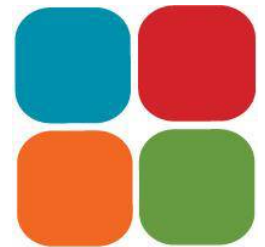


# Social Marketing and Volunteer Management



Shawn Michael -  
NPower Oregon Director and Senior  
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A program of TACS



# Social Marketing and Volunteer Management?



- Social Marketing and Volunteer Management take commercial concepts and practices and apply them to further a cause.
  - How do you get your organization to be the hot topic of conversation?
  - Do your volunteers go out and tell others about how much good your organization is doing for the community?



# Definition of Social Marketing

- “**Social marketing** is the systematic application of **marketing** along with other concepts and techniques to achieve specific behavioral goals for a social good.” Wikipedia - [http://en.wikipedia.org/wiki/Social\\_marketing](http://en.wikipedia.org/wiki/Social_marketing)

# Definition of Volunteer Management



- **Volunteer Management** is the application of **human resource management** practices with individuals wanting to participate in a cause by donating their time and skills.

# Behavior Motivation

- The Big Picture – What motivates people to take action?
  - Justifications/Realisations
    - Negative – “Nothing ever works”, “I don’t have time”, “It won’t happen to me”
    - Positive – “It’s easy”, “It is convenient”, “It will save money”



# Behavior Motivation (cont)

- Confidence
  - The belief that one has the skills, perseverance and support to successfully adopt and maintain the change.
- Convenience
  - Whatever lowers the cost of acting, including price and payback period, access, simplicity of understanding, ease of doing, and availability of support services.





# Behavior Motivation (cont)

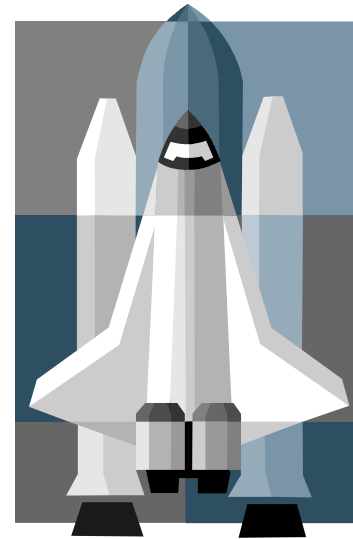
- Social Influencers
  - Who passionately believes in the hopeful future?
  - Who is credible to the target audience?
  - Who asks the target audience to adopt the change?
  - Who isn't going to go away (ie. part of the target audience's circle)?





# Behavior Motivation (cont)

- Change Spaces
  - Times and places where potential actors can give their full attention to a hopeful future and the steps needed to achieve it.
  - Examples include: facilitated workshops, field days, hands-on demonstration events





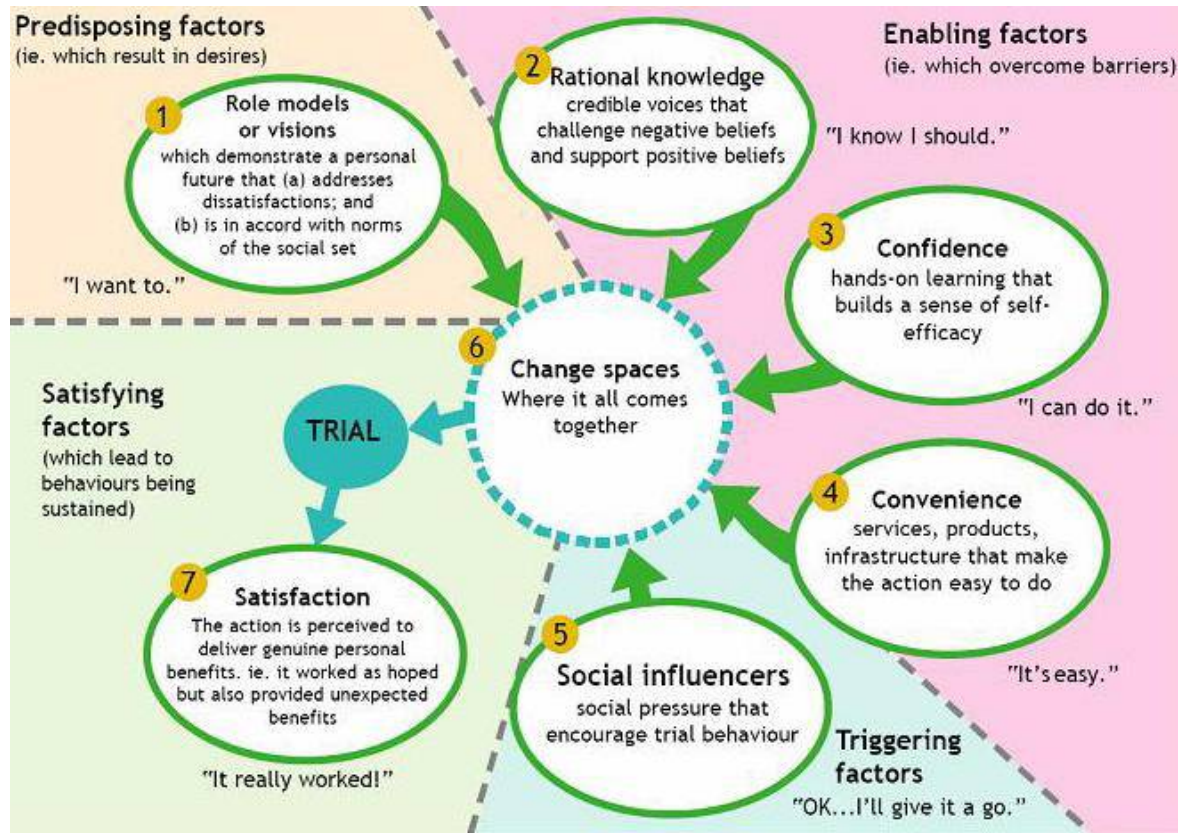
# Behavior Motivation (cont)



