



MARKETING ALIGNMENT FOR NONPROFITS

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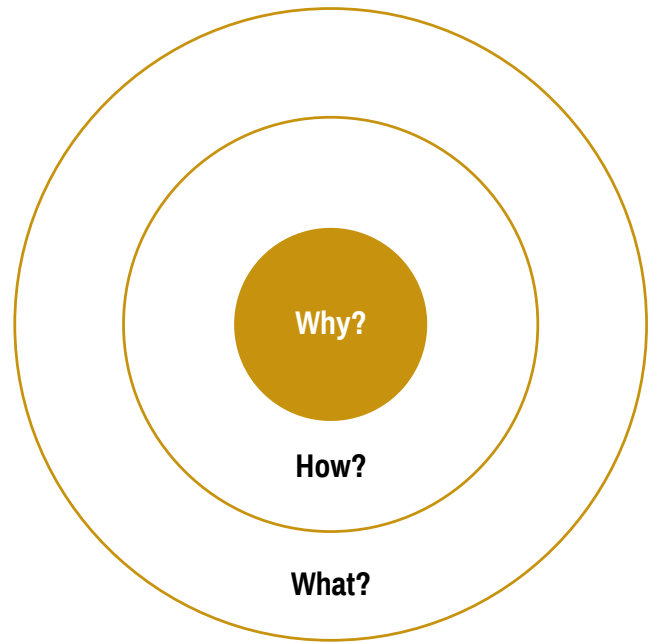
THE GOLDEN CIRCLE

This exercise comes from Simon Sinek's book "Start with Why".

"Why" is the reason and motivation for your organization to exist. The "why" is the cause you believe in and your purpose.

"How" is the things you do to bring your why to life. How you do things differently. It's your mission.

"What" is the things your organization actually does and the problems it solves. It's your vision.



Why?

ex: To inspire people to do the things that inspire them so together each of us can change our world for the better.

How?

ex: To commit all of my talents and all of my energies to build that world.: speak, write, advise, share ideas.

What?

ex: To create a world in which the vast majority of people wake up every single morning inspired, feel safe at work and return home fulfilled at the end of the day.

BRANDING CHECKLIST

Brand Strategy

- Brand Purpose
- Brand Goals
- Brand Mission
- Brand Vision
- Dream Client
- Brand Voice & Tone
- Brand Values
- Brand Story

Pre-Design Elements

- Brand Style
- Brand Colors
- Brand Typography
- Brand Moodboard

Visual Elements

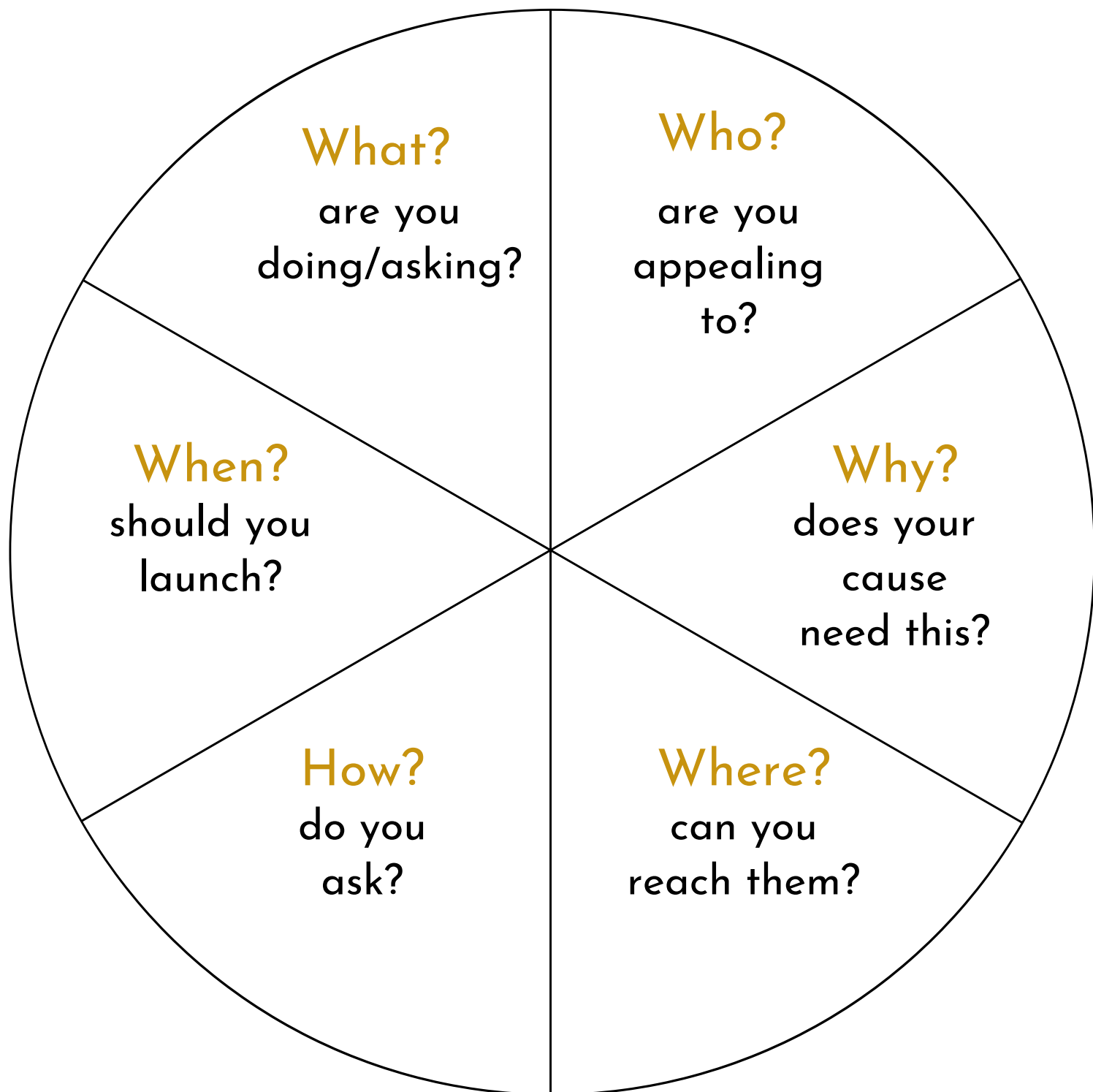
- Logo
- Color Scheme
- Brand Fonts
- Brand Images
- Brand Textures

