

The Nonprofit Funding Stimulus Package

The Top 3 marketing tools that will help you generate income in this economy.

Focus on Current Donors

In this economy, the initial instinct of many nonprofits is to focus on generating new sources of income (like beefing up their grant writing) or exploring new marketing techniques (like social media). In reality, it's more cost-effective and less time-consuming to focus your attention on your current and potential donors already around you. Most nonprofits are not fully utilizing the communication tools readily available to them to help them make the most of their fund development campaigns.



Communicate Better

Several research studies done by the Chronicle of Philanthropy in 2007, show that most donors stop giving or limit their giving not because of financial problems, but because they are dissatisfied with the service they receive; they cited a general lack of communication and specifically a lack of thank you acknowledgements and lack of information about how their money was spent.

Think “Standards and Accountability”

This economy and recent corporate and nonprofit scandals have also created a shift in the way people view nonprofit donations. The Chronicle of Philanthropy recently reported that donations are becoming more about “standards and accountability” than “passion”; donors want to know that they are donating to a well-run legitimate organization that will be around in the long-run.

The Three Best Tools to Use

At Brnded4Good we have identified 3 tools that will be essential in helping you increase your donations in 2009. An **email campaign program, a PDF annual report and an online press center** will help you:

1. Develop better and more consistent communication with current and potential donors
2. Provide the information a donor needs to make a “buying” decision in this economy
3. Present your nonprofit in a professional manner
4. Focus your time and energy where it will count the most

The Nonprofit Funding Stimulus Package

Email Campaign Program

1. Develop an email campaign plan that includes sending regular communications (email & newsletters) with specific goals to reach each of your top 2-3 constituents.
2. Decide on the design, theme and layout of each type of email; you can set up the designs as templates in your email management program of choice.
3. Set up the main page of your website to sign up email subscribers in specific subscription categories.
4. Set up an online email management system, like Constant Contact, and import your current email address list. You will be able to create your own newsletters and email updates, manage your subscriber lists and view statistics.

PDF Annual Report

1. Develop a plan that includes determining target audiences, choosing a theme, and developing a content outline that includes executive message, mission, program accomplishments, program profiles or case studies, how you can help, financial report, financial statements and board/donor lists

Constant Contact



We can help you create beautiful custom email and enews templates to use within Constant Contact, guaranteeing that your "look" is truly unique.

We can also help you create your email campaigns and set up and organize your email list within Constant Contact.

We can create custom forms on your web site that pull data into your Constant Contact mailing lists.



PO Box 92, East Irvine, CA 92650-0092
www.brandedforgood.com

2. Assign staff to write and edit content.
3. Design the overall look of the annual report and create accompanying charts and graphs
4. Create a 10-12 page annual report, print to a pdf file and pull out highlights to include on your website with a link to the full pdf report.

Online Press Center

1. Develop a press release template
2. Write 3-4 one-page Fact Sheets and bios for the top 2-3 executives
3. Set up online press center within current website with sections for Press Releases (for major announcements), In the News (news coverage for your organization), News & Updates (current and archived news from your email campaigns above), Fact Sheets, and Executive Bios