



ADVANTUS MARKETING, LLC

ADVANCING YOUR MARKETING MOMENTUM

**DEMOLAY UNIVERSITY 102
“ADVANCING YOUR CHAPTER MOMENTUM”**

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DEMOLAY UNIVERSITY 102

“Advancing Your Chapter Momentum”

Agenda

1. Pre-Planning Questionnaires
2. Target Marketing & Recruiting
3. Gaining Visibility in Your Community
4. Leading the Marketing Initiative
5. Phase One 90-Day Plan
6. Massachusetts DeMolay Resources & Support
7. Next Steps & Follow-Up Coaching

PRE-PLANNING QUESTIONNAIRES

Strengths	Weaknesses
Opportunities	Threats

Your chapter's greatest asset....

Greatest liability or risk...

The biggest challenges for consistent growth and retention are

_____ and _____.

The next greatest challenge to growth and retention is _____.

POSITIONING

_____ should we engage with DeMolay?

Current Positioning:

- *Fraternity*
- *Ritual*
- *Sponsored by the Grand Masters*
- *Secret Society*
- *Run by the Members*

People only relate to _____ perspective.

Recommended DeMolay Positioning – “Building Tomorrow’s Leaders Today”:

- *Youth leadership program for young men that teaches fundamental life and professional skills, business acumen and community service.*
- *We “lean back” to the teachings and values that produced some of our most historic and prominent members, including: John Wayne, Neil Armstrong, Walter Cronkite, Walt Disney, Terry Bradshaw, John Steinbeck*
- *We do so through fun activities run by the kids, a spirit of brotherhood, community service and public speaking events*

The ability to _____ to people is fundamental to becoming known and trusted.

Positioning helps _____ you in the community.

Merchandisers focus on _____ and _____.

Marketers focus on _____ and _____.

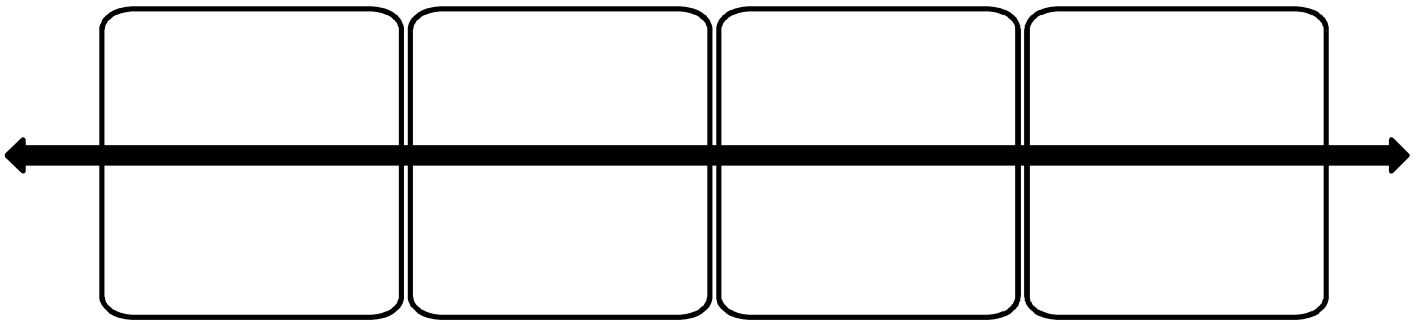
How do we get more members and advisors engaged?

TARGET MARKETING

WHAT IS TARGET MARKETING?

A defined segment of people who regularly _____ and _____.

VERTICAL VS. HORIZONTAL MARKETING



Build deep relationships with the _____ and _____ that support the community and young men.

Be “TOWN-ORIENTED”

Build relationships with Centers of Influence (COIs).

