

Tips for Developing a Targeted Organization Distribution List

Targeted organizations are any organization in your greater city, state or region that are among your target audiences (see “Target Audiences” in the Promotion Toolkit). Because these organizations typically will share similar values, they may identify easily with your promotional materials and consider attending your events. In addition, many of these organizations may in turn choose to share your promotional materials within their community, resulting in valuable cross-promotion for little to no added effort.

Creating a Targeted Promotion Database, complete with contact information, and information about any advertising or promotion opportunities the organization offers, can be an invaluable tool for your team. The Promotion Toolkit includes a template for creating a targeted organization database. The template is offered in Excel or Filemaker Pro. Customize this template to meet the needs of your team.

Listed below are just a few tips for finding targeted organizations, and for gathering the most relevant information to include in your database.

TIP #1: START WITH ORGANIZATIONS YOU'RE FAMILIAR WITH.

- Check in with your volunteer team for your first database entries. Provide each team member with a list of each field in your database and ask them to submit as much information based on these fields as possible. Complete the data in each missing entry later, or use the phone book or internet to complete right away.
- Conduct a brief brainstorming among your team to identify the names of additional organizations that you feel may be interested in (or are already interested in) NVC.

TIP #2: USE THE INTERNET.

- The internet is a wonderful tool for information gathering. Start by conducting a search for all organizations in your list to gather any missing data. For instance, if a local community mediation center is on your list, do a search for their website. Once on their website, gather any relevant contact information. Then, look around their site to see if they produce a newsletter. Does the newsletter sell advertising, or list upcoming events? If so, record relevant information into your database.
- Many organizations like to list links to other like-minded organizations on a “resources” page of their website. These pages are a wealth of info for you! Suddenly one organization now has led to 10 or 20 more!
- Do a search for key words from your target audience list. For instance, search for “mediators+(list the name of your city or state).

TIP #3: DIG DEEP.

- Some organizations may not have obvious avenues for promotion. Think outside of the box, and consider “digging deep” into an organization's web site in search of promotion opportunities. Here are some examples:
 - A newsletter that sells ads, accepts articles, or accepts event listings (be sure to record relevant deadlines, process for scheduling or submitting ads, pricing info)
 - An online event calendar (be sure to record fees and notes on how to submit entries, relevant deadlines)
 - Monthly meetings that are open to the public (consider these for making a brief presentation on NVC and distributing flyers)