

Effective Outreach and Program Marketing: Leveraging Digital Tools for Success

Ashley Greene, Director of Niagara County Programs

EPIC-Every Person Influences Children

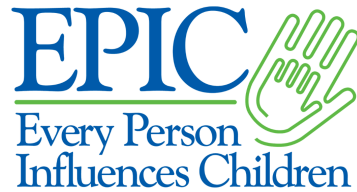
About Me

I have over 15 years of experience in the non-profit sector and currently serve as the Director of the Niagara County Family Opportunity Center. In addition, I oversee two distinct parenting programs in partnership with Niagara County Department of Social Services.

My professional background is deeply rooted in trauma-informed care and child and family welfare. I also owned and operated a successful photography business for over 11 years.



EPIC & The Niagara County Family Opportunity Center

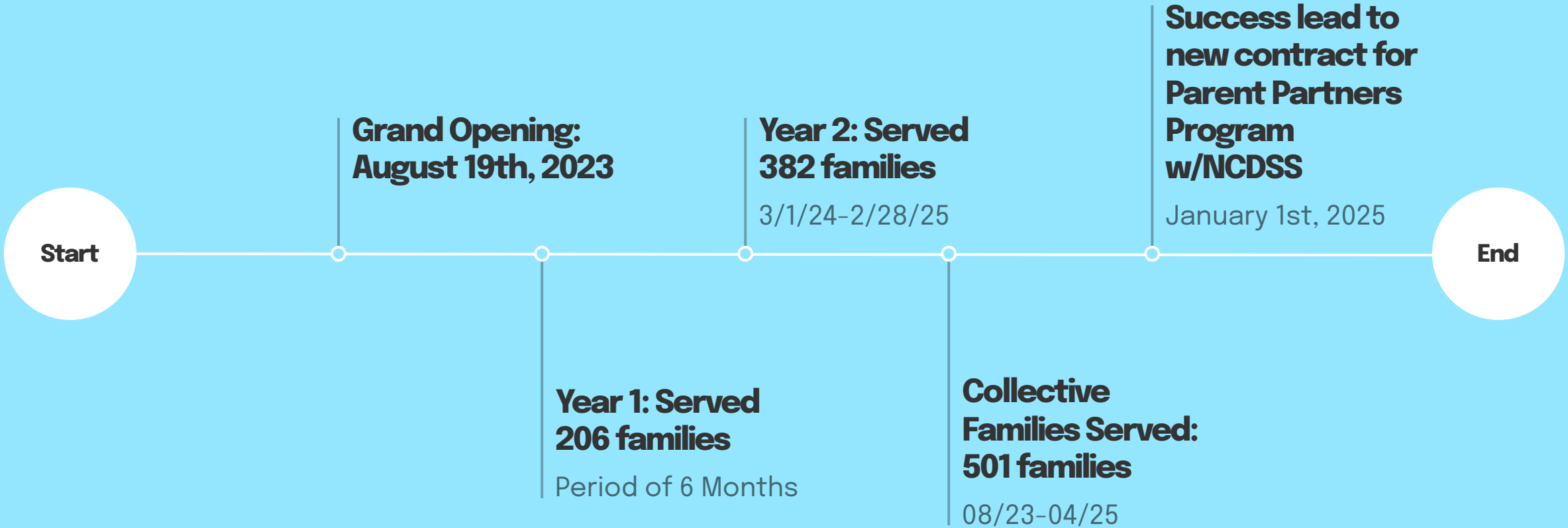


- **EPIC–Every Person Influences Children is celebrating its 45th anniversary this year**
- **Founded in 1980 by Bob Wilson whose vision was " A world where every child has a strong start and a promising future".**

Provides a variety of parenting education, youth and family engagement programs along with professional development for community agencies and school districts.
- **Niagara County Family Opportunity Center opened in August 2023**

Provides case management, financial assistance, and a variety of free family bonding opportunities (open play, family fun nights, Zumbini, story times, etc.)

How Marketing & Outreach Influenced Our Journey's Success





Why is Effective Marketing & Outreach So Important?

Consistent Referrals

By connecting with the right partners, community agencies and having a steady presence on social media, you will receive consistent referrals.

Program Attendance

Fill up your programs, workshops and services with minimal effort. With effective outreach and marketing, you won't need to chase people, they will come to you.

