

Communication and Marketing for Nonprofit Fundraising

December 2, 2010

Morning Session

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Federal Reserve Bank of Richmond
& Nonprofit Learning Point
Richmond, Virginia

What Do You Hope to Get?

(1 min)

On a sheet of paper, write down what you hope to get out of today's conference.

What Are You Willing To Give?

(1 min)

Next, write down what you can offer your fellow participants at today's conference.

Can We Make a Deal?

Questions?

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My Goals Are That Everyone Will...

- participate in an interactive discussion of communications and marketing
- feel that fundraising has been demystified
- meet some new people and make some contacts
- return to your agency with some actionable items
- find someone with whom you can have a peer and/or mentor relationship (i.e. free mutual consulting)

Large Group Exercise #1

(2 min)

Cluster by sector (human service, higher education, healthcare, arts & culture, etc.)

Large Group Exercise #2

(2 min)

Cluster by how long you have worked in
the nonprofit world.

Large Group Exercise #3

(2 min)

Cluster by how many Facebook friends you have.

Reflect

What did we learn?

Overview of the Day

Morning Sessions

- Intros
- Marketing and Communications
- Bill Harrison: Media 101
- John Bryan: Marketing a New Nonprofit

Lunch

Overview of the Day (cont.)

Afternoon Session

- Michael Jones: GiveRichmond
- Kim Russell: Spokesperson Prep, Promoting Funders, Social Media
- Fundraising

Panel Discussion

Social

Table Introductions

(3 min)

1. name
2. name of your organization
3. your favorite quote, motto, or life philosophy

Who Cheated? Be Honest....

Truth #1

If we love our jobs, we are all better at marketing, communications, and fundraising than we realize – we just need to learn how to focus our efforts.

Paired Introductions

(3 min)

How did you enter the nonprofit world and
why have you chosen to stay?

Truth #2

The skill most needed in marketing, communications, and fundraising is listening.

Some Definitions

Communications: the vehicle we use

Marketing: the strategy we use to achieve an end result

Fundraising: the end result we hope to achieve

Is This Marketing?

“Marketing is putting our agency’s spin into the media and repeating as much as we can afford.”

Why Do We Communicate?

(Hint: the answer is not “just to communicate”)

With Whom Do We Communicate?

(Hint: the answer is broader than “just our donors” but narrower than “every man, woman, and child in North America”)

New Stakeholders

Where do we find them?

What do we tell them when we find them?

What do we do after that?

Truth #3

With very few exceptions, your next stakeholder is going to come from the network of your current stakeholders (former clients, friends of board members, neighbors of volunteers, family members of donors, etc.)

What Do We Say When We Communicate?

Elevator Speech

Case Statement

Paired Exercise: Elevator Speech

(3 minutes)

Give your elevator speech (or make one up on the fly). The other person, comment on what resonated and what missed. Then switch.

A Very Common Mistake

“We continue to operate under the assumption that... if people took the time to listen to us wax poetic about the urgent problems we are tackling – or if they just had more information – they would change their perspectives, embrace our world view, and take action. In our haste to pour our hearts into what we say, we forget to use our minds.”*

* Katya Andersen. “Robin Hood Marketing”

Truth #4

More information is almost never the answer.
Better information, perhaps. Information that
is more compelling, usually.

How Do We Communicate? (i.e. What Methods?)

How Often Do We Communicate?

(Hint: the answer should not be “just when we need something”)

The Importance of Continuous Engagement

In the business world, 68% of potential sales are lost due to customers being ignored after the sale.*

* Levinson, Adkins, and Forbes. “Guerilla Marketing for Nonprofits”

Communications Inventory

Jan

Feb

Mar

Apr



Communications

Methods



Communications Inventory

(2 minutes)

Going down the left-hand side of your paper, write down all of the ways that your agency communicates with its stakeholders. Include annual meetings, newsletters, appeal letters, etc.

Small Group Brainstorming

(3 min)

At your table, share your communication inventories, ideas for communicating, etc.

Some Non-Traditional Forms of Communication Tools:

1. A monarch-sized from the CEO to your top donors, telling them what is on her/his mind.
2. A photograph of clients who have been helped by a particular donor's gift.
3. A hand-written note from a client explaining how your agency's services have helped him/her.
4. A newspaper clipping with a post-it note letting the donor know of some favorable press.
5. Spontaneous good news via social media.

Evaluating Your Communications Methods By Asking...

- Who is the target?
- How effective are we at reaching the target?
- How much impact does this method have for conveying the amazing work of our agency?
- How much time does this particular method take to produce?
- How much does it cost?

The Ultimate Form of Communication...

A face-to-face meeting. If appropriate, invite a single stakeholder or small group of stakeholders to come see your program in action. If not appropriate, meet them in your office to give them an update and to find out how they got involved and why they remain involved.

Guerilla Marketing

“A guerilla marketer understands how people feel when they are considering making a donation. They know what it feels like for a prospect to walk into their facilities for the first time... Since you will likely be thinking more about your topic than anyone else, you can also train yourself to think outside your field and view your organization from the perspective of those you are trying to reach.”*

* Levinson, Adkins, and Forbes. “Guerilla Marketing for Nonprofits”

Small Group Discussion

(2 minutes)

What can you do to see your organization from the perspective of someone who has yet to join your cause?

Questions? Comments?