

Yooper Evolution

Rural Affiliate Embraces
New Efficiencies and
Technologies



Beth Millner Jewelry

Forward thinking small business running an internal marketing team.

Systems

Standards and procedures

Training materials

Researching new methods



Marquette County Challenges

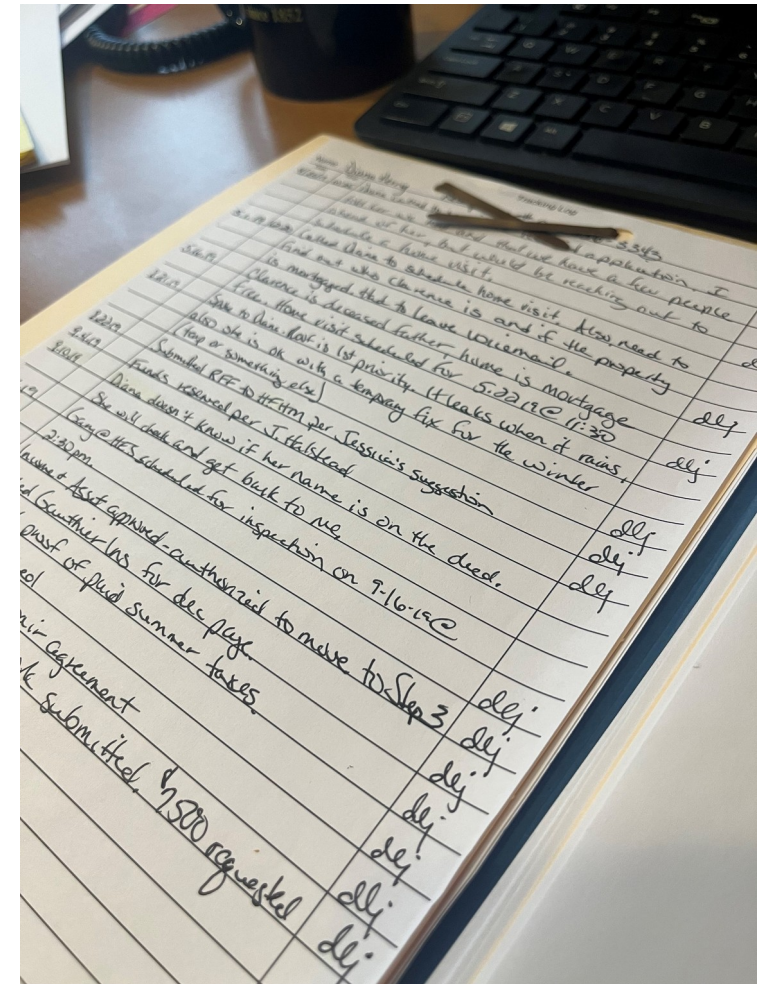
- Largest geographic county in Michigan
- Marquette is largest city in U.P. (20,600)
- Much of the county is very rural
- Limited cell phone and internet access
- Slower to catch on to new trends
- Many contractors don't use email and operate on handshake culture



