

Nonprofit Marketing



Is Like a Box of
Chocolates

Robert Roth, Ph.D.

Introduction

I have been creating nonprofit marketing and outreach programs for more than three decades. My programs have touched more than 100 million people and raised more than \$40 million.

Throughout all of this experience, I have frequently recalled what Forest Gump told us (in the movie Forest Gump) that his mama said:

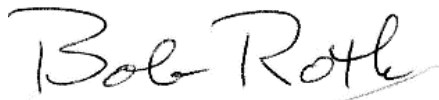
“Mama always said life is like a box of chocolates.
You never know what you’re gonna get.”

Nonprofit marketing and program development is certainly chock full of box of chocolates-like surprises. And, never have these surprises been more surprising than during the COVID-19 pandemic.

In this eBook, I share seven stories about how I continue to innovate my nonprofit marketing and development toolkit. I hope that these stories will contribute to your innovative thinking.

Our nonprofit work is certainly now, and forever will be, a work in progress! Please contact me if you would like to share more about nonprofit marketing and program development innovation.

Thanks for reading! And, thank you for your interest in making a difference.



Bob Roth (AKA Robert Roth Ph.D.)
marketingbydrbob.com
bob-roth@outlook.com



Source: Pinterest.com

Contents

Introduction	
Chapter 1 – Frank Lloyd Wright Foundation Celebrating Frank Lloyd Wright’s Legacy of Sustainable Architecture	3
Chapter 2 – American Humane Protecting Children and Animals from Abuse and Neglect	9
Chapter 3 – San Juan Marina - Navajo Nation Creating Jobs in a Remote Corner of the Navajo Nation	15
Chapter 4 – Desert Stages Theatre Digital Marketing Drives Revenue For a Community Theatre	18
Chapter 5 – Cripple Creek, Colorado Funding Historic Restoration of the World’s Greatest Gold Camp	21
Chapter 6– The Grand Canyon Railway Transforming a Nonprofit Project Into a For-Profit Business	26
Chapter 7– ACCESSMed Foundation Digital Marketing and Partnerships Overcome Social Distancing	30
Chapter 8 - Looking Forward	33
About Dr. Bob	38

Frank Lloyd Wright Foundation

Celebrating Frank Lloyd Wright's Legacy of Sustainable Architecture

The Frank Lloyd Wright Foundation stewards the world's most famous architect's legacy. In addition, it is dedicated to preserving Taliesin West, Mr. Wright's early 20th Century school of architecture and laboratory.



The Challenge

Working with the Foundation, as a consultant, I opened a box of chocolates that contained two surprises.

First, there was a need to create an outreach and fundraising program that would generate a minimum of \$100,000 in year-after-year annual revenue.

Second, the program had to be built around a branding strategy and a story that celebrated and advanced Mr. Wright's legacy of sustainable architecture.

Research

As a first step to increasing fundraising capacity, I researched the potential to expand the existing donor base. Unfortunately, research findings indicated that doing that was not a viable option.

Next, I researched grant opportunities and, once again, found that seeking new grants to support the envisioned program was not a viable option.

Finally, I concluded that achieving our project goals would require creating marketing marriages that would 1) demonstrated Mr. Wright's unrelenting quest for ever more sustainable building designs and technologies . . . and 2) secure donations of a wide variety of sustainable energy products.

Strategy

Working as a team with Foundation staff and board members, I created marketing marriages with First Solar, Osram-Sylvania and Studio Lux.

I designed a program concept that would enable these manufacturers of state-of-art sustainable energy products to install, demonstrate and promote their products at Frank Lloyd Wright's historic laboratory, Taliesin West.

We set goals for the program that included 1) Seeking partner-provided grants for approximately \$2.0 million of sustainable energy products and installation, and 2) Utilizing the installed energy equipment to reduce Taliesin West's almost \$200,000 annual energy bill by at least 50% (thus producing \$100,000 in annual revenue).



Additional goals included generating a continuum of stories that advanced Mr. Wright’s legacy for energy efficient architectural design, and promoting tours of Taliesin West centered on our partner’s sustainable energy products.

*Energizing Taliesin West*SM

We partnered with First Solar, Osram Sylvania and lighting designers at Studio Lux to create the *Energizing Taliesin West*SM cause marketing program.

First Solar provided and installed 4,000 solar panels. Osram Sylvania donated several thousand LED lighting products; and commercial lighting designers at Studio Lux donated their services.



Results

The *Energizing Taliesin West* program raised \$3.7 million that included initial donations of \$1.4 million in solar energy products and installation services from First Solar, \$400,000 in lighting products donated by Osram-Sylvania, \$200,000 in lighting design services donated by Studio Lux and more than \$200,000 in program development and program management consulting services donated by yours truly.

With respect to revenue generation, the program initially reduced the annual energy bill by \$70,000. It will continue to contribute an additional \$2.0 million in energy cost savings over the life of the solar and LED systems.

The Rest of The Story

Following is the PowerPoint presentation that I created to share the program with potential marketing marriage prospects.

 <p>ENERGIZING TALIESIN WEST™</p> <p>Frank Lloyd Wright’s Living Laboratory</p>	<p>Energizing Taliesin West</p> <p>During most of the 20th Century, Taliesin West was Frank Lloyd Wright’s living laboratory for architectural innovation, to evaluate new building products, techniques and systems.</p> <p>Today, the Frank Lloyd Wright Foundation is partnering with best of breed manufacturers to continue promoting and advocating for sustainable products and systems.</p>	 <p>ENERGIZING TALIESIN WEST</p>
---	---	--

Partner Benefits

Energizing Taliesin West partners have an opportunity to:

- Demonstrate state-of-art products at Frank Lloyd Wright's living laboratory.
- Explore co-branding and product licensing opportunities.
- Be featured in extensive Frank Lloyd Wright Foundation media outreach.
- Utilize the historic Taliesin West campus for public and private events.
- Join the Frank Lloyd Wright Foundation in advocating for sustainable building design and products and systems.

Founding Partners



Product Showcase

Energizing Taliesin West partners have an opportunity to install new and advanced products at Taliesin West.

This 500 acre campus offers a profoundly historic architectural setting for product promotion, holding special events, and capturing promotional video and photography.

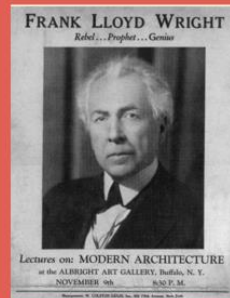


Co-Branding

Frank Lloyd Wright (1867 – 1959) is widely recognized as America's most innovative architect.

His reputation centered on creating a new architecture based in materials, techniques, and designs to create more sustainable relationships between the built environment and nature.

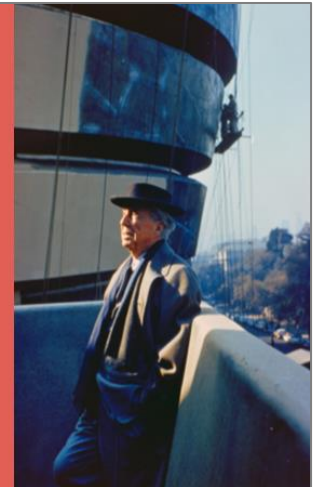
Today, ETW partners continue Frank Lloyd Wright's legacy of innovation at Taliesin West, his living laboratory.



Licensing

Frank Lloyd Wright created a library of inspiring designs and design elements ranging from prairie to mid-century styles.

ETW partners may license Frank Lloyd Wright intellectual property for their products.



Energizing Taliesin West Results To-Date

- Value of partner donations \$1.5 mil.
- Media mentions (1st 12 mo.) +10,000
- Ann. visitor exposure 100,000
- Grid energy use reduced 45%



Become a Partner

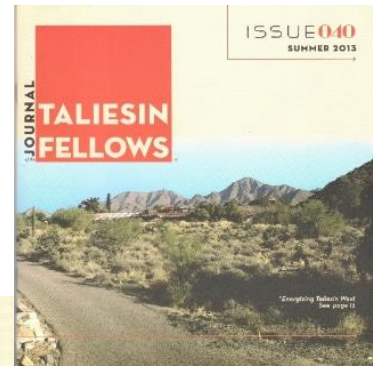
Join us in Frank Lloyd Wright's living laboratory to co-brand, license and promote your products that create better, more sustainable buildings.