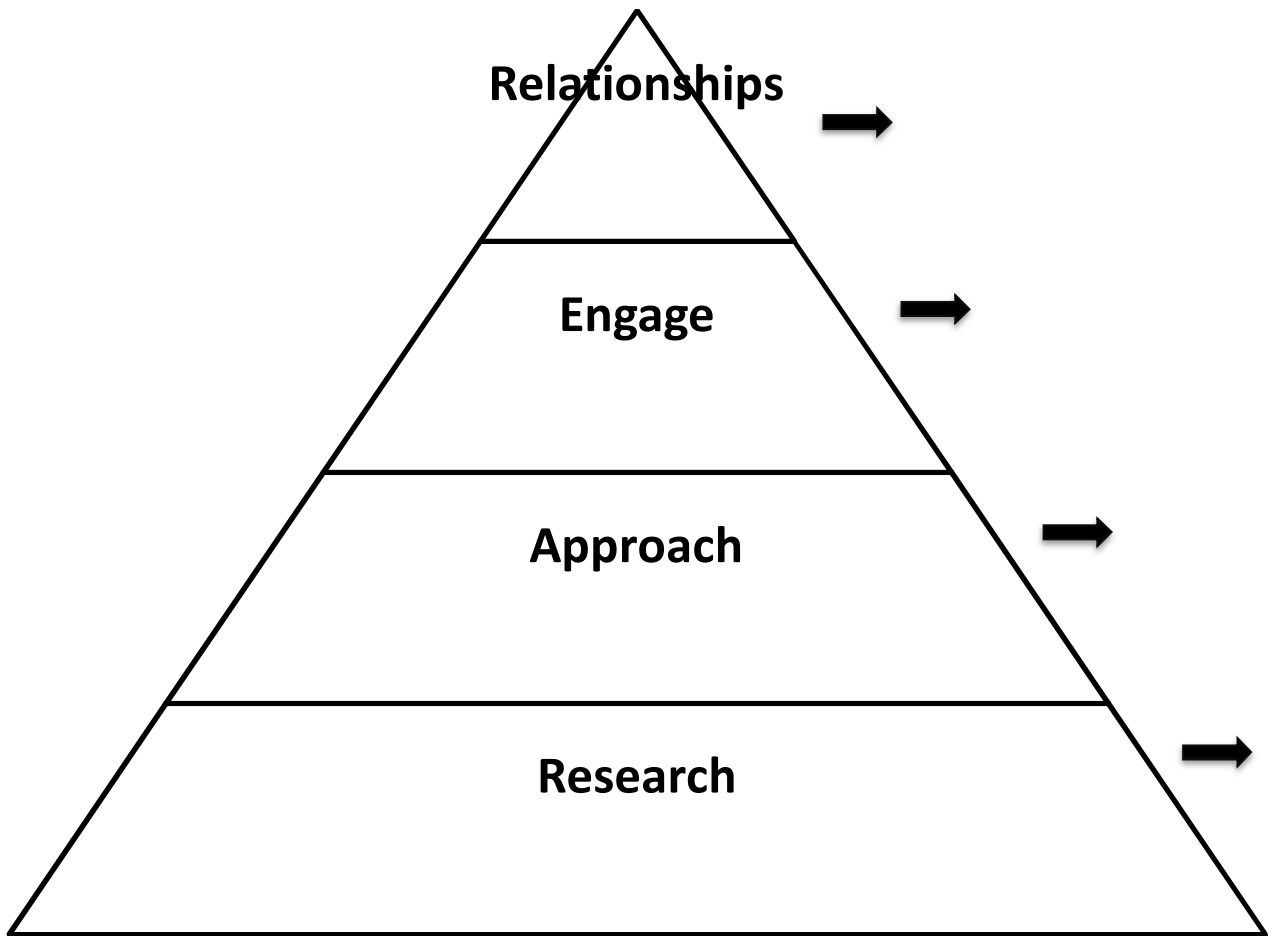
Centers of Influence have:

