Marketing for Nonprofit Organizations

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Not-for-Profit Business Council
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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.
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