

# 7 Steps to Nonprofit Marketing Success

An Overview of the Connect with Permission Program



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Business401 Program Resources

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*Business901*, <http://www.business901.com>, uses proven methodologies to enable its customers to build applications in a very short amount of time. The result is increased development speed, higher customer satisfaction and decreased time. Utilizing this method, you spend your time on the need versus the plan. The simplicity of a single flexible model will create clarity for your staff and as a result better execution.

### **About Duct Tape Marketing**

Duct Tape Marketing is a unique turnkey small business marketing system created by award-winning small business marketing expert John Jantsch. John is the author of Duct Tape Marketing, "The World's Most Practical Small Business Marketing." There is material used with permission in this publication that is the copyright of Duct Tape Marketing.

### **About The One Page Business Plan**

The One Page Business Plan Company specializes in planning and performance management systems based upon innovative and proven One Page Business Plan methodology. Jim Horan is the President and CEO of the One Page Business Plan Company and author of "The One Page Business Plan" ... the best selling business planning book on Amazon.com.

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# How to create your Nonprofit Marketing System in 7 steps

## Step Number One – Narrow Your Focus

What I'm saying by that from a marketing standpoint is don't try to be all things to all people. You must find a target market. That may not sound like new news or new information, but it is how difficult it is for most organizations.

Often, when I ask organizations to describe their target market, it comes down to anybody they think will help them. Unfortunately, the problem with that is that it becomes so difficult to distinguish your organization from another.

The problem comes down to trust. One of the biggest challenges an organization has to overcome is the lack of trust. They've never heard of you. Why should they trust what you have to say? For many people, if they believe you understand them, you serve their needs or if you've served somebody just like them, you are more suited to meet their needs.

What I'm asking you is to take a look at your ideal client. For those of you who have been in this organization for any amount of time, I want you to think what makes up your ideal client. For many people, it's as simple as taking a good hard look at their current clientele and looking for common characteristics among you're their best clients. For many people that may not be the clients you receive the most amount of funds from. Sometimes it is. It's great when it is I want you to take a good hard look at your existing clients and find some common characteristics of your best clients. For me, the best clients are those who trust what you do, who value what you do, who look to your specific expertise to bring them the results they want.

Sometimes the case may be you're just starting or thinking about just starting and don't have any clients. If you don't have any clients, one of the tips I'll give you is to think about going to some complimentary organizations, ones that wouldn't consider themselves competitors but probably serve the same target market as you, and ask them to describe their ideal client. I think you'll find people are willing to help. People love to be asked their opinions. Often, that can be a great way for you to go out and find common characteristics.

One of the things I have found is when people will go as far as doing this and then look for ways to rank their clients, that they end up finding what makes up their ideal clients. It rises to the top in many cases.

Then again, what I want you to do if you go through that exercise, would be to then sit down and describe your ideal client. Write it down on a piece of paper as though they were sitting across the table from you. This exercise is important for several reasons. I think it helps the organization get a firmer grasp on who makes up the ideal client and who to go after. It can be as simple as asking where more people who look and act like that or have this similar trait are. It's also a great tool. I find few organizations that explain to their staff or other associates who they're looking for. Sometimes, their staff don't even know what to look for in an ideal client.

Once you describe that, you can go out and tell the world. You stop talking to people and stop taking work from clients who don't fit your profile. Sometimes, it's just as important to know who is not a client, as who is.

## **Step Number Two - Find and Communicate a Core Difference**

Obviously, you can see how that may relate to the first step. Often, something to differentiate your organization can be as simple as explaining the passion that drives your organization. It also can be the way in which you package your services. It can be in the way you price your services. It can be in an image that is related to your service. It could be your reputation for a special process.

The problem in organizations is that your prospects can't tell the difference. One nonprofit looks like another. One special cause looks like another. It may not be true, but unless you're spending millions of dollars in advertising to tell your story, often they can't tell the difference.

What happens is someone calls, tells their story and ask how much can you give. That's the way in which they distinguish themselves from another. It is done on a 30-second phone call. If you can find a way, something that makes you the obvious choice in your community or in your field, and then you can tell the world that, you will quickly rise to the top. Funding is not going to be the same issue for you at all.

Here's what I want you to do. Many times people say they have a special need and need a donation. Unfortunately, so does many others. Those are givens. Your prospects believe that if you're a nonprofit, that you have a good cause. This can be done by an outside firm if you want, but I think you can do this effectively yourself. I want you to go out and set up a time to go interview a handful of your clients. I want you to ask them specifically why they volunteer or give to you, how they found you, what makes them stay with you, why they refer people to you.

