

## NONPROFIT MARKETING BASICS

Nonprofit marketing is a set of strategies and tactics that organizations use to promote their work and achieve their goals:

- **Build image:** Help the public remember the organization and its cause
- **Attract and retain donors:** Secure donations and event registrations
- **Recruit volunteers:** Give supporters opportunities to be involved
- **Raise awareness:** Promote programming and new projects
- **Differentiate:** Stand out from other nonprofits with similar programs

### NONPROFIT MARKETING CAN INCLUDE:

- Advertising
  - Public relations
  - Fundraising
  - Gathering and processing information
  - Building relationships with donors, volunteers, board members, and governments
  - Creating web destinations and data tools
  - Developing fundraising strategies
  - Creating interactive polls and surveys on social media
  - Collaborative marketing efforts and campaigns
- Nonprofits often create marketing plans to:

- Outline their core mission, tone, target audience, and branding elements
  - Allocate their time, efforts, and budgets efficiently
- Some tips for nonprofit marketing include:
- In press releases, put the most important stuff at the beginning to hook readers
  - Focus on storytelling that aligns with your mission
  - Be genuine in your presentation and delivery
  - Use plain language with an easily understood goal

### KEY STRATEGIES FOR MARKETING A NONPROFIT

- **Strong Brand Identity:**  
Develop a memorable logo, tagline, and consistent visual design that clearly represents your cause and resonates with your target audience.
- **Compelling Storytelling:**  
Share impactful stories of individuals directly benefiting from your programs, using personal narratives to emotionally connect with potential donors.
- **Website as a Hub:**

Create a user-friendly website with clear information about your mission, programs, impact reports, donation options, and volunteer opportunities.

- **Social Media Engagement:**

Actively engage on relevant social media platforms by posting updates, sharing success stories, running campaigns, and utilizing features like live videos and stories.

- **Email Marketing:**

Build an email list and send regular newsletters with updates, fundraising appeals, event announcements, and personalized messages to different segments of your audience.

- **Content Marketing:**

Create valuable content such as blog posts, infographics, videos, and webinars to educate people about your cause and establish expertise.

- **Search Engine Optimization (SEO):**

Optimize your website content with relevant keywords to rank higher in search engine results and reach new potential supporters.

- **Community Outreach:**

Participate in community events, partner with other organizations, and build relationships with local businesses to increase awareness.

- **Fundraising Events:**

Host fundraising events like galas, walks/runs, or online auctions to generate donations and build community support.

- **Volunteer Recruitment:**

Actively promote volunteer opportunities and make it easy for people to sign up to contribute their time and skills.

- **Donor Stewardship:**

Regularly communicate with donors, express gratitude for their support, and provide updates on how their contributions are making a difference.

Important considerations for nonprofit marketing:

- **Target Audience:**

Identify your ideal donor demographics and tailor your messaging to effectively reach them.

- **Authenticity:**

Be transparent about your organization's work, challenges, and financial information to build trust with potential supporters.

- **Measurable Goals:**

Set clear objectives for your marketing campaigns and track key metrics like website traffic, social media engagement, and donation conversions.

- **Data Privacy:**

Comply with data protection regulations when collecting and managing donor information.