



COMMUNICATIONS FOR NONPROFITS

*Kali Baker // Omaha Community
Foundation*

Let good grow.



marketing + development

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What are the roles of marketing and development?

Marketing gives an organization a voice and an identity, so that **development** can take the right message to the right person at the right time.

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Where do you start?

Brand Charter

The overarching strategy, purpose and objective of the brand.

It is why your organization exists, what it exists to achieve, and how it communicates that to the target audience.

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What's in a brand charter?

- Vision – to be
- Mission – to do
- Brand Essence – to feel
- Brand Positioning – to say



A well thought-out brand is clear,
relevant, consistent, and engaging
across all points of contact.

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Our brand essence

We can hear the city's heartbeat.

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Our brand positioning

- Detailed understanding of local charitable opportunities.
- Collective power of people to facilitate change.
- Financial experts in matters related to charitable giving.

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Set your goals and align your strategies.

MESSAGE What is your main point?

AUDIENCE Who should know it?

CHANNEL How will we reach them?

MEASUREMENT Did they hear us?

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Our goals

- Strengthen nonprofits
- Bring the community together around giving
- Grow philanthropic resources

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Who is your audience?

current donors	GROWTH
prospective donors	ACQUISITION
community	AWARENESS
peers	COLLABORATION

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Segment your audiences

DONORS

- Relational
- Transactional

PROSPECTS

- Traditionalists
- New Philanthropists

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“An integrated multi-channel
communications approach
enhances donor lifetime value.”

- Research conducted by Convio and Edge Research, 2011

Why?

- Saves money
- Presents a unified message
- Generates a better response

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What channels will you use?

- Social media – [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#)
- Blog
- Website
- E-newsletter
- Direct Mail – [postcards](#), [newsletters](#), [annual appeal](#)
- Advertising – [online](#), [print](#), [radio](#)
- Public Relations
- Events

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What do you want to say?

- M + D write a creative work plan ***together***.
- Identify key elements so that your message is clear, relevant, consistent, and engaging.



What's in a creative work plan?

- Introduce your organization & the reason for your communication
- Identify your audience
- Solve a problem for your audience
- Know your competition
- What should be accomplished as a result?
- What is the single takeaway?
- How should this message be distributed? What channels?
- What is your call-to-action?

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Tell a story about your organization

Tap a person's emotions and you have a much greater probability of influencing his or her decision-making.

Emotions drive decisions. Let emotions be the initial filter for connecting to your organization.

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Make it a priority

- Make everyone in your organization a believer
- Invest in the identity of your organization
- Be consistent

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Set a strategy

How can storytelling advance your mission?

- Articulate clear goals
- Understand your audience
- Set measurable objectives

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Capacity

What storytelling resources and skills do individuals in your organization have and what do they need?

- People
- Budget
- Technology
- Time

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Content

What are the elements of compelling stories?

- Create emotional connections.
- Preserve dignity and create empathy.
- Communicate abstract and complex ideas.
- Share your learning and lessons from both successes and failures.

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Use visuals whenever possible.

- Pair your pictures with words for highest impact.
- Make sure your images match your message.
- Use genuine, not generic pictures.
- First impressions matter.
- Don't confuse the most beautiful photo with the most effective photo.

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We'll take you from conscious dreaming to focused charitable giving.



<http://vimeo.com/omahafoundation/chittenden>

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direct mailings vs. online marketing
Which one do you need?

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AVERAGE UNIT COST

DIRECT
MAILINGS



\$1.23

ONLINE
FUNDRAISING



\$0.07

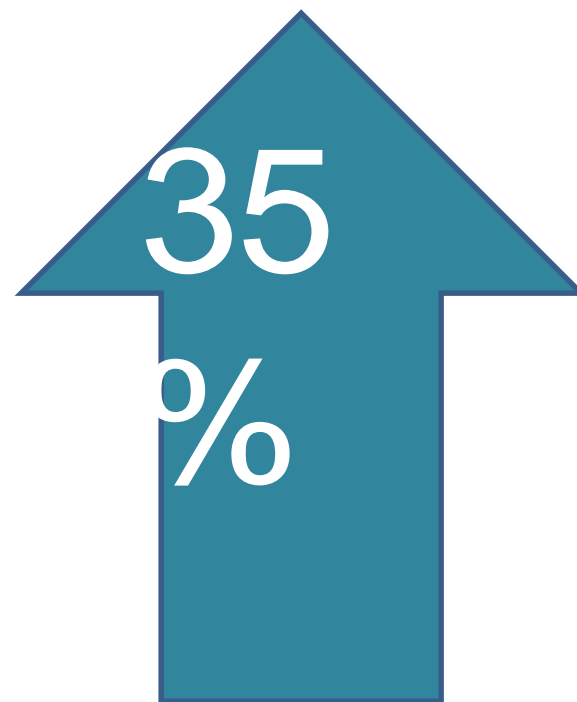
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Direct mail response rates have dropped over the last 9 years.



Online fundraising has grown in the last year.



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Social media

The new word-of-mouth marketing

1. Enables transparency.
2. Shows all sides of your organization.
3. Spreads the word fast.
4. Inspires action.

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Are you ready for social media?

1. What do you want to accomplish?
2. What messages will you communicate?
3. Who will maintain your presence?

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Best practices

- Stay true to your voice
- Be consistent and responsive
- Use visuals!
- Humanize your organization

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Social Media Policy

- What is it?
- Why participate?
- Core values in social media
- Rules and guidelines



Questions?

kali@omahafoundation.org // 402-933-4136

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