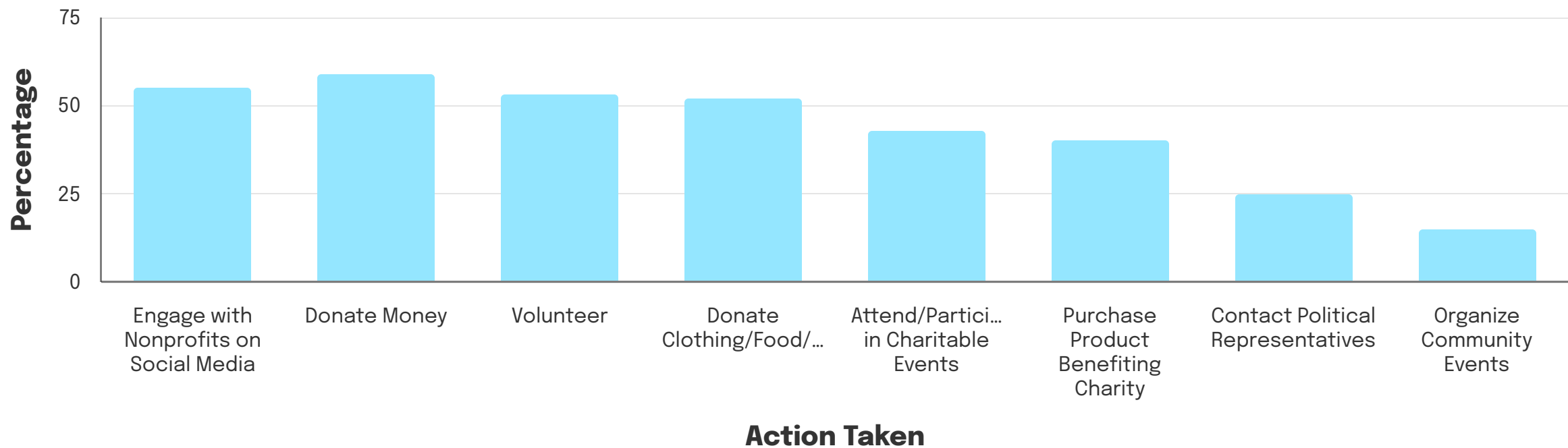
Become a Trusted Community Partner

Visibility at outreach events and on social media create brand recognition and awareness. Individuals and businesses will remember you and will want to collaborate.

Builds Financial Wellness

Being recognized and visible on social media leads to an increased connection with your mission, which further drives donations and support to your cause.

Social Media Engagement and Nonprofit Actions



The data shows that social media engagement with nonprofits leads to a variety of actions, with the most common being monetary donations, volunteering, and donating personal items.

*General Social Giving Statistics



Setting Your Space Up for Success

Creating a warm, clean, bright, and inviting space for our family center was the first important key in the marketing of our program.

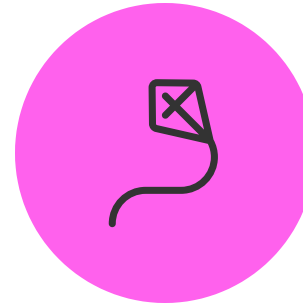
By focusing on the ambiance and aesthetic of the space, we were able to establish a welcoming environment that drew in families and encouraged them to engage with our services.

Decorating on a Budget



Gently used toys

Repurpose items from home, Facebook Marketplace, garage sales and good will.



Decorate w/Intention

Inclusive, child-friendly with resources visible and accessible to families.



Neutral color palette

Use muted, natural tones on the walls to compliment brighter colors and decor in furniture/artwork.

How your agency feels can set the tone for a family's entire experience. A welcoming, thoughtful environment builds trust, reduces anxiety, and invites engagement. Small touches like friendly signage, cozy corners, and child-centered visuals go a long way in making families feel safe and valued.





Time to Capture the Magic

With the perfect family-friendly space now in place, it's time to capture the magic through photography. Bright, inviting colors and engaging play areas create an atmosphere that instantly interests families and makes them want to learn more.



Family Model Call Facebook Post

The Family Model Call invited moms, dads, grandparents, and children aged 7 and under to participate in a private play session, where their special moments of interacting together will be captured.

The resulting images were utilized to enhance the center's website and social media presence. Participants had to agree to sign a photo release.

