



Effective Marketing for Successful Fundraising

COURSE AGENDA

DAY ONE

- 8:30** Course Overview
Introduction Activity
Expectations
Outline of course materials
- 9:15** Key Marketing Concepts
Learning Outcome – Describe how marketing is a strategic management tool for nonprofit organizations
- Marketing Management
 - Marketing and Altruism
 - Marketing Elements Marketing Planning Process
- 10:00** **Break**
- 10:15** Market Research -Researching Constituent Needs and Interests *Learning Outcomes - Conduct a SWOT analysis of your organization; Select research strategies to gather needed information from donors*
- Internal Analysis
 - Environmental Analysis
 - Constituent Analysis Donor Research
 - Types of Research for Fundraising
- 12:00** **Lunch**
- 1:15** Defining your Brand
- Learning Outcome – Explain the difference between brand and reputation*
- Understanding Brands
 - Nonprofits and Brands
 - Reputation Matters
- 2:45** **Break**
- 3:00** Messaging the Case for Support
Learning Outcome – Create a theme for your case as an extension of your brand.
- Distilling the Case
 - Theming the Case
- 5:00** **Adjourn**



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DAY TWO

- 8:30** Selecting the Right Medium to Communicate Your Case Tried
and true case expressions: Ink on paper
*Learning Objectives: Describe the 4 elements that create impactful print pieces;
develop an effective print-based strategy for your case.*
- Selecting the Right Medium Effective Print
Solicitations Developing a Print Based
Strategy
- 10:00** **Break**
- 10:15** Demystifying Digital
- Learning Outcome: Analyze your website for fundraising impact; Analyze which social
media platforms might work best for your audience; Describe how Hootsuite can make
your digital life easier*
- Why Digital is Important
Websites
Social Media/Email Digital
Storytelling
- 12:00** **Lunch**
- 1:15** Setting Digital Strategy Goals
*Learning Objective: Craft digital messages that result in increased
volunteers, monthly giving and email address acquisition.*
- What does Success look like?
Moving from Permission to Success
Designing Effective Calls to Action
- 3:00** **Break**
- 3:15** Special Events as a Marketing Strategy
*Learning Outcome: Develop clear objectives for special events to further your
marketing objectives.*
- Benefits of Special Events
Building an Events Strategy
Implementation
Cost/Benefit Analysis
- 5:00** **Adjourn**



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DAY THREE

- 8:30** Telling your Story through Others
Learning Objective: Prepare yourself, your CEO and volunteers to be effective at media interviews.
Working with the Media
Learning what reporters look for
Rehearsing the message; Dressing the part
During the interview
Remembering Do's and Don'ts
Media Interview Exercise
- 10:15** **Break**
- 10:30** Communicating in a Crisis
Learning Objective: Develop a Crisis Communication Plan for your Organization
Evaluating a Crisis Situation
Crisis Communication Plans
Managing Crises
- 12:00** **Lunch**
- 1:15** Managing the Marketing Process Internally
Learning Objectives: Describe the competing demands for marketing support within your organization; Identify marketing resources that may be able to help your organization.
Accountability
Organizational Life Cycle and Marketing
Marketing on a Budget
- 3:00** **Break**
- 3:15** Putting the Plan Together
Learning Objective: Identify the step in the planning process where your organization needs to invest attention; Set SMART objectives for your efforts.
Marketing Plan Process
SMART Objectives
- 4:45** Course Wrap Up and Reflections
Evaluation of Expectations
Completion of Course Evaluations
Awarding of Certificates of Completion
- 5:00** **Adjourn**