



JULIA CAMPBELL ·

***Marketing Your
Mission and
Services in a
Distracted, Digital
World***

ABOUT ME

Mom of 2

Business owner for 11 years

Author, *Storytelling in the Digital Age: A Guide for Nonprofits and How to Build and Mobilize a Social Media Community for Your Nonprofit in 90 Days*

Former Development and Marketing Director at small shops

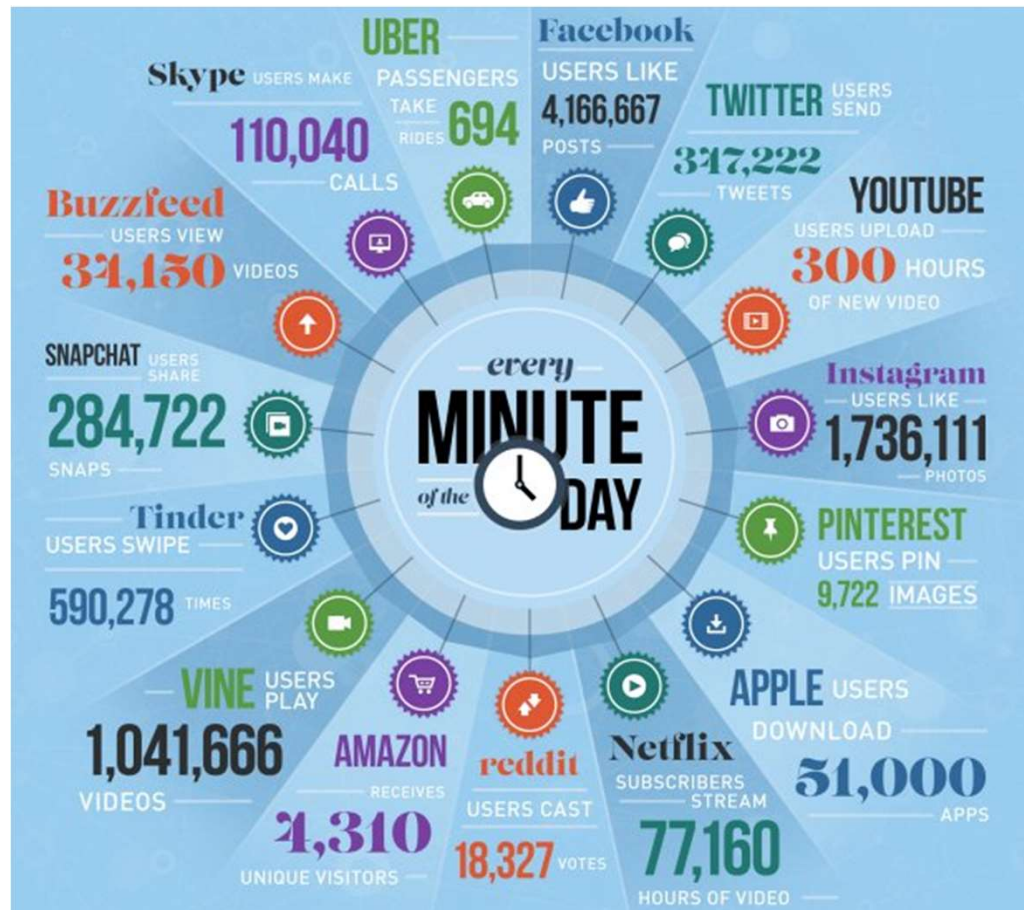
To get my free Nonprofit Digital Storytelling Workbook, text **WORKBOOK** to **33777**.

Or: <https://jcsocialmarketing.com/workbook>





“Marketing is no longer about the stuff that you make but about the stories you tell.”



“CUTTING THROUGH THE CLUTTER”

We can't.

And we shouldn't.

We should aim to build a community of people who want to hear what we have to say, and who care about what we care about.

NONPROFIT MARKETING FRAMEWORK

- 1) Setting clearly defined goals.
- 2) Understanding your audience.
- 3) Defining your message.
- 4) Picking platforms.
- 5) Creating and sharing content.
- 6) Measurement and analysis.



GOAL-SETTING



© marketoonist.com

SETTING MARKETING GOALS

Clearly articulate what you hope to accomplish by marketing your nonprofit.

If you could wave a magic wand, what could marketing help you achieve?

What can marketing do for your nonprofit to help it grow?

What does success look like six months from now, a year from now?

Be descriptive and specific.



DON'T FOCUS ON TOOLS FIRST

NETWORKEDNONPROFIT.ORG



Our cat adoption numbers tanked this quarter. But the important thing is, our YouTube views are **waaay** up.

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SAMPLE NONPROFIT MARKETING GOALS:

To position our CEO as a thought leader in the field.

To get more people to participate in our programs.

To make a name for ourself in order to get in front of potential corporate sponsors.

To get more students to sign up for the FAFSA.

To educate the public on the issue and create empathy for the population we work with.

“RAISING AWARENESS”

Raising awareness is great if you are trying to change hearts and minds.

Creating compassion around an issue – humanizing it – works to make it mainstream (marriage equality, refugee rights).

But simply telling people that you exist is not marketing.

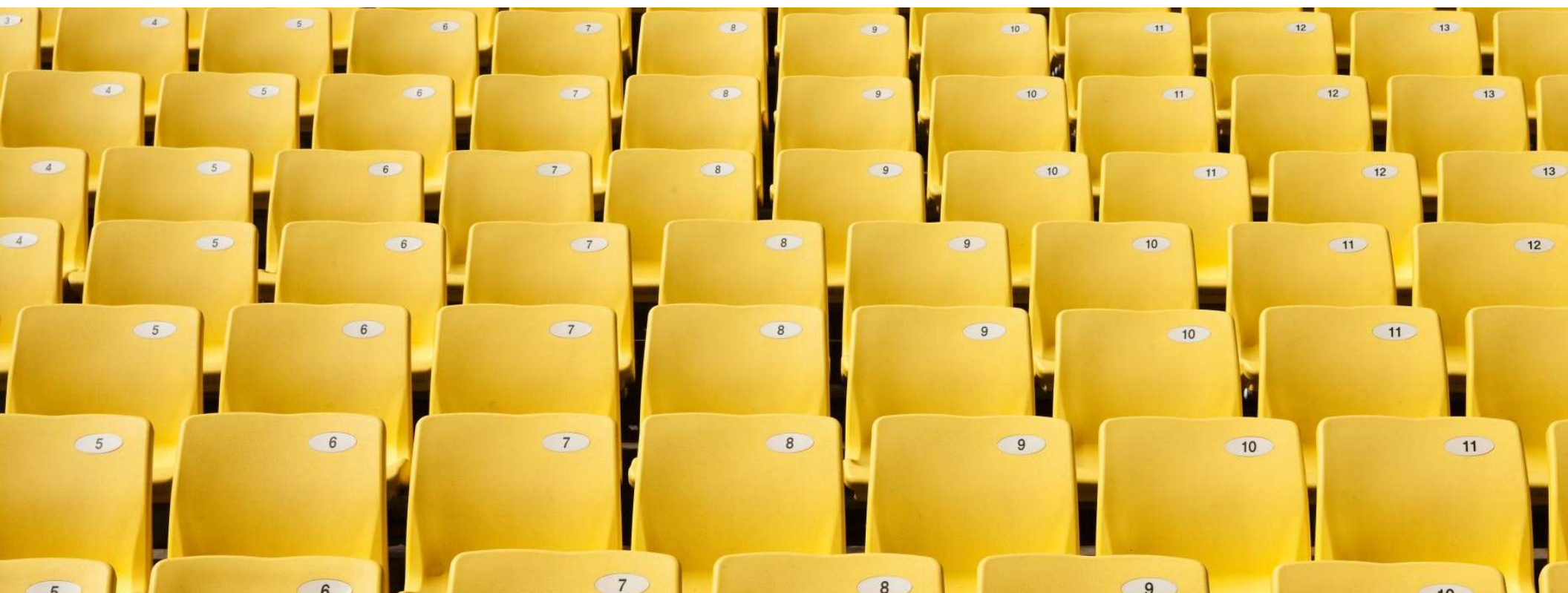


IMPROVING ON THE GOAL OF “RAISING AWARENESS”

What about changing it to:

We will leverage social media to share helpful resources, explain our unique impact, and connect our donors to our mission.

