



Department of

**Human Services**

# Community Service Block Grant

Increasing Your Reach in The Community

# Agenda

- Welcome
- Opening Remarks
- Introduction of Guest Panelists
  - Tosh Williams
  - Amanda Yanez
  - Drew Deakins
  - Leyla Keinänen
- Peer Sharing Activity
- Closing Remarks



**Jude White,  
Assistant Commissioner,  
Child Care & Community Services**





# Community Service Block Grant

## CSBG

**Avé Trotter, M.S.M | CSBG  
Program Director**



# TN Department of Human Services

## Mission

To build strong families by connecting Tennesseans to employment, education and support services.

## Vision

To revolutionize the customer experience through innovation and a seamless network of services.

# CSBG Purpose Statement

## CSBG Purpose Statement

“Everybody should have equal opportunity to achieve their highest potential in partnership with their families and communities.”



# Community Service Block Grant

CSBG

**Carol Childress** | CSBG  
Block Grant Program  
Coordinator



# Integrated Marketing

## ***An 9.5 Minute Crash Course!***

Best Practices and Pointers



**Tosh Williams**  
***Marketing Manager***  
***Tennessee Department of Human Services***



# A Little About You

- 1. The name of your organization***
- 2. The size of your organization's staff***
- 3. Are you responsible for communication at your organization?***
- 4. What are your two most problematic communication challenges?***



**Tosh Williams**  
***Marketing Manager***  
***Tennessee Department of Human Services***

# A Little About Me

(How did I land here today speaking to You?)

## **Education**

- ***BFA – Double Major Graphic Design and Painting***
- ***BS – Journalism, Major Public Relations***
- ***MBA***

## **1 Random Fact**

- ***I believe everyone should work in customer service once in their lifetime***

## **My Jobs**

- ***Desk Assistant***
- ***Graphic Design Lab Assistant***
- ***Lead Shop Associate***
- ***Assistant Store Manager***
- ***Marketing Coordinator***
- ***Marketing Communication Specialist***
- ***Marketing Manager***
  - ***4,000 Employees***
  - ***1.9 Million Tennesseans Served***
  - ***State and Community Partners***



**Tosh Williams**  
**Marketing Manager**  
**Tennessee Department of Human Services**

# What is **Marketing** & Why Do We Do It?

*Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large*

-The American Marketing Association, 2017



Translation:  
**Convincing**  
people to act

# What is **Integrated Marketing** & Why Is It Important?



**Translation:**  
Strategically  
incorporating  
communication  
into all decisions  
to create a unified  
experience for all.

**“Integrated Marketing:** “A planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time.” – American Marketing Association

**Public Relations:** “a strategic communication process that builds mutually beneficial relationships between organizations and their publics. –Public Relations Society of America

# & 1. What is *Integrated Marketing* 2. Why Is It Important?

Every **interaction** that involves your organization will **affect** stakeholder **perception** and consequently organizational **outcomes**.

Integrated marketing aims to consider communication at the start, middle and end of decision making.



Internal



Customer



Messaging

# ***Integrated Marketing Best Practices***

## ***1. Consider communication in all decision making***

- Your communication team is responsible for helping internal and external stakeholders know, trust, and interact with your organization.*
- Making communication a priority in decision making can save time, money, and help guard against negative consequences.*



# ***Integrated Marketing Best Practices***

## ***2. Make internal communication a priority***

### ***Consequences for Lack of Communication:***

- Poor internal moral (internal)*
- High turn over*
- Loss of resources*
- Lack of trust & support*
- Lower Organizational effectiveness*

