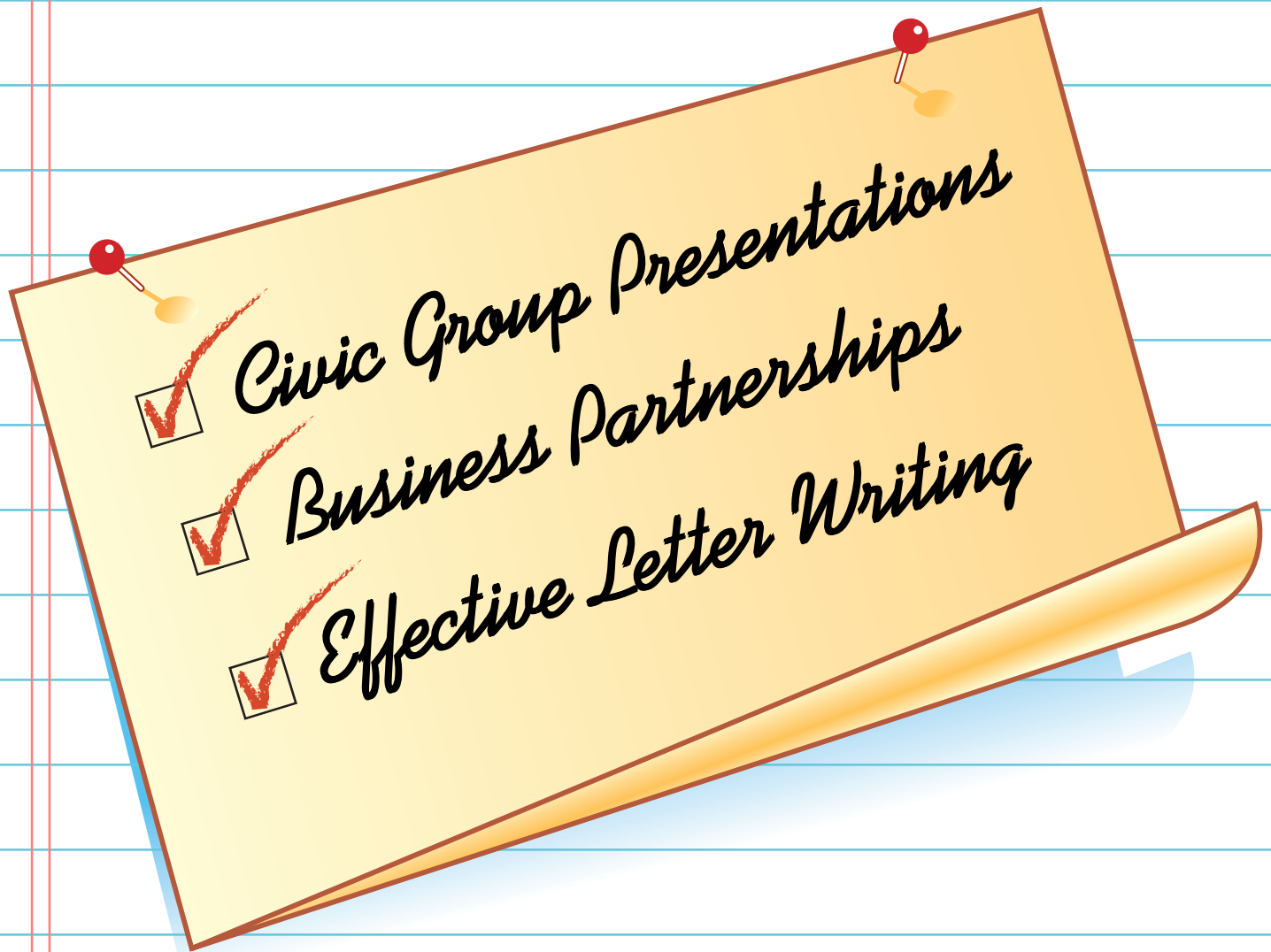


V. Community & Business Marketing



Get Your Message Out!

Gaining Recognition for your Adult & Community Education Program

Having a representative from an organization speak at a civic group meeting is an inexpensive, yet effective way to reach a large number of community leaders. Civic groups are also excellent sources for recruiting program volunteers, mentors and business partners.

✓ *Making Civic Presentations:*

CHOOSE SPOKESPEOPLE:

Decide who will be the spokesperson and how many people should attend (a maximum of 2-3 people is acceptable). The people chosen should be:

- Able to represent the interests of the organization
- Knowledgeable about organizational goals and procedures
- Able to speak in front of groups, large or small
- Capable of motivating the public
- Able to answer questions or to refer them to other representatives if he/she does not know the answers

Who would make a good spokesperson for your organization? Why?

