

Yes & 10 NONPROFIT MARKETING INSIGHTS

1 Take advantage of your status.

- 25-70% off rate card with media negotiation
- Free space in TV, radio, print, and OOH using PSAs
- Google Ad Grants \$10K/month
- 88% savings on postage with an indicia
- Discounts on online tools, courses and products



2 The mission is the motivator.

Driving forces behind donations:

1. Believing in the org's mission
2. Giving back to the community
3. Having a personal connection to the cause



3 The most persuasive marketing tool is a differentiating story that is easy to remember.



4 Emotion is the most important driver in donor intent.



5 Individual success stories make the biggest impression.

Stories about individuals are nearly 2x more effective in attracting donors than stories about groups or data/charts/statistics.



6 Simplify and make it easy to take action.

Focus on the Nonprofit Nine Actions: Donate, Support, Volunteer, Educate, Advocate, Share, Partner, Sponsor, Join



7 Localize it.

Provide a local angle for the media.

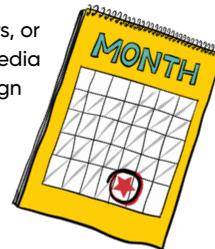


8 Budgets go further with a mix of paid, earned, and owned media.



9 Stay relevant.

Awareness months, holidays, or special events provide a media hook to make your campaign newsworthy.



10 Continually demonstrate tangible impact.

- One third of donors are unsure that their gift made an impact.
- Donors want to see a tangible benefit of their gift.

