

# The FSI Conference

Enhancing your charity's reputation  
using Marketing and PR



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## The 4 Ps ... and a 5<sup>th</sup> one!

- Product
- Price
- Place
- Promotion ...
- Perception

PR: The 5<sup>th</sup> P of the  
marketing mix





## Shaping perceptions



## Current image

- How are you currently perceived? (staff, volunteers, supporters, 'competitors')
- Is this perception correct?
- If it is incorrect, in what way?
- What are the effects – positive and negative – of any misperceptions?



## Desired image

- What image would you like to have?
- How big is the gap between current image and desired image?
- What ideas do you have for narrowing the gap?



## Communicating an Image

- Communication can be intentional and unintentional
- It involves actions as well as words
- Ensure your messages are conveyed by design, not accident
- Make sure you convey positive messages, not negative ones



## Image auditing: what to assess

- Website
- Publications
- Mailshots, advertising etc.
- Offices/premises
- Staff
- Telephones
- Correspondence
- Job ads



## Improving Image

- Item to be examined
- Image conveyed
- Desired image
- Action required
- Cost
- Delegated to
- Start and completion dates

Any questions?