TALK TO ME, GOOSE



BECOME A MARKETING NON-PROFIT MAVERICK

ABIGAIL ERICKSON

Twenty-five years in senior marketing and non-profit leadership roles.

$225 million raised to support non profit organizations - small, medium and large in size.

A constant contact user from the beginning.





BECOME A MARKETING NON PROFIT MAVERICK

Using lessons inspired by the Top Gun mindset—know your mission, understand your wing-person, trust your training, and be willing to make the bold move—this session explores how nonprofits can break through marketing clutter without breaking the budget.

You will learn how to identify their organization's unique marketing advantage, create campaigns that connect emotionally with audiences, use storytelling to move people from awareness to action, and build a culture where experimentation becomes part of the marketing strategy.

This is not about having a bigger marketing budget. It's about thinking differently, moving strategically, and finding your organization's unfair advantage.

ADOPT A MAVERICK MINDSET

FIND YOUR MARKETING TOP GUN

DO MORE WITH LESS

TURN STORIES INTO ACTION

EXPERIMENT WITHOUT CRASHING

BUILD YOUR 'GOOSE"



GET IN THE AIR

You need a marketing mindset.

COMPETITION IS FIERCE

DONT PLAY IT SAFE

FORWARD FOCUS

CREATIVE IS KEY - GRAPHICS, VISUALS

WHAT DO PEOPLE REMEMBER?

KNOW YOUR MISSION & AUDIENCE

FINDING INSIGHTS

Your idea of what the mission is and what your donors, constituents, customer (social enterprise), or visitors need and want is often too preconceived...let go and start listening, observing and reading the room.

WHAT DO THEY CARE ABOUT?

Don't ignore pop-culture. It's everything. Look around at trends. Can a campaign address a need, target a donor, reach a new audience and bring them joy, a feeling of doing good or helping others?



BREAK THE SOUND BARRIER

CREATIVE STORY TELLING - MORE NOISE?

MODERN STYLES OF CONTACT + COLLABORATION

CREATIVE APPS - CANVA & CONSTANT CONTACT

ATTENTION-GRABBING CAMPAIGNS

Not the one in charge? Fight for a new concept, reframe, rethink, and use this deck as an example of what to consider. Keep it simple and don't forget a collaboration that is multi age intentional. Ask what people think as often as you can!

The one in charge? Open up, consider new generational language, inclusive concepts, authentic and passionate messaging that brings emotion to the surface. What drives you to take risks? Listen to new ideas!





FIND YOUR GOOSE

Are you a good wingperson?

- BUILDING INTERNAL PARTNERSHIPS
- CHAMPION OTHERS + NEW PROCESSES
- ATTENTION-GRABBING CAMPAIGNS
- CONFIDENCE - KNOW YOUR TARGET
- RESULTS - GOOD OR BAD MATTER



RELAUNCH CAMPAIGN

CHARITY WATCH TOP·RATED

DESTINATION: FRONTIERS Pillars 2024

FRONTIERS OF FLIGHT MUSEUM
DALLAS LOVE FIELD

HISTORY & EXHIBITS

- Preservation
- Conservation
- Interaction
- Culture & Displays
- Storytelling
- Technology
- Curation - New & Revolving Exhibits
- Diversity & Inclusion

+

EDUCATION & AEROSPACE INDUSTRY

- Aerospace-STEM Education Camps Mobile Programs
- Aerospace Workforce Development Pathways (Training Partners)
- Developing Scaleable National Educator Programs with Space Agencies

+

GUEST EXPERIENCE

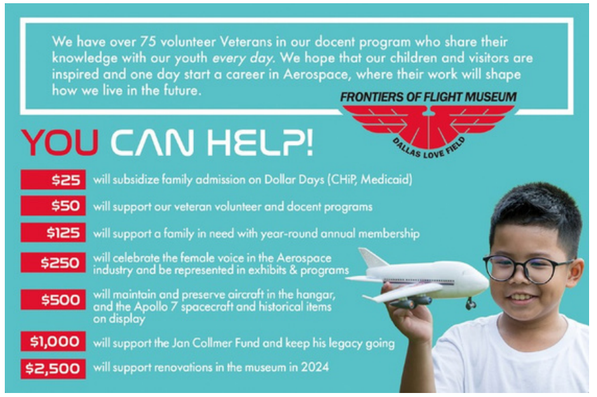
- Tourist Destination
- Family Connection
- Joy and Belonging
- Entertainment
- Events
- Community
- Dining
- Shopping
- Volunteerism
- Loyalty















Smithsonian Affiliate

IDENTITY

STORY TELLER

VISUALS

LOGO

BRAND STORY











IMPACT REPORT DATA

BESSIE











Campaign Tactics

As part of the Rebrand & Relaunch: Refreshed visual identity, messaging, and seasonal campaign strategy.

Found Partnerships: Collaborated with Microsoft, KERA, and a donor to develop in house, quickly.

Exhibition Ambassador: Secured relevant spokesperson who was passionate to educate others.