In this way, we will become an indispensable part of the community, so much so that even people that do not directly use our services and benefit from our programs would miss us if we were gone.



GET CLARITY AROUND YOUR TARGET
AUDIENCE(S) |



**“BUT WE HAVE 10
AUDIENCES!”**

In order to get traction in marketing, identifying a focal point—a target audience—is critical for you to define:

- Where you spend your time (the platforms);
- What message you will create;
- What you will put in your Content Calendar.

If you don't know who you are talking to, how will you know what to say and how to say it?

ROAD SCHOLAR — CASE STUDY

They were growing their audience but posting inconsistently on social media for about a year.

They were getting very little engagement from their posts.

They had no clear understanding of their community and WHY anyone would pay attention to them.




ROAD SCHOLAR

We analyzed:

The make-up of their donor database.

The people who took their educational trips.

Their social media audience demographics.

 **Road Scholar**
June 25 at 3:11 PM · 🌐


Who said Instagram was just for kids? Let us know who you follow on social media in the comments section below.



NYTIMES.COM

The Glamorous Grandmas of Instagram

The subversive cadre of women over 60 prove that "old" is not what it use...

 Like  Comment  Share  Hootlet  Buffer 

 83 Most Relevant ▾

**WE DISCOVERED THE FUNKY
GRANDMA!**



Road Scholar

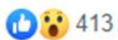
February 16 at 8:17 AM · 🌐

Happy birthday to Juliana Morell, the first woman to receive a university degree at just 14 years old. #ThanksLadies
Learn more about women in history: <https://bit.ly/2RV7FBQ>

Happy birthday to Juliana Morell:
Spanish nun and child prodigy,
who defended her thesis in ethics
and dialectics at age 12.

#ThanksLadies

ROAD SCHOLAR



413

5 Comments 102 Shares



Road Scholar

February 14 at 8:40 AM · 🌐

Happy Valentine's Day, Road Scholars!



ROAD SCHOLAR



130

326 Comments 8 Shares

HOW CAN YOU IDENTIFY YOUR VERY OWN “FUNKY GRANDMA”?

1) Refer back to the goal that you set for your nonprofit.

Which group(s) is best suited to help you accomplish your goal?



2) Do some research to figure out who is already in your audience.

Which segments already make up your stakeholders and supporters?



3) Think about who you aspire to connect with and engage.

Why is this audience vital to achieving your goals? Where does this particular group of people spend time online?

A serene landscape featuring a calm body of water reflecting a dark, cloudy sky. In the distance, a range of mountains is visible. The foreground shows a sandy beach with several dark, smooth stones scattered across it. A thin white vertical line is positioned on the right side of the image, extending from the top to the bottom.

LET'S BREAK THIS DOWN
STEP-BY-STEP.

STEP 1: ALIGN YOUR AUDIENCES WITH YOUR MARKETING GOALS.

Example: Aristoi Classical Academy

Aristoi Classical Academy is a free, public charter school offering classical education from grades Kindergarten through 12th.

Their mission is to provide students with an academically challenging Classical Liberal Arts education that encourages them to develop a passion for learning and that gives them the means to become responsible citizens of virtuous character.

GOAL	TARGET AUDIENCE(S)
My BHAG for Aristoi Classical Academy is to create such an outstanding reputation and buzz about our school(s) that families will be clamoring to get in.	<p>Families, students, and alumni who know us and love us and will be willing to spread the word to others.</p> <p>People who know a little bit about us and want to learn more.</p> <p>Community members involved in our work who have influence, including legislators, media contacts, partner organizations.</p>

STEP 1: ALIGN YOUR AUDIENCES WITH YOUR GOALS.

GOAL	TARGET AUDIENCE(S)
I want Aristoi to be THE repository for Classical education information as well as THE place to go for successful charter school examples.	<p>People searching for information on Classical education and charter schools.</p> <p>Reporters, journalists, education bloggers.</p>

GOAL	TARGET AUDIENCE(S)
I want the families to be and to feel engaged, to know that they are part of a significant movement in education reform.	Families, students, and alumni.

STEP 1: ALIGN YOUR AUDIENCES WITH YOUR GOALS.



STEP 2: IDENTIFY WHO IS ALREADY WITH YOU.

Use the insights and analytics already available to you – your CRM/database, social media platforms, email list, event attendees, etc.

THREE BUCKETS TO PULL FROM:

What is the demographic makeup of your fans?

Age, location, gender?

Where do they predominantly reside, in which time zones?

Which topics tend to elicit the most engagement?

What spurs the greatest amount of comments and share?

What gets a lot of likes or reactions?

THREE BUCKETS TO PULL FROM:

Which types of content—photo, video, text—generally get the most engagement from your audience?

When you post a link to an article, does that resonate more than a text update?

Do people love your video content?

Do they read your email newsletter or blog?

ASK THEM DIRECTLY.

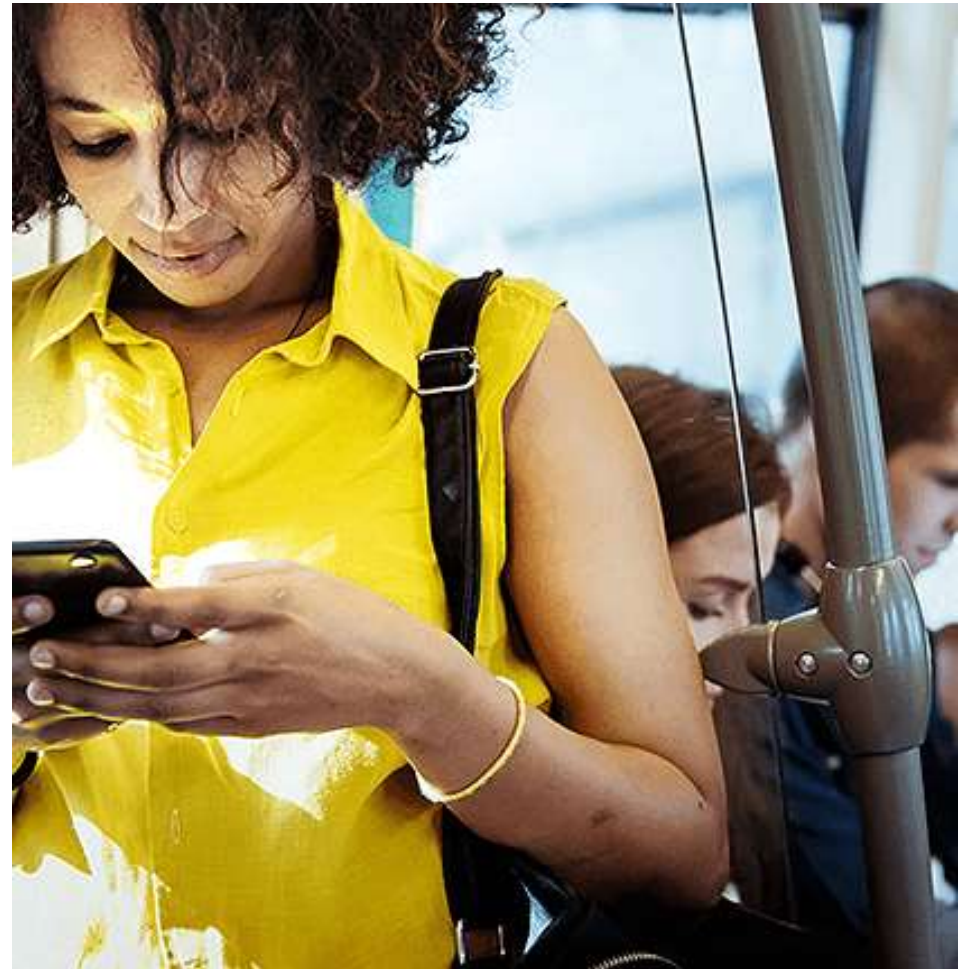
Send a survey.

