



HELPING YOU CONNECT WITH YOUR KEY AUDIENCES

FUSION MARKETING: Expanding Your Reach Through Collaboration

By Bill Goodwill

It is very rare that a non-profit – whether it is a private sector organization or a government agency – is working on a social issue alone. Typically, there will be several organizations working on any given issue, but perhaps approaching it from different angles.

Unfortunately, too often there is duplication of effort which wastes both time and money. Often by joining forces, organizations with a similar mission can cross-pollinate to create greater synergy and save precious resources. First let's begin with a definition of terms provided by SendPulse, an email marketing company:



“Fusion marketing involves the cooperation between two non-competitive businesses with a target audience and values that aim at achieving the strategic goals with a minimum, and in some cases, zero cost. It implies a partnership that’s profitable for both parties and the development of a common strategy to attract new customers.”

Examples

You can take almost any issue – aging, veterans’ programs, breast cancer – and you will find several organizations, working on the issue. Often it makes sense to pool human, financial and marketing resources to generate a bigger impact than working alone, and each organization brings different skill sets or stakeholders to the table.

An example is a collaborative effort between the American Savings Education Council, the Social Security Administration, and the U.S. Savings Bonds program. Each of them contributed funds to distribute a PSA on the importance of saving for retirement, because that was a message that all three of them had been disseminating separately.

In another example, the American Cancer Society formed a Colorectal Cancer Roundtable with twenty-three separate organizations that funded the campaign. Each of the Roundtable members was mentioned in the PSA packaging and on a special website created for the campaign.



In still another example, the American Academy of Orthopaedic Surgeons collaborated with the Auto Alliance on a campaign to prevent distracted driving, which included a co-branded website where people could report incidents of texting and driving that appeared on a map that was constantly being updated in real time.

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