

# Nonprofit Marketing 101



## The Voices You're Hearing



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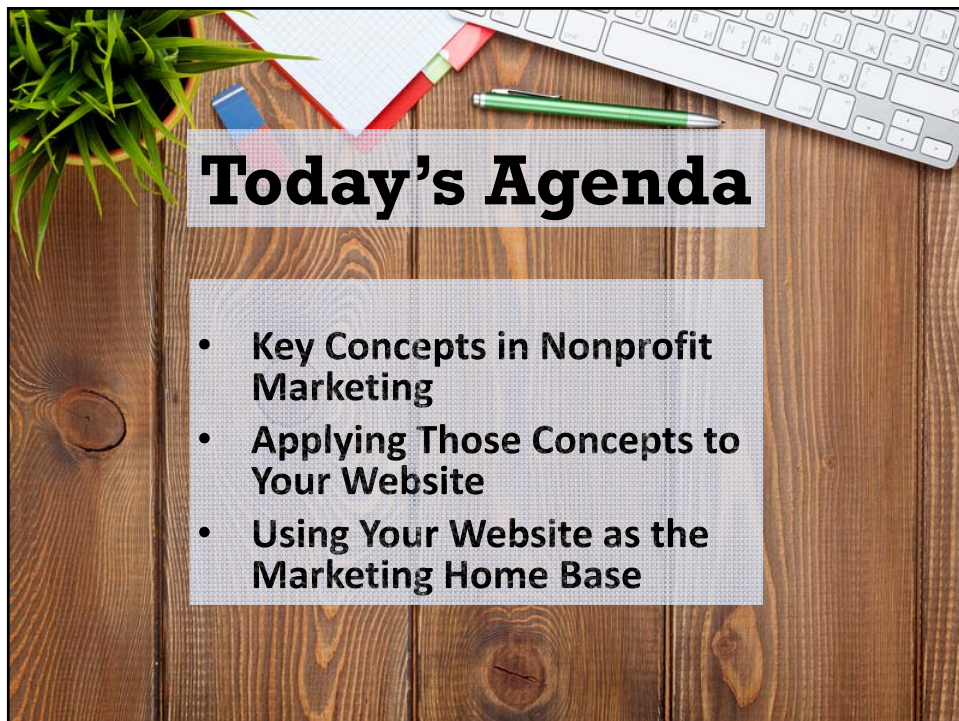
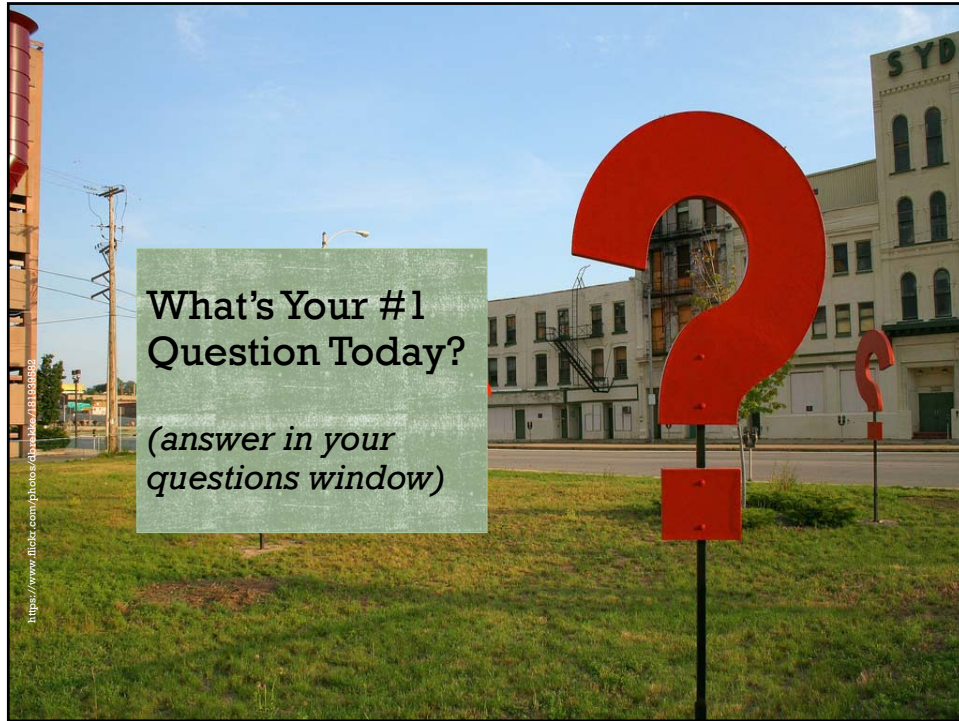
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## Today's Agenda

