

# MARKETING PLAN

**To be most effective with advancement efforts – make a plan and have a budget.**

**What measurable objectives can your office, team, region, or unit have that will get us closer to the goal?**

**➤ IOWANS WILL KNOW IOWA STATE UNIVERSITY EXTENSION AND OUTREACH. ◀**

**Work together – extension staff and councils, counties and regions, or campus and counties – to create a marketing plan with strategies to accomplish the outlined objectives. Assign someone to lead each effort and measure the success. Budget appropriately to complete strategies.**

## Sample Marketing Plan

The goals, objectives, strategies, target audiences, and implementation plans are examples. Customize them for individual projects/counties. For planning assistance, contact your advancement specialist.

**Goal:**<sup>1</sup>(Example) Increase the awareness and support for Extension and Outreach programs; share public value

**Objectives:**<sup>2</sup>(Example) In # Years:

- the percentage of people who report having personally received any services from Extension and Outreach will increase from \_\_% to \_\_%
- donations will be made to [county extension (or specific extension and outreach program)]
- # people outside of the system will be fluent at speaking on behalf of Extension and Outreach

<i>Strategy</i>	<i>Target Audience</i>	<i>Implementation Plan</i>	<i>Cost</i>	<i>Who</i>	<i>When</i>	<i>Measurement &amp; Outcomes</i>
→ Promote County Webpage and Facebook page <sup>3</sup> [Use guide books to set up webpages]	Current and potential clients, partners <sup>4</sup>	<ul style="list-style-type: none"> <li>• Include URL on all handouts</li> <li>• Add URL and Facebook link to email signatures</li> <li>• Mention URL in radio segments</li> <li>• Include URL and Facebook logo in newspaper ads</li> </ul>		All county staff	Ongoing	Webstats and number of likes
→ Participate in Extension and Outreach Week activities by recognizing volunteers and successes. <sup>5</sup>	Volunteers Media Partners Public	<ul style="list-style-type: none"> <li>• Hold event to recognize volunteers. Provide volunteers with certificate of appreciation.</li> <li>• Thank local media for their support – include link to Our Story videos and news tips for related articles, and up-to-date local contact list.</li> <li>• Recognize partners for their contributions to Extension and Outreach. Share program impacts and links to related Our Story videos.</li> <li>• Ask local public access channel to play Our Story Videos and the County Ad.</li> </ul>	\$\$  \$\$  \$\$		X/XX/14 – X/XX/14   Ongoing	Number of stories in media

<sup>1</sup> Goal: This example is a general Extension and Outreach advancement goal appropriate for counties and programs.

<sup>2</sup> Objectives: Should be measurable and defined by specific county/program goals that help you best serve lowans.

Strategies: These general strategies address public perceptions of Extension as revealed by recent studies. Strategies can be made more specific for a county/program and the target audience. The strategies can be changed and more can be added – they should help you get to your goal.

<sup>3,4</sup> As an example of how this strategy might change for a specific county need, consider not promoting the entire county website, but one part of it. Perhaps you want all 4-Hers and their families to come to the 4-H page for all information. Adjust the strategy and change the target audience and implementation plan to reflect that desire.

<sup>5</sup> Extension Week is only one example of a major Extension and Outreach statewide effort. This may be the strategy to spend time and money on supporting; perhaps this is the year of your 100th Anniversary and you want that to be your big event; or you may have a different major local event that you want to use as a significant public effort – say an office relocation or the impacts from a program that has received significant funding.

## Sample Marketing Plan

<i>Strategy</i>	<i>Target Audience</i>	<i>Implementation Plan</i>	<i>Cost</i>	<i>Who</i>	<i>When</i>	<i>Measurement &amp; Outcomes</i>
→ Inform Legislators of how Extension and Outreach addresses local needs; include impacts and public value <sup>6</sup>	State legislators	<ul style="list-style-type: none"> <li>Encourage council to send two council members to IACEC legislative day. Provide county program information and impacts.</li> <li>Provide legislators with Extension and Outreach Annual Report; add a note about a specific local impact that is related to state report.</li> <li>Invite legislators to a signature issue program. Provide with short impact/public value fact sheet related to program.</li> </ul>	\$\$  \$\$  \$\$		X/XX/14– X/XX/14  X/XX/14  Ongoing	Council members attend and represent county   Increased funding and Legislators acting on our behalf
	Extension and Outreach Advocates	<ul style="list-style-type: none"> <li>Identify four people who are friends of Extension and Outreach. Provide them with Annual Report, Signature Issues fact sheet; share Our Story videos with them.</li> <li>Connect them with the Alliance for Iowa State and encourage them to get involved.</li> <li>Keep them up-to-date on legislative issues of importance to Extension and Outreach.</li> </ul>	\$		X/XX/14  Ongoing	They advocate on behalf of Extension and Outreach when called on
→ Build awareness of STEM opportunities <sup>7</sup>	Parents and teachers of school-age children	<ul style="list-style-type: none"> <li>Set up displays highlighting STEM and after school activities during school back-to-school orientations and club showcase nights.</li> </ul>	\$\$	County, regional youth staff	X/XX/14	Increased involvement in programs
		<ul style="list-style-type: none"> <li>Present at a teacher in-service meeting.</li> </ul>			X/XX/14	
		<ul style="list-style-type: none"> <li>Use county brochure template to promote after-school programs. Send home in school folders.</li> <li>Provide media with information about local STEM initiative projects, contacts for a feature article, and background on Extension and Outreach involvement.</li> </ul>	\$\$		X/XX/14	Increased volunteer involvement
					Ongoing	Increased media attention

<sup>6</sup> Know your legislators, what committees they serve on, what their “hot issues” are and how Extension and Outreach provides educational programs related to those issues to really target your efforts with individual legislators.

