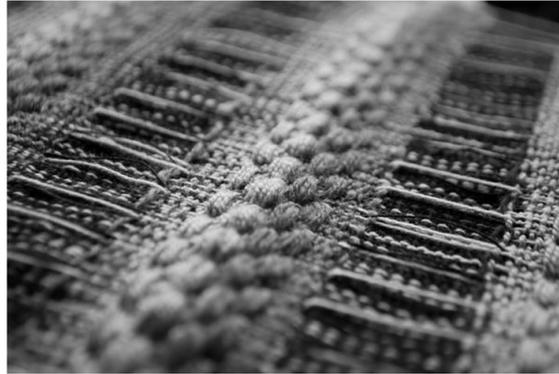


Weaving Marketing into Your Action Plans



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Quick Review: What is Marketing?

Telling your organization's story accurately and consistently



First – know your story

Why are you needed?

What are you doing to meet the need?

How can you be supported?

Then- Tell it in a good way

-accurately and consistently

-reach all of your audiences

**-use a variety of quality tools that
brand your image**

Fundraising and Marketing

Where and how do you fundraise?

■ **Events**

Specific fund raiser, Any public event where you have a booth

■ **Website**

Donate button on each page

"Support Our Vision" page

Mail address for checks

Wish list

Subscription to build email list

Any clarifying statements if you have a fiscal sponsor

Crowdfunding

Indiegogo.com

Rockethub.com

Kickstarter.com

Rockthepost.com

■ **Letters and E-mails**

- Prospective Donor - introduce
- New Donor – welcome and thank you
- Current Donors – thank you, new projects
- Lapsed Donors – we miss you

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How Do You Tell Your Story?

Marketing Tool	Need to create	Acceptable as is	Wise to Revise	Notes- (who can best do or coordinate this task?)
Biz Card				
Stationary				
Brochure				
Flyer templates Poster templates				
Photos/Video/DVD for PSA' and web				
Website/ Social Media				
Promo Items				
Signage				Visible both directions? Well lit? Neat, Clean? Logo, message, photo?
Presentations/ Special events				Brainstorm places for presentations and ideas for events
Media list				Brainstorm story ideas
Press Kit				
M.A.P.				

Special Events are a "page" in your story

1. What is your event?
2. Why is it important?
3. Who do you want to know about it?
4. What do you want them to do?
5. What does "success" look like?

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

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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Your Flyer/Poster

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

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

What makes a good flyer/poster?

It introduces your organization and gives the prospect a visual feel for who you are and what you do.

It provides a "call to action" What do you want them to do?

Where and When do you want them to do it?

It leaves the reader with the impression that yours is a solid, reliable organization.

Create Credibility

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

Photos

Use photos that are high quality, respectful and heart warming

Balance close-ups with panoramics and scenery

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

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Placing Your Flyers/Posters

Use same graphics and info on your website or create a link to a pdf they can download

Social Media

In your office

On presentation board at conferences

Where are the Gathering Places in your community?

Who can help you place posters here?

Churches
Day care centers
Senior Center
Health Clinics
Casinos
Grocery Stores
Library
Local Businesses

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Media

Who exactly is "the Media"?

People who share stories!!
(can be great allies for your organization!)

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

Is your media list current?

Develop relationships with editors and reporters

(Do this BEFORE you have a great story!)

Send quality materials in the necessary time frame for them to be used

Media Tools

Press Release
PSAs for Print
PSA for Radio/ TV
Radio Talkshows
Press Kit

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Media

Your Media List

- Is your media list current?
- Determine your target area.
- 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)

Your Media List

Editors for various sections:

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

Develop relationships with editors and reporters

(Do this BEFORE you have a great story!)

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Media

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

Electronic and Print 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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What is Newsworthy?

Brainstorm stories of interest to area readers or listeners

"Call for submissions" if you are having an arts related event

"Call for Volunteers" if your particular event needs lots of help or volunteers with particular skills.

"Accepting registrations" if you have an upcoming event

Announce Entertainment or Keynote speaker

Announce Winners of any contests

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WRITING A PRESS RELEASE

Use your organization's letterhead One inch margins 12 pt font

A one-page press release that opens with who, what, where, when and why will make editors happy and increase your probability of getting into their publication.

Include some background information, a quote from you or another high-ranking person in the organization and the contact information.

Provide quality materials that take some of the work out of covering your story

Send quality photographs 300 dpi * Include e-mail links to your website

Provide a page of tips that writers can use as story background or as a springboard to your interview

Use your press release for other things!

Post on your website * Include with a brochure to a referral source

Send as email newsletter * Put in your own newsletter

Include in your Press Kit

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-

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.

E-Newsletters

Email marketing services enable you to launch email marketing campaigns and easily manage your newsletter and subscribers.

Lots of different monthly plans, pricing options and trial periods, depending on each provider.

So when you are a customer it is really difficult to know which one is the best for you.

- Visit this site for detailed comparison of e-newsletter providers

<http://socialcompare.com/en/comparison/compare-email-marketing-newsletter-services-by-price>



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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 somecards and share it on your Facebook page

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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

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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					

