

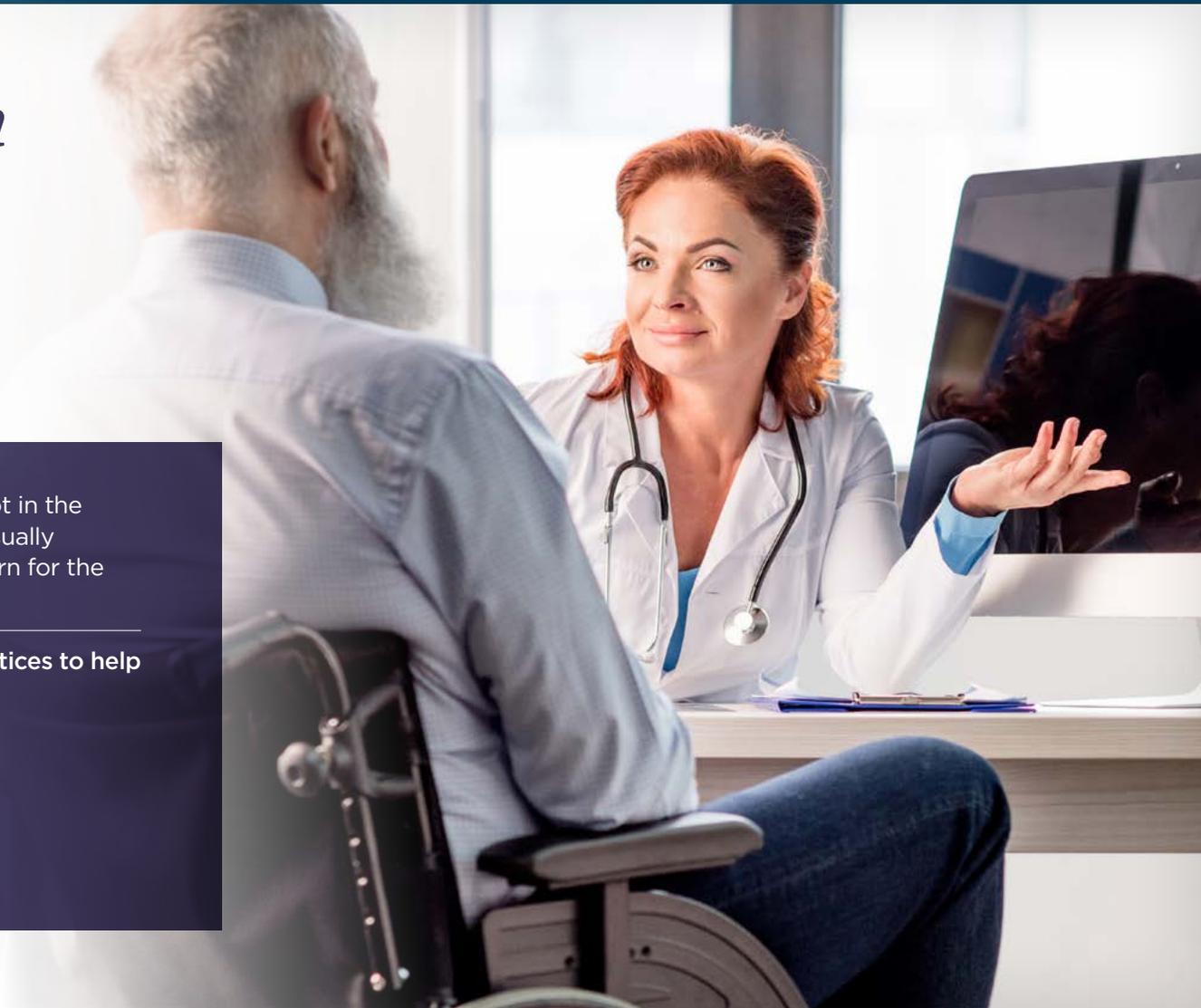


NATIONWIDE BUSINESS INSTITUTE

A marketing plan for nonprofit organizations

As you know, nonprofit organizations are not in the business of making a profit. Their mission usually centers around altruistic acts: selfless concern for the well-being of others.

This guide will provide marketing best practices to help you best serve your organization's mission.





