



“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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Atlanta GA

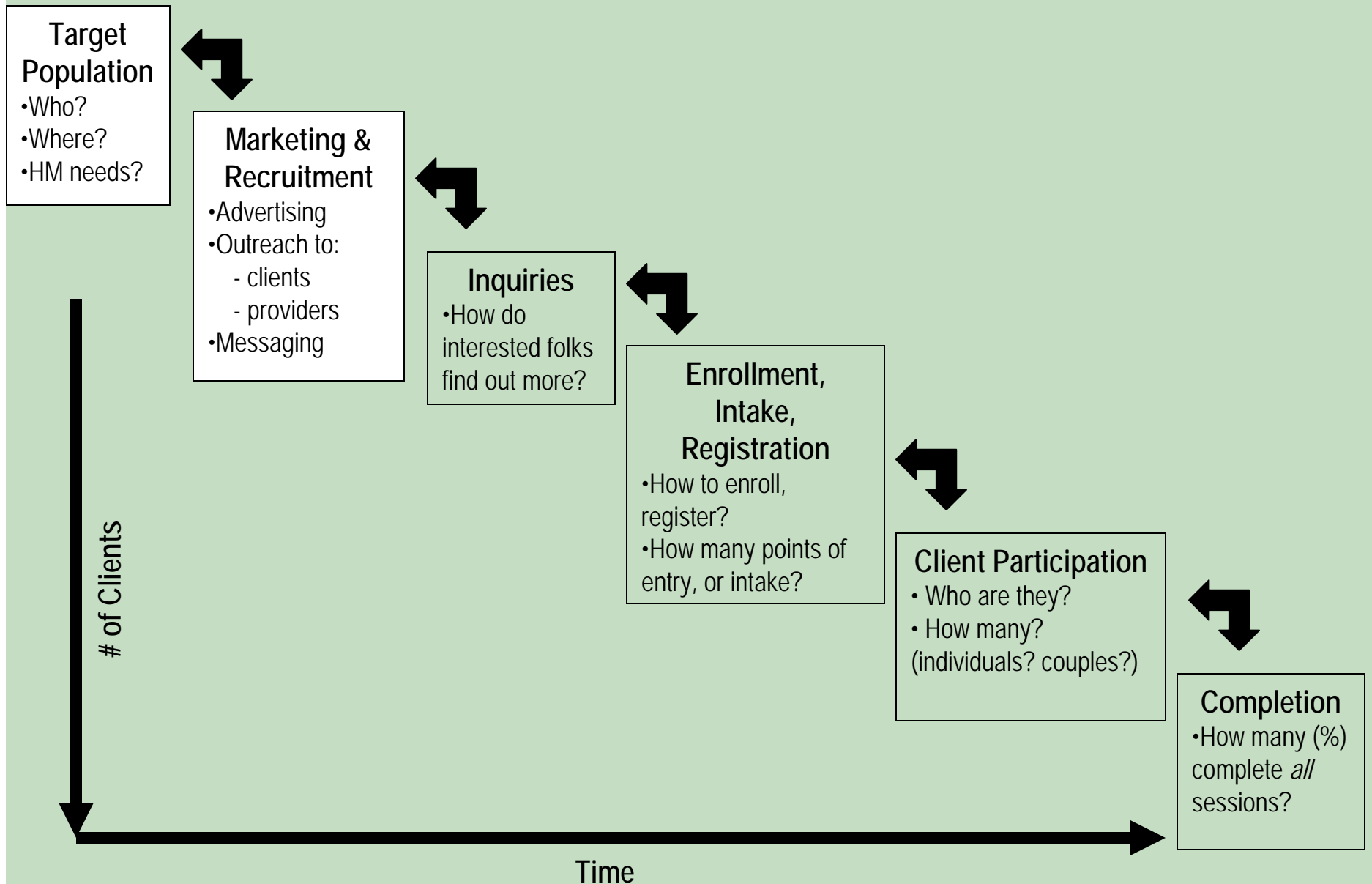


Learning Objectives

- 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*



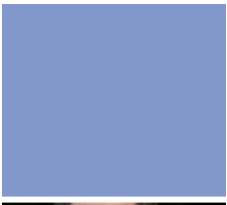
- Define your target population: **Who** are they?
 - Who is *eligible*?
 - Who are you explicitly *targeting*?
- Locate your target population: **Where** are they?
 - Where do they live? Work? Play?
 - Where do they go for information?
- What are their “healthy marriage” **needs**?
 - Stage in family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

