



# “Recruitment and Marketing to Couples and Individuals”

A Webinar of the National  
Healthy Marriage Resource Center – (NHMRC)

April 18, 2007  
12:30pm-2pm (EDT)

Patrick Patterson - NHRMC

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Robyn Cenizal - Jacksonville Network for Strengthening Families  
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Jesus “Jay” Otero - Family Expectations,  
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Atlanta GA

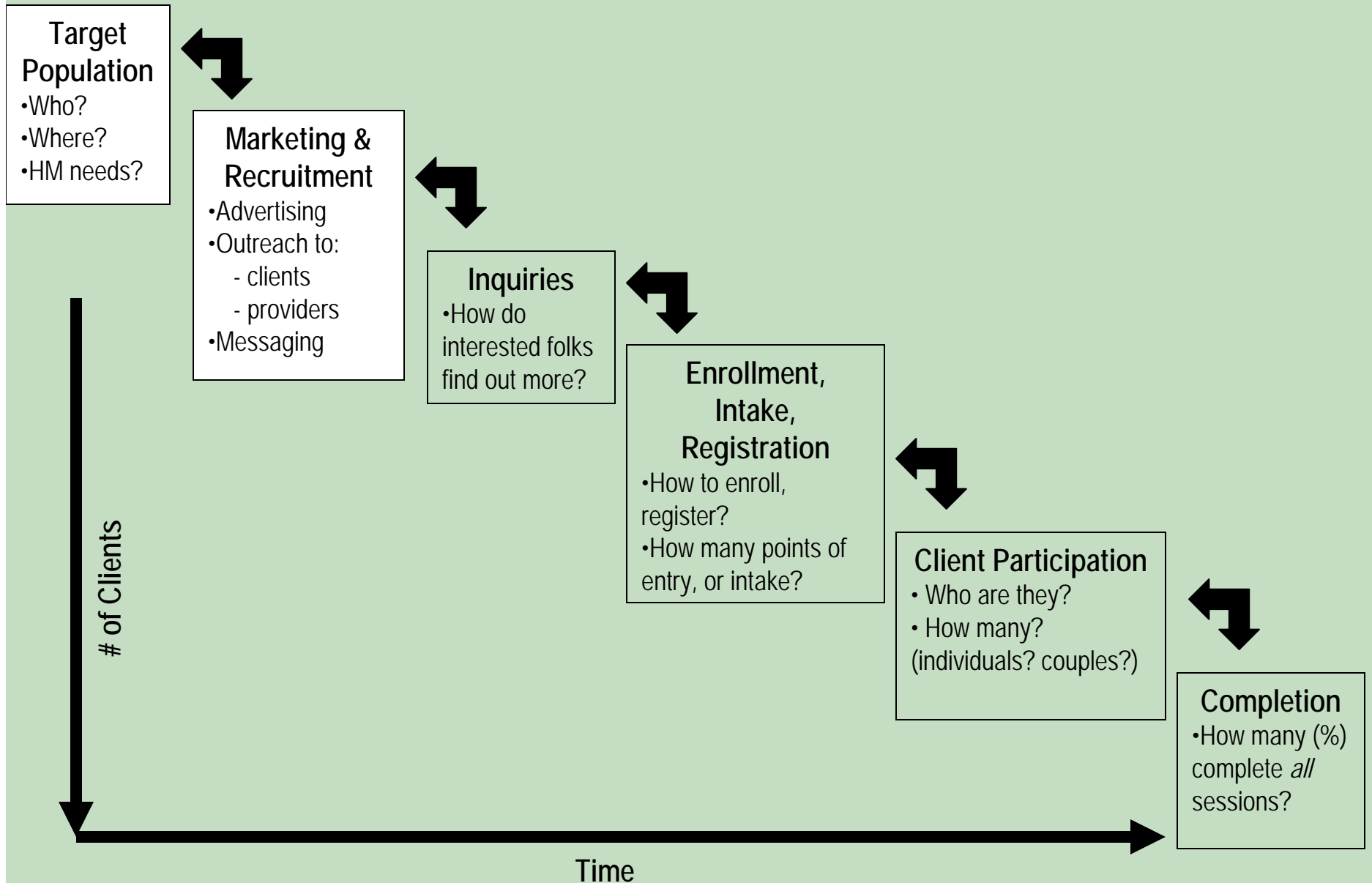


# Learning Objectives

- Webinar attendees will:
  - understand the various stages involved in successfully recruiting participants into their programs
  - learn about marketing and recruitment strategies, challenges, and successes from three healthy marriage programs
  - gain insights that will help them develop appropriate marketing and recruitment strategies