To learn more, contact:

Robert Roth, Ph.D.
Energizing Taliesin West
Program Director
(480) 287-6009
BobR@BBShowcases.com



Providing an overview of the *Energizing Taliesin West* program, I wrote this article for the *Journal of the Taliesin Fellows*, published by the alumni of the Frank Lloyd Wright School of Architecture.



14

"Energizing Taliesin West" cont....



ENERGIZING TALIESIN WEST

by Robert Roth, Ph.D.

As a youngster, growing up in New York, I had the opportunity to play "sidewalk supervisor" as Frank Lloyd Wright's Guggenheim Museum became a reality. At the time, I knew little about Mr. Wright or his Taliesin Fellows. But what I did know, with absolute certainty, was that Frank Lloyd Wright was giving a very special gift to the people of New York . . . and to me, his sidewalk supervisor.

Fast forward 50-plus years (to 2011), and I found myself sitting at Mr. Wright's desk, in his Taliesin West office, preparing to return Mr. Wright's gift by transforming his 1937 architectural laboratory into a 21st century model for solar-powered energy efficiency.

Energizing Taliesin West

The Energizing Taliesin West project started during 2011, with the goal of demonstrating how older and complex historic buildings can become "net zero" energy users.

At the time, the annual energy bill was approaching an unsustainable \$200,000. Serendipitously, our Big Green Zero® team was developing EnergyActio™ software, an innovative platform for reducing energy bills and carbon footprints in commercial environments. At the urging of Architect and Taliesin Fellow, Brian Spencer, Big Green Zero donated the use of EnergyActio software and the engineering hours required to do a thorough energy assessment.

The Energy assessment findings were exciting. First, we found that approximately one-half of the energy bill could be eliminated through simple and relatively inexpensive energy efficiency improvements. Second, after making those efficiency improvements, the addition of a solar photovoltaic system could reduce annual energy use to a "big green zero" (e.g. solar could pro-

duce electricity equal to 100% of the total annual requirement). Based on those findings, our EnergyActio team proposed pursuing donation of the equipment and services required.

We were both honored and excited when the Frank Lloyd Wright Foundation Board said "Yes" and immediately began soliciting donor partners. To-date, four partners have joined us in Energizing Taliesin West, including First Solar, Inc., Power-One, Inc., Studio Lux, LLC and HomeTech AV Solutions, LLC.

First Solar, Inc.

To kick off the project, during 2011, First Solar, one of the world's leading solar companies, donated and installed a 250 kW (AC) solar photovoltaic (PV) array. Arizona-based First Solar is a premier provider of complete solar PV systems and has developed and installed some of the largest and most noteworthy solar projects in the world. With help from several key suppliers, First Solar custom-designed, donated and installed approximately 4,000 solar panels.

First Solar worked diligently to create a design that enables tour guests to see the impressive solar array, from the road, before they arrive at the Taliesin West historic core - reinforcing the Foundation's commitment to sustainable energy. At the same time, the panels are not visible from anywhere in the historic core - maintaining the historic integrity of Frank Lloyd Wright's desert home and studio.

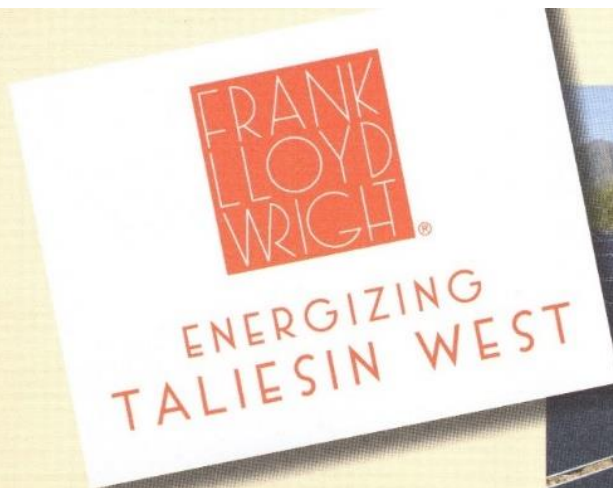
Power-One, Inc.

Power-One, a world leader in manufacturing solar energy inverters donated the inverters for the First Solar System. Power-One also donated monitoring equipment that enables live-time monitoring and display of the solar system's energy production. The display is located in Anneliese's Bookstore at Taliesin West.

Studio Lux, LLC

Studio Lux, a Seattle-based architectural lighting firm, joined the Energizing partnership to introduce lighting technology that advances the Frank Lloyd Wright Foundation's goals, improves the quality of light in areas of the facility, and most importantly embraces the original design intent while using efficient, sustainable lighting technology.

Studio Lux is performing the lighting design services required to bring historically appropriate 21st century technology to Taliesin West. Studio Lux CEO Chris-



First Solar Panels installed at Taliesin West
Scottsdale, Arizona
Photo provided First Solar, Inc.



topher Thompson is also working to secure donations of LED lighting from several leading manufacturers.

HomeTech AV Solutions, LLC

HomeTech AV Solutions, in partnership with ELAN Home Systems, designed a 21st century projection, sound and control system for Taliesin West's Cabaret theater. The system brought Mr. Wright's "home theater" back to life with state-of-art energy efficient technologies.

Results To-Date

The first three Energizing Taliesin West projects, completed during 2012, included 1) extensive modification of the LP gas system, 2) installation of a 250 kW First Solar PV system, and 3) a detailed lighting survey in preparation for installation of LED lighting. To-date, our donors and partners have invested equipment and services valued at approximately \$1.5 million.

During the June 2012 through March 2013 period, these projects reduced gas and electrical bills 38% (to a total \$101,360 versus \$163,073 for the corresponding period during 2010). Electrical consumption for the period decreased 364,200 Kilowatt Hours (45% versus same period prior year).

What Happens Next?

Working with the Frank Lloyd Wright Foundation and historic preservation specialists, we are cur-

rently exploring innovative fabric roofing materials that retain historic daylighting qualities while adding insulation value.

Additional next steps under consideration include extensive LED lighting retrofits, installation of monitoring equipment and controls, and extensive HVAC improvements, including geothermal. We will also be considering a wide variety of new, emerging energy efficiency technologies and products as donations become viable.

Speaking to "what happens next," Frank Lloyd Wright Foundation CEO, Sean Malone notes that "This is an extraordinary opportunity to make a world-famous National Historic Landmark entirely self-sustaining. It is unprecedented. The endeavor will have a broad and deep impact for sustainability efforts throughout America and across the globe. And, importantly, the initiative is entirely consistent with the values of Taliesin West: innovation, an evolving site, embracing new technology, celebrating nature, and strategic use of resources."

A Final Note

Fifty years ago, Frank Lloyd Wright gave the Guggenheim Museum, as a gift, to New York City . . . and to me. Today, I am deeply grateful for this opportunity to thank Mr. Wright by partnering with the Frank Lloyd Wright Foundation to make Taliesin West a 21st century model for energy efficiency.

American Humane Association

Protecting Children and Animals from Abuse and Neglect

Founded in 1877, American Humane has long been a cornerstone of America's child and animal protection system. Unfortunately, during the late 20th Century, the association's programs were losing relevance and donor support was diminishing.



The Challenge

Initially, working as a consultant with American Humane, I was tasked with determining how to re-energize fundraising.

Research

Initial research indicated that potential funding sources included 1) individual donors, 2) cause marketing partners, and 3) grant providers.

Initial research also indicated that American Humane's outreach programs were not resonating with potential funders, nor with the animal welfare organizations that American Humane was attempting to serve. In addition, there was a very low level of brand awareness among America's animal advocates and families with young children.

Strategy

I shared the following observations with American Humane's CEO and Board of Directors:

1. American Humane's outreach programs were no longer relevant. As a result, even long-term donors and grant providers were redirecting their largess to support other nonprofits (some of which were American Humane's competitors).
2. American Humane needed to re-energize its brand, perceived importance and funding by creating and effectively marketing one or more highly valued, public facing, outreach programs.

The CEO and Board were in agreement and the question then became "So, what do we do?" In response, I suggested that I should assume a newly created position of Vice President of Public Programs and Marketing and implement the agreed solutions.

We appointed *me* to the new position, and I was blessed with the support of a remarkable staff of animal and child welfare experts. Then, we went to work.

Rebranding

Our first project involved rebranding. Internally, developing the new brand helped staff and board members reevaluate and redefine the organization's vision, mission, goals, and strategies. Externally, the new brand began to capture attention from financial supporters and the animal welfare and child protection communities.