Talk to people at events.

Call people on the phone.

Hold focus groups.

Find them where they are and
talk to them!





Julia,

Thanks to the support of donors like you, the momentum is building to create a more equal world for girls and women. We're starting to see more legislative wins, more supporters, more families sending their daughters to school — but we will never lose sight of the fact that more than 130 million girls are still out of school.

Malala Fund is working on a strategy to ensure that more girls will realise their full potential this year. **Where will you fit into the plan?** [Take our short survey to tell us about yourself and why you're committed to girls' education.](#)

Question 1: What word best describes you?

- ☐ Advocate
- ☐ Student
- ☐ Educator
- ☐ Parent
- ☐ Supporter
- ☐ Donor

[TAKE OUR SURVEY »](#)

In the fight to see every girl in school, donors like you are our most powerful allies. [Take our donor survey and share your thoughts with us.](#)

We look forward to hearing from you!

Thank you,

Malala Fund Team



Photo credit: UNPhoto/Sylvain Lietchi

Hello there!

You're invited to [take part in our exciting annual Impact Survey](#). We want to hear from you about how World Pulse has helped you create impact, both in your own life and in your community.

This isn't an ordinary survey. Every year, we are astounded by the social change **you tell us** you are making thanks to World Pulse. The survey will only take you 15 minutes, and, by completing it, **you can enter to win \$100 USD**. We'll be selecting 3 random survey participants to win \$100 USD each.

Your input is vital in shaping the future of World Pulse. We will be sharing the overall results after they are analyzed. Thank you so much for taking the time to tell us about your impact!

In solidarity,

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ASK THEM DIRECTLY.

Sample questions to ask:

Are you active on social media?

If yes, which social media sites do you interact with?

How much time do you spend engaging in social media per week?

What would motivate you to interact with our brand in social media? (entertaining videos, helpful content, impact stories, etc.)

What other brands or organizations do you engage with on social media?

TIPS FOR USING THE SURVEY DATA:



You will learn to speak your target audience's language!

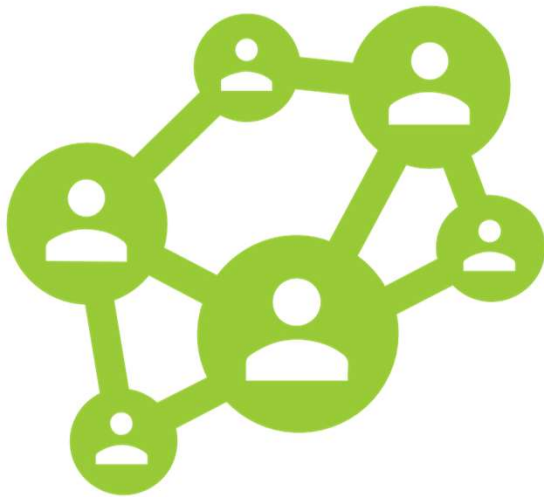


Write down their answers to your questions and their comments using their words – not what you think they should be saying, or the words that you want them to use.



This will help you craft content specifically for them.

STEP 3: IDENTIFY WHO YOU NEED TO ATTRACT.



Why is this target audience important – specifically, how will they help you accomplish your goal?

What might they already know about you?

What may drive them to take the action that you want?

Where do they get their information?

What else is important to them in creating a meaningful life and how can your nonprofit fit in?

MAKE STRATEGIC USE OF THIS DATA

Is your nonprofit creating an engagement strategy for young professionals?

Find out where they spend time. Instagram and Snapchat may be your best bet.

Are you targeting people in their mid-40s to learn more about financial assistance?

YouTube, Facebook, and LinkedIn reign supreme with this age group.

Want to get more new mothers on board?

Pinterest is popular with women, especially women with young children.

WHAT DO YOUR AUDIENCES AND STAKEHOLDERS ALL HAVE IN COMMON?

They care about **the problem** that you solve (the why).

They believe in **the solution** you provide (the what).