- **Key Concepts in Nonprofit Marketing**
- **Applying Those Concepts to Your Website**
- **Using Your Website as the Marketing Home Base**

So what IS marketing?

## Marketing Defined . . .

Marketing is the activity, set of institutions, and processes for **creating, communicating, delivering, and exchanging offerings** that **have value** for customers, clients, partners, and society at large.

*American Marketing Association*

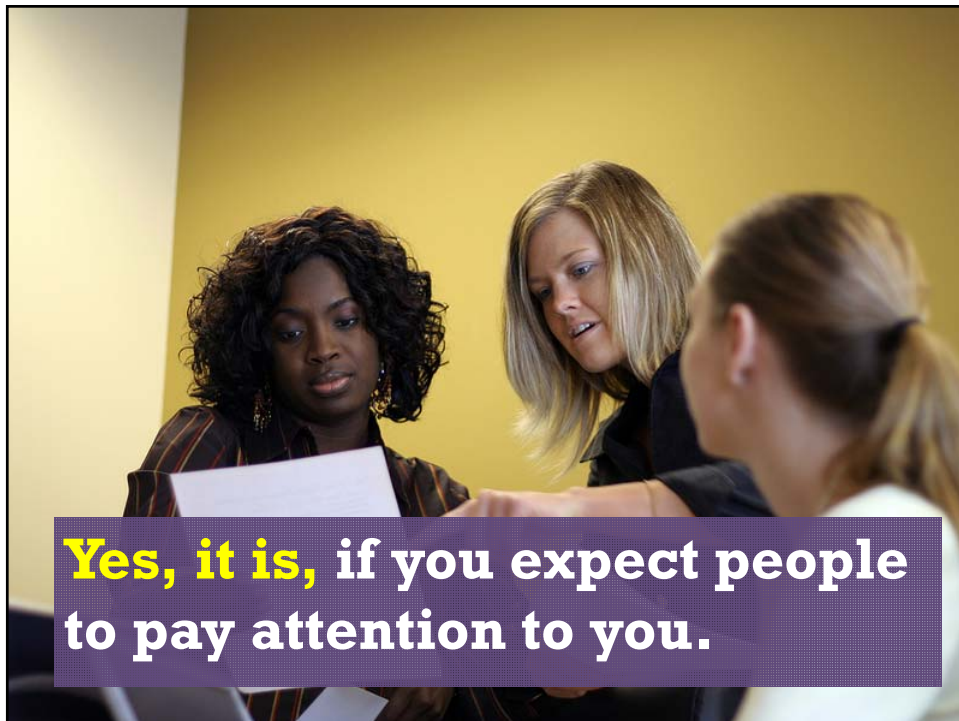






flickr.com/photos/cha-insawpanda/122973641/

**OK, but marketing isn't my job.**



**Yes, it is, if you expect people to pay attention to you.**



**But  
nonprofits  
don't "do"  
marketing.**



**Yes, the most successful  
ones most definitely do.**



**Who** are we trying to reach?

(Who cares?)