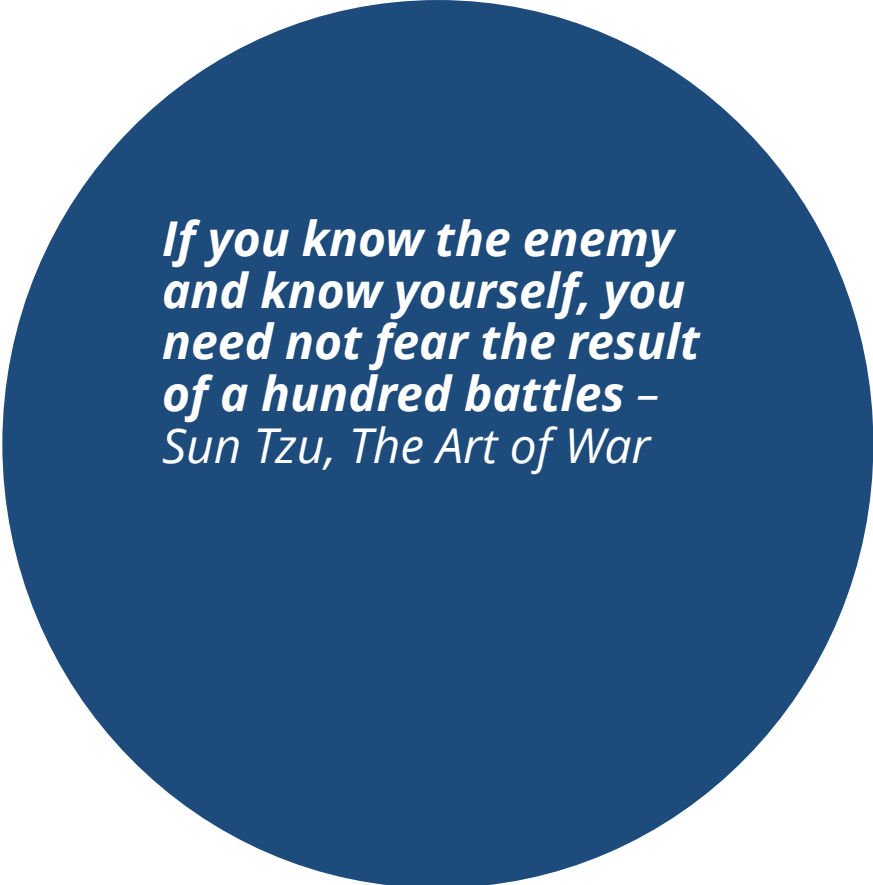


# ***Integrated Marketing Best Practices***

## ***3. Have a Communication Plan for New and Existing Initiatives***

A plan should include three parts:

- I. The Pre-Plan
- II. Key Messages, Goals, Objectives and Tactics
- III. Measurement/Assessment



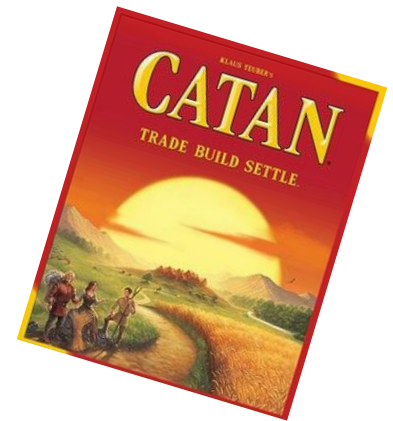
***If you know the enemy  
and know yourself, you  
need not fear the result  
of a hundred battles –  
Sun Tzu, The Art of War***



# ***Basic Marketing Plan***

## **I. The Pre-Plan:**

- 1. Project name and completion date:** fixed or flexible
- 2. Contributors:** Names and roles; include approvals
- 3. Problem statement:** Why are you undertaking this project or decision?
- 4. Desired outcomes:** What do you hope to achieve?
- 5. SWOT Analysis:** What are your internal strengths and weaknesses; What external opportunities and threats exist?
- 6. Research:** Any additional information that may assist
- 7. Audience:** Internal and External demographics, psychographics and behavior information.
- 8. Budget:** How much time and money can you spend? Do you have existing resources?



# Basic Marketing Plan | Our Template:

**TN** Department of Human Services PILO-Communication Team  
Marketing Plan Template

Project Name:

Completion Date:

Contributors:

Name:	Role:

I. Overview

A. Problem Statement:

B. Overall Desired Outcomes/Objectives:

---

**TN** Department of Human Services PILO-Communication Team  
Marketing Plan Template

II. Research and Situational Analysis

A. SWOT

Weaknesses (Internal)	

Opportunities (External)	

Threats (External)

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**TN** Department of Human Services PILO-Communication Team  
Marketing Plan Template

B. Other Situational Analysis Comments:

C. Resources/Information Needed From Program Staff

III. Key Publics/Stakeholders/Audience Members:

Audience	Demographic/Psychographic/Other Characteristics
1.	
2.	
3.	
4.	
5.	

