



NONPROFITS OF ALL SIZES NEED AN ANNUAL MARKETING PLAN TO SUCCEED

By Susan Burnash

It's a fact: for a nonprofit to truly be successful in marketing, community outreach and fundraising it needs a vision and a plan. A plan that contains critical information around: organizational goals; current strengths, weaknesses, opportunities and threats; audiences and markets to target; and the strategies and tactics to deliver stronger engagement and support. That's why nonprofits of every size need an annual Marketing Plan.

Without a Marketing Plan that is reviewed and updated annually, your nonprofit is much like a marathon runner without a route towards his final destination. And like the runner, you may in fact know where you want to go, but you will continue to run "blindly" never sure you are on the right path to get there. You'll expend valuable time, energy and money but, worse yet, you may also ultimately lose your passion for the mission that started you on the journey.

If you aren't sure your nonprofit currently needs an annual Marketing Plan, here are a few scenarios that might convince you that it does!

- You've just received your 501(c)(3) status and you're ready to start serving your target market and raising support, but you really don't know where to begin.
- You've been operating your nonprofit on a shoestring budget and it always seems that there's more money going out than coming in.
- You want to create stronger communications with existing and potential donors, but you don't know what to do beyond your Annual Appeal.
- You want to increase awareness around your organization to raise more funds and recruit volunteers and/or board members, but you have no idea how to get the word out about the work you do.
- You're eager to apply for a grant but you don't know how to tell your organization's story.
- You've heard that Social Media is the "magic bullet" to reach your audience but you're not sure if it really makes sense for your organization.
- You have a lot of people volunteering to help you but you have no idea what tasks to give them.

Do any of these scenarios sound familiar? Sadly, even under these circumstances, many nonprofits still consider creating a Marketing Plan low on their priority list. Why? Because they already feel understaffed, underfunded and probably under the wrong impression that writing a Marketing Plan is something that only a professional can do. But as a professional who has coached many nonprofits, and taught many "How-to" marketing classes, I will tell you this—writing a Marketing Plan really isn't hard at all. With a little time, a commitment to the process, and the answers to questions you probably already know, YOU can write a Marketing Plan!

The key to writing a strong Marketing Plan is understanding that there is a process for doing so based on solid "Best Practices" that must be respected and followed exactly. Writing a Marketing Plan can be done alone or in a group setting with a team of supporters who have a passion for the work you do. Regardless of how you choose to tackle your nonprofit's Marketing Plan, it is critical that you take the time necessary to complete each section thoroughly. Read the questions in each and answer them as comprehensively as possible. Don't be concerned with providing long, detailed responses but do be concerned with including definitive and well thought through answers so that each section provides the data needed to continue on to the next. If you rush to get the Marketing Plan done, or skip through any of the required sections, I



guarantee you will end up missing that golden nugget of information, or idea, that will get you closer to where you want to be. When you respect and follow the process, you will see the results you need to make your nonprofit the success you want it to be.

Once you have completed writing your nonprofit's Marketing Plan, don't stop there. The goal of creating the Marketing Plan is to put it into action. It should be shared with your staff, Board of Directors, financial supporters and anyone else who could potentially help you execute it more effectively. And, it should be referred to on a regular basis to direct all of your marketing and community outreach efforts.

Your Marketing Plan should be utilized to:

- Plan your monthly marketing calendar
- Define and assign marketing tasks
- Monitor project budgets, timelines and accountability
- Analyze ongoing and past marketing projects to determine effectiveness and return on investment (ROI)
- Identify ongoing strengths and opportunities as well as potential weaknesses and threats
- Keep you motivated and on point

As you consistently integrate your Marketing Plan into your organization's community outreach efforts, you will find that it is the most effective way for you to monitor and measure the success of your efforts. If you have executed a specific strategy, or used a particular tactic that didn't produce the results you had hoped for, you must evaluate why. You must determine if there were any missteps, or misperceptions, that might have gotten in the way. And, you must determine if the results were impacted by outside factors like the time of year, a changing target audience, the economy, staffing, etc. A simple tweak might make a significant difference, but then again, after thorough evaluation it may become clear that it is time to move on to another strategy and tactic already identified in your plan.

What is important to know as you execute your nonprofit's Marketing Plan is that good marketing always involves a series of trials, errors and successes. There are no magic bullets despite what you might hear, or want to believe. What might work for one nonprofit may or may not work for another. Unless you have the exact same target audiences and services, your nonprofit Marketing Plan needs to be focused on your unique situation and needs.

Are you now convinced that your nonprofit needs a Marketing Plan? Are you ready to create a roadmap for community outreach and support? Then, what are you waiting for? Get out your pencils, pens, pads and laptop, and write your nonprofit's Marketing Plan. You CAN do this. I know YOU CAN!