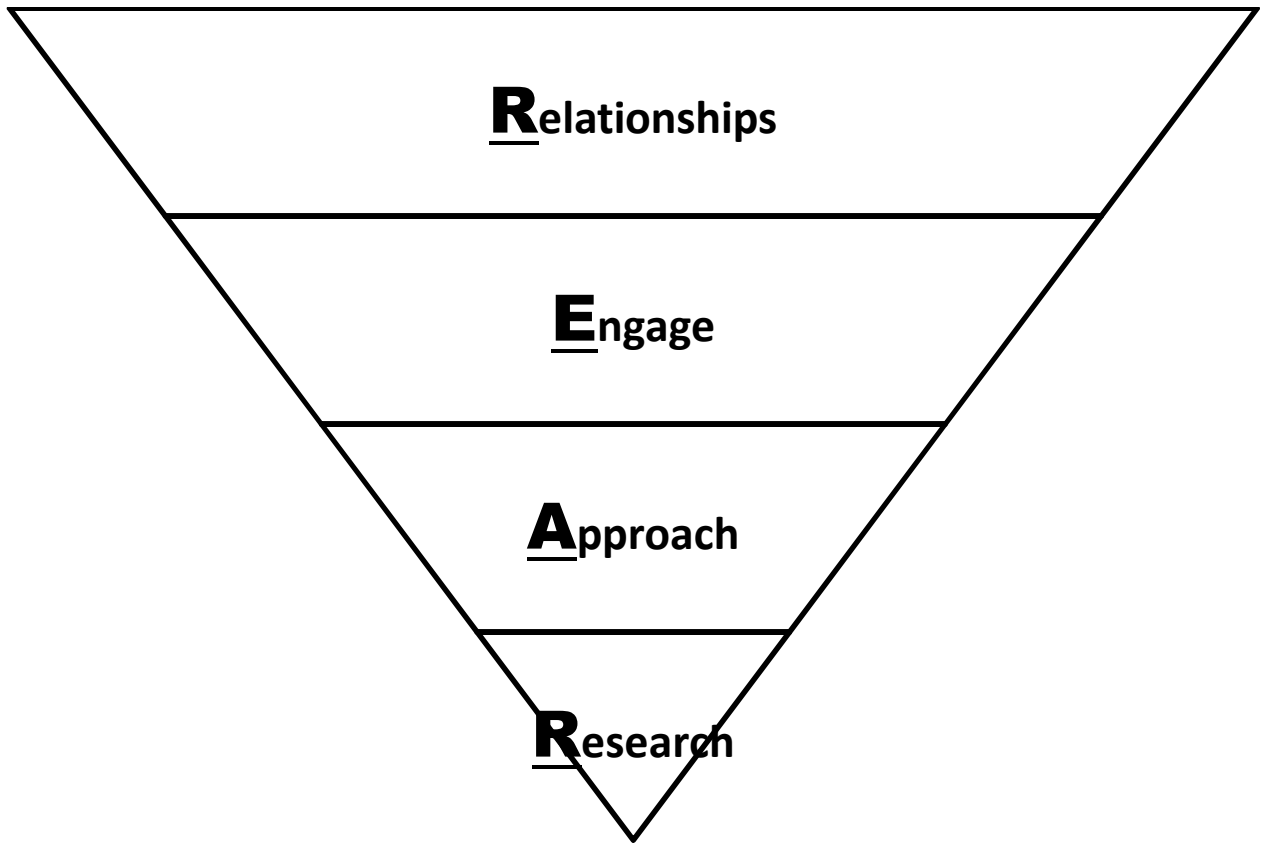
- Relationships
- Access
- Influence
- Ability to Introduce You

COMMUNITY ORGANIZATIONS & COIs

<ul style="list-style-type: none">■ Public Schools<ul style="list-style-type: none">➤ Superintendents➤ Principals➤ Guidance Counselors➤ Adjustment Councilors■ Vocational Schools■ Charter Schools■ Home Schooling Associations■ PACs/PTOs/PTA Organizations■ Athletic Boosters (High School Kids)■ Parents in Arts (Drama Council, Music)■ Student Councils■ School Resource Officers (SROs)■ Youth Sports■ Community Food Banks■ Municipal Police and Fire	<ul style="list-style-type: none">■ Town Recreational Departments■ Parents without Partners■ Community Service Organizations■ Boys and Girls Clubs<ul style="list-style-type: none">■ MA Department of Children and Families■ Military Reserves / Retired Military■ Big Brother and Sisters■ Second Step■ Other Youth Organizations■ Town Days■ Alumni Dinners (Potential Advisors)■ Town Patches■ Town Facebook Pages■ Town Websites
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Market Development Pyramid

