

The background features a stylized globe with a network of orange and yellow lines connecting various points, suggesting a global or digital theme. The globe is semi-transparent and overlaid on a light, textured background.

Marketing for Nonprofit Organizations

Prince William Chamber of Commerce
Not-for-Profit Business Council
September 13, 2011

Key Areas

- Why nonprofits can't always do things like a business
- Role of the Board
- Building a strategy that works
- “Nonprofit marketing” – dirty words for your audiences?
- You are already B2B so take advantage of it
- Brands and branding
- Social media – who are you trying to reach and why?

Nonprofits as businesses

- Uniqueness of the sector and how it affects strategy and marketing
 - The marketplace
 - Special access
 - Ownership and accountability
 - Assets
 - Liabilities

How is Nonprofit Marketing Different?

- Multiple constituencies
- Non-financial objectives
- Services and social behaviors rather than physical goods
- Public scrutiny / non-market pressures
- Tension between mission and customer satisfaction

Boards of Directors

- Activist boards
- Policy-making boards



Building a strategy that works

- Connecting strategic visions to what you are already doing
- DIY marketing research
- Time horizons
- Resources
- Key ideas
 - If you don't have time to do it right the first time, how will you have time to fix it?
 - Saying NO

Dirty words

- Impact of media and culture
- Old stereotypes die hard
- Do marketers make us buy things we don't need or want?
- Keeping the customer as the focus
 - Marketing mix

Typical Objections to Marketing

- Marketing is not necessary
- Marketing is immoral
- Marketing invades an individual's privacy
- Marketing lowers perceived quality
- Marketing will stifle innovation

Limitations of Marketing

- Dealing with data
- Dealing with customers/clients
- Change management
- Communications
- Tools we don't have
- Volunteers and marketing channels

Business-to-Business Paradigm

- Distinguish from B2C
- Resources
- Relationships
- Limitations, again

What Is A Brand?

- Attributes
- Benefits
- Values
- Culture
- User

Why Brand?

- Enhanced performance
- Differentiation
- Reputation insurance
- Enhanced loyalty
- Additional partnerships



Brand Building

Elements of a brand

- Beliefs, mission, vision and values
- Key messages
- Name
- Logo and color
- House style
- Value
- Consistency

Brand Touchpoints

- Publications
- Newsletters
- Business forms
- Signage
- Packaging
- Exhibits
- Proposals
- Emails
- Voice mails
- Websites
- Web-banners
- Business cards
- Advertising
- Promotions
- Publicity
- Services
- Products
- Employees
- Speeches
- Presentations
- Networking
- Telephone
- Word of mouth
- Trade shows
- Direct mail
- Public relations
- Affinity marketing

Structure of nonprofit brands

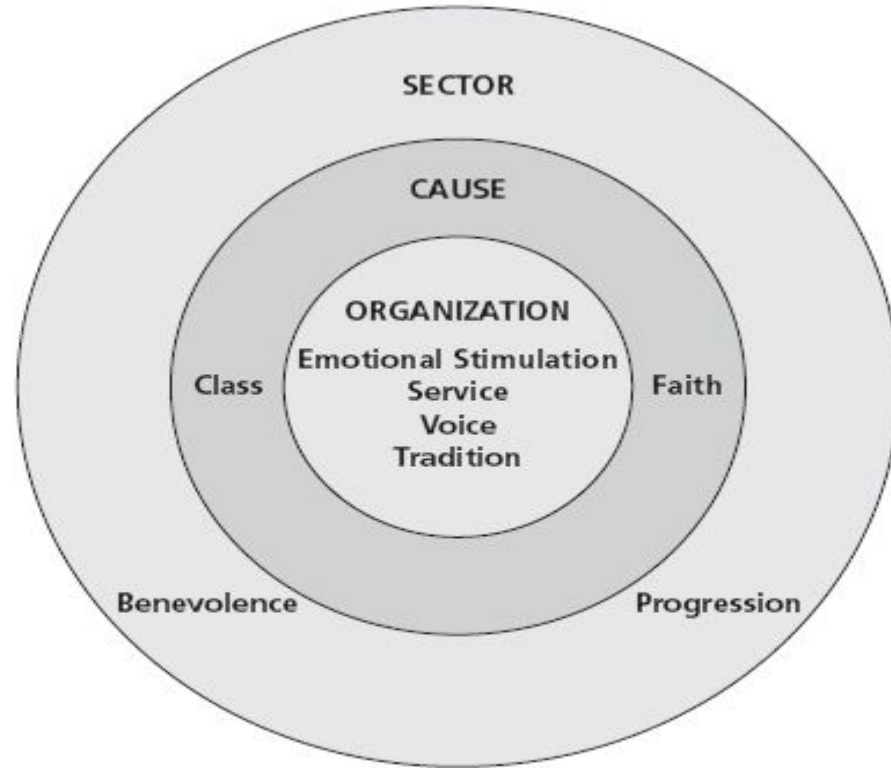


Figure 6.8 Structure of nonprofit brands



Nonprofits Can Be Differentiated By Values Associated With

- Emotional stimulation
- Voice
- Service
- Tradition

Building Blocks of Success

- Brand and strategy are inextricably linked.
- Know your audiences and set realistic objectives for each of them.
- Measure performance wherever possible and affordable.
- Delivering the brand – everything communicates.

THE SOCIAL MEDIA ECOSPHERE

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REVIEWS/TRAVEL

cityguide.aol.com
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www.wayn.com

GROUPS

groups.yahoo.com
groups.google.com
www.meetup.com



Social Media:

Who are you trying to reach and why?

- B2B and B2C
- Using multiple communications paths and messages
- The reality and meaning of attention spans

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