

Module 7.0 Integrated Marketing and Communications

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7.1 How to Pick the Best Goal for Your Organization

- Make sure your nonprofit marketing goal is tied directly to your organizational growth objectives. We all want to raise awareness of our organization and the work that we do, but what will this “raised awareness” get our organization at the end of the day? What do we hope to accomplish?
- Small nonprofits typically see the best results when they select one priority goal per quarter. Larger organizations with a marketing department of more than one person may be able to focus on two goals.
- Since nonprofit organizational priorities are always changing and shifting, recommend reviewing your nonprofit marketing plan every quarter (3 months). This may not mean creating a new one from scratch, but rather examining the plan to see where it can be tweaked and analyzing your progress.

7.2 The Best Way to Achieve Amazing Results

- The best way for non-profits to refine their objectives is by using something called the **SMART** objective framework.
 - ✓ **Specific:** Choose an objective with one key result.
 - ✓ **Measurable:** Ensure you have the tools available to measure your progress along the way.
 - ✓ **Achievable** (but Ambitious): Given your current reality (time, money, expertise, help, etc.), choose something you know you can set out to do, but will also push you to learn more.
 - ✓ **Relevant:** Good objectives increase the success of the organization. Increasing donations may be more tied to your organization’s overall objectives, while simply increasing Twitter followers may not.
 - ✓ **Time-based:** Create a realistic deadline you want to achieve this by.

7.3 How to Find The Right People Who Will Support You

- Market to a specific audience that responds to your non-profit’s mission by sharing powerful stories. Use personas. Personas do not describe real people, but you compose your personas based on real data collected from multiple individuals. Personas add the human touch to what would largely remain cold facts in your research. When you create persona profiles of typical or atypical (extreme) users, it will help you to understand

patterns in your research, which synthesizes the types of people you seek to design for. Personas are also known as model characters or composite characters.

7.4 How To Craft A Compelling Message

- The power of storytelling — in fact, 56% of those who support nonprofits through social media confirm that compelling storytelling motivates them to make a donation.
- Use videos to tell the story.

7.5 How to Choose The Best Platform To Share Your Message

- If you want to maximize your impact, it's important to tailor your message based on each platform's strengths.
- Here are the strengths of the four most popular platforms non-profits use:
 - **Facebook:** Facebook is great for showcasing impact, expanding reach, and engaging debate or conversation among different supporters.
 - **Twitter:** Twitter is useful for sharing news around an issue, or tagging specific people in your updates.
 - **Email:** Email is an intimate platform to speak with those who know you and trust you on a personal level. That's why they're great for large asks (ex. "Would you donate \$300?"), or specific asks (Ex. "Come to our event on Tuesday.").
 - **Website:** Your website is your most important piece of marketing collateral, because it is your face to the world and the place where you make that vital first impression. This is where people will go to find out further details about your campaign, and also dig around to discover your organization's mission and vision.
- If you're a very small nonprofit with limited staff and staff capacity, efforts are best spent if the focus is on three areas:
 - Optimizing your website by featuring your compelling message on your home page;
 - Communicating your ask in an email campaign to your supporters; and
 - Consistently sharing your campaign on the one social network (Ex. Facebook) where your supporters are most engaged.
- **IMPORTANT:** Each marketing platform has a different strength and if you choose a blanket approach for every platform, your message may end up falling flat.

7.6 Crises Communication – How to communicate when the worst happens**

- Three reasons why your non-profit needs a Crises Communication Plan
 - You're ready for the worst-case scenario. Go through every bad scenario you can think of and equip your team with the necessary information, your organization can hold its own against whatever comes its way. Even if you're not encountering a full-fledged crisis, with a crisis communication plan in place, your organization will have the plans and communications in place to handle small issues with ease.
 - You have a proper communications plan & regulations in place to ensure safety. Keeping people safe is your biggest priority during a crisis. Some crises can't be helped. With a well-thought crisis communications plan in place, not only can you be

prepared for the worst to happen, but you can know how to communicate effectively to key stakeholders during a crisis.

- You can save or salvage your non-profits image – or keep it from getting tarnished in the first place. The sooner you respond to a crisis, the better your organization looks. Saving your image could keep your nonprofit and its mission afloat.
- Negative PR can be a bad thing during a crisis, but if you're equipped to handle media interviews and have prepared statements at the ready. Your organization must take responsibility for its actions — or in some cases, lack of action — and acknowledge the role it played in the situation. Don't point fingers. Instead, address your brand's role, be sincere and attempt to make amends. People will respect and forgive you more readily, plus it will help your organization look more trustworthy, especially if the crisis has shaken your stakeholder's trust in you. Crises don't happen every day, but when they do, they can make or break an organization's image. And at the end of the day, your image is what keeps you going.