Wk 8: Marketing for Non-Profits

Author	Message

02/25/2012 12:22:19 PM **Subject:** Wk 8: Marketing for Non-Profits quote edit

Martha Raup



Last edited: 02/25/2012 03:22:47 PM
Messages: 60
Location: San Francisco

I've come across some good references for non-profit Web marketing. This one in particular has a lot of good ideas: http://www.nonprofitmarketingguide.com/resources/

Here are links for information about email marketing (and not just for newsletters):
http://www.nonprofitmarketingguide.com/resources/articles/favorite-topics/nonprofit-email-newsletters/
http://www.nonprofitmarketingguide.com/resources/email-newsletters/emailsteps/

Finally, I've discovered that a LOT of sites offer free access for non-profits. Check these out:
Google: https://support.google.com/nonprofits/?hl=en
YouTube: https://sites.google.com/site/nextcause/application-page
Squidoo: http://www.squidoo.com/topics/nonprofits

This site can be helpful to discover if your organization actually qualifies for non-profit status:
http://www2.guidestar.org/Home.aspx

And, the best of the lot:
http://www.fundraising123.org/files/Nonprofit-Email-Marketing-Guide.pdf

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Martha

profile pm email www YIM

02/25/2012 03:25:17 PM **Subject:** Re:Wk 8: Marketing for Non-Profits quote

Mimi Will

Messages: 119
Location: Bay Area

Thanks, Martha --

Class, if you don't have a specific organization or company or friend's website that you are focusing on as we study various marketing tools and techniques, why not choose a nonprofit to focus on, such as Foothill's Entrepreneur Center or Krause Center for Innovation or .....?

> Please continue to discuss **marketing for non-profits here** -- particularly since non-profits don't always draw just 'one kind of customer, the one that shops or chats online'....

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02/26/2012 12:33:52 AM **Subject:** Re:Wk 8: Marketing for Non-Profits quote

Johan Ruiz



Last edited: 02/26/2012 12:34:53 AM
Messages: 17

Non-profits are often overlooked when marketing tools are developed. However, they are the very type of organization that most stands to benefit from the additional efficiencies of e-mail marketing. As a participant of the non-profit world, I have come to appreciate the old adage that "its not so much who you know, but rather who know you." When the general economy takes a hit, non-profits are impacted on two fronts where fewer federal dollars are earmarked towards supporting them and the private foundations that support them see their own coffers dwindle as the corporations that fund them struggle financially. I've personally learned that there are two ways to grow your budget:

1. Find new funding
2. Spend less and stretch every last dollar

One caveat that few in the private world can appreciate is the fact that much of our funding needs to be expended on an annual basis. Therefore, every penny that one saves in any given year doesn't necessarily carry forward. Our organization has personally been a victim of our own efficiencies. Last year we decided to hedge against a projected smaller federal grant by saving some grant monies in hopes of using it to subsidize our program going forward. Surprisingly, the state saw this efficiency in grant funding as a "lack" of need. They decided to "reward" our efforts by cutting our annual grant and reclaiming our savings under the premise that our organization didn't need it. This would unimaginable in the business world. I can't fathom Apple Inc. investors taking back the nearly

$100 billion cash hoard the company currently maintains.

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02/26/2012 03:58:22 PM **Subject:** Re:Wk 8: Marketing for Non-Profits quote

Mimi Will

Messages: 119
Location: Bay Area

MW: Thanks for starting us off here, Martha and Johan -- your Discussion points for Wk 7 are updated and this thread remains open for additional comments from others in Wk 8 about Non-Profits.

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03/04/2012 10:52:42 PM **Subject:** Re:Wk 8: Marketing for Non-Profits quote

Tzivia Gettinger

Last edited: 03/04/2012 11:02:16 PM
Messages: 13

This website gives steps and tips for marketing for your non-profit organization: http://marketing.about.com/cs/nonprofitmrktg/a/8stepnonprofit.htm One of the best tips on this webpage was that non-profit organizations should make alliances with other businesses and media so that they will not be forgotten. There is more research and examples of how non-profits market: http://nonprofit.about.com/od/fundraising/u/happydonors.htm In this research there is a chart that graphs where non-profit organizations get most of their revenue. Interestingly, 75% of their revenue comes from individuals. This information is important when creating a marketing plan!

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03/05/2012 01:47:11 PM **Subject:** Re:Wk 8: Marketing for Non-Profits quote edit

Martha Raup



Messages: 60
Location: San Francisco

Great references - thanks, Tzivia! I had forgotten all about About.com. I gave them up completely several years ago, because it was too irritating not to be able to print their reports, and then read them off line. Now I see their Web site is much improved. (www.about.com/). I love their tagline: "Need.Know.Accomplish". Also, their 3 tabs at the top make it easy to explore: Editor's Picks, Explore Topics, and Browse Categories. I signed up for their marketing email and government info email. I realized, though, that I still haven't found the right resources for my situation: I'm working on a Website for a membership organization. Our needs are not to raise money, but to get increased membership, and participation. Well, in a way that really IS about raising money - but not as a charitable organization does, from donors, but from membership applications. So, I'll explore further.

Martha

profile pm email www YIM

03/13/2012 03:38:06 PM **Subject:** Re:Wk 8: Marketing for Non-Profits quote

Mimi Will

Messages: 119
Location: Bay Area

MW: Thanks for these additional contributions, Class -- all points for this thread are updated and this thread is now expired.

You can continue discussing here 'for free' (as in 'not for points' but for the pleasure of posting/sharing!)

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