



The Secrets to Effectively Marketing Your Nonprofit

What's Marketing All About, Anyway?

- The Big Question: what does marketing really *do*?
- The Answer: Marketing inspires people to act on behalf of your organization in order to achieve its goals.
- Marketing includes: determining the markets who will act for you, the way you will reach them, through which specific vehicles, with what targeted messages
- Marketing is about inspiring people to help you *instead of helping the other guy*.

The Three Ws

- The *Who*: Who's your market?
 - Who is most likely to act in a way that meets your organizational goals?
 - Look at your base – who's giving now and where's the gap?
 - Need to know more? Ask your markets!
- The *Where*: Where are they?
 - Are they internet users? Are they using twitter or facebook? Are they on linked in?
 - Are they reading the paper or blogs? Watching the news? Listening to the radio?
Which ones?
 - Do they belong to specific clubs or associations?
 - Need to know more? Ask your markets!
- The *What* Part I: What are they most likely to respond to as a tool?
 - E-newsletters? Hard copies: annual reports, direct mail, booklets or postcards?
 - Social media campaigns?
 - Need to know more? Ask your markets!
- The *What* Part II: What messages will resonate with them?
 - Know the two reasons people will generally act to meet your organizational goals:
1) they care about your mission or 2) someone they care about asks them to
 - Why are you so sure they will care about you? What about you will resonate most?

- Need to know more? Are the messages working? Ask your markets!

Four Major Marketing Pitfalls

1. Create marketing pieces that don't lead to an organizational goal. If you don't ensure a connection, marketing is a waste of time.
2. Forget to create a marketing plan, which clearly lays out the organizational goal and the marketing strategies that accompany it. It should identify the target audience for each effort. It should include the tasks, timelines and point people for each.
3. Fail to think like the consumer. Even though you're tempted to tell dozens of stories and write tons of copy, don't. More is not better and people have short attention spans. Remember, nobody will love your organization as much as you do.
4. Think that they know marketing because it seems easy or obvious. Marketing is a craft, an art *and* a science. Treat it that way and trust your experts.

Board Members and Marketing: The Dos and Don'ts

- Do:
 - Set the board up for success by training them on core messages and public speaking
 - Expect board members to be the organization's greatest ambassadors
 - Talk about messaging constantly – with new initiatives, strategies and events
 - Trust the marketing expert to be the marketing expert
 - Ensure there is a communications crisis plan
 - Ask your markets how you're doing!
- Don't:
 - Think you know marketing if you don't know marketing
 - Create marketing messages by committee
 - Demand a press release, blog or twitter account for no good reason

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