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Marketing Moving Forward

2 Questions Every Ministry Leader Must Answer

Accord Webinar Series

Introductions



DAN KENNEDY

Executive Director

- 20+** years brand + marketing strategy
- 10** years in corporate marketing including Procter & Gamble, Family Christian Stores
- 3** years as missionary in China



JEN MCHUGH

VP of Partnerships and Communications

- 15+** years in development and communications
- 10+** years in ministry including Walk in the Word, Bright Hope International, and Samaritan's Purse
- 2** years at Water Mission



Outcomes

To effectively answer...

- 01** How are you measuring success?
- 02** What are the needs of your audience?
(This question to be addressed in another session.)

Why?

“

CERTAINTY STARTS WITH FEWER CHOICES.

Anonymous

Implications

Every aspect of your...

01 Brand

02 Marketing



Define success with
KEY METRICS

KEY METRICS

Principles



Measurement can be good.

And...

KEY METRICS

Principles



Measurement can be good.

And...



We need to be careful to measure the right things.

Our job is the inputs; we trust the true “outputs” to God.

KEY METRICS

Principles



Measurement can be good.

And...



We need to be careful to measure the right things.

Our job is the inputs; we trust the true “outputs” to God.



Focusing on a few things provides clarity to all.

And will point us to which audiences to focus on.



KEY METRICS

Framework



MINISTRY
Model



FINANCIAL
Model

Definitions



Measurable progress
towards your **MISSION**



Measurable progress
towards **SUSTAINABILITY**

Inputs

What drives your
MISSION?



What drives your
FUNDING?





KEY METRICS

Outputs



MINISTRY
Model

↓
Drives your
BRAND



FINANCIAL
Model

↓
Drives your
MARKETING

KEY METRICS

Case Studies



*# of children released
from poverty*



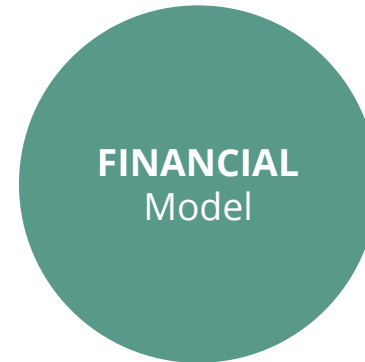
*# of child
sponsorships*

KEY METRICS

Case Studies



% change in spiritual growth 'score'



of subscribers



KEY METRICS

Case Studies



VERITY



MINISTRY
Model

*# of students reflecting the
'portrait of the graduate'*



FINANCIAL
Model

*# of student
applications*

KEY METRICS

Case Studies



MINISTRY
Model

of transformed lives / % change in material, social, spiritual well-being and WASH behaviors

FINANCIAL
Model

% unrestricted revenue growth



KEY METRICS

Workshop



MINISTRY
Model

01

List all the ways you see your mission coming true in the life of ***ONE*** person.



KEY METRICS

Workshop



MINISTRY Model

Example

- *Got a job*
- *Obtained access to safe water*
- *Attended school*
- *Equipped to lead*
- *Received biblical training*
- *Utilized health care*
- *Planted church*
- *Felt loved in the process*



KEY METRICS

Workshop



MINISTRY
Model

02
Rank them.



KEY METRICS

Workshop



MINISTRY Model

Example

1. *Planted church*
2. *Received biblical training*
3. *Felt loved in the process*
4. *Got a job*
5. *Obtained access to safe water*
6. *Attended school*
7. *Equipped to lead*
8. *Utilized health care*



KEY METRICS

Workshop



MINISTRY
Model

03

Identify possible measures for the top 3.



KEY METRICS

Workshop



MINISTRY
Model

Example

1. *Planted church / # of churches planted*
2. *Received biblical training / # of certificates given*
3. *Felt loved in the process / 'Experience Rating'*

Bonus: *This is the start to your
BRAND SCORECARD*



KEY METRICS

Workshop



FINANCIAL
Model

01

List all the ways your
financials are impacted.



