

Telling Your Story So Many Will Hear

Marketing For Nonprofit Organizations



First – know your story

Then – tell it in a good way.

What is your story?

Your Mission

Your Vision

1. Why are you needed?
2. What are you doing to meet the need?
3. How can you be supported?

Who do you want to hear your story?

Accurately and consistently

Your Community

1. Those who need your services
2. Community partners or referral sources
3. People who may volunteer

The Media

1. TV/Radio
2. Newspapers, newsletters, publications
3. Internet

Funding Sources

1. Individual contributors
2. Foundations
3. Tribal or governmental agencies

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How do you tell your story?

Accurately and consistently

Print Materials

Media

Website/Social Media

Community Presentations

Events

Your Marketing Checklist (see handout)

Marketing Tool	Need to Create?	Acceptable as is?	Wise to revise?	Notes (fine tuning, who is responsible?)

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Branding

- Logo
- Mission/Position Statement
- Graphic Look
 - Font
 - Colors
- Tagline

TAGLINES

- 8 words or less! -- Less is more in taglines and most marketing copywriting. That's really all your base can remember, recognize and repeat. Make it easy for them.
- Capture the spirit and promise of the organization.
- Makes an emotional connection.
- Highly visible and integrated into all communications.

Second Season- *Cradle to Career Opportunities for Native Youth*

Wisdom of the Elders — *Native American Cultural Sustainability, multi media education and race reconciliation*

Center Pole – *Promoting knowledge, justice and sovereignty in native communities*

People's Partners for Community Development - *Promoting Economic Well-Being for Northern Cheyenne Communities*

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How NOT to design- when you are designing your own materials

1. Don't manipulate your logo!
2. Don't place your logo in the text of your piece.
3. Don't use every font at your disposal. Choose one or two fonts for all your materials to build a "look". Your font choices should be consistent with your image and your service area.
4. Don't use color indiscriminately. More color doesn't necessarily make something more appealing. Your text should be the same color, preferably black for readability.
5. Don't use low-quality or low-resolution photography.
6. Don't fill up every inch of white space on the page.
7. Don't focus on all of the details of your program or services; instead, focus on how they benefit your audience.
8. Don't change design styles with every marketing piece you create.

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Business Cards/Stationary

Business Cards

A business card is an integral part of a good marketing plan. For its size and cost, it is a powerful tool.

Your card should display the same design and basic information as your other marketing materials. (Hint: USE both sides of the card!)

Which information is essential?

- Logo – Branding/Creates an identity
- Tagline or Mission Statement – clarifies who you are /what you do
- Contact information – complete, accurate, current

Stationary

Professional and Simple. If created via desktop, create a template and make sure that everyone is using the same letterhead!

- Logo
- Title (may also want to create some generic cards for staff, volunteers)
- Phone
- Address City State Zip
- email
- Website
- Mission statement
- Board of Directors if well known in your community or in the area of service
- Status as a 501(c)3 organization

A Good Brochure

(a good brochure will speak for you when you are not there)

Keep it simple. Copy should be short, clear. Minimal words. Lots of White space.

Create Credibility

- Professional look
- Proof read, no typos or spelling errors
- "Established in" ... or "recognized by..."
- Street address not just the PO Box
- Non-profit status-donations are tax deductible
- Include testimonials: Client, volunteer, funders, local gov't official

Promote your unique and special expertise. What do you do or have that is unique?

Include all contact information. Current
Complete Accurate

Watch your language! Be respectful. Don't use slang. Don't use jargon and acronyms

Photos

Use photos that are high quality, respectful and heart warming

Balance close-ups with panoramics and scenery

Avoid using pictures of your staff or listing staff or board members (If your board members or staff change, your brochure is outdated.)

Have signed photo release forms so that you have permission to use photos that have recognizable people

Using Your Brochure

How are brochures used?

As an introductory mailer. *Who could that be?*

As a "leave behind" information piece after a meeting. *What is your next meeting?*

Special events. *What special events do you have coming up?*

Electronic version on your website. *Do you know how to make a pdf of your brochure?*

As a mailer in response to an inquiry

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Media Relations

Who exactly is "the Media"?

(can be great allies for your organization!)

