

The Secrets of Nonprofit Success



› TIPS TO HELP IMPROVE YOUR REACH

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Marketing: It Doesn't Have to Break the Bank

It all begins the same way: you have a mission to create good in your community, or even in the world. But do you have all of the budget you need to spread your message?

The good news is that you don't need a pile of cash to effectively market your cause.

First, be sure to document your marketing strategy, even if it's just one page. Research shows that marketers with a documented strategy are more effective than those who don't.¹ You can find several excellent web articles that can help you create your own simplified approach.

You also need to know who your donors are, so it's imperative to spend time on market research and targeting the right audience for your message. Who is your donor persona? How much money do they make? On what do they spend their time and why would they be interested in supporting your cause? Look for free resources online for support in identifying your ideal donor personas and how to engage with them.^{2,3}

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It's also likely that your cause has an emotional appeal—craft your message around that story and tell it visually. High quality photos and videos of those impacted are often very compelling, visual statistics (i.e. infographics), and video testimonials from fundraisers, staff, or volunteers can all boost engagement and empathy.³

And, while your goal isn't to turn a profit, you're still asking supporters to "buy" from you; treat your organization like a business.² Leverage the free marketing and professional help offered by the Small Business Administration to start and grow your not-for-profit business.

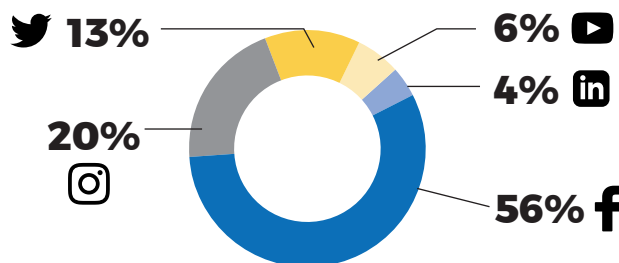
Even in the digital age however, there's something special about receiving a hand-written note. For just the cost of a postage stamp, you can thank your donors with a personal message that doesn't take long to write. About half of donors responded in a survey that they appreciated the individual touch over an email or other follow-up methods, and it created a better impression and lasting engagement.³

Finally, Comcast Business values your important work and **Community Essentials™** empowers nonprofits like you with connectivity and tools at a great savings! Visit the Community Essentials' website to learn more about this exciting opportunity for your organization.

DID YOU KNOW?

Online Fundraising Trends

SOCIAL THAT MOST INSPIRES GIVING⁴



68%
OF DONORS MOST
TRUST
WEBSITES & EMAILS
THAT USE .ORG⁴

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SOURCES: ¹Gynn, A. (2017, June 11). Nonprofit Marketing 2017: Challenges, Strategies & Examples. Retrieved from contentmarketinginstitute.com, ²Nastasi, B. (2017, February 22). 4 Marketing Challenges Non-Profits Get. Retrieved from business.com, ³Chung, E. (2018, January 25). 10 Marketing Lessons for All Nonprofits. Retrieved from classy.org, ⁴2018 GLOBAL Trends in Giving Report (Rep.). (n.d.). Retrieved from givingreport.ngo, ⁵Smith, A., & Anderson, M. (2018, September 19). Social Media Use 2018. Demographics and Statistics. Retrieved from pewinternet.org

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