

**SDCE OERs Module 6:  
Marketing your Civic Engagement  
project, cause and collaboration**



# Module 6

As we come to the end of the course, we put the spotlight on facets of marketing your civic engagement project, cause and collaboration. Of course, it starts with building credibility, trust, relationships and cultivating a community before increasing your skills in mission marketing and how technology tools can help share your civic engagement efforts.



Topic 1: Why Building Credibility, Trust And Relationships Are Key



Topic 2: Cultivating And Growing A Student Civic Engagement Community



Topic 3: Spotlight On Mission Marketing



Topic 4: Technology Tools To Help You Share Your Civic Engagement Work



Module 6 Exercises

# A note on the terms we use

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Before we start your Civic Engagement journey, we need to explain what some of the abbreviations are that we will use throughout these Modules.

**HEIs-** Higher Educational Institutions.

**SDCE-** this is the name of the project that created these materials.

**DCE-** Digital Civic Engagement

**The Guide to DCE-** this is a guide surrounding information about Digital Civic Engagement and students. You can find [a link to the toolkit here](#)

**The DCE Toolkit-** Our Student Digital Civic Engagers' Toolkit is designed to teach you about relevant digital tools that you can use for your own civic engagement.

# WHY BUILDING CREDIBILITY, TRUST AND RELATIONSHIPS ARE KEY.

Learner level: Intermediate



# BUILDING TRUST AND CREDIBILITY IS KEY

Trust is an important factor to marketing your DCE project. If your project lacks credibility, it may, in turn, be less attractive to people.

Trust and credibility can be both internal and external factors. If your project lacks credibility internally, you might struggle to find volunteers willing to work on your project.

An external lack of trust might mean that people are not engaged by your project and their support is not forthcoming. This may mean it may fail.



# HOW TO BUILD TRUST FOR AN DCE PROJECT

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One of the fastest ways you can build trust within your DCE project is to ensure that you have the right leaders in place for the project. A leader who is passionate about the project and has a strong focus on trust as a value to the project is likely to increase trust on both an internal and external level.

There are three steps that you can follow when creating your DCE project that will help to build a culture of trust.

Read on to find out more...

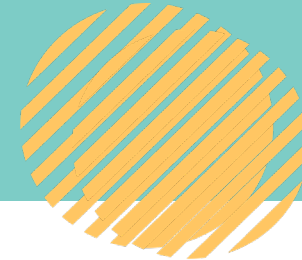




## STEP 1 TO BUILD TRUST IN A DCE TEAM

The first step is to approach potential issues/ conflicts as a team rather than as competitors.

Within your DCE team, is it important to remember that everyone is working together to have a positive impact on our civic engagement. If a team member makes a mistake, own it as a team and address it together. By ensuring a culture of trust within your team you will help to ensure the success of your DCE project.



## STEP 2 TO BUILD TRUST IN A DCE TEAM

The second step is to **communicate transparently with each other to inspire trust.**

Transparency is a key element to ensure that your DCE project and team have strong trust between each other. By having transparency surrounding all internal and external project information, it ensures that team members do not feel left out and false information does not spread throughout the group.





## STEP 3 TO BUILD TRUST IN A DCE TEAM

The third step is to **practice strong communication.**

While this step might seem obvious, one of the greatest sources of trust is listening and communicating well with one another. By practicing skills such as active listening, and ensuring every team member is heard, it can help to iron out issues as they occur. By actively listening to all team members, it can also help to create a stronger team where everyone is respected.



# BUILDING TRUST IN A REMOTE TEAM

Given our worlds have changed so much as a result of Covid-19, it is important to also identify how trust can be built over a virtual environment.

Here are a few tips to help build trust remotely:

1. Build rapport with 1:1 meetings
2. Encourage teammates with positivity
3. Create short term goals



# TOOLS TO BUILD TRUST

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Check out this Ted Talk on 7 tools for building a business that people can trust.

