

CASE STUDY: Marketing

AMI 2017

Recommendations

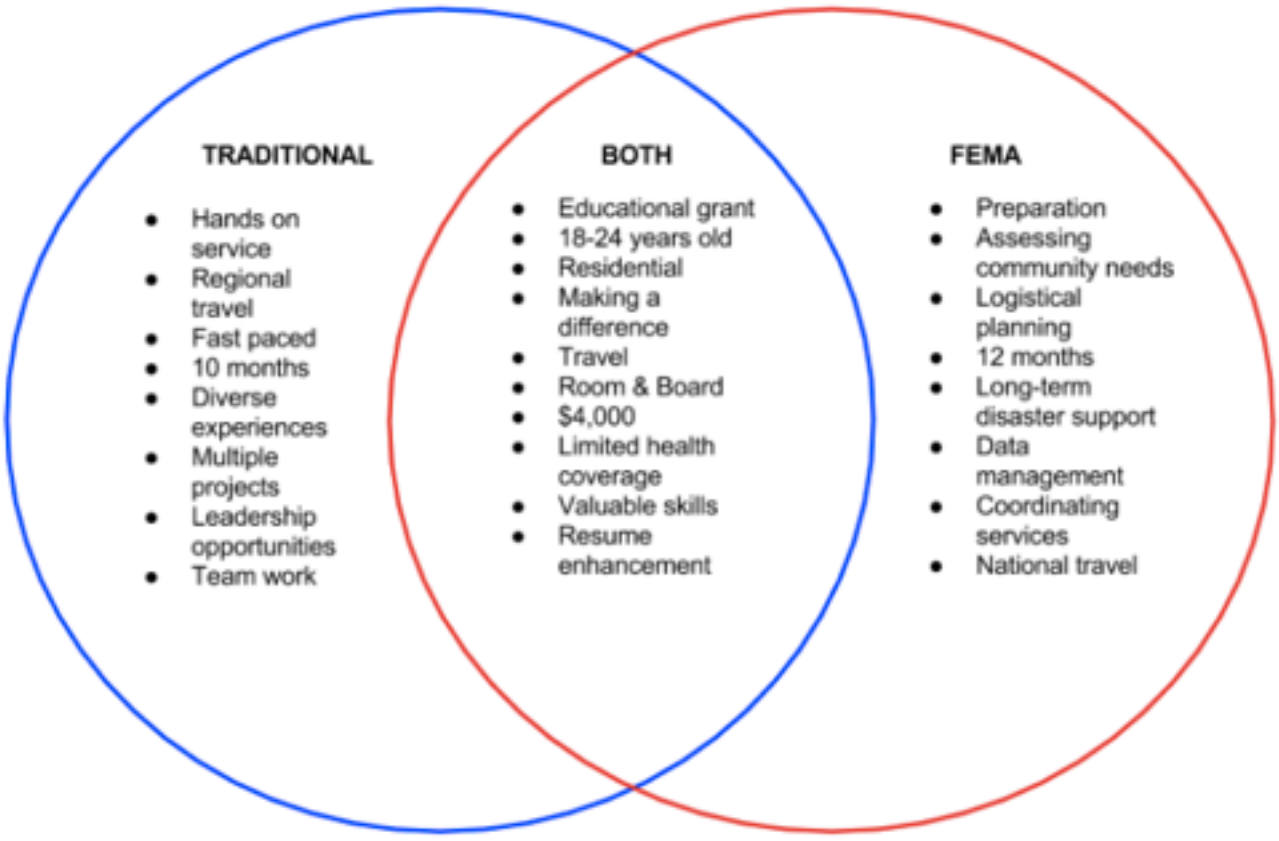
Overall, the main goal we give to AmeriCorps NCCC regarding marketing these two programs is to form a specific distinction between them on all materials. In this document we provide to you our suggestions for material layouts (fliers, business cards) and also specific rhetoric to be used on all advertisements (website, physical handouts, social media, etc.).

