

# What nonprofits can learn from for-profit marketing

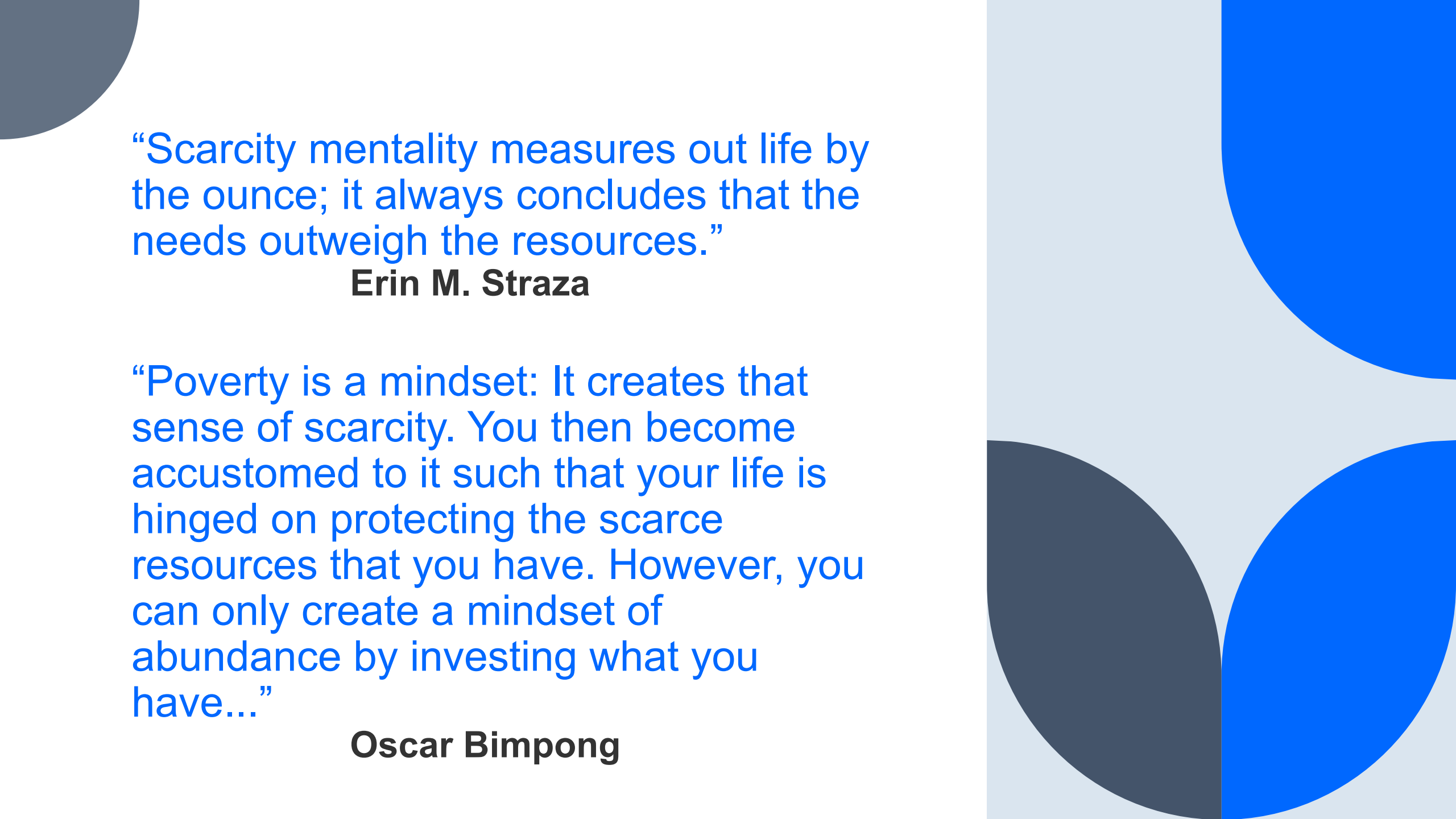
Presented by: Paige Havens, Change Agent

“

Nonprofit is a tax status, not a  
way of doing business!

*Paige W. Havens*

”



“Scarcity mentality measures out life by the ounce; it always concludes that the needs outweigh the resources.”