Photo: Travel Marquette

Analyze Systems

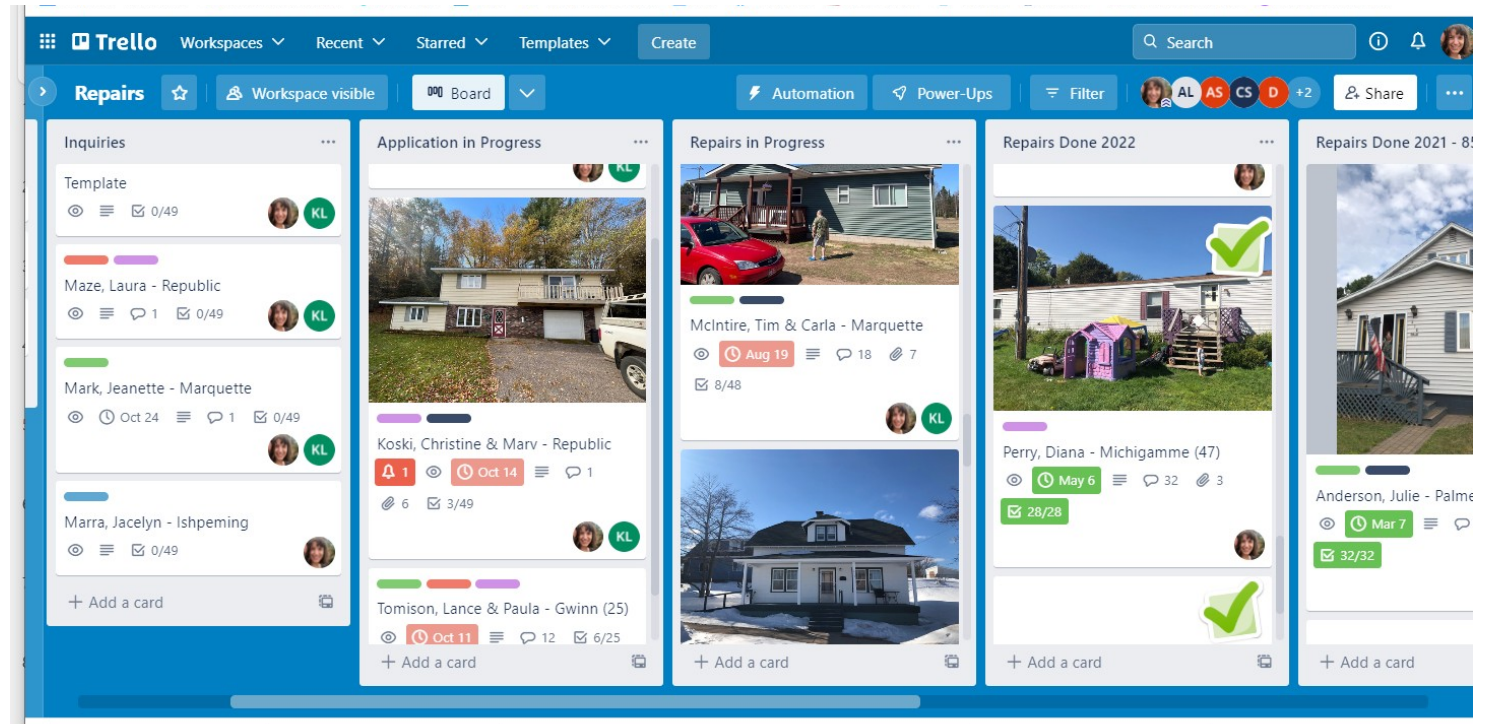
- Fresh perspective
- Watch what is done on routine basis and look for ways to improve
- Listen to new employees during training. Questions that repeatedly come up? Confusion about a process that could be clearer?
- Willingness to adapt systems to fit employees needs
- Keep an open mind and try new ideas
- Track and analyze
- Maintain systems – integrate maintenance into system to keep it up-to-date



Trello

Project Management Software

- Create different boards
- Organize by cards
- Add labels, team members, set due dates, comment or @tag team members
- Utilize Power Ups to create a more customized, dynamic workspace



Trello Workspaces Recent Starred Templates Create Search

C Construction Boards Views Members (5) Settings Upgrade

Contractors New Build Ramps Repairs

SEMCO/UPPCO/DTE Create new board 5 remaining

M Marquette County Habitat for ... Boards Views Members (8) Settings Upgrade

Grants Homeowner Apps Manual Marketing

Create new board

Trello Workspaces Recent Starred Templates Create Search

Planyway Board Calendar Timeline Time tracking Timer

Sync with Google Trello boards Lunches Events Volunteers Add board Add calendar

Board Calendar Timeline Time tracking

Today Sep 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
GAV-Group-2	9/12 Bethany Luthr Dennis (Joseph) Pa Honor Credit Uni Omeara, Gavin	9/13 Linda Matthe	9/14 Bethany- ...		AmeriCorps-Group	
18	19	20	21		24	
CAV-Group 2					The Connors	
GAV-Group-2						
AmeriCorps-Group	9/19 St. Paul's Epi		9/21		St Mary's Ghe	
38	39	25	26	27	28	29
AmeriCorps-Group						01 Oct

Sep 14 (1d)
9/14 Bethany Lutheran Women - Negaanee **Confirmed**
in account Janna F
in board Lunches
in list Completed 2022

