

Raising Your Profile



Megan Thorn

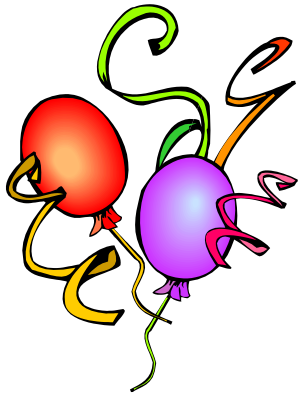
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Marketing is:
The TOTAL sum of
activities required
to make a sale.





“If the circus comes to town and you design a sign saying 'Circus Coming to Town Saturday', that's **advertising**.

If you put the sign on the back of an elephant and walk into town, that's **promotion**.

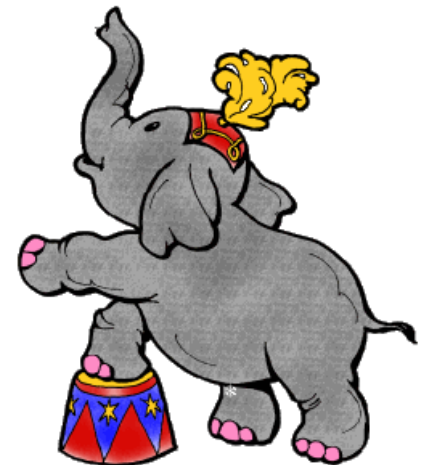
If the elephant walks through the Mayor's flower bed, that's **publicity**.

And if you can get the Mayor to laugh about it, that's **public relations**.

If the town's people go to the circus, you show them the entertaining booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's **sales**.

And if you planned the whole thing, that's **marketing**.”

Lee Solters, Frank Sinatra's publicist





The Marketing Journey

EXPERIENCE

RELATE

DISCOVER



MOVEMBER FOUNDATION

To the 178 New Zealand schools with a clean-shaven policy,

We are writing to you today, because we need your help.

We believe you have the power to help save young men's lives with one simple act:

Make an exemption to your school rules, and let your students grow moustaches for a month.

This November, men across New Zealand will be growing mos to show their support for men's health and wellbeing. But many young men at school are not allowed to participate because of rules which prohibit the growth of facial hair.

This isn't about giving your students the chance to look cool, it's about starting a conversation.

Women are encouraged from a young age to be open about their feelings. But for men, there's an expectation that talking about their health is some sort of weakness, that they should just 'man up'.

As a result, we're losing many of them far too young. New Zealand has the highest rate of male youth suicide in the world.

We have to get young men talking to each other, and their refusal to do so is, in many ways, more toxic than any disease.

That's why Movember exists. For the month of November, men sport moustaches for prostate cancer, testicular cancer, mental health, suicide awareness, and other health issues affecting men. These hairy badges are a way for men to open up conversations and inspire change in their own, uniquely male, way.

Encouraging students at your school to participate in Movember is an incredible opportunity to get young men,





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better
take a
screenshot
this could
be my
#lastSelfie