**Erin M. Straza**

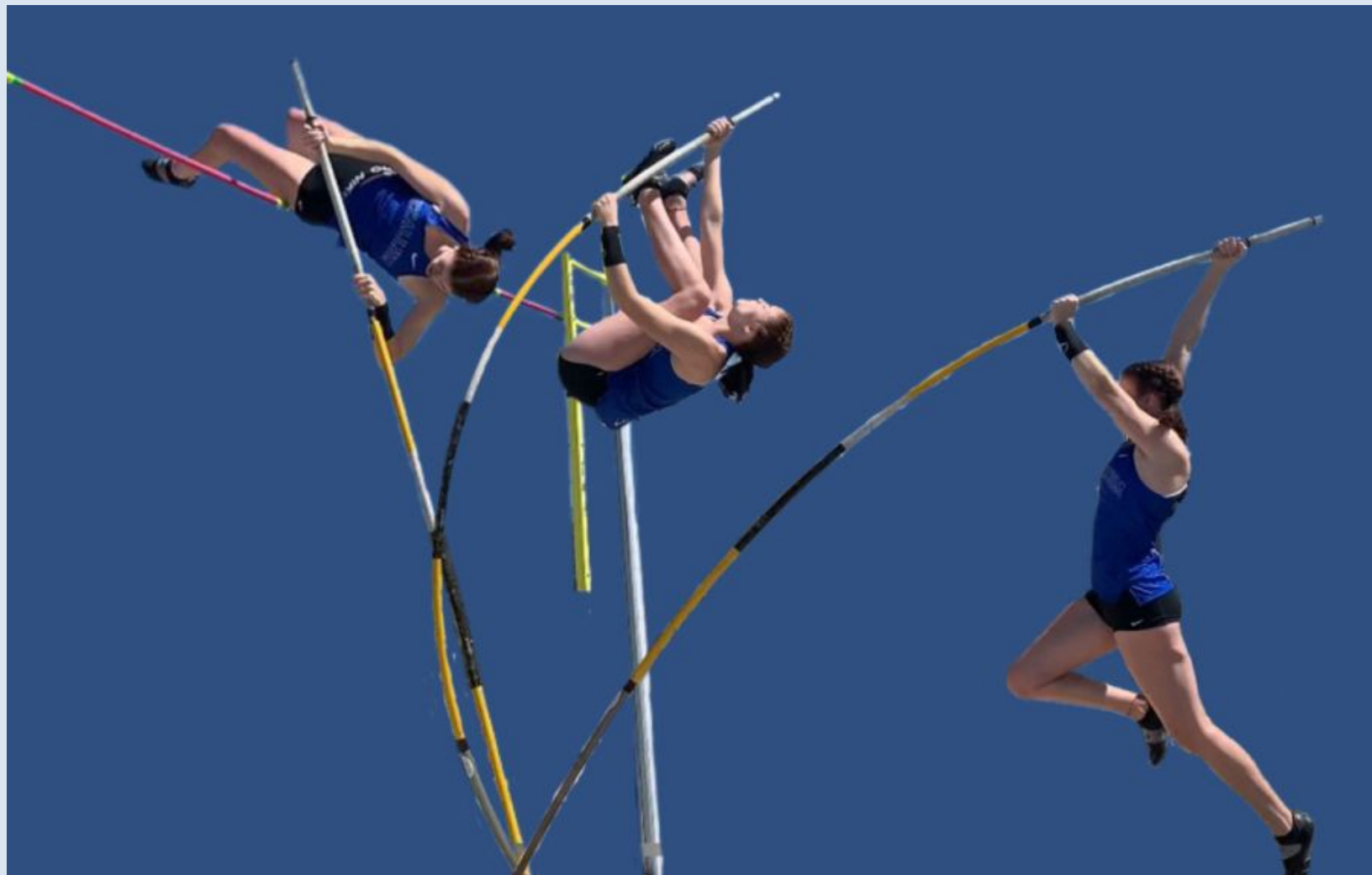
“Poverty is a mindset: It creates that sense of scarcity. You then become accustomed to it such that your life is hinged on protecting the scarce resources that you have. However, you can only create a mindset of abundance by investing what you have...”