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1. Project name and completion date
5. Research:
2. Contributors
6. Audience
3. Problem statement
7. Budget (not pictured)
4. Desired outcomes: SWOT Analysis

# Basic Marketing Plan

## II. Key Message, Goals, Objectives and Tactics

- 1. Key Messages:** Each audience segment should have a designated key message
- 2. Your plan should include Goals with related underlying objectives and tactics**
  - A **goal** is a big general idea with several underlying objectives.
  - An **objective** is specific and measurable time-guided means of achieving a goal that is related to a particular audience.
  - A **tactic** is a measurable means of achieving an objective.

### *Example:*

*Goal 1: Increase public awareness of organization*

*Objective 1: Increase awareness of the senior program among Collier county residents in 2022.*

*Tactic 1: Partner with YMCA to host onsite "get to know you" events once a month during 2022.*

# Basic Marketing Plan | Our Template:

TN Department of Human Services  
PILO-Communication Team Marketing Plan Template

IV. Key Messages:

	Audience	Message
1.		
2.		
3.		
4.		
5.		

TN Department of Human Services  
PILO-Communication Team Marketing Plan Template

V. Goals, Objectives, Tactics/Deliverables

Goal 1:

Objective A:

Tactics/ Deliverables:	Due Date	Team Member(s) Responsible
Tactic 1		
Tactic 2		
Tactic 3		
Tactic 4		

TN Department of Human Services  
PILO-Communication Team Marketing Plan Template

Objective B:

Tactics/ Deliverables:	Due Date	Team Member(s) Responsible
Tactic 1:		
Tactic 2:		
Tactic 3:		

Goal 1 Measurements:

TN Department of Human Services  
PILO-Communication Team Marketing Plan Template

Goal 2:

Objective A:

Tactics/ Deliverables:	Due Date	Team Member(s) Responsible
Tactic 1:		
Tactic 2:		
Tactic 3:		
Tactic 4:		

1. Key Messages with associated audience
2. Goals

3. Related Objectives
4. Related measurements

# ***Basic Marketing Plan***

## **III. Measure Your Success**

- 1. You can measure both the execution of tactics and the effectiveness of tactics.**

**Example:** You could count the number of visits made in the example as well as participation in the program.

- 2. If your tactics were not successful. Try others.**

***Example:***

***Goal 1:*** Increase public awareness of organization

***Objective 1:*** Increase awareness of the senior program among Collier county residents in 2022.

***Tactic 1:*** Partner with YMCA to host onsite “get to know you” events one a month during 2022.



# Community Service Block Grant

CSBG

**Amanda Yanez** | CSBG  
Block Grant Program  
Coordinator



# For-Profit vs Nonprofit Marketing

- Similar tactics but with different outcomes in mind
- For-profit:
  - Attract customers to make a sale
- Nonprofit:
  - Attract donors to support the organization's mission
  - Reach clients to utilize its services

# Planning is Key

- It is important to have a marketing plan in place
- Level of detail may vary but some key elements to include are:
  - Goals and tactics
  - Contributors
  - Audience
  - Budget
- If possible, have a designated person or team that is focused on overseeing implementation of the plan and tracking results



# Keep Your Website Updated

- Your website is often your agency's first impression on members of the community
- Make sure your website is frequently updated with current programs and services, events, and outcomes
- 10 Things Your Community Action Agency Website Needs

# Publicize Objectives and Results

- Regardless of the size of your agency, people like to see a strong purpose and honest results
- Outreach is strengthened when you show more than just what programs and services are available
  - Who is receiving or can receive services?
  - Who or what other organizations are involved?
  - What do you hope your services can achieve for individuals and the community?
  - Are you meeting those goals?

# Tell Your Agency's Story

- Share testimonials from clients, volunteers, employees
  - Gives a voice to those people who are doing the work
  - Can help engage potential clients and supporters
- Create a blog that is connected to your website and posted on your social media accounts
  - Share current happenings in your organization
  - Provide information to potential donors and clients
  - Range of topics including, organizational best practices, current agency news, available programs, upcoming or recent events, and success stories
  - Publish on a schedule

# Utilize Community Partners

- Encourage volunteers, board members, donors, and partner organizations to share their experiences working with your agency
- Approach partners to “advertise” for you by sharing blog posts or media releases
- Give partners approved copy and graphics to use in personal social media posts
- Use social media “tags” instead of “mentions” to increase reach to partners’ followers