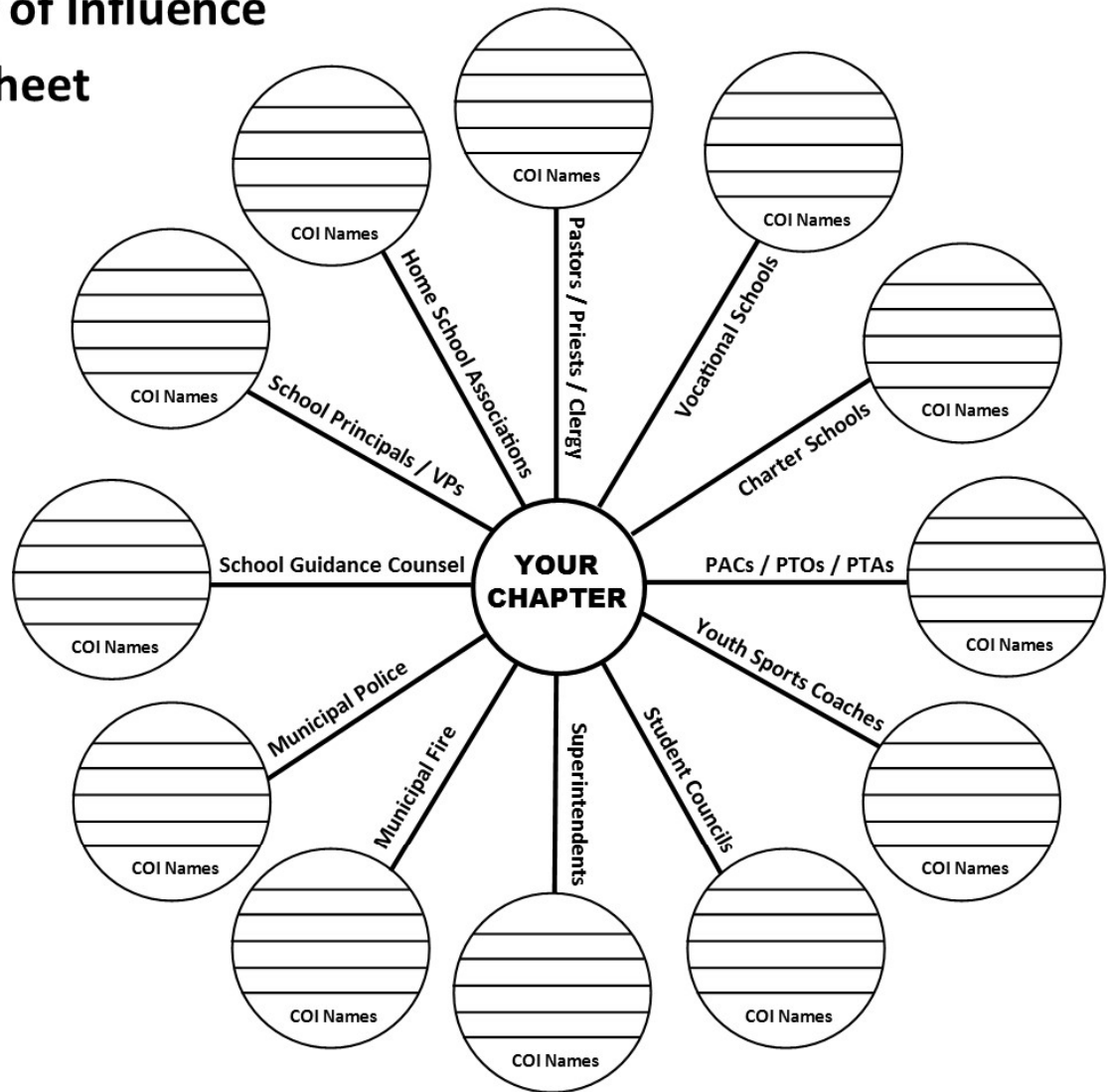




RESEARCH

The group who knows the market _____ the market.

