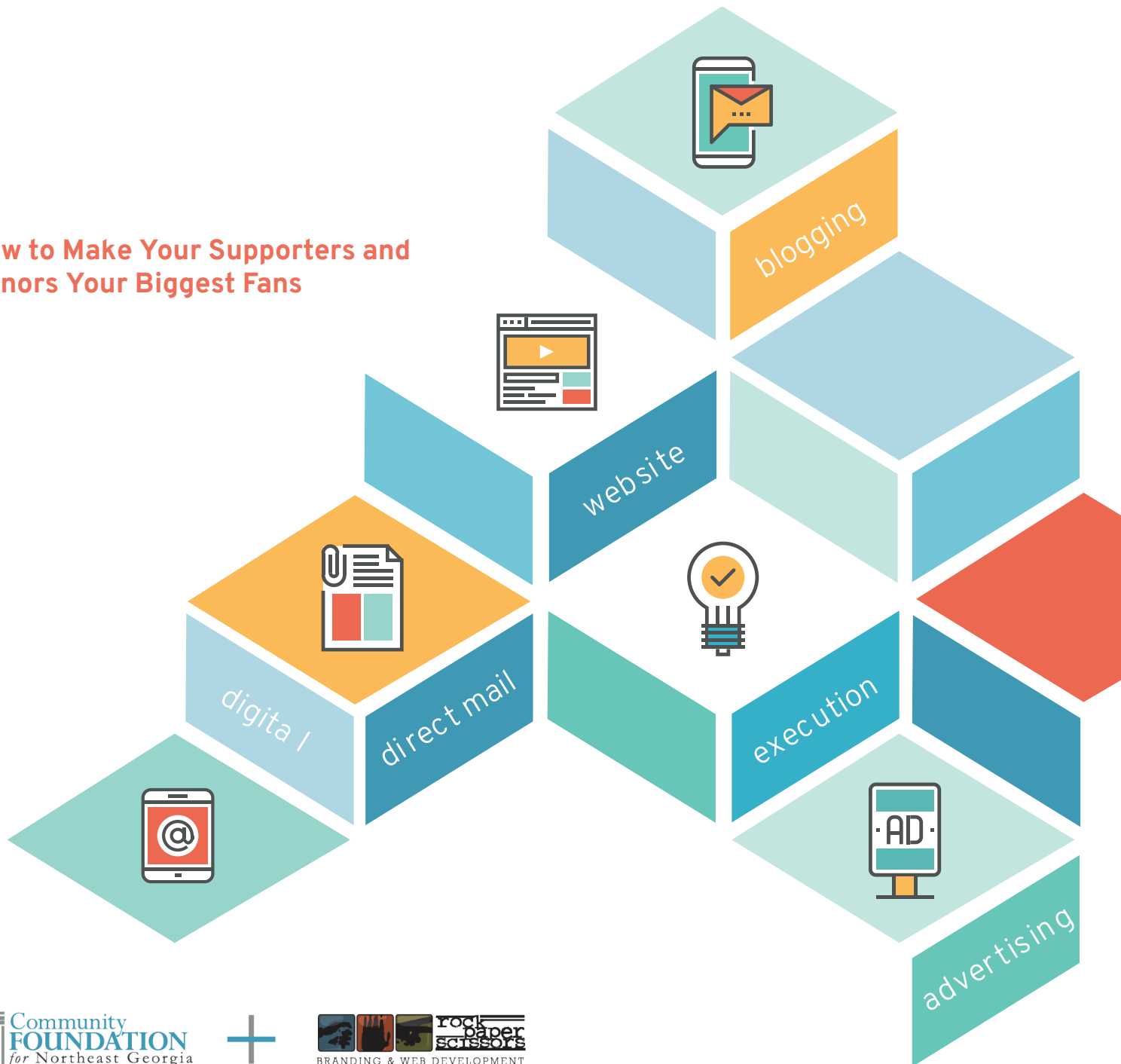


# Marketing makeover<sup>®</sup> For Nonprofits

How to Make Your Supporters and Donors Your Biggest Fans



## Welcome to the Community Foundation for Northeast Georgia's Marketing Makeover, held in conjunction with Rock Paper Scissors!

In today's world, the message you send is vitally important to the bottom line - and most nonprofits understand that. But finding the time, the people and the resources to devote to branding and marketing is often the largest hurdle to effectively reaching supporters. Our goal today is to help you - utilizing what you already have - improve your efforts, think a little differently and walk away with some tools you can use to help your nonprofit succeed.

So, grab your pen and get ready to take notes as we walk through branding and marketing for nonprofits!

### Today We Will:

- Understand the impact of your brand and marketing on the success of your nonprofit
- Build the foundation of your Brand Commitment and your Marketing Plan with targeted questions
- Establish the value of storytelling and the impact it has on your marketing
- Reconnect with social media and impact it has on your efforts

## Why Is a Brand Important?

Your brand is one of your most valuable resources. It impacts supporters and donors at every step of their journey with you, shapes all their perceptions of your nonprofit and influences how they talk about you.

