

Communicating Your Brand: A Nonprofit's Marketing Toolbox

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AGENDA

01 BEFORE OPENING YOUR TOOLBOX

04 INSIDE YOUR TOOLBOX

02 WHY DOES BRANDING MATTER?

05 CONCLUSION

03 TYPES OF TOOLBOXES

#1
BEFORE OPENING
YOUR TOOLBOX





Experiment #1

**List all the ways you
market your nonprofit**
(i.e. where, with what, etc.)



Experiment #1
REVIEW

- List all the ways you
market your nonprofit**
- *Discussion*
 - *Google example*



Takeaway #1

**Know What Marketing
You Have!**



Experiment #2

**Where do you want to
market by 2018?**



Experiment #2
REVIEW

**Where do you want to
market by 2018?**

- *Why?*
- *Chores example*



Takeaway #2

Do Better by Doing Less



Experiment #3

**Who is your marketing
audience?**



Takeaway #3

Know Your Audience

#2
WHY DOES
BRANDING
MATTER?



#2 WHY DOES BRANDING MATTER?

A) Perception is Reality

Perception is always based on a partial truth, that is ...

Only changed when someone or something actively changes it

- The earth is flat
- It takes your stomach 7 years to digest gum
- We only use 10% of our brain
- The Chicago Cubs' billy goat curse
- The 5-second rule

#2 WHY DOES BRANDING MATTER?

What are Your Nonprofits Misperceptions?

- I didn't know they do _____ at _____
- There is one of those groups here in DeKalb?
- They have a staff of how many?
- _____

Document your misconceptions
Address them in your marketing copy

#2 WHY DOES BRANDING MATTER?

B) To Differentiate

- What do each of our organizations need to survive?
- What audience does everyone in this room have in common?
- What financial struggle, to some extent, do we also all have in common?

Differentiate to get noticed

Differentiate to grow or simply survive

Differentiate to show an active organization

Differentiate to attract followers



Experiment #4

First Impressions

- *Videos*
- *Business cards*





Experiment #4

First Impressions

- *Videos*
- *Business Cards*



Takeaway #4

**Perception is Reality,
So Change it!**

#3 TYPES OF TOOLBOXES



#3 TYPES OF MARKETING TOOLBOXES

- A) **New Home Toolbox**
- B) **DIY Toolbox**
- C) **Tool Time Toolbox**

NOTE: Each box get larger and tools get more specific in use

#4
INSIDE YOUR
TOOLBOX



#3 TYPES OF MARKETING TOOLBOXES

A) New Home Toolbox

B) DIY Toolbox

C) Tool Time Toolbox

GOAL: 1 element in 2 months

#3 TYPES OF MARKETING TOOLBOXES

New Home Toolbox

- Visual Elements
 - Logo
 - Colors
 - Font (*example*)
- Written Elements
 - Tagline
 - 25-word summary
 - 100-word summary
- Audible Elements
 - What is ...?
 - Why donate to ...?
- Overall Marketing
 - Website (all ages)
 - Facebook (all ages)
 - Business card
 - Simple brochure
 - Google's listings
 - Impact story

#3 TYPES OF MARKETING TOOLBOXES

A) New Home Toolbox

B) DIY Toolbox

C) Tool Time Toolbox

NOTE: Each box get larger and tools get more specific in use

#3 TYPES OF MARKETING TOOLBOXES

DIY Toolbox

- Revisit
 - Visuals – Create Visual Standards Guide (*example*)
 - Website
 - Built for 1st time visitor?
 - Ease of donation?
 - Google analytics
 - More Impact Stories



Experiment #5

**What Organizations Do
You Support?**

#3 TYPES OF MARKETING TOOLBOXES

DIY Toolbox

- New
 - E-Newsletters*
 - Case studies*
 - Give local events* (Giving Tuesday, Shop Local ...)
 - Donor specific pieces
 - Annual appeals
 - Thank yous
 - Branding video
 - 2nd social media platform
 - Blogs & news
 - Photo galleries

#3 TYPES OF MARKETING TOOLBOXES

A) New Home Toolbox

B) DIY Toolbox

C) Tool Time Toolbox

GOAL: 1 element in 2 months

#3 TYPES OF MARKETING TOOLBOXES

Tool Time Toolbox

- Revisit
 - Visuals – Create Style Guide (*example*)
 - Website
 - SEO
 - Event pages
 - Multiple ways to donate
 - More Impact Stories

#3 TYPES OF MARKETING TOOLBOXES

Tool Time Toolbox

- New
 - Public relations*
 - Materials for specific niche audiences*
 - Video series / testimonials*
 - Present / speaker*
 - Tradeshow booth materials
 - Additional events
 - Strategic partnerships
 - Industry awards
 - Annual reports
 - Multiple social media platforms

#5
CONCLUSION



#4 CONCLUSION – Before Opening

- 1. Know What Marketing You Have!**
- 2. Do Better By Doing Less**
- 3. Know Your Audience**
- 4. Perception is Reality, So Change It!**

#4 CONCLUSION – Types of Toolboxes

A) New Home Toolbox

B) DIY Toolbox

C) Tool Time Toolbox

GOAL: Fill up one of these as your marketing outline for 2017



THANK YOU
For your Time



APPENDIX

Websites used in presentation

www.children.org

www.thinkitup.org

www.actionaid.org.uk

www.bbbsfvr.org

www.hungeris.org

www.dekalbccf.org



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