

Marketing Tips for Non-Profits

3 Categories in Marketing

1. Programming - What your agency does.
 2. Outcomes - How your programming is changing your community.
 3. Fundraising - How your agency funds what it does. Remember that your donor is the hero in the story.
- Use your current audience to grow - utilize your clients, volunteers, board, partners.

Choose your platform(s)

Consider your audience and choose your platform. It is better to choose one platform and do it well than multiple platforms without consistency.



Content Creation

- Create a calendar
- Focus on Storytelling
- Include Behind the Scenes, highlight staff and programming teams.

Frequency

- Post at least a few times a week
- Recommended posting times:
 - Monday-Thursday
 - 6am, 9am-10am, 6pm-7pm
- Check your analytics to see which day and times works best for your agency.



Free Tools

- Canva
- Adobe Express
- Lightroom - Mobile app
- Capcut - Mobile app
- Shotcut
- Hit Film Express
- Freepik.com
- Pexels.com
- Unsplash.com
- Techsoup.com
- Mailchimp

Set-up accounts with an alternate email address to avoid flooding your work inbox.



Marketing Tips for Non-profits

Do you need a website? - YES!

- Website can be simple.
- Gives your agency its own space.
- Can be your digital storefront.
- Free options: Weebly.com and Wix.com

Newsletter

Consider beginning an email newsletter. Your agency can highlight programming, outcomes, and donors. It can also be posted across all platforms.

Traditional Mail

Can still be effective for certain activities and events.



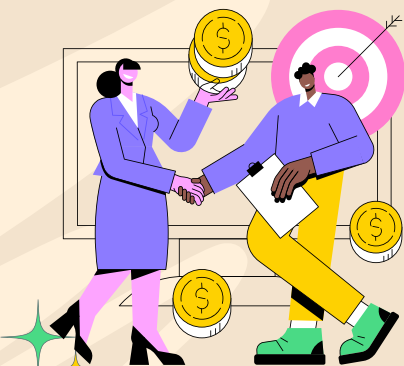
Audience Retention

- Be consistent with postings.
- Focus on good captions.
- Add an interactive component such as a poll or challenge.

Accessibility

Consider how your content will be accessed by persons with disabilities.

- Choose an easy to read font.
- Add captions to all images if you can.
- Streamline your design for easier readability.



Online Fundraising

- Include different levels of giving.
- There are fees for each online giving platforms:
 - Paypal has a nonprofit rate
 - Venmo has a nonprofit rate
 - Facebook Donate
- Certain platforms will let you ask your donor to cover fees within their transaction.
- Always send a thank-you response
- Use programming and outcomes in your fundraising pitch.
- Recognize donors when publicly sharing outcomes.

