

Your Nonprofit Marketing Bank

A **Marketing Bank** is a single location where you store all of the stuff that you need, and that you are often asked to provide to others. Building your marketing bank will save you tons of time, because you'll always know where to look for that logo, program description, color palette, etc. And you can also send staff and volunteers right to it, so you aren't constantly forwarding files to others, saving even more time. **You can store your bank on a shared drive, ideally where others can access it remotely.**

Here's what belongs in your marketing bank, along with some additional resources on how to create some of these items . . .

Logos, in various sizes and colors

Online and print resolution, color and black-and-white. Include resolution, size, and/or colors in the file names so it's easy to see which is which.

Also see:

[Nonprofit Logos: What You Need in Your Marketing Bank](#)

Photos

With captions, sources, and any restrictions.

Bios and Head Shots

For all key staff and board members — anyone who is considered a “public face” of the organization.

Boilerplate Text

All those chunks of text that you use over and over. That includes your mission and vision statements, plain-English descriptions of your programs, your history, your elevator speeches, staff bios, press release boilerplate, organizational Frequently Asked Questions, and anything else that you find yourself frequently copying and pasting.

Calendars

Or links to organizational master calendars as well as editorial calendars.

Also see:

[Sample Editorial Calendars for Nonprofits](#)

Style Guides

Your editorial and design guidance. Much time is wasted correcting inconsistencies in everything from your branding, which includes how staff use your logo, colors, or fonts, to which editorial styles you prefer (anyone want to argue about serial commas?). Spare yourself and everyone else who creates content for you the misery of these arguments by creating style sheets.

Also see:

[What Goes in Your Editorial Style Guide](#)

[What Goes in Your Graphic Design Style Guide](#)

Templates

Especially for pieces like flyers that program staff are likely to produce on their own.

Checklists

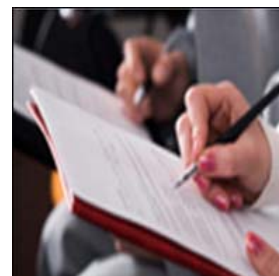
To help other staff help you, e.g. a checklist for drafting an email newsletter or a press release.



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FEBRUARY 23
**Building Your
Credibility as an
Expert**



FEBRUARY 19
**Messaging Q & A
with Nancy Schwartz**

Publication Archive

Include back issues of newsletters, flyers, annual reports, brochures, invitations, press releases, etc.

Facts and Stats

Up-to-date facts and figures about your cause and your organization, with sources where appropriate.

Your Links

To your org's accounts on Facebook, Twitter, YouTube, etc.

Links to Others

For example, to your favorite resources that you want others to take advantage of too.

[Here are my favorite tools for keeping track of everything.](#)