

# WORKING WITH GOVERNMENT AGENCIES AND NON PROFITS

+

•

○



**ARIZONA  
MEDIA  
ASSOCIATION**



**ARIZONA  
LOCAL NEWS  
FOUNDATION**

---

# THE PUBLIC SECTOR IS DIFFERENT!

For government agencies and nonprofits:

- The **LOWEST PRICE** isn't always the deciding factor
- Procurement and grant guidelines change the game
- Proofs of performance are key, with ROI multipliers
- You have to think **EVEN MORE** creative to win





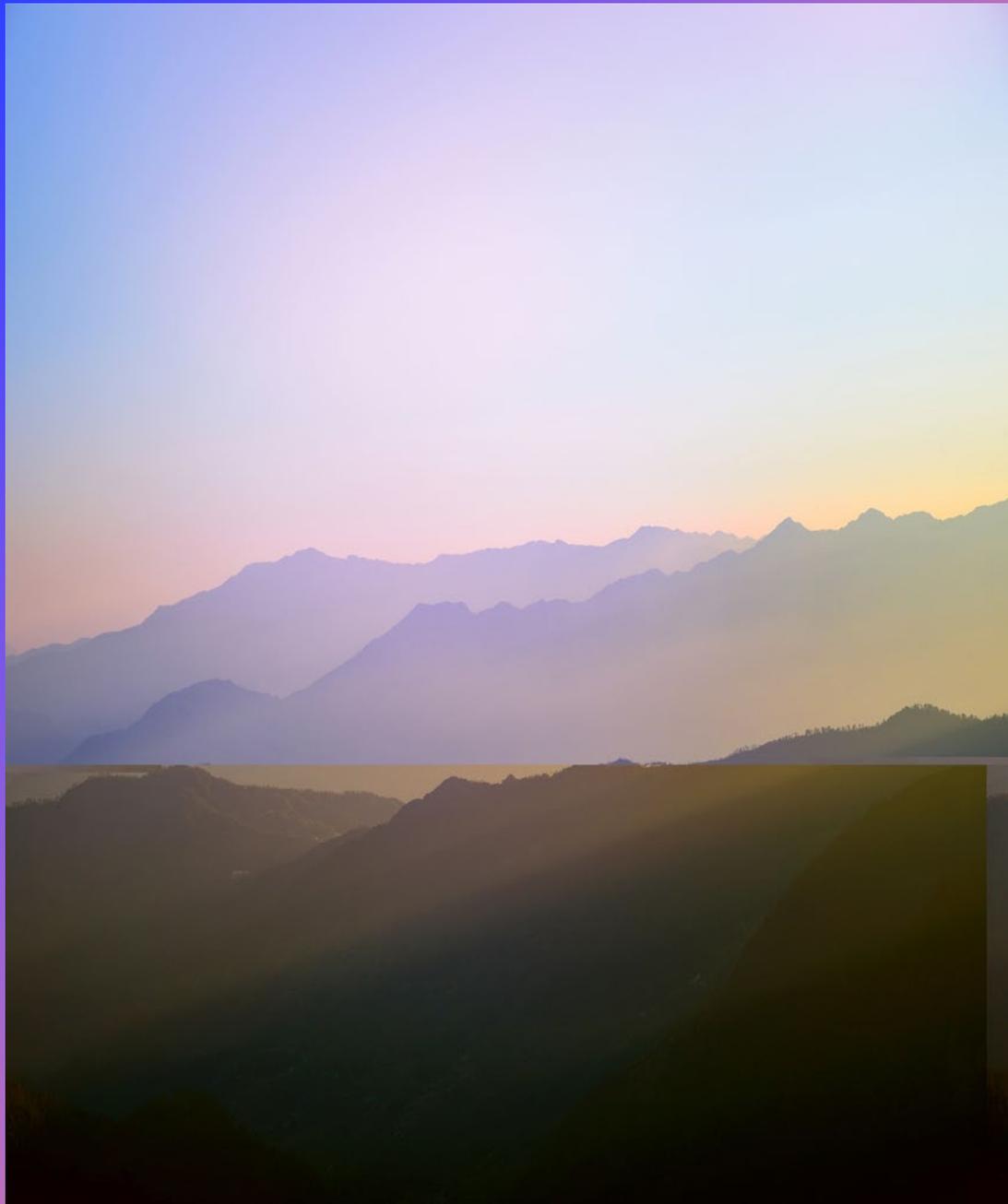
# STEP 1: Learn the lingo and understand process in your state for public agencies.

1. Are you set up in your state's procurement portal? Do you receive state RFPs as they are put out?
2. Understand the bidding process and the format required to be considered. Ask lots of questions if in doubt.
3. Does your state require a certain return on investment/ROI/in-kind multiplier? This can be like candy for state agencies.
4. Think about how can you be a one-stop solution to compete against agencies also bidding for this business.