Need some help getting started on your Nonprofit's Marketing Plan?

Join Purple Duck University in Atlanta for the first interactive workshop in our Nonprofit BootCamp "How to Write Your Nonprofit's Marketing Plan." Details about this workshop and our BootCamp are available on the following page or at www.purpleduckuniversity.com





“HOW TO WRITE YOUR NONPROFIT’S MARKETING PLAN”

(8 hour/2 part workshop)

In this hands-on workshop, you will learn the key elements contained in a nonprofit Marketing Plan while embarking on an interactive journey to create one for your organization. You will work both individually and as part of a team to answer the questions a strong marketing plan must address. You will leave with a Marketing Plan outline, a new sense of confidence, and the excitement of having created a virtual roadmap to effectively reach your nonprofit’s target audience.

Topics Covered in Part 1: (4 Hours)

- Marketing Plan Fundamentals
- What’s included in your Executive Summary
- Creating or recreating your Mission Statement
- Developing your SWOT Analysis
- Writing your Goal Statement

Topics Covered in Part 2: (4 Hours)

- Understanding your Target Market
- Defining your marketing Objectives
- Developing the right marketing Strategies
- Creating effective Tactics for execution
- Measuring and reporting on results

Dates: Part 1 - Saturday, 7/27/2013 (10 am - 2 pm)

Part 2 - Saturday, 8/3/2013 (10 am - 2 pm)

Price: \$150 (or included in Nonprofit BootCamp, details below)

Register: Securely online [click here](#), call 678.925.3582, or email pdmuniversity@purpleduckmarketing.com

Location: The Ringer Center of Excellence
1526 E Forrest Ave., Suite 102
East Point, GA 30344 ([map and directions](#))

Workshop Presenter: Susan Burnash, Purple Duck Marketing



Susan is a Communications Specialist with Purple Duck Marketing, a full-service Marketing, Public Relations and Video Production company with offices in Seattle and Atlanta. For the last 15 years, she has been a passionate advocate for Nonprofits. Serving as a Communications Specialist, Marketing Coach, and Speaker, she is committed to empowering them with the knowledge and tools they need to survive, thrive, and grow. Susan has served as the inaugural member of *the Foundation Center of Atlanta’s* “Expert in Residence Program. She has taught classes for *the Georgia Center for Nonprofits*, *The Foundation Center (Atlanta)* *The Community Foundation of NCW*, *Association of Fundraising Professional (Seattle)*, *Kirkland Chamber of Commerce* and through classes offered through Purple Duck Marketing and Purple Duck University.



NONPROFIT BOOTCAMP 2013 WORKSHOPS AND SCHEDULE (ATLANTA, GA)

HOW TO WRITE YOUR NONPROFIT'S MARKETING PLAN (8 hours/2 parts)

In this workshop you will learn the key elements contained in a Nonprofit Marketing Plan while creating one for your organization. You will work both individually and as part of a team to answer the questions a strong marketing plan must address. You will leave with a marketing plan outline, a new sense of confidence, and the excitement of having created a virtual roadmap to effectively reach your Nonprofit's target audience and marketing goals. **Dates:** Saturday, 7/27/2013 (Part 1) and 8/3/2013 (Part 2) (10 am - 2 pm) **Price:** \$150

HOW TO MAKE THE ASK AND WHAT TO DO WHEN YOU GET THE MONEY (6 hours/2 parts)

In this workshop you will take a comprehensive look at each critical phase of making "the ask." You will learn the fundamentals of fundraising and development, best practices for support requests and good stewardship. Through interactive exercises and role playing, you will also learn how to reach out to potential donors, how to interact with them and how to turn one-time contributions into multiple year funding opportunities. **Dates:** Saturday, 8/10/2013 (Part 1) and 8/17/2013 (Part 2) (10 am - 1 pm) **Price:** \$150

HOW TO LAUNCH YOUR ORGANIZATION TO THE PUBLIC AND MEDIA (4 hours)

Many nonprofits are so busy getting to the business of running a nonprofit they often forget to officially launch it to the public and media. But, garnering attention and support early in the game can be the difference between struggling and thriving. In this workshop you will follow a detailed plan on how to promote your organization to attract and engage the attention and support needed to run a successful nonprofit. **Date:** Saturday, 8/24/2013 (10 am - 2 pm) **Price:** \$75

HOW TO CREATE AN EFFECTIVE WEBSITE THAT PEOPLE WILL WANT TO VISIT (4 hours)