**Oscar Bimpong**

# Few Business Disadvantages for Nonprofits

- 1) Limited Purpose – can only perform certain functions by law
- 2) Lobbying Limitations – more vulnerable to the “system”
- 3) Public Scrutiny – finances are open to public inspection

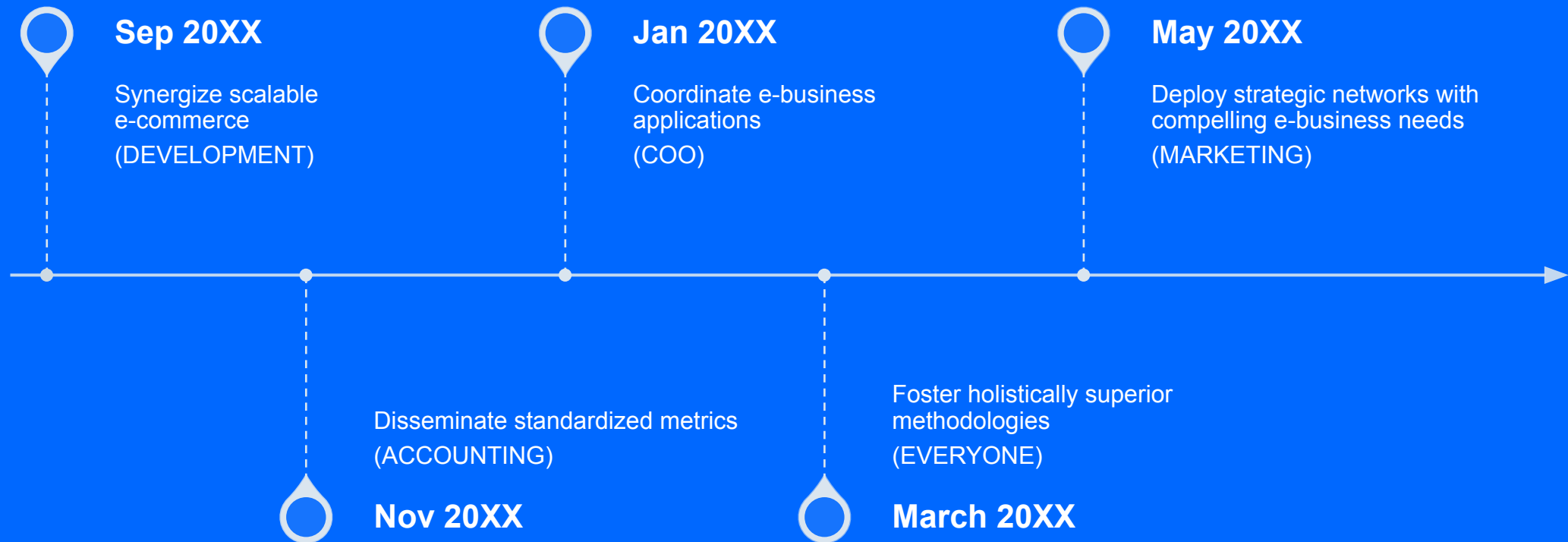




