

Marketing Strategies for Nonprofit Organizations

Presented by Sally Glick
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SOBEL & CO. LLC
CERTIFIED PUBLIC ACCOUNTANTS & ADVISORS

Today's Agenda

We will talk about:

- The value of strategic marketing and branding
- How to build your organization's brand
- Review and prioritize key components of an effective marketing communications plan



Define Strategic Marketing

- A range of activities that enables you to communicate effectively with your targeted audience
- A structured plan to build awareness of the nonprofit organization's programs
- A consistent, well-defined process of demonstrating your real value to the community, bringing positive attention to the organization



The Value of *Strategic* Marketing

Adopting a consistent, planned marketing communications approach will help to:

- Enhance your brand
- Build membership
- Strengthen existing donor relations and increase donations
- Connect with new sponsors and donors
- Raise attendance at events
- Generate momentum and support



Why Brand?

- Your brand (reputation) enables sponsors, volunteers, and the community to immediately recognize, value and trust your organization
- Your brand distinguishes you from the competition
- Your brand gets you heard



How to Build Your Brand

The *impression* your organization makes, the *experience* people have with you is expressed by *everything* that represents you:

- The look and content of print and electronic communications
- Your events
- The treatment they receive from volunteers and staff
- The type of board members who represent you
- The alliances you form
- Your office



A Marketing Communications Plan

- State your unique position – your value proposition
- Review your mission statement and objectives
- Conduct a SWOT analysis
- Describe the services you offer
- Define your targeted audience
- Create an integrated marketing and branding plan with tactics that include:
 - Web site
 - E-mail campaigns
 - Events
 - Alliances
 - Print materials
 - Public relations efforts
 - Personal networking and word-of-mouth



Communications Tactics

Tactics you can utilize to market strategically and effectively:

- Web site
- E-mail
- Alliances
- Events – Galas, Golf, Awards
- Print materials
- Public relations
- Networking



Web Site

The web helps you cast a wider net by:

- Attracting new sponsors/donors
- Reducing processing/printing/ mailing costs
- Sharing your mission and building awareness
- Using images to tell your story
- Acting as your ambassador to the community
- Enabling you to educate the public
- Establishing your credibility



E-Mail Campaigns

Relationships are built on communications and e-mail is an important communication tool. Did you know:

- Frequency matters
- Relevant content matters
- Personalization matters
- Subject line matters



Alliances

- Know the influencers in your community
- Align with other nonprofit and for profit organizations for greater critical mass – larger audience
- Build your brand through contact with others who are well known



Events

Fundraising events enable you to build awareness and raise revenue while having fun:

- Galas
- Golf Outings
- 5K Race/Walks
- Online Auctions
- Awards Programs



Public Relations and Media Efforts

- Post press releases at NJBIZ, NJ.com, The Record, local chambers, etc.
- Pitch a story to the area's journalists
 - Make it newsworthy
 - Demonstrate your solution to an issue
 - Share statistics
 - Provide pictures
 - Make it local – give it a human interest angle
- Invite media to your events
- Send your newsletter and other information to the media



Networking

Your board and supporters are your best networkers!
Remember that:

- People trust others' opinions of your organization
- A personal bond is powerful
- Small, informal get-togethers make people feel special
- Individual conversations enable information sharing



Take Advantage of Your Position!

- Nonprofit organizations are in a “feel good” industry; you are the stewards of society
- Nonprofits can build friendships that last a lifetime and beyond
- Nonprofits affect the wallets, minds and hearts of the community



Conclusion

A structured, strategic marketing process can help build your organization's brand resulting in greater ability to attract and retain donors, supporters, clients and volunteers.



Contact Information

Sally Glick, Principal
Chief Marketing Officer & Growth Strategist

Sobel & Co.
293 Eisenhower Parkway
Livingston, NJ 07039
973-994-9494
www.sobel-cpa.com