[View: https://youtu.be/IJUrQKY\\_A5g?t=12](https://youtu.be/IJUrQKY_A5g?t=12)



# BUILDING TRUST- EXTRA RESOURCES

[A journal article explaining how to increase trust in the workplace.](#)

[More information on the three steps building trust](#)

[Reasons employers should care about worker loyalty.](#)

[The secret ingredient that makes some teams better than others](#)



02

# CULTIVATING AND GROWING A STUDENT CIVIC ENGAGEMENT COMMUNITY

Learner level: Beginner





## Topic 2: Cultivating And Growing A Student Civic Engagement Community

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The next step to ensuring the message of your DCE project is established is to cultivate and grow your DCE project.

By ensuring that your community is aware and talking about your project, it can ensure that your project's mission will become established and guarantee the continuation of the project.

But how can we create and foster an environment where a DCE project is discussed and word of mouth spreads?



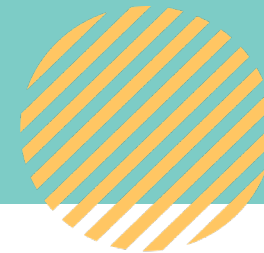


## Creating a positive environment

As we saw in the previous topic, by establishing trust, we can help create an environment for both students and communities that is positive.

A positive environment will also help to create a positive environment where word of the project will spread naturally.

A positive environment can also help to establish other methods of marketing your project...



# Creating A Positive Narrative

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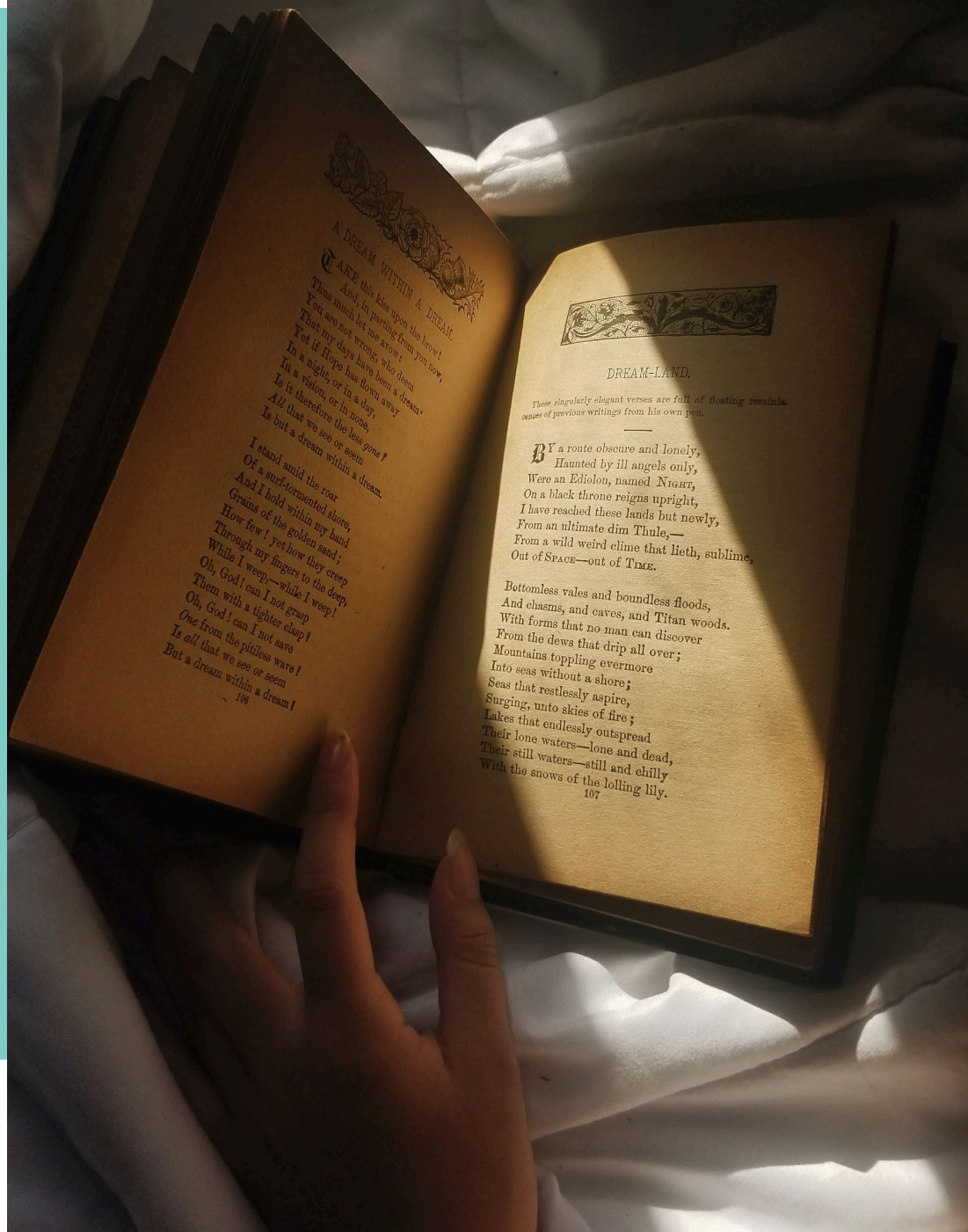
One type of DCE project can be service or knowledge exchange. We saw in the GMIT case study that the interviewees suggested that without the student's help, some community groups may have ceased to exist. The fact that this DCE project helped to ensure the establishment and growth of certain community projects and businesses is a fantastic message that future DCE groups could use.

