



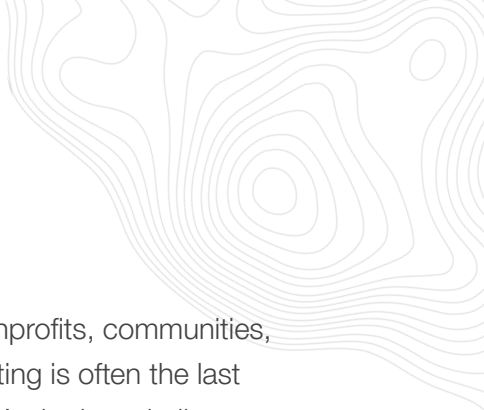
# OPRA Marketing Committee

Building better messages.  
Presentation | 2024



An aerial photograph of a dense forest with a road intersection. The image is tinted with a dark blue/cyan color. The text is overlaid on the left side of the image.

# **Innovation suffers when capacity gaps exist.**

A decorative graphic in the top right corner consisting of white, concentric, wavy lines on a light gray background, resembling a topographic map or a stylized cloud.

We understand the challenges nonprofits, communities, and small businesses face. Marketing is often the last line on the budget, which means it's the last challenge solved and the first item cut. Often forgotten but always necessary. This gap in creative capacity means fewer creative minds at the table. Fewer creative minds mean slower innovation.

# Organizations often lack creative capacity.

## We help get it back.

TrailBlaze fills marketing gaps by providing marketing staff to support the strategic and / or tactical needs of organizations. We accomplish this by engaging with clients in several ways:

- 1 **Project-based work**
- 2 **On-Call Support**
- 3 **Marketing-in-Residence®**
- 4 **Organization Development**

# Marketing-in-Residence<sup>®</sup>

The TrailBlaze Marketing-in-Residence<sup>®</sup> model provides your organization with the strategic, creative, and tactical capacity to consistently manage its marketing and communications needs. Uniquely designed to provide staff-level consistency and participation at a fraction of the cost, TrailBlaze appoints our team member to serve as a marketing guide for your organization, attending team meetings, looking for opportunities to maximize storytelling opportunities, and offers creative suggestions towards the organization's mission.