Program Innovation

We re-strategized and rebranded three legacy outreach programs: **Be Kind to Animals**, **The Very Best Pet Network** and **American Humane – Animal Planet Rescue**. In concert with the new American Humane brand, these redesigned and reenergized programs took American Humane's social impact and fundraising capacity to a quantum higher next level.

Be Kind to Animals

Partnering with the Purina PetCare Company and the Friskies brand, we created the *Be Kind to Animals* standards-based education program and distributed it, via the Internet, to grades 3 – 5 teachers nationwide.




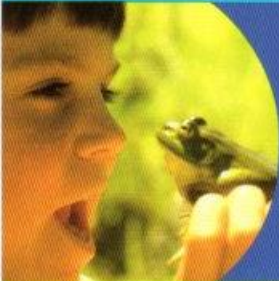


Be Kind To Animals®

A free education package from the American Humane Association

for use in grades 3-5

HEY TEACHER,
 Are you interested in a **FREE program**
 that helps your elementary students learn
 about the principles of humane education?

This program includes ...

- ✓ An attractive classroom poster promoting the principles of humane animal treatment
- ✓ Three self-contained curriculum units, each containing content pieces, classroom activities tied to curriculum standards and skills, and multiple forms of assessment
- ✓ Extensive teacher support, including background information and step-by-step instructions for presenting each curriculum unit
- ✓ A parent/child pledge form, encouraging your students to bring the principles of humane treatment of animals and violence prevention into the home

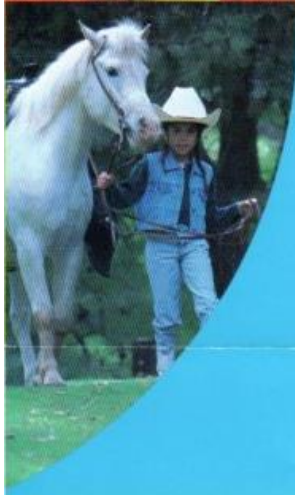
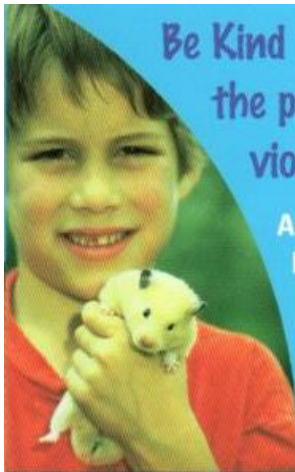


AMERICAN
 HUMANE
 ASSOCIATION

Proudly sponsored by:



LOOK INSIDE FOR MORE INFORMATION ON THIS FREE PROGRAM!



Be Kind to Animals ... a great way to introduce the principles of humane animal treatment and violence prevention into your elementary classroom!

According to a recent study by the Centers for Disease Control and Prevention, **98.5% of elementary schools are emphasizing pro-social behaviors** as part of their mandated violence prevention initiatives.

The American Humane Association is proud to support teachers by providing a **FREE** program that reinforces those behaviors through a series of engaging and skill-building classroom activities centered on the humane treatment of animals.

Teachers registering for this classroom program will receive:

- A classroom poster focusing on the humane treatment of animals
- A teacher overview, explaining the principles of humane education, a description of this program, and links to additional information
- A contest brochure, providing students with application information for AHA's annual "Be Kind to Animals Kid Contest"
- A pledge form encouraging parents and children to talk about the principles of humane animal treatment and asking them to commit to those principles
- Three complete classroom units for grades 3-5, each featuring content pieces, classroom activities, ties to curriculum standards and skills, implementation suggestions, and multiple forms of assessment ranging from classroom projects to writing prompts and multiple-choice tests

AMERICAN HUMANE ASSOCIATION

About the American Humane Association

Founded in 1877, the American Humane Association (www.americanhumane.org) is the national leader in protecting both children and animals. The American Humane Association is committed to building an aware and caring society by strengthening and improving America's animal shelters, overseeing the safety of animals in film and television, enhancing public and private child welfare systems, rescuing animals during times of disaster, representing children and animals on Capitol Hill and across the country, and educating people about the humane treatment of children and animals.

About Friskies

Friskies® cat food's nutritional expertise and commitment to enhancing the well-being of cats has enabled the brand to develop innovative products with the taste pets like and the nutrition pets need for more than 65 years. As an advocate for the humane treatment of animals and violence prevention effort, Friskies is proud to sponsor American Humane Association's Be Kind to Animals program. Friskies cat food is part of the Friskies PetCare family, makers of Fancy Feast® cat food, Chef's Blend™ cat food, Mighty Dog® dog food and ALPO® dog food.



www.FriskiesCatFood.com

About PetPlace

PetPlace.com is the definitive online resource for pet news, health and well-being. The site has been developed as an authoritative, user-friendly site where pet owners worldwide can go for complete, up-to-date information on all pet issues. The site combines the expert knowledge and unending passion of the world's top veterinarians and animal hospitals with cutting-edge web technology to create both an education and support system for all pet owners. PetPlace.com is dedicated to increasing the bond between a pet owner and their pet(s) by providing the means to help pets live longer, happier and healthier lives.



The Very Best Pet Network

In an effort to save the lives of millions of pets being euthanized every year, we partnered with Purina PetCare Company, Walmart, and 2,500 local animal welfare organizations to create the first national shelter animal adoption program.



The Argus-Press
Sunday, August 11, 2002
Section C

NEIGHBORS

Pet adoption program launched

Adopting a pet can be a wonderful way to get a new "leash" on life. Americans can now take part in the first-ever, national pet adoption program set to sweep the nation in celebration of the American Humane Association's (AHA) 125th anniversary.

With an estimated six to eight million dogs and cats being euthanized each year in U.S. animal shelters, AHA, along with its strategic partners Purina PetCare Company and Wal-Mart, has launched the "Very Best Pet Network," an aggressive adoption program aimed at finding much-needed homes for up to 125,000 pets in 2002. Mobilizing approximately 2,500 animal welfare organizations nationwide, the groundbreaking network is expected to significantly increase pet adoptions by raising consumer awareness for local shelter animals.

At the heart of the program is a foundation of more than 2,700 Wal-Mart stores partnering with local animal shelters to help educate Americans about the joys, opportunities and responsibilities of adopting a pet. The millions of Wal-Mart shoppers who visit the stores each week will have the opportunity to visit an informative adoption bulletin board in the pet department, which will be frequently updated with local adoption information and pictures of dogs and cats of all kinds looking for a new home in their neighborhood.

"The Very Best Pet Network will dramatically help unify shelters across the nation and match thousands of homeless cats and dogs with good homes," said Bob Roth, vice president of marketing and public programs, American Humane Association. "Thanks to the dedication and support of Purina and Wal-Mart, this unique program will provide AHA with the critical resources to save thousands of animals this year."

To further support the efforts of participating shelters, Purina will make a \$125,000 donation to the Very Best Pet Network Fund. AHA will administer the fund and award grants to shelters in recognition of their support and contributions to the network. The funds will be used by the shelters on a local level to promote pet adoptions.

To fuel the excitement for the program, the network will feature extra support during National Adopt-A-Cat Month in June and National Adopt-A-Dog Month in October, including free supplies of Purina pet food to help new adopting families get started on the right paw.

Helpful pet care information and program details will also be available year round at www.VeryBestPetNetwork.com.

Results

American Humane's marketing marriages with Purina PetCare Company and Walmart generated more than \$500,000 in program funding.

During the first year, the program reached 100 million Americans and raised donations that saved the lives of more than 125,000 pets.

American Humane - Animal Planet Rescue

Concurrent with redeveloping the *Be Kind to Animals* and *Very Best Pet Network* programs, we forged an extensive partnership with Discovery Network's Animal Planet channel. Together, we developed a cause marketing program centered on rescuing animals in natural disasters. The program established a wide variety of battle tested animal rescue best practices and attracted more than \$6 million in grant funding and donations.



This is a photo of the Rescue Clinic that American Humane and Animal Planet co-developed.

The truck operated in tandem with the Red Cross, to aid animals in national disasters, including Hurricane Katrina.



Frequently featured in Animal Planet Network programming, this rescue rig housed six team members, a dorm, full kitchen, bathroom and shower, veterinary clinic, garages for boats, a rescue ambulance and swift water rescue equipment and an incident command office.

Results

In concert with rebranding, American Humane's three reengineered and reenergized outreach programs raised more than \$10 million in grants, donations, and promotional value. They were viewed and/or participated in by more than 100 million individuals. Of greatest importance, they restored American Humane's relevance in humane education, shelter animal adoptions, and advancing animal rescue methods in natural disasters. They also revitalized American Humane's capacity for fundraising.