When developing your DCE project, think about what it is that your project offers. It is important during any PR activities, or any marketing activities that you do, that you create a narrative that promotes the positive aspects of your DCE project.

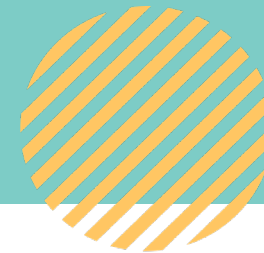
**Storytelling** is one way that a DCE Project could do this.

Source





“The most powerful person in the world is the story-teller. The storyteller sets the vision, values and agenda of an entire generation that is to come.” Steve Jobs.



# How to use storytelling as a narrative.

Storytelling is a powerful way to promote certain narratives. These can be used to the project's advantage. One way of doing this is by creating stories of success. By having the stories on your project website or social media, you can help to influence others to either want to join in on your DCE project, or to promote/ recommend your DCE project.

Why does this work? People love to hear stories as it triggers feelings of empathy, and empathy can help to create human connections between us. By telling the stories of the people your project has helped, as well as telling the stories of the people behind the project, it can help to attract new volunteers, and ensure the success of your DCE project, whilst perhaps even attracting new stakeholders.

Source



## UTILIZING SOCIAL MEDIA

Many projects could help spread the stories from their project on their social media platforms.

This could be done in several different ways, perhaps by creating promotional videos on their social media, and by having a version of testimonials of members of the group.

This can be combined with other promotional aspects of social media such as keeping followers updated on project goals as well as using livestreaming as a form of promotion.

Source





# More resources on storytelling

Find out more about the science of [storytelling by clicking on this link.](#)

Find out more about the power of storytelling from the video below:



# Service learning and volunteering

There are some interesting differences between service learning and volunteering, particularly when looking at an DCE project which participatory students are involved with it due to HEI obligations.

Service learning is a type of pedagogy that some research suggests proposes many benefits of learning over volunteering. Such benefits can include an increased retention rates in first-year college students, increased levels of student leadership, and it can also increase academic performance.

But what are the differences between volunteering and service learning?

Source





## Service Learning must include:

1. Reciprocal Benefits: Service-learning benefits a specific community's needs as well as students' academic learning and civic growth.
2. Planning and Reflection: Guided reflection helps students consider their experience allowing them to identify what they have learned.
3. Connection to Course Content: As activities always connect directly to learning objectives this supports "experiential education," or learning through experience.





## Putting the community in focus

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Community/ civic services are often the main focus of a DCE project. Service learning allows students to work directly with community projects.

As being an active member of a DCE project, it also enables students to experience how to address civic issues firsthand, whilst building relevant skillsets.





# Extra Resources on Growing Student Civic Engagement Community

For more information & resources, check out the following links:

[Five Ways to Increase Civic Engagement by Jennifer Levin-Goldberg](#)

[4 Service-Learning Project Ideas to Promote Civic Engagement](#)

[Lesson plan: Civic engagement and how students can get involved](#)

[What now? Workshop series at Brown University that encourages students to become civically engaged](#)





03

# SPOTLIGHT ON MISSION MARKETING

Learner level: Intermediate





## WHAT IS MISSION MARKETING?

Mission marketing is where an organization's mission is promoted as a core part of its marketing strategy.

