

NOCASOBE (North of Camden, South of Belfast) – helping you market your mid-coast business!

Check out www.nocasobe.com website – it is now live! Questions? info@nocasobe.com

NOCASOBE is a volunteer effort to support the marketing needs of small businesses in our region.

5 Marketing Tips – Getting Free or Nearly Free Help to Market Your Business

By now you have figured out that marketing your business could be a full-time job – right? And you may be asking yourself, how am I ever going to get all of these marketing strategies accomplished? Help is on the way! Valuable help, free help! Yes, that’s right, FREE.

1. **Internships or Coop** – as students study and plan to work in the future in your business sector, they need to get real life experience along the way. Enter the Internship or Coop! For both high school and college students, an internship is their “foot in the door”. It is an opportunity to learn from you how your business “works” and it is an opportunity for you to learn from them – the newest, latest, greatest.... techniques, technology, systems, etc.

Who to contact to get an intern or coop student?

High School Counselors

High School Teachers in specialty subjects

Area Technical/Vocational School Counselors and Teachers

College/University Internship/Coop Coordinators (usually based on each major)

You will develop a plan for the intern, length of time with your company (semester, full-time or part-time), how they will be evaluated, and your expectations (job description, qualifications, etc.). Think of the intern as an employee who can do real work but who also should be learning from you on an ongoing basis (and likewise, you can learn from them).

Students from out of the area or out of state may need housing during their internship or help in finding cost-effective housing. You can expect them to pay for their own housing and meals. Of, if you are able to provide a stipend or free housing, you will be able to draw interns from across New England and beyond.

“Over the past five years I have had 14 interns design and decorate my cottages at Bay Leaf Cottages, had 3 marketing interns set up all our initial marketing efforts when we opened, had an elementary education intern coordinate summer camp programs and arts/crafts for our guest’s children, had three interns create the website and develop the databases for the NOCASOBE website/book/ebook, and have a summer intern from USM from the Hospitality and Tourism program.” Jane Liedtke, Bay Leaf Cottages & Bistro

2. **Work-Study** – Work study implies that a student is still going to school during the same time-frame that they are helping your company or working for you. This could be an early release from school daily or a couple of days per week. Usually this will be students from a Technical School or Vocational Program or a specialty area from the High School. Check with Camden Hills Regional High School and Mid-Coast Technical Institute to see what connections you can make throughout the school year between their program offerings and your business.

3. **Student Clubs** – Often student groups need projects, community service, or would like to take on “real world” problems and help within the community. For example, a college “Marketing Club” could be affiliated with the American Marketing Association and seek to find real marketing needs that they can help with – for local non-profits, for-profit businesses, and the community at large. Horticulture Clubs, Future Farmers of America, and other clubs related to college degrees will be an opportunity for you to get help with your businesses projects – including marketing! These students will one day be in your shoes – help them by letting them help you!
4. **Volunteers** – You can solicit volunteers via Facebook or emails to your clients or post to the events or news sections of local newspapers and online news organizations (all listed on the NOCASOBE website). Ask people to help – grounds cleanup, painting, passing out fliers, whatever! If you can feed them or provide them with a volunteer’s t-shirt, all the better (but not essential).

“At Bay Leaf Cottages & Bistro we offer volunteer weekends in May when we are cleaning up, doing maintenance, and renovations. In exchange for help we give them a free place to stay as their compensation. And, they can return later in the summer for two nights free. This way we build a group of people dedicated to our property and they are helpers year after year.” Jane Liedtke, Bay Leaf Cottages & Bistro

5. **AmeriCorps and other National Volunteer Programs** - <http://www.nationalservice.gov/programs/ Americorps>
From the website: Each year, more than 5 million individuals of all ages and backgrounds help meet local needs through a wide array of service opportunities through the Corporation for National and Community Service's core programs: AmeriCorps, Senior Corps, and the Social Innovation Fund. These programs and others, such as the Volunteer Generation Fund, support projects in six priority areas: disaster services, economic opportunity, education, environmental stewardship, healthy futures, and veterans and military families.

AmeriCorps AmeriCorps programs provide opportunities for Americans to make an intensive commitment to service. The AmeriCorps network of local, state, and national service programs engages more than 80,000 Americans in projects around the nation each year.

[AmeriCorps State and National](#)

AmeriCorps State and National is the broadest network of AmeriCorps programs. These groups recruit, train, and place AmeriCorps members to meet critical community needs in education, public safety, health, and the environment.

[AmeriCorps VISTA](#)

AmeriCorps VISTA (Volunteers in Service to America) provides full-time members to nonprofit, faith-based, and other community organizations, and public agencies to create and expand programs that bring low-income individuals and communities out of poverty.

[AmeriCorps NCCC](#)

AmeriCorps NCCC (National Civilian Community Corps) is a full-time, team-based, residential program for men and women ages 18–24. Members live on one of five campuses, located in Denver, CO; Sacramento, CA; Perry Point, MD; Vicksburg, MS; and Vinton, IA.

Senior Corps Senior Corps offers a network of programs that tap the rich experience, skills, and talents of older citizens to meet community challenges.

[Foster Grandparents](#)

Foster Grandparents are role models, mentors, and friends. Serving at one of thousands of local organizations—including faith-based groups, Head Start Centers, schools, and other youth facilities—they help children learn to read, provide one-on-one tutoring, and guide children at a critical time in their lives.

[Senior Companions](#)

Senior Companions help frail, elderly citizens remain in their homes longer by providing much-needed support. Whether they help give families or professional caregivers much-needed time off, run errands, or simply provide friendship, they make a difference that strengthens and helps preserve an individual's independence.

[RSVP](#)

RSVP offers a full range of volunteer opportunities with thousands of local and national organizations to citizens 55 and older. RSVP volunteers choose how and where they want to serve, and the amount of time they want to give. And the program's flexibility allows volunteers to choose whether they want to draw on current skills or develop new ones.

Social Innovation Fund The [Social Innovation Fund](#) (SIF) is a powerful approach to transforming lives and communities that positions the federal government to be a catalyst for impact—mobilizing public and private resources to find and grow community-based nonprofits with evidence of strong results. An initiative enacted under the Edward M. Kennedy Serve America Act, the SIF is a new way of doing business for the federal government that stands to yield greater impact on urgent national challenges. The Social Innovation Fund targets millions in public-private funds to expand effective solutions across three issue areas: economic opportunity, healthy futures, and youth development and school support.

Volunteer Generation Fund The [Volunteer Generation Fund](#) is a program authorized by the [Serve America Act](#) to support voluntary organizations and state service commissions in boosting the impact of volunteers in addressing critical community needs. The fund will focus investments on volunteer management practices that increase both volunteer recruitment and retention.

NOCASOBE website and marketing efforts are coordinated by Dr. Jane Liedtke, a retired university professor and corporate consultant who owns Bay Leaf Cottages & Bistro in Lincolnville. With the help of interns from Illinois State University and the University of Southern Maine the data and information for the website was generated and maintained. Funds received from businesses who upgrade their listing or advertise are used to support the website basic operating costs. Any excess funds will go to the Northport Food Pantry to help families in need within the NOCASOBE region.