San Juan Marina – Navajo Nation

Creating Jobs in a Remote Corner of The Navajo Nation

Early in my nonprofit career I was engaged by Utah Navajo Industries (a privately owned Native American Corporation), and the Economic Development Office of the Navajo Nation, to create a marketing program for the San Juan Marina on Lake Powell. The marina was located in a remarkably beautiful but extremely remote area of the Navajo Nation and was the sole source of jobs for families in the area.



The Challenge

This project encompassed three very challenging box of chocolates-like surprises:

- 1) The marina was a brand new, remote and totally unknown vacation destination.
- 2) The marina was located more than 100 miles distant from any potential customer market, and
- 3) There was no marketing budget.

Research

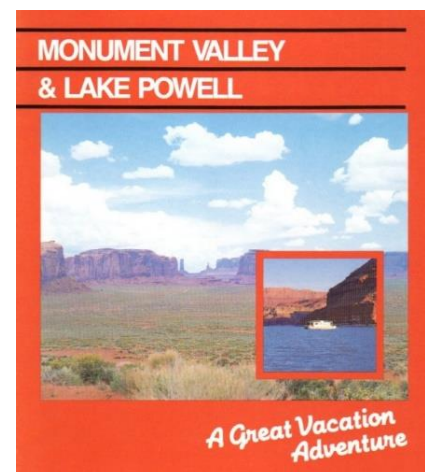
I researched the possibility of obtaining federal or tribal grant funding and quickly determined that was not going to happen. Next, I contacted media in feeder markets and (fortunately) found that local radio stations were interested in creating marketing marriages to provide advertising in exchange for Monument Valley lodging and Lake Powell houseboat vacations.

Strategy

I created marketing marriages with Goulding's Lodge in Monument Valley, several radio stations in potential feeder markets, and the Economic Development office of the Navajo Nation.

The San Juan Marina and Goulding's Lodge provided media partners with a vacation adventure package that included guest rooms at Goulding's and houseboat rentals at the Marina. The Economic Development office of the Navajo Nation provided support for publicity and public relations.

The brochure pictured at right, and continued on the next two pages, promoted the vacation package.





IN THE HEART OF MONUMENT VALLEY &

BECOME PART OF THE HISTORY AND GRANDEUR OF MONUMENT VALLEY

A visit to Goulding's trading post brings you to the very heart of Monument Valley, the eighth wonder of the world.

The original trading post (1923) still stands, selling a wide variety of authentic Navajo, Hopi and Zuni rugs, jewelry, baskets and other Indian crafts.

Here, the classic John Ford film "Stagecoach" was filmed in 1939. Since then, the area has been a shooting site for countless westerns and other movies.

Here, too, daily Navajo life and culture goes on much as it has since the turn of the century.

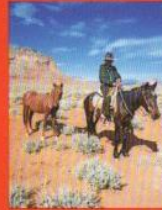
Make Goulding's Trading Post and Lodge your home base for exploring and enjoying the wonders of Monument Valley.



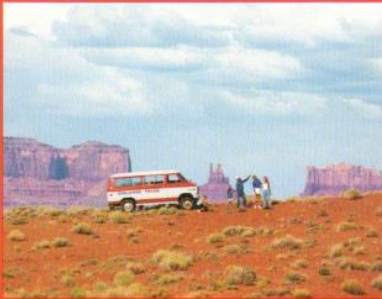
Comfortable, modern lodging



Traditional Navajo Weaving



Area Navajo rancher



Goulding's remarkable Monument Valley Tour



ON THE SHORES OF LAKE POWELL

EXPLORE THE MAJESTY AND SERENITY OF LAKE POWELL

With more than 2,000 miles of shore line (more than the West Coast of the U.S.), Lake Powell has emerged as one of the premier water recreation areas in the United States.

While houseboating has long been the leading Lake Powell attraction, recreational possibilities are virtually limitless. They range from fishing, hiking, camping and exploring...to water skiing, para sailing, photography, and...well, you name it.

Despite all there is to do and see, the vast reaches of Lake Powell also offer a solitude and serenity that is impossible to describe.

And nowhere on Lake Powell is this solitude and serenity greater than on the "San Juan River Arm". This very beautiful and little disturbed area is convenient to boaters for the first time through the new San Juan Marina.

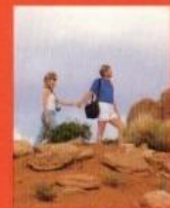
Make San Juan Marina your home base for exploring and enjoying the wonders of Lake Powell.



A San Juan Marina houseboat is a modern, home away from home



Fishing the San Juan River



High adventure hiking



View from San Juan Marina looking West



Houseboat camp at sunset

ENJOY COMFORTABLE LODGING AND INCREDIBLE TOURS AT GOULDING'S

Modern Rooms, Great Dining and A Grand View

Every guest room at Goulding's Lodge overlooks the vast panorama of Monument Valley beyond a windowed terrace or patio.

The dining room offers similar views and an excellent, reasonably priced American menu featuring Southwestern, Mexican and Navajo specialties.

Goulding's KOA RV Park and Campground

For RV'ers and campers, the park and campground make an ideal base station for touring Monument Valley and for enjoying Lake Powell from San Juan Marina.

Forty-eight spaces are available with full hook-ups. A service station, laundry, grocery store and car wash are conveniently nearby. As in the Lodge, Monument Valley views are spectacular.

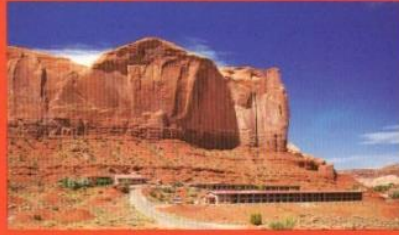
Tour a Monument Valley that You Never See in Magazines

On Goulding's four-wheel drive tour, you will see pictographs and petroglyphs, natural stone arches and windows of rock, and of course, the famous, 1,000 foot high monoliths of Monument Valley.

You will also see small pueblo-style cliff dwellings built by the Ancient Ones, and abandoned around 1250 A.D.

You will pass through the area in which Navajos eluded Kit Carson and his army in 1864; and you will step back in time as you see today's Monument Valley Navajos herding their sheep and goats, or weaving magnificent rugs.

Your Navajo guide will stop frequently to help you capture the photographer's bounty present in Monument Valley.



MAKE SAN JUAN MARINA YOUR HOME BASE ON LAKE POWELL

Your San Juan Marina Houseboat is a Modern, Home Away From Home

The San Juan Marina houseboat fleet features 50 and 41 foot deluxe houseboats. The 41 foot model sleeps 8, and the 50 foot model sleeps 12.

Both models feature complete galley kitchens with stove, oven, refrigerator and hot water. Both include complete lavatories with sink, vanity and shower. For safety, each houseboat has a ship to shore radio. Other features include large indoor and outdoor living and entertaining areas, with decorator furnishings and appointments.

Small Boats Are Also Available for Fishing, Skiing, Exploring and Just Having Fun

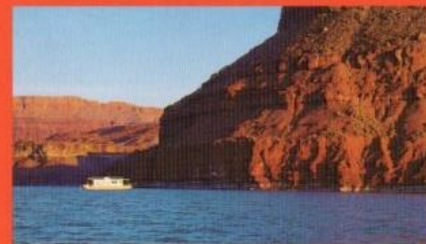
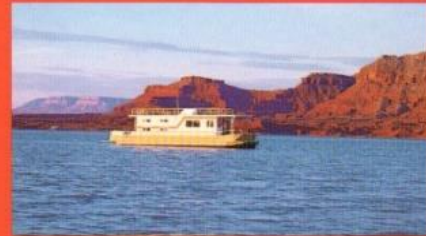
San Juan Marina rents 18 foot ski boats with 120 horsepower engines (capacity 8), 16 foot fishing boats (skiffs) with 25 horsepower engines (capacity 5), and patio boats which accommodate 8 to 10.

Make San Juan Marina Home Base For Your Boat

San Juan Marina offers rental slips for boats of up to 60 feet in hull length, and dry storage with launching and retrieval services.

Additional Marina Services

San Juan Marina provides marine fueling, pumpouts, a marina supply store, public launch ramp, restrooms, and unimproved auto/trailer/RV parking and camping areas.