Marketing for nonprofits

Marketing is more than just commercials on television or ads online. It is a diverse and crucial activity that can mean the difference between success and failure for a nonprofit's service to its mission. As a manager of a nonprofit, you need to win over not just customers but also donors. Some key additional considerations facing nonprofits include:

- **Donor expectations:** Donors want the organization they support to spend wisely, to be ethical and trustworthy and to make an impact — not to spend a lot to support administration and operations.
- **A greater purpose:** Nonprofits must promote not just their organization but also a larger cause. Selling both can be a challenge.
- **Limited resources:** Many nonprofits do not employ dedicated, full-time marketing personnel, meaning some of the promotional responsibility must be taken on by volunteers and other non-marketing staff members.



[Learn more about the unique marketing issues of nonprofit organizations.](#)



Building a marketing plan

Marketing is a strategic function that starts with a marketing plan encompassing the Four P's: **Product, Price, Promotion** and **Place** of Distribution. As with any investment, money spent on marketing should strive to generate a return. While a good marketing program should aim to create higher revenue, the best ones should also work to generate donations and create higher issue awareness.

For nonprofits, marketing isn't limited just to products and services. Fundraisers, sponsorships and other opportunities to generate donations require careful marketing planning.

Crafting an effective marketing plan involves some basic elements:

- Identify target markets: Understand who your benefactors are and what characterizes them.
- Evaluate the competition: Even nonprofits have competitors — not only for dollars, but also for donors and volunteers. You need to know not only how many competitors you have and where they are, but also how you differ from them.
- Consider your brand: Your marketing plan must conform to and reinforce your brand and business identity.
- Promote your organization: Create awareness and demand via advertising, social media, digital paid search, or any other number of tactics, many of which are easy and low-cost.
- Measure results: Make sure you're keeping track of the impact and costs of your marketing activities.
- Don't forget PR: Public relations is an effective way to bolster your marketing activities and promote your mission.

If you plan to contract with a marketing firm, look for one that can advise you on a broad range of initiatives.



Learn more about developing a marketing plan. [Read full article >>](#)



Market research

Market research is the function that links the consumer, customer and public to the marketer through information — information used to identify and define marketing opportunities and problems; generate, refine and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.¹ The nonprofit market research process involves asking — and answering — a number of questions.

How to research:

There are many types of market research that mostly fit along the dimensions below:

- **Primary:** Research gathered firsthand, directly from customers, users or other key sources
- **Secondary:** Market information already compiled in other sources, such as trade media
- **Qualitative:** Research resulting in the gathering of non-numerical data (i.e., focus groups and in-depth interviews)
- **Quantitative:** Research conducted with the goal of measuring results via statistics or models

What to research:

After doing a thorough breakdown, a **focused market analysis** digs even deeper to understand the characteristics and needs of your beneficiaries. Important determinations include:

- The **demographics and psychographics** of your target beneficiaries
- The **degree of need** among those beneficiaries
- The **size** of the market and the direction it is trending (growing, shrinking or staying the same)
- How many **competitors** serve this market, and how your organization is — or can be — different



Secondary research or surveys of prospective clients can be important. [Read full article >>](#)
Learn more about how nonprofits can conduct a market analysis. [Read full article >>](#)

¹ American Marketing Association, "What is Marketing?", <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>



Branding

“Brand” refers to the customer or user experience represented by images and ideas, often referring to a symbol (name, logo, fonts, colors), a slogan and a design scheme.¹

How to build your brand

For nonprofits, an effective brand is critical for spreading awareness and recognition. Once you’ve conducted market research and understand your company, competition and customers, then you’re able to determine your brand position. Clearly articulating this position internally is crucial; only when you’ve done this can you effectively communicate your brand externally.

First steps and considerations

Instead of thinking about colors, designs and logos, consider the perception you want to create for potential customers and donors. Start with the basics:

- What is unique about your core mission?
- What stands out about your operation compared with other nonprofits in your area – quality, service levels, responsiveness?
- Who are your ideal donors?
- What makes them care about your cause?
- Why should a potential customer choose your services above a competitor’s?
- Why will donors feel good about contributing?
- What do donors expect of you?

The answers to these questions will determine what your brand should be. Ask your customers directly through focus groups, executive interviews, surveys, etc.