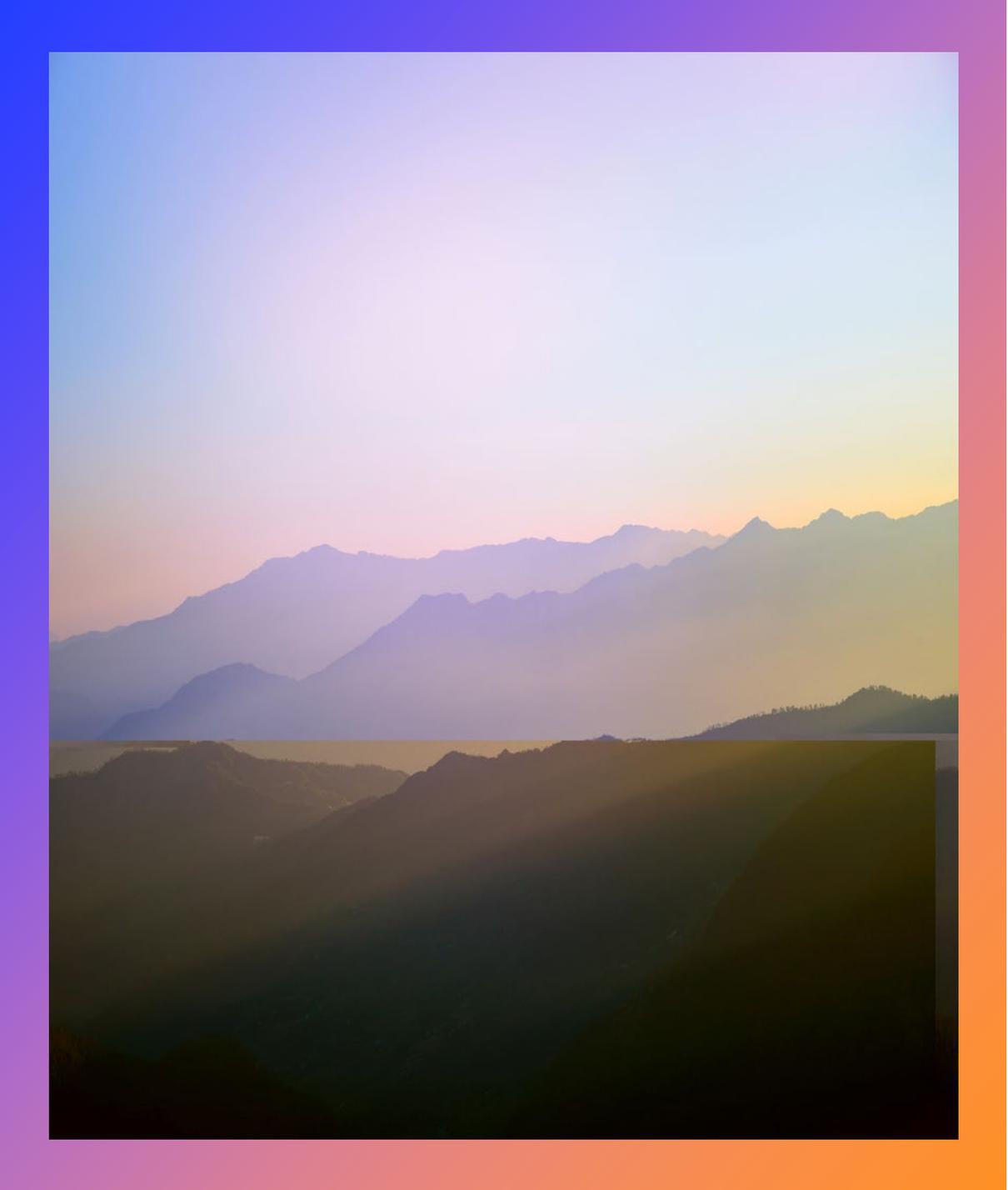
## STEP 2: Find an alternate route if you can't go direct to a public agency

1. If working directly with the state seems too complex, look for the local ad agencies that are experts in public partnerships. Often times, these are the boutique agencies. Many have exclusive relationships and make their money as experts in this realm. Make those agencies your friends and use the same lingo from step 1 to help secure your buys. That makes it easy for the agencies!



## STEP 3: With nonprofits, you may have to help them find the money.

1. If you think it's tough to find money with commercial brands, just imagine the non-profit space challenges.
2. This is where you have to get creative.
3. Can you help them scout for grants?
4. Can you find sponsors that will fund a co-branded campaign?
5. Can you bring two similar nonprofits together?
6. Just like commercial partners, these relationships can take time to build. And sometimes, you just have to wait out a grant. Keep the relationship warm!



## STEP 4: Focus on unique attributes to win the buy

1. It's not always about the lowest price for government agencies and nonprofits. Are you listening to their needs? Their state law requirements? Their board or charter rules? It's not always about "mass" audience.
2. What can you offer that others can't?
3. What added value is available? Can you guarantee a 2:1 ROI?
4. What can you provide that makes these groups look good AFTER the buy is underway. What proofs of performance can they share with their boards, city councils, etc...

# STEP 5: Relationships are important, but know everyone in this space

1. Turnover can be high in both government and nonprofit world, but the hidden benefit of these agencies is that once you get in the door, repeat business is easier to capture. Don't lose out. Don't make friends with just one person!
2. Don't forget to speak in English, especially as you network within these groups. Unlike traditional commercial marketing, these buyers don't always know your lingo.
3. Ask for referrals to other government agencies and nonprofits. It's a big family!

---

# THE PUBLIC SECTOR IS DIFFERENT!

For government agencies and nonprofits:

- The **LOWEST PRICE** isn't always the deciding factor
- Procurement and grant guidelines change the game
- Think creative!
- Proofs of performance are key, with ROI multipliers
- Relationships and simple English speak is key.