Or, they don't know enough about you yet – but they will. 😊

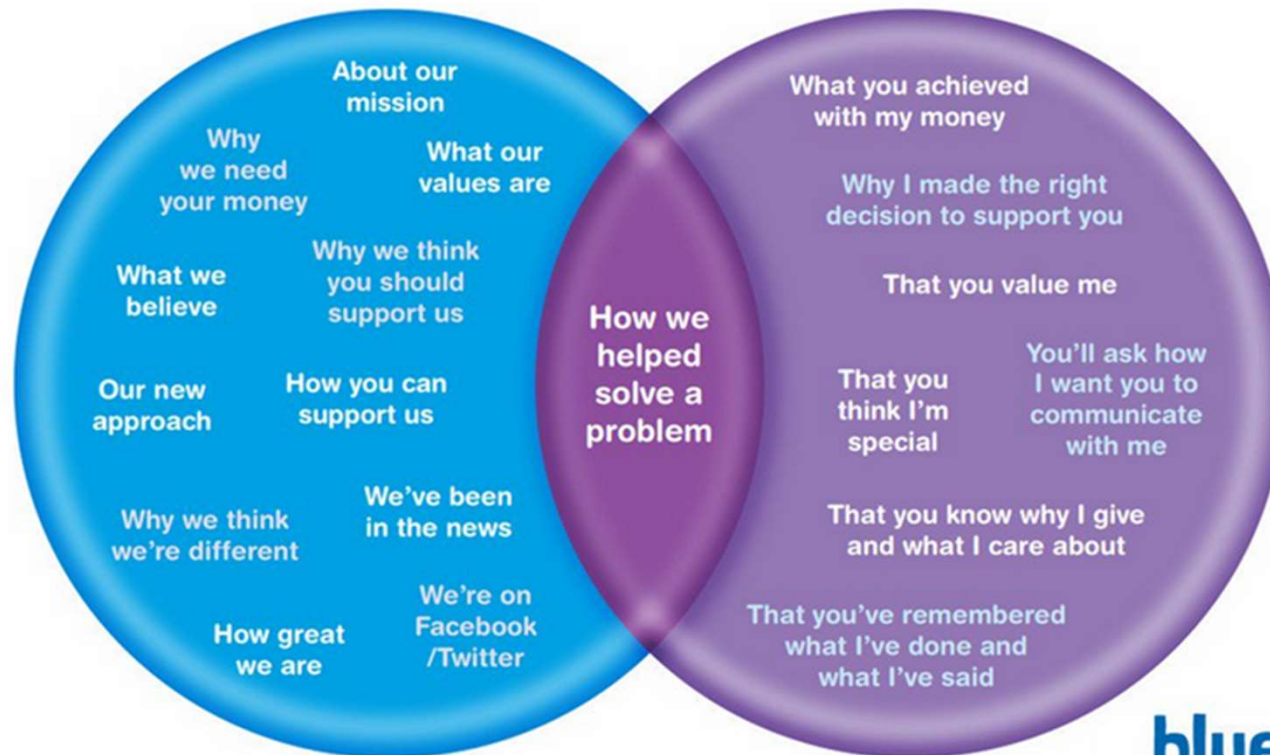




MESSAGING AND CONTENT |

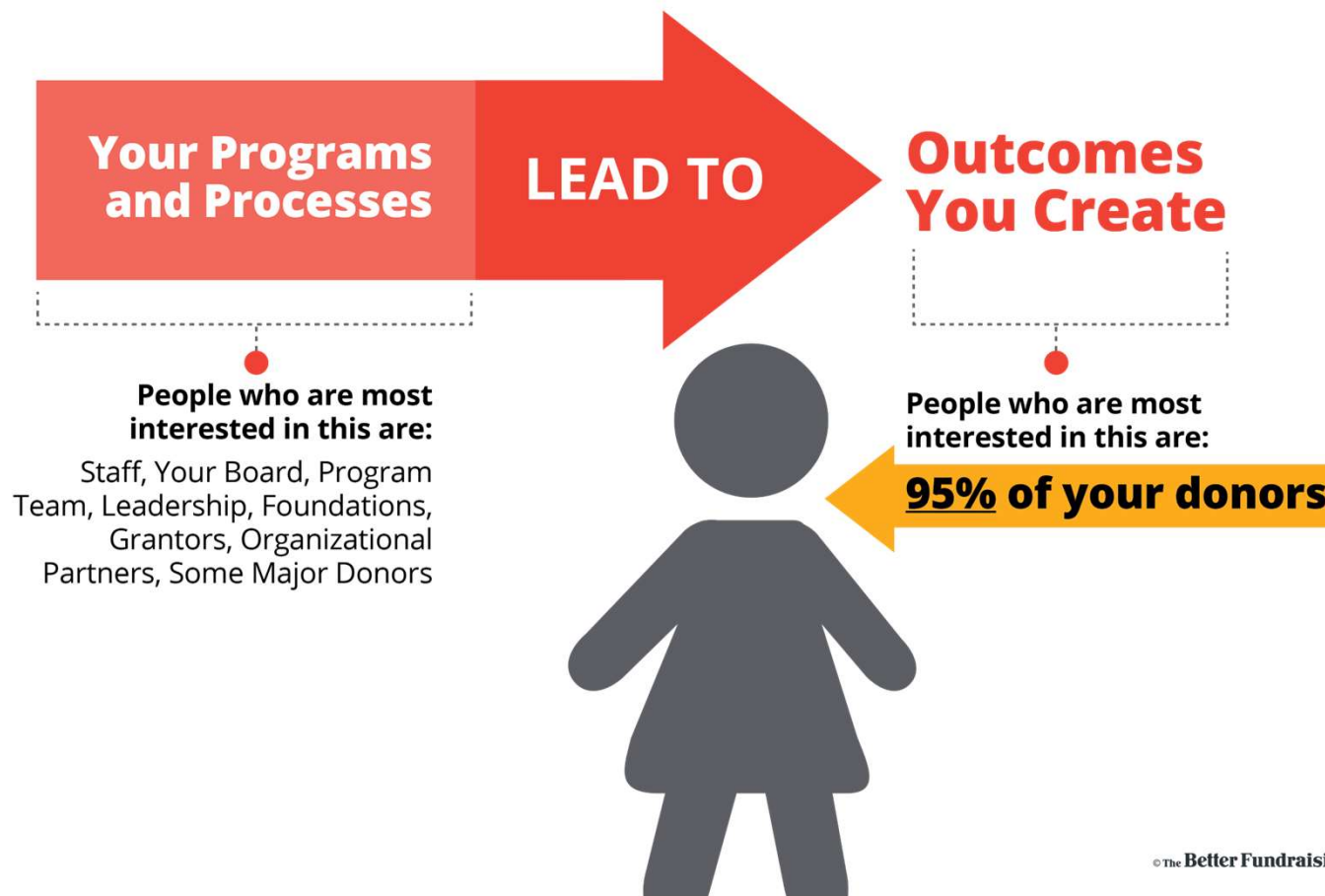
Things that a charity
wants to tell a donor

Things that a donor wants
to hear from a charity



bluefrog
FUNDRAISING

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The Golden Circle

WHAT

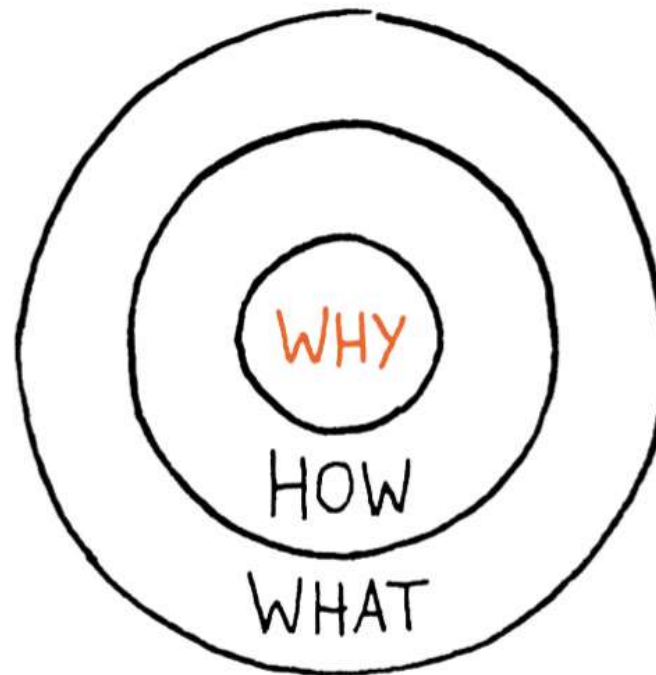
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



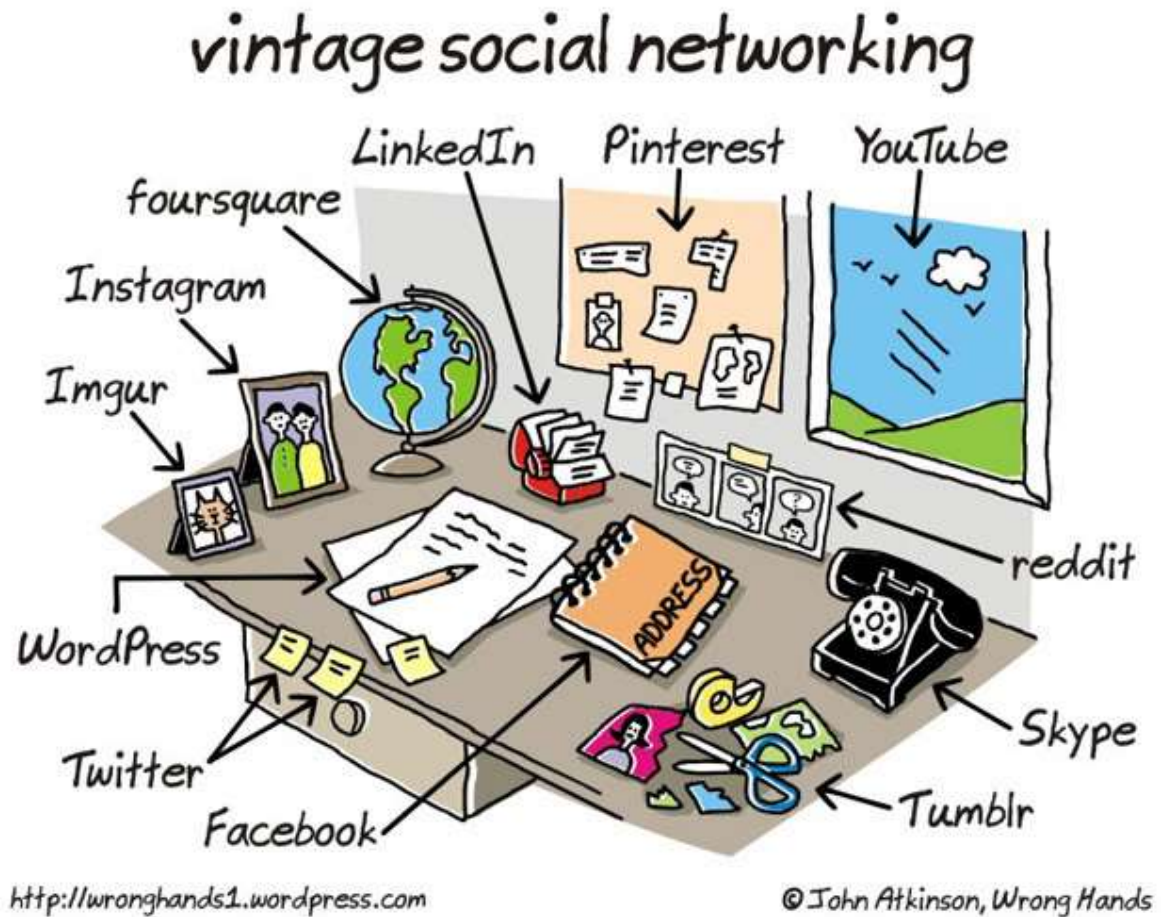


WHAT IS YOUR “WHY”?