¹ Brand refers to “a name, term, design, symbol or any other feature that identifies one seller’s good or service as distinct from those of other sellers.” American Marketing Association, “What is Marketing?”, <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>



Brand image

Brand image is what people believe about a brand — their thoughts, feelings and expectations. Think of a mirror reflection (though perhaps inaccurate) of the brand personality or product.

Practical steps to branding

Once you determine your brand image, it's time to extend that brand to visuals and other tangible considerations. Here are seven key factors:

- 1. Logos:** A good logo is clean, professional and memorable.
- 2. Organizational identity:** Your marketing and communication pieces, no matter the medium, should have the same look and tone.
- 3. Slogan:** An effective slogan communicates your “Unique Selling Proposition,” a statement about what your organization does that no one else can do.
- 4. Elevator pitch:** Another extension of your Unique Selling Proposition, this is how your business and brand can be communicated in a short, succinct way to potential donors or customers.
- 5. Voice:** A good organizational voice is consistent across channels and it has a tone that is attractive to both potential customers and donors.
- 6. Internal alignment:** An organization's brand is only as strong as its weakest link. Each employee should understand, respect and communicate the brand in every external and internal interaction.
- 7. An ongoing effort:** Your brand will not be established by one major marketing effort, a huge promotion or an advertising blitz. It must be maintained over time; every customer and donor interaction builds or tears down a brand.



Learn how to build an effective brand for your nonprofit organization. [Read full article >>](#)



Cost-effective marketing

Once your research is complete and your brand is solidified, the next step in your marketing promote your organization, amplify your mission and offer your solutions to customers and donors. Traditional advertising is one way to activate your brand, but utilizing social media can be much more cost-effective.

Most nonprofits don't have the resources to execute large-scale advertising. Below are some simple ways to quickly enhance your organization's image and grow your customer and donor bases on a budget:

- **Make your website a destination:** Amplify your URL as often as possible, and make your site a destination for advice, news, thought leadership and other value-added content that will engage with customers outside of a product or service
- **Include and insert fliers, catalogs or brochures with every physical communication:** Make sure your customers and contacts know the entire range of your solutions

- **Make friends with the local media:** This can lead to positive press, which can be considered "free" marketing, or what's sometimes referred to as "earned media"
- **Create customer and donor loyalty programs:** Acquiring a new customer can cost five to seven times more than keeping an existing one. Make sure your current base is happy
- **Pick up the phone:** Call current customers, ask how they're doing, and learn what you can do better

When you're shopping or browsing, pay attention to what businesses in other industries do. Think about what resonates with you; if a certain promotion makes you interested in making a purchase, how can you modify that promotion to support your business?

[Read full article >>](#)



Social media basics

Social media are the interactions that take place between people and online, mobile and digital tools and networks. These online, mobile and digital tools and networks facilitate and encourage interactions between people. Examples include Facebook, Twitter, LinkedIn and blogs.

Learn more about social media best practices. [Read full article >>](#)

What do social media mean for business owners?

[Social media](#) help you reach an exponentially larger audience than you'd reach by simply publishing an article on a website. They expand word-of-mouth about your business through friends, fans and followers. More importantly, social media provide you with tools to better connect to and communicate with your customers and prospects.

Using social media to market your brand requires an understanding of how the online, mobile and digital tools and networks that facilitate interactions between people actually work. Social media tools encourage content sharing, collaboration and participation — activities that let you engage others in conversation and information exchange.

Social media are best used as a brand-building platform rather than a direct selling tool. They can be used to:

Listen: Understand what others are saying about your company — whether they're directly engaging with you or not

Respond: Monitor social media to be aware when people are reaching out to you, and respond appropriately.

Engage: Get the attention of others and then interact to drive them down the marketing funnel

Connect: Look for ways to provide value to your followers so that they want to stay connected



An effective social media presence is strategic and organized. Learn about how you can leverage a social calendar. [Read full article >>](#)



Understanding social platforms

Four of the most common and effective social platforms that companies use to enhance their brands are Facebook, Twitter, LinkedIn and blogs. Below are brief summaries of each, with links to additional resources.

- **Facebook:** What began as a way for college students to connect with one another has evolved into a major platform for personal communications as well as marketing and sales. [Find guidance](#) on page setup, enhancements, group management, strategic status updates and much more.
- **Twitter:** For fast distribution of information and news via phone or computer, Twitter is among the best in the social media business. Learn Twitter basics, including account setup, page branding and the art of tweeting.