What I have found often is that somebody who gives to you or somebody who uses your services is more prepared to tell what you do that is different or unique than you will ever be. For many of us nonprofits, we're just doing it how we think it should be done. Often, you will find there are little touches you provide that are a big deal to your market or your specific clients. Those can be the things you want to tap into and communicate how you're different.

Another great place is to look at others filling a similar need. What do they claim to do that is special? What don't they claim? Where is your market not served? These can always be great places for you to go out and recognize nobody is doing something, promising something, putting themselves out as an expert in a particular area. Maybe that's a place that you can grab on to and have that as your point of difference.

Once you've gone out and done your interviews, the hard creative work begins. What you want to be able to do is to let people know how you're different and unique. You can put it into a powerful short phrase. I always like to tell people to try to answer a question with your core message. The question is "Why does anyone care?" Imagine you're sitting at a party or on an airplane and somebody asks what you do for a living.

Instead of saying, I am an executive director for a Teen Youth Association or caseworker or a secretary. Which are essentially just titles but they don't tell them anything. I could say I teach teens how to handle alcoholic parents. You could say you enabled twelve children to take part in the national Olympics. Again, you'll be tapping into your target market. You'll be tapping into something that you provide that's maybe different. It almost forces the person beside you to ask how you do that.

Capture a phrase that gets at the heart of your target market or at a frustration or something you do that is exceptional in eight or ten words. That can become not only the way to differentiate your organization; it can become the real seed of all of your marketing messages. Everything will grow from that statement.

When you go back to your staff and associates, teach everyone in your organization how to answer the question of why does anyone care? You create this memorable phrase based on what you know your ideal target market wants and that you can deliver. Teach everyone in your organization some variation of it and then expand on it in all of your marketing messages.

### **Step Number Three - Package Your Business**

Again, this is related to points one and two. Everyone has heard the phrase "image is everything." To some extent that's what I'm talking about. In some way, people can relate and attach themselves and be more memorable if they can connect to an image.

By that I mean it can be a photo. It can be your logo. It can be the way you package your products. Those are all great ways in which you can differentiate your business.

I also want you to think about packaging, say instead of asking for a donation you name your donation levels. The whole idea is to create something much bigger than just, asking for money. What if you provided platinum-level donor? You could then have other levels of donations.

Some of it is just packaging. But how often have you bought a product because you felt it was somehow bigger than just the product itself. You may have thought this because of the way it was named or because of the people who were supporting it. Same is true with donations. If you were willing to donate \$2,000 but the gold level was \$2,500?

If you can find that image, that thing, that photo, that something that people can connect to, it gives them one more step in the experience of finding out how you're different. We're going to transition now into a little more practical production of things that are going to generate leads in Step Four. We've moved beyond foundation.

### **Step Number Four – Create Marketing Materials that Educate**

Some of you probably have a box or two or five of those glossy trifold brochures that you wrote a bunch of marketing sales copy for and said you are this or that. Not to pick on anybody, but that's just what nonprofits believe they need to create. They think they need a brochure.

What I believe and what I teach all of my clients is to create something that I call a marketing kit. It's a series of documents that can be flexible. It can be personalized; you don't go down to the print shop and print 10,000 of unless you have 10,000 people you want to send it to that day. It's something you can actually look at specific industries and personalize it for a lead or a prospect.

It can come in many forms. I like to use a pocket folder or file folder that I get custom printed, but it can come in many forms. Then I like to create just a series of sheets.

The first one I like to create is something I call "The Difference." By that I mean whatever your organization is, you create a one-page document. Start by sitting down and picking out the three absolute biggest benefits of your organization. Or the three absolute ways in which you know you are so different from anybody else. Take one whole page and explain how you're different.

Rather than talking about how great you are or how long you've been an organization, spend an entire page getting into a benefit and a difference, at least three. That page alone will be so different from what most people are producing. This can come directly from your interviews you do in Step Two. Use the words and examples that your clients are telling you how you're different. Often, it's little things. It's not some of the grandiose things we want to put out there about our years of experience or years of education.

Often, it has to do with how you treat people, how you follow up, how you perform, how you do the work. It's something different from anything they've experienced.

At some point, you obviously need to have a page that talks about your products or services. Just give the basics. I love case studies. We can go back and reuse the interviews with your clients. Take existing examples and use them. A case study is proof. You're showing them somebody that got the result you're telling them they'll get.