**Organizations have capacity gaps.**

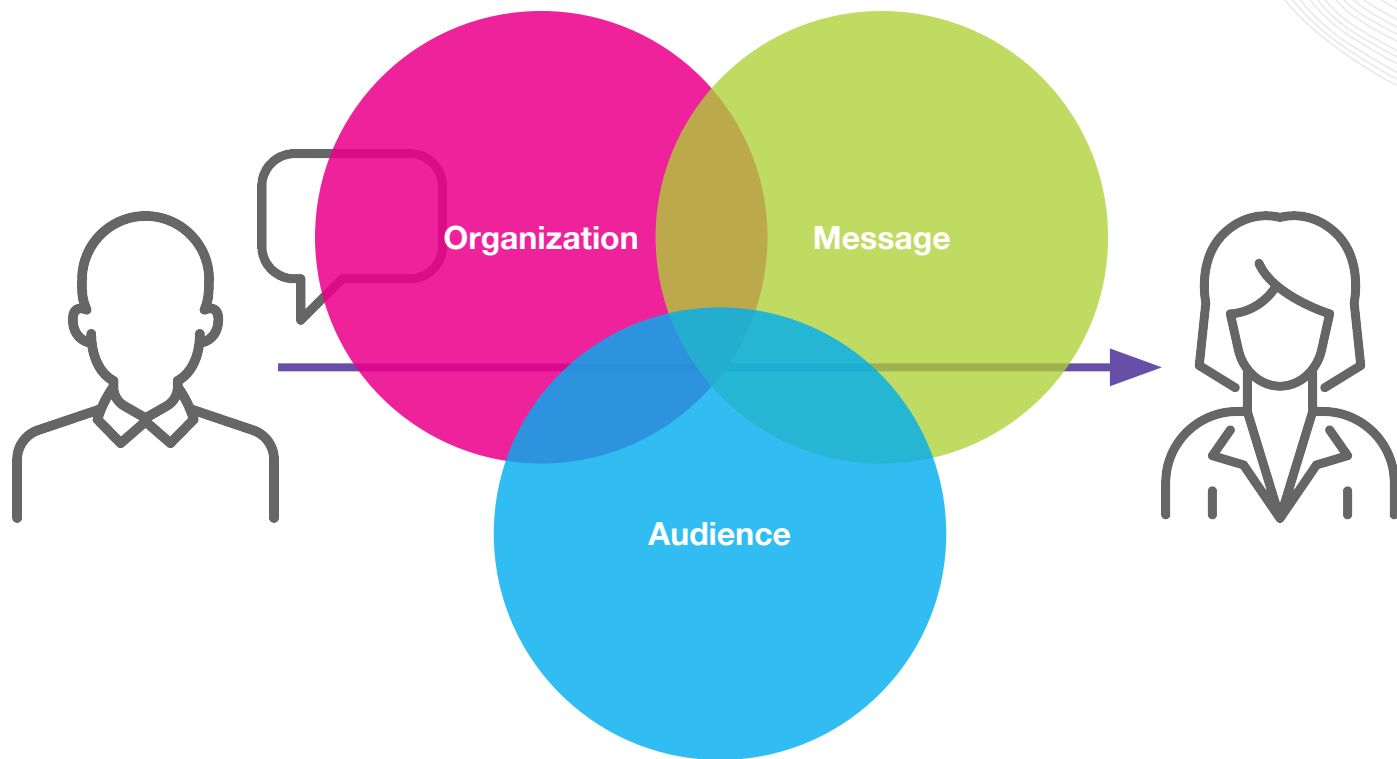


**TrailBlaze conforms to fill those gaps.**



**When support is sustained, great things happen.**

# Nonprofit Dimensional Communication





SECTION ONE

# The Audience.

COMMUNITY

# What's Your Community Structure?





# What's Your Community Structure?



# Mike O. Munity

## Community Champion

Catalyst Communities: Customer Target



### BIOGRAPHY

Mike is a busy professional that works as a full time as a mid-level accountant at a local company. But his real passion is community government. As a 32 year old resident of his neighborhood, Mike was just elected as the chair of his local community council. His passion about his neighborhood takes up most of his free time when he is not working. Within his community, Mike wants to leave his mark by spearheading initiatives that drive diversity, accessibility, and progress. He just bought his first home, so he is invested in the community.

When he isn't helping to plan community events or working on ways to better his community, Mike enjoys the local intermural soccer league and hanging out at some neighboring trendy places...the kind of places he hopes to attract to his neighborhood.

An avid biker (commuting to work) and public transit customer, Mike finds value in creating better living and working spaces that attract diverse audiences. He looks for opportunities for inclusion and is intentional about crafting experiences for himself and his friends that are diverse. His political views tend to be more progressive.

### MY TYPICAL DAY

- Breakfast consists of a cup of coffee and muffin from home for the short bus or bike commute to work (NPR)
- The work day is fairly routine for me. As an accountant, I have a lot of computer work and meetings.
- At lunch I catch up on social media and news stories.
- On the ride home, I'll usually listen to a podcast about social justice issues.
- I cook meals from my meal subscription club. On the weekends, I'll check out a trendy place for dinner.
- My evenings are usually filled with community meetings, or planning for the next community event.

### MY TRIGGERS

- Social Justice. I want economic equity for all.
- Community Pride. I want the place I call home to be the best neighborhood in the region.
- Sustainability. I don't mind paying extra for something that will last.

