

## MARKETING:

### CREATING THE BASIC TOOLKIT TO PROMOTE YOUR PROGRAM

Pass It On Center

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# Learning Objectives

- What is a nonprofit program?
- Prepare a successful nonprofit program
- Plan your nonprofit program
  - Program Framework
  - Market Research & Analysis
  - Program Marketing
  - Program Evaluation
- Resources
- Bibliography

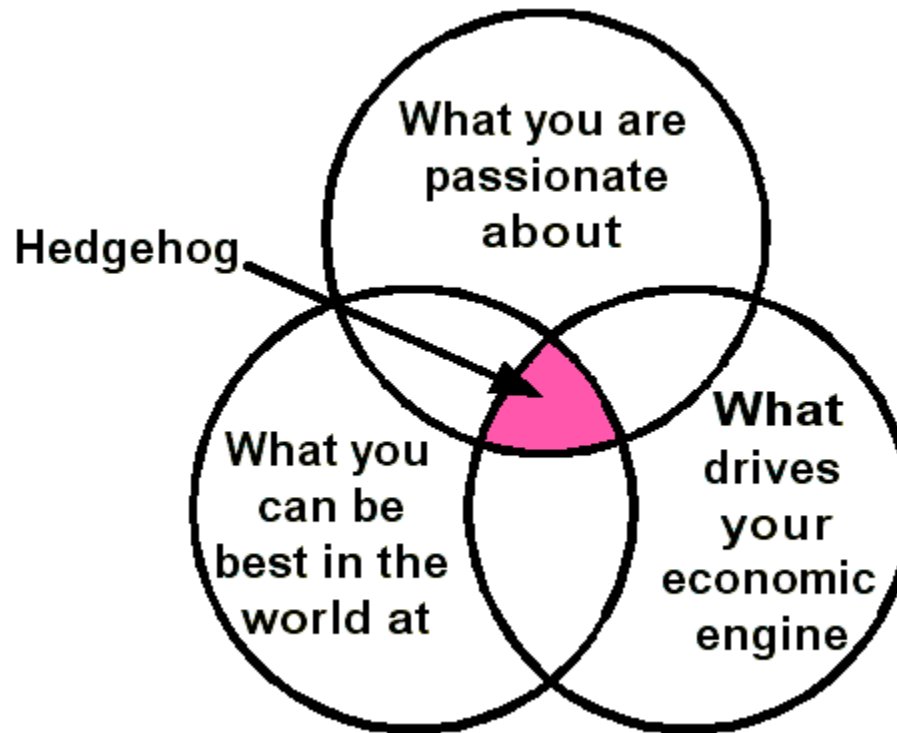


# What is a Nonprofit Program?

- Activities v. Programs
- Nonprofit program
  - Integrated
  - Meets specific, verified community needs
  - Achieves specific benefits and outcomes
  - Serves specific groups of people in that community



# The Hedgehog Concept



# Prepare a Successful Nonprofit Program Mission

- A program should be closely aligned with **your organization's mission.**

“To promote global understanding and respect between the people of Utah and other nations.”

“The Utah Assistive Technology Program (UATP) gets assistive technology (AT) into the hands of people who need it.”

- What is your mission?



# Prepare a Successful Nonprofit Program

## Strategic Goals

- A program should be associated with achieving one or more **strategic goals**.

“To help shape U.S. foreign relations  
"one handshake at a time.””

“To help people use technology to be more independent  
in education, employment, and community settings.”

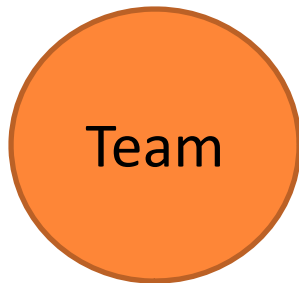
- What is your goal?



# Prepare a Successful Nonprofit Program

## Teamwork

- A program should involve:
  - Board Members
  - Staff
  - Key clients



# Plan Your Nonprofit Program

## Program Framework

- Outcomes
- “SMART” Goals
  - Specific
  - Measurable
  - Attainable
  - Realistic
  - Time-specific
- Strategies
- Objectives





# Plan Your Nonprofit Program

## Market Research & Analysis

### ○ Conduct Primary Research I

- Online Surveys
  - Quick and easy to assemble
  - Anonymous
  - Most often free
  - Provide immediate feedback
  - Offer a wealth of information
  - [www.SurveyMonkey.com](http://www.SurveyMonkey.com)



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# Plan Your Nonprofit Program

## Market Research & Analysis

### ○ Conduct Primary Research II

- Focus Groups

- Help you do a better job.
- Help assess client satisfaction with your programs and services.
- Help you launch a new program or service.
- Help you understand people's preferences.