Many times people can look at that and the problem or recognize that it's the same business. This is proof that you have been able to help somebody who had that some problem or is in the same business.

Every marketing kit should have some story, either about how you got started, how you overcame adversity, how your business came to get into the specific niche that it's in. People love stories. People relate to stories. Stories build trust. It goes back to all of our childhoods having a parent or sibling reading stories to us. Everybody loves stories. With all of my clients, I force them to create some document that is in story form that gets at the heart of what their business is about.

For many people, they can read all the marketing materials and web sites and different things you would want to produce. But for many people reading a story about how you overcame adversity or how since you were 5 years old you knew this was the business or industry for you. It is so much more powerful. It's so much more valuable than any selling you might do.

People are, more than ever with this information age, trying to find an organization that they

connect with. Let your guard down and tell a personal story, even if it's not the most flattering or doesn't make you sound as big or as important as you think you should sound. In many ways, that honesty is what people are craving.

Testimonials and client lists are great to have in the marketing kit, as well as process descriptions. Often, people talk about what they do. What if you created a checklist or a description of your system detailing exactly the steps that take place performing your service.

Again, the idea is that many people talk about what they'll deliver. If you're somebody who can present this list or these documents that show and prove how you're going to deliver, often that alone can be enough to differentiate your organization.

If you do case studies, you can personalize your kit by inserting those case studies. Your kit could be even 20 or 30 pages. One of the great things about producing this entire concept and having it in a kit is that this is great web content as well.

Many people look at their web sites as a brochure. They approached it the same way using things like "About Us." How many people have seen that navigation link? Use this content of showing examples, showing processes, having checklists, showing a story, showing your difference, as your home page instead of "Home Page" or "Welcome to our Web Site." What if on the first page you hit somebody over the head with the three or four things that are different about your organization? This can be repurposed often to be great web content.

## **Step Number Five - Establish Your Lead Generation Trio**

It's not fair to call it a step, because it's three steps. It's probably the three biggest steps for some people. I put it in one step because I believe that, whether you do it today or whether it takes you three months to get it done, your lead generation system needs to involve all three of these components.

The three components are advertising, a referral system and public relations. You will build or plan to build some component that routinely generates leads using all three of these strategies. Many organizations tell me they've tried to advertise, it doesn't work and it's a waste of money. For most organizations, it is a waste. Not because it doesn't work, but because of the way they are trying to work it.

Imagine how many people buy an ad that's business card sized, in a magazine or the Yellow Pages. In that ad they're trying to say "Call us" and "Donate." That's essentially what most ads say. Maybe they'll throw in that they've been around for 10 years, trusted or all the silly stuff that people put in there. Then the Yellow Pages rep tells them to put their phone number real big.

What I want you to think of is that all your advertising, any advertising you place, be it Yellow Pages, classifieds, any direct mail, the whole purpose of that advertising was just get them to give you permission to start marketing to them and start educating them. Instead of getting somebody to call you to donate or to have an appointment with you, you want them to raise their hand and give you permission to do that.



What I mean by that is something you've all heard the term by now called two-step advertising. All that advertising is and all it tries to do is tell them to come to you to get the information. You're not going to ask them anything or try to make an appointment with you. You're telling them you just want them to start the process by giving you permission to start educating them.

Imagine if I would have sent you an e-mail or postcard that told you to come enroll in my class for thousands of dollars. Would that be as interesting, as telling you to come to a free session? I'll give you lots of great information. You'll get to know us. You'll get to know what were about. It will be on your terms and won't cost you a dime. Maybe some of you will donate.

All your advertising can and should be this two-step variety. You need to think in terms of creating. It can be a breakfast or lunch, but it can also be something like "Download our articles on "Why the statistics are wrong about Teen Pregnancy!" It can be a simple one-page checklist. It can be a report. It can be a review of new tools and resources that people in your community use, such as how to know when your teen is in trouble.

It can be recorded material. It can be written material. It can be the form of a PDF document on a website. It could be in the form of something you might mail them.

What it allows you to do is demonstrate a willingness to give or start to build a relationship before you would ever take the step of asking them to buy from you. Your advertising needs to do that.

The next part of the step in your lead generation is that you need to build a system that involves systematically generating referrals. I have a whole program on referrals, so we could spend a lot of time about just that one step.

I'm going to give you the one or two tidbits that I want you to think hard about. Some of the best people at generating referrals do nothing more than make it an expectation of working with your organization.