- Print – (newspapers, magazines, newsletters)
- Radio
- Television
- Internet

Media Relationships – What we need to talk about

Building your contact list

Building positive relationships with the media

Media Tools

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Media Relations

Building Your Media List

- Determine your target area.
- Develop a database from day one so you don't have to "re-create" a mail list each time. Database should include:
 - Basic info - phone, address, website
 - Community Calendar and PSA contacts
 - Editors/ emails - identify correct contact for your current topic (and deadlines for submissions)

Editors for various sections:

City News	Women's Section
Health	Sports
Business	Education
Government	Arts & Culture
Religion/Spirituality	
Community Calendar	

Types of Publications

Newspapers - Daily, Weeklies, Monthly Inserts (women's issues, health issues, etc.)
Magazines - Local, State, Regional
Regional business journals
Free about-town advertising fliers
Newsletters
Professional Organizations
Trade
Church
Chamber of Commerce

Radio and Television Stations

News Broadcasts *Talk Shows
Community Calendars *Public Service Announcements

Network TV * Cable TV (mainly community calendars)
AM, FM radio * Public radio * College radio stations

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Media Relations

Types of Media Tools

- Press Kit - Hard copy and online version
- Press Releases – 2 weeks in advance
- Media Alerts - 3 days in advance "photo opportunities"
- Public Service Announcements
- Calendar Announcements

What is a Press Kit?

A set of materials that paints a broader picture of your organization for the media.

You want to capture their interest about your organization and you want to make it easy for them to write about you!

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What is Newsworthy?

Brainstorm stories of interest to area readers or listeners

- Communicate a change- New location
- State an opinion
- Reveal a finding- Share a new study that relates to your program
- Make an announcement
 - "Call for submissions" if you are having an arts related event
 - Announce Winners of any contests
- New staff member or board member
 - Upcoming event- book distribution
 - Receiving a grant, an award or recognition
 - "Accepting registrations" if you have an upcoming event

Keep Brainstorming!

All you need is 12 topics to average one press release per month for one year.

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Press Release Template

CONTACT

(on letterhead)

FOR IMMEDIATE RELEASE

Name
Title
e-mail
Telephone

Headline that will grab your audience's attention

Subheadline that builds on your headline

- **Your Town, South Dakota** – Today's Date
- **Lead paragraph** – Who, What, Where, When. Draw in your readers so they will continue to read.
- **2nd paragraph** – More details, background, quote from board member, an expert, a volunteer, etc
- **Body** – Facts, statistics, more of the story
- **Boiler plate info about your organization** – Tell about your organization, location, mission statement
- **Contact info for reader** – Name, phone, email, website

-end-

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WRITING A "PSA"

Public Service Announcements

Tips

- Submit announcements to the Public Service Director as far in advance as possible, but no less than 10 days in advance.
- If you want a pre-event plug, you should direct your PSA to the community calendar.
- For a single-mailing PSA, call the station and get the proper name of the Public Service Director and address it to her or him.
- If you are doing a mass mailing to media outlets, address your PSA to the Public Service Director. Then add "Community Calendar" or "Program Director" or "On Air Interviews," depending upon which coverage you seek.

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Sample Public Service Announcement- Radio

(on letterhead)

Contact
Bonnie Sachatello-Sawyer
Executive Director
406-586-2455
bsawyer@hopamountain.org

For Immediate Release

Step Up and Serve Scholarships for High School Seniors– PSA 1x :30

Do you know a great high school senior who volunteers in your neighborhood or community? Now you can help recognize these young volunteers by nominating them for a \$1000 scholarship through Hopa Mountain's Step Up and Serve Scholarship Program. Hopa Mountain supports rural and tribal community leaders, youth and adult who step forward to help their communities. Applications forms are online at www.hopamountain.org and must be submitted by May 14. Celebrate a teen volunteer today. Log on to www.hopamountain.org.

Step Up and Serve Scholarships for High School Seniors– PSA 1x :15

\$1000 Step Up and Serve scholarships are offered to high school seniors who volunteer in their communities. Recognize these teens by nominating them online at www.hopamountain.org. Applications must be submitted by May 14. Celebrate a teen volunteer today. Log on to hopamountain.org.

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"Vision without action is merely a dream.

Action without vision just passes time.

Vision with action can change the world."

- Joel Barker



Change your world by putting your vision into action!

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Your M.A.P. to High and Clear Visibility
MARKETING ACTION PLAN

ACTION	April	May	June	July	August	September
Community Relations ■Key Referral Sources ■Presentations ■Special Events						
Promotional Materials ■Biz Card ■Brochure ■Posters/Flyers						
Media ■Relationship Building ■Press Releases ■PSA ■Community Calendar ■Letter to the Editor						
Website/ Social Media	Register domain name					

About E-mails

Confine emailings to existing supporters who have either expressed an interest in receiving email communications ("opted in") or who are given a chance, in every message, to opt out. (And make sure to process opt-out requests immediately.) As you collect email addresses from supporters, let them know your policy on sharing that address with others.