Workspaces

Applica

Koski, C

3/49

Tomiso

+ Add

- Create memorized report in QB
- Collect bids for repair
- Tag Coleen to add homeowner to Keystone as Contact
- Have homeowner sign Repairs Agreement
- Disburse required smoke alarms, CO detectors to HO or contractor, let Coleen know
- Bring smoke alarms/co detector to homeowner when signing repair agreement
- Upload Step 1 to Box
- Upload Step 2 to Box
- Step 1 approved
- Step 2 approved
- SEMCO rebate? Launch new card here [Spencer, Deb - Ishpeming \(Furnace\)](#)
- Schedule repairs
- Email Jennifer to let her know when work begins
- Down payment to contractor 1
- Down payment to contractor 2
- Down payment to contractor 3
- All repair work complete

Search

AL AS CS D +2 & SH

Repairs Done 2021 - 85 Y

Anderson, Julie - Palmer

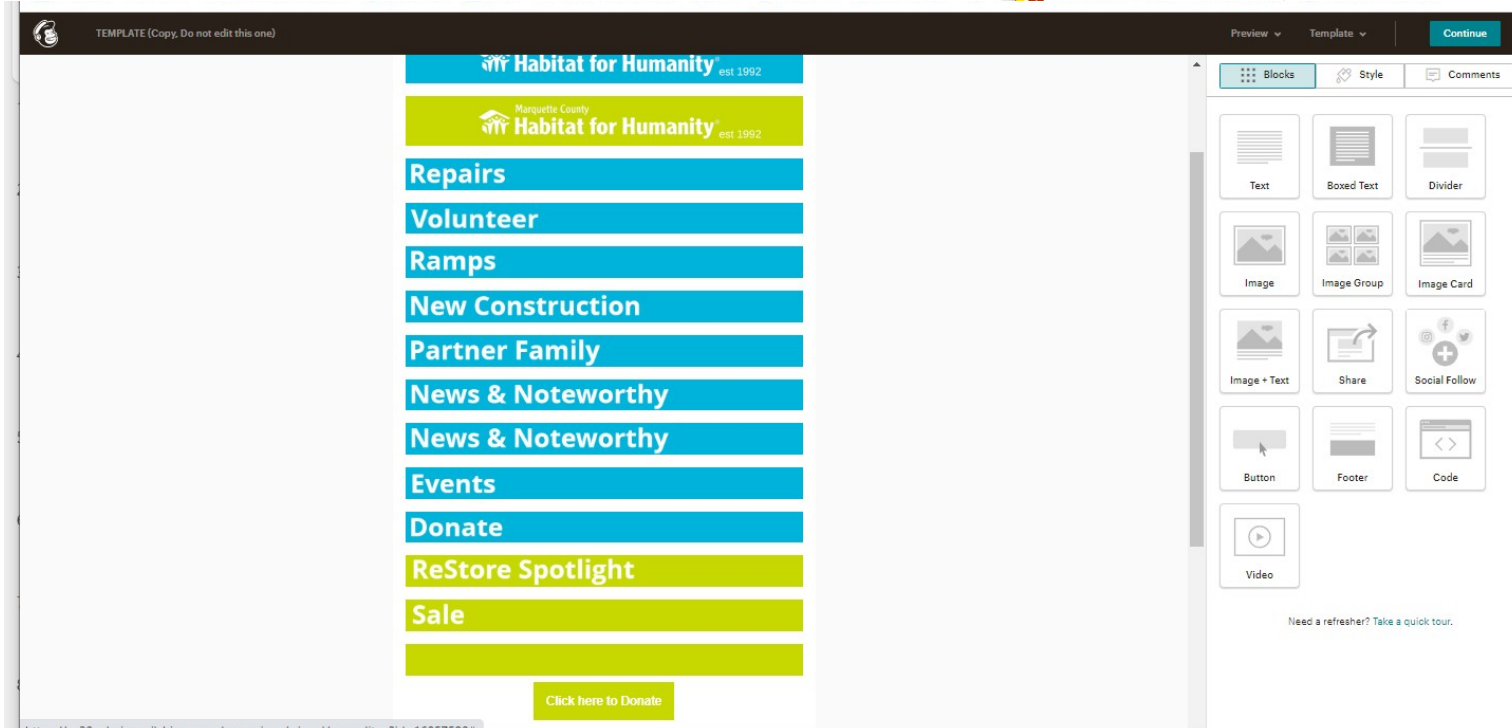
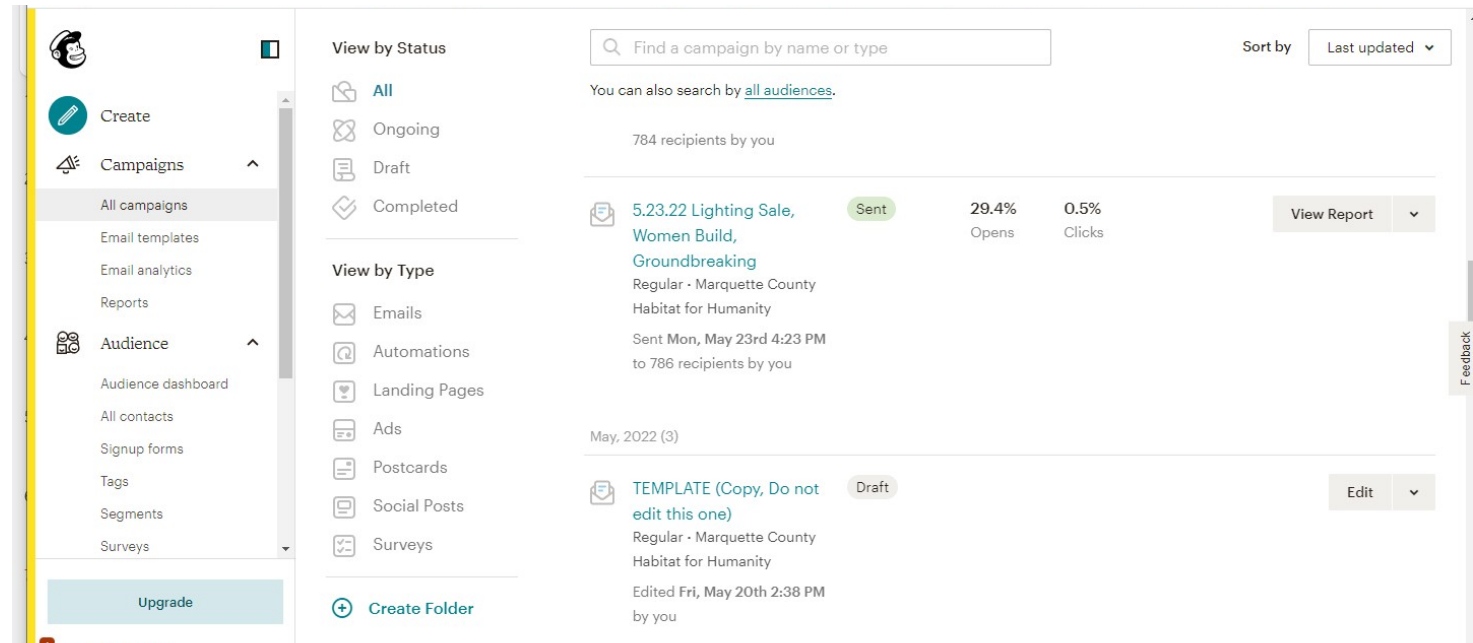
Mar 7