In other words, when you sign up a new client or when a new client retains you or when somebody decides they want to donate to you, part of your sales presentation will involve something letting them know what you'll do for them. You tell them that you know they'll be so fulfilled at the end of 90 days; part of their responsibility will be to introduce three more people who they know would be just as thrilled.

Some variation of that phrase is incredibly simple, but incredibly powerful. I think there are a couple of things that make it so powerful. One is that you're sending a positive marketing message. You're telling them you know they'll be thrilled. You're guaranteeing that they're going to be thrilled. You're putting your performance on the line. In almost all cases, people will agree.

The biggest thing it does is that it sets up that expectation. Not 100% of them will follow through, but a much greater percentage will than people who you go back to just six months later and ask if they know of anybody who needs what you do. It sets the tone and message of your marketing.



Many people look to their client base to generate referrals. Obviously, that's not a bad place to look. Who better than somebody who has experienced your brilliance to be able to talk about it? But often, your clients can't be properly motivated to generate referrals or maybe they don't know that many people who has similar interest.

The other thing I want you to think hard about generating referrals is to think at targeting a whole other ideal client, which are strategic partners.

These are business who serve your same market or, even better, businesses that maybe have a service or product that complements what you do. Think about educating them by going to those folks and proposing some joint ventures or a referral structure.

Be clear about whom your ideal market is and what it is that you do of value. You may even go as far as creating tools for them. I have clients where we will create the co-branded marketing materials. Are there tools like the report, that white paper, that ten-step checklist I talked about that you could create that your strategic partners would like to give out to their clients?

You're handing out materials for one another. It's another great way to generate referrals. In a lot of cases what you're doing is borrowing on the trust of those partners. Often they make terrific referral partners or sources or markets, because they know many people who would be interested in what you do.

The third head of this lead generation trio is public relations. Many people are mixed on public relations, because they look at it as some strange science. It isn't. I will tell you that it is a powerful lead generation tool. Because people will look at advertising or anything you put out as sales material. They think you're just saying things trying to get the order. But if somebody else says you're great, a third-party that seemingly has no reason or motivation to do so, all the sudden it becomes so much more believable for people.

One of the things I want you to look at doing, if you serve a local target market, is build a local media list. All I mean by that is for you to look at the people who write about what you do. Look at the publications you know your target reads.

Think about sending those folks something at least once a month. Some of it can just be that you have a new product or have moved your office, but those are not newsworthy. Occasionally, the press will write about those, dependent on the publication and that can be of value, but again, those are not stories.

Remember when you're trying to approach the media is that it's not about you. It's not about your organization. They don't care to promote your organization. What they care about is, first off, themselves, their publication, and they care about their readers. What do their readers want to know? Their readers don't want to know that it's your five-year anniversary, but they might want to know that your organization painted the local senior center for your five-year anniversary.

You've got to think about presenting, or what we call pitching, stories to the media that you know will be of interest to their readers. They don't always need to be about you or about your business or about building your business.

Marketing to the media is much like marketing to new prospects. You've got to take the time to build relationships. The way in which you do that is to be active and send them stuff monthly. Be willing to give.

Send information or trends about your field. You probably all get publications from your field or associations that you may belong to. Often writers who may cover that beat don't get those publications. Many times you can just take some information, survey results or things of that nature, and forward them.

Just to be looked at as a source of information can be a great way for when the story comes up that meets a trend or something happens nationally where you can become the local source. You need to target the media and market to them, much in the same way you would to any target market.

I'll tell you another little tip, about what media to target. I have found this eye-opening when I've done this. Go to your ideal clients or to your clientele and ask them what they read or where they get their information.

It is amazing how often you will, first, determine that one publication you thought was a big deal, nobody reads or cares about. Unfortunately you can't take the advertising rep's word for whom reads their magazine. Find out what your people do read. The other thing I've found is a newsletter or trade publication that I didn't think was that big of a deal that people are just nuts about. It's amazing to find out where you might want to advertise and where you may want to target to get your name in.

## **Step Number Six - Automate and Dominate**

One of the great things about technology and the web and web sites and all the things that are out there now is that it allows you to market to prospects overtime. I talked about the free reporter or white paper and where you're able to have a web site that delivers that. You may have an e-zine that people can subscribe to or unsubscribe to automatically. It keeps you in front of that prospect, because you're pumping out this publication weekly or a monthly basis.