SCHEDULE SPEAKING ENGAGEMENTS:

Targeting civic groups is the best way to schedule speaking engagements.

- Contact the local **chamber of commerce** for a list of area civic groups.
- Explain the purpose of the call and ask for a **contact name and number**.
- Call the contact person for each group well in advance to **schedule a date** and time for a representative to speak to their organization (*luncheon, monthly meeting, etc. Some groups schedule meetings months in advance*).
- If the contact person asks why the presentation is important to the group, be prepared to explain (*i.e. offers a variety of educational services to the community*) and **point out that some of the services may benefit their members** or someone they know.
- Call the contact person a few days before to **confirm details**.
- Find out how many people attend the meetings in order to **prepare information kits**.
- Provide the name of the spokesperson and their title, and share/**request any other information** that would be beneficial to either party.
- Inform the contact person that the speaker will be available for a **question-and-answer session** after the meeting, if time allows.

List some groups who may benefit from a presentation about your organization:

PRESENTATION/VISUAL AIDS:

Presentations are more interesting when accompanied by a visual presentation, or when they refer to materials developed by the organization.

- Create a **portable, tabletop display** for use at speaking engagements — with poster/fliers, large informational boards, photos of program activities (i.e. students using a computer, taking the GED test or baking in the Commercial Food Service Program) and brochures.
- Develop a **multi-media presentation** (i.e. a slide show, PowerPoint presentation and/or informational video).
NOTE: the organization may have to supply presentation equipment – talk to the group contact person about AV availability and capabilities.
- Have the spokesperson wear a **nametag** to the presentation and/or have them clearly identify themselves to the group.
- Produce and **distribute a fact sheet** and/or informational brochure to each person in the audience. Each person should also receive information on becoming a volunteer and/or mentor.
- **Take business cards** and distribute cards for employees that can be contacted about specific questions that the spokesperson cannot answer.



**What presentation materials have you already produced?
What other materials would you still like to produce for these meetings?**

PRESENTATION TOPICS:

- Overview of Adult and Community Education
- Summary of ACE's programs
- Volunteer/mentor opportunities
- Business Partnership Program

**Do you have other ideas for presentation topics? List them.
What issues are important to your organization?**

MISCELLANEOUS NOTES FOR SPOKESPERSON:

- It may be helpful to have an outline/series of note cards to use as a guide.
- Have the spokesperson talk to their supervisor to ensure that they will be covering everything the organization wants to share with these groups.
- Have them practice your speech before speaking to the group, so that they can work out the kinks and ensure a successful presentation.
- Remember that it is impossible to control everything – time constraints, unavailable or broken AV equipment, etc., can always happen, so make sure the spokesperson is able to adapt the presentation accordingly.



Establishing relationships with local businesses is important to the future success of ACE programs. Businesses enjoy helping worthwhile institutions and they especially like *receiving community recognition*. In fact, there are several ways to motivate local businesses to participate in programs by giving them public relations exposure and an opportunity to approach future employees enrolled in ACE classes.

✓ *Approach Local Businesses*

THE TWO MINUTE PHONE CALL:

“Hi my name is _____, and I am calling on behalf of your local Adult & Community Education program. Do you have a couple of minutes for me to tell you about our organization, as well as ways your company can become involved in our business partnership program?”



- Explain the purpose of Adult & Community Education
- Discuss the business partnership program – benefits of involvement
- Tell them why ACE is recruiting their business
- Say that an information packet will be mailed shortly
- Give them a contact and number if they should have further questions

SEND AN INFORMATION LETTER

Include the following in a packet accompanying an information letter:

- ACE business partnership **program information**
- A list of **benefits of becoming a business partner**
 - Worthwhile contribution to education
 - Increased community recognition and enhanced image
 - Recruitment tool for potential employees
- A list of **how they can contribute**
 - Donate used materials and equipment
 - Provide space for events
 - Incentive rewards and sponsorships
 - Give mock interviews and resume help
 - Mentoring and internship programs
 - *Hire ACE graduates!*
- A **list of existing partners**, so new partners can ask questions, such as:
 - What kind of time commitment does this require?
 - How much money will this sponsorship cost?
 - What are my responsibilities as a partner?
- Pamphlet, brochure, newsletter and/or **flyer about the ACE Program**

List businesses that would be beneficial partners for your organization:

✓ *Promoting Business Partnerships*

- Send a letter to welcome businesses to the ACE partnership program
- Include a list of current business partners in the information kit
- Provide flyers, pamphlets, etc. to display at partners' offices
- Develop a special section in the newsletter to recognize partners
- Regularly send partners issues of the ACE newsletter
- Develop a network of student helpers – businesses can have the opportunity to have ACE students as interns. This could also be used as a recruiting tool for businesses looking for new employees.

