



Marketing for Nonprofit Organizations

Prince William Chamber of Commerce
Not-for-Profit Business Council
September 13, 2011

Key Areas

- Why nonprofits can't always do things like a business
- Role of the Board
- Building a strategy that works
- “Nonprofit marketing” – dirty words for your audiences?
- You are already B2B so take advantage of it
- Brands and branding
- Social media – who are you trying to reach and why?

Nonprofits as businesses

- Uniqueness of the sector and how it affects strategy and marketing
 - The marketplace
 - Special access
 - Ownership and accountability
 - Assets
 - Liabilities

How is Nonprofit Marketing Different?

- Multiple constituencies
- Non-financial objectives
- Services and social behaviors rather than physical goods
- Public scrutiny / non-market pressures
- Tension between mission and customer satisfaction

Boards of Directors

- Activist boards
- Policy-making boards



Building a strategy that works

- Connecting strategic visions to what you are already doing
- DIY marketing research
- Time horizons
- Resources
- Key ideas
 - If you don't have time to do it right the first time, how will you have time to fix it?
 - Saying NO

Dirty words

- Impact of media and culture
- Old stereotypes die hard
- Do marketers make us buy things we don't need or want?
- Keeping the customer as the focus
 - Marketing mix

Typical Objections to Marketing

- Marketing is not necessary
- Marketing is immoral
- Marketing invades an individual's privacy
- Marketing lowers perceived quality
- Marketing will stifle innovation

Limitations of Marketing

- Dealing with data
- Dealing with customers/clients
- Change management
- Communications
- Tools we don't have
- Volunteers and marketing channels

Business-to-Business Paradigm

- Distinguish from B2C
- Resources
- Relationships
- Limitations, again

What Is A Brand?

- Attributes
- Benefits
- Values
- Culture
- User

Why Brand?

- Enhanced performance
- Differentiation
- Reputation insurance
- Enhanced loyalty
- Additional partnerships



Brand Building

Elements of a brand

- Beliefs, mission, vision and values
- Key messages
- Name
- Logo and color
- House style
- Value
- Consistency

Brand Touchpoints

- Publications
- Newsletters
- Business forms
- Signage
- Packaging
- Exhibits
- Proposals
- Emails
- Voice mails
- Websites
- Web-banners
- Business cards
- Advertising
- Promotions
- Publicity
- Services
- Products
- Employees
- Speeches
- Presentations
- Networking
- Telephone
- Word of mouth
- Trade shows
- Direct mail
- Public relations
- Affinity marketing

Structure of nonprofit brands

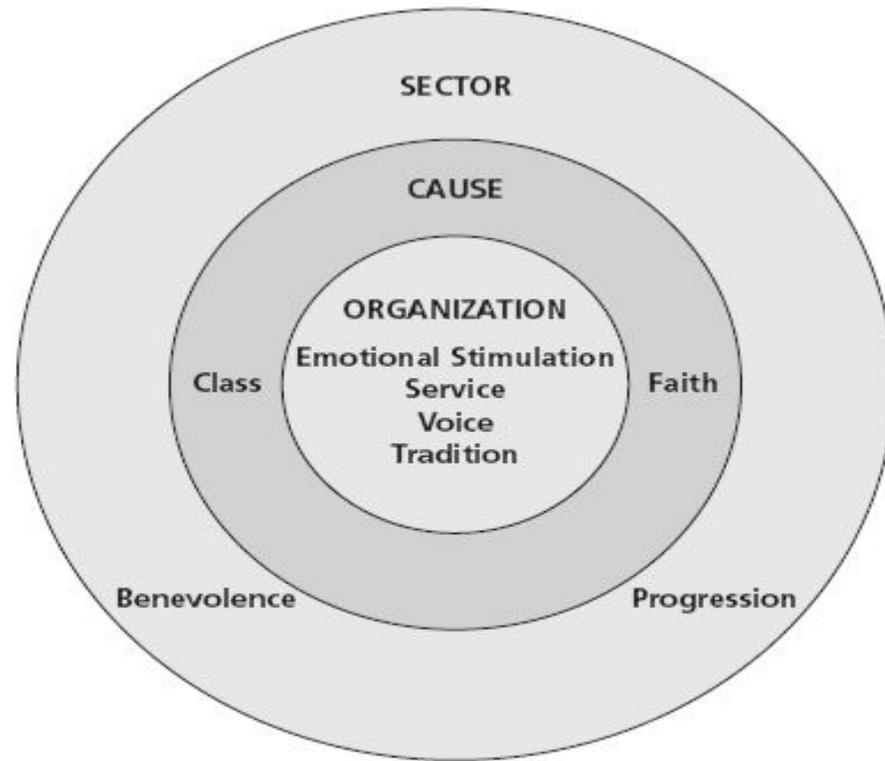


Figure 6.8 Structure of nonprofit brands



Nonprofits Can Be Differentiated By Values Associated With

- Emotional stimulation
- Voice
- Service
- Tradition

Building Blocks of Success

- Brand and strategy are inextricably linked.
- Know your audiences and set realistic objectives for each of them.
- Measure performance wherever possible and affordable.
- Delivering the brand – everything communicates.