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Don't let
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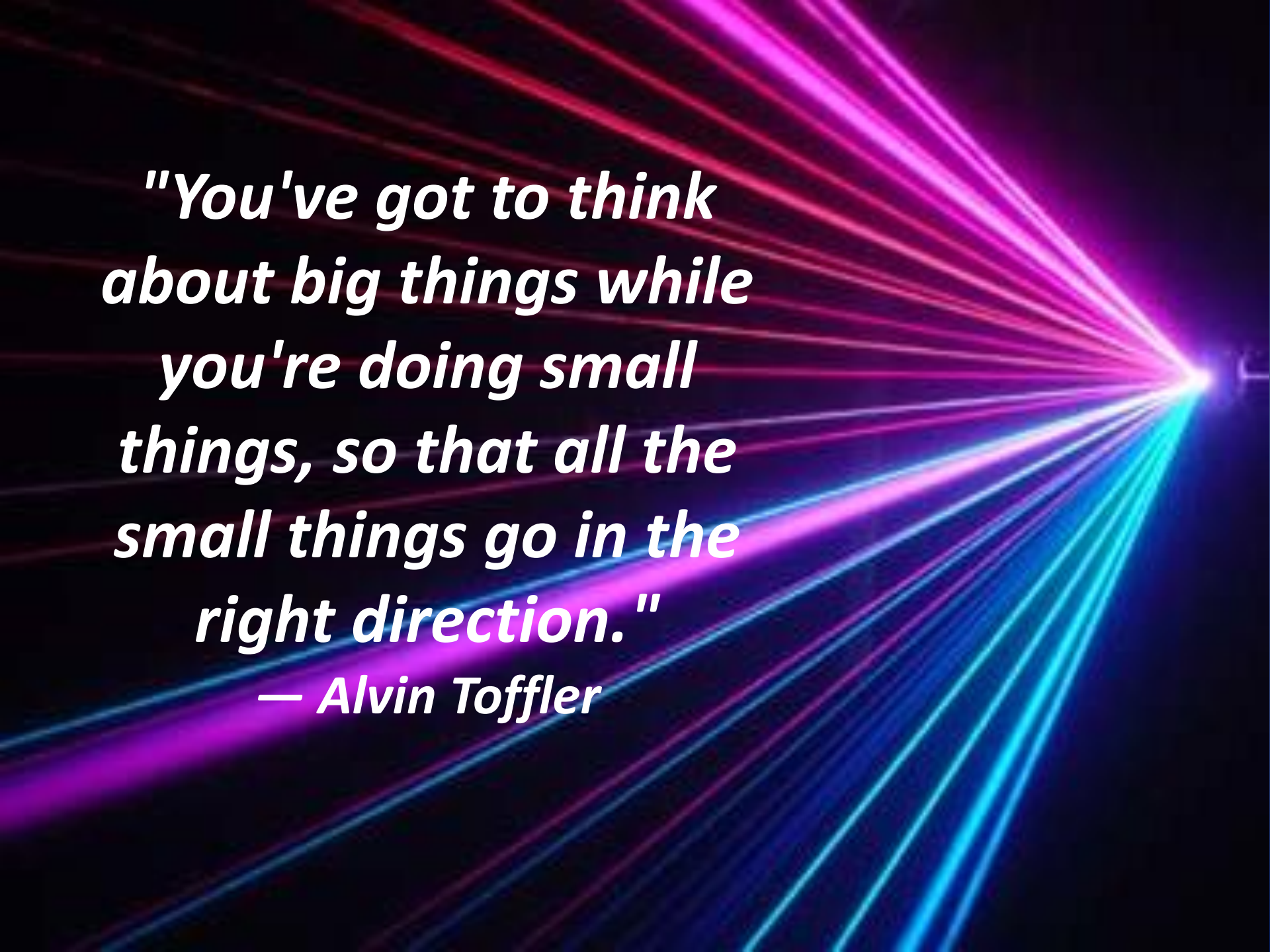
PATTISON





WHAT SOME
NEW YORKERS
EAT IS HARD TO
SWALLOW

HELP US ERASE HUNGER IN NYC
CROSSROADSNYC.ORG



***"You've got to think
about big things while
you're doing small
things, so that all the
small things go in the
right direction."***