First, you need to have a web site. Then you should build into your website some manner of capturing e-mail address of people who visit your website. Many times they'll come there and if you don't capture that information, you've lost the opportunity to market to them overtime. That's where the free report, the free e-zine and the different things of value that they might trade their e-mail address to you for need to be present. Many of you know I'm a huge fan of blogs.

Blogs are a great way to build trust, spread your expertise, and get PR opportunities. I've had more than one publication interview me just for the fact that I had a blog. There are still some

industries where that is a unique tool all by itself. It's a great search engine tool, about the search engines finding you and indexing content.

For those of you who want to do business on a local basis, make sure that, if you have a web site, you're using local terms in your content and links. I have a remodeling contract that, instead of kitchens, baths and those types of links, they say Fort Wayne kitchens and Fort Wayne baths.

It's amazing how those little touches will help you get found. Frankly, that's how people search. If they're looking for somebody locally, they will many times use local terms in their search.

The other thing I will tell you to make sure you do is to get listed with all the search engines in their local directories, Google, Yahoo and AOL. All of them are now building these local directories, so if somebody searches "Marketing Coach Fort Wayne," the first couple of results coming up are like phone book listings now.

The good news is that they are still free, so I recommend that you go out there today, if you have not, to each search engine. Google, Yahoo and AOL all have a form you fill out. Last time I checked it was free. You can put in your information all the way down to hours, payment methods and everything.

It can be a great source of local traffic. For many people, the web is the phone book. I must admit that I'm in that group. You should be investigating and finding out about pay-per-click local advertising, where you only pay for clicks for people who live in a certain geographic area.

Pay-per-call is another thing that's coming and growing. That's where you only pay for leads of people that literally pick up the phone. They go to your website and there's a system now that will allow them to pick up the phone and call you. You're only charged for the ones who do that.

There are some tremendous automation tools out there that can work for you 24 hours per day, 7 days a week, and make what may be a small business, a small marketing effort, seem much larger.

## **Step Number Seven - Live by the Calendar**

This last step is in some way more of a housekeeping one, but it's amazing how important it is. There is too much to do in your organization.

You didn't start your organization because you wanted to be a marketing expert. I suspect most of you started your businesses because you wanted to do whatever it is that your business does. What you probably found quickly is that what that business does consumes most of your day.

Unfortunately, marketing, which is an important aspect of the survival of an organization, is easy to shove aside by the shipping it, making it, fixing it, that you end having to do.

One of my favorite books on writing is called “Bird by Bird” by a woman named Ann Lamont. It’s been out for several years. The title of that book came from an essay she claims she had to write in high school. She had waited until the last evening before it was due. She sat there confused. There was so much to do in this essay she was supposed to write about the 50 birds native to some country or something. There was so much to do that she just didn’t know where to get started. Her father said to take it just bird by bird.

I think that’s true of marketing. Some of you will get off the call today and look at your notes from today’s call and just be overwhelmed by how much there is to do in the category in marketing. What I tell people to do is to get a giant calendar or at least something that will stare you in the face that you can hang on the wall and that everybody in your organization can see. At the least, map out one thing you intend to do and what steps it will take to do that, then schedule them.

Even if it takes you six months of scheduling, in six months from now you’ll have it done. In other words, make marketing appointments with you. Carve out a portion of every day, if that’s what it takes, and make an appointment to do marketing. Just take it bird by bird, piece by piece. It is such an essential aspect or element of the long-term, not only success, but just survival of your business that you have to treat it.

I like having that calendar reminder, knowing you can’t do it all today, but you’re going to start the lead generation process this month. In fact, I have some clients who just do a theme each month that they work on, because it’s tempting to want to do it all at one time, but all that leads to be “overwhelm.”

## **Business Coaching/Consulting**

### **Personal Coaching**

Retain *Business901* to work with you in your organization to create, install and implement your system. Using the products on the next page as a guide, we will create a powerful program, including an action plan, schedule and budget for implementing your plan. Once your unique plan is created we will meet routinely to keep your plan and scheduled marketing projects moving forward.

### **Distance Coaching**

One on one phone meetings with feedback on submitted material twice a month to guide small business owner through the creation and implementation of the material.

### **Group Coaching**

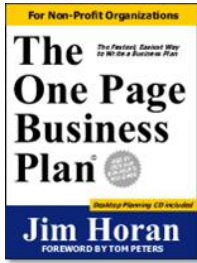
In person or phone consulting with up to 8 staff members with twice monthly meeting and feedback on submitted materials.

