

It's Not We, It's You

Reach People With Electronic Magic

November 30, 2023

Agenda

- Journey building
- Video
- Podcasts
- Personal connection



Journey building

Jolene Zelenski

Manager of Digital Marketing

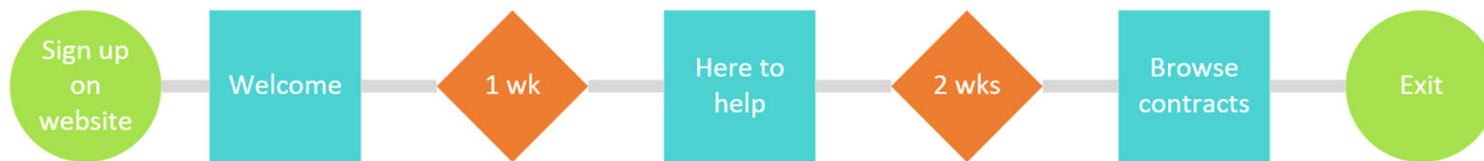
Challenge

- Communicating to members at scale, while making it feel personal
- Need to communicate better
- Customize messages without manually sending each one

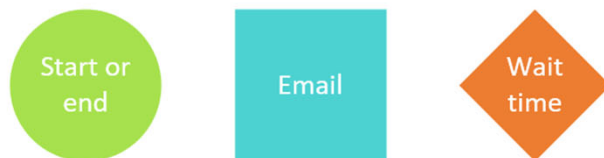


Solution

Create an email journey with automation and personalization targeting supplying answers before they ask a question



Key





Welcome to Sourcewell

Account Number: 5511

Hi Jolene, and welcome to Sourcewell. As a public agency in Minnesota, we are excited to serve you through professional development and cooperative purchasing contracts.

Keep an eye out for additional information coming from us. In the meantime, you can get started by [browsing our contracts](#) and [exploring our local services](#).

We make purchasing easy

1. Save your account number: 5511.
2. [Browse our online catalog](#) of nationally awarded contracts.
3. Contact the vendor and tell them you'd like to use the Sourcewell contract or [contact us](#) — we're happy to guide you.

How can we help?

For more information about Sourcewell or our contracts, contact Kelli Draper.

218-541-5223

[Email Kelli Draper >](#)

Learn more about cooperative purchasing

Our participation training video series walks you through the steps to make your first purchase using a Sourcewell contract.

[Finding a contract >](#)

[Obtaining a quote >](#)

[Making a purchase >](#)



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How can we help?

Hi Jolene, we've designed Sourcewell's cooperative purchasing to save you time and money. To make your purchases as easy as possible, our client relations team is willing to guide you through every step. Do you need help understanding the process, providing documentation, or anything else?

[Learn more about Sourcewell's process](#)

Two questions & three minutes

We'd love to know a bit more about your cooperative purchasing interests so that we can tailor our communications to you.

[Tell us more](#)

How can we help?

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[Government helping government](#)

Sourcewell exists for one reason: to help government, education, and nonprofits work more efficiently.

We offer a wide range of cooperative contracts and have been a trusted agency resource for more than four decades.

[Explore our contracts >](#)



Account Number: 5511

Committed to excellence

At Sourcewell, we exist to serve and helping our partners to fulfill their public service missions. We love a good challenge where we can help lead the way.

Bring us your questions and your organization's needs so we can work together for a solution.

[Browse more than 400 contracts](#)

How can we help?

For more information about Sourcewell or our contracts, contact Kelli Draper.

218-541-5223
[Email Kelli Draper >](#)

Outcome

First email stats:

99%

delivery rate

89%

open rate
on first email

27%

unique click through
rate on first email

Quick-start guide

1. Pick a common occurrence

Example: signing up

2. Write answers to common questions

Examples: membership number,
who do I contact,
what should I do now?

3. Determine cadence & build

Example: 1x per week

◇ Create your first automated email journey

What's a common action your audience takes?
Ideas: sign up on the website, register for an event

Who does this?
Ideas: new member, prospective member, event registrant

What do they want/need to know?
Ideas: member number, what to bring to the event, training options

Pick your top 3 knowledge items
1.
2.
3.

When do they need to know each of the above?
Ideas: ASAP, within two weeks, one week before the event
1.
2.
3.

Sketch it out
What will trigger each email?
What's the timing between each email?
Tools: Visio, pen and paper, sticky notes on wall, moqups.com (free version)
[add imagery]

Write your content

n platform is the
nization. This list is

offered this
ortant to consider
f your agency.