San Juan Marina is operated by Utah Navajo Industries as a sub-contractee of the Navajo Nation, an authorized concessionaire of the National Park Service, Lake Powell, Navajo and Hopi Indian Reservations.

Results

San Juan Marina's marketing marriages generated radio advertising and promotions valued at more than \$400,000 during the marina's first season. The campaign produced houseboat rental revenue sufficient to keep the program in operation for several years. Unfortunately, the marina did eventually close due to siltation of Lake Powell's San Juan River arm.

Desert Stages Theatre

Digital Marketing Drives Revenue For a Community Theatre

Sometimes the best surprise is no surprise. Serendipitously, a lack of surprises framed my work with Scottsdale's Desert Stages Theatre.

Desert Stages is an award-winning, non-profit performing arts center that strives to provide young and older actors with opportunities to explore their creative talents.

The theatre offers high-quality, live entertainment for the entire community and prides itself on providing a creative and inclusive environment where actors can learn, grow, and thrive.



The Challenge

From May 2004 through year-end 2016, Desert Stages occupied the modest (and inexpensive to operate) building pictured at right. Summer camp fees and tickets purchased by young actors' parents was sufficient to cover the relatively modest rent and other expenses.

Then, everything changed.

During 2016, the theatre moved to a much larger, more prestigious, and a great deal more expensive space located in Scottsdale's Fashion Square mall.

The new space had previously been occupied by a multi-screen movie theater. Converting the movie theater into a performing arts center required extensive (and expensive) renovation and technology investments. Those investments were financed with a loan that, in concert with increased rent and operating expenses, created a pressing cash flow problem.

I was retained to create a branding, marketing and fundraising campaign to solve the problem.



The Old Desert Stages Theatre



The New Desert Stages Theatre

Research

Research determined that the existing level of debt would make winning additional grant funding unlikely. It was also apparent that the previous year's aggressive capital donation campaign had reached and then exceeded the limits of donor compassion.

Based on these findings, we determined that we would have to increase cash flow the old fashioned way . . . by earning it. Fortunately, there was great digital marketing potential to do that.

Strategy

The theatre's new Fashion Square location was in a high end mall visited by several million upscale shoppers on an annual basis. We needed to reach those shoppers and attract their attention.

In addition, the Scottsdale community is home to an extensive entertainment-seeking population. We likewise needed to attract these entertainment seekers.

To leverage these opportunities, we developed a marketing strategy centered on:

1. Maximizing visibility on the JumboTron digital display that revolves above the Fashion Square food court.
2. Creating a robust revenue-generating show ticket marketing website.
3. Supporting the new website with a grant-provided, Google Search advertising campaign.
4. Integrating ticket sales records into a database and e-blast promotional campaign.
5. Creating a marketing marriage with a local public relations firm that would keep shows and youth theatrical camps front and center in Scottsdale and metro Phoenix media.
6. Entering into marketing marriages with the theatre's Fashion Square landlord, retailers and restaurants.



Results

During the first year, the Desert Stages marketing strategy:

- Increased online ticket revenue, from a 5% share of total sales, to more than 50%, and
 - Produced show ticket revenue of \$530,182.
 - Produced \$182,500 in Youth Theatrical Training revenue.
- The annual Gala fundraising event also benefited from extensive website, Google Ad and email promotion with year-to-year gala revenue increasing by more than 30%.



This Holiday Season,
Please Donate to
Desert Stages Theatre

We need your financial support
to continue providing reasonably
priced theatre for our community.



Cripple Creek, Colorado

Historic Restoration of the World's Greatest Gold Camp

The city of Cripple Creek, Colorado is a treasure trove of historic buildings and gold mining history.



Serving as the City's Marketing and Economic Development Director, I was tasked with solving several historic preservation, infrastructure and public services funding challenges.



With respect to preservation, many historic buildings were either in the process of being converted into casinos, or they were falling down.

Regarding infrastructure, the city had only recently upgraded its nineteenth century wooden water mains and many of the streets remained unpaved.

That was the bad news.

The good news was that the State of Colorado had recently voted to allow casino gaming in Cripple Creek and two other remote historic communities. And, if sufficient casino patronage could be attracted to Cripple Creek's remote mountain location, a largess of gaming taxes just might ignite a new gold rush to fund historic restoration and much needed civic improvements.

Research

A feasibility study indicated that several feeder markets had potential to support the Cripple Creek casinos. However, those studies also indicated that there was very little awareness of, nor preference for Cripple Creek as a touring, entertainment, recreation or gaming destination.

Additional research found that Cripple Creek casino owners and operators were interested in supporting a public/private marketing program that would position Cripple Creek as an exceptional visitor destination.

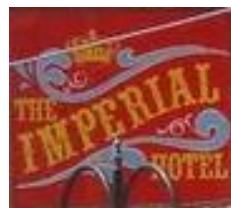
Strategy

In response to these findings, I created a branding, special events, advertising and promotional program titled *Cripple Creek – The World's Greatest Gold Camp*.

The program eventually involved marketing marriages between the City government and two dozen casinos and tourist attractions. It included an extensive calendar of special events promoted by aggressive feeder market television and radio advertising and an extensive digital marketing campaign.

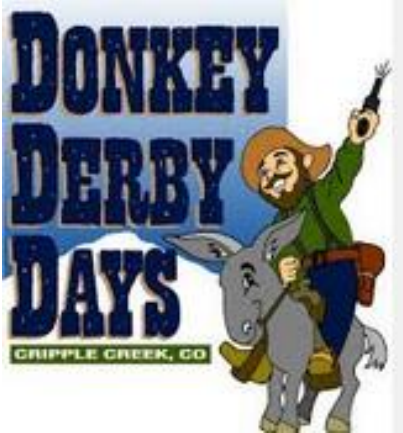
Partners

Some of the City's marketing marriage partners included:



Special Events

During the first of *The World's Greatest Gold Camp*SM program, new and reenergized legacy special events attracted more than 100,000 visitors. Everyone, including Cripple Creeks herd of wild donkeys, had a great time!





Results

The World's Greatest Gold Camp marketing program increased tourism and casino patronage by more than 100,000 visitors and increased casino tax provided historic preservation funding by more than \$500,000 during the first program year.



The historic preservation funds supported restoration of the 1896 Butte Opera House and Fire Station (both co-located in the same building) and the return of vaudeville themed programming.

Funding was also generated to support extensive improvements to the Cripple Creek District Museum and restoration of several Main Street historic buildings.



The Grand Canyon Railway

Transforming a Nonprofit Project Into a For-Profit Business

My involvement with the Grand Canyon Railway project started while I was preparing to write my doctoral dissertation.

The dissertation topic would center on innovative development strategies for high risk resort and recreational projects.

As I commenced work on the dissertation, I became fascinated by the notion of redeveloping the historic steam railway that once served the Grand Canyon as a Smithsonian quality, nonprofit, living museum.



The Challenge

The challenge for a developer (actually re-developer) of the 1901 Grand Canyon Railway was both technical and financial. Restoring 63 miles of Santa Fe mainline tracks, turn-of-the 20th Century steam railroad equipment, and roughly 100 bridges and culverts would be challenging and expensive.

On the other hand, the experience of riding through 63 miles of old west history on an historic steam train, and arriving at the South Rim of the Grand Canyon, would be priceless.

As the dissertation developed, I identified the financial challenges as 1) Obtaining grants and donor funding sufficient to complete at least the first phase of the project (initiating revenue generating train service), and 2) Producing operating revenue sufficient to repay debt and fund ongoing operations.

Research

As I commenced my dissertation research, I determined that completing the first phase of the project would be feasible if funding of \$15 million to \$20 million could be raised. I also determined that raising that sum from grantors and donors would be impossible given the speculative nature of the project.

Strategy

In response to these research findings, I flipped the nonprofit business model on its head and re-structured the dissertation around the theory of redeveloping and operating the Grand Canyon Railway as a for-profit business.

Results

As I completed the dissertation, I joined private investors in raising \$18 million to initiate the for-profit project. I assumed the roles of President and Chief Operating Officer and announced the Grand Canyon Railway restoration project.