Example: Do you prefer receiving information online or in the mail?



# Plan Your Nonprofit Program

## Market Research & Analysis

### ○ Conduct Secondary Research

- Internet Search Engines (e.g. Google)
- Public or University Libraries
- Blogs
- Online Bookmarking Service (e.g. Delicious)
- Professional Nonprofit Associations
  - Utah Nonprofits Association ([www.utahnonprofits.org](http://www.utahnonprofits.org))
  - Society for Nonprofit Organizations ([www.snpo.org](http://www.snpo.org))
  - National Council of Nonprofits ([www.councilofnonprofits.org](http://www.councilofnonprofits.org))



# Plan Your Nonprofit Program

## Market Research & Analysis

- **Draft a basic program description**
  - Nature of your program and services
  - Specific groups of people served
  - Outcomes
  - Benefits to clients
  - Where they should go if they're interesting

The **International Book Group** meets once a month on Wednesdays at 7 p.m. at The King's English Bookshop. The Group reads for pleasure to learn about other countries, customs, and cultures through fiction and non-fiction. Participants register in person at The King's English Bookshop (1511 South 1500 East | Salt Lake City, Utah) or email Wendy Foster Leigh, Book Group Leader., at ...@aol.com. Registration is free and open to all. Books are available for purchase at the King's English. Members of the Utah Council for Citizen Diplomacy or of the King's English receive a 10% discount.



# Plan Your Nonprofit Program

## Market Research & Analysis

### ○ Who will your program serve?

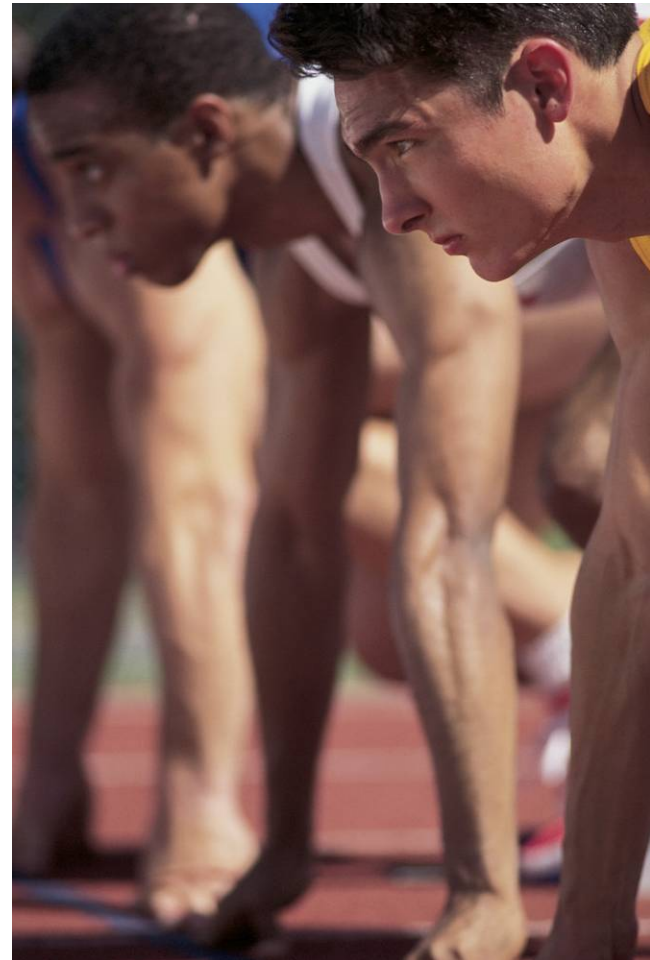
- There is no “General Public”
- Reach out to a specific subset of the “general public”
- Start with three imaginary friends
- Develop your program plan for these three people (80-20 rule)



# Plan Your Nonprofit Program

## Market Research & Analysis

- **Who are your competitors?**
  - Client needs
  - Similarities & differences
  - Strengths & weaknesses
  - Price differential
- **How do you plan to compete?**
  - Better quality service?
  - Lower prices?
  - More support?
  - Easier access to service?