Cost
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r content

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Video & Visuals

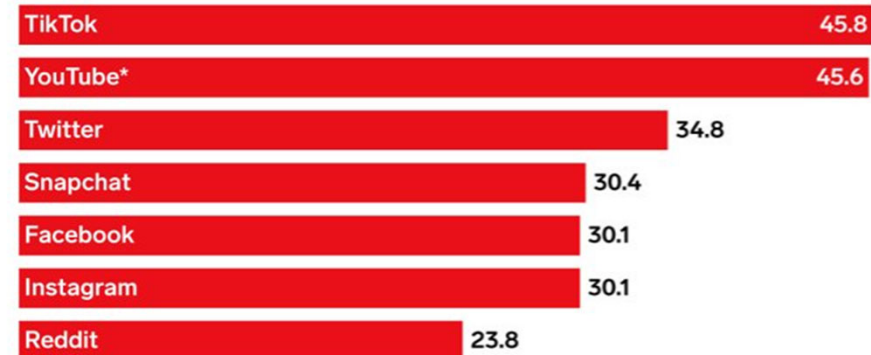
Jeremy Doyle
Multimedia Supervisor

Challenge

Create high-quality videos that stand out from the plethora of content available.

Average Time Spent per Day by US Adult Users on Select Social Media Platforms, 2022

minutes



*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *YouTube includes all time watching video on YouTube via any device; includes YouTube TV*

Source: eMarketer, April 2022

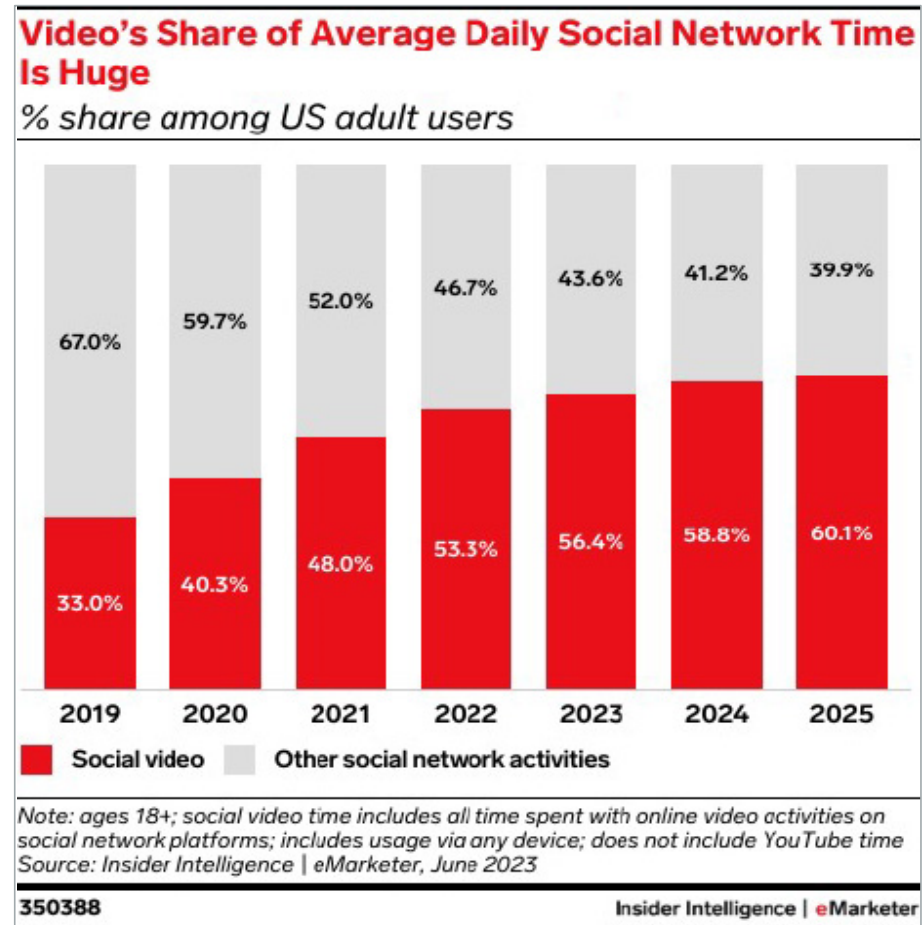
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eMarketer | InsiderIntelligence.com

Source: eMarketer Research

Challenge

Create high-quality videos that stand out from the plethora of content available.



Source: eMarketer Research

Solution

Tell a compelling story that engages and resonates with the audience.





[Watch the video via Vimeo](#)

Outcome



Emotional response



Authenticity



Show, don't tell

Quick-start guide

- What story do I want to share?
- What personnel do you have?
- What equipment do I need?
 - Production
 - Post-production
 - Distribution



Podcasts

Kassidy Rice
Senior Director of
Education Solutions

Andrea Mortensen
Office Team Supervisor

Challenge

Teachers need access to high-quality professional development but have a hard time obtaining release time to attend professional development from school due to the substitute shortage.