Within a DCE project, this might follow something along the lines of promoting a DCE project's purpose, aim and goals to the public, to help to spread the message as well as ensuring the success of the project.

Generally, we can create this by creating a mission statement and a vision statement.





## MISSION STATEMENT VS VISION STATEMENT

A mission statement focuses on the purpose of your DCE project. It can be viewed as what are the primary objectives of your DCE project, and why have you embarked on this journey.

A vision statement captures more of the emotional aspects of your project, as well as providing a vision for the future. A vision statement provides a clear view to workers, or stakeholders on the purpose and meaning of your DCE project.



# FIND OUT MORE

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Take a look at this video which goes into more detail about vision and mission statements.

WATCH

[https://youtu.be/IJUrqKY\\_A5g?t=12](https://youtu.be/IJUrqKY_A5g?t=12)



# HOW TO WRITE A MISSION STATEMENT

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Take a look at this video which explains how to develop a mission statement.

WATCH

[https://youtu.be/IJUrQKY\\_A5g?t=12](https://youtu.be/IJUrQKY_A5g?t=12)





# INSPIRATION FOR DEVELOPING A MISSION STATEMENT

Not sure where to start with the development of your mission statement? Take a look at the link below which has 100 examples of mission statements:

[100 Mission Statement Templates & Examples](#)



[Source](#)