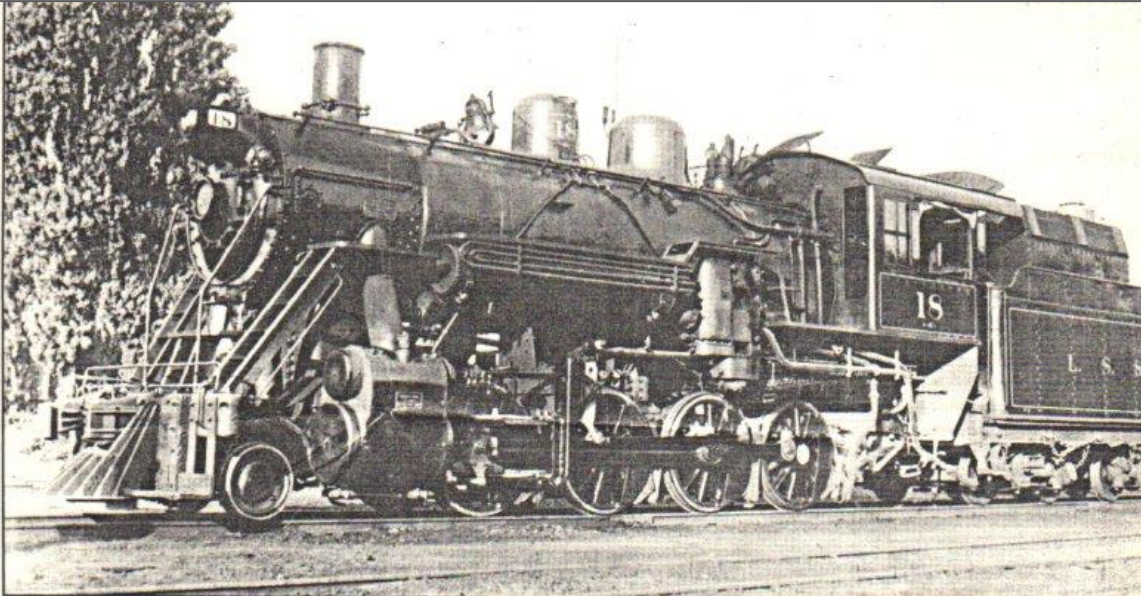


Photo courtesy K.K. Volirat

VINTAGE STEAM: Engine No. 18, which ran from Williams, Ariz., to the Grand Canyon from 1901 to 1968, returns to service

Grand Canyon steam trains return

By Mark Wyckoff

Gannett News Service

Soon, a conductor will shout "All aboard!"

A steam whistle will blow, and the first train since 1968 will chug up the 64-mile path from Williams, a small town about 30 miles west of Flagstaff, Ariz., to the Grand Canyon.

For Robert Roth, president and chief operating officer of Grand Canyon Railway, the Sept. 17 resurrection is a childhood dream come true. It also caps an almost two-year effort to restore rail passenger service to the canyon.

"The romance of the steam engine is incredible," said Roth, who formed the railroad company in 1987 with other developers and investors. "I guess it's every boy's dream to play with big trains. And when people step up on our train, they're going to step back into history."

Indeed they will. The firm scoured the country to buy four 1920s vintage mainline steam engines and 29 equally old Harriman coach cars, now being restored in Tucson.

Although the railroad officially opens April 1 for daily service, the inaugural train ride will be Sept. 17 to mark the 88th anniversary of the first train departure from Williams.

The first trip is an invitation-only event for investors, tourism officials and others, Roth said.

"There are long stretches of track where nothing you can see shows any trace of man." Foreman Greg Griffin

"Even though the general public can't go (until the next day), there's going to be a huge celebration and everybody in town is going to go crazy," Roth said. "There will be 5-cent hot dogs and red, white and blue everywhere. It'll look just like 'The Music Man.'"

After the first two round-trips, the railroad will operate on weekends only from Sept. 23 to Nov. 5. There also will be two trips over the Thanksgiving holiday (Nov. 24 and 25) and around the new year (Dec. 30-31 and Jan. 1).

At 55 mph, the trains will transport 400 passengers to the Grand Canyon in a little more than two hours. Leaving Williams at 10 a.m. each day, the trains will reach the South Rim of the canyon at 12:15 p.m. The return trip to Williams is from 3:30 p.m. to 5:45 p.m.

Round-trip tickets cost \$37 for adults, \$21 for children under 12. Everyone pays a \$2 National Parks Service entry fee. Reservations can be made by calling 1-800-THE TRAIN.

Also on Sept. 17, the converted Fray Marcos Hotel will open. It will serve as the depot, store and ticket

office for Grand Canyon Railway.

To get to Williams, take Interstate 40 west from Flagstaff and drive 30 miles until you reach the town.

If the railroad is successful — 135,000 passengers are predicted for next year — the company will spend more than \$80 million over the next few years on a hotel, RV facility, rodeo grounds. A 64-acre Old West theme park will be built in Williams.

Also being considered is a branch line to Grand Canyon Airport and a resort hotel at the airport junction.

Yet there was a time when nobody expected the project to go through.

The 64-mile Santa Fe railroad tracks connecting Williams to the Grand Canyon had been abandoned in 1968 for lack of business, and five developers had already failed to get the trains going again. But Roth's company succeeded because it managed to raise \$15 million in cash up front.

Ironically, it was one of the five failed developers who sparked Roth's interest by showing him the railway plans while Roth was developing recreation properties for Del



Grand Canyon Railway Inauguration - 1901



Grand Canyon Railway Re-inauguration - 1989

ARIZONA HIGHWAYS

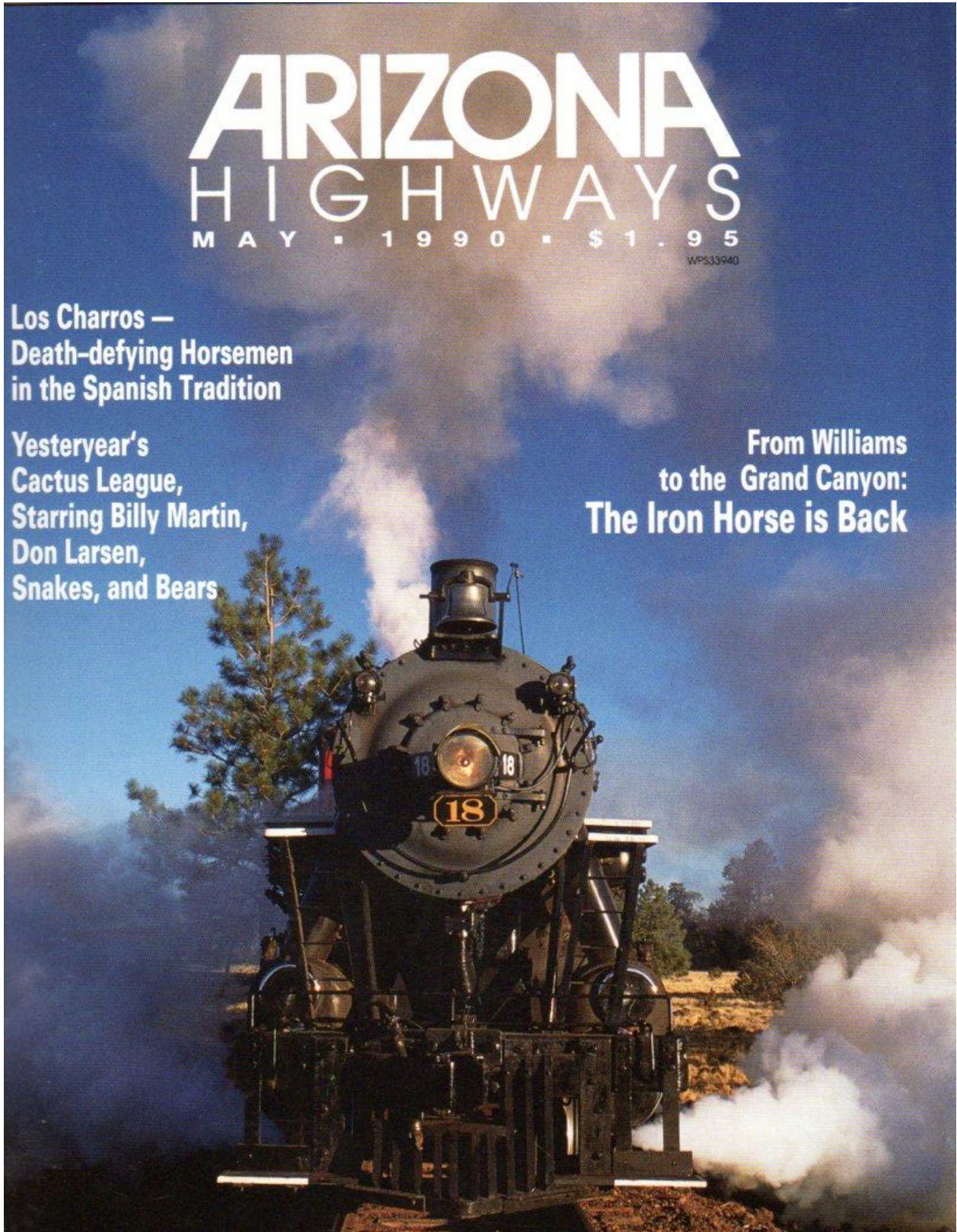
M A Y • 1 9 9 0 • \$ 1 . 9 5

WPS33940

**Los Charros —
Death-defying Horsemen
in the Spanish Tradition**

**Yesteryear's
Cactus League,
Starring Billy Martin,
Don Larsen,
Snakes, and Bears**

**From Williams
to the Grand Canyon:
The Iron Horse is Back**



ACCESSMed Foundation

Digital Marketing And Partnerships Overcome Social Distancing

During 2019, I was retained, as a consultant, by 501(c)(3) Medicare Planning Solutions (MPS). MPS was on a mission to help Arizona's vulnerable seniors access quality health care by taking advantage of their Medicare and Medicaid benefits.