# Intentional Strategic Planning and Execution is your key to success.



# Timelines & Accountability

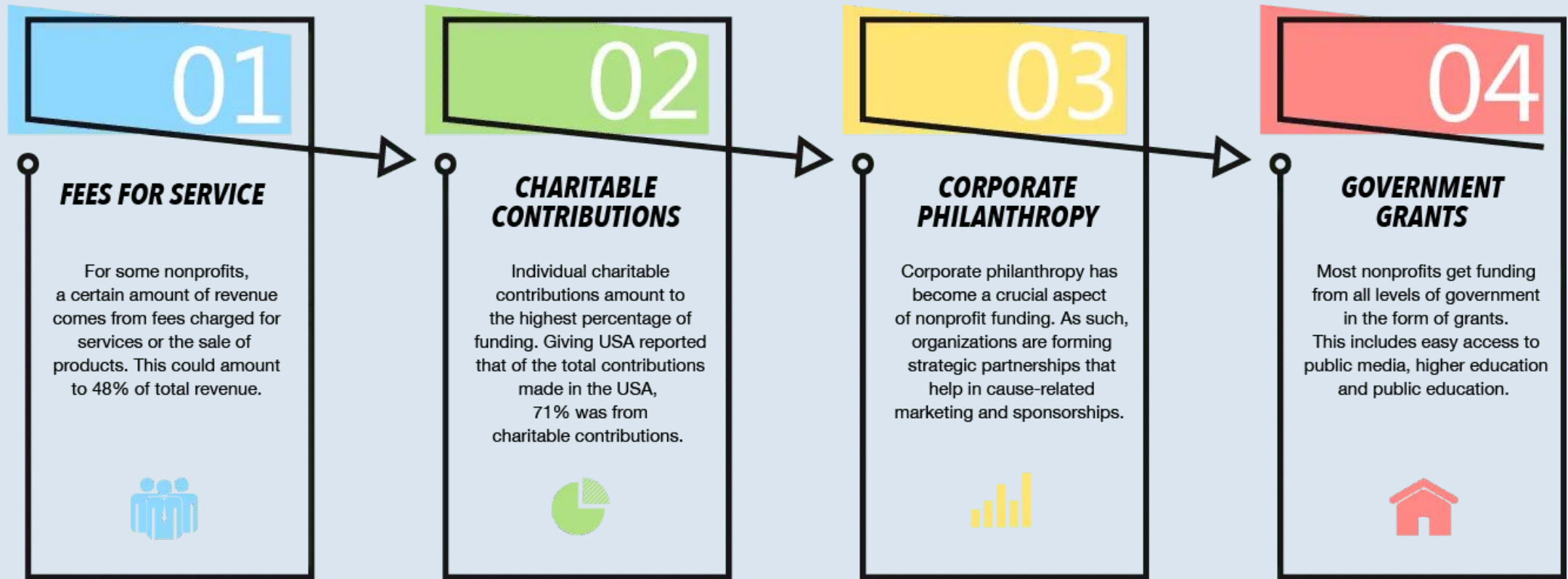
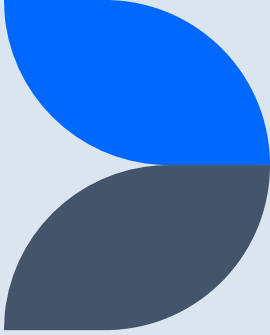




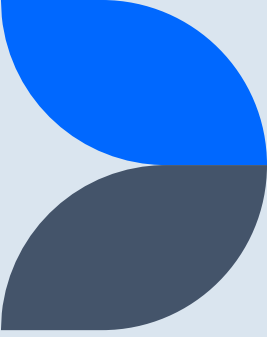
# Success Measures



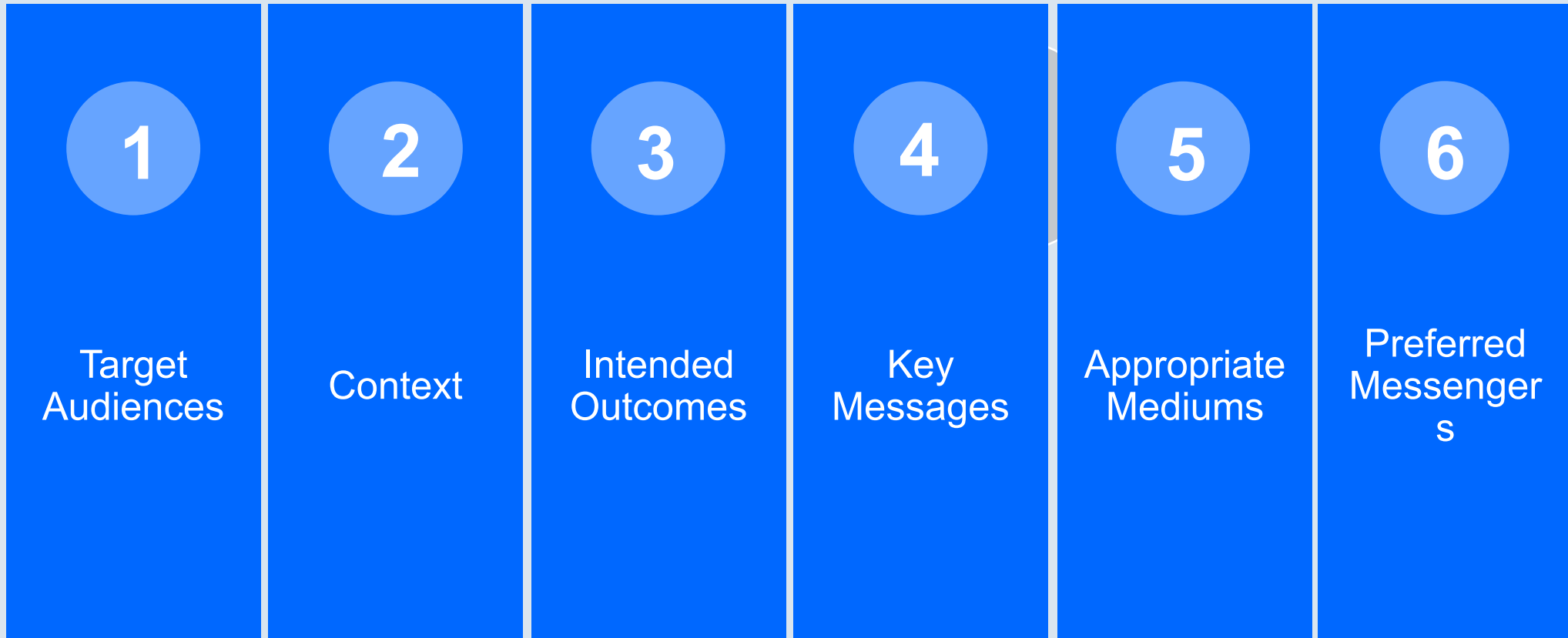
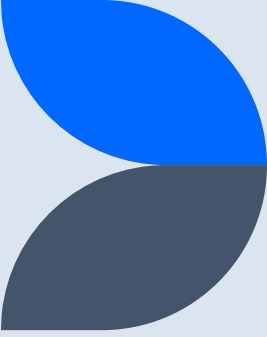
# Fundraising Strategy