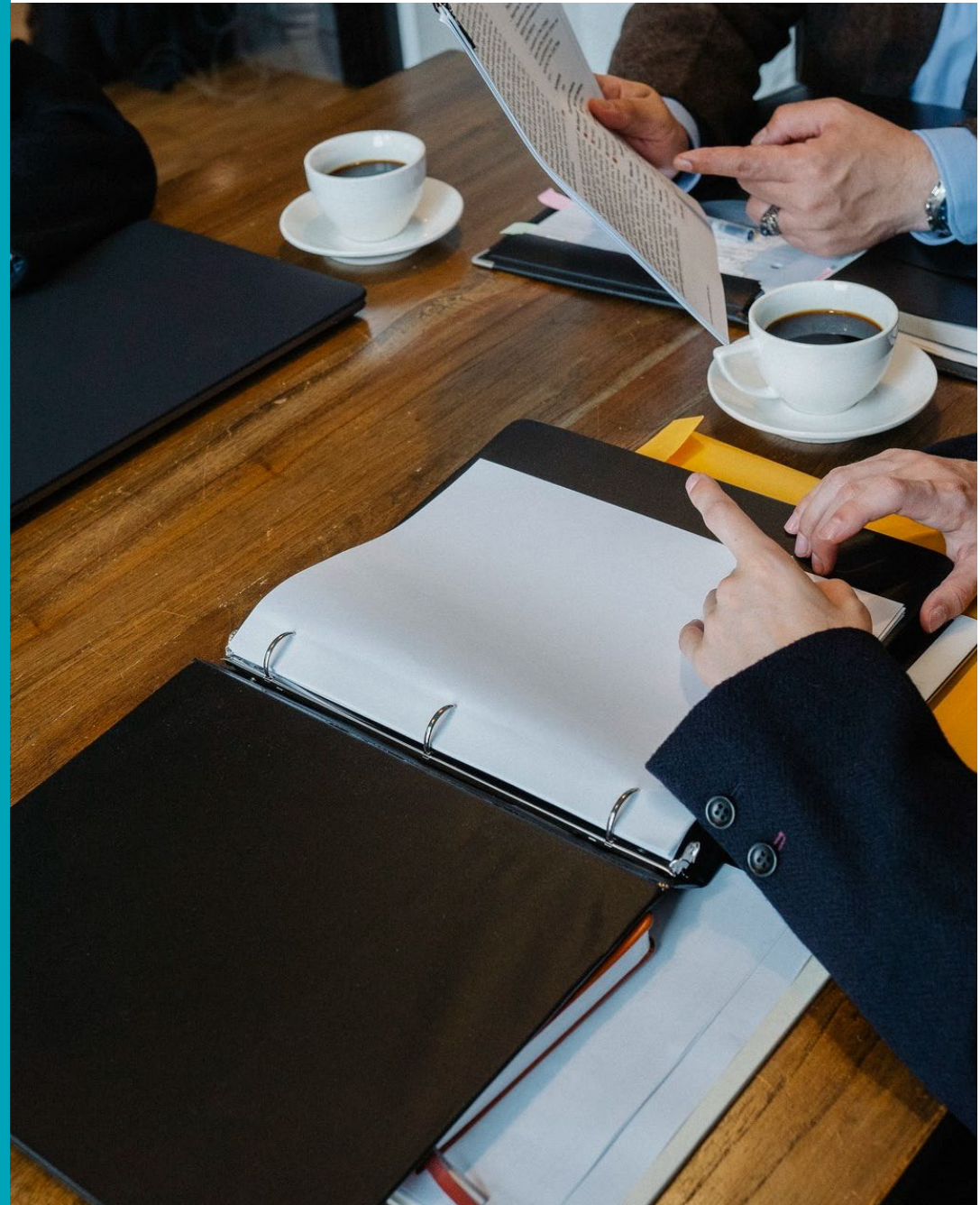


## HOW TO USE YOUR MISSION STATEMENT

Once you have developed your mission statement it is time to work out how you will use it to market your DCE project.

The main way of doing this is to focus the marketing strategy of your project around the mission and purpose of your project.

In the following topic, we will take a closer look at different digital tools you can use to help spread the message and promote your DCE project.





# Resources

[Forbes article on The Meaning Behind Mission marketing \(10 min read\).](#)

[27 Truly Inspiring Company Vision and Mission Statement Examples \(18 min read\)](#)

[Steve Jobs is often considered one of the best examples of using Mission Marketing. Check out this video of his talk on apple's "think different" campaign.](#)

[How to Write a Content Marketing Mission Statement in 3 Steps](#)





04

# TECHNOLOGY TOOLS TO HELP YOU SHARE AND SPREAD YOUR CIVIC ENGAGEMENT WORK

Learner level: Beginner





# USING TOOLS TO SHARE AND SPREAD YOUR CIVIC ENGAGEMENT PROJECT

Choosing the correct digital tools can mean the success or failure of your DCE project.

While each module will have a focus on relevant digital tools, this topic has a focus on which digital tools you can use to help market and promote your DCE project.

As most DCE projects will be conducted on a voluntary basis and funds will be limited, the highlighted tools are **free to use**.

Source



# FROM TOOLS TO STRATEGY

Before we get started on what tools will be best for which strategy, check out this video which focuses on how digital tools can become apart of the strategy to gain civic engagement in communities.

WATCH

[https://youtu.be/IJUrqKY\\_A5g?t=12](https://youtu.be/IJUrqKY_A5g?t=12)





## CANVA

Canva is an online graphic design tool, allowing you to create stunning visual. It is free to use and provides templates which can be modified to whatever the user needs.

Canva uses a drag and drop interface and with a small learning curve, Canva can be used to design many different types of digital content such as Instagram posts, posters, videos and even business cards!

[Link to the Canva Website.](#)





# WORDPRESS

Traditionally, WordPress was a tool primarily used by individuals and organizations for blogging, but it can also be used to create websites. Using a drag and drop interface, making a website with WordPress has never been easier.

Wordpress has a large array of third-party plugins, allowing it to be used with many tools and offers consistent usage between mobile and computer browsing.

[Check out the WordPress website here:](#)





## STOCK PHOTO SOURCES

Creating visually engaging content is extremely important for your DCE project's success. By creating visually stunning content you will attract higher organic growth to your social media channels, as well as increase engagement.

However, it is important that you use images that you have permission for, or you might end up owing royalties to the photographer who took it.

Take a look at our preferred stock image resources on the next page...





## OUR FAVOURITE STOCK IMAGE RESOURCES

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The following websites are our favourite for sourcing copyright free stock photos (as seen in our Modules), click on any of the links to access them:

- [Free stock photos & videos you can use everywhere with Pexels](#)
- [Unsplash: Beautiful free Images and Pictures](#)
- [Pixabay: 2.4 million+ Stunning Free Images to Use Anywhere](#)





# SEND OUT NEWSLETTERS WITH MAILCHIMP

Developing a newsletter can be a fantastic way keep people updated on the progress about your project, as well as informing people how they could become involved or support the project.