THE SOCIAL MEDIA ECOSPHERE

LIFE-CASTING

www.justin.tv
www.ustream.tv

SEARCH ENGINES

www.google.com
www.yahoo.com
www.msn.com
www.baidu.com
www.aol.com
www.ask.com
www.sohu.com
www.bing.com
www.nextag.com
www.ask.com
www.business.com
www.dogpile.com
www.lycos.com
www.askjeeves.com
www.yahoo.com

VIDEO SITES

www.google.com
www.youtube.com
www.video.msn.com
www.vids.myspace.com
www.video.aol.com
www.dailymotion.com/us
www.veoh.com
www.metacafe.com
www.break.com
www.hulu.com
www.revver.com
www.stickam.com
www.blip.tv
www.viddler.com

SOCIAL NETWORKS

www.facebook.com
www.ning.com
www.myspace.com
www.hi5.com
www.friendster.com
www.skyrock.com
www.orkut.com
www.neflog.com
www.bebo.com
www.tagged.com
www.imeen.com
www.badoo.com
www.xanga.com
www.myearbook.com
www.classmates.com

BLOGGING/TEXTING

www.twitter.com
www.twitpic.com
www.twittr.com
www.search.twitter.com
www.tweetscan.com
www.twerms.com
www.cocospac.com
www.tumblr.com
www.friendfeed.com
www.plurk.com
www.lifestream.fm
www.jaiku.com
www.identi.ca
www.jott.com
www.socialthing.com
www.12seconds.tv
www.swurl.com
www.utterli.com
www.15my.com
www.brightkite.com
www.ping.com
www.pinger.com

B2B SOCIAL NETWORKS

www.linkedin.com
www.slideshare.com
www.xing.com
www.plaxo.com
www.ecademny.com
www.nyze.com
mywalst.net
www.yammer.com
www.networkingforprofessionals.com

BLOGS

technorati.com
blogsearch.google.com
www.wordpress.com
www.wordpress.org
www.blogspot.com
www.blogger.com

PODCAST

www.apple.com/itunes
www.live365.com
www.podcast1.com
www.podcastalley.com

PHOTO SITES

www.flickr.com
photobucket.com
imageshack.us
www.fotolog.com
www.multiply.com
www.webshots.com
www.kodakgallery.com
www.snapfish.com
www.fotki.com
www.smugmug.com
www.zoomr.com
picasa.google.com
www.zoto.com

SOCIAL BOOK-MARKING

digg.com
technorati.com
www.mix.com
www.stumbleupon.com
www.kaboodle.com
www.propeller.com
del.icio.us
www.mybloglog.com
www.newsvine.com
www.boingboing.net
www.fark.com
reddit.com
www.slashdot.com
www.bloglines.com
friendfeed.com
www.furl.net
www.blinklist.com
www.mister-wong.com
ma.gnolia.com
sphinn.com

WIKIS

www.wikipedia.org
recipes.wikia.com
uncyclopedia.wikia.com
www.wikihow.com
www.wikimapia.org
www.wetpaint.com
en.wikibooks.org
pbwiki.com
wikitravel.org
lyricwiki.org
gollum.easycp.de/en/
www.quika.com
en.wikivix.com

TOOLS/PLATFORMS

www.livejournal.com
www.ning.com
www.rox.com
buzzm.worldbank.org
www.movabletype.org
www.sharethis.com
www.lifestream.fm
crowdtv.com/home

REVIEWS/TRAVEL

cityguide.aol.com
www.tripadvisor.com
www.yelp.com
www.citysearch.com
www.wayn.com

GROUPS

groups.yahoo.com
groups.google.com
www.meetup.com



Social Media:

Who are you trying to reach and why?

- B2B and B2C
- Using multiple communications paths and messages
- The reality and meaning of attention spans



Contact:

Jeff Kulick

Instructor, Marketing

School of Management

George Mason University

703-993-2197

jkulick@gmu.edu