- **LinkedIn:** LinkedIn is primarily known as a professional networking site, but its usefulness goes far beyond hosting resumes. Endorsements, news, interest groups and even classes have become part of the LinkedIn scene. Learn more about how to most effectively leverage this online professional network.
- **Blogging:** The oldest of these four techniques, blogging is one part art, one part science.

[Read full article, which includes a downloadable social media guide >>](#)



Advertising

Mass advertising — via television, radio and/or print media — can be expensive, but it can also deliver great results. The key is to choose the right message for the right medium and the right audience.

Below are some pros and cons of using four types of traditional media. Despite the fact that some of these channels are declining in audience size, they can still be very effective ways to target niche groups and generate broad brand awareness. [Read full article >>](#)

MEDIUM	PROS	CONS
Television	<ul style="list-style-type: none">• Large audience potential• Increasing number of “niche” channels allows for highly targeted advertising	<ul style="list-style-type: none">• Expensive• Traditional television viewership is declining• Can be hard to reach a diverse audience at one time
Radio	<ul style="list-style-type: none">• Ability to understand your audience• High frequency potential• Can be inexpensive	<ul style="list-style-type: none">• Traditional radio listenership is declining• Less opportunity for creativity
Print	<ul style="list-style-type: none">• Ability to narrowly focus on a particular audience through targeted publications• Can be inexpensive	<ul style="list-style-type: none">• Newspaper readership and distribution are declining• Difficulty reaching younger audiences
Web	<ul style="list-style-type: none">• Ability to target a very specific audience, both locally and nationally• Can supplement other marketing efforts• Broad reach, large audience• Ability to include a call to action	<ul style="list-style-type: none">• Ad overload — it can be difficult to get a user’s attention• Audience skews younger, meaning organizations with older target markets may have difficulty advertising online



Measurement

The process of measuring [advertising effectiveness](#) can be illustrated with a simple formula: return on investment. ROI evaluates cost against return. The formula is simple:

$$\text{Return on cap investment} = \frac{(R - C)}{C} \times 100$$

R = gross margin (sales - cost)

C = cost of marketing activity

The higher the ratio, the higher the return

Measuring the ROI can often be the easiest element of tracking a campaign's effectiveness. For example, if this month you run a television ad, three newspaper ads and one direct mail campaign, how can you determine the return generated by each type of advertising?

One way to improve understanding of your results is to tie specific items or activities to specific forms of advertising. For example, television ads may be of a general nature, designed to increase market awareness. Newspaper ads might be used to spread the word about specific sales or product offerings. Direct mail pieces can target a specific item or service, then call for a direct response.



Learn more about ROI and optimizing your tracking abilities: [Read full article >>](#)



The importance of good PR

Public relations is the form of communication management that seeks to make use of publicity and other nonpaid forms of promotion and information to influence the feelings, opinions or beliefs about a company.¹

Unlike other forms of marketing promotion, public relations allows you to communicate with your audience without paying for it. Many experts consider public relations to be more effective than advertising because customers view it as more authentic. Good PR can:

- Increase public awareness of not only your organization but also your mission
- Enhance your brand
- Spread the word about new initiatives, products/services and accomplishments
- Improve employee morale and therefore enhance retention and recruiting

PR campaigns can be carried out through numerous outlets, including:

- **Press releases:** These can be written internally and distributed on any number of publication sites
- **Traditional media:** These include local or national television, radio or newspapers
- **Company blog:** Your organization's blog can be an easy and fast way to publish PR content
- **Social media**
- **Company website**
- **Podcasts**
- **Online forums**

[Read full article >>](#)

¹ American Marketing Association, "What is Marketing?", <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>



Media relations and press releases

Developing a great relationship with editors and reporters can be tricky. The key is to focus on the right media outlets and media professionals. To create a win-win partnership, first look for individual reporters who cover topics and issues relevant to your company.