# Take Your Message Into the Community

- Speaking engagements at community groups and events can help you spread the word
- Don't just accept offers to speak to the community—seek opportunities
- Unable to speak at an event—still attend and engage with participants
- Distribute extra copies of marketing materials and program information



Upper East Tennessee  
Human Development Agency



Drew Deakins,  
UETHDA Marketing &  
Development Director

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Kingsport, TN 37660  
(423) 246-6180  
[www.uethda.org](http://www.uethda.org)





Upper East Tennessee  
**Human Development Agency**



# MARKETING



Upper East Tennessee  
Human Development Agency



## DREW DEAKINS

UETHDA Marketing & Development Director

# ABOUT ME



WHAT DO THESE THREE THINGS HAVE IN COMMON?

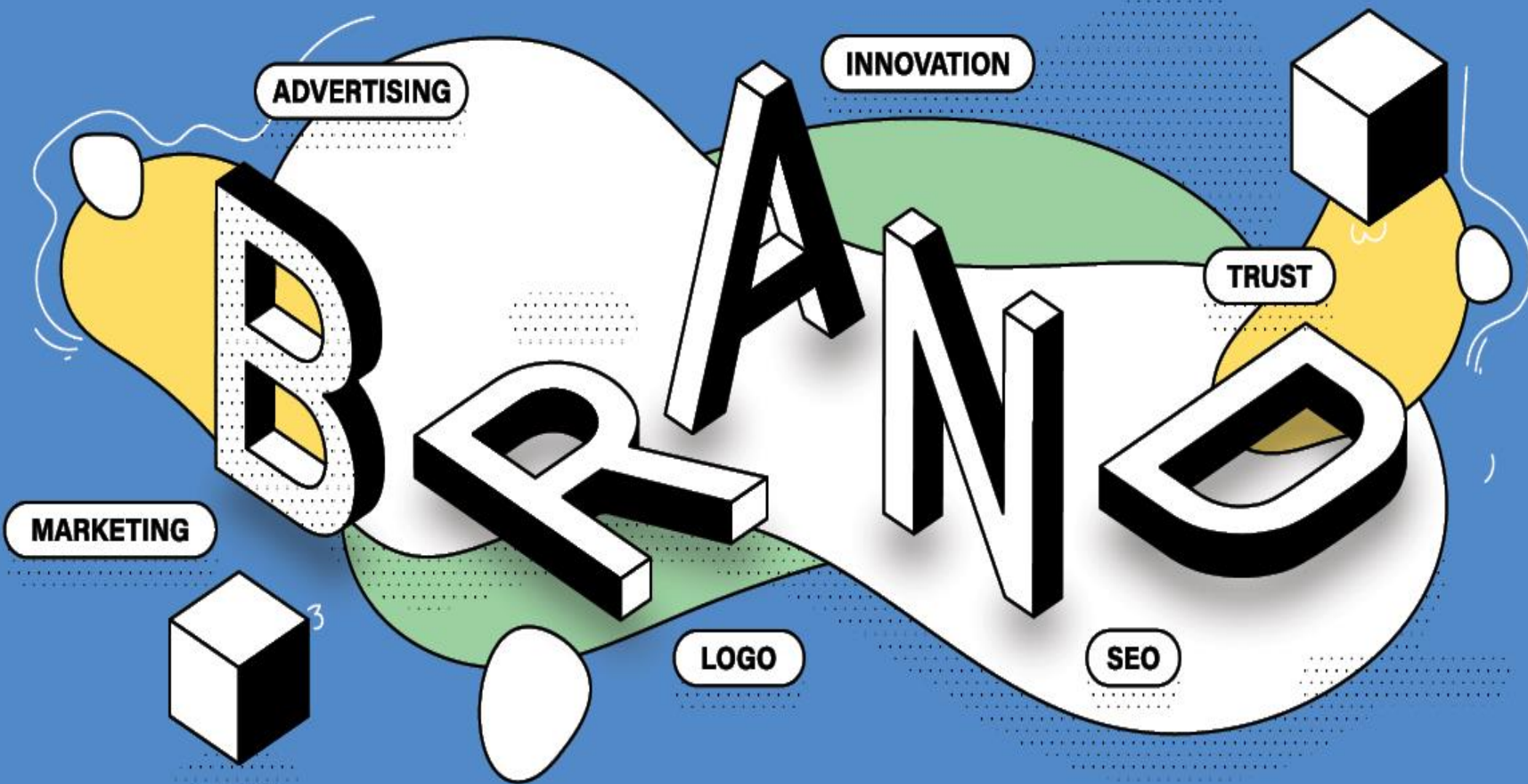


NOT US



# MEDIA LIST





CONSISTENCY



# Changing Lives

in our community

Upper East Tennessee Human Development Agency (UETHDA) is a leading nonprofit providing **EDUCATION, DIRECTION, AND SUPPORT** to those living in poverty in the upper eight counties of Northeast Tennessee for over 50 years.