**Have you communicated this
to your audience?**

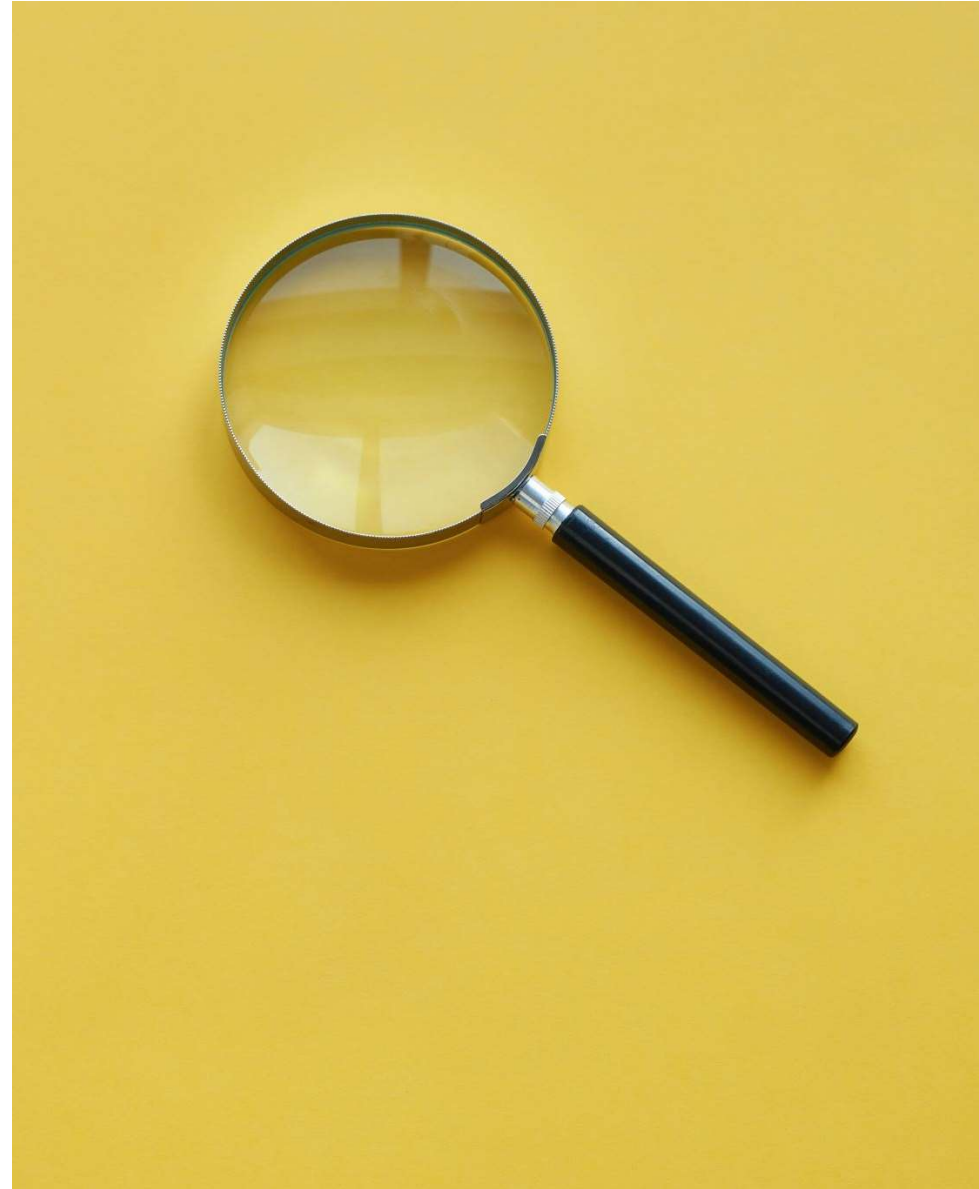
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PICKING THE PLATFORMS.



**YOU DO NOT HAVE TO BE
EVERYWHERE!**

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IN FACT, YOU SHOULDN'T
BE.

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SHOULD WE BE ON THERE?

Is your target audience on this platform?

Can you add value on this platform – or just more noise and clutter?

Can you consistently create and share content that is designed for this specific channel; content that is not simply automated?

TO GET PEOPLE TO CONVERT:

People have to **KNOW** you.

People have to **LIKE** you.

People have to **TRUST** you.

