



Marketing Committee Report
November 10, 2016

Committee Members: Rick Hess, Mark Johnson, Sarah Leonall, Jordan Daniel (chair)

During our board meeting on June 8, 2016, the board approved the creation of a new marketing committee tasked to research and implement enhanced marketing initiatives for the organization. Since that time, efforts have been made to build this new committee from the ground up. The month of August 2016 was spent recruiting committee members from the current CPFI membership base. Four committee members were selected (named above) and started meeting in early September 2016.

Below are the committee start-up benchmarks established by the chair.

<u>Task</u>	<u>Time Frame</u>	<u>Status</u>
1. Establish committee members via annual meeting evaluations and stated committee interests	August 2016	Complete
2. Hold committee kick-off meeting to introduce committee members to each other and align on committee purpose statement <ul style="list-style-type: none"> • Purpose: <i>To enhance CPFI's ability to serve Christ and the world through pharmacy by researching, prioritizing, and implementing strategic marketing options for the organization.</i> 	September 2016	Complete
3. Conduct inventory of all current marketing efforts employed by CPFI, identify any existing marketing gaps, and assign priorities to current and new marketing efforts (Exhibit 1)	October 2016	Complete
4. Assign new marketing initiatives for each committee member to research and present back to the committee	November 2016	Pending
5. Determine new marketing initiatives to present to the Board for approval	December 2016	Pending

The following attachments represent the discussion, research, and ideas generated thus far. At this point, the committee is still in the research phase and will continue to engage the Board as new opportunities are vetted and submitted to Board for approval. We invite the Board to review and offer direction regarding the inventory of current ongoing efforts and new ideas to research.

Respectfully submitted by: Jordan T. Daniel, PharmD

Inventory of Current CPFI Marketing Efforts						
No.	Description	Initiative Bucket			Benefits	Challenges
		Outreach	Sustain	Industry		
1	Website	X	X	X	Large outreach potential; reasonably priced compared to other options; member-based; connects well to Quickbooks	Several limitations seems to exist such integrations with other marketing solutions
2	FaithScript		X		Member encouragement and continued engagement	Requires article submissions; manual editing
3	Christianity & Pharmacy Journal		X		High quality publications done per year currently	Hard copy and direct mail cost; requires article submissions; manual editing
4	Social Media: Facebook, SnapChat, Instagram, Twitter, LinkedIn	X	X		Keeps students and other members connected with each other both at and after conference	Requires manual posting by student volunteers
5	CPFI Prayer Breakfasts (APhA, AACP, State Associations)	X	X	X	Exposure to other Christian pharmacists not currently members	Limited number of meetings per year. Variable costs involved.
6	Prayer chain email		X		Continued networking and communication with prayerful members	
7	Meet/Greet Event at GMHC 2016	X			Probable audience is likely unreached by CPFI. Conference attendees identifying as pharmacy already have a heart for missions and will likely align with CPFI values. 393 GMHC members identify as "Pharmacy" with 93 attending GMHC 2015.	Audience could be limited due to competing opportunities at conference
8	Student chapters	X	X	X	Great place to introduce CPFI and it's mission	Lack of standardization or formal process known to students
9	Student newsletter		X		National communication with student membership base	Requires student volunteer hours
10	Industry partnerships such as GMHC			X	Logo and organization info on GMHC website and printed materials	

Initiative Buckets: 1) New member outreach, 2) Sustain existing members through enhanced engagement, 3) Publicize to Rx industry more broadly

Brainstormed New Initiatives to Research					
No.	Description	Initiative Bucket			Notes
		Outreach	Sustain	Industry	
1	Create a library of high-quality videos to use in marketing efforts such as organization overview and testimonials for website/social media	X		X	Bring in a videographer to Glen Eyrie to capture video footage (BOD interviews/member testimonials) and create video files. Cost could be as low as \$3,000 or lower.
2	Create tools to facilitate members delivering a personal touch to outreach.	X			Our best outreach and marketing is likely within our current membership base creating relationships with colleagues and sharing CPFI. Example 1 : GMHC Meet and Greet event Example 2: More seasoned members reaching out to recent grads to add personal touch to retention (similar effort already underway by Transitions Committee)
3	Leverage chapter advisors to encourage students in maintaining memberships		X		We should consider re-looking at how CPFI interacts with its chapter advisors
4	Create a framework for older members to reach out to recent grads		X		Similar efforts already underway on Transitions Committee
5	Offer a new initiative geared to advise "Christians who happen to be pharmacists" on current issues or having routine ethical challenge cases for Christian RPh's	X	X	X	Could create a differentiation in the marketplace; however, we will need to be conscious of non-profit status issues.
6	Create a framework or toolkit for hosting a local prayer breakfast/CPFI event to more broadly leverage our best marketing asset of current members	X	X	X	We need to start leveraging the experience of individuals like Herb Haines and others who have successfully hosted events and create a toolkit of sorts to bring those experiences to scale in other areas.
7	Adapt marketing efforts to a generation shift and how current members would prefer to engage		X		Explore what the member experience looks like and the opportunities to engage. Example: mobile giving

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The Marketing Committee has started to explore possible collaboration with the Fundraising Committee to look at ways we can enhance and facilitate easier donation experiences based on possible changes in member preferences. MobileCause is proposed as a first solution to explore based on a recommendation from Blessings International. Below are a few key points from MobileCause for initial review and Board discussion.