# Program Participation Framework





# Program Participation Framework: *Identifying Your Target Population*



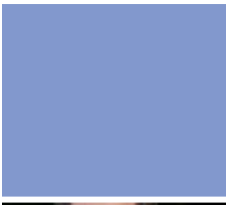
- Define your target population: **Who** are they?
  - Who is *eligible*?
  - Who are you explicitly *targeting*?
- Locate your target population: **Where** are they?
  - Where do they live? Work? Play?
  - Where do they go for information?
- What are their “healthy marriage” **needs**?
  - Stage in family life cycle
  - Unique family circumstances



# Program Participation Framework: *Marketing & Recruitment*



- Advertise (“build it and they will come”)
  - Written materials: Brief, informative, attractive
  - Audio/video ads
- Outreach (“takin’ it to the streets”)
  - Directly to clients
  - To other service providers, for referrals
- Messaging (find the “hook”)
  - Keep audience needs in mind
  - Sell the benefits, not the service
  - Accentuate the positive
  - Education, not counseling
  - Prevention, not treatment (*not* a DV intervention)



# Take Away Points

- Be clear on who your target population is
- Marketing and messaging must reach them “where they are”
- Successful marketing requires:
  - Being strategic
  - Persistence (*“If at first you don’t succeed...”*)
  - Learning from your experiences and refining strategies (*“If you always do what you always did...”*)





Jacksonville Children's Commission



# JACKSONVILLE NETWORK FOR STRENGTHENING FAMILIES

Our vision is a strong, healthy, self-sufficient,  
financially stable community, drawing its  
collective strength from its foundation,  
individual families.

# Developing Your Marketing Strategy

Getting Started: Before you can begin marketing your program, you need to ask yourself:

- What do we do?
- What is the benefit to the community?





# What Do We Do?

- Training: “7 Habits of Successful Families in Jacksonville”
  - Empowerment workshop that teaches concepts that set the stage for self improvement and increase relationship skills using an introspective approach.
- Issue Specific Services:
  - Access to 54 partners offering services to assist families.
- Culture Change:
  - Creating a pro-family culture that encourages marriage, parental responsibility, and promotes positive youth development.

# What is the Benefit?

## Program Objectives:

- Increase Prepared Marriages
- Reduce Divorce Rates
- Increase the financial and emotional support to children

Divorce costs the U.S. \$33.3 billion per year, or \$312 per household, to cover child-support enforcement, assistance to needy families, food stamps, bankruptcies, etc.



# Elevator Speech

- The initiative provides training, services and support to Jacksonville families in an effort to increase prepared marriages, reduce divorce rates, and increase financial and emotional support of children.