— Alvin Toffler

A Strong Vision Statement

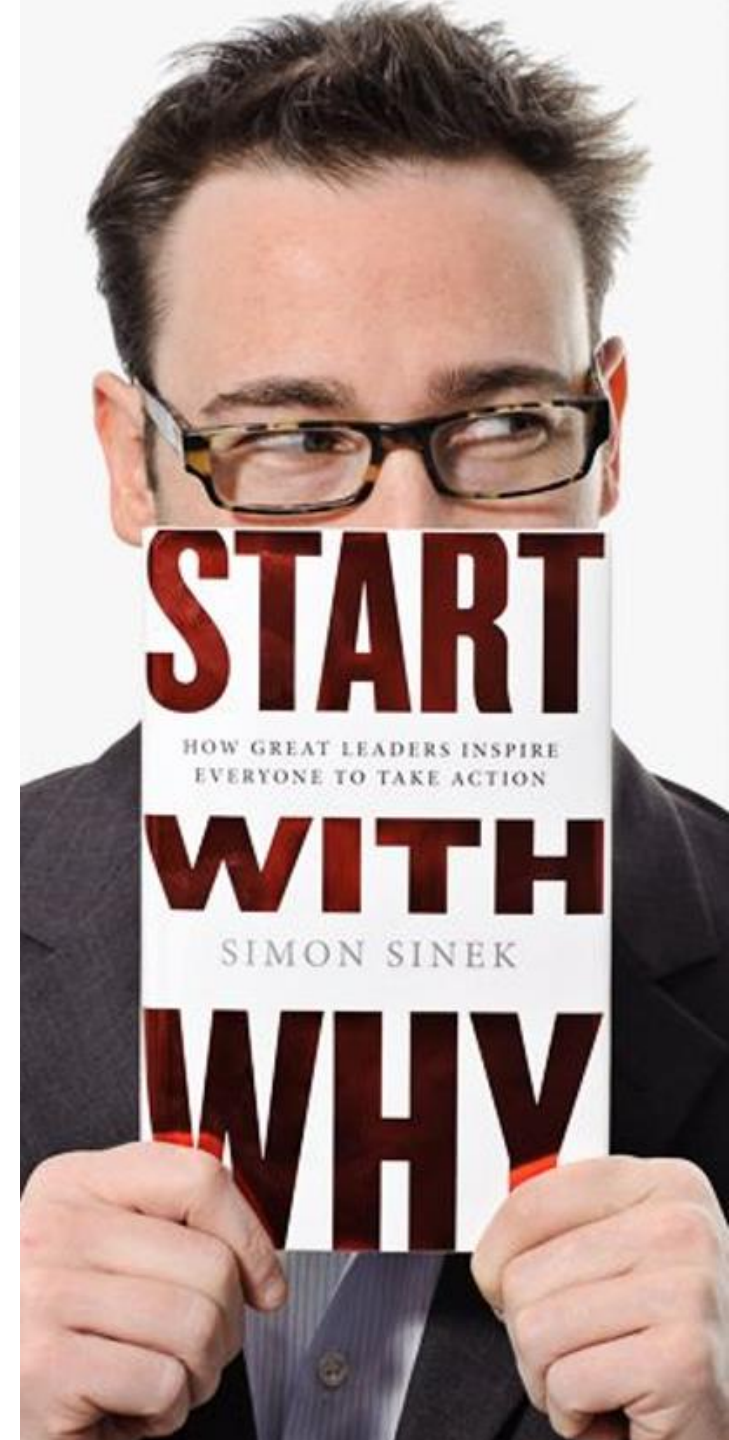
- It's your **PURPOSE**, **WHY** your organisation exists
- The difference you make in your community
- Aspirational and inspirational description of **WHY** you exist
- The long-term change you want to see for your community resulting from the work you do



“People don’t buy
what you do;
they buy **WHY**
you do it.”

Simon Sinek

[Watch a super quick version of his TED Talk Start with WHY to inspire action here](#)





MOVEMBER®

**Enabling men to live
healthier, happier,
longer lives**

If your organisation was doing everything 100% right, what would your community look like as a result?



What makes a great mission

- Describes **WHAT** you do to make your vision a reality
- **WHAT** does your organisation do?



We engage, empower and mobilise men, giving them the information they need to understand the health risks they face and act upon them.



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BayTrust provide awesome subsidies for Bay Of Plenty based organisations for Exult workshops, Tonic Membership and Tonic Conference.

Email Gillian at hello@exult.co.nz to find out more.

Upcoming Workshops

- Growing Great Volunteer Teams Workshop Online – 5th & 10th May
- Getting Your Board Onboard, Tauranga – Saturday 14th May
- Busting the Busy Trap Workshop Online – 17th & 24th May
- Raising Your Profile Workshop
- Sustainable Funding Workshop
- Secret of Sponsorship Workshop
- Governance Express Workshops

Tonic Membership

Is capacity building in bite-sized chunks. It includes a weekly e-newsletter with ideas, tips and resources, Tonic Magazine in your mailbox once per quarter, discount for Exult workshops, a free yearly funding calendar amongst other things. Check out the latest issue of Tonic Magazine that is included with the information Kathy sends out.