make a *really, really* good landing page
- Tell them why signing up is worth it

03 Engage

WHAT

- Move them from prospects to clients

WHY

- Subscribers are more interested in you
- Less introduction » Targeted actions

HOW

- Email series
- Social media advertising (if you can!)
- Top-level: marketing automation

04 Inspire

WHAT

- Great experience » human megaphone

WHY

- Marketing only goes so far
- Proof that your services work!

HOW

- Post-workshop/counseling surveys
- Testimonials
- Volunteer recruitment

Inbound Methodology





BREAK

HERE'S WHAT THE **MOST EFFECTIVE** NONPROFIT COMMUNICATIONS TEAMS DO

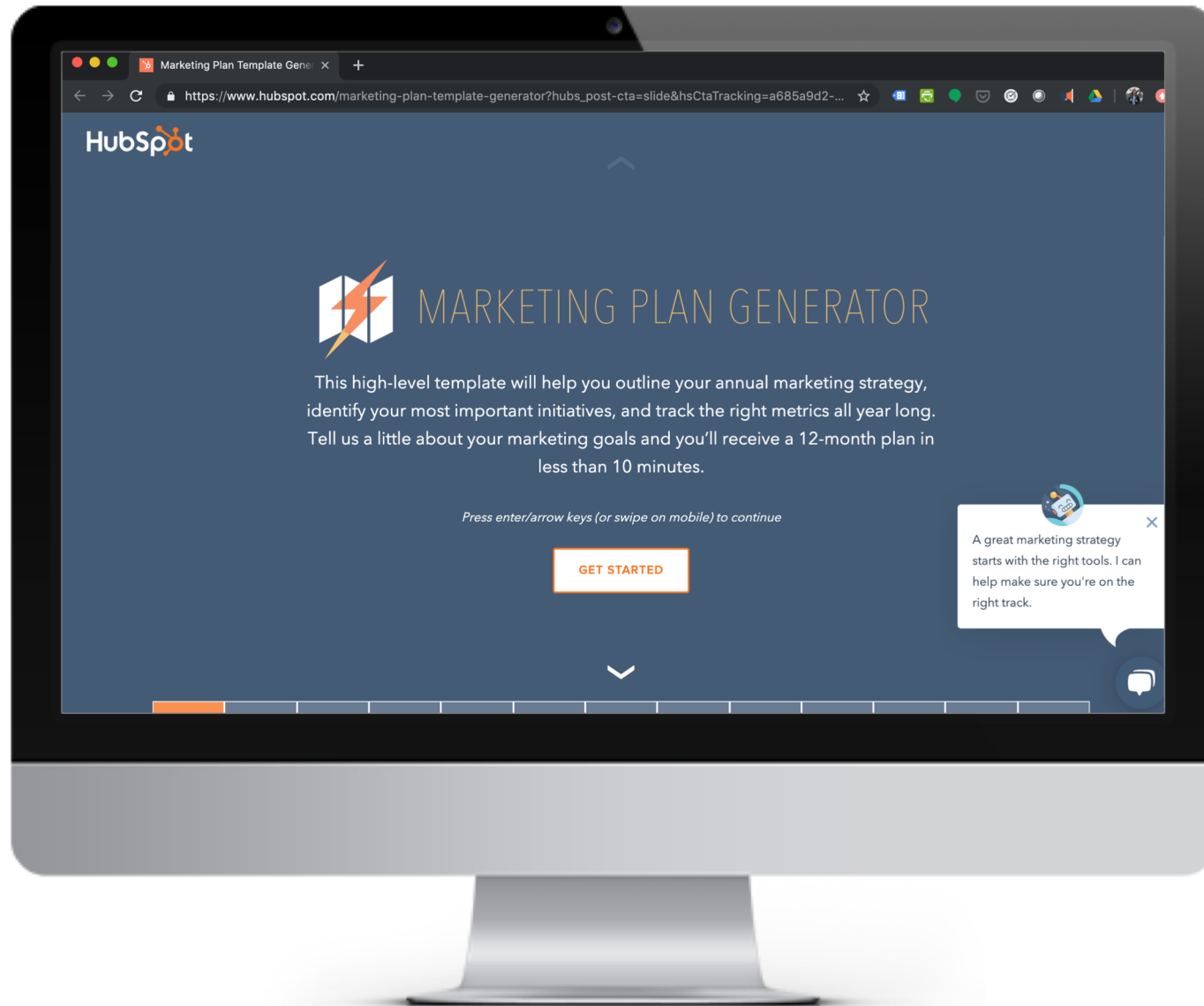
SMART OBJECTIVES + BIG-PICTURE TIMELINE

EDITORIAL CALENDARS

FLEXIBLE PLANS

REPURPOSING EXISTING CONTENT

**HOW DO I
CREATE A
MARKETING
PLAN?**



HubSpot



MARKETING PLAN GENERATOR

