

VENDORS AND MARKETING TRANSCRIPT

Welcome to HMSR-430 Administration in Human Services.

This presentation covers Workshop Three, identifying vendors and creating an advertising plan for your human services program.

Let's jump right in to identifying vendors and creating an advertising plan.

In addition to hiring staff, you need vendors to provide services and products. Once those vendors are identified and contracts are signed, vendors must then be managed. Once those logistics of the business are addressed, you then want to let the community know you're *open for business*.

First, let's take a look at vendors.

Using the information from Workshops One and Two, I will be providing stress management training to military personnel and families for my community program.

This means that I will need to develop a training program. Since developing initial training content is a one-time task, I will contract a consultant to develop the training course and materials.

I want to hire a consultant, but finding qualified people isn't always easy. In referring to my strategic staffing plan, I find that I need someone who has a background in psychology, specifically stress management, as well as working with military personnel and families.

I can conduct an internet search for consultants, advertise on job boards, and even contact another human services agency to determine if they might have a resource.

Once I hire a consultant for my program, I will then negotiate the contract. This includes providing the consultant with the parameters of the stress management course, the audience, length of course, and timeline.

For your program, be sure to stay within the available funding. Remember, the cost of this contract must be part of your budget. You want to continue this task by identifying other services you will require based on your goal and strategic business plan.

In addition to services, you will also need to identify product vendors, for example, supplies, computers, etc. Supply companies typically have companies set up business accounts, which can mean discounts for non-profit organizations.

Now keep in mind that funding is not only money, but it's also products and services. Because we will likely need computers to operate our human services program, some companies may donate the equipment as a tax deduction for their own companies. What products will you need for your human services program? Identify those needs based on your goal and strategic

business plan. Include a forecast of those expenses in your budget. This forecast also helps your fundraising efforts.

All community programs need a place to conduct business. Because I am providing a service to the community with my depression treatment program, I need a place to provide that service. Therefore, I need to find rental property.

At minimum, I need a training room and therapist offices for my human services program. Remember, you also want a location where the population you are serving has access. Once your rental property contract is in place, be sure to align the expense with your budget and fundraising efforts.

Now that you have your goal identified, a strategic business plan outline created, and have identified resources for staff and vendors, you want to let your community know about your human services program.

Advertising is an unfamiliar concept for many non-profits. Advertising is the way to share your new program with the community, as well as potential funding sources. To create an advertising plan, identify your target audience.

Create advertising materials that describe your services and donation opportunities. For my depression treatment program, I will want to advertise my stress management course.

Think of the possibilities of using social media, such as Twitter and Facebook. You can certainly reach the community in a cost effective way!

You can also partner with other organizations, government agencies, and local businesses. How do you plan to advertise your human services program? Social media is also a good way to raise funds to support your program.

As always, stay aligned with the goal and strategic business plan outline when identifying contractors, negotiating contracts, and creating an advertising plan.

In the next workshop, we will review the legalities of a non-profit, as well as, creating a risk management plan.

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