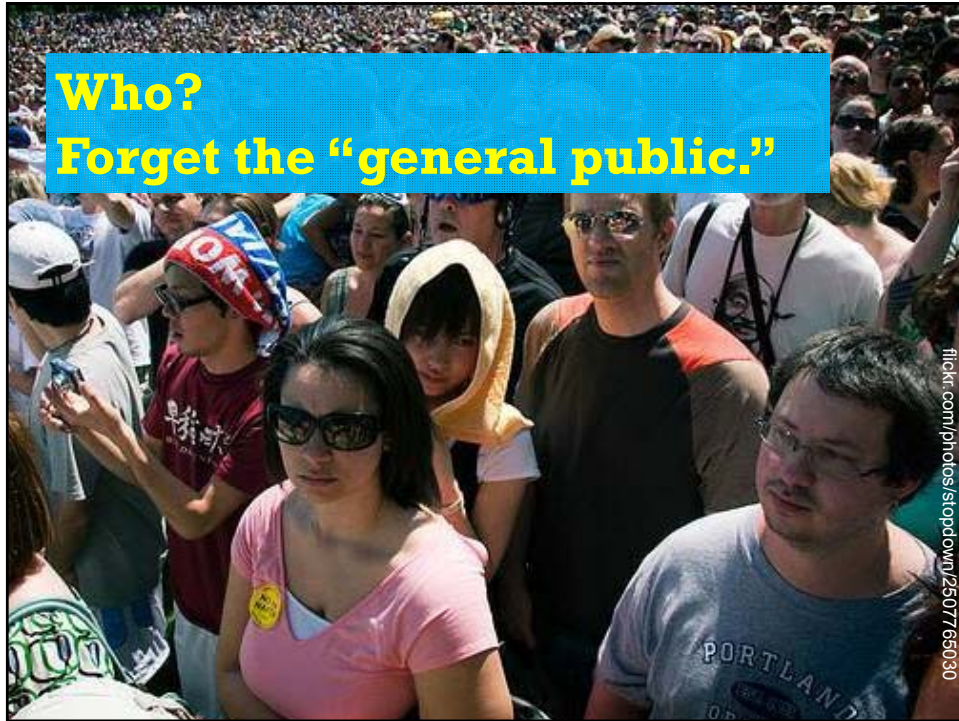
**What's our message** to them?

What do we want them to do and  
why should they?

(So what?)

What's the **best way to deliver** that  
message to those people?







I am not a joiner, but I'm fired up about this local leash law and climate change!

**It's not about the League. It's about being a trusted source on things like:**

- **Registering to vote**
- **Redistricting**
- **Elections**
- **Big issues in your area**

**Is My Message Relevant?**


Try to check off at least two of the Six R's of Message Relevance with each of your messages.

- It's Rewarding**  
The benefits to following through on the call to action are clear.
- It's Realistic**  
The barriers to following through on the call to action are addressed.
- It's Real Time**  
It makes sense given the *context* and what else is happening right now.
- It's Responsive**  
They can tell we are *listening* and taking what we hear into account.
- It's Revealing**  
We are sharing or showing something *new or interesting*.
- It's Refreshing**  
The style and tone are *authentic* and maybe a little *surprising*.

This checklist works a lot better when you are clear and specific about your target audiences and your calls to action!

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**[npmg.us/6R](http://npmg.us/6R)**  
**(no www)**



