

WELCOME TO OUR MONTHLY NON-PROFITS NEWSLETTER

MARKETING AND COMMUNICATIONS

TIPS FOR NON-PROFITS TELLING YOUR STORY

Effective marketing communication is crucial for non-profit organizations to engage with their community, raise awareness of their work and the need for it, and ultimately secure funding. Let's explore some strategies that can help your non-profit improve marketing efforts.

Focus on the Outcomes: Instead of merely sharing what your organization does, emphasize the outcomes and value of your work. Highlight how your efforts positively impact the community. Do not just tell, **show** your audience your impact. For instance, rather than saying you helped a child with homework, explain how improved family time resulted from removing the homework struggle.

Know Your Donors: Understand your audience by creating donor personas. These hypothetical representations of your ideal donors are based on real information about your current and potential donor base. Gather insights such as age, geographic location, employment status, motivations, goals, challenges, habits, behaviors, and communication preferences. You can go into more depth and include their needs, beliefs, and life experience in your hypothetical. Tailor your messaging according to those characteristics. Essentially, your audience should feel understood by you. This is the first step towards building rapport.

Visual Storytelling: Use visual content to create authentic connections. Share compelling stories through images, videos, and infographics. People donate when they feel a personal connection to a cause, so focus on meaningful content that resonates with your audience. One example of visual storytelling are testimonial videos. These serve two purposes; **1.** they allow donors to hear directly from beneficiaries, and **2.** they demonstrate the impact of your work. Consider sharing videos that showcase the real-world effects of your non-profit's efforts.

Social Media Engagement: Leverage social media platforms to engage with your community. Use creative posts and comments to grow your social pages and foster connections with potential donors. If you're having a hard time looking at a blank page for your social media posts, use AI such as ChatGPT to generate clever and professional social media posts. Make sure to check for accuracy and edit as you see fit.

Develop a Strong and Consistent Brand Identity: Consistent branding across all channels is essential. Maintain concise messaging and consistent imagery to make your organization memorable and spark interest. Whether it's your website, social media, or print materials, a cohesive brand identity reinforces your non-profit's credibility and recognition.

Email Outreach: Email remains one of the most effective communication methods for non-profits. It is important to *personalize* your messaging to engage your audience effectively. Optimize your email campaigns by segmenting your mailing lists based on donor personas and their relationship to your organization, i.e., past donors, board members, partners, etc.

Make it Easy to Donate: Ensure that your donation pages are mobile-friendly. Many donors contribute via mobile devices, so a seamless mobile experience is essential for increasing donations. The easier it is to donate, the more likely someone is to contribute to your cause.

Remember that effective marketing is an ongoing process. Continuously evaluate your strategies, adapt to changing trends, and stay connected with your supporters. Ultimately, telling your story is about sharing the mission of your organization to bridge a gap in which vulnerable members of our community are falling through. By implementing these techniques, you can enhance your marketing communications and attract more funding to support your important work.

DISCOVER TECH SOUP'S SELF-PACED COURSES ON MARKETING AND COMMUNICATIONS*

*MEMBERSHIP REQUIRED

Looking for ways to get more skills, learn new tricks or research something your organization needs? Did you know that Tech Soup offers free, low-cost training on a wide array of topics? You can access their courses right from your desktop or couch! Here is a compiled list of some great courses to get you started!

Tech Soup is an affordable resource for nonprofits. To learn more about Tech Soup, click [here](#) to go to their website. Willmar Area Community Foundation does not endorse nor is responsible for the content of the courses on Tech Soup.

1. ALL ACCESS PASS
TO SUCCESSFUL
TECH PLANNING

2. SOCIAL MEDIA
MARKETING FOR
NONPROFITS

3. ENGAGING
COMMUNITIES
ONLINE

4. 202 GETTING A GOOD
RETURN ON YOUR CRM
INVESTMENT

UPCOMING EVENTS IN MAY 2024

REGISTER FOR ALL OF OUR EVENTS THROUGH EVENTBRITE!

WACF reserves the right to postpone or reschedule an event if the minimum number of attendees has not been reached within the event registration deadline. Registration ends 24 hours prior to the event date or when space limits are reached.

May 6: Watch Party **Telling an Executive Level Story*

May 10: Consultant Training: **TRAINING SUPERVISORS FROM THE HR PERSPECTIVE 1-2 PM**

May 13: Watch Party **Leadership without a Title or The 8 Leader VIPs (Very Impactful Practices)*

May 20: Watch Party **Easy Steps to Grow your Network*

May 22: Consultant Training: **CLIFTON STRENGTHS BASICS – SELF AWARENESS 101 3-4 PM**

May 28: Bridge Builder's Meeting 12:00 PM-1:30 PM

**All Watch Parties are from 1:00-2:30 PM at the Willmar Area Community Foundation office located in 1601 Hwy 12 East, Suite 9 in the AppleTree Square complex*

WATCH PARTY
RSVP

BRIDGE BUILDERS
RSVP

CONSULTANT TRAININGS
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