



# Essential Marketing Collateral

What every nonprofit should  
have on hand.

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# What we'll cover

1. Introductions
2. Facts
3. What exactly is marketing, anyway?
4. Start with a plan
5. Your target audiences
6. Messages and mediums
7. Setting your budget
8. Collateral that every nonprofit should have
9. Tips for how to cut costs
10. Take-aways and Questions



# ● ● ● Introductions

- 17 years experience in marketing – started as a marketing asst. in 1991
- Started Trio Solutions Inc. in 2001 – focus on nonprofits and health care throughout North and South Carolina
- Specialize in marketing/PR, event planning and Web services



# ● ● ● Introductions

1. Who are you?
2. Why are you here?
3. What would you like to learn?

## ● ● ● The Facts

**FACT 1:** More than 1.5 million nonprofits in the U.S.

**FACT 2:** Competition for donations and volunteer time is intense. Every one has a special story.

**FACT 3:** Marketing shares your story with your target audiences and can set you apart.

# ● ● ● What is marketing, anyway?

- Marketing is not a synonym for advertising, sales, PR, etc.
- When thinking about marketing – think big picture
- Strategic marketing (planning)
- Operational marketing (implementing)
- Focus on consumer (even nonprofits have them)
- Two parties – need and want

# ● ● ● Marketing is this and more

- Many, many definitions
- In a nutshell – it is the processes by which your services and its value are exchanged in order to fulfill the needs and wants of individuals or groups.



# Essential to any successful business

- Establish business
- Develop mission and business plan
  1. Marketing plan
  2. Operating plan
  3. Personnel plan
  4. Finance plan
- Compete in the marketplace

# ● ● ● So where do I begin?

- Start with a plan. Marketing plans are vital to all businesses (nonprofits included)
- A plan doesn't have to be 20 pages to be effective
- Know your market and competition
- Make it realistic and include tangible goals and objectives
- Your marketing collateral will help you accomplish your goals
- Believe in what you are doing!

# ● ● ● Target audiences

- Donors
- Volunteers
- Employees
- Board members
- Community
- Individuals/businesses you serve
- Anyone that you want to have a relationship with

# ● ● ● Target audiences

- Understand the generational habits of today's segmented consumers
- Understand what MOTIVATES each target audience and the best way to reach them
- Remember your target audience isn't "everyone"

# ● ● ● Generational Differences

Matures Born before 1945

Baby Boomers 1946-64

Generation X 1965-79

Generation Y 1980-1995

Generation Z 1996 to present

- first generation born into the digital world

# ● ● ● Generational Differences

Every generation is influenced by its period's economic, political and social events--from the Great Depression to the civil rights and women's movements to the advent of television and advanced computer technologies.

# ● ● ● Messages and mediums

- Know your audience!
- Develop your message
- Then determine the medium
- Make sure your market, message and medium are aligned. Together they can equal marketing success!

# ● ● ● Your marketing message

- Elevator speech (So, what do you do?)
- Complete marketing message:
  - Explain the problem that you are addressing
  - Proof that the problem should be addressed
  - Explanation about why and how you can solve that problem
  - Examples and testimonials

# ● ● ● Your marketing medium

- This is the “vehicle” that will deliver your message
- Choose mediums that give you a high return on your marketing dollar and portray the image you want to portray
- Mediums that are popular with nonprofits include:
  - Brochures, annual reports, PSAs, news releases, newsletters, etc.

# ● ● ● **Setting your budget**

- You've determined your goals
- You understand your target audience
- You've developed your message
- You've selected your desired mediums
- NOW you can determine your budget

# ● ● ● Things to consider

- Databases (it's one of your most valuable assets!)
- Design
- Copywriting
- Photography (stock or custom)
- Printing
- Postage
- Misc. items (e.g. brochure holders)

# ● ● ● Collateral that's a must

- Overview brochure
- Newsletter (printed or e-mail)
- Annual report
- Stationery (letterhead, business cards)
- Note cards
- Media release template (include boilerplate language)
- Media kit (board list, fact sheets)

# ● ● ● Other marketing items you should have...

- Web site
- Databases
- Recognizable logo (it represents your organization at a glance)
- Trade show booth (if applicable)

## ● ● ● Tips on cutting costs

- Allow time to ship your material at a bulk rate (i.e. nonprofit rate)
- If working with a copywriter, develop as much copy on your own. Some times it requires less time to edit than it does to create from scratch.
- Develop a relationship with a local printer or use online discount printers.

## ● ● ● Tips on cutting costs

- Your annual report doesn't have to be a fancy piece on expensive paper. The important thing is that you communicate your accomplishments for the year.
- Make your own note cards.
- Sign up for an account with e-marketing service (i.e. Vertical Response or Constant Contact)

## ● ● ● Tips on cutting costs

- Inexpensive stock photography is available at [istockphoto.com](https://www.istockphoto.com)
- Tap your volunteers for marketing skills but qualify them the same as you would an employee
- Don't sacrifice quality for cutting costs

## ● ● ● Take Away

- Your marketing collateral may be a first impression. It will have a lasting impression but whatever you do just make sure you **IMPRESS**.
- Effective marketing will help your organization bring about social change.
- Change can not occur without communication.

● ● ● Questions?



**Thank you!**