When approaching a potential media contact, keep the following best practices in mind:

- **Tailor your message:** Make sure your pitch is personalized and relevant to the reporter's field
- **Make the reporter's job easier:** Provide enough information, but make sure it's simple and described in the larger context of your mission
- **Don't overload:** Save the attachments for later; provide high-level information first and discuss details later
- **Follow up:** Make sure to follow through on commitments; you need the reporter more than they need you

If you don't have media contacts or just want to have complete control over your message, press releases can be an effective tool. Rules of thumb to consider include:

- Write with potential customers and donors in mind
- Use keywords appropriate to your business so search engines can find you
- Include a call to action within the release — a promotional offer or information on your website, for example
- Distribute to a variety of sources so you can be easily found online due to the breadth of coverage
- Stay short and to the point
- Include quotes from company representatives

The best way to reach the greatest number of potential readers is to distribute using several sources. Large news release distribution services include PRWeb, PR Newswire, GlobeNewswire and Business Wire.

[Read full article >>](#)



Marketing terms to know

This selection of marketing terms from the American Marketing Association's complete glossary may be useful as you look to market your nonprofit.

Banner ad: A graphical Internet advertising tool. Users click on the graphic to be taken to another website.

Brand equity: The value of a brand. From a consumer perspective, brand equity is based on consumer attitudes about positive brand attributes and favorable consequences of brand use.

Brand position: Describes how a brand is different from its competitors and where, or how, it sits in a particular market.

Customer relationship management (CRM): Seeks to create more meaningful one-on-one communications with the customer by applying customer data (demographics, industry, buying history, etc.) to every communications vehicle.

Market potential: An estimate of the maximum possible sales of a commodity, a group of commodities, or a service for an entire industry in a market during a stated period.

Market segmentation: The process of subdividing a market into distinct subsets of customers who behave in the same way or have similar needs.

Market share: The percentage of a market (defined in terms of either units or revenue) accounted for by a specific entity.

Marketing tactics: Short-term actions undertaken to achieve implementation of a broader strategy.

Pay-per-click (PPC): An online advertising payment model in which payment is based solely on qualifying click-throughs.

Search engine optimization (SEO): The process of developing a marketing/technical plan to ensure effective use of search engines as a marketing tool.

Viral marketing: A marketing phenomenon that encourages people to pass along a marketing message and facilitates their doing so.



Additional resources

Trade organizations:

- [The American Marketing Association](#) — Articles, white papers, guides and other resources for marketing professionals
- [Public Relations Society of America](#) — With nearly 20,000 members, PRSA is the world's largest organization for public relations professionals

Regulatory:

- [The Federal Trade Commission](#) — Regulatory advice and guidance on a variety of marketing issues

Trade publications:

- [Adweek](#) — An advertising trade publication; an excellent place to research advertising best practices and latest trends
- [Ad Age](#) — A global media publication analyzing and tracking marketing media trends

Free market research resources:

- [U.S. Small Business Administration](#)— A collection of of links to free access to information and economic and business conditions
- [The U.S. Census Bureau](#) — American demographic data and tools

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Marketing issues that are unique to nonprofits

Naturally, a nonprofit brings about a unique set of marketing challenges compared to a business.

Donor expectations

For starters, you're not generating profit the way a business does, so that limits the funds you have at your disposal to put toward marketing. The costs directly associated with implementing the efforts your nonprofit is designed to provide is the highest priority, along with making sure any paid employees are compensated for their efforts. Unfortunately, marketing is further down the list, though it is still critical to help attract new donors and stay in front of previous ones.

Donors want the nonprofit to spend wisely, be ethical and trustworthy, and to make an impact on the relevant cause, not spend a lot to support administration and operations. Be transparent about where funding is going and illustrate why each role and spending decision is important.

A lack of experienced marketers

Many nonprofits face a lack of experienced marketing personnel, such as marketing directors and related positions. There may not be room in the budget to have such roles on the payroll, and volunteers likely don't have the same skills that a qualified marketer would.

Try using your group of volunteers to bounce ideas off one another. This can motivate staff to help with the marketing and provide a forum for good ideas to come together. You can also take advantage of free resources to educate yourself on how to market. Think YouTube videos, podcasts, and other web content. Make sure you don't over-rely on volunteers.

Spreading awareness of issues

Not only does a nonprofit have to market itself to help with the cause at hand. You also must spread awareness of the issue itself. Ultimately, this is what you're really marketing - the actual need for potential donors' financial contributions. You must convince your target audience of the merits of what it is that you're doing.

Print isn't what it used to be

Print has historically been a major part of nonprofit marketing, but these days, it's much harder to get people to pay attention to print. Research ways to make your designs stand out and find relevant places to place any pamphlets, brochures, or flyers. The print challenge itself isn't unique to nonprofits, but for-profit businesses can afford to pour money into online ads. To get support from a younger audience, prepare to market with digital media and social marketing. Design a sharp and catchy website and recruit staff and volunteers who specialize in these areas of marketing.