# Strategic Marketing Plan



# Communications Plan



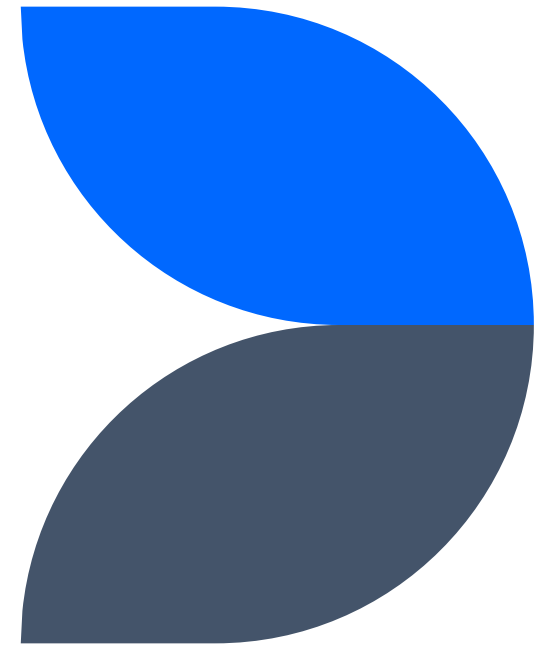
# Marketing 101: The 4 P's

**PRODUCT** – what do you offer and why?

**PRICE** – cost to deliver and perceived value?

**PLACE** – where do you need to provide it?

**PROMOTION** - how will they know about you?



# Brand Experience

It builds awareness, trust, and loyalty.