This high-level template will help you outline your annual marketing strategy, identify your most important initiatives, and track the right metrics all year long. Tell us a little about your marketing goals and you'll receive a 12-month plan in less than 10 minutes.

Press enter/arrow keys (or swipe on mobile) to continue

GET STARTED

A great marketing strategy starts with the right tools. I can help make sure you're on the right track.

Creating a Marketing Plan



Define SMART Goals/Objectives

Create key messages

Choose marketing tactics, plan your marketing

Analyze your performance

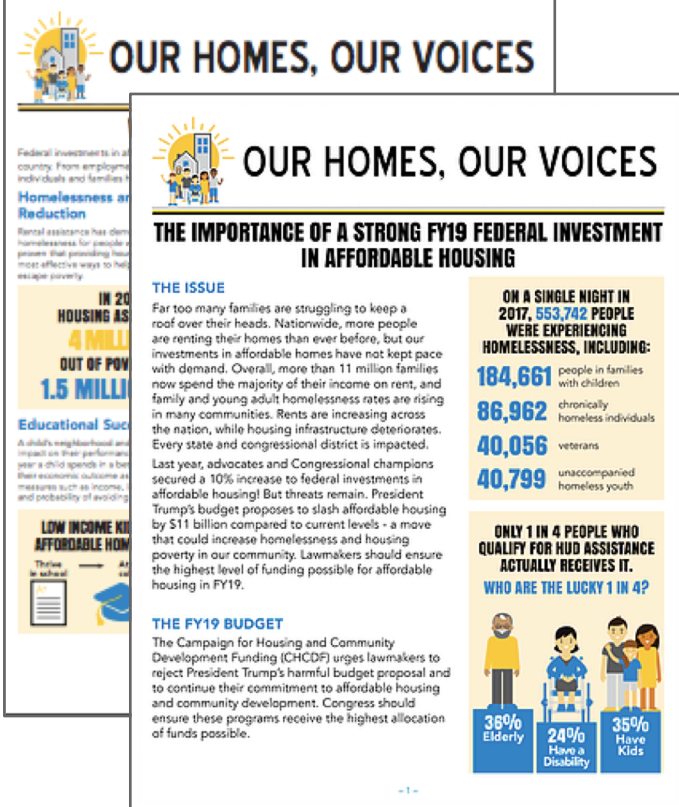
**STRETCH YOUR
BUDGET WITH
CONTENT STRATEGIES**

IF YOU'RE CREATING CONTENT FOR ONE...



...CREATE CONTENT FOR THEM ALL!

WHITE PAPER (LONG FORM)



OUR HOMES, OUR VOICES

Federal investment in a country. From employment individuals and families

Homelessness and Reduction

Rental assistance has been homelessness for people-proven that providing the most effective ways to help escape poverty.