✓ *Thank Businesses*

There are a variety of ways to thank partners – of course, it all depends on budget.

- Find out if the local newspaper has a recognition/announcement section
- Plan a “Business Partner Appreciation Luncheon”.
Have students in the Commercial Food Service Program (if applicable) make lunch or have a local restaurant (an existing Business Partner?) cater the luncheon for free.
- Send a flower arrangement, fruit basket or other gift, including a thank-you card with the ACE logo to each partner. Have staff and students sign the card.
- Design a plaque/certificate to be awarded to each partner.

Chamber of Commerce Involvement

The Chamber of Commerce offers several excellent opportunities to create awareness among leaders in the local business community. They also maintain a very useful mailing list. If an ACE program is not a member of the Chamber of Commerce, it may be in their best interest to join, or to ‘piggy-back’ on the local county school district’s membership. Call the local Chamber to inquire about the opportunities available to promote ACE to the local business community.



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riting a good letter is a timeless skill, even in this age of technology, when quickly written emails and faxes seem to be the most common forms of written communication. Letter writing will never go out of style, so here's a refresher course:

✓ *Typical Business Letters*

...are printed on company letterhead and include five sections:

- Heading
- Salutation
- Body
- Close
- Signature

Heading

The purpose of a heading is to identify the sender, the date and the recipient's name, title and address.

Salutation

A letter's salutation addresses the person to whom the letter is written. If it is a promotional letter that will be sent to many people, salutations like "Dear Customer," "Dear Client," or "Dear Colleague" are appropriate. Also, be careful with salutations if the letter will be personalized. When in doubt, avoid using gender specific titles.

Body

The body of the letter is the actual text or message. Some letters will be more formal than others, depending on the purpose of the message. In general, the tone of the letter will be more formal if the letter is addressed to a person whose status is higher than that of the writer; it will be less formal if the writer's status is higher than the recipient.

Close

A business letter closes with two main elements: an urge to action/offer for further help, and a complimentary statement, which appears above the signature. Most business letters close with "Sincerely," but alternatives are available.

Signature

In a business letter, the name of the writer should always be typed. A handwritten signature will appear just above it.

✓ *Types of Letters*

Some of the more common types of letters used in public relations/marketing are:

Information: Primarily to let people know about an approaching event, a decision to be made or an action taken. This letter is straightforward in nature.

Solicitation: Used to make a request (i.e. for money, support, vote, etc.). Always emphasize why the organization's issue is important to the recipient.

Promotion: Two main points: encourage acceptance and participation. Should almost always include a call to action (i.e. Please attend our benefit auction...)

Transmittal: When sending a number of materials to someone, this type of letter reminds the recipient of what is being sent and why. It is very detailed in nature.

Cover: Similar to transmittal, but very brief. This note, in letter format, tells the recipient what is being sent, why and how the recipient might be interested in using the information.

Response: Often written to react to something that has occurred. The most important response letter is a "Thank You" note.

Sample Business Letter

This sample can be found as a template on the CD-ROM accompanying this manual.

Adult & Community Education

12345 Main Street • Your City, and State 12345
Phone 123-456-7890 • Fax 123-456-7890

March 28, 2001

Mr. Steve Jones
Company
123 Main Street
Anytown, FL 12345

Dear Mr. Jones:

Adult & Community Education is looking for business partners to be an integral part of our job-shadowing program. What exactly does this mean? Adult & Community Education would like you to allow selected students to shadow one of your employees for an agreed upon period of time (anywhere from one day to one week). No pay is involved. These students are strictly volunteering their time. Before these students shadow anyone, they will have been introduced to important work force readiness/employability skills so that they are prepared to go into the professional field.

Part of our School-to-Work initiative is to prepare students to succeed in the working world. Our goal is to not only educate them in the classroom on these skills, but to provide them with hands-on experience as well. In doing this, the student will select the field where he or she wants to shadow and we will do our best to place them in the career they select. There are a wide range of benefits for the employers who participate. Opportunities include:

- Interaction with potential future employees
- Involvement with the educational process of future employees
- Recognition as an ACE business partner
- Help students to make informed decisions about the job market
- Help students to realize what really transpires in the workplace
- Keep potential future employees in the area by providing valuable job training

Adult & Community Education requests your support in this endeavor. Help open the lines of communication between students and businesses. Please contact us at XXX-XXXX, ext. XX to let us know about opportunities with your business or if you have any questions regarding our services.

Thank you for your consideration, we will be in touch with your business soon.

Sincerely,
John Smith
Director, Adult & Community Education
JS/no