Center of Influence Worksheet



COI Names

Single Parent Groups

COI Names

Military Organizations

COI Names

Community Service Groups

COI Names

Community Food Banks

COI Names

Town Recreation Depts

COI Names

Mayors / Selectmen

COI Names

Dept of Children / Families

COI Names

Other Groups
(i.e., Masonic)

APPROACH

Interview Centers of Influence to discover how to be a _____ to each other.

Generates rapport and a feeling of _____ and _____ for DeMolay.

They can become _____ you!

CONTACTING THE CENTER OF INFLUENCE

Ask an advisor or parent if you can use their name as a _____ when you call the COI to set up the interview, as in *“Mary Smith, one of your members, suggested I call.”*

SCRIPT TO CONTACT THE CENTER OF INFLUENCE (COI) TO SET UP THE INTERVIEW

You: Ms. Jones, this is [your name]. How are you today?”

Ms. Jones: “Fine.”

You: “I’m calling because I am the local representative for Massachusetts DeMolay, a youth organization here in [TOWN] that specializes in teaching young men life and professional skills, business acumen and community service. I would like to meet with you to find out more about your organization. We are interested in becoming more involved in community service events and would like to learn more about your programs and how we might be a resource to each other. Of course, I’ll be considerate of your time, would morning or afternoon be best for you?”

CENTER OF INFLUENCE INTERVIEW GUIDE

(Must be done in-person, face-to-face)

Step 1: Briefly introduce yourself and DeMolay (do not use your DeMolay pamphlets or literature until the end of the interview or unless asked).

- *We are a youth leadership program for young men that teaches fundamental life and professional skills, business, and community service.*
- *We “lean back” to the teachings and values that produced some of our most historic and prominent members, including: John Wayne, Neil Armstrong, Walter Cronkite, Walt Disney, Terry Bradshaw, John Steinbeck*
- *We do so through fun activities run by the kids, a spirit of brotherhood, community service and public speaking events*

Step 2: Tell them the purpose of your visit today.

- *Expansion and desire to learn about other organizations in the community*
 - *Potentially be a resource to each other’s organization*
 - *Share in the community programs you participate in as an organization*
-

INTERVIEW QUESTIONS:

- 1. I have been on your website, but would love to learn more about your organization from your point of view:**

- 2. What are the top goals you have for your organization this year?**

- 3. What are the 3 biggest issues facing your organization right now?**

- 4. What are your specific responsibilities in the organization?**

- 5. How many members are in your organization?**

- 6. What types of meetings / community events do you hold?**

- 7. Do you have an event calendar?**

- 8. What other ways do your members network and communicate together?**

- 9. What do your members / colleagues value most from other community organizations?**

- 10. How could someone like myself be involved with your organization? Are there specific requirements?**

- 11. I've been asking several questions...what questions are on your mind?**

- 12. Do you have relationships with other organizations similar to mine?**
 - a. [If they say yes] How do you interact with them? How often?**

 - b. What do you wish was different about those relationships?**

- 13. Do you have a newsletter or blog for your organization?**

- 14. What would be the best way to make others in your organization aware of DeMolay?**
 - a. What would be the least effective way?**

- 15. Would I, my DeMolay kids, or their parents be able to attend one of your events / meetings as a guest to see your work in action?**

- 16. Is there anything else we should consider in building a relationship with your organization?**

- 17. What would you suggest we do to build relationships in the [TOWN] community overall?**

- 18. I was also planning to reach out to these other members of your organization to do an interview (SHOW THEM YOUR LIST). Who do you know and interact with the most on this list? How would you suggest I reach out to them...should I invite them out for coffee...mention that we have spoken...be my advisor for a moment, what would you suggest?**

(Thank them for their time and discuss any particular next steps that came up during the conversation. Share your DeMolay literature.)

MEETING ADDITIONAL CENTERS OF INFLUENCE

STEP 1

Bring a _____ of 5 to 10 other COIs in that organization.

Ask them _____ to meet other officers and members of their organization so you can gain their perspective.

STEP 2

Ask who they _____.

STEP 3

Ask for their _____ to meet the people they know.