### EMPATHY



**Think:** I think an accessible, well-designed community leads to opportunity.



**Do:** I work hard to better my community in ways that will have lasting impacts.

### MY BEHAVIOR

- My community is my social life. I enjoy a close circle of people as friends.
- I go out of my way to help others. I try to live my life by example.
- I'm a clean and organized person.
- On social media, I promote key issues of the day and, while the issues themselves are important to me, my main concern is my neighborhood.
- Anyone who works as hard as I do at developing quality places to live has my admiration.

### MY MEDIA

- Written: Blogs, Novels, News Magazines
- Apps: Facebook, Productivity, Instagram, Bike/Transport, Craft Beer Tracker
- Video: National News, PCN, Travel
- Audio: Spotify, Podcasts, WYEP

### MY CHALLENGES

- I worry if I am doing the right things for my community. I don't want to come off as a know-it-all.
- There's so much to do to keep my community vibrant. I don't have time for everything. But I'll sure try.
- Our community lacks diversity in residents, businesses, and opportunity.
- I don't want our community to gentrify its residents.

### COMMUNITY HABITS

- I usually plan a handful of large community events every year.
- I am well-known within the community and my network reflects this. As someone who is passionate about community issues, many throughout the region know me.
- Waste is so prevalent in community development. I want more efficient and synergistic systems for my community.

### ATTRACT ME

- Promoted as a value
- Help my community run better
- Showcase the big picture

### RETAIN ME

- Engage with me and my community through collaborative efforts
- Help me connect the dots within my community. Process is key.

### DETRACT ME

- Don't personalize the process for my community.
- Connect your work to the betterment of my community.



**Feel:** I feel blessed and it is my responsibility that others have the same opportunity for success.



**See:** I see blight or eyesores in my community and it keeps me up at night.

### MY MOTIVATIONS

- Success always seems just over the horizon, and I am willing to hustle now to relax later.
- A successful community event means the world to me.
- I am motivated by value, but not at the expense sustainability.
- Collaboration. I like when we all work together to solve issues.





SECTION TWO

# The Organization.

A decorative topographic map pattern with concentric contour lines, located in the top right corner of the slide.

# Can I **trust** them?



- + Culture defines brand
- + Brand reflects culture
- + Both evolve mutually
- + Alignment yields authenticity
- + Synergy aids engagement