My initial work involved rebranding MPS as the ACCESSMed Foundation, re-strategizing the outreach program, building a [new website](#) and securing a Google Ad Grant for up to \$120,000 annually.

We accomplished a lot of work in less than twelve months.

Then, COVID-19 changed everything.

Research

Research confirmed that, even before emergence of the COVID-19 pandemic, Arizona seniors were confronted by a healthcare crisis. Arizona seniors, as well as seniors nationwide, were being impacted by a convergence of limited income, deteriorating health and limited access to affordable, quality healthcare. In addition, the healthcare providers who were attempting to serve often uninsured and underinsured seniors were challenged by a critical need to increase their Medicare, Medicaid and Medicare Advantage revenue.

With respect to limited income, a 2017 [Kaiser Family Foundation report](#) indicated that, during 2016, half of all U.S. Medicare beneficiaries had an annual income of less than \$26,200 and one-quarter had an annual income of \$15,250 or less, and savings of less than \$14,550.

Reporting on deteriorating health, [The National Council on Aging](#) estimates that approximately 80% of older adults have at least one chronic disease and 68% have at least two. [The American Diabetes Association](#) reports that diabetes affects 14.3 million Americans aged 65+, or 26.8% of the older population.

Several studies pointed to the fact that vulnerable senior's access to affordable healthcare is constrained by massive confusion over Medicare and Medicaid benefits and how to go about obtaining them. A 2018 [Weiss Ratings](#) study found that "Over 50% of Seniors Say the Medicare Process is Confusing" and a July 2017 article in the [Huffington Post](#) observed that "Medicaid is the nation's single largest insurance provider, yet millions of Americans are seemingly unaware of what it does and who it serves."

Research pointing to the need to increase healthcare provider’s Medicare, Medicaid and related revenue was riveting. A 2018 [Health Inc.](#) article reported that, across the U.S., 673 rural hospitals are at risk of closing, with 210 being at extreme risk. January 2020 data compiled by [Bloomberg](#) indicated that at least 30 hospitals entered bankruptcy during 2019. And, a July 2018 [Encounter Telehealth](#) article reported that more than 40% of rural hospitals are operating at a loss because they serve populations with high rates of poverty, less health insurance coverage, and longer travel times to access health care.

Strategy

During October 2018, I was offered and accepted the position of Executive Director for the ACCESSMed Foundation. My first priority centered on creating a business plan and an effective and efficient outreach Program. Concurrently, I developed a marketing marriage to provide the necessary grant funding.

We enhanced an existing partnership with the Arizona Healthcare Cost Containment System (AHCCCS), the state Medicaid agency, and partnered with a number of nonprofit and government organizations that sponsor senior events and gatherings and recruited a team of exceptional volunteer health insurance specialists to provide education, counseling and enrollment support.



The new ACCESSMed Program was off and running. And then, **the COVID-19 pandemic changed everything.**

The COVID-19 Challenge

The sudden emergence of COVID-19 and need for social distancing rendered much of our newly implemented program unworkable. Nonetheless, vulnerable seniors’ were being disproportionately impacted by COVID-19 and assuring them of access to quality care was absolutely critical.

We responded to the emergence of COVID-19 by expanding our “Village” of referral partners, expanding the breadth and depth of our website and working to spend every penny of our \$10,000 per month Google Ads grant. As I am writing this chapter of the eBook (during September 2020), Google is serving up more than 500 ACCESSMed ads on a daily basis and those ads are driving an average of 80 - 100 new visitors to our website each day.

We are also working to build our Village of community partners. *Individually*, each of our partners interacts with a few hundred, or perhaps a few thousand vulnerable seniors. *Collectively*, we touch hundreds of thousands. The flyer on the next page shares more about our Village program.



It Takes a Village

It takes a village to connect Arizona's medically, emotionally and financially vulnerable seniors with quality health care. This is particularly true during the current COVID-19 pandemic.

The ACCESSMed Foundation is working to bring together a village to identify and serve as many as 600,000 Arizona seniors who are challenged by chronic health conditions, limited income and limited (or in many cases no) access to affordable, quality health care.

ACCESSMed and its nonprofit, government and for-profit business partners are helping vulnerable seniors obtain the full range of Medicare, Medicaid and Medicare Advantage benefits that, in combination, will provide them with access to quality health care.

According to Dr. Bob Roth, ACCESSMed's Executive Director, "Taking this village approach is the key to succeeding in our mission because each village partner has a relationship with a different segment of this large and very diverse population. Many life-challenged seniors are living 'off the grid.' They are challenged to just put food on the table and keep a roof over their heads."

Because these individuals are difficult to identify and connect with, helping a wide diversity of them takes a village. Each of the businesses and agencies, cooperating in the Village Partnership, know and work with perhaps just a few dozen, or a few hundred of these life-challenged individuals. But, *collectively*, the partners know and work with thousands of seniors. *Collectively*, the partners can connect these individuals with the Medicare, Medicaid and Medicare Advantage benefits that assure them of access to quality health care.

Become a Partner

If your nonprofit, government agency or for-profit business is involved with vulnerable seniors, we invite you to join us as a village partner. Joining is simple. Just call or write and let us know that your organization wants to help. We will acknowledge your organization on our Community Partner web page and provide you with a very simple process for referring individuals that ACCESSMed may be able to help.

Give a Priceless Gift

As a village partner, you and your organization will have an opportunity to provide life-challenged seniors with access to affordable, quality health care . . . a priceless gift during this COVID-19 pandemic.



director@accessmed.org

<https://accessmed.org>

(602) 375-2412

My work with ACCESSMed continues to be a work in progress as we work to answer the question "Can digital marketing overcome social distancing?"

Looking Forward

Mama Gump's words (from the movie Forest Gump) continue to be prophetic:

“Life is like a box of chocolates. You never know what you're gonna get.”

Certainly during the COVID-19 pandemic, and no doubt going forward, nonprofit marketers never know what they are going to get.

As I continue in my nonprofit marketing work, I am striving to better respond to the ongoing plethora of surprises by sharpening the tools in my marketing toolkit . . . particularly the tools for Branding, Digital Marketing and creating Marketing Marriages.



Branding

As “digital everything” reshapes the art and science of nonprofit marketing, the need for insightful branding has never been greater.

A clear, compelling brand tells the story of **who the organization serves**, and **who serves the organization**. It clearly demonstrates and communicates the value that the organization delivers to the people it supports . . . and to the people who support the organization.

A unique, memorable and compelling brand needs to guide every element of outreach work and storytelling.



Digital Marketing

With the advent of COVID-19 and social distancing, our outreach at ACCESSMed Foundation became highly dependent on digital marketing. And, our digital marketing strategy became highly dependent on our Google Ads Grant.

As I am writing this chapter of the eBook (during September 2020), Google is serving up more than 500 ACCESSMed ads on a daily basis and those ads are driving an average of 80 - 100 new visitors to our website at accessmed.org each day.

Facing the pressures of COVID-19 social distancing, nonprofit marketers have come to understand that building proficiency in digital marketing is critical. And, for 501(c)(3) nonprofits, Google Ads Grants are a priceless digital marketing accelerator.

Google Ad Grants

The reach and influence of Google Ads is unparalleled. They provide access to billions of people every day. And, they connect with individuals at the very moment they are looking for specific information and taking action.