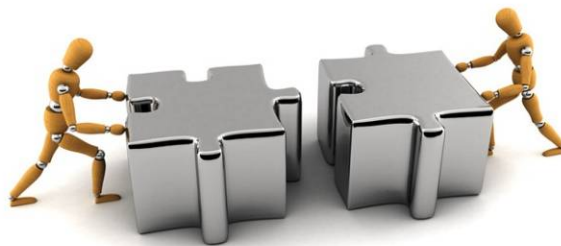
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# Plan Your Nonprofit Program

## Market Research & Analysis

### ○ Who are your collaborators?

- Who are potential collaborators (if any)?
- What client needs will you meet together?
- What resources will they bring, and what will you bring?



# Plan Your Nonprofit Program

## Market Research & Analysis

- What price (if any) will you charge?
- What name will you use?
- Protect your program.





# Program Marketing

## 1-page “Street Smart” Marketing Plan

1. Time Frame
  - 90-day Plan
2. Tools
  - List all the tools in your marketing toolkit
3. Priorities
  - Identify 3 priorities in the next 90 days
4. Action Steps
  - Goal
  - Key Message
  - Toolkit
5. Review
6. Future priorities



# Program Marketing

## What Is Your Core Toolkit?

- Direct mailing: letters, postcards
- Website or Blog
- E-newsletters
- Annual Report
- E-mails
- Brochures
- Displays at events
- Posters, fliers, tablecloth, table tents
- PowerPoint presentations to local groups
- Partnerships with other organizations
- Online social networks
- [list your tool]



# Program Marketing

## Cost-effective Program Marketing Tools

- Website or Blog
- Email Marketing
- Media Relations
- Social Media
- Portals
- Your Personal Brand



# Program Marketing

## Website or Blog

- Shop window (open 24/7)
- “Point of entry”
  - Professional
  - Up-to-date
  - Calendar of events
  - Online newsroom
- Promotes your program
  - Describes the nature of your program
  - Who it will serve
  - Potential outcomes
  - Benefits to clients
  - What actions should people take



# Program Marketing

## E-mail Marketing

### ○ E-mails & E-newsletters

- Benefits:

- Third-party e-mail marketing services provide you with user-friendly templates (e.g. [www.constantcontact.com](http://www.constantcontact.com))
- Give you immediate feedback on how many people open your e-mail or e-newsletter and how many people click through
- Average opening rate: 15% - 27%

- Trend:

- According to the eNonprofit Benchmarks Study (2009), more people are using alternative forms of communication (e.g. Facebook, Twitter, etc.) to get their information



# Program Marketing

## E-mail Marketing

- **How to get people to open and read your e-mails**
  - From:
    - General – Utah Council for Citizen Diplomacy
    - Specific – Laura Dupuy, Executive Director
  - Subject line:
    - Descriptive – “Rebuilding Diplomatic Capacity” – A Lecture by Ambassador Lyman, March 17, 3pm
    - Proactive – You are invited to... Support...
  - Include a link to click if the e-newsletter is not viewable
  - Use graphics, but in moderation
  - Use corporate colors to reinforce branding
  - Focus intensely on the top part of your e-newsletter
  - Timing (10:00 a.m./mid-week)



# Program Marketing

## Media Relations

### ○ What is the media?

- Nonprofit organizations are newsmakers. You are your own “media.” Build your own “media outlet.”
- Traditional Media Outlets
  - Newspapers, radio, and TV
- Online Media Outlets
  - Online newspapers, forums, blogs
- Grassroots Media Outlets
  - Inserts, fliers, school papers



# Program Marketing

## Media Relations

### ○ **Build media RELATIONS**

- Letters, e-mails, and phone calls
- Visit the newsroom
- Send editors, reporters, and journalists a press kit
- Hold a “brown-bag lunch” once a year
- Keep regular contact





# Program Marketing

## Media Relations

### ○ Perspective

- If you cannot influence the media DIRECTLY, who do you need by your side to promote your program?
  - Your Board Members or Board of Directors/Trustees
  - Your Members
  - Your Volunteers
  - Your Donors and Sponsors
  - Organizations that have similar interests – PARTNER
- It's important to remember that the news media can only cover your organization or program periodically.



# Program Marketing

## Media Relations

### ○ Create a Media Database

- Read, listen, watch!
- Make a list of your local media outlets
  - Print and online newspapers (e.g. *Salt Lake Tribune*)
  - Blogs (UtahPolicy.com)
  - Radio (e.g. KCPW – Utah NPR Affiliate)
  - TV (e.g. KUED – Channel 7 – PBS Affiliate)
- Create a media contacts database
  - Name
  - Title
  - Department/Beat
  - Contact Information
  - Follow me!