# Define the Marketing Goals:

## ➤ Recruit Families

- Increase program awareness
- Increase workshop attendance

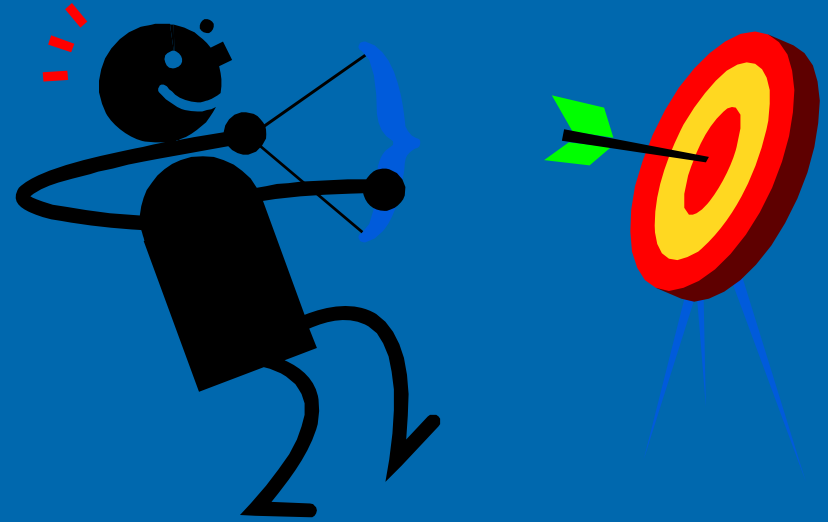
## ➤ Community Awareness

- Influence culture towards healthy marriage



# Marketing Do's

- Know your program
  - Be concise
- Define the marketing goal
  - Keep it simple
- Know your audience
  - Tailor the message
  - Find the right messenger
- Collaborate
  - The wheel has already been invented





# Marketing Don'ts

## ➤ Label

- “TANF Population”
- “At Risk”
- “Dysfunctional”

## ➤ Offend

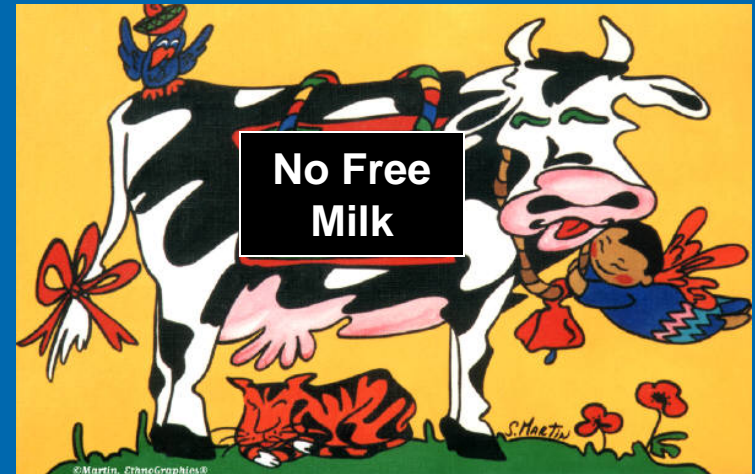
- “Cohabitation is not a moral issue, it’s a community issue.”

## ➤ Expose

- Compromise individual privacy for marketing benefit

## ➤ Miss Opportunities

- Everyone can either benefit your program or benefit from it.



# If at First You Don't Succeed...

- Plan – Do – Review
- Then Do Again





**Jacksonville Children's Commission**



**Building a Stronger Community - One Family at a Time!**

**Robyn Cenizal**

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# National Healthy Marriage Resource Center (Webinar)

Topic: Marketing and Recruitment

Presented by: Jesus "Jay" Otero  
Project Administrator, Family Expectations  
Public Strategies, Inc.



# Marketing & Recruitment Strategies

1. Marketing and Referral Strategies
2. Selection of Staff
3. Managing Staff within Recruitment Strategies





# Marketing & Referral Strategies

- Invest in advertising (i.e., brochures, movie advertisements, posters, presentations, radio talk time, mailings, word of mouth, etc.)
- Know demographics of target population
- Learn what community resources your target population is utilizing and go to them
- Provider should establish/maintain relationships with referral sources
- Provider should analyze and track what referral sources are most productive and place more emphasis in maintaining those relationships – What is program's referral to enrollment conversion rates???