Through specific programs, UETHDA assists individuals in overcoming poverty and grows them to become self-sufficient. We measure success in the positive changes that occur in people's lives because of what Community Action helped accomplish.

Our services are proudly provided to Carter, Greene, Hancock, Hawkins, Johnson, Sullivan, and Washington Counties.

## What we offer



### Neighborhood Services

For individuals/families who need help with their rent/mortgage this program can help. Housing Assistance (rent/mortgage assistance), Education (help with expenses), Self-Sufficiency (budget prep, financial counseling), Employment (help with clothing, tool, equipment), Health (dental, vision, prescriptions) and Income Management.



### LIHEAP

Many of our neighbors struggle to afford their energy costs such as heating, cooling, firewood, coal, and gas. This program can help.



### Head Start

A unique comprehensive early childhood education program, Head Start promotes the school readiness of children (ages 3-4) through agencies in their community.



### Weatherization

The U.S. Department of Energy's Weatherization Assistance Program reduces energy costs for low-income households by increasing the energy efficiency of homes.



### Education Program

This program provides financial aid to those wanting to attend school or continue their education. This includes the dual enrollment of high school students.



### Your Money, Your Goals

Helps people meet their financial goals by increasing their knowledge, skills, and resources.



Upper East Tennessee Human Development Agency  
helpingneighbors.com  
(423) 246-6180

## LIHEAP Energy Assistance Program

LIHEAP stands for Low Income Home Energy Assistance Program. It is designed for people in need of assistance with their energy costs, including electric, wood, coal, oil, gas, LP gas, and propane.

**Regular Assistance**  
LIHEAP provides assistance to help pay utility bills for low-income households.

**Emergency Assistance**  
LIHEAP provides assistance to help pay utility bills for low-income households in emergency situations.

**Income Guidelines**

Household Size	Income Limit
1	\$14,576
2	\$19,744
3	\$24,912
4	\$30,080
5	\$35,248
6	\$40,416
7	\$45,584
8	\$50,752



## Commodities

The Emergency Food Assistance Program, known as **Commodities**, is a federal program that helps supplement the diets of low-income Americans, including elderly emergency food and nutrition assistance at no cost. The food items are distributed by Neighborhood Service Center staff.

**How Do I Get A Commodities Card?**  
Applicants must submit an application to Neighborhood Service Center staff. An approved applicant for the commodity program will receive a commodities card and a list of participating vendors. There are no fees for the commodity card. The card is valid for 12 months.

**How Do I Use My Commodities Card?**  
Approved applicants can use their commodities card to purchase food items at participating vendors. The card is valid for 12 months.

**For more information visit website: [www.ushda.gov](http://www.ushda.gov)**



## WE OFFER BUDGETING ASSISTANCE

We can help you, our neighbors, with **Budgeting Assistance**. We have highly trained Community Service Specialists who will work with you through the management of your household income, creating a budget, and helping you understand your financial situation. We can help you with budgeting, saving, and managing your money.

**How to Get Budgeting Assistance:**  
1. Call us at (423) 246-6180.  
2. We will schedule a meeting with you.  
3. We will help you create a budget.

**For more information visit website: [www.ushda.gov](http://www.ushda.gov)**

## Neighborhood Service Centers

**What we offer**  
Neighborhood Service Centers provide a variety of services to help our neighbors. We offer budgeting assistance, food assistance, and more. We are here to help you with your financial situation.

**Self-Sufficiency Program**  
Neighborhood Service Centers provide a variety of services to help our neighbors become self-sufficient. We offer budgeting assistance, food assistance, and more.

**Education Program**  
Neighborhood Service Centers provide a variety of services to help our neighbors with their education. We offer budgeting assistance, food assistance, and more.

