



Building a Brand on a Shoestring Budget: Nonprofit Marketing Strategies

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Today's Agenda

We will talk about:

- How we define “branding” in a nonprofit environment
- Why an organization should engage in branding strategy
- How to build your brand on a ‘shoestring’
- How to measure the ROI for your efforts



What is a Brand?

- Your brand is your organization's reputation – but even more (It is NOT just your logo!)
- A nonprofit's brand is a powerful short cut for building loyalty – it invokes a visceral/emotional reaction
- Your brand differentiates your organization from all others (**in the aftermath of the new tax act – it is another tool to tell your story and create engagement**)



The Measurable Power of a Brand

- Branding enables you to communicate effectively with your targeted audience including donors and volunteers
- Branding builds awareness of the nonprofit organization's programs; raises event attendance and revenue
- Branding demonstrates your real value to the community; brings positive attention to the organization and its impact; strengthens relationships and bonds



Marketing and Branding Your Organization

The *impression* your organization makes, the *experience* people have with you is expressed by *everything* that represents you on social media and beyond:

- The look and content and frequency of print and electronic communications
- Your events (starting with the invitation)
- The type of board members and other advocates who represent you
- The alliances you form



Well Known Nonprofit Brands

- Jersey Battered Women's Shelter
- KIVA
- Susan G Komen
- UNESCO - UNICEF
- ASPCA
- Employment Horizons
- Norwescap
- World Wild Life Fund
- Turtle Back Zoo



A Branding Plan on a Budget

- State your unique position – your value proposition – it is your brand
- Review your mission statement and objectives – **what do you want to be known for?**
- Conduct a SWOT analysis (include staff and board members)
- Describe the services and programs you offer
- Define the demographics of your targeted audience (clients, volunteers, etc.)
- Create an *integrated* branding plan with tactics that include:
 - Web site
 - Social media
 - E-mail campaigns
 - Print and online materials that tell your story/use data
 - Public relations efforts
 - Personal networking and word-of-mouth



Web Site

The web helps you cast a wide net to attract new audiences and reinforce existing relationships by:

- Sharing your mission and building awareness
- Using images to tell your story
- Acting as your ambassador to the community
- Enabling you to educate the public
- Establishing your credibility
- Allowing for constant updating – cross pollinating



Social Media

Communities of followers are built and maintained through the repeated use of social media.

- LinkedIn
- Twitter
- Instagram
- Facebook
- Blogs
- More every day!



E-Mail Campaigns

Relationships are built on consistent and meaningful communications - and an e-mail campaign is an important communication tool. Did you know:

- Frequency matters
- Relevant content matters
- Personalization matters
- Subject line matters



Supporting Materials

Use real world data/numbers to substantiate your impact and demonstrate your effectiveness.

**Why should anyone invest in your organization?
Demonstrate that you are transformational, essential, effective.**

- Annual Reports
- Brochures
- Survey Results



Public Relations and Media Efforts

- Post press releases at ROI-NJ, NJBIZ, NJ.com, The Record, local chambers, etc.
- Pitch a story to the area's journalists
 - Make it newsworthy
 - Demonstrate your solution to an issue
 - Share statistics regarding your measureable economic and social impact
 - Provide pictures
 - Make it local and personal; give it a human interest angle; send an emotional message
- Invite media to your events
- Send your newsletter and other information to the media



Networking

Your board and supporters are your best networkers and most passionate advocates for building your brand; be sure to follow up with key contacts. Remember that:

- People trust others' opinions of your organization
- A personal statement is powerful
- Small, informal get-togethers make people feel special, valued and important; deliver VIP treatment!
- Individual conversations enable information sharing



Take Advantage of Your Position!

- Nonprofit organizations are in a “feel good” industry; you are the stewards of society
- Nonprofits can build friendships that last a lifetime and beyond
- Nonprofits affect the wallets, minds and hearts of the community



Conclusion

A structured, strategic process can help build your organization's brand, resulting in greater ability to attract and retain donors, supporters, clients and volunteers.



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