With a positive brand experience, your supporters and donors will not only keep coming back, they'll start referring others to you. Creating the experience you want takes time and focus but your hard work will pay off when your brand is present in all aspects of your business.

### Building a Brand Commitment

Building your nonprofit's brand starts with you - the leader. The work you do here will help you articulate what your supporters and donors need to feel in every interaction with you. Start by looking at your core values and vision. Then move on to identifying with your ideal supporters and donors. When you know who you are and who your supporters and donors are, you'll be able to ask yourself how you want your supporters and donors to experience your brand. Finally, you'll take the steps necessary to craft a commitment that is a true expression of your business.

## Your Brand Commitment

Your Brand Commitment Statement is a clear results statement that defines and describes the feeling and experience you want your supporters and donors to have in every interaction with your nonprofit. Delivering that consistently great experience is how your Brand Commitment—and the purpose and passion behind it—shapes the way you work to achieve the mission of your organization.

Everything you do in your nonprofit either supports your supporters and donors in having a great experience or not. Everything you do—from who you hire to how you develop and deliver great products and services—affects how your supporters and donors feel about you. That is what your brand becomes known for, the sum of all those little interactions over time.

Without a commitment to your brand and the promise it cements with your supporters and donors, how do you really know what processes are needed to create the best experience? Without the promise to base it on, the experience ends up being random. When your supporters and donors make a commitment to the brand, it fuels mutual ownership—helping all of your employees and volunteers feel pride and purpose in creating that consistent experience.

### Your Brand Commitment:

- Provides the why behind the way you do business
- Keeps you supporter and donor-focused
- Creates supporter and donor loyalty
- Is your competitive edge
- Differentiates you
- Integrates your culture and your supporters and donors

# Your Nonprofit is Built On...

Your values and vision define your brand and the commitment you choose to make to your supporters and donors. This allows you to set a strong foundation for your Brand Commitment and will help down the road. When you're ready to engage your employees and volunteers and build systems to create a consistent brand experience, having your answers to these questions will make it easy. If you don't have a clear vision or values statement, don't worry, this is a good place to start thinking about them.

The questions below will help you connect the core values for your nonprofit and your vision for the future to your brand.

## 1. What is your nonprofit vision?

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## 2. What are the values that are core to your nonprofit?

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## 3. What do you want your nonprofit to be known for?

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# What Makes You Different?

Now that you've taken a deeper look at your nonprofit and at your target supporters and donors, step back and think about what makes you different. How are your products or services unique from those of your competition? The information you write here will help you identify more of your strengths and weaknesses as you begin to craft your Brand Commitment.

## 1. What differentiates your product or service?

Think about the distinctive elements of your product or service, this can include the intangible like "trustworthiness" or tangible, like "appearance, sound, taste ...".

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## 2. Why would they support or donate to you as opposed to someone else?

Think about your competitive advantage. Whatever makes you "stand out" from the rest.

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## Create a Plan

Your plan should include your key objectives, your strategy to accomplish those objectives, a way to execute your strategy, and a means to measure success. Along with those, you'll also need to craft a communications calendar.

Here are four steps to creating your initial marketing plan:

1. What are your key objectives?
2. What's your strategy to accomplish those objectives?
3. How will you execute your strategy?
4. How will you measure your strategy's success?

Take some time and write down the answers to these questions.

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Don't forget to include a communications calendar! This should include newsletters, web site content, social media content, emails and printed materials.







## Social Media Resources:

### Management

- Hootsuite
- SproutSocial

### Images

- Canva
- WordSwag
- Word Dream
- Typorama
- Legend
- PicMonkey

### Info

- [socialmediaexaminer.com](http://socialmediaexaminer.com)
- [blog.hootsuite.com](http://blog.hootsuite.com)
- [nonprofitmarketingguide.com/blog](http://nonprofitmarketingguide.com/blog)
- [networkforgood.com/nonprofitblog](http://networkforgood.com/nonprofitblog)
- [blog.hubspot.com/marketing](http://blog.hubspot.com/marketing)

# Five Steps to Crafting a Compelling Story

## 1. Describe your character

Who are they? (Occupation, family, hobbies, goals, dreams, talents, etc.)

## 2. Explain the conflict

What's preventing them from succeeding? How can your organization help them reach their goals?

## 3. Create action

What is your organization doing to help the character, solve the problem, how are you working together?

## 4. Tell the outcome

How does this story end? What's the character's life like now?

## 5. To be continued...

What's happening now with the character or your organization? New initiatives to solve the conflict? How can donors and volunteers get involved?



***“Destiny is not a matter of chance, but a choice.  
Not something to wish for, but attain.”***

- William Jennings Bryan  
Former U.S. Secretary of State