



# ALTRUSA

## *Marketing & Public Relations Plan 2019*

### *Our Objective*

*Altrusa seeks to enhance brand awareness, recruit new members, and create broader awareness of its community service initiatives.*

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# Business Summary

## Our Association

Altrusa International is a company headquartered in Chicago, IL with clubs in XX countries around the globe. Altrusa is an international non-profit organization that strives to make our local communities better through leadership, partnership and service. Altrusa historically has been, and still is, a community service organization with a focus on literacy and other local needs.

## Our Marketing Leaders

**[Name]** is the club’s Communications Committee Chairperson. She will [brief job description of Marketing Leader 1]. *(For events or fundraisers, consider listing Fundraising Committee Communications Chair, Event Committee Communications Chair, etc.)*

**[Name]** is the club’s Vice Chairperson. She will [brief job description of Marketing Leader 2].

**[List Names]** are members of the club’s Communications Committee.

## SWOT Analysis

As Altrusa’s marketing team, we want to help the club lean into what it does well, improve what it doesn’t, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for [current year or special event/fundraiser]. *(For events or fundraisers, consider doing this just a few weeks after your event so everything is fresh in your committee members’ minds.)*

Strengths	Weaknesses	Opportunities	Threats
What we’re good at. What’s working. What our customers like about us.	What we want to fix. What we want to strengthen. What we want to become more efficient at.	What the industry might soon want. What we think we’ll be good at. What will	What we think could hinder our growth. What/who we think could take our customers.

		be our difference-maker.	
[Enter strengths here]	[Enter weaknesses here]	[Enter opportunities here]	[Enter threats here]

## Club Initiatives

Altrusa has the ambitious goal of growing membership and chartering new clubs across the globe. Each club works independently to grow their membership, and collectively, the organization works to charter new clubs. To help the organization achieve these goals, our marketing team will pursue the following initiatives in [current year]:

*(For events or fundraisers, simply insert the name of the event or fundraiser, followed by the goals the club seeks to achieve by hosting such an event. The following initiatives can easily be used in the same exact ways to promote individual events or fundraisers if choosing to creating a Marketing & PR Plan solely for an event. Just be specific about the topic as it relates to your event. Examples are provided below.)*

### Initiative 1

***The following are examples. Please fill in with your club's initiatives.***

**Club Blog:** [Name] is the lead for this initiative. [Example: *Over the next 12 months, we'll work on building a blog on our website that becomes a go-to resource for our community's burning questions -- and our number-one source of leads month over month.*] *(For events or fundraisers, consider adding a blog post several months prior to the event discussing the planning process, introducing committee members, and telling your readers to save the date. Closer to the event, do a follow-up blog post about what club members can do to contribute, when and where tickets can be purchased, and encouragement to share the post on social site.)*

**Goal of initiative:** [Example: *To write a bi-monthly blog to increase our website's rank on Google and create critical content that helps our club start more conversations with prospective members, potential donors, or interested members of the community.*]

**Metrics to measure success:** [Example: *500 organic pageviews per month / 100 engagements on social media posts related to these blogs*]

### Initiative 2

**Monthly Press Releases:** [Name] is the lead for this initiative. [Example: *Write a minimum of 2 press releases per month about club activities.*] (For events or fundraisers, send out a release announcing the event, committee members, and save the date for the public. If this is an annual event, include a short paragraph about the success of the previous year's event. Next, send out a release prior to tickets going on sale, letting the public know when and where the tickets can be purchased. Finally, send out a release after the event, letting the public know the results of the event and thank them for their support. Be sure to include event photos.)

**Goal of initiative:** [Example: *To write and distribute press releases about each upcoming club activity, including meetings, projects, and events such as fundraisers or volunteer opportunities. To create a local media distribution list that reaches the club's target audience.*]

**Metrics to measure success:** [Example: *2 stories per month in a local media outlet, including print, web or TV.*]

### Initiative 3

**Appearances & Interviews:** [Name] is the lead for this initiative. [Example: *Contact local news outlets, school groups, and companies to set up opportunities to come in person to discuss Altrusa's mission and club projects, and how the community, students, and employees can become involved.*] (For events or fundraisers, try to set up an interview when tickets go on sale or when a headliner or special speaker is announced - whenever there is something "newsworthy" to capture the attention and excitement of your target audience.)

