



IN A PERFECT WORLD

In a perfect world, nonprofits wouldn't have to spend time and energy crafting persuasively powerful marketing strategies to drive donations. Unfortunately, thanks to the millions of other nonprofits out there, existing is no longer cause enough; if you want to attract and retain donors, you need to have a foolproof marketing plan in place. The good news is, you don't have to be a marketing guru to get results from your efforts. What you do need, however, is some know-how of what your marketing plan should entail.

To help you create a successful [nonprofit marketing strategy](#), make sure you keep the following in mind:

HAVE A GOAL-ORIENTED PLAN OF ACTION

As the saying goes, a failure to plan is a plan to fail. Cheesy, but true. Identify what it is that you need your marketing strategy to achieve – 100 new donors in a month? Ten new donors a week? Use the SMART approach to make sure these goals are realistic. (SMART stands for Specific, Measurable, Actionable, Realistic and Time-based.) Once you've identified these five aspects of your goal, you'll be able to formulate the steps leading to its execution.

GET YOUR BRANDING RIGHT

[Successful branding](#) in the digital age is an ongoing exercise. Regardless of whether you've been around for decades or are just starting out, you need to continuously update your target market on your progress, showcase your work and provide your audience with relevant and valuable information in a variety of formats. Blogging, social media and email are all powerful platforms to share and post content that will extend your nonprofit's brand awareness and pique the interest of potential donors.

LEARN EVERYTHING YOU CAN ABOUT YOUR TARGET MARKET

If you want your nonprofit marketing strategy to cut through the cacophony of competing content, you need to make sure you're speaking your target market's language. Begin by building out [personas](#) – a fictional representation of your target market. Identify their demographics, lifestyles, vocations, and challenges and concerns in relation to your nonprofit. Begin with your existing database of donors, and then dig a little deeper, using the social media channels they're on, email communications and, if feasible, telephonic conversations. Once you've got a crystal clear picture of who your ideal donor is, you can use it across all of your marketing strategies to ensure that they resonate with the right people.



KEEP TRACK OF YOUR PROGRESS

As this [article](#) from Forbes.com advises, making use of Google Analytics is an easy way to keep track of the conversations happening around your brand. You can measure website traffic and social media mentions to help you keep track of how your marketing efforts are affecting them. Once you've set up Google Alerts, you'll automatically be notified, allowing you to spend your time on other marketing-related activities.

Successfully [marketing a non-profit](#) doesn't have to be an expensive or complicated endeavor. Find out more about online marketing and how your nonprofit can benefit, by downloading our [eBook](#), **10 Questions To Ask Your Marketing Team About Donor Acquisition Strategies.**



Contributed by

Dan Linn

303-320-4855

www.solutionlinkims.com

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