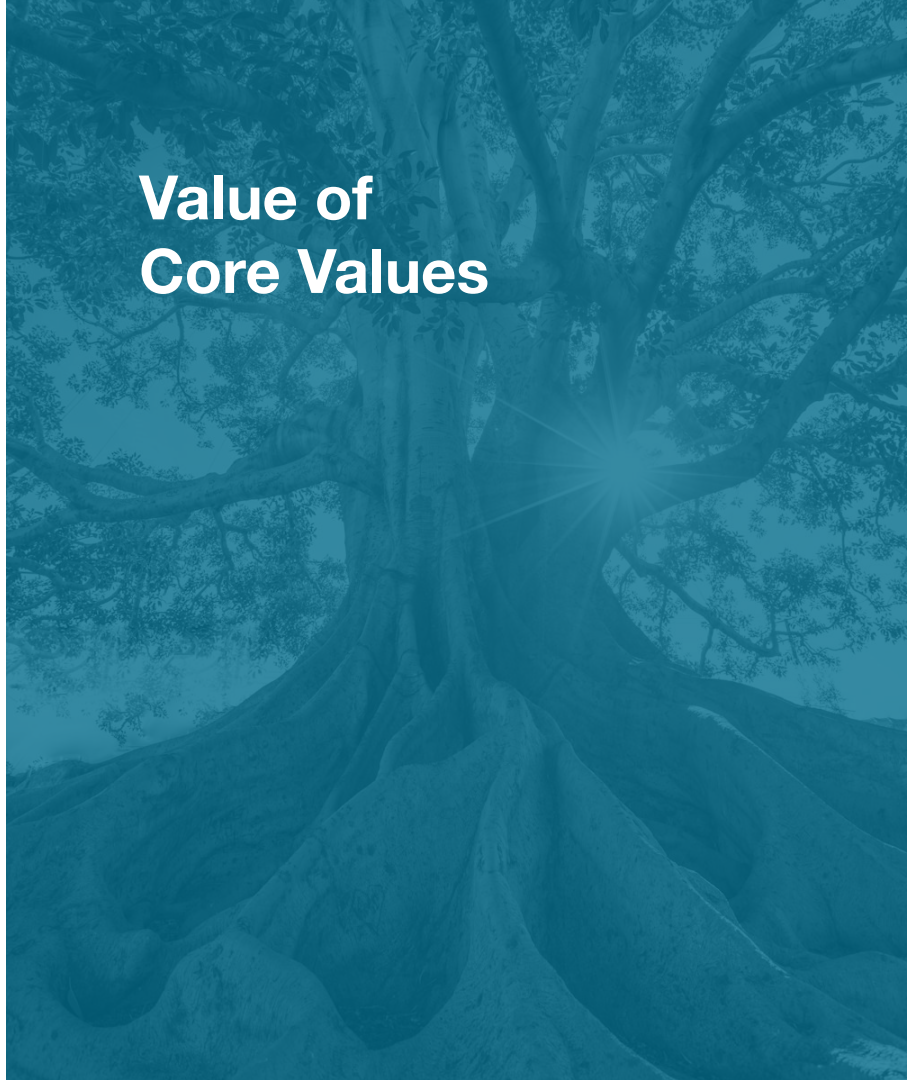
## Symbiosis of Brand + Culture



## Core Values *n.*

**Fundamental beliefs** and **guiding principles** that define the **ethos** and **culture** of an organization, shaping its **decisions**, **actions**, and **interactions** with the community and stakeholders. These intrinsic values uphold the **mission**, direct **ethical practices**, and foster a unified commitment to social, environmental, and/or humanitarian goals.

## Value of Core Values



- + Employee Onboarding and Training
- + Performance Evaluations
- + Decision-Making Processes
- + Internal Communications
- + Customer Service Standards
- + Partnership and Vendor Selection
- + Product Development and Service Delivery
- + Crisis Management Plans
- + Community Engagement and Social Responsibility Initiatives
- + Reward and Recognition Programs
- + Physical Workspace Environment
- + Leadership Development Programs

## Applying Core Values





DONATE



ABOUT

SERVICES

CAREERS

COMMUNITY

RESOURCES

CONTACT

**Opportunities for  
independence & inclusion  
begin with quality care**

LEARN MORE

A LIVE CNN SPECIAL

# TOXIC TRAIN DISASTER

OHIO RESIDENTS SPEAK OUT

HOSTED BY JAKE TAPPER



TOMORROW  
9<sup>P</sup><sub>ET</sub>





1820co.  
candle company







SECTION THREE

# The Message.

# Core Brand Elements

- + Tagline
- + Belief Statement
- + Vision Statement
- + Mission Statement
- + Impact Statement
- + Value Proposition
- + Brand Promise
- + Core Values



# Dignified Storytelling

- + **It's Not My Story:** Collaborate with contributors in shaping their stories.
- + **I Do No Harm:** Ensure the safety and well-being of contributors.
- + **We Are All Multi-Dimensional:** Represent individuals as complex, multi-faceted people.
- + **Ask, Don't Assume:** Use inclusive language and follow contributors' preferences.
- + **Trauma Awareness:** Be mindful of trauma and handle stories with care..

