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# Building an Effective Marketing Strategy for Families: Answer These Questions First

Your community foundation likely already has a marketing strategy for connecting with its key community audiences. But as you build your family philanthropy program, you'll likely need to develop a secondary strategy for marketing this program.

To help create this strategy, it's important to take some time to answer the following questions:

## 1. What are the goals of your family philanthropy program?

*Every effective strategy starts with a goal in mind. It's likely that you've already articulated your goals in establishing your program, but it's important to make sure these goals are front and center as you begin to market the program.*

## 2. What are your key audiences?

*Who do you need to reach in order to achieve your goal(s)? Understanding your key audiences is critical as you decide how and where to direct your marketing efforts. For family philanthropy services, you'll likely be directing your marketing efforts toward some of the following: wealthy families, wealth managers, estate planners, locally owned businesses.*

3. What are the primary motivators for your key audiences?

*What do your key audiences care most about related to family philanthropy?  
Articulating these motivators will help you develop your key messages.*

Audience 1 motivators:

Audience 2 motivators:

Audience 3 motivators:

4. What are your key messages for each of your key audiences?

*To develop your key messages, think about how the motivations for your key audiences connect with your overall goals.*

Audience 1 key messages:

Audience 2 key messages:

Audience 3 key messages:

**5. Which marketing resources do you already have?**

*List your community foundation's existing marketing resources and channels (include print, online, social media, multimedia, events).*

**6. Which marketing channels that are most likely to reach your key audiences.**

*Identify which of the channels above are most useful for reaching your key audiences, as well as high-value channels that you might not already utilize.*

**7. What is your timeline for utilizing existing channels and launching new channels to reach your key audiences?**

**8. How will you track and measure success?**

## **Contact information**

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