**IDENTITY:** name, logo, colors, mission

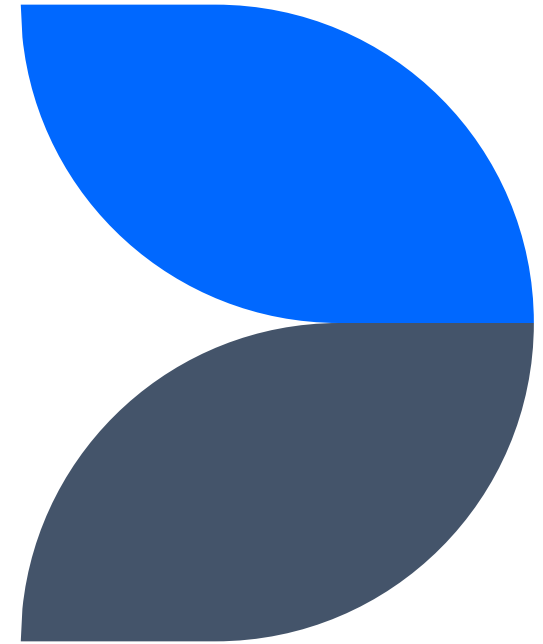
**IMAGE:** perception, reputation

**CULTURE:** core values

**PERSONALITY:** engagement, voice, tone

*Check yourself, often.*

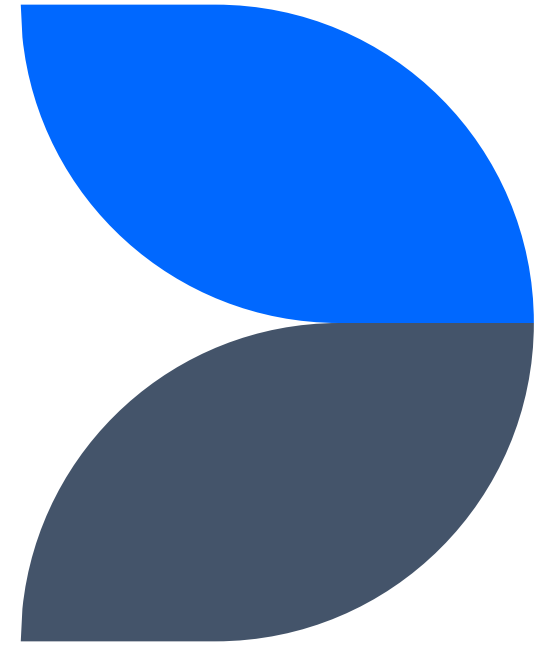
*Quality matters!*



# The Competitive Landscape

Strengths - Weaknesses  
Opportunities - Threats

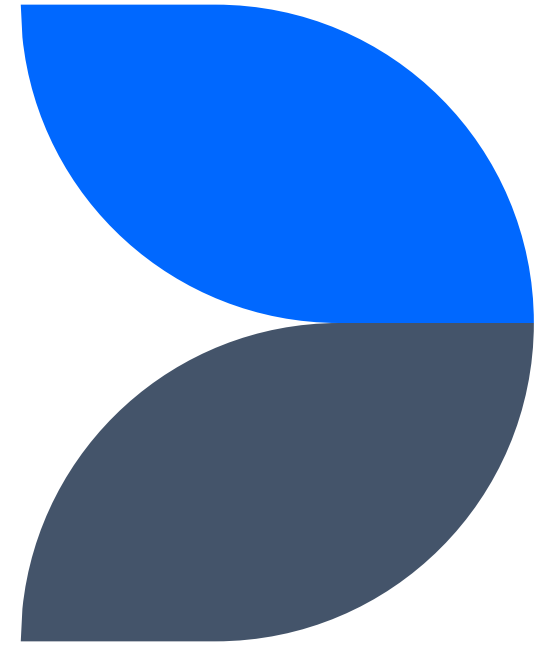
What's your competitive advantage?  
Is it better to incubate or collaborate?



# The Holy Grail: Quality Data

- External – Industry/Community
- Internal – Clients/Donors/Productivity/Impact
- Analysis & Interpretation\*
- Prioritize data hygiene

