



Aligning

 Aligning your fundraising goals with marketing strategy

Engaging

• Telling stories that engage donors

Reaching

• Reaching your audience

Measuring

• Measuring Success



Fundraising goals

What is your campaign schedule? How are they paced?
Do you have a yearly communications schedule?

Tool:

Digital Calendaring (<u>example</u>)
We use Google Calendar



Increase public awareness of your mission

- What are your core messages?
- How do you embed these messages into your communications strategy?

Tool: Messaging document- value proposition, vision, mission, objectives and goals

Nonprofit MarCommunity



Grow your audience or base of advocates.

How well do you know them and their needs?

What problem are you solving for them?

Tools: <u>Audience Personas</u>

Audience surveys



Connect with your audience

- What problem do you solve?
- What is your expertise?
- What is unique about your organization?

Tool: SWOT (Strengths/Weaknesses, Opportunities/Threats)

Score Blog post



Use what you know to create authentic stories

- Profile donors
- Success Stories <u>NTEN.org</u>, <u>GreatNonProfits</u>,
- Events Firespring

Tools: Use video, images of real events and people, blog posts, social posts



What social platforms does your audience use?
What time of day are they there?
What are they looking for?
Tools:

- Google Analytics
- Email analytics
- Social analytics



Build Measurable Campaigns

Measure Reach and Engagement Test content styles

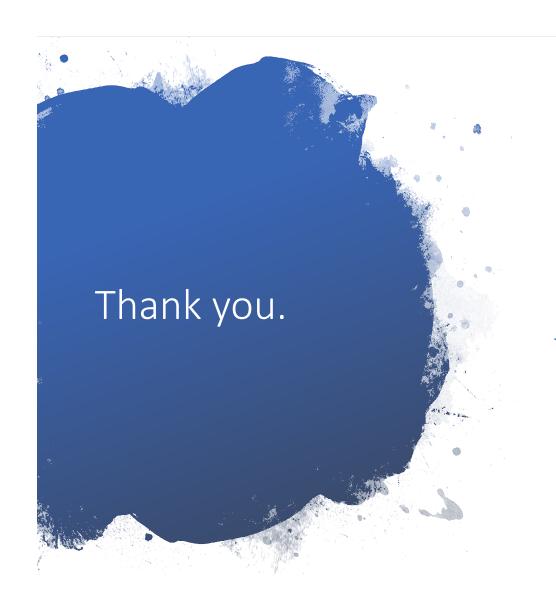
Tools:

- Marketing scorecard
- A/B testing



 Build sustainable relationships with your audiences for sustainable fundraising, volunteering and brand recognition.

 Build measurable campaigns that show what is working and what isn't.



Questions?

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