

Train All Staff to be the Marketing Team

How the Poe Center's 2-person marketing team tackled the challenge of effectively training a staff of 45 to promote the organization: persuading the nay-sayers, getting staff to buy in, creating what to say, and when, and how to say it! Below are the **5 key elements** to effectively getting your entire staff on board with promoting your organization's message.

1. Use a team approach, with grassroots development.

Don't do it all by yourself. Gather representatives from the teams or departments within your organization, and form a committee. Make sure voices are heard. By doing this, you will likely more accurately and realistically depict the abilities of each staff member to promote the organization. This will also create ownership of the message and the methods used, as well as establish a level of trust between the staff and the marketing team/person.

2. Keep your message simple!

The message you decide to promote does not need to be complex: it needs to explain your organization's message effectively and succinctly. To do this, create a message map:

- Write out everything your organization does, and narrow that down to **3 key themes**.
- Create **1 core message** from those 3 themes. You can expand on this later.

Example: The Poe Center is effective, valuable, and is one-of-a-kind.

3. Be methodical.

Be sure to give everyone on your committee the space to contribute. Document contributions. Take a closer look at your staff and how much time they have in their daily routines to share your organization's message. Make a list of the "low-hanging fruit," or easy opportunities for your staff members to promote. Meet with your committee regularly and discuss any changes or updates, or new opportunities that have arisen.

4. Support and empower staff.

Many nay-sayers or those not accustomed to "promoting" may feel uncomfortable spreading your organization's newly synthesized messaging. That's okay! Reach out to staff and let them know you are here to help. Create an engaging, fun training to create muscle memory. Provide them with resources that they can reference: a handout that lists your key messages, a short list of your organization's offerings, or a framework for reaching back out to potential partners/customers. Encourage staff to reference these resources as often as needed - no need to memorize anything!

5. Take your time.

This process won't happen overnight. Take your time, meet often, and be sure your final framework and message represent the realistic opportunities your staff has. The end result will be worth the wait!