That said, I am surprised at how many nonprofit marketers are unaware of the Google Ads Grants opportunity. I am also surprised that among current ad grant recipients, very few have developed the skills required to utilize more than 10% to 20% of their monthly \$10,000 grant budget.

Some Good News

The good news for nonprofit grant recipients is that they are awarded a zero cost monthly advertising budget of up to \$10,000. That budget buys a ton of advertising *if recipients develop the expertise and do the work required to fully utilize it.*

Some Not So Good News

The not so good news is that creating and managing a high ranking Google ads campaign is *complicated*. The Google Ads platform has a wide range of tools and options. And, no other advertising medium requires the very close key word integration of every ad with its corresponding website landing page. Put another way, taking advantage of a Google Ads Grant requires dedication.

The Bottom Line

On balance, I believe that creating and managing a Google Ads Grant program can be exceptionally productive for nonprofit marketers and fundraisers. Up to \$120,000 in annual Google search advertising can generate remarkable online visibility.

Learn more about Google Ad Grants at <https://lnkd.in/gmkTPka>.



Marketing Marriages

Successful marketing marriages, between charities and for-profit companies, involve much more than the for-profit just writing a check (although that's still an important part of the relationship).

The fact is . . . many for-profit companies are eager to partner with nonprofits because, **While for-profit marketers generally struggle to engage hearts and minds . . . nonprofits do that every day.** It is a natural outcome of their work.



Following is a brief snapshot of a few marketing marriages that I have created:

The American Humane Association

Be Kind to Animals

Partnering with the Purina PetCare Company and the Friskies brand, we created the *Be Kind to Animals* standards-based education program and distributed it, via the Internet, to grades 3 – 5 teachers nationwide.



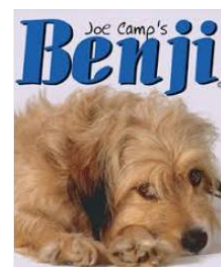
The Internet distributed *Be Kind to Animals* program was shared with teachers and students in more than 1,000 classroom during the first year of distribution.

The Very Best Pet Network

In an effort to save the lives of millions of pets being euthanized every year, we partnered with Purina PetCare Company, Walmart, canine movie star Benji and 2,500 local animal welfare organizations to create the first national shelter animal adoption program.



American Humane's marketing marriages with Purina PetCare Company and Walmart generated more than \$500,000 in program funding. During the first year, the program reached 100 million Americans and raised donations that saved the lives of more than 125,000 pets.



American Humane - Animal Planet Rescue

Concurrent with developing the *Be Kind to Animals* and *Very Best Pet Network* programs, we forged an extensive partnership with Discovery Network's Animal Planet channel. Together, we developed a cause marketing program centered on rescuing animals in natural disasters. The program established a wide variety of battle tested animal rescue best practices and attracted more than \$6 million in grant funding and donations.



Frank Lloyd Wright Foundation

Working to re-energize Frank Lloyd Wright's legacy for embracing sustainable energy, I created marketing marriages with First Solar, Osram-Sylvania and Studio Lux.



Working as manufacturers of sustainable energy technology, we created a program that enabled them to demonstrate and promote their products at Taliesin West, Frank Lloyd Wright's historic architectural laboratory.



These marketing marriages provided grants for \$2.0 million of sustainable energy products. And, the installed products reduced Taliesin West's annual energy bills by more than \$100,000.

Also, of great benefit, the *Energizing Taliesin West* program produced an extensive continuum of stories that advanced Mr. Wright's legacy for energy efficient architectural design.

Cripple Creek, Colorado

Working with the City of Cripple Creek, I created a branding, special events and advertising and promotion program titled: *Cripple Creek – The World's Greatest Gold Camp.*



The program was powered by marketing marriages that encompassed the City government and two dozen casinos and tourist attractions.



We produced an extensive calendar of special events and promoted them through an aggressive public relations, feeder market and digital advertising campaign.

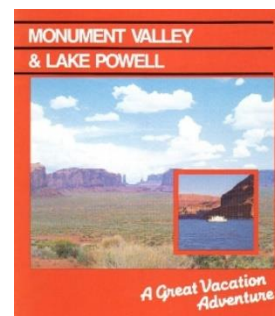
The World's Greatest Gold CampSM program increased tourism and casino patronage by more than 100,000 visitors and increased historic preservation grant and casino tax funding by more than \$500,000 during its first year.

The Navajo Nation

Working with the Navajo Nation, I created marketing marriages to promote their new San Juan Marina on Lake Powell. The first marriage was with Goulding's Lodge in nearby Monument Valley. Additional marriages involved several radio stations in potential feeder markets.

The San Juan Marina and Goulding's Lodge provided media partners with a vacation adventure package that included guest rooms at Goulding's and houseboat rentals at the Marina.

San Juan Marina's marketing marriages generated radio advertising and promotional activities valued at more than \$400,000 during the marina's first season and produced houseboat rental revenue sufficient to keep marina in operation for several years. Unfortunately, the marina did eventually close due to siltation of Lake Powell's San Juan River arm.



Wrapping Up

So, to wrap up, I want to thank you for your interest in this eBook. I also want to thank you for any and all nonprofit work that you may be doing.

I hope that this book has shared some helpful ideas. Please contact me if you would like to share more. Our nonprofit marketing work is certainly now, and will undoubtedly forever be, a work in progress!

Thanks for reading!

A handwritten signature in black ink that reads "Bob Roth".

DrBobRoth@gmail.com

MarketingByDrBob.com

[linkedin.com/in/bob-roth](https://www.linkedin.com/in/bob-roth)

About Dr. Bob

Hi. I am Bob Roth (AKA Robert Roth, Ph.D.).

I have been blessed with the opportunity to create and manage nonprofit marketing and outreach programs that have touched more than 100 million people and raised more than \$40 million.

Throughout all of this experience, I have frequently recalled what Forest Gump told us (in the movie Forest Gump) that his mama said:

“Mama always said life is like a box of chocolates.
You never know what you’re gonna get.”

Nonprofit marketing and program development is certainly chock full of box of chocolates-like surprises. And, never have these surprises been more surprising than during the COVID-19 pandemic.

I continue to innovate my nonprofit marketing and development toolkit. Nonprofit work is certainly now, and forever will be, a work in progress!

My Second Career: Nonprofit Marketing

I am currently serving as Executive Director and a Board member for ACCESSMed Foundation.

ACCESSMed is a 501(c)(3) dedicated to helping Arizona's approximately 500,000 vulnerable seniors access affordable, quality healthcare. More ACCESSMed Foundation at accessmed.org.

Additional organizations that I have been honored to work with and for have included:

- Arizona Office of Tourism
- American Humane Association
- Arizona Small Business Association
- Butte Opera House (Cripple Creek, CO)
- City of Cripple Creek
- Coleville Confederated Tribes
- Desert Stages Theatre (Scottsdale, AZ)
- Frank Lloyd Wright Foundation
- Navajo Nation
- Sedona Chamber of Commerce
- Utah Navajo Industries

During my second nonprofit career, I have been privileged to create marketing marriages with Discovery Network’s Animal Planet Channel, First Solar, Osram-Sylvania, Benji Movies, Purina Pet Foods and Walmart.

More about my nonprofit second career at marketingbydrbob.com.



Robert Roth Ph.D.
DrBobRoth@gmail.com
MarketingByDrBob.com

My First Career: For-Profit Marketing

During my first (for-profit) career I served as:

- **President and Chief Operating Officer at Grand Canyon Railway**
My doctoral dissertation provided the plan for restoring this 1901 steam railroad and living museum.
- **Vice President Marketing for Del Webb Recreational Properties**
Crafted a brand that contributed to increasing the value of Del Webb's Lake Powell assets from \$20 million to more than \$70 million.
- **Vice President Marketing for Radisson Hotels**
Created the Radisson brand positioning the company for growth from 30 to more than 1,000 properties.
- **Director of National Advertising for the Holiday Inns System - Worldwide**
Crafted branding and the advertising campaigns that transformed a system of roadside motor inns into to an international hospitality leader.

Academic credentials include a B.S. in public communications (magna cum laude) from Boston University, MBA and Ph.D. degrees (Dean's Award) from California Coast University, and certificates in business process improvement and benchmarking from the American Productivity and Quality Center.

I am a **U.S. Navy veteran**.

The most important thing to know about Dr. Bob is that I am striving to harvest the full potential of emerging digital, as well as traditional marketing and communications tools to accelerate the success of nonprofits that are making a difference.