**Delivery? Pick the best communication channels and coordinate them.**

### **Some Great League Resources to Help You**

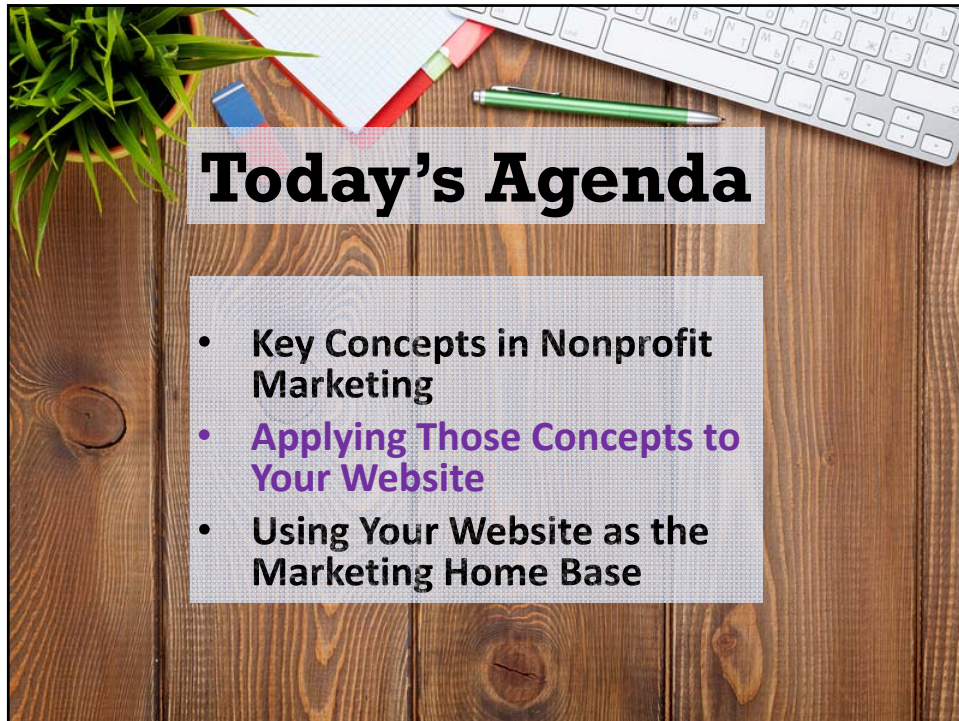
#### **Online Organizing Toolkit**

[http://forum.lwv.org/sites/default/files/complete\\_online\\_organizing\\_toolkit.pdf](http://forum.lwv.org/sites/default/files/complete_online_organizing_toolkit.pdf)

#### **Messaging for Impact Presentation**

[http://forum.lwv.org/sites/default/files/2015\\_council\\_training\\_presentation\\_communications\\_final\\_no\\_notes.pdf](http://forum.lwv.org/sites/default/files/2015_council_training_presentation_communications_final_no_notes.pdf)

**Reuse content from LWVUS social media and templates!**

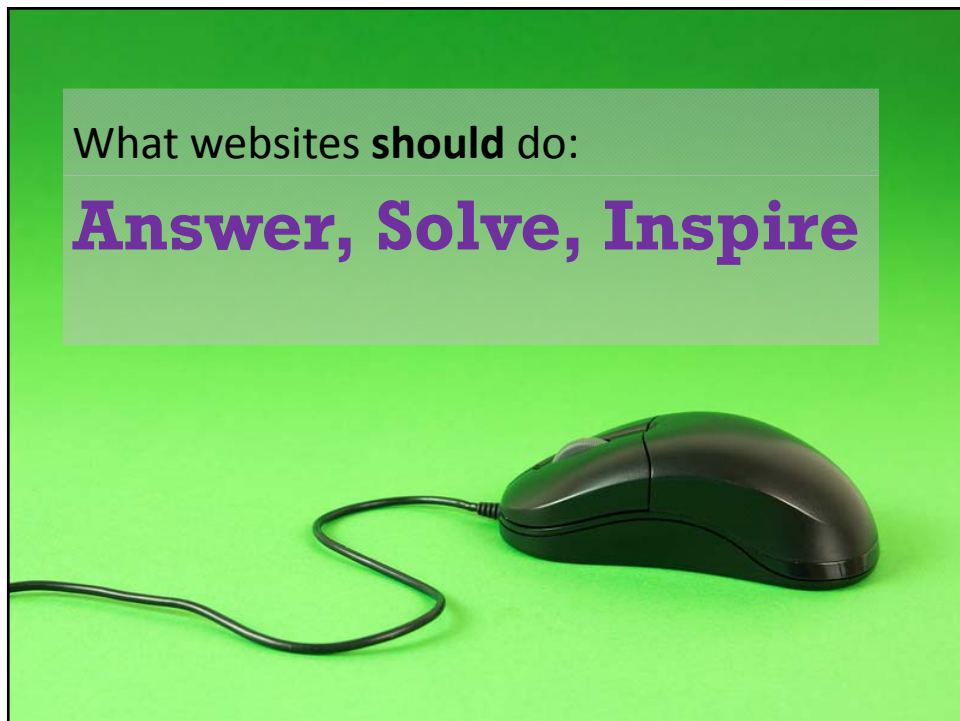
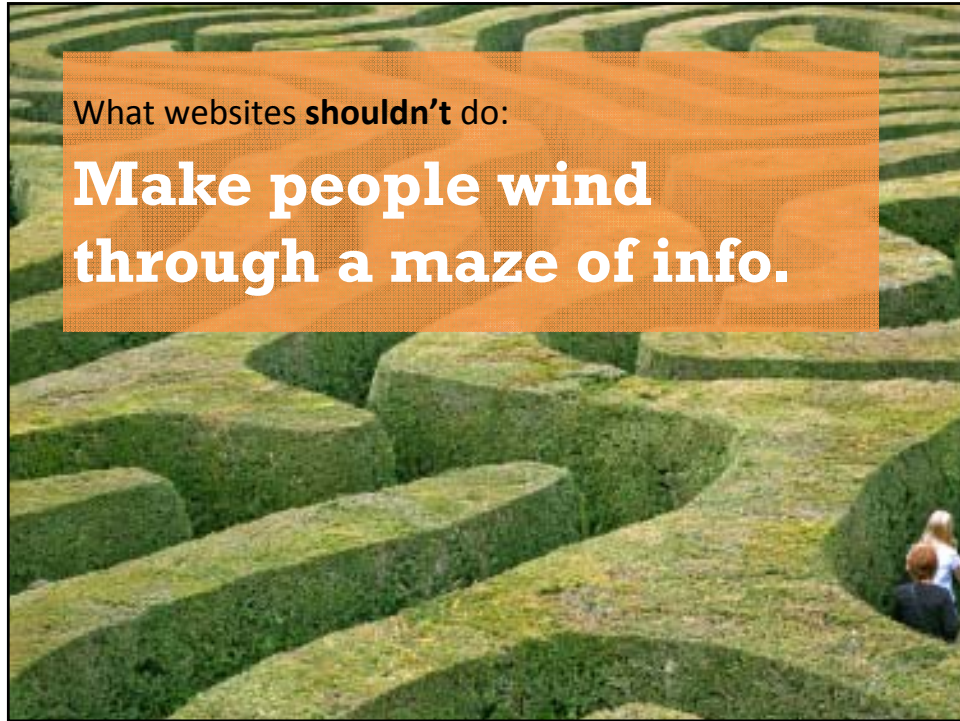


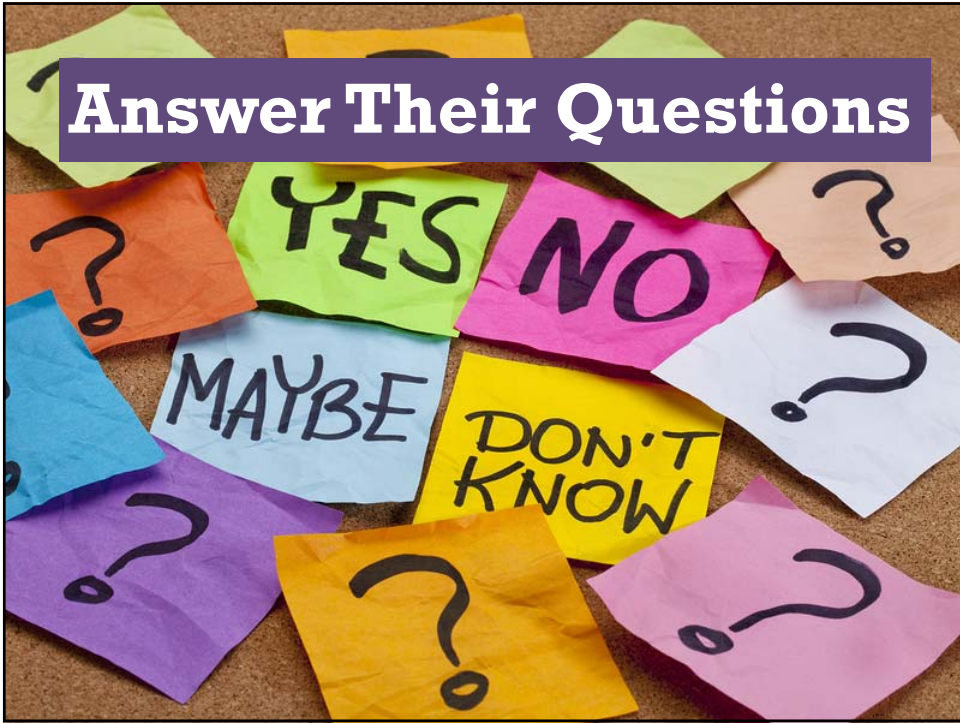
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## How can a website provide value?