Why?

It creates _____ and curiosity about you and DeMolay.

You gain different _____ to help position yourself in the community.

ENGAGE

Always talk about _____, not about you.

GAINING TRACTION

Go from meeting potential advisors / parents to meeting _____ them.

TRANSITION SCRIPT:

(Name), now that we have spent time together personally (at the community event, school fundraiser, etc.) I would like the privilege of introducing ourselves to each other professionally. You can share more about your organization/work and I can share more about my organization.

Would you be open to having coffee next week? After we have a conversation, we can decide if it ever comes up again. Would next Tuesday or Thursday be best?

RELATIONSHIPS

Engage kids and parents based on what they enjoy for _____ *and*
_____.

Populate all of this cultivation data in your database.

Evaluate your chapter _____ and _____.

Are you creating new _____ for them?

Use a pre-present-post _____ to run a great event.

PRE-PRESENT-POST PLAN

DEMOLAY EVENT: _____

DATE: _____

LOCATION: _____

Pre-Event Action Items	Who is Responsible?	Due Date	Done X
1. Establish success criteria for event (i.e., # of attendees, # of parents, branding)			
2. Choose event location and date			
3. Define best age group for audience			
4. Identify the guests who will be invited			
5. Determine if sponsors or other organizations will be involved			
6. Confirm details of the event contract with the facility (if applicable)			
7. Determine menu			
8. Estimate cost per person			
9. Determine who be the photographer			
10. Develop agenda and other aspects of event (i.e., fun or volunteering for a charity)			
11. Coordinate donations/commitments from sponsors; obtain their logos for the invitation			
12. Get invitee lists from sponsors, if applicable			
13. If other speakers will be involved, have a conversation with them to determine topics and expectations			
14. Coordinate any DeMolay literature or materials needed			
Pre-Event Action Items	Who is Responsible?	Due Date	Done X
15. Send sample agenda, invite, and confirmation letters to sponsors, if applicable			

16. Get biographies of speakers, if applicable			
17. Ensure all members and invitees are in the database for the invite/ mailing			
18. Email or mail "Save the Date" flyer			
19. Print formal invitations			
20. Mail and email invitations			
21. Enter confirmed attendees in the database			
22. Coordinate transportation for the event			
23. Call all attendees 2 days before the event to confirm and remind them of their attendance			
24. Call all confirmed non-attendees to convey regrets and ask if they would like to be on the list for future events			
25. Call all non-responders to try to confirm attendance			
26. Make on-site visit to the venue to plan event flow			
27. Obtain any handout materials from sponsors in advance			
28. Bring new member applications to the event for invitees to give to their parents, if applicable			
29. Determine if any special seating arrangements are needed			
30. Review the scheduled Post-Event activities and set aside time in your calendars to complete them			
31. Create DeMolay "Welcome" signs to be placed at the venue			
32. Obtain prices for post-event follow-up mementos (i.e., gifts, photos, if applicable)			
33. Do a dry-run of presentation with all speakers			
34. Draft post-event attendee thank you letters or thank you cards and have them ready to mail after the event			
35. Draft any opening comments and instructions to say at the beginning of the event			
Other:			
Other:			

Day-Of Event Action Items	Who is Responsible?	Due Date	Done X
36. Greet attendees at the door and guide them to registration table or event area			
37. Photographer to capture group and candid photos throughout the event			
38. Room should be arranged to look full; food is in central area to keep people mingling in the middle			
39. DeMolay packages, giveaways, etc. available as appropriate			
40. Sponsors have favorable exposure; if tables are set up for give-aways, they should be in full view			
41. Presentation materials are ready and easily accessible			
42. Event starts on time			
43. Have opening comments and attendee instructions drafted and ready			
Other:			
Other:			
Other:			
Other:			
Post-Event Action Items	Who is Responsible?	Due Date	Done X
44. Send thank you notes to all sponsors, attendees and speakers (as appropriate)			
45. Choose the best photos / video from the event, etc. (make sure parents have given permission for photos to be released)			
46. Post photos to Facebook, Twitter, SnapChat, etc.			
47. Create a write-up for the DeMolay newsletter, if applicable			
48. Make appointments to drop off "mementos" or photos from the event to guests and parents, etc.			
49. Send post-event press release to the local paper, all parent waivers must be cleared			

50. Make sure all attendees and non-attendees were added to the database			
51. Be sure when you drop off the memento, you use the transition language to go from meeting people to meeting with people about DeMolay			
Other:			
Other:			
Other:			

MEMBER REFERRALS DISCUSSION

LEADING THE MARKETING INITIATIVE

Identify your _____ priorities, not the ones you assume.

