



Green & Healthy Homes Initiative™

DETROIT-WAYNE COUNTY

&

Peg Tallet Strategic Consulting

A partnership for the future

Peg Tallet Strategic Consulting

Providing collaborative strategic direction on
all elements of

External Engagement

for not-for-profits and corporations

The PTSC Team

Your gladiators –

Margaret (aka Peg) Tallet – principal

Karen Mitchell – associate

Denise Stein – associate



What exactly IS External Engagement?

Everything you say, write or do that faces outward, including

- » Branding
- » Marketing
- » Public & Media Relations
- » Website
- » Social Media
- » Membership
- » Development
- » Constituent Relations



GHHI & PTSC – How does it work?

The best clients for External Engagement Consulting are those who are already doing okay but want to move to the next level of communications and fund raising

External Engagement Consulting focuses on two critical things:

- Strategic communications
- Relationship building to facilitate cash, in-kind and partnership support



Strategic Communications – the secret sauce

Everything anyone says, hears, reads about your organization
must be

- Mission driven
- Supportive of your fund raising



Mission = Fund Raising

If you, your professional team and
the board
do not consider development efforts
to be part of your mission,
you will never have the resources
to maximize the results of your mission!



What's the plan?

GHHI is a collaborative of organizations that must operate both independently and together!

If a prospective donor/partner has not heard of GHHI, they are unlikely to contribute, regardless of how much they aspire to support the mission!

Ask yourself – how closely does your organization identify with GHHI?

Is the logo prominently displayed on your website? Your stationery? Your collateral pieces?

Do you mention it in your fund raising?



Get to the plan, please!

Our client engagement process:

- Review of organization's management, communications and fund raising
- Assessment of its value proposition in the market
- Evaluation of its positioning and prominence
- SWOT analysis
- Plan to position organization in a way that will positively predispose potential partners/funders
 - Traditional and social media
 - Collateral
 - Visibility in high potential forums
- Determination of funding opportunities and strategic plan to cultivate long-term relationships
- Active role in creating entre, educating and cultivating donors



Putting the **Opportunity** in SWOT

- Understanding the market
 - Highly competitive funding climate
 - Crowded field of high profile NFPs
 - Funder fatigue
- What makes you stand out?
 - Distinguish your difference with results
 - Make the whole greater than the sum of its parts
 - Be flexible to respond to funder/partner's needs



Our recommendations

- GHHI – the Chinese Menu of partnership prospects
- Together we develop the menu
- Identify the best prospective relationships
- Create the elevator speech/email/note
- Design & implement strategic communications plan
- Stick to the message – every organization, every time!