# Program Marketing

## Media Relations

### ○ Write a News Release

- Describe the program in a way that resonates with your mission, the values and needs of your audience(s), and is also interesting to journalists, or “newsworthy.”
  - Contact information
  - Who?
  - What?
  - When?
  - Where?
  - WHY?
  - About your organization

Tip: For the anatomy of a news release, visit [www.prtoolkit.prnewswire.com](http://www.prtoolkit.prnewswire.com)



# Program Marketing

## Media Relations

### ○ Write an Effective News Release

- Photo first, then headline, then story.
  - “A photo is worth a thousand words.”
- Put the RIGHT face on your story
  - Show the program meets a need, and is at the center of a solution.
- Frequency
  - Contact the media as often as you have a legitimate reason to do so.
- Proximity
  - “The trend is your friend.”



# Program Marketing

## Media Relations

### ○ **Distribute your Press Release**

- Call reporters and alert them to your program
- Pitch via e-mail and then follow-up by phone
- Include support materials
  - Logo
  - Relevant pictures with proper credits

Tip: Upload your images to an online service, like Flickr.com, and then include the link in your press release.



# Program Marketing

## Media Relations

- **Write an Op-Ed Article**

The opinion page, opposite the editorial page in most newspapers, is commonly overlooked as a marketing tool. This space has the potential to provide your nonprofit organization with four to six publicity articles each year (under 700 words).



# Program Marketing

## Portals

### ○ **Public Service Announcements (PSAs)**

A nonprofit TV or radio Public Service Announcement is free to nonprofit organizations and can be customized with your logo.

### ○ **Online Community Calendars**

- NowPlayingUtah.com
- KUER.org
- KCPW.org
- KSL.com

### ○ **Community Boards**

- Libraries
- Coffee Shops
- Retail shops and businesses



# Program Marketing

## Social Media

- Choose your social media priorities.
  - Google
  - Blog
  - YouTube
  - **Facebook**
  - **Twitter**
  - Wikipedia
- Determine your policies.
- Prioritize the tools you choose and master them.





# Program Evaluation

## Track & Evaluate

- Website
  - Usage statistics (web traffic)
  - Insert real-time stats on your website (e.g. Google Analytics, whos.amung.us, etc.)
- E-mail: Open Rate
  - Request a read receipt
  - E-mail marketing reports (e.g. Constant Contact)
- Media exposure or “hits”
  - Google Alerts
  - Archive media exposure in online newsroom
- Participation
  - Number of clients served or participants
- Customer Service
  - Client satisfaction, feedback, and retention



# Program Evaluation

## Grow Program Credibility

- YOU can affect the way your organization, program, and services are perceived.
- YOU can affect the message.
- When you deliver the program, think about your personal brand.
- Always say “Thank You.”

“Be the model every day of what your nonprofit stands for, both on paper and in person.”

- Steve Cebalt,
- Nonprofit Consultant



# Resources

## Keep Learning

- Constant Contact Learning Center  
[www.constantcontact.com](http://www.constantcontact.com)
- Marketing Profs  
[www.marketingprofs.com](http://www.marketingprofs.com)
- Jacob Nielsen  
[www.useit.com](http://www.useit.com)
- Public Relations Society of America (PRSA)  
[www.prsa.org](http://www.prsa.org)
- Nonprofit Marketing Guide (Kivi's Blog)  
[www.nonprofitmarketingguide.com](http://www.nonprofitmarketingguide.com)
- Nonprofit PR Forum  
[www.nonprofitprforum.blogspot.com](http://www.nonprofitprforum.blogspot.com)
- Authenticity Consulting, LLC  
[www.authenticityconsulting.com](http://www.authenticityconsulting.com)
- Authenticity Consulting – Free Management Library  
[www.managementhelp.org](http://www.managementhelp.org)



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*2010 Nonprofit Social Media Benchmarks Study* (2010). M+R Strategic Services and the Nonprofit Technology Network. [www.e-benchmarksstudy.com/socialmedia](http://www.e-benchmarksstudy.com/socialmedia)



## Pass It On Center – [www.passitoncenter.org](http://www.passitoncenter.org)

- Visit the AAC Institute website for information on how to register for CEUs for all Pass It On Center webinars  
<http://www.aac institute.org/CEUs/Participants.html>
- This webinar archive will be available on the Pass It On Center website in a few weeks.
  - Visit the webinar page -  
<http://www.passitoncenter.org/Webinars/tabid/621/Default.aspx>



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