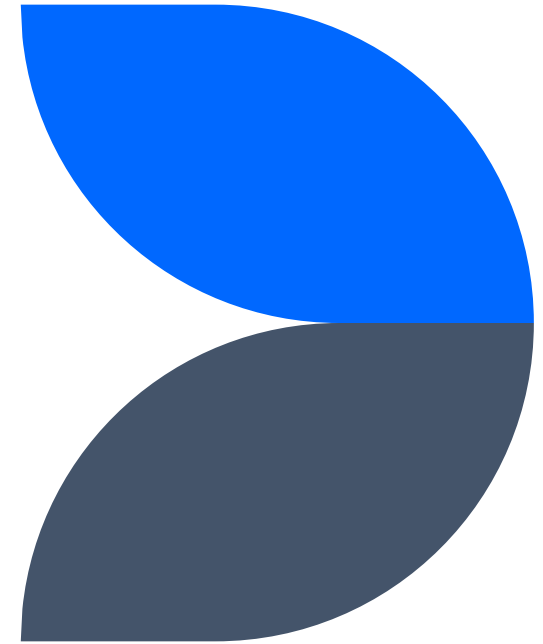
*\*Heed analysis paralysis.*





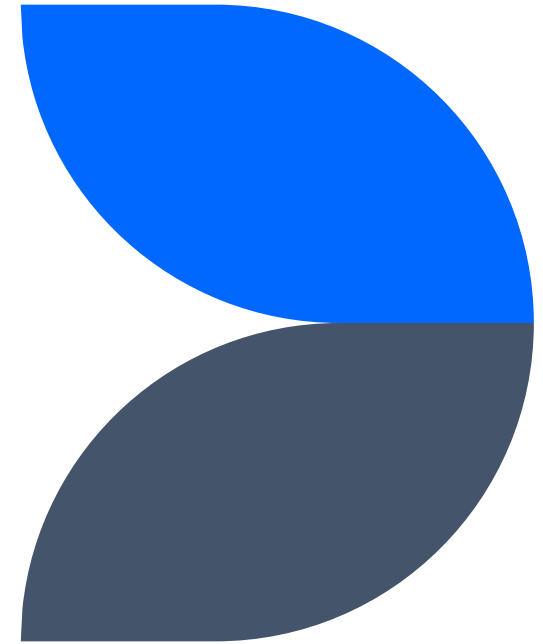
# Evaluate ROI

- Quantity vs. quality
- Effort vs. results
- Volunteer vs. staff
- Events vs. face time
- Activity vs. impact
- Investment vs. reach



# The 5<sup>th</sup> P: People

- Who are your customers/stakeholders?
- What do they want/need?
- Why do they buy?
- What is their decision-making process?
- When/where are they most likely to buy?
- What customer experience do they seek?
- What is their purchasing life cycle?
- What motivates them to come back for more?



# Invest in Your People

Board  
Members

Employees

Donors

Funders

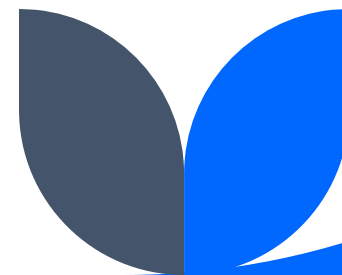
Volunteers

Beneficiarie  
s

Partners

Members

*Hire experts.  
But don't be afraid to  
purge.*



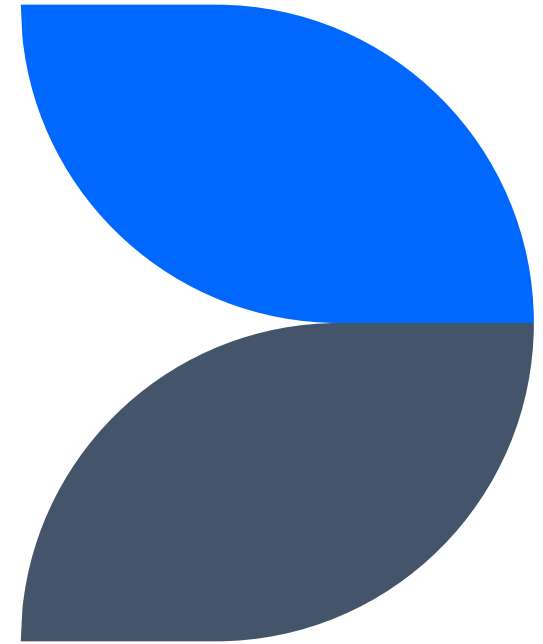
***“You never get a second chance to make a first impression!” ~Will Rogers ~***

1<sup>st</sup> impression face-to-face: 7 seconds

1<sup>st</sup> impression online: 50 milliseconds (0.05 sec)

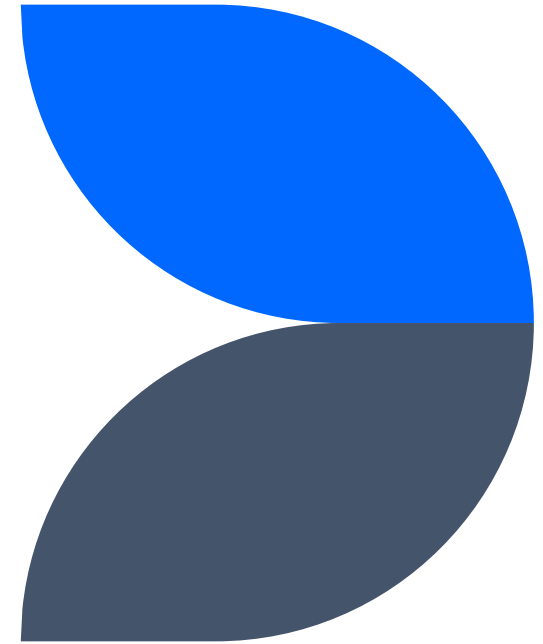
87% of buying decisions begin with research online.