**Goal of initiative:** [Example: *recruit 5 new members each month*]

**Metrics to measure success:** [Name] is the lead for this initiative. [Example: *Set up 1 interview per month with a TV station, print or web-based media outlet to get them to do an in-depth story on Altrusa; set up 1 opportunity per month to visit a local school and speak to a class or student group about forming an ASTRA club; set up 1 meeting per month at a local business to distribute information about Altrusa in an attempt to garner awareness and recruit new members.*]

## Target Market

### Target Market Personas

Within our target market(s), we've identified the following target market personas to represent our ideal potential members or supporters:

### **[Persona 1]**

[Persona 1] is [age range] years old. S/he works in [job title or industry name] for a living and spends his/her free time [describe lifestyle, family size, etc.]. Ultimately, [Persona 1] wants [personal or professional challenge(s) (like volunteer opportunities or meeting new friends) that the club will provide].

### **[Persona 2]**

[Persona 2] is [age range] years old. S/he works in [job title or industry name] for a living and spends his/her free time [describe lifestyle, family size, etc.]. Ultimately, [Persona 2] wants [personal or professional challenge(s) (like volunteer opportunities or meeting new friends) that the club will provide].

## **Competitive Analysis**

*The following are examples. Please fill in with your club's competitors.*

Within our target market(s), we expect to compete with the following civic and volunteer organizations in various communities:

### **Rotary International**

Projects we compete with: [This competitor's product/service, what it does, and what it might do better than yours]

Other ways we compete: This competitor has a strong presence across many communities in the United States and has been in service for more than 100 years. [Example: *This competitor has a blog that ranks highly on Google for many of the same keywords we would like to write content on*]

### **Civitan**

Projects we compete with: [This competitor's product/service, what it does, and what it might do better than yours]

Other ways we compete: Example: *This competitor has a social media site with more than 5,000 likes and followers, many of whom would be ideal members for our club.*

## **Kiwanas**

Projects we compete with: [This competitor's product/service, what it does, and what it might do better than yours]

Other ways we compete: This competitor has a strong presence across many communities in the United States and has been in service for more than 100 years.

## **Local Community Organizations**

**(i.e. Alumni associations, Automobile clubs (except travel), Booster clubs, Ethnic associations, Fraternal lodges, Granges, Parent-teacher associations, Scouting organizations, Social clubs, Veterans' membership organizations)**

Projects we compete with: Volunteering in the community; organizing food or clothing drives; raising money for scholarships, etc.

Other ways we compete: These competitors have a strong presence across many communities across the globe, and have been contributing to their communities for centuries.

*(For events or fundraisers, include other special events being hosted in your area by your competitors, especially those that are similar in function or around the same time frame as your event. This will give you a good perspective of what other events you are competing with.)*

# Market Strategy

## **Services**

[Describe the services with which you will entice the target market described in the section above. How will these services solve the challenges described in your buyer persona description(s)? What makes these services different from (or at least competitive against) your competition?]

## **Cost**

[How much are your dues and service fees? How much do you typically ask members to donate for service projects throughout the year? Are those dues and donations competitive? Realistic for your potential members' budgets?]

## Promotion

[How will you promote the club and services? Think more deeply than your blog or social media channels. What about this content will drive value into your product?]

## People

[Who in the marketing department plays a role in your market strategy? Describe what each of them will do to bring your market strategy success.]

## Processes

[How will club information be delivered to your customer? Is it an ongoing service to the community? How will you support club growth when you are successful?]

## Physical Evidence

[Where is information about your club or service project displayed? If you sell an intangible product for fundraising (i.e. candles, t-shirts, etc.), how would customers find visible evidence of these products (where can they buy them or see samples)?]

## Budget

Over the course of [current year], given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

<b>Marketing Expense</b>	<b>Estimated Price</b>
Marketing Software (i.e. Photoshop)	
Event 1 [Hosting]	
Event 2 [Attending]	
Content Sponsorship [time period of campaign]	
Advertising (i.e. Pay-per-click on Google, display advertising on local websites, print ads in local paper, boosting a post on social media, etc.)	



[To add more rows to this table, right-click a cell, then select <b>Insert &gt; Rows Above / Rows Below</b> ]	
<b>Total</b>	<b>[Total Marketing Team Expense for Current Year]</b>

## Marketing Channels

Over the course of [current year], we will launch/ramp up our use of the following channels for educating our potential recruits and developing brand awareness in the community:

### [Website/Publication 1]

Purpose of channel: [Example: *Brand Awareness*]

Metrics to measure success: [Example: *50,000 unique page views per month*]

### [Website/Publication 2]

Purpose of channel:

Metrics to measure success:

### [Website/Publication 3]

Purpose of channel:

Metrics to measure success:

### [Social Network 1]

Purpose of channel:

Metrics to measure success:

### [Social Network 2]

Purpose of channel:

Metrics to measure success:

### [Social Network 3]

Purpose of channel:

Metrics to measure success: