

Marketing Bootcamp

for EDs of
small nonprofits

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What should you do?

1. Clarify your messages and make a great website
2. Copy from your website to create all other promotional items
3. Once a year, audit yourself.

What skills do you need?

Copywriting - The ability to write clearly and succinctly.

Basic tech skills – Building a website on WordPress.com is as easy as Powerpoint. It is different, but just as easy. If you are not a wiz at Powerpoint, find someone who is and they can quickly learn Wordpress.com. (Avoid WordPress.org which is the front end designed for coders who understand HTML.)

Outside, fresh eyes – If you are distracted by day-to-day crises, it is hard to see yourself like a donor or new volunteer sees you.

How much time to expect?

1. Create website	
Figure out page navigation	1 hour
Learn WordPress.com	3
Write text	10
Add photos	2
Get feedback from volunteers, friends	10
Go live (or map website to your existing domain)	1
2. Create promotional items	
brochure	3
donor presentation	3
3. Perform annual marketing audit	3

Why MAS made this booklet?

This booklet is the minimum you need to get started. Marketing done badly is easy to do; marketing done well is hard. This booklet will help your nonprofit look professional so that you can attract donors and volunteers.

Clarify your messages

#1 Describe in <50 words your who/what/where/when/why/how

What is your elevator speech? Eg. “MAS is a pro bono consulting service operating in Toronto since 1993. As a volunteer-run charity, we help nonprofits in governance, strategy, HR, marketing and fundraising. Our 50+ Volunteer Consultants are professionals who give back using the skills we learned in our careers.”

➔ Place on your main webpage.

#2 Why are you unique?

Why do you deserve a donation (vs the thousands of other charities in Canada)? Why should donors care about your cause? Why is your charity a good way to address the cause? What would happen if you did not exist? Would recipients do without? Would they have to travel further for help?

➔ Place on a “Why we are unique” webpage

#3 What is your track record?

What is the amount of good you do? What did you accomplish last year? Prove to donors you are worthy of a donation.

➔ Place all external metrics on an “Our impact 2017” webpage

#4 What impact will a donation have?

Describe examples based on your average donation price points, eg \$20 pays for a bug net, \$200 pays for counseling. Set the first price point above your average donation to “anchor” the donor’s decision. Consider giving “social proof” such as “most donors give \$60” to help donors choose an amount. Include a stretch donation.

➔ Place on Donate webpage

#5 What do you need more of?

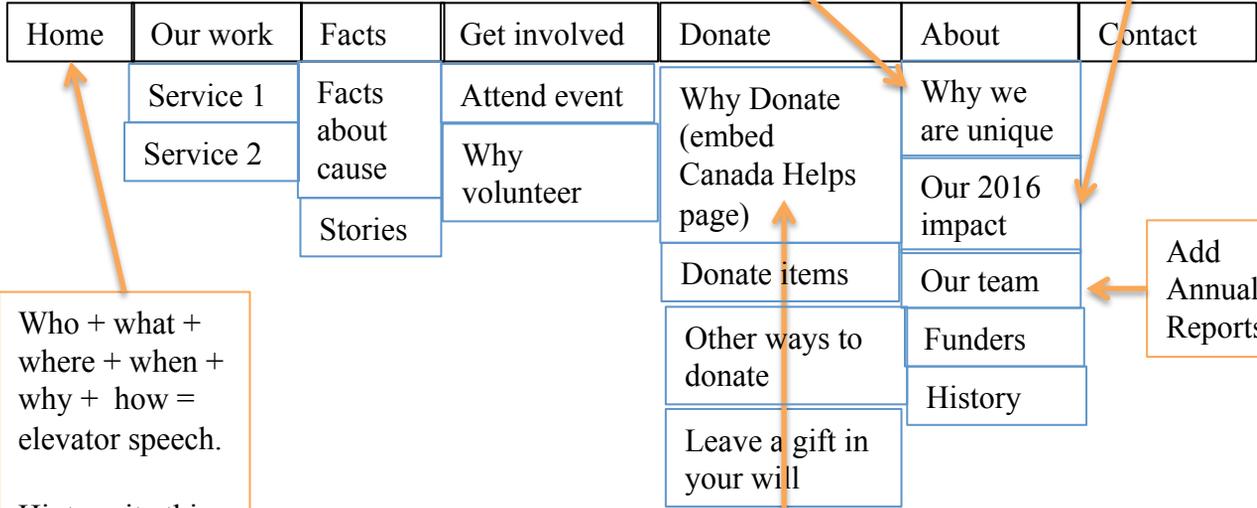
Do you need more volunteers? Revenue? Recipients? Awareness of cause? Awareness of your nonprofit? Members? Gifts-in-kind? Now, put your needs in priority.