Unique ROI challenges

Measuring return on investment for nonprofit communications is also a major challenge. Once again, budget and expertise come into play. Use analytics programs to help you discern which tactics are bringing you the best results and which need to be improved upon.

If there is room in your budget to bring an experienced marketer onto the team, or at least to employ the services of a marketing agency, it can be some of the most important dollars you spend. If that's just not in the cards, however, you can find ways to work around at little to no-cost thanks to the innovations and resources available today.



Know Your Market: Develop A Market Analysis

If you're planning to develop a nonprofit organization, your best first step is to conduct a market analysis to ensure that a viable market exists. Without beneficiaries, even noble ideas can have little positive impact. Worse yet, good intentions may have negative side-effects.

The nonprofit market research process involves asking – and answering – a number of questions. The more thorough your queries, the better your chances of developing a successful nonprofit organization.

We'll start by evaluating the market at a relatively high level.

High-Level Market Analysis

Answer these questions about the market or cause you're targeting:

- What is the market size? Is it growing, stable, or in decline?
- Is my cause growing, stable, or in decline?
- What segment of the market do I hope to reach? What demographic, psychographic, and behavioral attributes comprise the market segment I will target?
- What avenues exist for reaching this market? Mass media? Other types of marketing? Can I create partnerships or affiliate relationships?
- Is demand for my product or service increasing?
- Are other organizations currently serving this market? Do they appear to be successful? How do they market themselves and how do they service beneficiaries? Are other organizations entering or leaving the market?

- Can I differentiate myself from other organizations in a meaningful way? Can I differentiate cost-effectively?
- What do beneficiaries expect to receive from my product or service?
- Is my cause able likely to draw significant concern and/or donations?

Focused Market Analysis

At this point, dig a little deeper. The goal is to understand the characteristics and needs of potential beneficiaries within your market. Quick Internet searches can yield a tremendous amount of data. For the market you hope to serve, determine:

- **Potential beneficiaries.** Roughly speaking, this is the number of people in the market segment you plan to target. For example, if you provide computer training for children, anyone over the age of 18 is not likely to be included in your efforts. You may even require a lower age limit. If you are specifically geared toward young girls in technology in a specific region, your number will reflect that.
- **Total households.** This number can be important, depending on your cause. For example, if you offer housing assistance to low-income families, knowing the number of households is more critical than a full population tally.

- **Degree of need.** While there may be numerous potential beneficiaries for our work, it's important to prioritize how your products/services are allocated. Determine who is in greatest need so you can distribute accordingly.
- **Psychographic characteristics.** The “why” about people needing your product or service can be a huge differentiator. For example, if you provide financial assistance for any situation, is the recipient in need because of unemployment or because they spent too much of their income on high-end merchandise?

If you market your products/services online, the landscape is incredibly competitive. Any nonprofit can establish an online presence and reach people around the world, but never assume that you can capture a meaningful market share. Chances are there are established nonprofits with brand recognition serving a similar cause and gaining funds from your potential donors.

Surveys

Surveys can help you evaluate whether a new product or service is actually a significant need. Surveys can yield valuable data, but only if properly constructed. Many companies provide professional survey services – well worth considering if you want hard data. There are also online survey tools nonprofits can use if professional services aren't in the budget.

Arguably the most valuable survey models involve face-to-face or telephone interviews. Taking surveys in person allows you to ask follow-up questions, show examples or samples,

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Know Your Market: Develop A Market Analysis

and check out the respondents' body language and nonverbal cues. The key is to survey people who are within your target market; after all, your goal is to know whether the "right" beneficiaries are truly in need of your product or service.

Give careful thought to your queries. Don't ask misleading questions. Be clear and to the point. Allow respondents to answer honestly.

Use a well-constructed, carefully administered survey as a final piece of your market analysis puzzle. If you've done your homework you'll know exactly what questions to ask and what potential beneficiaries to target.

Market Potential Analysis

A Market Potential Analysis allows you to forecast your organization's needs. When you acquire this information, you then can develop projections.

