

Marketing, Promotion, and Outreach for Nonprofits

May 15, 2024

The HUB at Mulberry Mill



Columbia County
PLACEMAKING INITIATIVE



About This Project

- Rural Placemaking Innovation Challenge
- Columbia County Placemaking Plan
- Implementation Support through September 2024





Learning Objectives

- Establish your organization's brand
- Get the word out about events, activities, and other opportunities to participate
- Connect new people to your organization
- Strengthen your organization's relationships
- Connect with partners to leverage your impact
- Engage your staff and board in all of your marketing and outreach activities

Introductions





What is Marketing?

- Intentionally creating mutually beneficial relationships that involve an exchange of time, money, or another resource
- Connecting people to organizations that share their concerns and aspirations – as well as opportunities to achieve their goals and dreams
- Marketing is not (necessarily):
 - Coercing someone to do something they don't want to do
 - Unidirectional
 - Being deceptive to expedite a one-time exchange

All of us, at some time or other, need help.
Whether we're giving or receiving help, each
one of us has something valuable to bring to this
world. That's one of the things that connects us
as neighbors — in our own way, each one of us
is a giver and a receiver.

- Fred Rogers





Marketing Strategies

- **Branding** – Who is the organization?
- **Audiences** – Who interacts with the organization?
- **Communication** – How do the organization and audiences share ideas and information?



What Does Your Nonprofit Have That Other People Want?

- Your nonprofit is “selling”:
 - Ideals, values, and beliefs about the way the world ought to be
 - Belonging - opportunities to feel more connected to the community and to other people
 - The opportunity to give and share from the heart
 - Tangible benefits to people and communities
- Some nonprofits sell:
 - A chance to appease guilt
 - Prestige



Your Brand

- Brand =
 - What you promise and what others expect from you
 - Managing impressions of how others perceive you
 - How you integrate organizational values into actions and materials
- Brand elements
 - Identity
 - Values
 - Offer
 - Reputation
 - Design elements – logo, colors, fonts
 - Language
 - Physical space and items
 - Vibe

**BUILD
YOUR
BRAND**

Building Your Brand

- Define your brand
- Consistently show up “on brand”
- Adapt your brand

Branding Worksheet





Audiences

- Who and where they are
- What matters to them
- What they think, feel, believe
- Why they care about your organization's work
- What their goals, aspirations, and dreams are



Understanding Audiences

- Informal interaction
- Listening / paying attention
- Current events
- Research or assessment
 - Surveys or Polls
 - Interviews
 - Focus Groups



Connecting with Audiences

- Find points of resonance and connection – values, feelings, ideals, aspirations
- Create opportunities for connection and interaction
- Educate and entertain
- Listen and respond to their needs and concerns

Audience Worksheet





Promotion and Outreach

- Activities that:
 - Inform/Educate
 - Remind
 - Invite
 - Connect
 - Inspire
 - Entertain

ing

Product

Quality
Brand
Warranty
Service/Support
Packaging

Price

Discounts
Payment Period
Credit Terms
List Price
Bundling

Place

Retail
Wholesale
Direct Sales
eCommerce
Distribution

Promotion

Advertising
Special Offers
Direct Marketing
Direct Mailing
Leaflets/Posters

Promotion and Outreach Examples

- Online presence – website, social media, partner sites
- Print collateral – flyers, brochures, business cards, etc.
- Tchotchkes – pens, mailing labels, bumper stickers
- Correspondence – emails, letters
- Tabling/events/networking
- Phone calls
- Public relations
- Customer service
- Advertising



Website

- Up to date
- Opportunities for interaction
- Clean design
- Mobile / web
- Accessibility
- SEO

Social Media



- Select channels
- Be interactive
- Be strategic
- Use visuals
- Keep it light



Email

- Have a schedule
- Have a purpose (“call to action”)
- Personalize
- Remove people who are inactive



Partner Sites

- Candid/Guidestar
- VolunteerMatch
- Idealist
- 211
- Great Nonprofits
- Chambers of Commerce
- Visitors Bureau
- United Way
- Professional Associations
- Partnering Organizations



Print Collateral

- Design - branding, color, white space
- Quality of materials
- Distribution plan
- Keeping them updated
- Connect to online resources
- Call to action



Tchotchkes

- Alternatives to pens and mugs
- Chip clips
- Coasters
- Temporary tattoos
- Stickers
- Phone stands
- Webcam covers
- Charging cables

Tabling/Events/ Networking

- Opportunities to connect, interact, learn, and have fun
- Make it easy to participate
- Promote comfort





Phone Calls

- Thank you
- How are you
- How can we help
- What do you think about...



Public Relations

- Newsworthiness
- Press releases and public service announcements
- Being a subject matter expert
- Op-eds and letters to the editor
- Print / online



Customer Service

- How the organization is represented through personal interactions
- How does the organization live its brand
- In-person, phone, email, social media, physical space
- Set expectations
- Professional development
- Anonymous feedback



Advertising

- Types of advertising
 - Print
 - Online
 - Broadcast

Promotion and Outreach Worksheet





Resources

- Canva
- Google Ads
- Salesforce
- TechSoup
- Photos - Pixabay, Pexels, Unsplash
- ChatGPT
- Think with Google – marketing strategy
- Nielsen – audience information



More Resources

- [RiteTag](#) – hashtag generator
- [Google Keyword Planner](#) – SEO and ads
- [Google Trends](#) - SEO
- [Facebook Audience Insights](#)
- [Answer the Public](#) – topics for blogs, emails, newsletters
- [AdEspresso](#) –Facebook ad content
- [Facebook Ad Library](#)
- Free press release distribution services
- [Hemingway](#)
- [Headline Analyzer](#)
- [Simple Language](#)
- [WordHippo](#)



Get Your Board Involved in Marketing

- Create talking points
- Assign specific tasks
- Tagging and sharing
- Promotional toolkits
- Provide support
- Follow up



Final Thoughts

- Make your marketing relationship-centered
- Create a system to organization marketing activities
- Refresh your approach to marketing
- Listen and learn

Questions



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