

## Tips for Creating Marketing Slogans

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Just do it. Have it your way. You're in good hands. Creating an effective, memorable marketing slogan is not as easy as it may seem. The slogan is catchy, to the point, and full of meaning, but the process that leads to its creation is anything but simple. Even the most creative people can have difficulty distilling a program's services down to an essential phrase. The following tips can help your program come up with core messages and slogans to build your marketing efforts around.

- 1. Start with your mission.** A program's mission statement is always fertile ground for coming up with slogans and messages. After all, it's the reason your program exists. If explaining that to your audiences doesn't motivate them, what will? Look for key phrasings or sentiments from your mission statement that can be turned into an appeal.
- 2. Incorporate your goals.** Successful marketing always strives towards a specific goal. You may need mentors. You may need male mentors, specifically. You may need some donations, or you may need to replace a \$450,000 grant. Those marketing campaigns are going to be very different. So drill down on your needs at the most specific level.
- 3. Know your target audience.** What about your mission is likely to appeal to them? What are the barriers to their involvement? What buttons can you push to achieve the desired result, whether it's volunteer involvement or building community partnerships? Your message must be tailored to your audiences' motivations.
- 4. Test, test, test.** No one comes up with the perfect turn of phrase the first time out. You may need to test your messages, and any accompanying images, on many audiences in order to finally hit the mark. This can be a fun and creative way for friends and family of program staff to participate in the good work of your program.
- 5. Be confident, not cheesy or condescending.** This is a difficult line for youth serving agencies not to cross. Just be aware of how your messages portray the youth in your program and the work that helps them. Your messages should project strength, purpose, and solutions, not dire circumstances and pathos.

As you can see from the backgrounder document included in this toolkit, we created three slogans to build the marketing efforts of the fictional Stepping Stones Mentoring Program around:

- *Making a difference through mentoring*
- *Mentors improve learning, lives, and communities*
- *Mentoring: when just being yourself can change the future*

These slogans represent the goals of Stepping Stones, while empowering the potential volunteer, inviting them to engage in something meaningful and fulfilling. These messages are reinforced throughout the text, images, and colors in all of the Stepping Stones marketing materials. Your slogans are just a starting point for the delivery of all your messages and appeals for help.

### **Sample recruitment slogans**

The following sample recruitment slogans were submitted on the National Mentoring Center's MentorExchange listserv in June of 2006 as part of a discussion on effective messaging. Try and guess the motivations these messages are appealing to and the specific program goals they may be addressing:

- We're looking for a few good MEN-tors.
- Share what you know. Mentor a child.
- Use your skills. Share your talents. Be a mentor.
- To the world you may be just one person, but to one person you just may be the world.
- Mentor one child, change two lives.
- We are all in this together.
- They need what you know.
- MENTORS find that little moments are MAJESTIC!
- Helping kids rise to their full potential in literacy, learning and life.
- Real men are doing it. Are you that man?—Mentor a child today!"
- See a man, become a man.
- Display your strengths, by showing a child you care!
- Give a little gain a lot—Become a mentor.
- Ignite the flame—Become a mentor.
- Be the example, not the warning—Become a mentor.
- Unleash potential—Become a mentor.

- Brighten the spirit—Become a mentor.
- Put the men back in mentoring.
- Inspire possibilities, be a mentor!
- Been there? Done that? Pass it on and become a mentor.