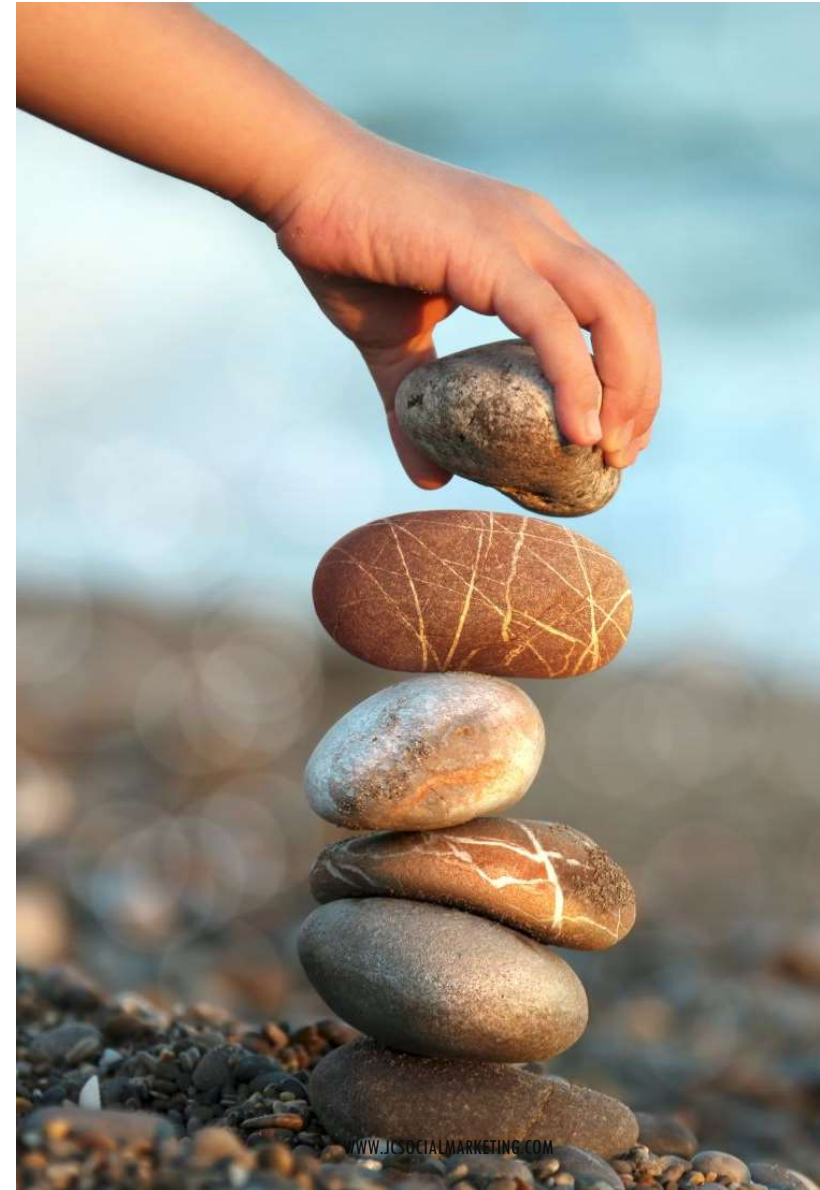


ELEMENT #1 — COMPELLING

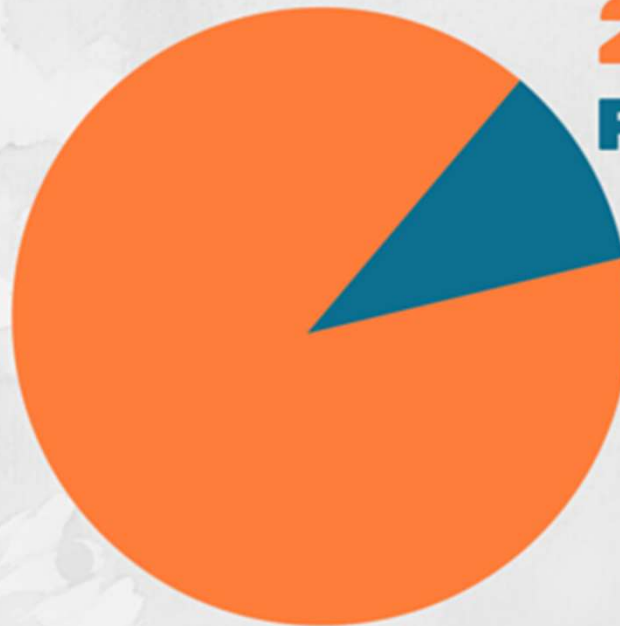
Is it compelling?

The definition of compelling is “evoking interest, attention, or admiration in a powerfully irresistible way.”

At least 80% of what we share in our marketing communications should strive to be as compelling as possible.



80%
Interact
Educate
Inspire
Entertain
Connect



20%
Promote



DO YOUR COMMUNICATIONS HAVE AT LEAST ONE OF THESE:

An eye-catching visual

Movement (i.e. video, GIF) to grab attention

Punchy headlines and language

A great story

Remember that each platform is different – while a two-minute video works well on YouTube it certainly wouldn't on Instagram or TikTok!

ELEMENT #2 — CONSISTENCY

Is it consistent?

Quality rules over quantity in marketing!

That being said — consistency is the name of the game.



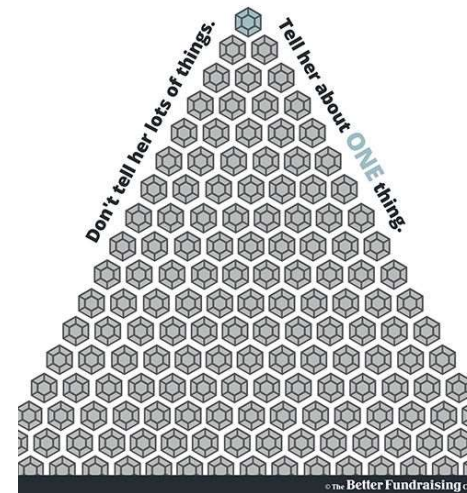
CONSISTENT CONTENT CREATION MEANS:

It looks and sounds like you.

You understand your brand
voice.

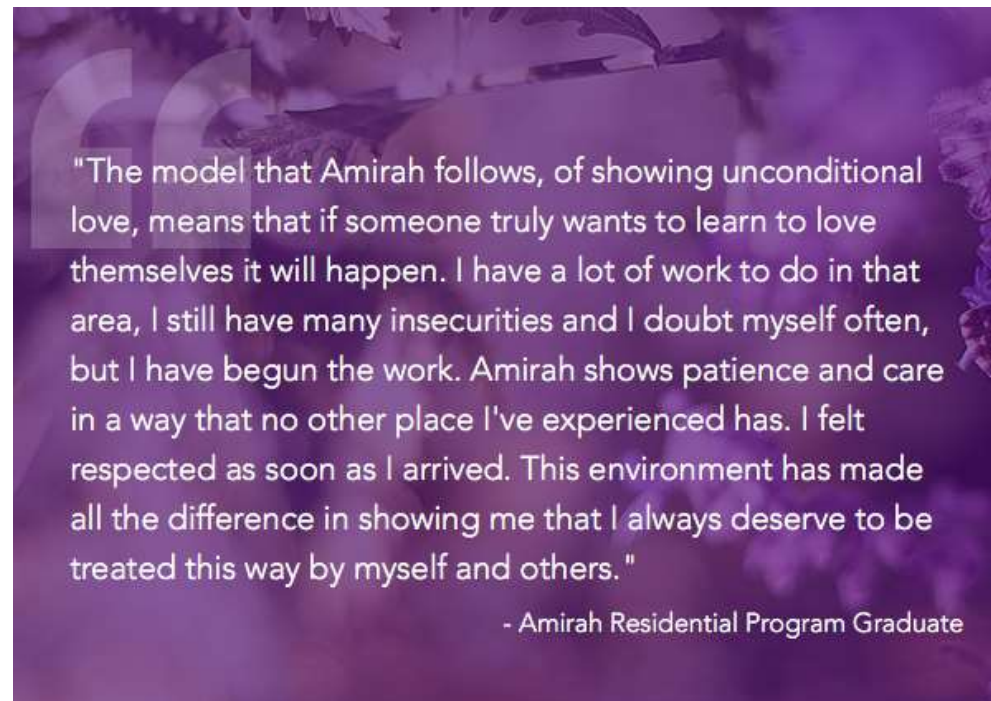
You know who you are talking
to.

You are laser-focused on
creating content to achieve your
goals.



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REAL-LIFE STORIES

What Is It Like to Be a Childhood Cancer Survivor? It's Complicated.

by Zoe Enderle Wagner

🕒 June 25, 2018

Honored Kid Zoe was diagnosed with [acute myeloid leukemia](#) when she was a teenager. Now, almost four years after finishing treatment and getting the news that the cancer was gone, Zoe is taking a look at what she's learned during her cancer — and cancer-free — journey.



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APR 2 Facebook Live: Cooking and Eating for a Healthy Immune System

Public · Hosted by Susan G. Komen Florida

★ Interested

✓ Going

➦ Share ▼

Hootlet

...

🕒 Thursday, April 2, 2020 at 11 AM – 12 PM
Next Week

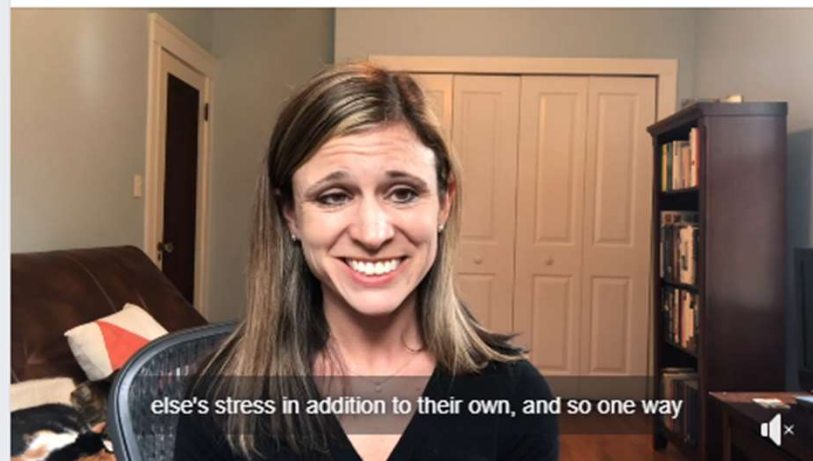
📍 Your Computer



Boston Children's Hospital

Sponsored · 🌐

"Humans, no matter how dependent they are on technology, need authentic social interaction," says one teen feeling the effects of #socialdistancing. You'd think teens would enjoy this time to watch Netflix, surf the web, and video chat. In reality, many teens are unnerved by the realities of living in the #COVID19 pandemic. Boston Children's psychologist Carolyn Snell, PhD, shares her advice on helping teens manage social distancing: <http://ms.spr.ly/6182TenAQ>



