

Co-creating communities, Lessons learned from a not-for-profit

The Marketing Exchange – September 24, 2020

Value Hierarchy

Social Impact



SELF-TRANSCENDENCE

Life changing



PROVIDES HOPE



SELF-ACTUALIZATION



MOTIVATION



HEIRLOOM



AFFILIATION/
BELONGING

Emotional



REDUCES ANXIETY



REWARDS ME



NOSTALGIA



DESIGN/
AESTHETICS



BADGE
VALUE



WELLNESS



THERAPEUTIC
VALUE



FUN/
ENTERTAINMENT



ATTRACTIVENESS



PROVIDES
ACCESS

Functional



SAVES
TIME



SIMPLIFIES



MAKES
MONEY



REDUCES
RISK



ORGANIZES



INTEGRATES



CONNECTS



REDUCES
EFFORT



AVOIDS
HASSLES



REDUCES
COST



QUALITY



VARIEY



SENSORY
APPEAL



INFORMS

Sizzle Reel -
<https://www.youtube.com/watch?v=hRVL8NS6dvi&feature=youtu.be>



What comes to mind when you think about this topic?

Is the topic of **co-creating communities** relevant to you...today / near future?

About WITF

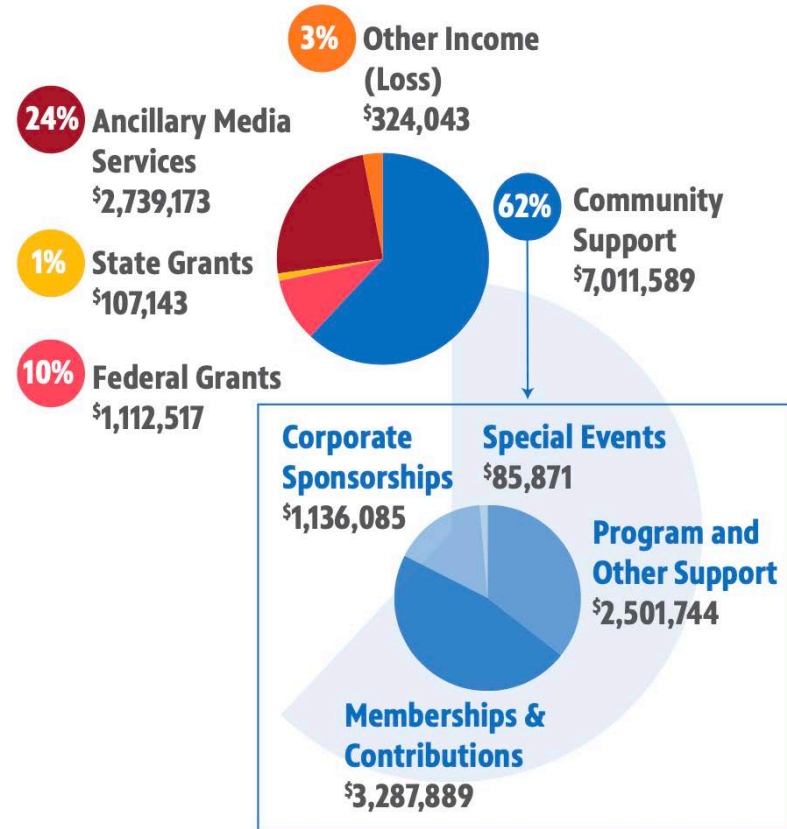
- Public media organization (NPR, PBS member station)
- 19 counties around Harrisburg, PA (2.2 million persons)
- Journalism, educational services, community engagement plus a for-profit subsidiary
- \$30MM unrestricted endowment



WITF FINANCIALS

REVENUE

Total Revenue: \$11,294,465



Source: 6/30/2019 Audited Financial Statements

WITF's challenge



- Defining and differentiating itself in rapidly changing media and consumer landscape
- Compete in commercial / media space while also a not-for-profit
- COVID19 and its impact (in-person engagement, fundraising)
- Long-term relevance and sustainability



What is community centered marketing?



WITF's Evolution

The Marketing Exchange Community

- **Mission** (about every day) - Creating connections, re-imagining value, providing support, and inspiring action for **marketing leaders to evolve and emerge as business leaders.**
- **Vision** (about some day) - The most influential community of local marketing leaders for **elevating personal relevance and expanding leadership impact** in our organizations, our communities, and for each other

Break-out Groups

- **Facilitators:** Al, Paul, Rob, Sue and Tom
- **Time:** 10 minutes with 3 minute read outs
- **Other:** Introductions - Name and Company...and 1 person to present ideas to the entire group

- What would you love to see in the Marketing Exchange to help achieve its Mission and Vision?
- What have you experienced in other professional groups that might work here?
- 2-3 suggestions per group

- What is the idea, why do you like it, what could it look like here, what other potential stakeholders could we receive input CEOs, Sales Leaders, Academics, Analysts?

Take-aways

- **Nurture the passion** of influencers and employee advocates
- Get small and **find the core** to engage differently – more deeply
- Find your authentic **voice for social belonging and impact**
- Define brand beyond “what you do” to **what role you can play**
- Develop 2-way communication and **Listen, Reflect, Respond and Change**
- **Learn from** emerging models of Peloton/Subaru, value structures of Bain, and **social connections of not-for-profits**
- **Make community a priority**, knowing you will learn and evolve along the journey – **Marketing is Best Positioned to Lead!**



The future of co-creating
communities

Next Steps

- Survey to Extend the Insights from Today
- December, End of Year Happy Hour Event (TBD)
- Make Connections

The logo for WITF features the word "witf" in a bold, lowercase, sans-serif font. The letter "i" is stylized with a black dot above it and a red and white crescent shape below it. The background is white with a large, abstract red and grey geometric shape on the right side.

witf

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