Take Photos of Your Events

It's so important to take photos of any event that you do. This captures the essence of who you are and what you do and draws in families to want to engage with your program.

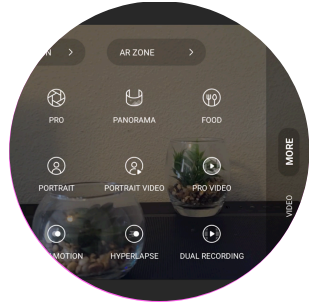


Professional-Looking Cell Phone Photography



Lighting Techniques

Utilize natural lighting or position your subject near a window for the best results. Avoid harsh shadows.



Camera Settings

Utilize your camera's "portrait" mode when taking images of people. This will give it a more professional/polished appearance.



Composition

Consider the rule of thirds, leading lines, and framing to create visually appealing compositions.



Editing Apps

Use photo editing apps like Snapseed, VSCO, or Adobe Lightroom to enhance your images.

By following these tips, you can capture professional-looking photos using just your cell phone. Remember to experiment and have fun with the process!

Before & After Utilizing Lightroom App





Explore Canva: Unleash Your Creativity in Marketing

Canva is a powerful and intuitive design tool that allows anyone to create visually appealing marketing materials, such as flyers, social media posts, and banners, without the need for a professional graphic designer. With its user-friendly interface and vast collection of templates, Canva empowers individuals and businesses to explore their creativity and craft stunning designs that captivate their audience.

Canva is *FREE* to Non-profits!

<https://www.canva.com/canva-for-nonprofits/>

www.canva.com

Materials to Market Your Program

Designing the Right Brochure

Your marketing materials (brochures, flyers, etc.) make a first impression.

Participant Feedback



Dawn, EPIC participant

"This center has been a huge gain for our family and community. It has given my kids and I the opportunity to come as we are and play and connect with other people in our community in a safe and free environment! Thank you for all you do!"

Holly, EPIC participant

"They were there when I literally had nothing. EPIC provided me with groceries for my boys and so much more."



www.epicforchildren.org/niagara-foc

Our Centers



716-289-3490 or 716-332-4190
CattaraugusFOC@epicforchildren.org
79 River St., Salamanca, NY



716-332-4150
NiagaraFOC@epicforchildren.org
175 Walnut St., Suite 5, Lockport, NY



716-332 -4100
Hero@epicforchildren.org
1021 Broadway Street, Buffalo, NY



*A place for all families to
learn, play and
grow together.*



Would you like . . .

Parenting support and strategies?

To connect with other caregivers?

To improve communication with your child(ren)?

A fun, interactive space to play with your child?

Scan me
Register Now!



About Our Center

EPIC and our Family Opportunity Centers are inclusive of all families and their unique needs.

Our services are FREE!

Bring your child to visit our play space and meet with our family partner to learn more about what we can offer.



Our Services

FAMILY ENRICHMENT



Our goal is to strengthen caregiver/child bonds and improve early childhood development through play, family engagement and early literacy skills. Our center aims to give families tools and strategies to address a variety of parenting challenges.



FAMILY PARTNERSHIP

Our family partners are here to listen, offer support and assist in linking you to services and resources that would be most beneficial to you, your children and your family as a whole.



IN-KIND & FINANCIAL ASSISTANCE

Financial assistance and other supports may be offered to families on a case by case basis and as funding allows.

www.epicforchildren.org/niagara-foc

SENSORY SATURDAYS

FREE OPEN PLAY & TAKE
HOME SENSORY BAGS

Let's have fun together



9:00 AM - 12:00 PM

EVERY SATURDAY

175 WALNUT STREET
SUITE 5
LOCKPORT, NY 14094





Know Your Audience

Who are you trying to "sell" your programs/services to?

Target Demographics

1. Caregivers?
2. Children?
3. Certain ages?
4. Interests>
5. Service providers?
6. Curate content to share that speaks specifically to that demographic.
7. Use Facebook to target your specific demographics within a geographic region.

Locate Your Audience

1. Where could you find your particular demographics?
2. Pediatrician? OBGYNs?
3. Libraries?
4. Daycares?
5. Schools?
6. Other community agencies?
7. Where in the greater online greater online community ?

Outreach

1. Visit locations of your target audience to disburse materials (brochures, flyers, etc.)
2. Attend community events that your target audience may go to such as festivals, fairs, farmer's markets, etc.
3. Collaborate with other agencies to attend each other's events.

