MARKETING YOUR VOLUNTEER OPPORTUNITY
WE WANT YOU TO MARKET YOUR VOLUNTEER OPPORTUNITY
MARKETING YOUR VOLUNTEER EVENT

1. How do I use the university brand?

2. What’s in the visual toolkit?

3. How should I use social media?

4. How should I use email?
How do I use the university brand?
MONOLITHIC BRAND
MASTER BRAND
BRANDED HOUSE:

A single brand name and mark that is used as the main identifier for all products and services.
MARKETING YOUR VOLUNTEER EVENT
MARKETING YOUR VOLUNTEER EVENT
MARKETING YOUR VOLUNTEER EVENT

THE OHIO STATE UNIVERSITY
MARKETING YOUR VOLUNTEER EVENT

brand.osu.edu
What’s in the visual toolkit?
MARKETING YOUR VOLUNTEER EVENT

COREY FAVOR
MARKETING YOUR VOLUNTEER EVENT

Flier Templates

Email Headers

Watercolor backgrounds

Environmental example
MARKETING YOUR VOLUNTEER EVENT

Social Media Graphics

Facebook example
MARKETING YOUR VOLUNTEER EVENT

go.osu.edu/OVRToolkit
How should I use social media?
MARKETING YOUR VOLUNTEER EVENT

MICHELLE MORGAN
TWITTER

Fast, agile, capable of forming quick webs of connection.
MARKETING YOUR VOLUNTEER EVENT

TWITTER

- Use university-wide hashtags
  - #OSUevents, #BuckeyesGive
- Collaborate with appropriate offices or organizations
- Use relevant Twitter handles
  - @OhioState, @OhioStateAlumni
- Encourage current or previous volunteers to share their experiences
  - “Love volunteering for…”
  - “Just signed up to volunteer for…”
- Post the opportunity multiple times
  - Weekdays, weekends, morning, afternoon, evening
- Use images, video or other visual elements if possible
MARKETING YOUR VOLUNTEER EVENT

FACEBOOK
Big, ugly and very powerful. Not very friendly.

- Create a Facebook event
- Encourage volunteers to share that they are attending on their personal Facebook channels
- Use images or graphics if possible
MARKETING YOUR VOLUNTEER EVENT

LINKEDIN
Strong, professional, and has multiple super powers.

INSTAGRAM
Powerful, but only if it has a hammer (visuals).
MARKETING YOUR VOLUNTEER EVENT

LINKEDIN
• Post in relevant LinkedIn groups

INSTAGRAM
• Create compelling imagery
• Use Instagram to share live updates from the event

ALL SOCIAL MEDIA
• Work with your college or unit to promote larger opportunities on their properties
CREATE AWARENESS

- During volunteer events, post live updates
- Encourage volunteers to share their experiences on their personal social media accounts
MARKETING YOUR VOLUNTEER EVENT

CREATE AWARENESS

Over 100 @OhioState alumni volunteers are helping keep Columbus beautiful this afternoon! #BuckeyesGive
How should I use email?
WHY EMAIL?

It’s personal.

A one-to-one communication, for and about the recipient.
WHY EMAIL?

It’s direct.

Meets recipients where and when they are.
WHY EMAIL?

It’s effective.

Best marketing channel for ROI. Acquisition rates higher than social media.
WHEN DOES EMAIL WORK BEST?

It makes you want to open it.

Subject line is a preview of email’s content. Ideally short, truthful and compelling.
WHEN DOES EMAIL WORK BEST?

It looks good.

Design is consistent across email clients and devices. Message gets across if images are blocked.
WHEN DOES EMAIL WORK BEST?

It respects boundaries.

Does the recipient feel in control? Email should be a voluntary agreement. Honor preferences.
WHEN DOES EMAIL WORK BEST?

It offers value and is relevant.

Does the message apply to the recipient’s situation? Does it build trust? Make every email count.
HOW CAN EMAIL HELP MARKET EVENTS?

6 considerations

1. Define the audience. Think about nature of event, time and location, past audience behavior.
HOW CAN EMAIL HELP MARKET EVENTS?

6 considerations

2. Choose best tool for sending. Small, personal contact list vs. unit constituents vs. everyone.
HOW CAN EMAIL HELP MARKET EVENTS?

6 considerations

3. Craft the message. Concise, in line with university style, use existing OVR language as inspiration.
MARKETING YOUR VOLUNTEER EVENT

HOW CAN EMAIL HELP MARKET EVENTS?

6 considerations

An opportunity especially for alumni!

Looking for a way to give back to your alma mater? Here's your chance:

**Name of Awesome Volunteer Opportunity**


**When**

Friday, September 25, 2015

**Where**

Ohio Union

**Questions**

Please contact customer service at osuaa@osu.edu or 800-762-5646.

**Sign up now**
HOW CAN EMAIL HELP MARKET EVENTS?

6 considerations

5. Reconfirm with registrants. Reach out with details two days before event.
HOW CAN EMAIL HELP MARKET EVENTS?

6 considerations

6. Say thank you. Within 48 hours to all participants. Share impact and photos when possible.
<table>
<thead>
<tr>
<th>Message</th>
<th>Audience</th>
<th>Design</th>
<th>Tool</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invitation to volunteer</td>
<td>Small, personal contact list</td>
<td>Banner in toolkit</td>
<td>Outlook</td>
<td>Self</td>
</tr>
<tr>
<td>Invitation to volunteer</td>
<td>Constituents within your unit</td>
<td>Template in toolkit</td>
<td>BBIS or existing communication</td>
<td>Your unit BBIS editor</td>
</tr>
<tr>
<td>Invitation to volunteer</td>
<td>Constituents outside your unit</td>
<td>Central templates</td>
<td>BBIS or existing communication</td>
<td>Michell Domke</td>
</tr>
<tr>
<td>Confirmation and thank you</td>
<td>Registrants and participants</td>
<td>Volunteer Match template</td>
<td>Volunteer Match</td>
<td>Self</td>
</tr>
</tbody>
</table>
LOOKING AHEAD

Early stages of planning for some central volunteer e-newsletters. Would be round up of opportunities, segmented geographically or chronologically. May be opportunities to include your event alongside others, for broad exposure in a digest-style format that’s showing increased success with alumni audience.
MARKETING YOUR VOLUNTEER EVENT

RESOURCES

- go.osu.edu/broadcast
- Broadcast Email Community (broadcast@osu.edu)
- banner and templates in toolkit