➔ Make sure your top needs are easy to find on your website.

Design a great website

Subheads easy to understand?
Descending order of importance?
Relevant to all audiences?

Update your performance metrics yearly



Who + what + where + when + why + how = elevator speech.

Hint: write this page last and summarize key points from other pages

- Remember: before you tell a donor HOW to donate, you must convince them WHY to donate.
- What happens if you did not exist, “Without us, our clients ...”
 - Amount of good you are doing, summarize Our Impact webpage.
 - How cost-efficient you are “if we paid our volunteers, our costs +xx%”
 - How donation will be used, by price point “\$100 will ...”
 - Key words for impact donors: small, local, high impact, see the difference your donation can make, cost efficient, if you want to help we are the best way to attain your wish.
 - Key words for belonging donors: pay it forward, give back, prevent, your donation is you where you cannot be.
 - Key words for imagination donors: imagine a time without, envisage a better future for, just think, if only, what if.
 - Why immediate need? “You can shorten our waiting list...”
 - Phrase your sentences with “you get...” (not “we give...”)
 - Thank you

Website caution

Visitors to your website will view for < 1 minute

... if you are lucky.

- Do dropdown boxes sufficiently describe the work you do?
- Navigate from every page to every page?
- Easy for all viewers (donors, volunteers, clients) to find what they need?

Visitors will spend 8 seconds on a webpage

Most viewers will spend only 8 seconds, which means they read 30 words. Select a few words to highlight in bold. Be ruthless about removing clutter – ensure a viewer's eyes will be drawn to where you want them to look.

Spend more time on your website than your annual report

Everything should be on your website so that everyone can learn about you, all year round. When you need to make your annual report, copy from your website.

Problems with marketing projects are rarely about marketing. Although the symptoms may appear to be marketing, they are typically caused by deeper issues with governance or HR. If your governance structure is not well defined, it is hard to create an external face. If your HR policies create tension, it will be hard to reach consensus. Fix your other problems, before starting on marketing.

Top 5

1. Great menu
 - Drop down boxes self-explain the work you do
 - Placeholders (so the first content page shows in the drop down box)
 - Every page is accessible from every page
2. Great home page
 - Explain who/what/where/when/why/how
3. Easy-to-read back pages
 - Short text - short words - short sentences – short paragraphs. Aim for a comprehension level of grade 9.
 - Lots of subtitles to make it easier to scan
 - Lots of bullet points (or numbered lists)
 - Bold key words (avoid italics and colours)
 - Add one photo per page and wrap text around it.
 - At the bottom, state what the viewer should do or who to call
4. Stories (maximum 100 words)
5. Real photos (not stock)

Build your own brochure

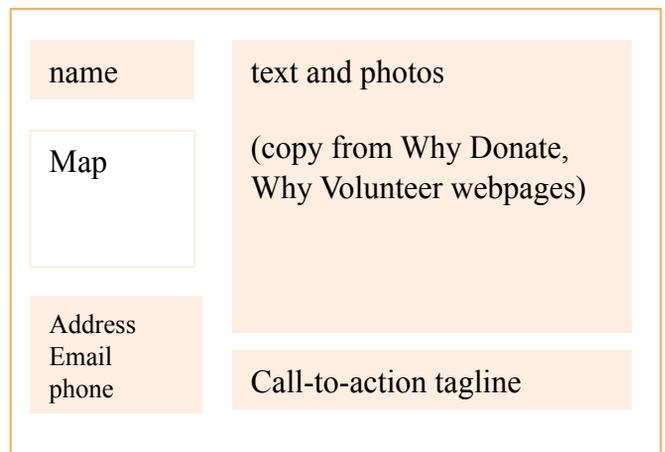
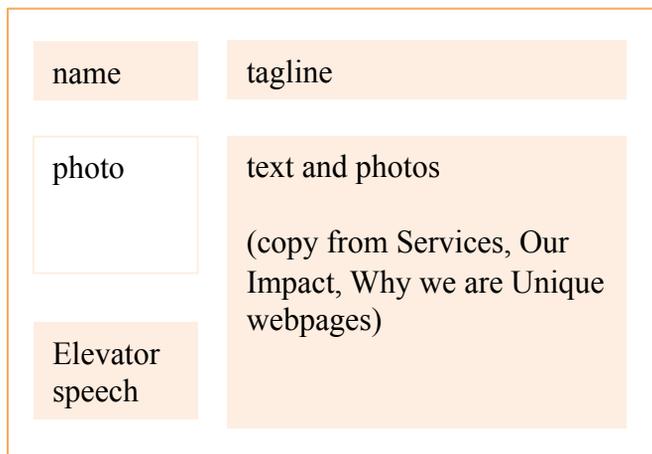
Draw a mockup