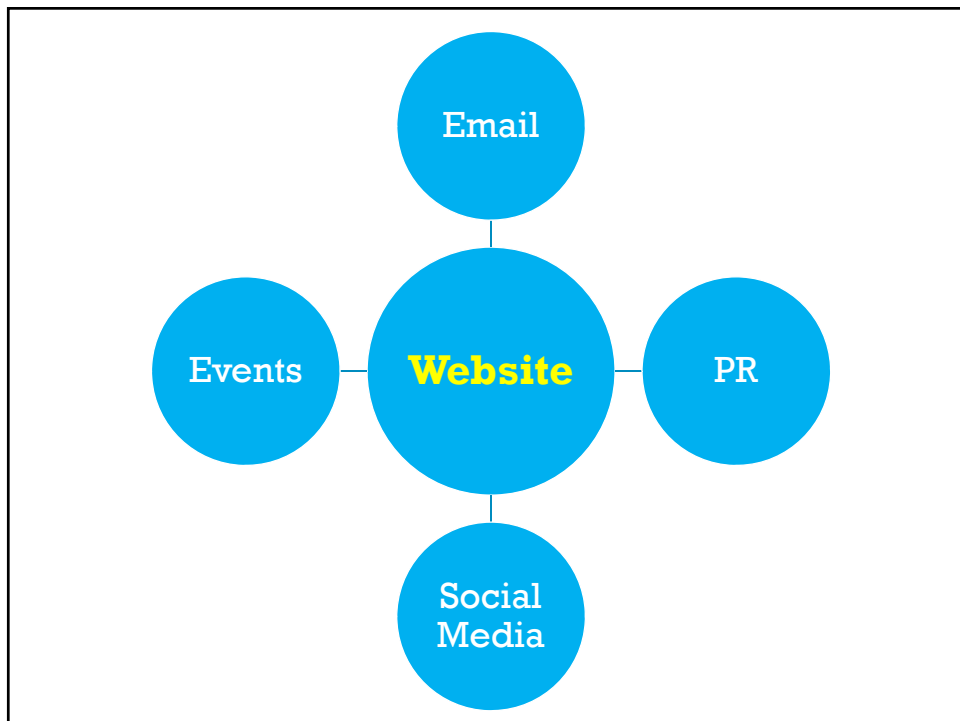
## Inspire Their Action

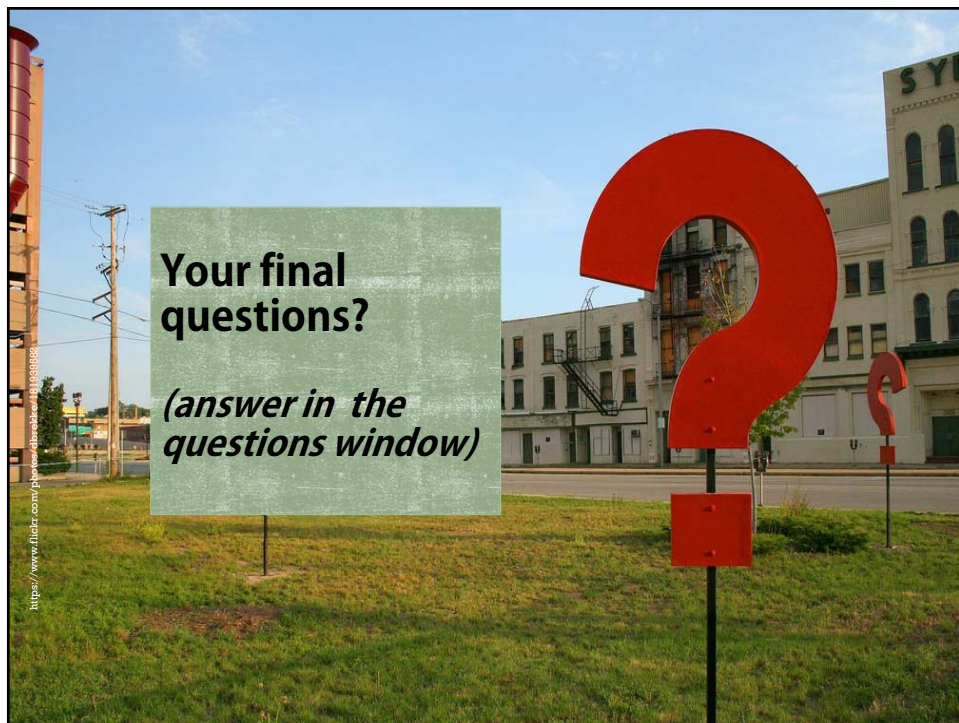
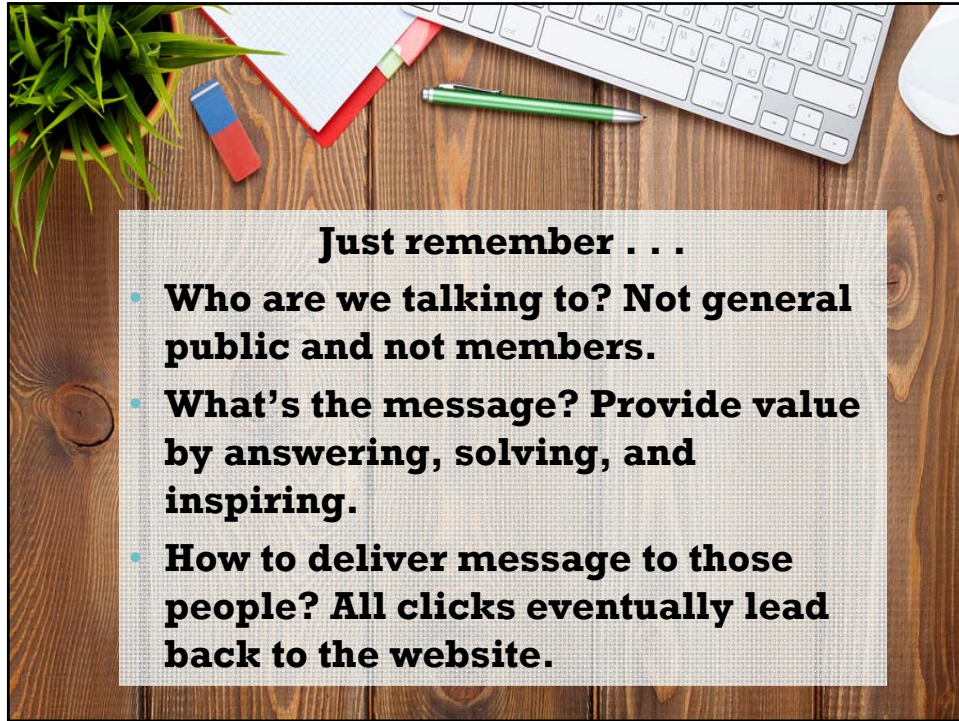


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## NEXT ON THE SCHEDULE . . .

**Communications Roles and Planning on November 16, 2015.** What goes out when and where and who does what?

**Writing for the Web on December 2, 2015.** Learn how to write to be read in email, social media, and on your website.



Thank you for joining  
us today!

**Kivi Leroux Miller**

President, Nonprofit Marketing Guide.com