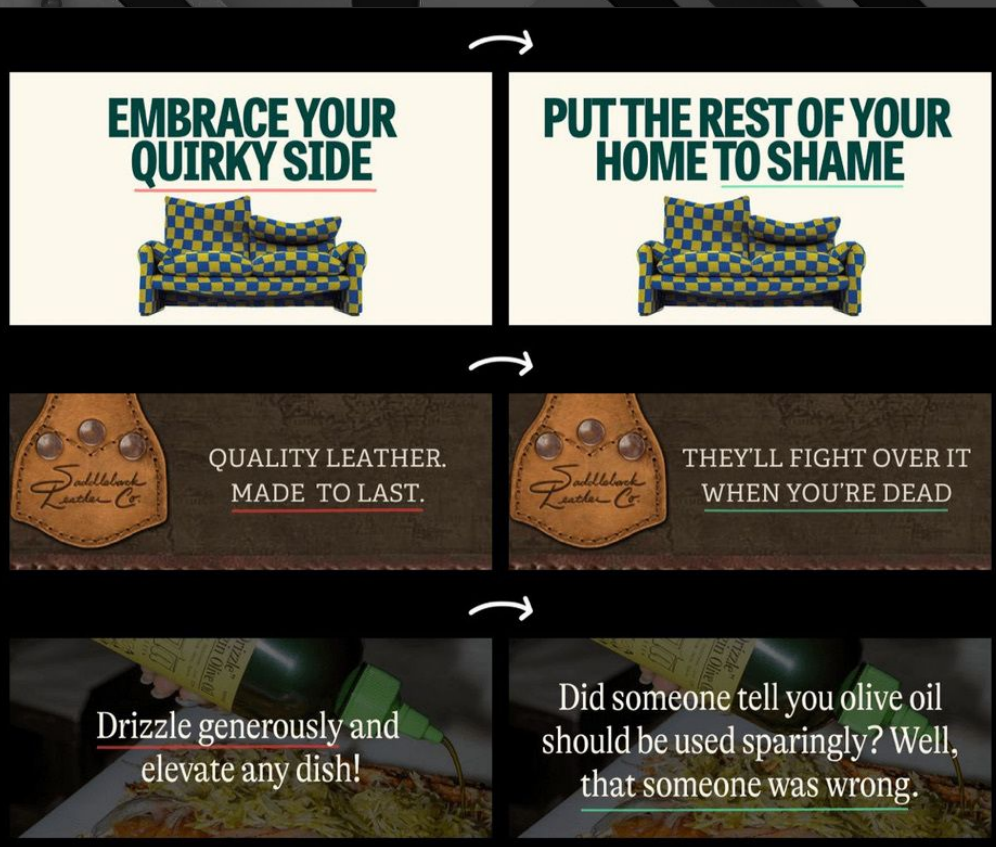
**Dignified Storytelling upholds human dignity by ensuring respectful and authentic representation.**





# Get Their Attention

- + Disruption
- + Add Conflict
- + Provocative Questions
- + Trend Hijacking
- + Polarizing Statements
- + Satire & Parody
- + Unexpected Collaborations
- + Contrarian Viewpoints





SECTION FOUR

# Pulling it All Together.

# Nonprofit Dimensional Communication



A group of approximately 12 people of various ages and ethnicities are standing in a loose line against a dark, textured background. They are dressed in casual clothing like hoodies and sweaters. The lighting is dramatic, with the subjects' faces and clothing highlighted against the dark backdrop.

**ASSUME THAT I CAN  
SO MAYBE I WILL**

# See you again soon.

Thursday, October 24  
2:15 - 3:15 pm

**Using your Brand to Attract  
Resources: A Fireside Chat with  
Michelle Madden and Chris Page**

Friday, October 25  
9:00 - 10:00 am

**Elevate Your Impact and Polish  
Your Digital Presence: A  
Professional Development  
Workshop**

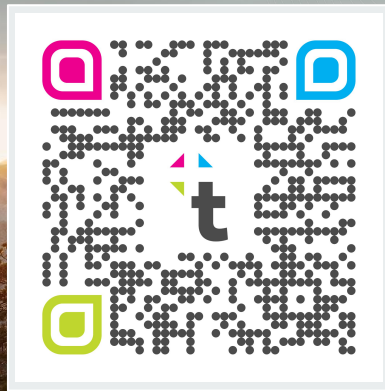




Let's talk.



# trailblaze



Do not go where the path may lead.  
Go, instead, where there is no path...  
...and leave a trail.

:: Ralph Waldo Emerson