Craft Engaging Content on Facebook

1 Start with a hook

Your first sentence should grab your audience's attention.

2 Try to keep message concise

Aim for 40-80 characters when possible.

3 Add a call to action

Encourage comments, shares, or clicks (e.g., "Tell us your favorite!" or "What do you like most?")

4 Use visuals wisely

High quality videos and images receive more engagement

5 Offer content with value

Tips, behind-the-scenes, exclusive deals, or user-generated content.



Marketing Your Program on Facebook



Create Facebook Events

Help to gain more exposure of your events by creating an "event" inside your Facebook page. Invite your followers to the event and make the event public so others can share.



Encourage user-generated content

Incentivize your program participants to share their experiences on Facebook, which increases engagement. Hold contests for feedback.



Know which content increases views

Going "live", creating FB reels and creating your own videos to post tends to get the most views. Invite followers from post likes.

Impactful Content Creation for Nonprofits



Content Calendar

Plan regular posts (e.g., 3–5 per week) aligned with your mission, events, and campaigns



Behind the Scenes

Show your team in action, event prep, or day-in-the-life content to humanize your organization



Personal Stories

Share stories of people or communities impacted by your work, with photos or short videos



Post at Optimal Times

Best times (generally): Between 11 AM–1 PM and 7–9 PM (test to see what works for your audience)

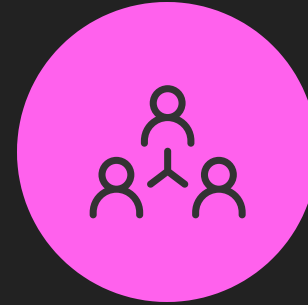
By planning a consistent content calendar, posting at optimal times, and sharing impactful personal stories and behind-the-scenes content, you can effectively engage your audience and showcase the meaningful impact of your organization.

Leverage Facebook Groups and Partnerships



Join Relevant Groups

Join existing groups where your target audience already gathers, and share insights or resources (not just promotion).



Cross-Promote with Partners

Collaborate with businesses, other non-profits, or community organizations to share each other's content and reach new audiences.

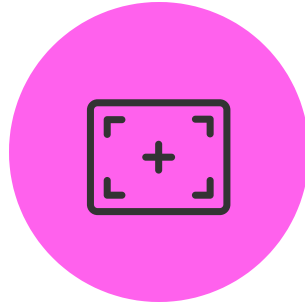
By leveraging Facebook Groups, collaborating with influencers, and partnering with other organizations, you can build a strong community, expand your reach, and share valuable resources with your audience.

Engaging Your Supporters



Highlight Staff, Volunteers & Donors

Publicly thank and feature your supporters



User-Generated Content

Repost their photos, testimonials, or videos (with permission)



Boosted Posts

Use small ad spends to promote events or fundraising campaigns to targeted audiences

By highlighting your volunteers and donors, encouraging user-generated content, and strategically promoting your events, you can effectively engage your supporters and drive more participation in your organization's activities.