KEY METRICS

Workshop



FINANCIAL
Model

Example

- *\$ per donor*
- *# of events*
- *Retention of current donors*
- *# of volunteers*
- *Frequency of donor contacts*
- *Clarity of our message*
- *Sale of resources*
- *Acquisition of new donors*
- *Ease of giving*



KEY METRICS

Workshop



FINANCIAL
Model

02
Rank them.



KEY METRICS

Workshop



FINANCIAL
Model

Example

1. *Retention of current donors*
2. *Acquisition of new donors*
3. *Clarity of our message*
4. *\$ per donor*
5. *# of events*
6. *# of volunteers*
7. *Frequency of donor contacts*
8. *Sale of resources*
9. *Ease of giving*



KEY METRICS

Workshop



FINANCIAL
Model

03

Identify possible measures for the top 3.



KEY METRICS

Workshop



FINANCIAL
Model

Example

1. *Retention of current donors / **% retained***
2. *Acquisition of new donors / **# of new donors***
3. *Appeal of our message / **Net Promoter Score***

Bonus: This is the start to your
MARKETING SCORECARD

A photograph of two children playing in water. The child in the foreground is a girl with a yellow shirt, smiling and splashing water. Behind her is another child, possibly a boy, holding a white bucket over their head, pouring water. The background is a blurred green, suggesting an outdoor setting. The entire image is overlaid with a semi-transparent blue filter.

An Insider's Perspective





KEY METRICS

Case Study



Our Mission

To honor God by developing, implementing, and sharing **best-in-class safe water solutions** that **transform as many lives as possible, as quickly as possible.**

KEY METRICS

Case Study



Goal: Transformed lives of people in service area:

1. **Accessibility** - Measure reliability of safe water system (i.e. number of service interruptions in past 30 days)
2. **Safety** - Measure microbiological quality, turbidity, and chlorine residual in samples
3. **Management Sustainability** - Index of perceived management capacity
4. **Relational Awareness Sustainability** - WASH promotion coverage; perception of transformational opportunities related to WASH
5. **Financial Sustainability** - Operational cost, replacement cost, banking compliance

Case Study

Restore Survey: Measuring the “soft stuff”



Management Skills – Capacity of a community to maintain the technical and operational aspects of a project

- Financial, leadership, human resources, water system



Community Well-being – Impact of the project as experienced by the community

- Social, material, spiritual, emotional



WASH Behaviors – Knowledge and practice of healthy behaviors

- Handwashing, water use, sanitation

Case Study

Objectives

- 1 Improve characterization of communities at **assessment** to enable better project planning
- 2 **Evaluate** changes experienced by community as a result of WM project
- 3 Provide decision-makers with **actionable** data to target support
- 4 Collect **stories** to corroborate changes for donor development

KEY METRICS

Case Study

How the survey works

1

Survey is audio-recorded in local language and is tablet/ smartphone-based

2

Participants listen and respond to 59 statements about community life, such as:

“Everyone benefits from development in this community.”

“In our home there is soap where people wash their hands.”

3

Participants respond to statements by selecting the button that most closely reflects their experiences in their community



KEY METRICS

Case Study

4

Water Mission staff sync data offline and analyze results immediately in the field (without Wi-Fi or power)



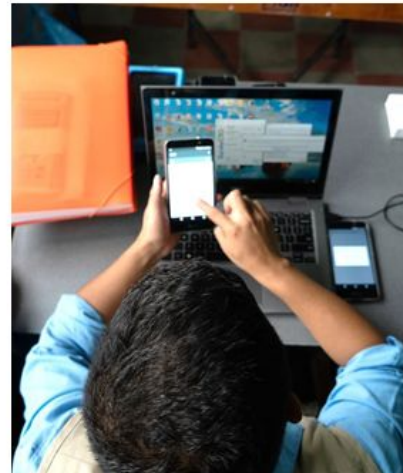
5

Water Mission staff present findings to community leaders on the same day as the survey and utilize the data to enable better project management



6

Data is uploaded to the cloud for global use





KEY METRICS

Case Study



Restore Survey

watermission.org/restore



Q&A



WEBINAR | JUNE MARKETING SERIES

Two Questions For Every Leader

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