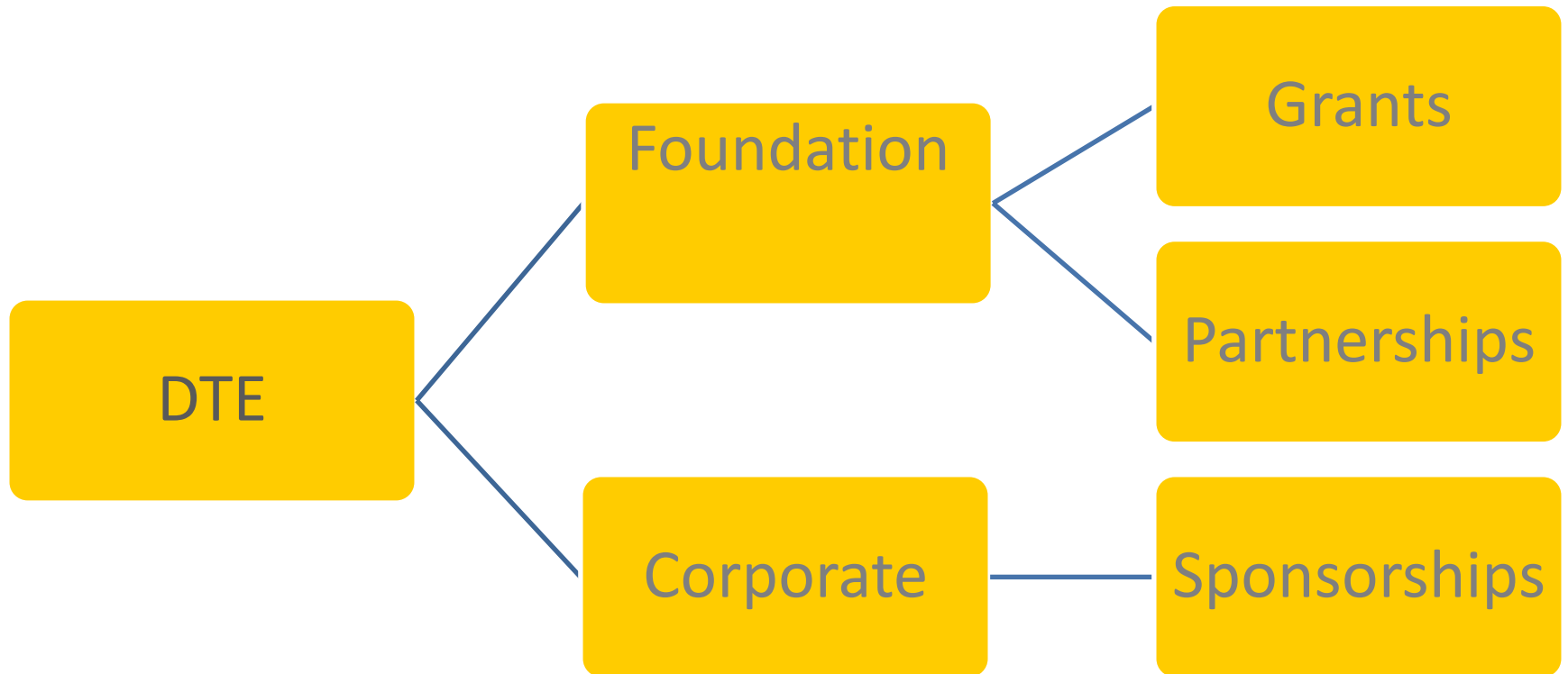


Pique their interest

- Determine highest value prospects
- Work together to evaluate existing relationships
- Let existing relationships determine communications lead
- Involve boards and organizational leaders
- Look at both philanthropic and corporate opportunities



DTE – One organization, many prospective opportunities



Foundation

- Events and Programs
- Director's Outreach Effort
Week of Warmth
Etc.
- Grants
- Operating & Program Support

Corporate

- Mission Driven Programs
- Home Energy Consultations
SEEL/ Audits
- Positioning Driven
Program
- Seel and others?
- Community Outreach
- Neighborhood Energy
Efficiency Days
Low Income Energy Programs

Traditional vs. Non-traditional Partners

- Identifying prospective funders/partners from the usual suspects and non-traditional resources
 - Banks – community reinvestment, economic development
 - Other corporations – energy, safety, children, communities, economic development
 - Foundations – Detroit, safety, sustainability, environment
 - Organizations like Great Lakes Capital Fund



THE ultimate tenet of fund raising

**People do not give to causes,
they give to people**



Go-forward Plans

- Do your homework
 - Fill out the two forms we are passing around today and return them to me ASAP
 - What menu items do you want included?
 - What doors can you open?
 - Put GHHI's logo PROMINENTLY on your website and beginning today, incorporate it in your stationery, collateral, etc.
 - Determine if your team would like a PTSC rep to audit your communications and development work and recommend improvements



Next Steps – Full Court Press

- Develop communications/education direction and encourage all collaborative members to play an active role in implementation
- Instigate conversation with Tier One prospects (those who identify themselves as optimal contact)
- Set time for a meeting, or call (same)
- Create menu (PTSC with WSU CUS team)
- Determine strategic direction for initial meeting (all)
- Develop presentation, identify participants, set goals (all)



Take the time it takes

- Be prepared for several meetings before the door opens for a proposal or formal request
- Be diligent in follow up
- Debrief after every communication and determine next steps
- In fund-raising, no does not mean no – be creative and you will find a fit many times



We are in this together!

Thank you for your time today
& partnership in raising GHHI to
the next level.

Peg Tallet Strategic Consulting

