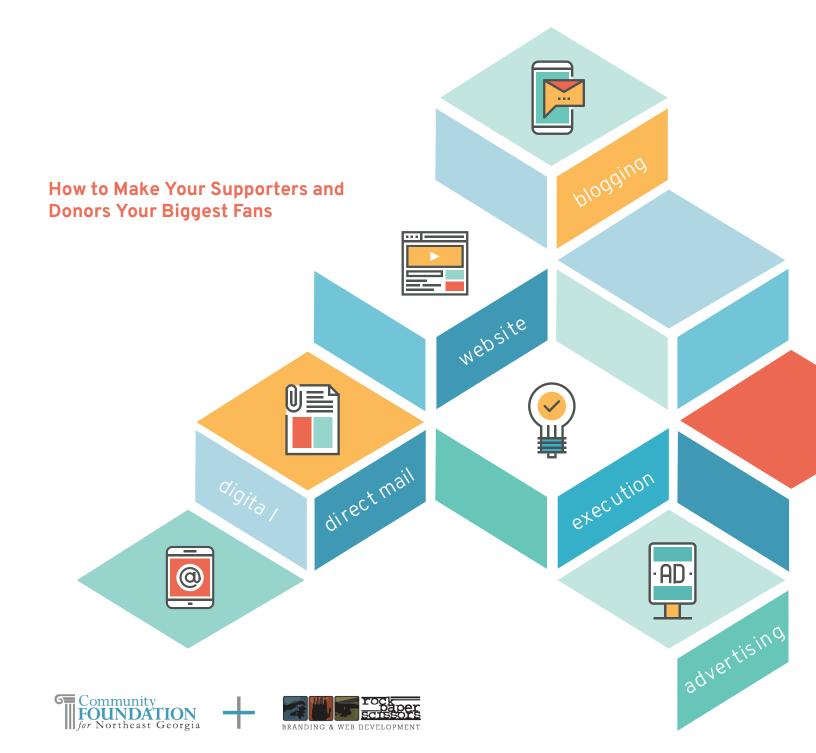
Marketing 111121CCCCT For Nonprofits



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 volunteeers 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?
2. What are the values that are core to your nonprofit?
3. What do you want your nonprofit to be known for?







Who Do You Need to Connect With?

Once you know who you are, we can start talking about your audience and marketing. Your marketing should represent your brand in a way that speaks to the emotional needs of your supporters and donors. Take for example, laundry detergent, you might buy a specific brand because it reminds you of home, or the scent makes your clothes just feel fresh. It's not necessarily the laundry soap itself, but how the box looks, how it smells and how it makes you feel. But before you know how you want your supporters and donors to feel, you need to know who they are.

By answering the following questions, you'll evaluate your ideal supporters and donors and their needs. (Keep in mind that you may have a main target market and some additional niche or secondary markets):

1. Who do you want to serve? How many different audiences do you have as a nonprofit? What defines them? What are their demographics?
2. What drives your target supporters and donors? What makes their decisions important? Think about what motivates your ideal supporters and donors and what influences them. Status? Prestige? Security? Economics?







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.	







3. What compliments do you receive about your nonprofit? How do these compliments help your brand?
4. What complaints do you receive about your nonprofit? Think about how these complaints change customer perception.
5. Who are your three main competitors? Note both the compliments and complaints that you hear about them. What are they known for?







How Does Your Brand Feel?

This is where you bring your brand into the day-to-day operations of your nonprofit. This happens by looking at two specific areas: engagement and experience. These final two questions help craft a statement that expresses your brand commitment.

1. How do I want our supporters and donors to feel in every interaction with the business? Use adjectives and expressive words or phrases that best represent the experience you want your supporters and donors to have.
2. What do you want supporters and donors to say about your business? This is the result you want your brand to achieve and can also be the "why" behind your strategy.







Your Brand Commitment

Now, try writing a draft of your statement. Use all of the information you've generated so far. Notice the adjectives and descriptive words that you used frequently. For example, if you use a word like "friendly," try to dig deeper. How does being "friendly" shape the experience of your supporters and donors? Don't be afraid to have fun with it! Your Brand Commitment needs you to be imaginative, so take your time to describe the experience and feelings behind the words.







Marketing Plan 101

Now that you understand the importance of your brand and took some time to think about your brand commitment, what's next?

Your marketing plan!

Did you know? 92 percent of nonprofit professionals use content marketing to spread their organizations' missions, but more than half don't have a documented strategy for their content. (Source: Content Marketing Institute)

So, where do you start? By asking questions.

- Who's your audience?
- What's your elevator pitch?
- Why do you exist?
- What's your goal? Where do you want to be in 10 years?
- How do you want the public to connect with you? Your donors?

Take some time and write down the answers to these questions.
Homework: Ask a couple of volunteers and staff members what your organization does and what makes it different. Are their answers the same or different from your organization's mission statement?







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.	

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







Tell Me a Story

Who doesn't love a good story? Your world is full of them, just waiting to be told. Those untold stories are key to captivating your donors, volunteers and other supporters. The right story, told the right way, can catapult an organization's marketing efforts from good to great.

Which one would you rather read?

First example:

Matthew Milton is a director of an Argentinean orthopedic company. He treats around 1,000 patients a year. His training has helped him provide more than physical care, though.

Second example:

They come to him broken. Missing an arm. A foot. Both hands. But Matthew Milton sees more than physical needs.

"Their hearts are much more disabled than the body themselves. They need more than just a prosthetic – they need ministering."

The director of an Argentinean orthopedic company, Matthew treats around 1,000 patients a year, from the private sector as well as the Government Health System.

For this alumnus of [nonprofit ABC], compassion and care are paramount.

Homework: vvnat was the last memorable story your nonproπt told and now many ways was it snared?







To raise more money, you need to get people excited about your cause. How do you do that? By telling compelling stories.

Five steps to creating a compelling story:

- 1. Find the right people
- 2. Build the conflict
- 3. Show how your organization solved a problem, helped a person, made a difference, etc. What did you accomplish together?
- 4. Incorporate a call to action
- 5. Use memorable, high-quality visuals photos, videos

Make your donors stars, as well! Choose the right donor, choose the appropriate channel, and then tell their story, too.







The Business of Social Media

You know it's important – after all, it's part of your marketing plan. You know it provides value, but you're not exactly sure how. You know you need to be doing it but you're not sure of the who or what.

Let's talk through this because, after all, social media is many times the first impression people have of your nonprofit.

Did you know? 55 percent of people who engage with causes via social media are inspired to get more involved.

(Source: Waggener Edstrom)

What does your current social media strategy look like? How can you improve?







Social Media Resources:

Management

- Hootsuite
- SproutSocial

Images

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

Info

- Socialmediaexaminer.com
- blog.hootsuite.com
- nonprofitmarketingguide.com/blog
- networkforgood.com/nonprofitblog
- 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?