Mailchimp is an email automation online tool that allows users to send out emails to your mailing list.

It can also be used to create automated email marketing campaigns.

Check out Mailchimp by clicking on this [link](#):







## POWTOON FOR STORYTELLING

PowToon is a tool that enables its user to create visual and engaging videos and presentations in the form of animation. With a short learning curve, PowToon allows users to create a diverse and visually impacting video animation. This is perfect for creating stories for your DCE project to capture a new audience.

Check out the powtoon website:  
[PowToon #1 Video Creation Tool - Used by 27 Million People](#)





## WHICH SOCIAL MEDIA PLATFORM SHOULD WE USE?

Depending on what type of DCE project you have, it can greatly influence which of the social media platforms that you use.

Think about the users of your project, those that you are helping. What platform do you think they will use?

Other aspects can also influence which platform to use. If you have a lot of updates, or wanted to livestream sessions think about using Facebook





## WHICH SOCIAL MEDIA PLATFORM IS RIGHT FOR US?

There are also other aspects that can influence which platform you want to use. If you have a lot of updates, or want to livestream sessions think about using Facebook. Facebook as a platform is great for also sharing meeting dates.

If your project is highly visible, you may want to use more visually orientated platforms like Instagram or TikTok.

Twitter also offers a great platform where conversations occur between parties.



05

# MODULE 6 EXERCISES



## TASK 1: REFLECTION

Think about everything that we have covered in this module. In your head, create a DCE project from scratch. Think about the following things:

Create a mission and vision statement for your project, what are the things you would include? Why do you feel these aspects would be important to your project? What are some of the goals of the project?

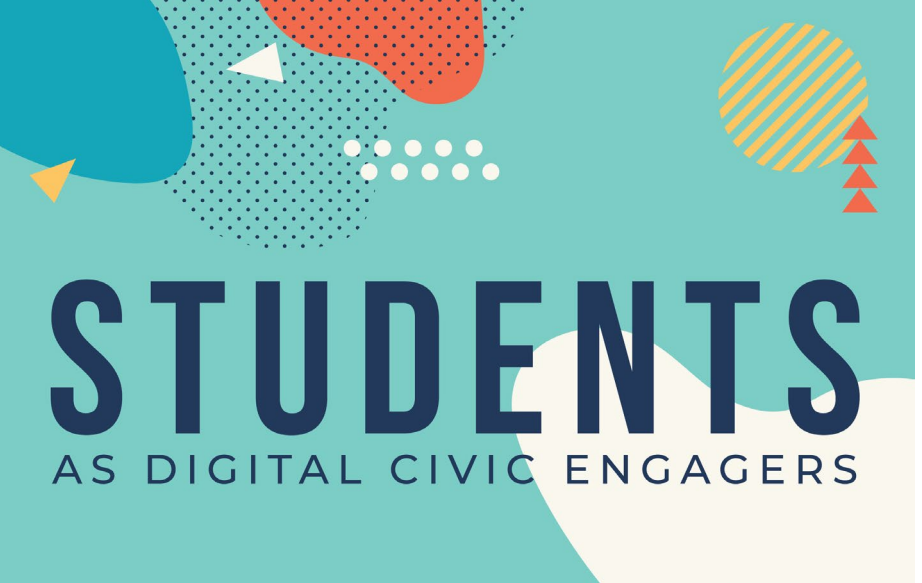
How will you begin to develop trust in your project? What are some of the activities you might do to increase this trust? While thinking about increasing trust, think about how you will create internal trust between project members and external trust to people that are not directly involved in the project.

## TASK 2- CREATE A SOCIAL MEDIA CAMPAIGN

Think about everything you have learned in this module regarding social media. Break up into teams of between 3-6 people, and answer the following questions. From the imaginary DCE project from Task 1, think about how you might use social media and help spread the message of the project.

What tools do you think would benefit your DCE project the most, and why do you think these tools would fit your project well? Which social media platforms do you think would match your project the best, and why?

As a final task, try making a post for your project using Canva, or making a simple Wordpress website to practice.



# STUDENTS

AS DIGITAL CIVIC ENGAGERS



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