Supporting Elements

- Social Media Design
- Business Card
- Letterhead
- Email Header
- Website Design
- Presentation Template



GO TO MARKET



Use this exercise to define various aspects of your organization to get more clarity and know what to prioritize.

MARKETING STRATEGY

Content Marketing

Strategy
Creation

Email Marketing

Campaign Execution
List Building/Management

Social Media

Organic
Paid

Ecommerce Marketing

Conversion
Optimization

Data & Analytics

Metrics
Audits

Public Relations

Media & Influencers
Thought Leadership

Search Marketing

SEO
PPC



CREATE ENGAGING MARKETING CAMPAIGNS FOR NONPROFITS



1. Actionable

These campaigns have a clear call-to-action (CTA) and inspire, motivate, raise awareness, and get people to take the next step.

2. User friendly

By meeting people where they are online and making it easy to take these actions, campaigns are more likely to generate engagement and overall interest.



3. Trackable

Hashtags, bit.ly links or other trackable URLs, and in-app donate buttons make CTAs more obvious and help nonprofits optimize, find more engaged audiences, and identify opportunities for future campaigns.



Source: Hubspot



NONPROFIT MARKETING PLAYBOOK

Website

Create an appealing, interactive, mobile-first, secure, and accessible website.

Social Media

Understand each platform's purpose, learn where your audience spends their time, and create targeted content for each channel.

Email

Segment your email lists by audience, campaigns and demographics.

Videos & Images

Tell your compelling stories with visuals to amplify those stories.

User Generated Content

Share stories, images, direct quotes, and videos directly from the recipients of your efforts.

Brand Ambassadors

Identifying other people and organizations that have a similar mission to partner with.

MARKETING RESOURCES

Marketing

- Hubspot's blog
- Seth Godin
- Neil Patel
- Neal Schaffer
- Orbit Media's blog
- Content Strategist: Contently
- DigitalMarketer
- MarketingProfs
- LinkedIn Learning

Search

- Google PageSpeed Insights
- SEMRush
- MOZ- Beginners Guide to SEO
- Search Engine Land
- Ahrefs

Branding

- Pinterest
- Canva
- Creative Market
- Upsplash
- WordPress
- Squarespace

Social Media

- Social Media Examiner
- Social Media Today
- Sprout Social
- Buffer
- Hootsuite

Email Marketing

- Mad Mimi
- Mailchimp
- Constant Contact

Public Relations

- Spin Sucks - PESO Model
- 5W PR's blog
- Doctor Spin

