

Activity: Defining Your Value to the Community

In this activity, you'll be building clarity around the specific value your organization provides to the community it serves.

Step 1: Identify your audience and their needs

It's important to first think through the “who”, the “what”, and the “why” of your organization. Consider the following questions and fill out the table below to deepen your understanding of your target audience and how your project serves them.

Prompts to Consider:

- **Who** are the primary audiences you serve? (e.g., families, seniors, students, faith-based communities)
- **What** are their main needs, challenges, or motivations around health?
- **What** does your organization offer, and **why** is it helpful to your audience?
- How does your mission connect to Be Well Beaumont’s five focus areas?
 - Active living
 - Healthy eating
 - Sun safety
 - Tobacco-free living
 - Preventive care
- How can you make your value clear to your audience when they visit your channels (social media, website, events)?

Audience Segment	Needs/Challenges	Best Channels to Reach Them	Additional Notes

Step 2: Defining your value statement

Using the above insights, condense them into one sentence that clearly communicates your value, also known as your value statement.

We help _____ (audience) by _____ (benefit)
through _____ (content focus/mission)

Example: We help families in need access healthy food through monthly food donations.

Your value statement is a useful tool when it comes to marketing. Consider adding it to your social media bios or website so your audience immediately understands what you offer and who you serve.

Having this information on hand will help ensure your key messaging strategies are consistent and aligned across all channels.

Activity: Determining Your Media Channels

When building a comprehensive marketing strategy, you'll need to consider your current channels, your project's capabilities, and workflow within your team.

Below are some examples of media channels to consider including in your strategy:

Type	Channels
Owned	Your org's social media pages, landing pages, and/or newsletters.
Shared	Other partner organization's social channels, Be Well Beaumont weekly links
Earned	Local press releases, event sponsorships, local newspapers, e-newsletters, radio stations, podcasts, digital/print magazines, etc.
OOH (Out-Of-Home)	Facilitate distribution of OOH materials such as park signage, clinic posters, school/library flyers, sunscreen stations, grocery stores, events.

Now, based on your organization's capabilities, fill out the media channels that your organization would like to prioritize.

Type	Channels
Owned	
Shared	
Earned	
OOH (Out-Of-Home)	

By knowing your priority channels in advance, it will help to focus your efforts and use resources more effectively. This will also make it easier to coordinate with Be Well Beaumont and fellow Steering Committee partners, ensuring your combined efforts have impact.

Metrics Tracking Guide

How do you know if your marketing efforts are successful? There won't always be a one-size-fits-all metric.

That's why it's important to define what success looks like for your organization and track it in a way that makes sense for your goals.

Both quantitative (numbers-based) and/or qualitative (experience-based) metrics are valuable for understanding the full picture.

QUANTitative Metrics Examples:	QUALitative Metrics Examples:
% increase in event attendance	Stories/testimonials collected
# of shares/likes/comments/shares on Be Well-related posts	Positive community feedback (virtually or in person)
# of sign-ups	Partner organizations reporting increased referrals

Implementation:

- **Monitoring & tracking:** You'll want to monitor and track results to know if your marketing efforts are effective.
- **Role allocation:** Designate *who* on your team will be responsible for monitoring and reporting results.
- **Using insights to improve:** Your metrics should not be set aside once they are reported but rather used to inform future strategies.