32/32

+ Add a card

Mailchimp

- Free up to 1,500 contacts
- Create template for consistency
- Add text boxes with subject matter for easier delegation
- Use give aways and raffles at events to drive sign ups
- Links to donate or other parts on website



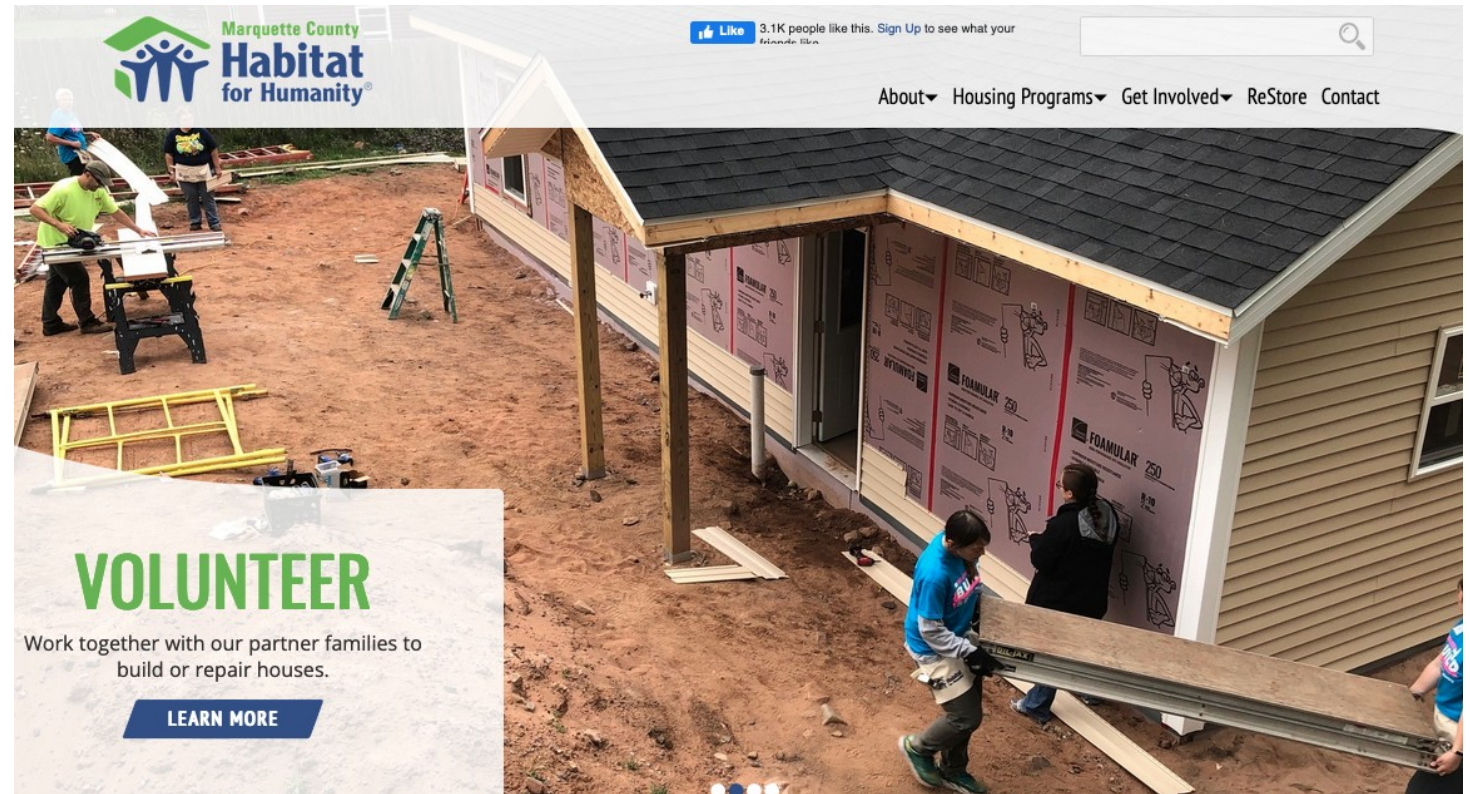
Canva

- Canva Pro is free for non-profits!
- Upload Brand colors/logos/font
- User friendly and easy to create all marketing materials



Website

- Keep it simple
- Audit and update annually
- Reduce as many places to update as possible
- Observe others while they navigate website to find any problematic areas
- Best practices – use Alt tags, file names, keywords, meta descriptions



Additional Tips

- Press releases for easy free marketing
- Consistent hours across all platforms/website/Google
- Shared Drive or other folder structural organization
- Lastpass or other password security
- If possible use your partner families and volunteers to create marketing content

Facebook

- Post & moderate consistently
- Platform for ReStore treasures and affiliate stories. Tie them together to sell the mission.
- Utilize scheduled posts
- Go Lives are very effective for us
- Boost posts at targeted audience for wider delivery
- Better to do well on one platform than spread thin on too many



Home About Photos Fundraisers Events



Marquette County Habitat for Humanity and ReStore

Posted by Janna Fox
4d · 🌐

Meet Yvonne, a homeowner in our repair program! We received [Lowe's Home Improvement](#) funding to help Yvonne with several important repair... See more



👍❤️👍 101

13 comments 2 shares



Home About Photos Fundraisers Events

Marquette County Habitat for Humanity and ReStore

Posted by Janna Fox
Sep 21 · 🌐

New items out daily! 🧡👉



👍 23 3 comments 7 shares

👍 Like 💬 Comment ➦ Share

Home About Photos Fundraisers Events

Marquette County Habitat for Humanity and ReStore

Posted by Janna Fox
Sep 13 · 🌐

Behind the scenes at Habitat: Meet Marisa, our Sales Associate at the ReStore. Marisa's smiling face is usually found helping customers at the re... See more



👍❤️👍 30 2 comments

👍 Like 💬 Comment ➦ Share



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