- Fold an 8x11 sheet twice. Brochures have 6 panels. Two panels are the front and back cover. Four panels are for text and photos. If your text can be split evenly, fold into a Z-fold (2 panels each side, see below) Copy and paste from your website to ensure consistency.
- Always leave a white border around the edges so that the white margin left by your printer won't be obvious.
- Do not include: mission/vision, stories (print separately on letterhead), impact (print separate updatable infographic).

Watch this great how-to video

Create 2 Powerpoint slides and print back-to-back. Click here to learn how to design in Powerpoint.

https://www.youtube.com/watch?v=CnKrk_sTq2U



Build your own donor presentation

Assume a 10 minute presentation (30 seconds per slide):

Slide 1 – title and logo (ensure look is consistent with website)

Slide 2 – elevator speech from Main webpage

Slide 3 – summarize Services webpages

Slide 4 – “Why we are Unique” webpage

Slide 5 – “Our impact” last year webpage

Slide 6 – about me (your own story of why you love your cause)

Slide 7 - Learning objectives for today

Slides 8-18 – facts, photos and stories about your cause

Slide 19 – Get involved (what you want donors to do)

Slide 20 – Thank you. Questions (add logo and contact info) 6

TIPS to improve your ranking in search engines

1. A website that is easy for humans to read, is easy for search engines to read.
 - Easy-to-find answers to donor questions
 - No clutter
2. Key words
 - No jargon, use words that real people search for
 - Place key words in subheads and tags
3. Backlinks from reputable websites (with no corresponding outbound link from you)
4. Good quality, fresh readable content - original text. your own photos (correctly-tagged), videos.
 - Short words and short sentences.
5. Traffic
 - Replace PDFs with content on webpages. In emails, link to your webpages
 - Link website to your social media
 - Refresh your website theme every 3 years

TIPS to write great stories

- Do your stories explain 50% before and 50% after? Donors can find it too disturbing to hear about life before; they want to hear about life after because they want to see the difference their donation made. Although your clients may be more articulate about their life before, their gratitude for their life after may be too emotional for them to reveal. It's a balance.
- Do you have a pipeline from your frontline staff about clients with potential stories?
- Max 100 words. Use bold and subheads to make it easier for readers to scan quickly.
- Wide range of topics (day-in-the-life client, about a donor, this-day-10-years-ago, about an employee, about a volunteer)

Annual marketing audit

Lay out all your promotional items on a table. This includes everything that shows your logo: business cards, annual report, letterhead, brochures, posters.

Ask yourself:

- Is the overall look consistent? (colours, design)
- Are the messages consistent? Is your elevator speech consistent?
- Is the text succinct?
- Do the photos convey the message? Compelling emotion?
- Can an outsider understand the message if they scan an item for 2 seconds? (Are subheads and bold sufficient?)
- Is the call-to-action obvious? Are there various calls-to-action to allow for different levels of engagement? (email signup vs attend event)
- Enews – is it a struggle to create fresh content? Is it educational and newsworthy or self-flattery and donation requests?

Review the analytics of your website

- Which webpages get the most traffic?
- Which webpages get the longest time-on-page?

TIPS for great videos

- Short < 1 minute
- Key points explained in first 10 seconds
- Subtitles (for silent viewing)

About MAS

Management Advisory Services is a pro bono consulting service, operating in Toronto since 1993. Completing 200+ projects per year, we help small and midsize non profits in governance, strategy, HR, marketing, fundraising, finance, IT, executive coaching and facilitation. As a volunteer-run charity, MAS is funded by donations from volunteers and satisfied nonprofit clients.

Our 50+ Volunteer Consultants are professionals who give back using the skills we learned in our careers.

Our mission is to build capacity in the nonprofit sector.

If your nonprofit needs consulting help, contact MAS:

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Other MAS publications

- Fundraising Bootcamp - for EDs of small nonprofits
- Midsize Nonprofits: Marketing Self-Audit
- Part 1 – How nonprofits can recruit and manage Skilled Volunteers
- Part 2 – Orientation for Skilled Volunteers
- Common Governance problems
- Common HR problems