**Income Management**  
Neighborhood Service Centers provide a variety of services to help our neighbors with their income management. We offer budgeting assistance, food assistance, and more.

**Commodities**  
Neighborhood Service Centers provide a variety of services to help our neighbors with their commodities. We offer budgeting assistance, food assistance, and more.

**For more information visit website: [www.ushda.gov](http://www.ushda.gov)**

## Weatherization

The Weatherization Assistance Program (WAP) enables low-income families to reduce their energy bills by making their homes more energy efficient. Funds can be used to improve the energy performance of dwellings for facilities in need, using the most advanced technologies and testing procedures available in the heating industry.

**How to Get Weatherization Assistance:**  
1. Call us at (423) 246-6180.  
2. We will schedule a meeting with you.  
3. We will help you with your weatherization.

**For more information visit website: [www.ushda.gov](http://www.ushda.gov)**



**HEALTH**

**We can help with glasses, dentures and hearing aids.**  
*Sometimes we all need a little help in life.*

Upper East Tennessee Human Development Agency  
 ueethda.org

Community Action PARTNERSHIP

HOUSING ASSISTANCE

Do you need help finding a place to call home?

Upper East Tennessee Human Development Agency  
 ueethda.org

**ENERGY ASSISTANCE**

Lighten your energy bill burden. Let LIHEAP help.

Upper East Tennessee Human Development Agency | Community Action PARTNERSHIP

**SELF SUFFICIENCY**

Is transportation a barrier for your work or education?

Upper East Tennessee Human Development Agency | Community Action PARTNERSHIP

**SELF SUFFICIENCY**

What I am today is not what I'll be tomorrow when I can stand on my own two feet.

Upper East Tennessee Human Development Agency | Community Action PARTNERSHIP

**COMMODITIES**

After you pay your bills can you afford food?  
*We can help with food insecurity.*