You, Charise Rohm Nulsen and 128 others

14 Comments 37 Shares

👍 Like

💬 Comment

➦ Share

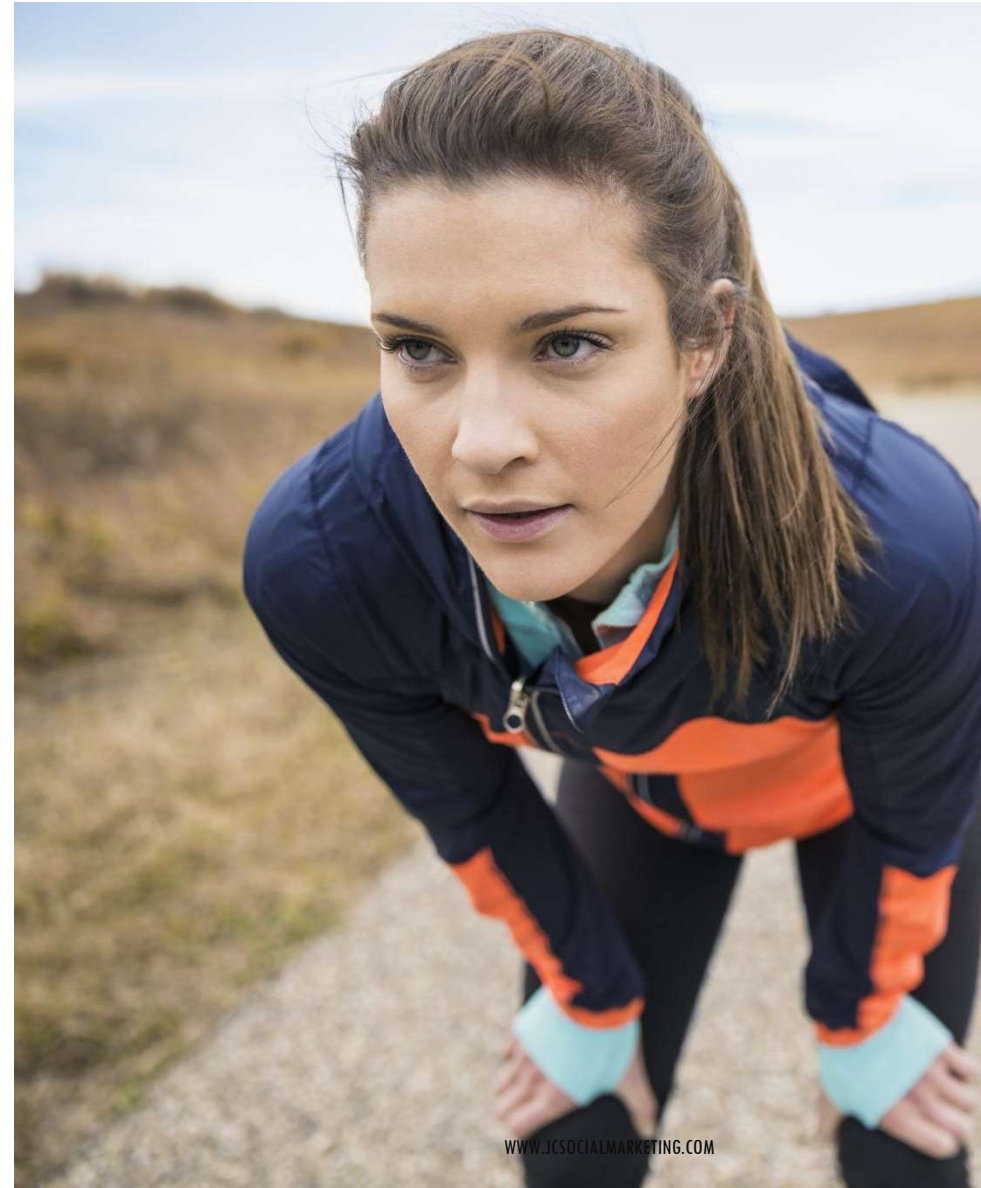
📶 Buffer



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**ALGORITHMS REWARD
CONSISTENCY.**



ELEMENT #3 — CLEAR

Is your message clear?

Do you have a clear marketing guide – do the posts, emails, press releases look like they are all from the same organization?

Do the communications make sense?

Are they clear and concise, succinct, free of jargon and insider speak?

Can I easily understand what you do and why you do it?



WHAT IS THE STORY THAT YOU ARE TELLING?



Women You Should Know

1 hr • 🌐

"Many parents did not want to hear Kachindamoto's pleas to keep their girls in school, or her assurances that an educated girl would bring them a greater fortune. The common response was that she had no right to overturn tradition, nor, as the mother of five boys, to lecture others on the upbringing of girls. Realising that she couldn't change the traditionally set mentality of parents, Kachindamoto instead changed the law."



Theresa Kachindamoto, the terminator of child marriages

[aljazeera.com](https://www.aljazeera.com)

THE BEST MARKETING CONTENT CAN BE UNDERSTOOD AT A GLANCE.


It takes mere seconds for a user to determine whether or not they want to watch the whole video or click over to your website for more information.




CLEAR CALL-TO-ACTION

Pick ONE action you want people to take – even if it's just a like!

The more engagement you get, the more the algorithm sees you as a trusted resource – and the more people will see your post, thus getting more eyeballs on your message.

 **One Can Help, Inc.** 23 hrs · 🌐

When juvenile court professionals request assistance so their struggling families don't lose hard made gains, we help- quickly and responsibly.



'I am working with a mom who has been sober for 6 months now. Her two kids are currently in foster care, but there is a plan to reunite them soon. She will be evicted tomorrow if she cant pay \$150. in back rent. If that happens, she will be on the street, unable to get to treatment and to visits with the children. I would be very grateful for a quick response.'

- Her social worker.



Feeding America

October 22 at 10:13 AM · 🌐

"I do worry about food sometimes. I want my family to have food in their tummies. When you skip a meal, your stomach starts hurting." -Iker, 9
With 1 in 7 kids struggling with hunger, chances are that you know a child who is missing meals. You can help: <https://bit.ly/2MxT6kY>



3 Comments 21 Shares



Best Friends Animal Society

March 3 · 🌐

Though she's only six years old, Fiesta has survived the cruel life of a dogfighting ring — and she has the health issues to prove it. Thankfully, now she's at Best Friends, where she'll receive all the medical attention she needs and, with any luck, the chance to open up and love.

Can you give just \$5 to help Fiesta and other animals like her? It's easy to make a gift today by clicking the DONATE button below! -abigail



Fiesta

Some people think Fiesta looks a little older than she really is. And it's easy to understand why. Though she's only six years old, she's survived the cruel life of a...

Donate

Call Your MA Legislators!



Tell them:

1. Restore funding for Youth at Risk Programs in the state budget.
2. These funds support youth survivors of sexual violence.

Refer to line item 4590-1507 when you call.

Find your legislators and contact info at openstates.org/find_your_legislator.



24-Hour Hotline: 800-841-8371
www.barcc.org



barccofficial

Follow

bucketsandelephants,
chanellabella_x0, jprecix, trilligram,
elainasgray, camillionary, jlatcheson
and dj_roctopus like this

27w

barccofficial We need your urgent help to support youth survivors of sexual violence. We just learned that in Massachusetts state budget negotiations, vital funding for Youth at Risk Programs has been cut. What this means to us: fewer resources for youth survivors of sexual violence. Please contact your legislators to demand that this funding be restored! Learn more on BARCC's blog. [#supportsurvivors](#) [#supportyouth](#) [Image: red phone with following text: Call Your MA Legislators! Tell them: 1. Restore funding for Youth at Risk Programs in the state budget. 2. These funds support youth survivors of sexual violence. Refer to line item 4590-1507 when you call. Find your legislators and contact info at

♡ Add a comment...

...

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CREATE A LIST OF CONTENT TOPICS.

Stories – staff,
donor, volunteer,
client, community

Stats and data

Behind-the-
scenes

Upcoming events

Milestones and
anniversaries

Cause and
awareness days

News stories

How-to posts

Inspirational
quotes

CREATE A LIST OF CONTENT TYPES.

Live video

Pre-recorded video clips

Photos

Graphics

Infographics

GIFs

Articles

PUT IT ALL TOGETHER INTO A CONTENT CALENDAR.