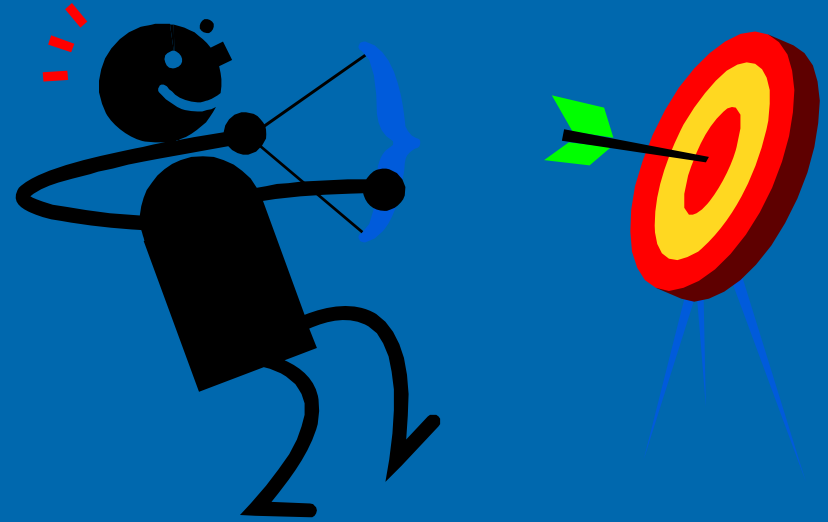
➤ Community Awareness

- 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

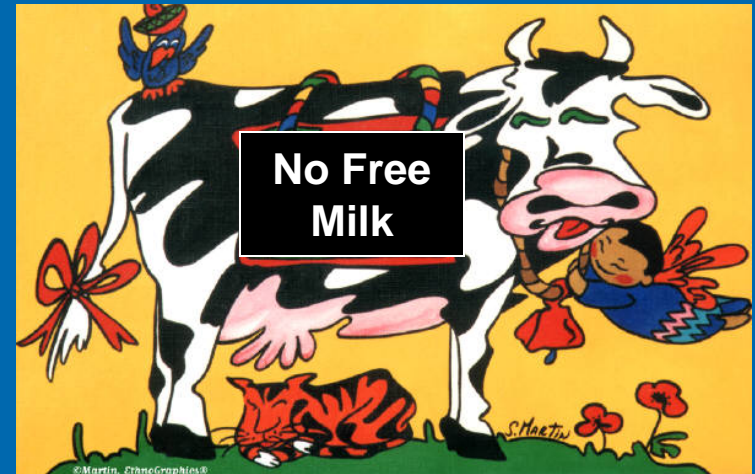
- “Cohabitation is not a moral issue, it’s a community issue.”

➤ 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

Executive Administrator

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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 & 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.....

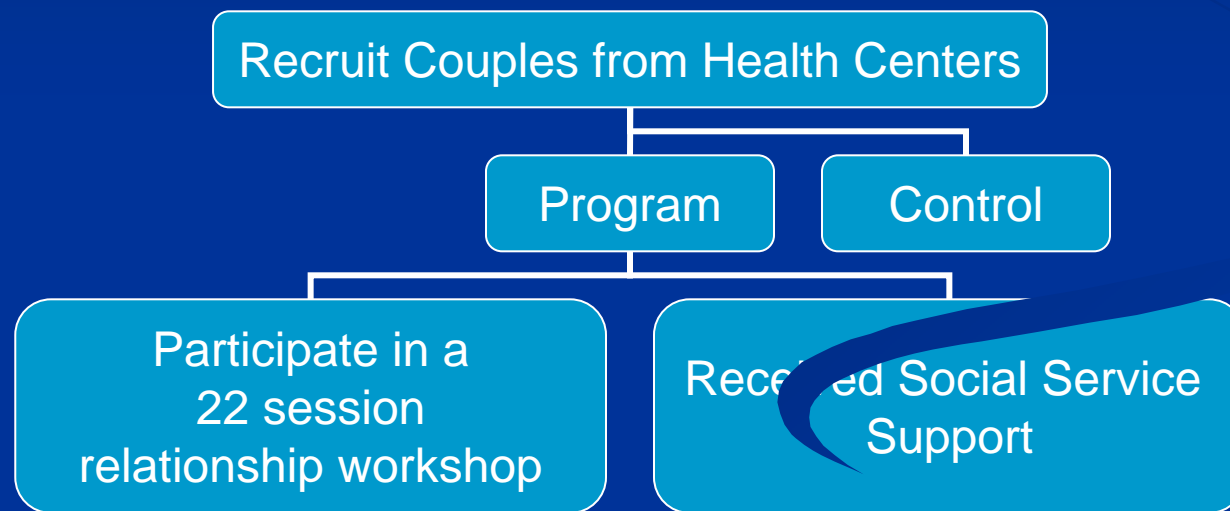
The two of you want what is best for your baby...What is best for your baby is the two of you!



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.**