### **Consulting**

In person or phone consulting with you or company wide can be arranged. *Business901* can act much like an in-house marketing department to manage resources, work with necessary vendors and freelance personnel to move your plans forward.

## Business401 Program Products

**Business Planning for Nonprofits Program** includes this support material:



If you are responsible for founding or managing a non-profit organization... this book was written just for you! Now you can easily write a draft plan on a single page in less than two hours. Thousands of non-profits have already successfully written and implemented One Page Plans with this simple and effective planning methodology. This special version of The One Page Business Plan has been called "The One Page Promise" because it helps directors, boards, management and volunteers clearly define and live up to their promises at organizational, departmental, project and program levels... all in fact, easy to communicate and actionable terms!

**Connect with Permission Program** includes this support material:

**What makes you different?**

- Discover Your Ideal Target Market
- Create a Unique Core Message
- Image - It's All About The Package

**Educational Marketing Materials**

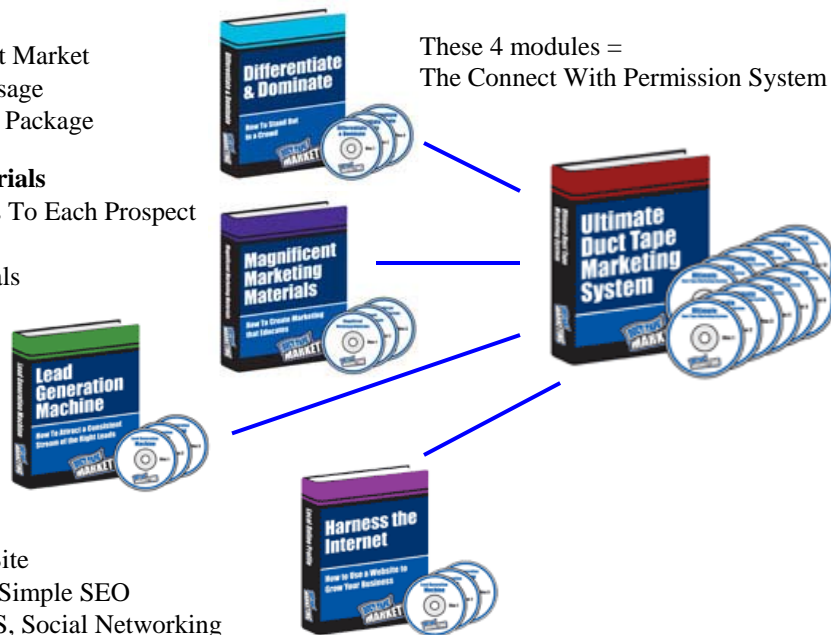
- Marketing Kit That Speaks To Each Prospect
- Tell your story
- Case Studies & Testimonials

**Developing Permission and Follow-up**

- Advertising
- Referral Marketing
- Public Relations

**Using the Internet**

- Content based Web Site
- Building traffic with Simple SEO
- Blogs, Podcasts, RSS, Social Networking



**Referral for Nonprofits Program** includes this support material



This program creates a step-by-step, documented referral marketing program customized through coaching to your target market. Develop marketing tools, letters, and offers that will help you generate a flood of new clients. Devise a precise strategy for making referrals your core new sales weapon. The simple fact is that it does not happen without a system. It takes a system and the system can be the hard part, it could take years and cost a small fortune to figure out just the right combinations that make plans work. The development of an referral system will provide consistent long-term funding and growth.

**We use this material as guides.** But for most nonprofits the material is not enough. The gold is in the coaching and consulting that will assist you in implementing the package.

# Nonprofit Marketing Principles

## **Strategy before tactics**

Determine a strategy and then build your marketing activities around delivering on the strategy.

## **Narrow market focus**

Stop trying to ask everyone. Concentrate your efforts on a referral market and never cold call again.

## **Express the Difference You Make**

Find and communicate a hook that allows your prospects to easily see how your organization is different.

## **Marketing materials should educate**

Create brochures, websites and other communications that allow prospects to experience your passion.

## **Prospecting is an Invitation**

Let your prospects get to know you through an invitation, referral and useful information. Get permission and then ask.

## **Use technology and the Internet**

The Internet provides your organization with a powerful way to automatically find, connect and serve your clients and prospects.

## **Live by a marketing calendar**

The best way to move your marketing forward as you run your organization is to create a calendar and schedule marketing activities.



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Strategies for Long term funding and performance