



Effective Marketing Basics for Nonprofits

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It's not about the shoes: it's about the communication

Mission: write it down and share it often

Define intended outcome for any new initiative: Start with the end in mind

Exploit what is different about your organization

Identify key “messengers” for every initiative your organization embraces

Determine communication strategies

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People forget the facts and the details but they don't forget how you make them feel

Be a 60 Minutes: tell your story

Engage board and committee

Provide opportunities to “sell” your mission

Educate and train board and committee members

Provide Tools

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Marketing is an integration of all agency functions

Define your brand (graphic and narrative)

Create templates of common communication materials

Market segmentation: determine specific markets to “go after”

Create memorable tagline for any initiative

Message first money later

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Super Size: go deep and wide

Turn your lens inward

“Define then Design”. Define who your current donors are before you identify outcomes

Document current activities then define actions of audiences

Clean/glean your database

Turn lens outward: identify partners for specific reasons

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KISS often with intention

Think comic strips

Intentional with words: Solicitation or partnership?

No silver bullet

Try message with “family first”

140 characters: think Twitter

Helpful Resources

Philanthropy Journal @ www.philanthropyjournal.org

www.Logoyes.com

www.Nonprofitmarketing.com

www.Magickeysradio.com

The Center on Philanthropy @ Indiana University

www.Bridgespan.org

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