Block out time at the start of each month to create some or most of the posts.

Every month, brainstorm your list of Content Topics.

List out potential Content Types.

Mix and match Content Topics + Content Types - viola, a calendar that never goes stale!

Consider having a theme for each month or each week to help guide your posts.



CREATE YOUR MARKETING CALENDAR.

Platform	Monday	Tuesday	Wednesday	Thursday	Friday
Blog	<i>Member Spotlight</i>				
Email campaign	<i>Featuring Member Spotlight</i>				
Facebook post	<i>Member Spotlight</i>	<i>Article on climate change</i>	<i>Photo of the natural landscape</i>	<i>Shared post from a local farm</i>	<i>Information on how to protect forests</i>
Instagram post	<i>Member Spotlight</i>		<i>Photo of the natural landscape</i>	<i>Shared post from a local farm</i>	<i>Instagram Story – 3 ways to protect forests</i>
YouTube video	<i>Member Spotlight (if there is a video)</i>				
LinkedIn post	<i>Member Spotlight</i>	<i>Article on climate change</i>			
https://docs.google.com/spreadsheets/d/1bRTFcWNP0_gg1Xa0q13UJK6mpoTxJ_55F-fNakSzycA/edit?usp=sharing					
					WWW.JCSOCIALMARKETING.COM





Rosie's Place

October 6 at 1:10 PM · 🌐

1 in 3 women have experienced some form of physical violence by an intimate partner. As the first women's shelter in the US, Rosie's Place has been a sanctuary for women like Evaliss for 46 years. If you or someone you know need help connecting with resources, visit rosiesplace.org/covidresources or call 617.318.0237 #DVAM2020 #DV #DVAwareness



“

*One day I could not take
it anymore and decided
to leave.”*

EVALISS



water • Following



Thanks to your support Sabina was able to get access to safe water at home – the water they need to survive. Now she doesn't have to pass the burden of water collection on to her son, and she's more prepared to safeguard her family from disease. 💧 This #MothersDay celebrate moms everywhere by empowering them with access to safe water and so much more – more health, more time, and more hope for their families. Give through the link in our bio or here: Water.org/mothers-day

9w



vishnuarjun0005 Save water 😊



Liked by 1dropwater and 1,519 others

MAY 7

Add a comment...

Post

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“There’s no such thing
as an average day
with Parkinson’s.
On 11 April, let’s show
the world we’re united.”





I want to
end breast cancer
because



SUSAN G



komenflorida • Following



below!



#cancer #chemotherapy
#breastcancer #fuckcancer
#breastcancerawarenessmonth
#savethetatas #cancerwarrior
#breastcancermonth #komenflorida
#pink #cancerfighter
#breastcancerawareness
#breastcancersurvivor #pinkribbon
#health #cancersucks #fashion
#fightlikeagirl #awareness #thinkpink
#fitness #survivor #october
#cancersurvivor #support #love
#repost #charity #facesofkomenflorida
#cancerawareness

17h

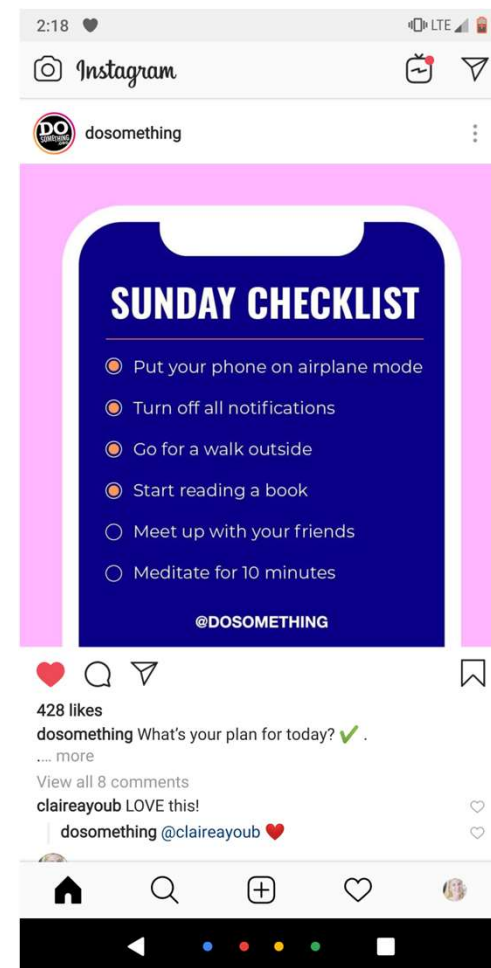
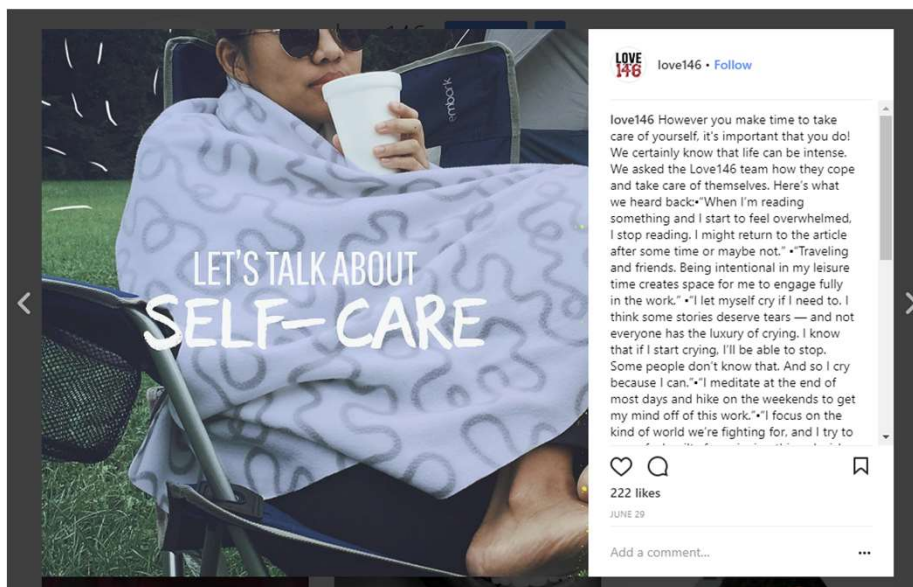


13 likes

17 HOURS AGO

Add a comment...

Post



WHICH METRICS SHOULD WE TRACK?



THEY MUST
ALIGN WITH
YOUR GOALS.



WEBSITE
VISITORS



PAGE VIEWS



REACH



ENGAGEMENT



VIDEO VIEWS



EMAIL SIGN-UPS



CONVERSION
RATE

METRICS ONLY MATTER IF YOU USE THEM!



© marketoonist.com

YOUR DIGITAL MARKETING STUDIO



CONTENT CREATION TOOLS

Canva – https://about.canva.com/en_in/canva-for-nonprofits/

WordSwag mobile app – <http://wordswag.co/>

Adobe Spark – <https://spark.adobe.com/edu/>

Animoto (video) – <https://animoto.com/business/non-profit/>

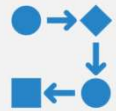
Lumen5 (video) – <https://lumen5.com/pricing/>

A man and a young boy are sitting at a desk, looking at a laptop screen. The man is pointing at the screen, and the boy is looking at it with interest. The background shows a modern office with large windows and a yellow chair.

MARKETING IS A VALUE
EXCHANGE, NOT A
TRANSACTION.

IT'S NOT ABOUT
OUR SELF-INTEREST,
IT'S ABOUT OUR
AUDIENCE'S SELF-
INTEREST.





Now is not the time to let people forget that your organization exists.



Now is the time to show people how effectively you stand for your mission and your community – both when your physical doors are open and when they are closed.

**BE PROACTIVE —
NOT JUST
REACTIVE.**

QUESTIONS?

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To get my free Nonprofit Digital Storytelling Workbook, text **WORKBOOK** to **33777**.

Or: <https://jcsocialmarketing.com/workbook>