Your focus must be on _____ community markets, not passive merchandising.

Identify and recruit advisors who can actively _____.

_____ time to develop advisors and members on their marketing skills. Not just “fit it in.”

Invest all the time and resources you can to get to where you...

_____ to be
NOT just enough to justify
_____ you are now.

COACHING FOR RESULTS

HELPING YOUNG MEN WITH THEIR:

- Fear
- Uncertainly
- Doubt

THE PSYCHOLOGICAL NEEDS OF YOUNG MEN

1. A need for _____.
2. A need for _____.
3. A need to _____.
4. A need for new _____ and _____.
5. They need to know their _____ with you.
6. They need _____, to be told the truth, respect.
7. That you're not too _____ for them.
8. Be willing to discuss the _____.

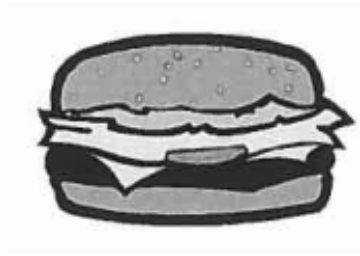
COACHING SKILLS

Be _____ and _____, not negative or critical.

Understand their _____ situation.

Engage _____, not your perceived needs.

USE “THE HAMBURGER APPROACH” TO COACH EFFECTIVELY.



FIRST, DELIVER THE TOP BUN TO SET A POSITIVE TONE.

Step 1: Tell them something positive about what they’ve accomplished:

- “Good effort” ...
- “Good first steps” ...
- “Working hard” ...

Get feedback from them regarding areas they feel good about and have progressed in.

SECOND, DELIVER THE MEAT OF THE DISCUSSION.

Step 2: Give them feedback on their

Be clear on the exact steps they need to do to move ahead. Not just suggestions, steps.

They need to be _____ and developed, not managed here.

THIRD, DELIVER THE BOTTOM BUN TO COMPLETE AND CLOSE THE DISCUSSION.

Step 3: Give them words of encouragement.

- Offer help
- Reiterate support from the chapter
- Inspire them with hope

Example:

“I am confident that with your [LIST THEIR ATTRIBUTES], you can accomplish what I’ve said to you by the next meeting and keep it going.”

FOURTH, GAIN THEIR _____.

Step 4: Set and have them commit to a deadline to execute the steps agreed upon.

FIVE, FOLLOW-UP ON THEIR _____.

Step 5: Set a follow-up meeting to occur immediately after that deadline. Schedule it before they leave this coaching session.

Challenges to Change Matrix								Usual Core Problem			
Vision	+	Skills	+	Incentives	+	Resources	+	Action Plan	=	Change	
VOID	+	Skills	+	Incentive	+	Resources	+	Action Plan	=	Challenge is Confusion	Communication
Vision	+	VOID	+	Incentive	+	Resources	+	Action Plan	=	Challenge is Anxiety	Education (Skills)
Vision	+	Skills	+	VOID	+	Resources	+	Action Plan	=	Challenge is Resistance	Motivation/ Communication
Vision	+	Skills	+	Incentive	+	VOID	+	Action Plan	=	Challenge is Frustration	Communication/ Education
Vision	+	Skills	+	Incentive	+	Resources	+	VOID	=	Challenge is Treadmill	Motivation

Adapted by Weylman Center, LLC 2008. (Adapted from Knoster, T. (1991) Presentation at TASH conference, Washington, D.C.)

Rally your chapter around the _____.

PHASE ONE 90-DAY PLAN

NEXT STEPS