Here is a list of simple changes to be made:

- Use the same wording on all materials.
- Rhetoric on AmeriCorps NCCC FEMA & FEMA.gov should be the same or very similar.
- Utilize social media to share this information.
- Post a *specific* job description of each individual program on the website.
- Post the skills that AmeriCorps NCCC is looking for in volunteers.
- Include success stories in marketing (videos, in-person, etc.)
- Use two unique colors to distinguish between FEMA and Traditional.

Suggested Language

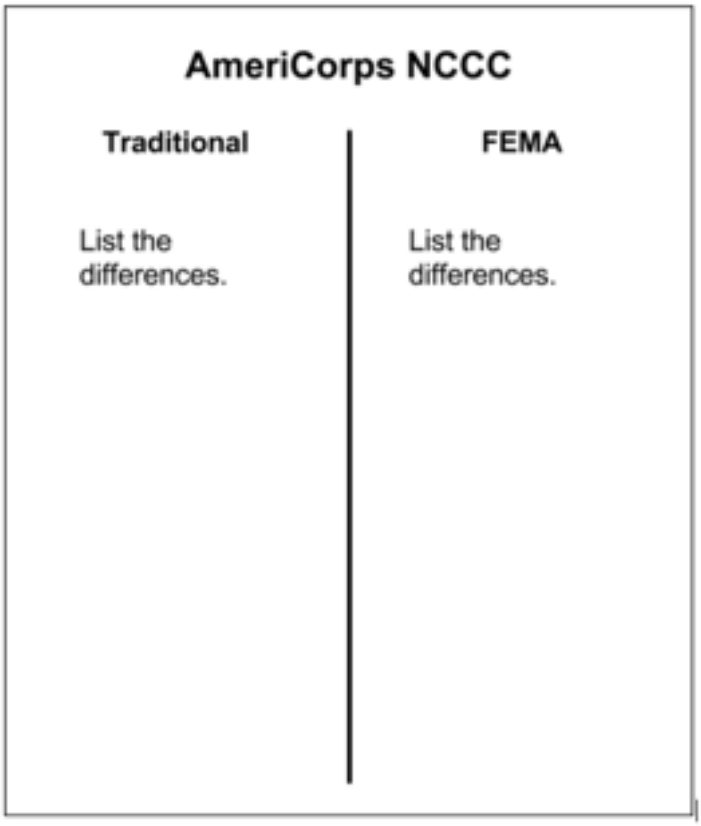
Use this language to distinguish the two programs on marketing materials and in direct communication with potential volunteers. Consistently using these words will help to attract people interested in these different benefits. This will reduce miscommunication and increase retention rates.



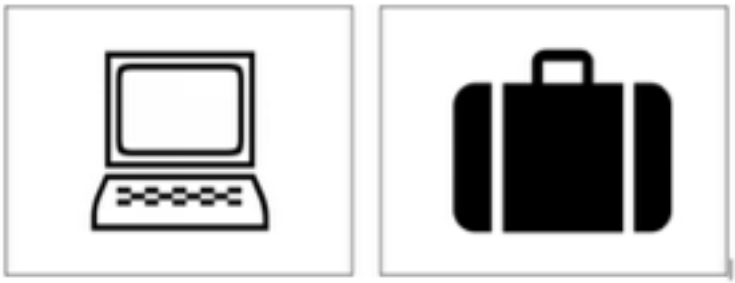
Material Layouts

Our suggestion specifically for the fliers would be to use the front to convey the AmeriCorps NCCC mission and values (things that both programs have in common) and use the back of the flier to highlight the differences.

(Image: Layout of Back of Flier)



Our suggestion for the postcard sized fliers would be to use visual differences and the specified language to create two separate fliers for each program.



For the business cards, we suggest making them similar but using wording and imagery to identify the separate programs. We also suggest putting the AmeriCorps NCCC logo on both next to the program titles. Here is an example:



On the back we suggest putting the tagline for each program and then three logos that specifically fit each one.

Traditional Back: “Hands of Hope” (logos: work boot, helping hands, plane)

FEMA Back: “Minds on a Mission” (logos: brain, computer, plane)