**Your online presence matters!**



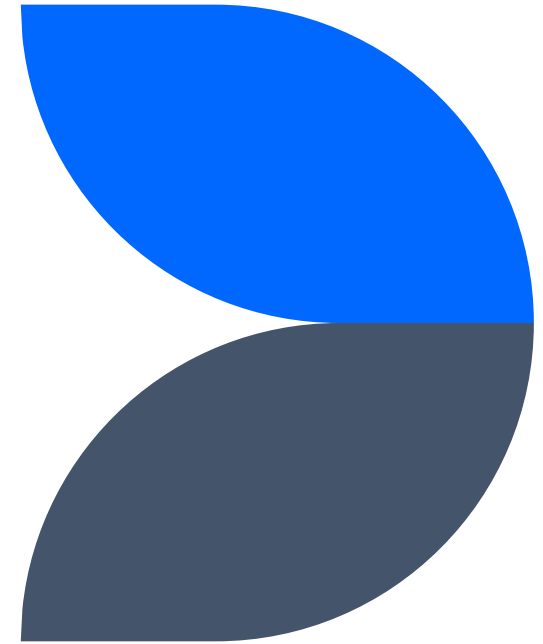
# Donor Acquisition vs. Donor Retention

The cost to acquire a new customer is at least 5 times more than retaining an existing one.



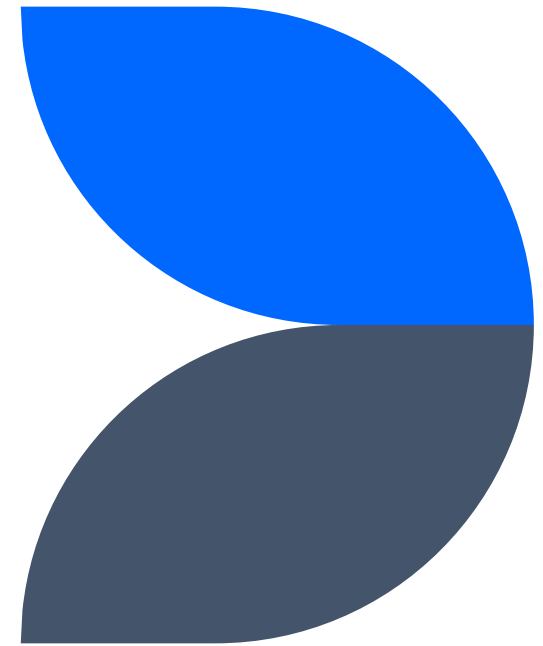
# Customer Service

- Personalized and genuine
- Competent
- Convenient
- Proactive
- Strong communication
- Grateful



# Your Marketing Voice

- It's not about you!
- It's not what you say you are, it's what they say you are.
- It's far more impactful when you let others tell your story.



# Research Shows

- 92% of customers read online reviews/testimonials before they make a purchase.
- 2/3 of consumers say they're more likely to make a purchase after watching a testimonial video demonstrating how a business, product or service helped someone like them.
- 72% of people say testimonials will increase their trust in a product and make them want to buy/give more.
- 72% of consumers will take action **only** after reading a positive review.
- 88% of consumers trust online testimonials as much as personal recommendations from friends and family.







# Storytelling Matters

*Don't give them 4 ... Give them 2 + 2*



# Closing thoughts ...

- Money matters. Fundraising has to be a priority.
- But think beyond money. Leverage all of your assets: expertise, resources, opportunities, relationships, success stories, etc.
- Marketing must be a priority, not an afterthought. Hire the support you need.
- If you can't do it well, resist the urge to do it.
- You can't be all things to all people. Stay in your sweet spot.
- Plan your work and work your plan. "If you build it they will come" is not a sound business strategy!
- Give yourself permission to try, change course, and even fail.



# Tell Your Story!

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*Progress does not happen  
without change.*