

HOW TO HELP YOUR FAVORITE CAUSE -- AND GAIN MARKETING BENEFITS AS WELL

by Trey Ryder

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I often suggest lawyers form their own non-profit organization with the dual purpose of genuinely helping people in their target audience and building relationships with referral sources.

But even if you don't care to form your own group, you can still use education-based marketing to help non-profit groups in your community.

Education-based marketing works because you help prospects understand their problems and the solutions you can provide by offering information and advice. But rather than marketing your law practice directly, you may choose to help one or more charitable groups in your city. Even when your marketing efforts benefit a non-profit group, you make new contacts, bolster existing relationships and expand your sources of referrals.

Here's the premise: You become known and respected as an authority for the type of information you offer. If you want to increase your visibility in connection with certain causes, write and offer educational handouts speaking directly about them.

Example: Domestic Violence

Educational articles and handouts:

5 Steps to Reducing Domestic Violence -- and How You Can Help

9 Painful Misconceptions about Domestic Violence

8 Costly Mistakes People Make When Trying to Help Victims of Domestic Violence

Example: Central City Food Bank

Educational articles and handouts:

6 Often-Overlooked Yet Important Ways You Can Help Central City Food Bank

How Central City Food Bank Turns \$100 in Donations into \$300 in Food

7 Ways You Can Help Central City Food Bank that Won't Cost You a Dime

Example: Boys & Girls Club

Educational articles and handouts:

Help Boys & Girls: How to Become an Important Role Model in Just 8 Hours Per Month

How Your Donation of Just \$1 Per Day Can Outfit Both Boys' and Girls' Basketball Teams for a Full Year

5 Ways You Can Help Our Boys and Girls Club When You Have No Time to Spare

Example: Community Service in General

Educational articles and handouts:

17 Ways You Can Help (Your City Name) That Won't Cost You a Cent

7 Key Ways You Can Help (Your City Name)'s Summer Sports Programs -- Without Leaving Your Home

8 Times Your Money Won't Solve Our Problems -- and What We Need Even More!

When you use the education-based marketing model, you market non-profit organizations in exactly the same way you market an area of law.

But, rather than offering information in the practice area you want to promote, offer information about your cause or organization. People will call your office (or send an e-mail) requesting your articles. You respond by providing the information (by hard copy or e-mail), which may include how much you and your law firm support the group's good work.

When you have two or three of these articles prepared, offer them through your advertising, news releases, public service announcements, newsletters and web site. And the more people see your offers, the more they connect you and your firm with the cause.

Further, invite people to call you at the office if they want to volunteer or get more information. This allows you to meet new people, form new relationships, and provide much-needed help to community efforts -- all in the name of your cause or project.

In this way, you become widely known for your community service in your day-to-day activities. And, if you think it's appropriate, you can add the people who request your articles to your law firm mailing list.

BOTTOM LINE: While education-based marketing elevates your marketing to new heights, using it to support non-profit causes puts you on an even higher plane. And even though you're not marketing your law practice, your new relationships and enhanced goodwill benefit your firm for many years into the future.

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Trey Ryder specializes in Education-Based Marketing for lawyers. He offers three free articles by e-mail: 13 Marketing Misconceptions That Cost Lawyers a Fortune, 11 Brochure Mistakes Lawyers Make and Marketing Moves Most Lawyers Miss. To receive these articles, send your name and e-mail address to trey@tretryder.com and ask for his free articles.

Editor's Note: This article is available by e-mail from trey@tretryder.com.