IN 20 HOUSING AS 4 MILL OUT OF POV 1.5 MILL

Educational Success

A child's neighborhood and impact on their performance year a child spends in a low their economic outcome as measure such as income, and probability of avoiding

LOW INCOME KID AFFORDABLE HOM

There is school

OUR HOMES, OUR VOICES

THE IMPORTANCE OF A STRONG FY19 FEDERAL INVESTMENT IN AFFORDABLE HOUSING

THE ISSUE

Far too many families are struggling to keep a roof over their heads. Nationwide, more people are renting their homes than ever before, but our investments in affordable homes have not kept pace with demand. Overall, more than 11 million families now spend the majority of their income on rent, and family and young adult homelessness rates are rising in many communities. Rents are increasing across the nation, while housing infrastructure deteriorates. Every state and congressional district is impacted. Last year, advocates and Congressional champions secured a 10% increase to federal investments in affordable housing! But threats remain. President Trump's budget proposes to slash affordable housing by \$11 billion compared to current levels - a move that could increase homelessness and housing poverty in our community. Lawmakers should ensure the highest level of funding possible for affordable housing in FY19.

THE FY19 BUDGET

The Campaign for Housing and Community Development Funding (CHCDF) urges lawmakers to reject President Trump's harmful budget proposal and to continue their commitment to affordable housing and community development. Congress should ensure these programs receive the highest allocation of funds possible.

ON A SINGLE NIGHT IN 2017, 553,742 PEOPLE WERE EXPERIENCING HOMELESSNESS, INCLUDING:

- 184,661** people in families with children
- 86,962** chronically homeless individuals
- 40,056** veterans
- 40,799** unaccompanied homeless youth

ONLY 1 IN 4 PEOPLE WHO QUALIFY FOR HUD ASSISTANCE ACTUALLY RECEIVES IT. WHO ARE THE LUCKY 1 IN 4?

- 36%** Elderly
- 24%** Have a Disability
- 35%** Have Kids

- 1 -

SOCIAL GRAPHICS (MEDIUM FORM)

only 1 in 4 people who qualify for HUD assistance actually receives it.

Who are the lucky 1 in 4?

- 36%** Elderly
- 24%** Have a Disability
- 35%** Have Kids

What challenges face the 3 in 4?

Only 35 affordable homes for every 100 extremely low income renter households

What does this mean for the 3 in 4?

71% of extremely low income renters spend more than 50% of income on rent

OUR HOMES, OUR VOICES

www.ourhomes-ourvoices.org

Building 100 affordable rental homes generates:

- \$11.7 million** in local income
- 161 local jobs** in the first year alone
- \$2.2 million** in taxes and other revenue for local governments

OUR HOMES, OUR VOICES

www.ourhomes-ourvoices.org

POSTER (SHORT FORM)

**MORE!
(NOT LESS)
FUNDING FOR
AFFORDABLE
HOUSING**

**OUR HOMES,
OUR VOICES**

FUNDRAISING & DEVELOPMENT

FOR-PROFIT RULES DON'T APPLY

**HOW DO I
CREATE A KEY
MESSAGES?**

INFO



SITUATION

Explain what's currently happening in your community.



OBSTACLE

Identify the issue(s) that prevent the situation from being solved.



ACTION

Talk about what you have done (or will do) to overcome the obstacle.



RESULTS

Demonstrate the impact of your actions – not just what you did.

STRATEGY =

INFO



SITUATION

Our community has been plagued by high rates of foreclosure.



OBSTACLE

Many people foreclose because they don't know how much house they can afford.



ACTION

To address this need, we increased participation in our **First-Time Homebuyer Education** class by 40 percent.



RESULTS

In 2019 alone we have helped 15 people buy a home they can afford.

STRATEGY =

HEY, MY NAME IS _____,

AND I WORK AT

_____.

YOU KNOW HOW

_____?

WELL, WHAT WE DO IS

SO THAT _____.

Elevator Pitch

**HOW DO I
DEMONSTRATE
SUSTAINABILITY?**

**BY EVALUATING
YOUR IMPACT**



OUTCOMES > OUTPUT

It's not the number of clients you see, but the effectiveness of your work.



BE S.M.A.R.T.!

Identifying specific, measurable goals each year will help your impact.



LOOK AT RELATIONSHIPS, NOT #'s

Are clients going from one program area to another? How can you message that?



THINK BIG PICTURE

What do you make possible? How is that unique to you?