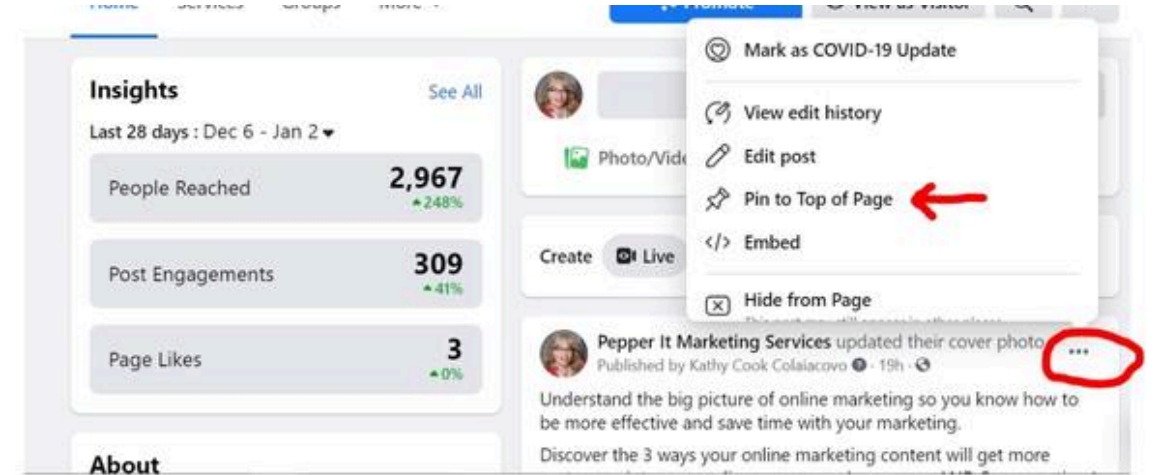
Effective Social Media Tactics



Use Hashtags and Tagging

Create a branded hashtag for your campaigns and encourage followers to use it. Tag relevant people and organizations to increase visibility and chances of re-sharing.

Utilize @everyone or @followers to get the attention of/notify all of your Facebook followers to a post



Pin Important Posts to the Top of Your Page

Any posts regarding information about your program that stays consistent or video tours of your center, etc.

Audience

Demographics

Trends

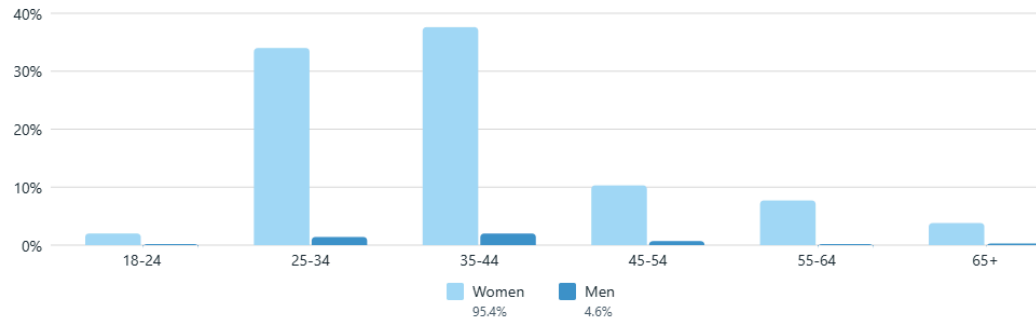
Potential audience

Followers

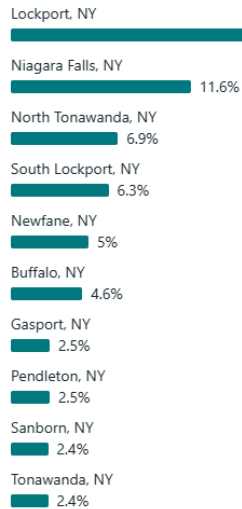
Lifetime

1,263

Age & gender



Top cities



Top countries



Utilize Facebook's insights via Meta Business Suite to track the performance of your marketing efforts and make data-driven decisions. Know when your followers are active.

Utilizing E-mail Campaign Software

Research E-mail Campaign Software

Explore different e-mail campaign software options, such as MailChimp, Constant Contact, or Sendinblue, to determine the best fit for your business needs. Consider features like email templates, subscriber management, reporting, and integration capabilities.

Set Up Your E-mail List

Collect and organize your email contacts, ensuring you have obtained proper consent for marketing communications. Segment your list based on customer personas, interests, or past engagement to deliver more personalized content.

Create Engaging Email Content

Develop a content strategy that includes a mix of promotional, informational, and educational emails. Craft compelling subject lines, eye-catching visuals, and clear calls-to-action to capture your audience's attention.

Schedule and Automate Campaigns

Use the e-mail campaign software's scheduling and automation features to send targeted messages at the optimal times. Set up automated workflows, such as welcome emails

Monitor and Analyze Performance

Utilize the reporting and analytics tools provided by your e-mail campaign software to track key metrics, such as open rates, click-through rates, and conversion rates. Use these insights to optimize your campaigns and refine your strategy over time.

Getting Started with Your Digital Outreach



Audit Current Outreach

Review your existing digital channels, content, and engagement metrics to understand your current outreach efforts.



Prioritize Tools

Identify the digital tools and platforms that best align with your goals and your team's capacity to manage them.



Start Small, Build Momentum

Begin with a few key channels and gradually expand your digital presence as you gain experience and see results.

Don't try to do everything at once. Start by assessing where you are, choose the tools that best fit your needs, and gradually build your capacity over time.



How to Contact

Ashley Greene



716-332-4155



greenea@epicforchildren.org