Ask these questions:

- What is your market territory?
- How many potential beneficiaries are there?
- How many competitors share the total group of beneficiaries?
- How many beneficiaries are already receiving this product or service?
- How many new beneficiaries do you expect in the next three years?
- How fast will their demand grow for this product?
- What percent are likely to become ongoing beneficiaries in the next year? Two years? Three years?



How to build a brand

The best brands are not only visually recognizable but also create an instant perception in the mind of potential customers. Some marketing experts, in fact, use the term brand image to refer to the mental and emotional response a brand elicits. For instance, Apple is considered one of the best recognized brands in the world. Its tangible brand, the logo, and slogan send a message about the company that make a deep impression on customers.

For nonprofits, an effective brand is critical for spreading awareness and recognition.

Building a Brand: First Steps

Instead of thinking about colors, designs, and logos, forget how you see your company. Rather, think about the perception you want to create for potential donors. Start with the basics:

- What is unique about your core mission?
- What stands out about how you operate compared to other nonprofits in your area - quality, service levels, responsiveness?
- Who are your ideal donors? What makes them care about your cause?

To get started, consider: What is your organization's main objective? Why will donors feel good about contributing? What do donors expect of you? How can you position yourself to meet those needs?

Gathering this information requires careful thought and planning. The best way to learn how others perceive your organization is to ask your customers directly through focus groups, executive interviews, surveys, etc.

Building a Brand: Practical Steps

Your brand must always tie back to your strategy. How does feedback relate to your organization's goal? Are you living your mission? Do you need to close any gaps? Your long-term relationships with donors and beneficiaries will drive the answers to these questions.

Once you determine your brand image, it's time to extend that brand to visuals and other tangible considerations. Here are seven key factors:

- 1. Logos.** Your logo should be clean, professional, and memorable. Keep in mind you will use your logo in a variety of places and applications. A simple design stands out and is recognizable whether on a business card, an envelope, a sign, or a shirt pocket. A logo doesn't have to be elaborate; Apple and Home Depot logos are very simple, but over time have become instantly recognizable.
- 2. Organization identity.** All your marketing and communication pieces, whether print, Web, or PowerPoint presentations, should have the same look and feel. Your goal is for every physical item that "touches" the donor to feel integrated into your brand. Ideally, a donor could pick up any of your company's materials and instantly know it's yours. Templates guarantee consistency, which makes it easy for potential donors to recognize your company.
- 3. Tagline/Slogan.** Your tagline or slogan usually accompanies the logo. Ideally this should incorporate your "Unique Selling Proposition," a statement about what your organization does that no one else can do.

FedEx did this well with their former tagline, "When it absolutely, positively has to be there overnight."

- 4. Elevator Pitch.** This is an extension of your Unique Selling Proposition. If you met someone on a short elevator ride or at a networking event and had only nine seconds to convey the message about your organization, what would you say to engage your audience?
- 5. Use the right voice.** Who are your donors? What would encourage them to give? How will you communicate with them? Decide who you are and communicate both verbally and in writing with a clear, consistent voice.
- 6. Spread the word internally.** Don't assume all employees and volunteers understand your organization's unique selling point (USP), brand, and goals. Every donor interaction is an opportunity to build the brand: let staff know how to answer phones, respond to emails, and converse with potential donors. Document branding guidelines in a policy manual and review them during orientation.

Finally, remember that the best-intentioned branding strategy will fail if you don't deliver on the promises implied within your brand. If your USP guarantees a certain commitment, you must fulfill that pledge – or all your brand will lose the trust of donors and funding may dry up.

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How to build a brand

Maintain Your Brand

Branding is an ongoing effort. Your brand will not be established just by a major marketing effort, a huge promotion, or an advertising blitz. Every donor interaction builds or tears down a brand. Stay involved with social media sites like Facebook, Twitter, and Instagram to interact with people while also keeping your brand in front of them. Utilize GoFundMe or similar platforms to spread your brand even further with a clear call to action for donors.

Take a step back and consider your brand from a donor point of view. What are their first impressions when they encounter your marketing message? Do they feel a need to give? Do they expect you to follow through on your promise? Do they believe you can make a difference?

Look at all the physical ways your organization engages a potential donor. Are logos, colors, and positioning statements consistent? Do your business cards, stationery, boxes, invoices, and emails “feel” like they come from the same organization? Every time a potential donor touches something from your organization, you either reinforce your brand or lose the opportunity to enhance it.