# Selection of Staff

- Provider should place emphasis on hiring process:
  - It is important to hire the right person for the job
  - Implement short personality quiz and look for the following personality traits/skills and relevant experience:
    - Assertiveness (not aggressiveness)
    - Effective Listening and Communication Skills
    - Adaptability/Flexibility
    - High Energy
    - Good Customer Service Skills
    - Ability to Handle Rejection and "Close the Deal"
    - Ability to empathize and/or express compassion
  - Utilize Behavioral Interviewing Techniques
  - Implement Role Plays that are designed to solicit needed skills



# Managing Staff

- Staff should be effectively trained/developed to complete job
- Random Assignment, outcomes, and staff should be micromanaged until program and staff are steadily meeting service deliverables (i.e., monitor goals daily – don't wait until the end of the month)
- Implement creative outreach process
- Staff should be assigned achievable/reasonable goals
- Staff should be kept informed of changes, status of program, etc.
- Providers must be willing to make changes to staffing patterns and goals during pilot phase if need arises



# IN THE END.....

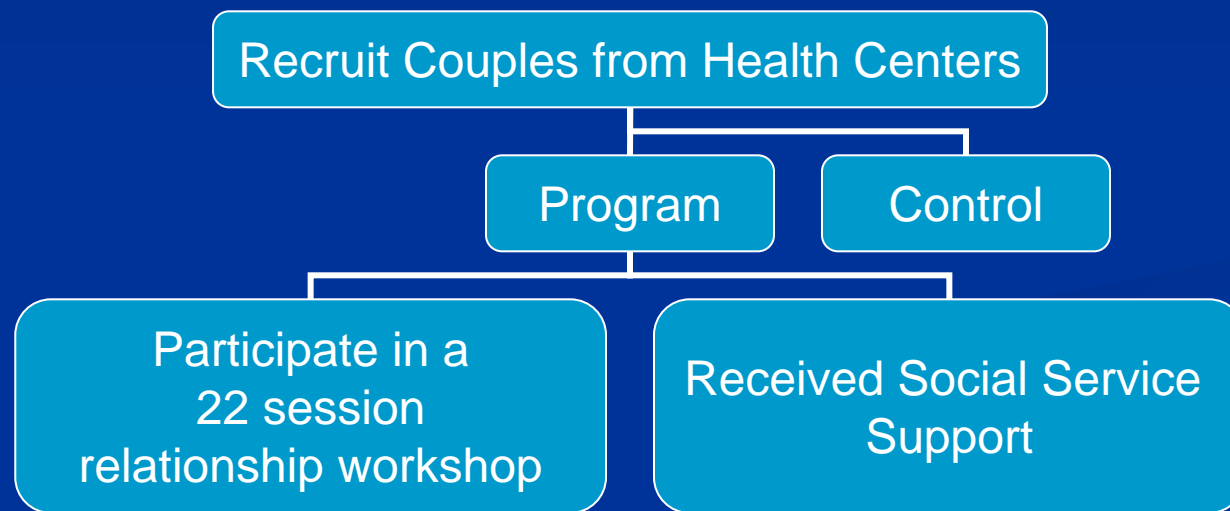
*The two of you want what is best for your baby...What is best for your baby is the two of you!*



# Georgia Building Strong Families

Akilah Thomas

404-651-1540





# GBSF's Target Population

Akilah Thomas

404-651-1540

- Urban community (Metro Atlanta)
- Unmarried, Low income couples that are expecting a baby or recently had a child in the past 3 months.
- At least 18 years old (no maximum age limit)
- English or Spanish speaking
  - African American
  - First generation in America Mexicans

# What Is My Goal?

- Goal: to recruit and maintain program participants.
- RECRUIT=QUANTITY or THE #'s
- MAINTAIN=QUALITY or RETENTION

# How do you successfully RECRUIT and MAINTAIN program participants?

- **KNOWING YOUR TARGET POPULATION.**
  - Who are my clients?
  - What do they want?
  - How can my program provide it?

# Marketing Tools

- Staff
  - Hire right
- Clients
  - Word of Mouth
- The Community
  - DO NOT RECREATE THE WHEEL
- The Program Itself
  - Fun Learning
  - Eliminate Barriers
- Advertising (brochures, billboards, commercials, etc.)
  - Don't rely solely on this!

# What to Remember

- **STUDY YOUR TARGET POPULATION**
- **LEARN FROM YOUR TARGET POPULATION**
- **YOUR TARGET POPULATION WILL TEACH YOU HOW TO SELL YOUR PROGRAM.**
- **UNDERSTAND THAT YOUR TARGET POPULATION ARE THE EXPERTS.**