From the home page to the site map, your Web site must contain well written content that is engaging, informative and clear, navigation that is easy to use, and all the necessary tools to create a lasting relationship with your visitor. In this workshop we will discuss the fundamentals of great Web site design and content. We will review all the key Web site elements a nonprofit must have. And we will also conduct a Web site audit on several nonprofit Web sites to determine when a Web site should be redesigned or simply refreshed for greater engagement. **Date:** Saturday, 9/14/2013 (10 am - 2 pm) **Price:** \$75

HOW TO CREATE A SPECIAL EVENT FOR FUNDRAISING AND AWARENESS (4 hours)

Ask any nonprofit that has hosted a successful special event to tell you their secret and the answer will always be "Good Planning!" That means, every minute detail and task must be identified and incorporated into an event plan. With expert instruction, and the use of our own event planning template, you will learn how to define your special event's goals, logistics, budget, timelines, and volunteer /staffing needs. You will also learn how to create and attract financial, and in-kind, sponsorship opportunities to increase support and participation in your event. **Date:** Saturday, 9/21/2013 (10 am - 2 pm) **Price:** \$75

HOW TO MARKET YOUR SPECIAL EVENTS FOR MAXIMUM SUCCESS (4 hours)

The reasons for holding a special event are many. But, without the right kind of marketing and public relations they can often fall short on attendance, media interest and real results. Marketing your special event successfully is a result of an integrated approach to reach your target audiences. In this workshop you will learn how to create your event "story" to garner interest and participation while connecting with your target audience through electronic, internet, print and personal communications. **Date:** Saturday, 9/28/2013 (10 am - 2pm) **Price:** \$75



HOW TO DEFINE AND RECRUIT THE VOLUNTEERS YOUR ORGANIZATION NEEDS (4 hours)

For volunteers to truly contribute to your organization's success, you must be meeting not only your organizational needs but, their individual needs and passions as well. How do you determine your volunteer needs, recruit the right match for both of you, and keep them engaged and committed when they have so many choices as to where to give their time? This workshop will help answer these questions and provide you with an action plan for recruiting and retaining long term volunteers committed to your mission and work. **Date:** Saturday, 10/12/2013 (10 am - 2 pm) **Price:** \$75

HOW TO CREATE COMPELLING VIDEOS FOR FUNDRAISING AND AWARENESS (4 hours)

Video provides one of the most compelling and effective marketing, fundraising and outreach tools available to nonprofits today. And, it can be shared across the globe reaching supporters you might not otherwise reach. In this workshop you will learn how to: determine your organization's best video stories to tell; write a video script; define a creative look and feel; produce videos cost-effectively; and promote your videos to existing and potential supporters. **Date:** Saturday, 11/2/2013 (10 am - 2 pm) **Price:** \$75

ABOUT NONPROFIT BOOTCAMP

Geared for both the "startup" and existing nonprofit ready to expand its reach, Nonprofit BootCamp is designed to provide nonprofit leaders, staff, board members and supporters with the fundamental knowledge and tools needed to create a long term sustainable organization. Our BootCamp includes 8 interactive workshops that take place on Saturdays over a 4 month period. All workshops provide instruction on proven concepts and best practices to help nonprofits increase awareness, garner support and build long term sustainability. Each includes both group and individual in-class exercises, and role playing where appropriate. We also provide our students with customizable templates to use both in class and within their own organization to provide solid foundations and plans for all of their marketing and fundraising activities.

Atlanta workshops are held at The Ringer Center of Excellence's Training Center located at 1526 E Forrest Ave., Suite 102 in East Point, GA 30344. The location is centrally located and easily accessible from I85, I75 and I285. There is plenty of FREE Parking available! For more information about The Ringer Center, visit www.ringercenter.net.

GET YOUR ORGANIZATION IN SHAPE AND SAVE MONEY, TOO WITH OUR AFFORDABLE PRICING!

Nonprofit BootCamp: \$650 (*all 8 workshops*). This is a \$100 savings from the price of individual workshops.

Nonprofit "Mini" BootCamp: \$325 (*first 3 workshops*). This is a \$50 savings from price of individual workshops.

Individual Workshops: \$75 for a 4 hour workshop (1 part) or \$150 for a 2 part workshop.

Please note: When you purchase a BootCamp or "Mini" BootCamp series you are purchasing a single seat in each applicable workshop. It is your choice as to whom you send to each class. If you have a conflict with any of the scheduled dates in our current BootCamp, we ask that you contact us 3 days in advance so we can provide you with a seat credit for that workshop to be used in a future BootCamp series. This will allow a space for others that may be on our waiting lists.

For questions or more information on Purple Duck University and our interactive workshops visit www.purpleduckuniversity.com or call (678)925-3582.

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