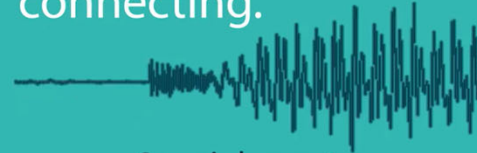
Solution

Launch a bi-weekly
podcast providing:

Respected expertise
and

Quality content

Kids benefit from things being predictable. It helps them feel safe. It helps them feel all that neurobiology, everything working, connecting.



Special guest:
Jacki Brickman,
The Catalyst Approach



Outcome

3,496

Downloads

113⁺

Average downloads
per episode

TOP
25%

of Podcasts

Ed·Soul

A podcast by
educators for
educators

Sourcewell 

Quick-start guide

1. Determine audience, frequency, length, and structure
2. Subscribe to a podcast hosting platform
3. Schedule and record sessions
4. Edit, post, and share



Personal connection

Chelsea Ornelas
Brand Manager



Challenge

Misinformation and
disinformation
fueled confusion.

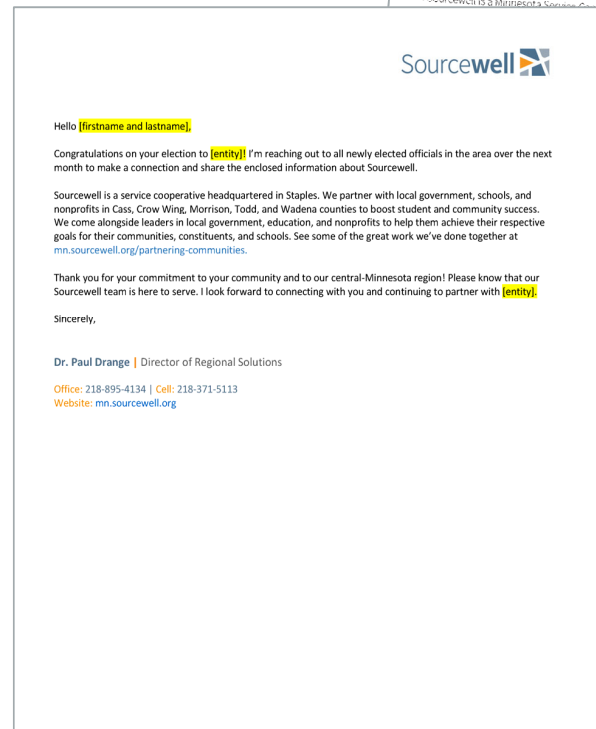


Solution

Personal outreach to
55 newly elected officials.



Personal outreach to
55 newly elected officials.



Solution

Personal outreach to 55 newly elected officials.

Phone scripts for Newly elected outreach campaign 2022-23

Example voicemail

Hi, first name. This is Paul Drange, director of regional services for Sourcewell. Say, I'm reaching out to you for two reasons. First, to congratulate you on your election to entity school board/council/commission, etc. And second, to follow-up on a letter I recently sent you. I hope you got it and have had a chance to look it over. It's a short welcome note and includes some information about Sourcewell that might be helpful for you as you step into this new role.

Sourcewell is a service cooperative headquartered in Staples...we partner with local government, schools, and nonprofits in Cass, Crow Wing, Morrison, Todd, and Wadena counties, coming alongside them to help them achieve their respective goals for their communities and constituents. For example, in their entity/community, we work with.... [fill in the blank] to do [A B C].

We are grateful for your commitment to your community/school...Please know that our Sourcewell team is here to serve. We look forward to partnering with you and your entity. If there's anything we can do or if you'd like to connect and chat more.... Please give me a call back at 218-895-4134

Example answered call

- Hi, first name. This is Paul Drange, director of regional services for Sourcewell. How are you today? Did I catch you at an ok time to chat for a few minutes?
- Say, I'm reaching out for two reasons. First, to congratulate you on your election to entity school board/council/commission, etc. And second, to follow-up on a letter I recently sent. Did you receive that letter and have a chance to look it over?

THEY SAY YES →

- Good, good...I'm glad you got it. I wanted to make an intentional connection with you to follow-up and share a bit about how we've worked with their entity recently. INSERT SOME EXAMPLES
- We really appreciate your commitment to your community/school. Are there any questions I

Outcome

- Great conversations
- Four invitations



Quick-start guide

1. Define your audience
2. Select your sender & craft the message
3. Choose your channel(s)



Wrap up

Make some magic

- Startup guides
- Resources
- Examples



sourcewell.org/magic