

Bonus Guide!

Marketing on a \$0 Budget

Additional tips on how to market
your organization or campaign!



Grassroots Marketing



What is Grassroots Marketing?

Grassroots Marketing utilizes people power in your marketing mix. It involves a group of your staff or volunteers that are open to making the rounds at local businesses and gathering spots in your community to provide information about your organization and its programs/services. What is so impactful with this strategy is it creates face-to-face contact with your target audience vs. being hidden behind the internet. Face-to-face is so critical as a tool in your marketing tool belt.

Sometimes it is merely just to get your organization on your community's radar screen with basic awareness building marketing campaigns.



Recruitment

Grassroots Ambassadors

The team that you select to market your organization around your community will be critical to its success. Think about who your target audience is & who they might respond to? What will they respond to? If you want to reach youth, tap into the power of your local youth.

TIP! Recruit members of your local high school interact club, Girl Scouts, or any other volunteer group in your community that might be incentivized to volunteer and comfortable engaging with others.



Awareness Building Idea

Do you have a contact over at your local high school's drama, theatre, creative writing or music department? If so, tap their talent to help you deliver your message - in a creative way!

Perhaps they can earn extra credit points for a Saturday gig that includes a pop-up spoken word performance dispelling mental health myths at key locations around town, with a sign displaying a hashtag for the "campaign" and your organization's social media handle, for people to photograph/share/post on their social media channels.



Make a list of all the partners you could reach out to for their donations of time or talents & brainstorm ways in which they might be able to help you spread your message in the community.



Ideas for Grassroots Marketing

- ★ **Pop-up performances**
- ★ **Event/Festival handouts**
- ★ **Staff sign spinners**
- ★ **Collateral distribution with a twist**
- ★ **Street signs**
- ★ **Sidewalk chalk**

Think about how you can create a memorable experience or encounter to promote an event, a program, a new provider - anything that you wish to promote.

Create a journal of brainstorming - ways in which you can use what you have to create a memorable encounter with your community. Solicit ideas from your staff - they are your best resources!



Keys for Success

Out of the Box/Unexpected

Catch your target audience doing their everyday thing and surprise them with an unexpected but pleasant encounter.



IDEA! Hand out checklist/to-do lists with mindfulness exercises woven into every day tasks like folding laundry or driving the kids to sports practice.

A Light Heart




Humor might be a tough one given what you do and who you serve. But think of the heavy load your target audience carries if they are caring for those with or navigating mental illness. What might they WANT or NEED to hear from you? Help lighten their load by keeping your grassroots brainstorming light.



IDEA! Leave sticky notes around the community with words of encouragement and your handle with campaign hashtag.

Why Grassroots Marketing is so Successful?

Creating a clever grassroots marketing campaign will be successful for you for several reasons...

-  It is unexpected. We live in a world where people are inundated with incoming messages all day long. If you are able to “catch” people by sharing something they weren’t expecting, it will stick with them and they will be more inclined to share their experience with others.
-  The unexpected creates newsworthy opportunities through social media feeds if you provide a hashtag and your handle to share.
-  Face-to-face interactions provide a human element to a marketing “campaign” which typically utilizes digital or printed resources to carry your message, which your audience can tire of. Creating opportunities for human interactions in your line of business can be so powerful and more in-line with your own mission.

THANK YOU!

