Marketing for nonprofit organizations

Creating connections for building strong lasting relationships
Purpose of your nonprofit marketing program

To create Expectations, Experiences and Fulfillment of your brand promise to build a strong and lasting relationship

Source: https://www.slideshare.net/B2BPlanner/marketing-for-nonprofit-organizations
Nonprofit marketing explained:

“Marketing is so basic that it cannot be a separate function. It is the whole business seen from the point of view of its final results, that is, from the stakeholder’s point of view.”

Peter Drucker

“Nonprofit marketing is a way to harmonize the needs and wants of the “outside” world with the purpose resources and objectives of the institution”

Peter Drucker
Purpose of nonprofit marketing

1. Promoting your values
2. Focusing on communicating what your audiences value
3. Differentiate your organization from others
A marketing mindset

• Requires that your organization systematically study customer’s needs, wants perceptions, preferences and satisfaction - using surveys, focus groups and other means.

Source: Kotler & Andreasen, Strategic Marketing for nonprofit organization
A marketing plan is a clear, actionable roadmap to strategically promote your organization.

“If you don’t know where you’re going, it doesn’t matter which way to you!”

The Cheshire Cat, “Alice in Wonderland”
Benefits of a marketing plan

1. Goals are measurable
2. Everyone is on the same page - provide a framework for decisions
3. Evaluate new opportunities
4. Allows businesses to be proactive (mission, vision and goals)
5. Develop a strategy for funding
Nonprofit Target Audience

• Most non-profits have three audiences: clients, donors and volunteers

• Segment each audience into meaningful groups based on what they care about (their values, needs and interests)

• Most people will never care about your mission. Focus on those who matter most to your organization’s success.

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Market segmentation

Segmentation is the process of defining the largest potential market in a way that is most useful to an organization.

Identifying market segments & their needs is the 1\textsuperscript{st} step in target marketing.

Market segmentation variables:

• Geographic - place people call home
• Demographic - age, income, gender, ethnicity, marital status, race, religion, social class
• Psychographic - lifestyle, interests, attitude
• Behavioral - way people use benefit, obtain and are loyal to your services

Nonprofit Marketing with a Purpose
The term target market and target audience are interrelated, but they are not interchangeable. An organization’s target market may also be its target audience for various marketing communications, but this is not always the case. Knowing the difference can help decision-makers strengthen their organization’s overall marketing strategy and develop more effective marketing communications.

Source: slideshare.net/specvic/marketing-fundamentals-npo-connect
Marketing experts Philip Kotler and Gary Armstrong define target market as a set of individuals sharing common needs or characteristics that the organization decides to serve. These individuals are usually the end users of a product or service.

Source: slideshare.net/specvic/marketing-fundamentals-npo-connect
Target Audience

Advertising specialist Tom Duncan defines target audience as “a group that has significant potential to respond positively to a brand message.” The key here is the word message. Effective marketing communications, or messages, each target a particular kind of reader or viewer. These individuals make up the message’s target audience.
Volunteers

- The feeling that they are good people doing good work
- Affiliation with people who share their values
- An opportunity to use and develop their talents and skills
- Feeling appreciated

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Donors

- The feeling that they are good people contributing to a good cause
- Hiring the non-profit to deliver services which they are not able to
- That their “investment” is providing a good return
- Feeling appreciated

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3 types of supporters

- Wallflowers - subscribe to your mailing list but don’t volunteer, donate or advocate for your cause
- Buddies - sometimes volunteer donate money, attend your events and take an action for you if asked
- Fans - regularly connect with your cause and spread the word to others. They are your loyal volunteers, donors and advocates.

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Increase supports engagement

• Wallflowers - Reach out
• Convert to buddies by sharing information offering helpful resources and building trust over time using appropriate media
• Buddies - Encourage them
• Convert to Fans by thanking them personally for what they do and reporting back on the difference they are making
• Fans Reward them - Fully engage them in your work and reward them for their support by making them feel part of the team using a personal one-on-one touch
  • https://www.slideshare.net/B2BPlanner/marketing-for-nonprofit-organizations/6
“Getting to know your supporters, volunteers, clients and other participants in your mission is easy, if you build that listening and learning into your everyday work.”

Kivi Leroux Miller
Classic Marketing Mix Strategies

- **Product/Service** - What exactly are you providing to people?
- **Place** - How and where will you deliver it to them?
- **Price** - At what “price” will you provide it? How will you get the funds to cover your expenses?
- **Promotion** - How will you get stakeholders to use your services?

Source: slideshare.net/specvic/marketing-fundamentals-npo-connect
Social Marketing Mix Strategies

• Social Marketing boosts the effectiveness of your organization’s programs and activities & helps ensure you will make a difference. It adds P’s to the classic marketing mix:
  • Price - Adds emotional and social costs
  • Publics - Involves internal audiences with external target audience
  • Partnership - Organizations that join a nonprofit to focus on an issue
  • Policy - Governmental or organizational policies can act as a catalyst for social change
  • Purse Strings - Social marketers must be creative and proactive in seeking funding for their campaigns

Nedra Kline Weinreich, Strategic Social Marketing for Nonprofits
Competitive Positioning

- Sets your organization apart from your competitors and helps ensure a lasting, defensible place in the marketplace.
- Identifies your services & helps ensure that your target audiences perceive your organization & offering distinctly from your competitors.
- Helps identify your competitive advantage that differentiates you from other providers.

Source: slideshare.net/specvic/marketing-fundamentals-npo-connect
Positioning Statement?

A positioning statement is a tight, focused description of the core target audience to whom a brand is directed, and it provides a compelling picture of how the nonprofit wants its targeted audiences to view them. A well-constructed positioning statement brings focus and clarity to the development of a marketing strategy and tactics.

Brandeo
An organization’s programs/services are the most visible way it distinguishes itself in the marketplace.

- To engage its target market, a nonprofit may need to redesign or develop new programs.
- Programs must have substance behind promises and messages.
- Programs must support the mission and show congruency between activities and messages.

Nonprofit Marketing with a purpose
Program & Outreach

Promotion refers to all communications and outreach efforts:

• Engage
• Inform
• Illustrate
• Support meaningful relationships with target audience
• Promote meaningful engagements

Source: slideshare.net/specvic/marketing-fundamentals-npo-connect
What is your message?

• Powerful messages have at least one of these characteristics:
• They are personal, about the impact on one person or animal or specific to the person being contacted
• They evoke emotions
• They validate a decision or action by appealing to reason
• They have a clear call to action

https://www.slideshare.net/B2BPlanner/marketing-for-nonprofit-organizations/6
Invite your Audience to the Party

- Stakeholders though strategies such as: advertising, social media, updates AND
- Tactics such as banner ads, twitter, blog, website, facebook, email, viral videos
- Hold special events
- Build community
- Use social media
Evaluation

Measure outcomes:
1. What is working best/not working at all
2. Have we met our objectives
3. Have we engaged our leadership, volunteers, and members

Source: slideshare.net/specvic/marketing-fundamentals-npo-connect
Takeaways

• Nonprofit marketing is a matter of survival
• Create a dynamic team to participate in the process
• No process or plan is written in stone, so be prepared to tweak as you proceed

• Source: slideshare.net/specvic/marketing-fundamentals-npo-connect
Source:


• Marketing for small non profits - Art Helmstetter Ohio business school, ohio Businesshelp.com