

FREE DOWNLOAD

How to Market your Impact; a Guide for Non- Profits



MARKETING
SOCIAL
GOOD

written by
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How to Market your Impact; a Guide for Non-Profits



Step 1: Define Your Objectives

- **Mission Statement:** Clearly define your organizations mission and vision. This is the foundation to your marketing strategy (really any strategy).
- **Goals:** Determine specific, measurable goals for your marketing efforts. For example, do you want to increase donations by 15%, or recruit 50 more volunteers for your program? Make sure to write and share these goals where everyone can see them.

Step 2: Know Your Audience

- **Demographics:** Identify your target audience you will need to meet your goals(age, gender, location, interests).
- **Needs and Preferences:** Understand what motivates your audience and how they prefer to engage on social media or through other communications. You should also work to understand who your audience is NOT. Don't waste effort trying to reach communities who aren't aligned with your mission and vision.

Step 3: Assess Your Resources

- **Budget:** Determine how much you can allocate to marketing. This could be in terms of staff time but also any paid promotion and ads you might choose to do.
- **Team:** Identify who will be responsible for executing the plan and what skills they bring to the table. Do you already have a marketing team? Do you have just one communications intern? Keep this in mind when planning and set attainable goals.
- **Tools and Channels:** Assess the platforms and tools you have available (social media, email, website).

Step 4: Develop Key Messages

- **Core Message:** Craft a compelling message that communicates your organizations mission and vision. This message should be the core story of your impact.
- **Differentiators:** Highlight what sets your group apart from others in the field. Are you the only one in your city? Are you working with a specific population that others aren't?
- **Consistency:** Ensure consistency in messaging across all communication channels. Create a branding guide that specifies key messaging and allows you to easily communicate that messaging to external organizations and communities. This can include elements like your organizations logo, fonts and colors.

Step 5: Choose Communication Channels

- **Social Media:** Select the platform/s where your audience is most active (e.g., Facebook, Instagram, Twitter, TikTok).
- **Email Marketing:** Develop an email strategy to engage with your targeted community including donors, volunteers, and supporters. Will you be sending monthly newsletters? What about resource lists? Who writes this and how often does it get sent?
- **Website:** Ensure your website is user-friendly, informative, and optimized for donations. Try walking through your website like it's the first time you see it or show it to a friend and watch them navigate.
- **Traditional Media:** Consider press releases, interviews, and partnerships with local media outlets. Printed media might also work for your organization if the staff attends a lot of in-person networking events or conferences.
- **Events:** Plan and attend events to engage with the community and raise awareness about your cause.

Step 6: Create a Content Calendar (free template below!)

- **Content Types:** Plan a mix of content, including stories, testimonials, infographics, and videos.
- **Frequency:** Determine how often you'll post on each channel and schedule content accordingly.
- **Themes:** Align your content with relevant events, holidays, or campaigns.

Step 7: Implement and Evaluate

- **Launch Campaigns:** Execute your marketing and communication strategies according to your plan. How Exciting!
- **Monitor Performance:** Track metrics such as website traffic, social media engagement, and donation conversions. While tracking this can feel tedious, it will help you see what's working and what isn't resonating with your audience.
- **Evaluate Results:** Regularly review your progress against your goals and adjust as needed.

Weekly Content Calendar Sample



DATE	PLATFORM	CONTENT TYPE	THEME/TOPIC	DESCRIPTION	MEDIA LINK	NOTES
27 Mar, 2024	Instagram	blog post highlight	HR	Blog from HR team	google.olders.com/image1	Needs to be approved by CEO
28 Mar, 2024	Facebook	photo	External Affairs	Program team at conference photo	google.olders.com/image2	Description of conference in folder
29 Mar, 2024	LinkedIn	video	Org Expertise	video of CEO for 5 year anniversary	google.olders.com/video1	Ready to go
31 Mar, 2024	Twitter	letter from CEO	Fundraising	Letter from CEO about latest funder donation	google.olders.com/file1	Board already approved

Notes:

- Date:** The date the content will be posted.
- Platform:** The social media platform where the content will be posted (e.g., Facebook, Instagram)
- Content Type:** The type of content (e.g., photo, video, blog post, infographic, etc.).
- Theme/Topic:** The overarching theme or topic of the content.
- Description:** A brief description of the content.
- Image/Link:** The link to any associated images or content.
- Notes:** Any additional notes or details related to the content.

METRICS TO MEASURE	TARGET FOR THE MONTH	ACTUALS FOR THE MONTH
Engagement Rate	5%	4%
Reach	10,000	9,500
Followers	5,000	4,800
Shares	100	80

Weekly Content Calendar Template



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