Community Engagement: Invited prominent DFW Black families to the museum who may have had preconceived notions about who we serve.

School Outreach: Engaged 430 schools and educators.

Constituent Marketing: Used regular Constant Contact to reach 12,000 constituents. LinkedIn - 9,000 reached.

Campaign Materials: Developed postcards, clothing for the FOFM Store, promotional materials and books.

Budget Conscious Execution: Delivered the campaign within a $5,000 budget.

Gigi Coleman

Best exhibition I have ever seen in the United States about my Aunt Bessie.

TAKE THE SHOT

WHAT IS THE GOAL?

DEFINE THE NEED

DEFINE THE AUDIENCE

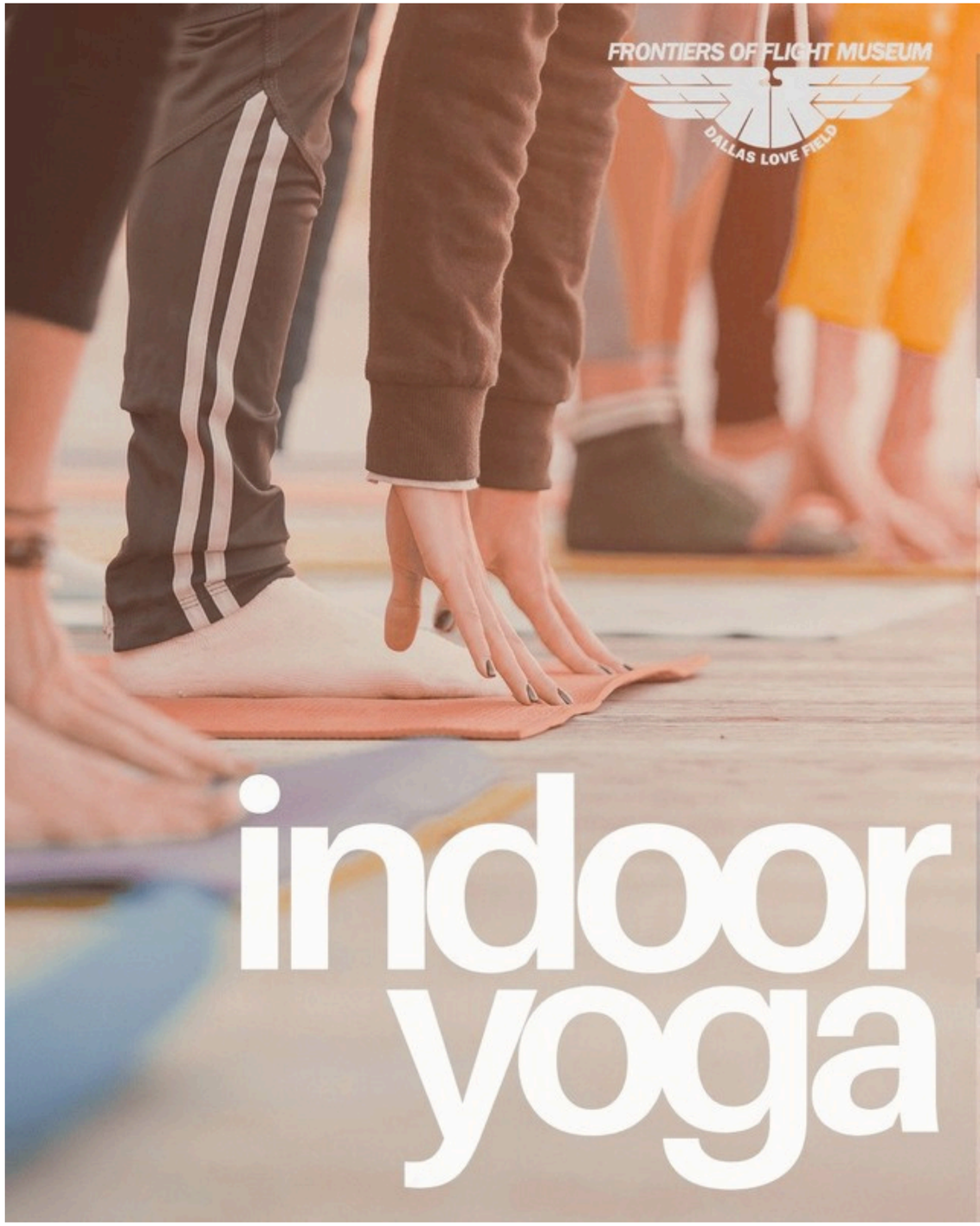
WHAT TOOLS WILL YOU USE

TIMING + TRENDS

LEARN SOMETHING NEW

AVOID TOO MUCH AI

Framework: you need a platform to start from that can be adapted on the web, in social media, and in your strategic planning. I'd start with 3 pillars to shape the narrative



courtney woo
airbus

FRONTIERS OF FLIGHT MUSEUM
DALLAS LOVE FIELD





THANK YOU