Personalize the "sender." Readers are much more likely to open an email that comes from, "Joe Goodguy, Fix Everything Foundation" than the name of the organization alone. That sense of personal communication should be carried throughout the message. Use different staff names for different types of messages or different segments of donors, as appropriate.

Make subject lines brief and catchy, yet specific and clear. A bland heading like "News From Our Nonprofit" can turn off the many people who've had enough doses of reality for one day. An overly general title like "What's New" may sound like spam. Create interest or excitement with something like "Otter Born in Captivity," or "Invitation to KidsOrg's 10th Anniversary."

Don't get caught in a spam filter. First, be careful about subject line words or phrases that might trigger content filters. These are set to prescreen the spammers' latest favorite words or tricks. Though these are ever changing, sure-fire trouble words are any that sound remotely suggestive, strings of capital letters or punctuation marks. Second, try to avoid volume filters—that is, filters that interpret all messages sent to large numbers of people as spam. Talk to your email provider to make sure it has negotiated an exemption for your organization with major Internet Service Providers (ISPs).

If a particular message is likely to resonate with a wide audience (for example, a development that impacts a popular national park), encourage recipients to forward it to friends. But be sure to date the message, and to tell people about any deadlines for action.

Include enough information within the message that someone who has never heard of your organization will see who you are and understand what you do. Remember, your email may be forwarded beyond your immediate supporters. And it never hurts to remind donors exactly what their contributions are funding.

Don't let informality turn to sloppiness. Typos look just as bad in an email as in a letter.

Keep messages short and readable. A few paragraphs, with lots of bullet points, is plenty. If you have the capacity to put the message in HTML format, great. If not, make sure to use a large font, put spaces between paragraphs, and review the text from the viewpoint of someone who will open it and give it a few seconds' quick scanning.

Be ready for two-way communication. Your readers are only a click away from the "reply" button. They may have questions or concerns, or wish to respond to your requests for information or help. The speed of email creates an expectation that someone at the other end will answer right away. Make sure you've got someone lined up—if not with a full answer, then at least with a note saying "Thank you for your [comments, concerns, or offer]. I'll look into this and get back to you within the week."

Encourage readers to click through to your website or Facebook page. While your email message should be interesting on its own, it can also legitimately act as a "teaser," compelling people to go to your website to learn more.

Don't send emails encouraging donations unless your website is equipped to handle credit card transactions. If you have to add to potential donors' workloads by asking them to write a check and put it in the mail, you'll irritate the very ones who are most accustomed to doing things at the speed of email.

For more information on this and other aspects of communicating with donors, see *Effective Fundraising for Nonprofits*, by Ilona Bray (Nolo).

Social Media

Excerpts from the ebook 101 Social Media Posts by www.networkforgood.com

FACEBOOK

- Ask your community to share why they care about your issue
- Invite your supporters to vote in a poll
- Ask for feedback about an upcoming decision you need to make
- Share a photo of your volunteers in action
- Post a photo for a caption contest
- Share milestones from your annual report
- Post a news story about your cause and ask supporters for their reactions
- Ask your supporters to post a review of your organization
- Pose a trivia question about your issue area
- Post a graphic or photo in honor of a holiday, anniversary or awareness day
- Post relevant policy issues and ask supporters to share with their network
- Share news from related organizations
- Share photos from your fans and volunteers
- Create a "Fan of the Week" spotlight
- Post a photo of your latest poster or flier for fans to share
- Invite fans to join your email list
- Ask your fans to suggest names for your office's brand new printer/computer
- Share a success story from one of your clients
- Ask fans to do an artistic interpretation of your logo, upload them to a photo album, and encourage fans to "like" their favorites
- Create an ecard to celebrate something special (or normal, Happy Wednesday!) using someecards and share it on your Facebook page

Social Media

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YouTube

- Post a video of your ED or CEO sharing your founding story
- Share video clips from your most recent fundraising event
- Create a montage of thank you messages for your donors
- Share an interview with someone who's been impacted by your work
- Create a highlight reel based on your annual report
- Film short interviews with your volunteers
- Take your supporters on a tour of a recent project or your office
- Create a day in the life video of one of your clients and highlight how donor's support impacts their day
- Surprise donors by hand delivering a thank you coffee or cupcake and film their reactions
- Create a time lapse video of images taken during an event set up or during a redesign of a space

LinkedIn

- Highlight a great testimonial or review of your organization
- Post a request for pro bono professional help
- Highlight your board members' work
- Share volunteer opportunities
- Share recent news coverage about your work
- Create summaries of your most successful programs
- Post job openings at your nonprofit and neighboring organizations
- Profile new staff or board members
- Share staff member's quotes on why they work for your organization
- Share office supply wish lists or other materials your organization uses everyday