- **Satisfactions**
  - It has to be **satisfying** in terms that matter to the actors.
  - It must **deliver** ease, cost savings, status or prestige.
  - It must actually **reduce the dissatisfactions** that led to the initial involvement of the actors in your program.
  - It may also **deliver unexpected satisfactions**, just as going to the gym may unexpectedly improve one's social life.



# The Big Picture:



Social Change Media consultant Les Robinson



# The Standard “P’s”

- Product – service, tangible object, membership
  - Hint: In order to have a viable product, people must first perceive that they have a genuine problem, and that the product offering is a good solution for that problem.





# The Standard “P’s” (cont)

- Price
  - Hint: The price may be time, effort, contacts as opposed to monetary
  - Bonus Hint: Charge at least a nominal fee to increase perceptions of quality and to confer a sense of "dignity" to the transaction.



# The Standard “P’s” (cont)

- Place – Distribution Method
  - Web site, “brick and mortar”, direct mail, other outreach efforts
- Promotion - Promotion consists of the integrated use of many vehicles. The focus is on creating and sustaining demand for the product
  - Hint: Public service announcements or paid ads are one way, but there are other methods such as coupons, media events, editorials, "Tupperware"-style parties or in-store displays.



# The Social “P’s”

- Public –
  - External publics include the target audience, secondary audiences, policymakers, and gatekeepers
  - Internal publics are those who are involved in some way with either approval or implementation of the program.



# The Social “P’s” (cont)

- Policy –
  - The environment you are in needs to support the change for the long run.
  - Policy change may be needed, and media advocacy programs can be an effective complement to a social marketing program



# The Social “P’s” (cont)

- Purse Strings –
  - How is it paid for? Foundations, governmental grants or donations?
  - This adds another dimension to the strategy development-namely, who will provide the money to create and sustain your program?







# Cornerstones of Success

- Research –
  - Know what “problem” you are solving
  - Hear from your audience
- Use Positive Messaging instead of Negative Messaging –
  - Human capacity for denial – “It won’t happen to me.”, “It’s not my fault” if you focus on the negative
  - Negative messaging does not equip people with skills or capacity to make anything happen
  - Emotionally disempowering – people need optimism

# Helpful Links and Resources

- **Wikipedia -**  
[http://en.wikipedia.org/wiki/Social\\_marketing](http://en.wikipedia.org/wiki/Social_marketing)
- **Social Change Media consultant Les Robinson explains the 7 Doors Model he developed for designing and evaluating behaviour change programs at:**  
[http://media.socialchange.net.au/strategy/7\\_Doors\\_Model.html](http://media.socialchange.net.au/strategy/7_Doors_Model.html)
- **Social-Marketing.com ([www.social-marketing.com](http://www.social-marketing.com))**