Upper East Tennessee Human Development Agency | Community Action PARTNERSHIP

# POSTERS



OLD VERSUS NEW

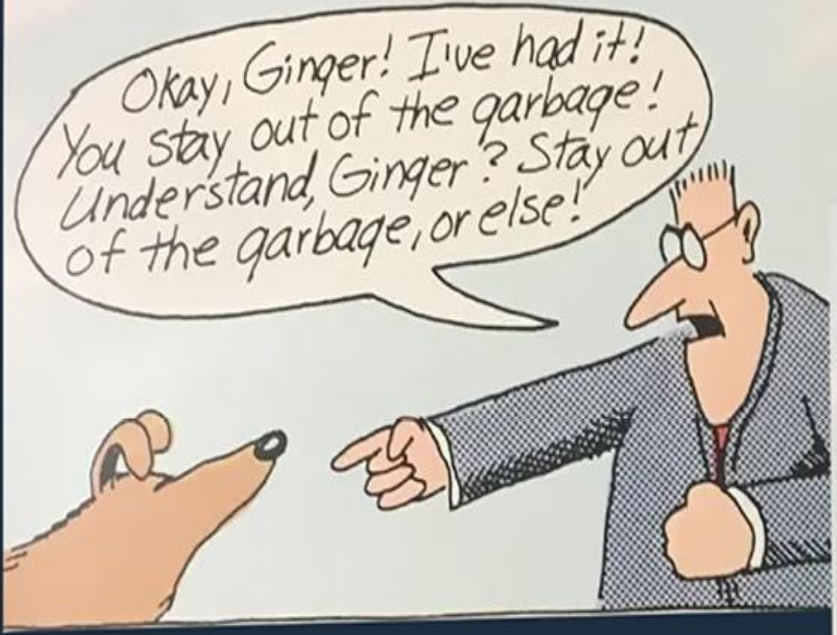


**CONTACT**





# What we say to dogs



# What they hear





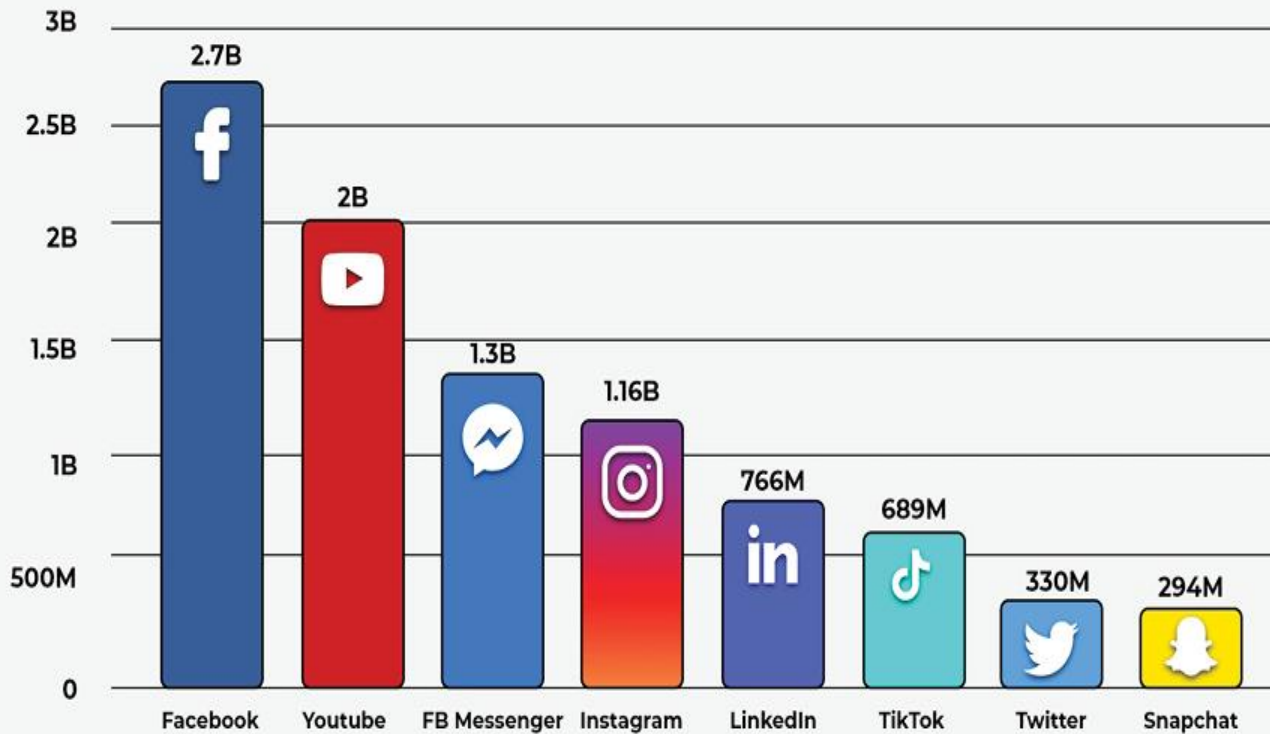
# THE GATEKEEPER



# BE SOCIALABLE

## Most Popular Social Platforms

### Total Active Users



### Overall Downloads

- 1 TikTok
- 2 Facebook
- 3 Instagram
- 4 WhatsApp
- 5 Telegram
- 6 MX TakaTak
- 7 ZOOM
- 8 Snapchat
- 9 Messenger
- 10 Moj



# OUTSIDE THE BOX



Upper East Tennessee  
Human Development Agency

# SPHERES OF INFLUENCE



CHURCHES

SENIOR CENTERS

SERVICE ORGANIZATIONS

SCHOOLS

YOUTH CLUBS

PARTNERING AGENCIES

STAFF





# MOVING FORWARD







## **DREW DEAKINS**

UETHDA Marketing & Development Director

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email [ddeakins@uethda.org](mailto:ddeakins@uethda.org)



Upper East Tennessee  
**Human Development Agency**



Upper East Tennessee  
Human Development Agency



**Leyla Keinanen,  
Executive Director  
Anderson County Community  
Action**

**N Main St, Clinton, TN 37716  
865-457-5500  
[www.andersoncac.org](http://www.andersoncac.org)**



# Tiny Agency Community Outreach



When your service area is tiny, and your staff is miniscule

# PR/Community Outreach Opportunities



# How we tell our story to our community

- City Council and County Commission's meetings
- Website and Social Media platforms
- Facebook
- Chamber of Commerce
- Vendor Booths

# What have been successful marketing/outreach techniques?

Asking for donations

Recruiting board members

# What is better?



## Community Engagement Events



# Future plans



Valentine's Day Date Nite

Live auction

Networking



# Survey- We welcome your feedback!



# Thank You



TN

Department of  
**Human Services**