

Non Profit Marketing 101



What Is It And Why Do I Need It?

A well researched and thought out marketing plan is a crucial document that outlines the success of an organization.

It provides focus and direction and maps out how you will reach your goals.

What you **do** with this document is what matters

Marketing..yuck.

People who treat marketing like a chore often don't understand it or know what they want to achieve.



Organizations that genuinely understand the topic and their organizations are more confident in making decisions and more motivated to succeed.

Marketing is About:

- Who are you trying to attract
- Discovering what is important to them
- Designing programs, services and materials to meet their needs
- Measuring their satisfaction
- Sharing results

The 10 "Must Do's" In Marketing



#1 Mission Statement

- What do you do?
- What is the reason you exist?
- Who benefits from your existence?
- What are you trying to achieve?



#2 Vision

- Where is your organization in 10 years?
- Who is your market?
- What are you doing for them?
- How are you doing it for them?
- What makes you successful?

#3 Target Market

- Where are they
- What's important to them
- What do they read
- What do they listen to
- Where do they network
- Education
- What are their interests
- Men or Women
- Age group
- Where do they live
- Where do they work
- Do they have kids
- Leisure activities

#4 Conduct Market Research

Primary Research

Surveys
Calls
Networking

Secondary Research

Internet
Books
"Competitors"



#5 SWOT



#6

Set very clear goals

- Attract more sponsors
- Create additional community awareness
- Attract more visitors to your website



#7 Tactics to Meet Objectives

- Identify a spokesperson
- Networking
- Public relations
- Media relations/photo ops/get to know the media
- Creating educational materials
- Tradeshow
- Creating and hosting an event
- Social media

- Effective use of voicemail and email signatures
- Database
- Newsletter
- Tradeshows – your booth
- Partner with other orgs to share website links
- Enthusiasm
- Value added initiatives
- Testimonials – videos
- A signature event

- Competitions-kids to create videos, name your mascot etc
- Parades
- Seminars/workshops
- Do something they'll remember!

Regardless the tactic, refer back to your mission, vision, target market and objectives.

Stay focused and you'll never go wrong.

Social Media

- What is it?
- Why do I need it?
- Where should I be?
- What is a blog?
- How can I use it to cross promote?



#8 Branding

Creates recognition which over time will help build trust.

- Logo
- Tagline
- Colours
- Font
- Documents
- Press releases
- Trinkets
- Vehicle decals
- Banners
- Website

#9 Website

- What's the purpose?
- Is it updated?
- How is it to navigate?
- How is the design?
- Does it match your ideal image?
- Does it speak in your terms or theirs?
- Search engine optimization
- Drive to website
- Reason to return
- Children's area?



#10 Timeline and Delegation

- Prioritize the items
- Plug them into a calendar
- Make someone accountable
- Follow up
- Re-evaluate

Live by your calendar!



Special Thanks to Insight Marketing for allowing to use these slides from a previous presentation.