

Citizen Base Strategy : MARKET EFFECTIVELY

Agar mendapat dukungan publik, sebuah organisasi harus mampu mengkomunikasikan visi dan misinya kepada publik dengan cerdas. Visi merupakan "promise" dan "branding" yang harus dikemas dengan cerdas. Menurut ahli marketing/branding, Amalia E Maulana, proses membangun branding melibatkan 4 proses utama, yakni *awarness*, *understand*, *convince* dan *action*. *Awarness* artinya organisasi harus membangun kesadaran kepada publik tentang keberadaannya secara terus menerus melalui berbagai saluran komunikasi yang ada. Entah lewat newsletter, berita di media massa, dan internet. Setelah mereka menyadari keberadaan suatu organisasi, publik diberikan informasi yang mudah dimengerti tentang visi dan tujuan akhir keberadaan organisasi, dan kemudian yakinkan betapa pentingnya keberadaan organisasi sebagai kebutuhan publik. Pada tingkat selanjutnya, di buat sadar, yakin barulah berharap memberikan kepada Baik dukungan *in kind*.

Guna berlanjut *action*), proses dukungan semudah Kepuasan dan mereka dalam harus dijaga pada akhirnya kepada Atau lebih dari ambassador kita. Jika tingkat ini, kepusingan organisasi mengenai dukungan sumber daya dari publik/stakeholders dapat berkurang.

Namun demikian, supaya proses ini dapat berjalan mulus, diperlukan persiapan dan evaluasi secara terus menerus. Tahap persiapan adalah menganalisa siapa sebenarnya stake holders utama kita, apa isu komunikasi yang menjadi hambatan dan strategi apa yang dibuat untuk mengatasinya. Setelah proses membangun branding telah berjalan pada setiap titik (*aware*, *understand*, *convince*, *action*, *repeat action*, *loyal* dan *ambassador*), strategi komunikasi / marketing hendaknya terus dievaluasi (sumber : www.ashoka.or.id)



setelah publik mengerti dan organisasi publik dukungannya organisasi. *finansial* dan

dukungan ini (*repeat* memberikan harus dibuat mungkin. keterlibatan organisasi benar, hingga mereka loyal organisasi. itu menjadi bagi organisasi sudah pada

Mari Bertemu dengan CBI investee dari Negara Lain :

AUDELANORTE, ARGENTINA

Organizational Vision

Audela Norte promotes the integration of developing programs for students, professionals, respect. Audela's interactive approach combines learning opportunities, providing direct without disabilities. Students and professionals opportunities to appreciate their peers' talents and strengths. According to Audela co-ourselves in their world, not the other way alternative learning methods At the start of the Barriers program to capture a growing demand in Argentine schools. Audela began by targeting exclusive residential area with many upper- and schools was an important strategic decision: not schools but they also had the financial resources program's first year, Audela instructed more than offering workshops free of charge before deciding to charge schools roughly US\$4 per student. Rather than experiencing a decrease in demand because of the new fee structure, Audela saw demand increase as word of mouth created opportunities at other private schools. As its student programs grew in popularity, Audela decided to expand its workshop offerings by tailoring courses to meet the needs of local businesses and corporations. Working with the business community, Audela has grown its resource base while capitalizing on the increased demand for diversity training in the workplace. Corporations are willing to pay nearly ten times more per employee than Audela charges per student, and Audela uses some of these funds to subsidize Lifting Barriers workshops for public schools in the region. Espina believes that the financial support from the business community shows that "people are willing to support each other; you only need to show them how."



individuals with disabilities into society by and the general public that foster tolerance and educational workshops with experiential engagement between individuals with and from throughout Argentina are given disabilities and challenges, as well as their founder and President, Mónica Espina, "We put around." Respond to a growing demand for 2002 school year, Audela launched its Lifting for alternative approaches to diversity learning private schools in Buenos Aires' Zona Norte, an middle-class neighborhoods. Focusing on these only was demand especially high in private available to support Audela's work. In the 500 students, building credibility by initially

Replicate successful strategies of community engagement

Gallito Ciego-Spanish for the children's game Blind Man's Bluff-is the best known example of Audela's experiential learning approach. Formerly housed in the Roman Rossel Institute, a rehabilitation center for the visually impaired located in Buenos Aires, Gallito Ciego is a restaurant that simulates the eating experience of the visually impaired by forcing customers to dine in total darkness. The Gallito Ciego model accomplishes two important goals: it contributes to Audela's mission of promoting tolerance and hands-on appreciation for people with disabilities and also creates job opportunities for disabled workers. The restaurant's employees (most of whom are blind or visually impaired) purchase, prepare, and serve lunch to groups from schools, businesses and citizen sector organizations. In addition to the unique dining experience, Audela provides sensitivity training workshops before and after the meals to prepare and then debrief participants and also facilitates discussions between the restaurant's visitors and their visually-impaired hosts. The Gallito Ciego restaurant opened in October of 2002 and the public's response was immediate and overwhelmingly positive: the restaurant was acclaimed by members of the media and was featured in leading Argentine newspapers and magazines. In its first three months of operation, Gallito Ciego filled its entire reservation book, serving over 400 meals. The restaurant went on to serve 4,000 meals and raise US\$17,000 in 17 months of operation.

Lesson Learned

- Respond to market demand. Audela raises awareness for people with disabilities by providing services that are highly sought after by schools and businesses.
- Carefully identify your target audience. Audela initially targeted private schools with its Lifting Barriers program, in large part because the schools have more resources to dedicate to alternative education programs.
- Be flexible. By adapting its diversity workshops to meet the needs of local businesses and corporations, Audela expanded its resource base and cultivated relationships that have led to other partnerships and collaborations.
- Replicate successful resource mobilization strategies. Audela developed one of its most successful strategies, the Gallito Ciego restaurant, by adapting a strategy developed by a CSO in Switzerland.
- Reinvent your own strategies that work. Despite losing one of the program's key supporters, Audela plans to launch an improved version of its successful Gallito Ciego restaurant in 2007. (sumber : www.citizenbase.org)