

# MORGAN MARKETING & COMMUNICATIONS

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## NAMMA

### Marketing Your Ministry:

### A Strategic and Tactical Approach to Furthering Your Ministry

#### Marketing Fundamentals

What is marketing?

- “the commercial processes involved in promoting and selling and distributing a product or service”
- Telling your story
- Getting focused attention
- Justifying your activities
- Showing your niche

What are the tools of marketing?

- Public relations
- Advertising
- Events
- Media relations
- Direct mail
- Internet
- Word of mouth
- Personal presence (identifiable garb, T-shirts, hard hats, etc)
- logo

Goals (Why are we doing this?)

- Awareness of ministry (fundraising, leverage, advocacy)
- Expand existing ministries- easiest growth base
- Develop new ministries- nothing happens standing still. You will be making news (e.g. Philadelphia recovery program)
- Get volunteers
- Build financial and political support
- Create positive image/perception
- Develop relationships (people prefer to deal with known quantity)
- Justice

Strategies

- Communication-many forms, create the link between activity and outcome
- Relationship- defines our work
- Get the message out

Techniques

- Marketing management (pay attention to your port “customers”; ACT, Palm, Outlook)
- Constant vigilance (be aware of market opportunities)
- Establish a presence (become a resource in the port- the “go to” guy)

**Basics in Marketing (Responsibilities)**

1. Provide top drawer service and support
  - -You are the representative of the organization
  - -Accuracy of messaging
  - -Reliability, timeliness, trustworthy
  - -Partner with your port constituencies
  - -Unique Selling Proposition (**USP**)- Why maritime ministry
  - -Be ahead of the curve (know the issues)
  - -Be part of the solution
2. Demonstrate your craft
  - -Know your port’s/owners’ business- essence of partnership
  - -Support your colleagues (If they look good, you look good, and the center looks good.)
  - -Be entrepreneurial (scout out opportunities)
3. **Show up!!!**
  - Step up to the plate
  - Attend industry events (CMA, SNAME, the Workboat Show, AAPA, etc.)
  - Join organizations and committees (CMA, Propeller Club, Port Associations, etc)
  - Be a member of the maritime community!!!

## Accessing your Personal Power

1. Identifying core strengths
  - -Spiritual expertise
  - -Market knowledge
  - -Good follow-up
  - -Ethical strength/values
  - -Empathy/compassion
  - -Autonomy
  - -Brand recognition/reputation (“People of the cloth”)
  - -Commercial sensitivity (at the end of the day, the bottom line is important to owners. Be realistic)
  - -Creative problem solving
  - -“**Honest broker**”
  - -Interpersonal skills
  - -Integrity
  - -Faith
  - -Tenacious
  
2. Finding the passion
  - What excites you about your job?
    - Ministering to others/loving
    - Spreading the Word
    - Achieving goals
    - Acquiring knowledge
    - Novelty/adventure/challenge
    - International
    - Hospitality
    - Trust
    - Commitment
  
3. Translating strength into success  
**STRENGTHS + PASSION=PERSONAL POWER**

## GENERAL PREPARATION

### Resource Assessment

Internal:

Staff  
Existing donors/Board members  
Denominational Organizations  
NAMMA/CSR/teamwork  
Volunteers  
Goodwill

External:

- Press
- Port relations- unions, ministering seafarers
- Local congregations
- Industry associations
- Government agencies (Coast Guard, Port Authority, etc.)
- Global network

Know what you know:

- Craft/Solidify your story
  - History of center
  - Activities
  - # of seafarers served (McDonald's)
  - Benefits of ministry
  - How to nourish faith

Know what you need

- Money
- Volunteers
- Capital Equipment
- Supplies
- Expand services
- Access/communications

Identify your targets

- Maritime Companies
- Maritime Organizations
- Private donors
- Local Chambers of Commerce, Service Clubs, Rotary, etc.
- Press
- Private donors (check the social columns and business press)
- Yacht clubs
- Propeller Clubs
- Congregations
- Interfaith groups
- Bishops
- Foundations (Maersk, Teekay)

## USING THE MEDIA KIT

1. To prepare for an event or announcement:

**Contents of the Kit**

- Release
- Photos
- White Paper on issue (if appropriate)

Background on center (fast facts)  
Previous press clippings about center  
CD with information

**Turnkey media list**

2. Create an event around the event  
Press breakfast/lunch/reception  
Include local corporate and government dignitaries  
Add as much value and significance as possible—needs to be newsworthy
3. Have one clear message  
Tell them what you are going to say, say it, then tell them what you said  
Cite three benefits
4. Create visual interest/appeal (props, photos, people)
  - Include human/community interest angle

**WHEN IN DOUBT...PICK UP THE PHONE**

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