A 3D puzzle with glowing blue pieces against a dark blue background. The puzzle pieces are arranged in a circular pattern, and the glowing effect is most prominent on the pieces in the foreground. The background is a dark blue gradient with some abstract, glowing blue shapes.

Clover Frederick, Director
Nonprofit Marketing Network

Creating a Marketing Plan You'll Use!



Today we will....

- Learn why we should plan
- Define
- Step-by-step planning

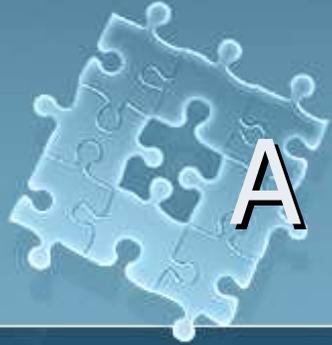


*"We have a lot of
marketing ideas!"*



Why write a plan?

- Feel more organized
- Avoid extra charges
- Avoid a poor product
- Work within a budget
- “Capture thinking on paper”
- Template



A few tips before you begin:

- Have the buy-in and approval process
- Do you have the basics like a logo, press release template, etc.?
- Write a one-year plan
- Have a strategic plan to work from.



Define

- Advertising
- Personal Selling
- Public Relations
- Direct Marketing
- Events



Define

- Collateral
- PSA
- Crisis communication
- Spin
- Media relations



What can we learn from business?

- Talk to your customers
- smiling and thanking customers
- Change your territory
- Get referrals
- Make your marketing look good
- Offer a good experience
- Know what you want to be the best at and invest in that
- Cross-sell
- INVEST in marketing



Why do nonprofits not invest in marketing?

- Lack of resources
- Negative experience
- Ego
- Inexperience

Strategic Communications For Nonprofits (Bonk, Griggs, Tynes)



Step 1: Hunt & Gather

- Hunt for:
 - Media contacts
 - Editorial calendars
 - Current rate card
 - Previous marketing plans and evaluations
 - Past and present budget
 - Upcoming events calendar
 - A regular calendar



Step 1: Hunt & Gather

- Research
 - Identify your publics
 - What is their impression of your organization?
 - Do you know where your publics have heard about your organization?



Step 1: Hunt & Gather

- Research with no time or \$\$
 - Look at what other organizations are doing, then ask some members.
 - Describe your current donor. Then describe your ideal donors.
 - Donor Appreciation Event or piggyback on another event.
 - Online Surveys
 - Ask clients informally



Step 2: Think like a
marketing pro

*Find solutions to the
problems.*



Step 2: Think like a marketing pro

What are our issues?

- Revenue
- Job security
- Morale
- Competition
- Public perception/confusion
- More clients, donors or volunteers
- Reposition
- Reframe issue
- Lend credibility to what we do



Step 2: Think like a marketing pro

Who are our Publics?

- Colleagues at similar or different organizations
- Clients
- Activists
- Board members
- Volunteers
- Staff
- Donors (private, corporate, foundations)
- Community leaders
- Churches
- Media (local, regional, national, trade, consumer)
- Government



Step 2: Think like a marketing pro

- Analyze
 - Services
 - Market
 - Image



Step 2: Think like a marketing pro

Positioning

We have the opportunity
to position our organization
as “ _____ ”
in the marketplace.



Step 2: Think like a marketing pro

Objectives must:

- have a beginning and end date
- indicate a degree of change
- indicate which public
- indicate what you want to change



Step 3: Get Creative

Call in the troops.



Step 3: Get Creative

Campaign:

*A creative way to state
your message.*



Step 3: Get Creative

- **Message**
 - Avoid over-used words
 - Avoid vague words
 - Don't forget call to action
 - Match the message to the audience.



Step 3: Get Creative

Media Evaluation

- Your calendar of events
- A calendar of holidays
- editorial calendars
- media rate cards
- Can you do some brand building?
- What is working and what isn't?



Step 3: Get Creative

- Discover what is missing
- Create news to make news



Step 3: Get Creative

Write your wishlist.



Step 4: Think ahead

Work into plan:

- Clippings of ads and PR
- Evaluation after each project
- Figuring editorial value (2.5 x ad rate)



Step 4: Think ahead

Easy to measure:

- How is the media reflecting your organization?
- Do we have more volunteers?
- Do we have more donations?
- Did our program meet its objective?
- Did our fan base grow?



Step 4: Think ahead

Serious measurement

- Did public policy change?
- Who learned our message?
- Who changed their opinion or attitude?
- Who changed behavior?
- Who repeated behavior?
- Has there been a degree of social or cultural change?
- Is the quality of our materials better?
- Is the message more appropriate?



Step 4: Think ahead

Review. Revise. Repeat.



Step Five: Organize

How much is a realistic marketing budget?

- Businesses allocate 10-20% of projected gross revenue (ns.com)
- Nonprofits 9-12% (or higher for advocacy groups)



Step Five: Organize

Reducing costs

- PSAs
- Media sponsorship
- Use electronic media when possible
- buy in bulk
- Negotiate better rates
- Co-op funds
- Radio promotions
- Radio and TV saving



Step Five: Organize

When nonprofit should consider outsourcing

- Your creative juices have stopped flowing
- Overwhelmed
- Doing more but not seeing results
- Need fresh ideas
- Considering training staff in something technical?



Step Five: Organize

- Timeline
 - Who will do each?
 - When will it get done?
 - Accountability.



Step Five: Organize

Skills you'll need

- Interpersonal
- Writing (both creative and PR)
- Media relations
- Technology
- Graphic Design
- "Connections"



Step Five: Organize

Outsourcing Alternatives

- Agency – pro bono
- Agency – for hire
- Volunteer
- College Student
- Freelancer



The EXTRA steps

- Prepare for the unexpected
- Unplanned opportunities



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