All-In-One Digital Fundraising Software Built Exclusively for Nonprofits

Fast, Easy, Flexible, Secure Solutions Including:

- Online Giving
- Fundraising Events
- Crowdfunding
- Online Forms
- Mobile Communication
- Data Management
- Merchant Services
- Expert Support



Online Giving That Strengthens Every Campaign

Make it easy for donors of all ages to give with just a few taps or clicks on any device in response to website, email, social media, mobile, direct mail, television, radio, and phonenumber campaigns.

- Mobile-friendly, secure donation pages
- Suggested amounts and recurring gifts
- Embed on your website and Facebook page
- Text-to-give keywords for every campaign
- One-click social network sharing
- Automatically send branded tax receipts

Try text to give: **HABJAX** to 51555



Learn more <https://www.mobilecause.com/giving/> Donation page example <http://mobile.us/habitat/>

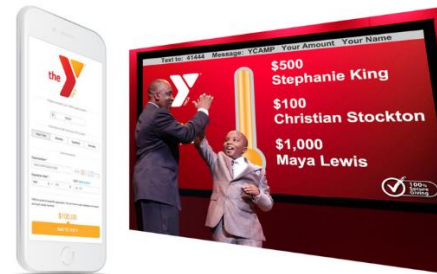
Fundraising Events That Inspire More Donations

Boost participation at every touchpoint before, during, and after your event. Mobile and online solutions make collecting pledges and donations convenient and exciting, especially when displayed on the live event fundraising thermometer.

- Mobile-friendly forms boost RSVPs by 34%
- Send text invites, reminders, and thank yous
- Fundraising thermometer displays in real time, increasing donations by 22%
- Automatic pledge fulfillment reminders
- Credit card swiper for in-person donations

Click here and follow on-screen instructions to try the thermometer: <http://mobile.us/camp>

Try text to give: **YGIVE** to 51555
Try text to RSVP: **YRSVP** to 51555



Learn more <https://www.mobilecause.com/events/> Donation page example <http://mobile.us/give/> RSVP page example <http://mobile.us/rsvp/>

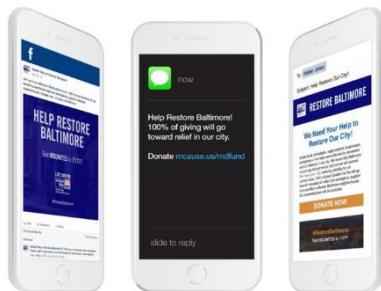
Mobile Communication with a 98% Open Rate

Reach supporters where they are most—right on their mobile device. Add text messages to your communication strategy across channels to boost response rates on email, direct mail, and social media. The more your audience sees your message, the more likely they are to take action!

- Send text message invites, reminders, updates, and alerts
- Send links to videos, online forms, and donation pages
- Increase response rates for all types of campaigns
- Gain subscribers and collect donor data with text-to-keywords
- Validate the mobile phone numbers you already have

See text messaging examples:


Text **MDFUND** to 51555
Text **LWDDAY** to 51555



Learn more <https://www.mobilecause.com/communication/>

Respectfully submitted by: Jordan T. Daniel, PharmD

Your Customized MobileCause Plan

 MobileCause
Set Up Fee
Administrators
Full Merchant Account (2.5% flat rate with zero transaction fees)
Crowdfunding Campaigns (teams, corporate, and peer-to-peer for run, walk, swim, ride, disaster)
Fundraising Event (live thermometer with text-to-give for dinner gala, luncheon, golf)
Online Giving Pages (website, facebook, email)
Online Forms (ticketing, registrations, volunteer, survey, membership, subscription)
Mobile Communication (outbound text messages, reminders, group text, keywords, shortcodes)
Mobile Number Validation
Fundraising Strategy
Phone, Web, Email, eLearning Support
CRM Import/Export
Proposed Annual Contract

Base Plan	
\$2,995	
One-Time \$195 Fee	
5	
Included	
Total Quantities Included:	
1	Campaign (unlimited participants)
1	Event
3	Pages
5	Forms
10,000	Outbound messages
2,500	Mobile numbers
2	Sessions
Unlimited	
Unlimited	
\$3,190	