<sup>7</sup> Select a program related to a Signature Issue or a VPEO Strategic Initiative and give additional attention to promoting it. There are many options – local foods, K-12 Outreach, environmental, nutrition, healthy living and well-being – to name a few.

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<i>Strategy</i>	<i>Target Audience</i>	<i>Implementation Plan</i>	<i>Cost</i>	<i>Who</i>	<i>When</i>	<i>Measurement &amp; Outcomes</i>
→ Build awareness of STEM opportunities continued <sup>7</sup>	Parents and teachers of school-age children	<ul style="list-style-type: none"> <li>Hold a STEM Find Out night showcasing all STEM opportunities and provide hands-on activities to get youth excited about getting more involved.</li> <li>Promote Regional STEM website, scale ups and participation application through radio, newspaper, online advertising.</li> </ul>	<p>\$\$</p> <p>\$\$</p>	County, regional youth staff	X/14 – X/14	<p>Increased partnerships with business community</p> <p>More integration with STEM Hub</p>
→ Build awareness of extension specialists and their impacts	Partners, potential partners <sup>8</sup>	<ul style="list-style-type: none"> <li>Show an Our Story video related to audience at start of local programs</li> <li>Promote field specialist blogs on website, in emails to past program participants, in special advertising</li> <li>Promote Our Story videos on Facebook page</li> <li>Present Overview PowerPoint to civic groups and distribute county brochure identifying program specialists associated with issues</li> </ul>	<p>\$\$</p> <p>\$\$</p>		<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	
→ Share how county programs connect to Iowa State University	<p>County Council members</p> <p>Partners</p> <p>Volunteers</p> <p>Youth</p>	<ul style="list-style-type: none"> <li>Share Overview fact sheet when meeting with partners</li> <li>Provide county council members with printed copies. Brainstorm who each will share the overview with.</li> <li>Plan a trip to campus for a group of volunteers or youth.</li> <li>Support Rising Stars or other projects that bring ISU students into communities.</li> </ul>	<p>\$</p> <p>\$</p> <p>\$\$</p> <p>\$\$</p>		<p>Ongoing</p> <p>X/2014</p> <p>X/2014</p> <p>Ongoing</p>	<p>Council members make contacts</p> <p>Trips made to Iowa State</p> <p>ISU students active in communities</p>
→ Increase donations to county or program through ISU Foundation	Potential donors	<ul style="list-style-type: none"> <li>Identify philanthropic supporters and share how they can support extension by directing them to the <a href="#">ISU Foundation Web page</a>.</li> </ul>			Ongoing	Contributions made to county (program) through ISU Foundation will increase

<sup>7</sup> Select a program related to a Signature Issue or a VPEO Strategic Initiative and give additional attention to promoting it. There are many options – local foods, K-12 Outreach, environmental, nutrition, healthy living and well-being – to name a few.

<sup>8</sup> Feature specialists who provide educational programs on topics related to your target program above – target messages about these specialists to agencies, organizations, or other groups that you want as partners.

# Marketing Plan

*Goal:*

*Objectives:*

<i>Strategy</i>	<i>Target Audience</i>	<i>Implementation Plan</i>	<i>Cost</i>	<i>Who</i>	<i>When</i>	<i>Measurement &amp; Outcomes</i>
<i>→</i>						
<i>→</i>						
<i>→</i>						
<i>→</i>						

Photocopy this page or download the [template](#) from the equipment locker to create your marketing plan.

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## Iowans will **KNOW** Iowa State University Extension and Outreach

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A 2008 study by American Marketing Association found that non-profits' marketing budgets were typically in a range between 2% to 3% of their operating expenses, with a third spending between 5% and 7% of operating costs. The U.S. Small Business Administration suggests splitting the budget between brand promotion costs and the costs of promoting your business (for us that is educational programs and events).

Below is an illustration of what budgeting 3%, 4% and 5% of total expenses for brand promotions might look like, taking into consideration actual total county operating expenses of \$300,887 to \$1,684,055 – the expense range reported by Iowa Agricultural Extension Districts for FY12.

### **KICK OFF LEVEL**

#### **Budget 3% of annual budget for advancement and marketing.**

Create an advancement/marketing plan; get planning assistance from your Organizational Advancement specialist. Complete the basics; include a strategy or two with very specific measurement or audience. (For counties with mid-range budgets, 3% equals \$9,000; low end, \$2,500 – high end, \$50,500 for Iowa counties.)



# **MARKETING BUDGET**

### **FIRST DOWN LEVEL**

#### **Budget up to 4% of annual budget for advancement and marketing.**

Create an advancement/marketing plan; get planning assistance from your Organizational Advancement specialist. Complete the basics; include several strategies with very specific measurement or audience; perhaps there is one priority strategy that you want to put more time and money into. (For counties with mid-range budgets, 4% equals \$12,000; low end, \$3,400 – high end, \$67,400 for Iowa counties.)

### **TOUCHDOWN LEVEL**

#### **Budget 5% of annual budget for advancement and marketing.**

Create an advancement/marketing plan; get planning assistance from your Organizational Advancement specialist. Complete the basics; include multiple strategies that have very specific measurements or target audience; gather feedback from partners, participants, donors, and other groups at the conclusion of the activity to guide future advancement planning. (For counties with mid-range budgets, 5% equals \$15,000; low end, \$4,200; high end, \$84,200 for Iowa counties.)