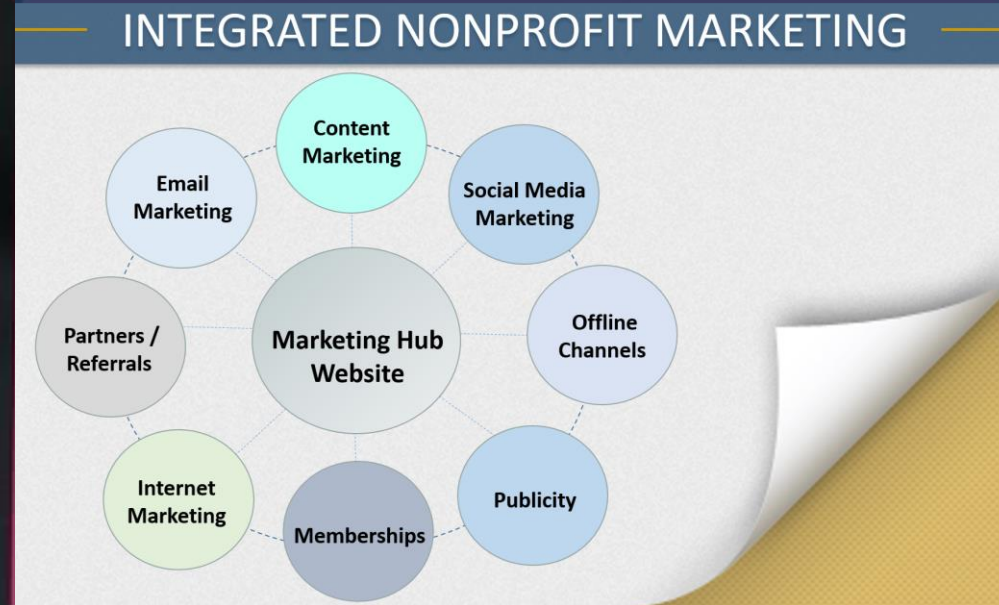


# CERTIFICATION COURSE: INTEGRATED NONPROFIT MARKETING





Jo Lynn Deal, Founder myMarketing Cafe  
[www.linkedin.com/in/jolynndeal](http://www.linkedin.com/in/jolynndeal)

## ABOUT YOUR HOST:

[jolynndeal@mymarketingcafe.com](mailto:jolynndeal@mymarketingcafe.com)

My name is Jo Lynn Deal and I am the president and founder of myMarketing Café – a full-service marketing firm. Our mission is to help small businesses and nonprofit organizations tap into the power of big company marketing strategies without needing the big company budget.

We help our clients build deeper connections with their ideal audience and grow revenue using integrated marketing programs and today's digital channels.

I invite you to connect with me on LinkedIn and I look forward to networking with you.





# NONPROFIT MARKETING ROUNDTABLE

YOUR COMMUNITY FOR NONPROFIT SUCCESS

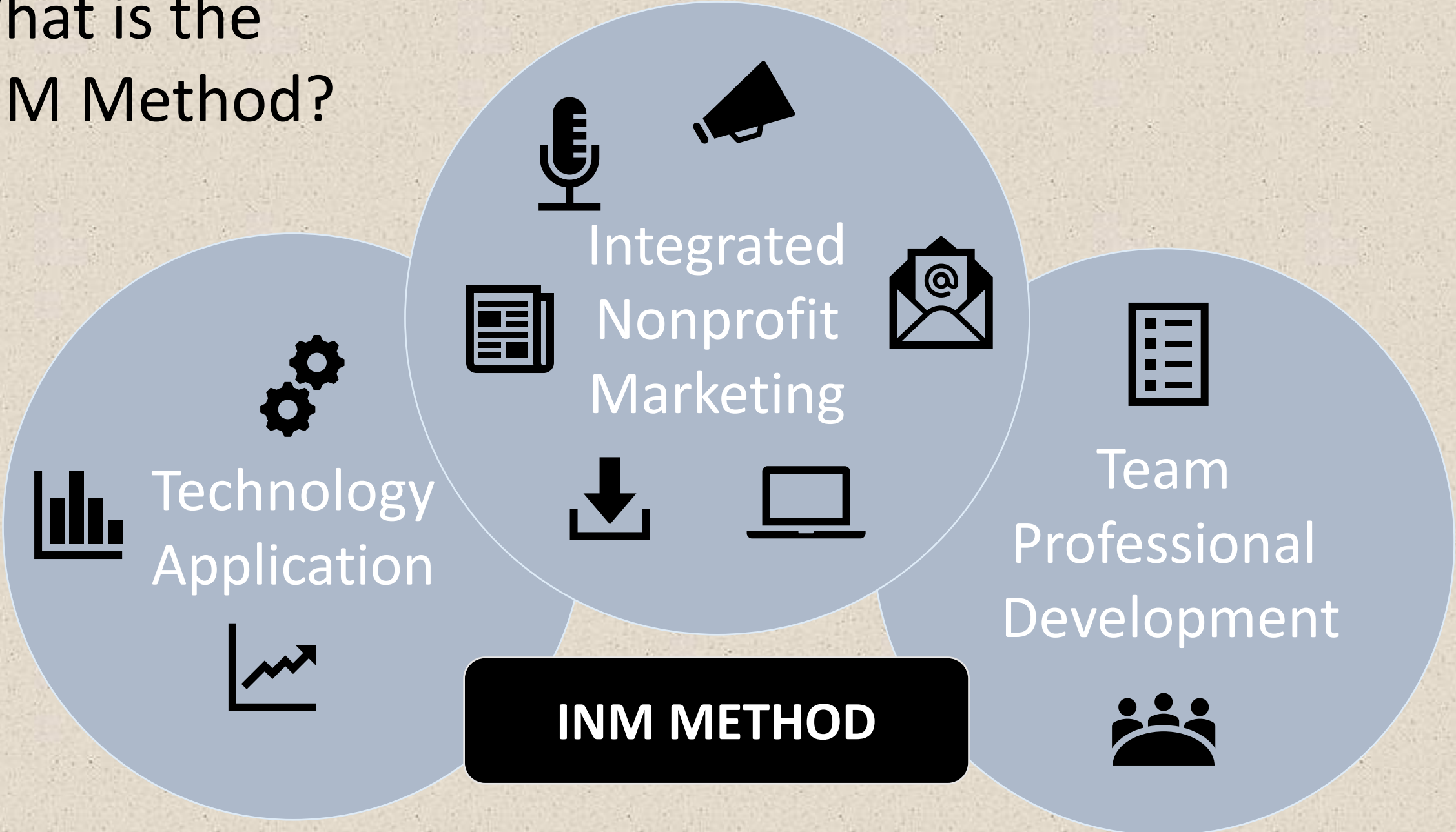
[nonprofitmarketingacademy.com](http://nonprofitmarketingacademy.com)



— WHAT IS THE INM METHOD? —



# What is the INM Method?



# What is the INM Method?

Best Use of all Marketing & Communications Assets

















FUENTE DE ALIMENTACION  
500W  
PUNTE DE ALIMENTACION  
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7 Aspyr  
201103  
Dell  
Dell  
Dell







WFAA-TV  
DALLAS-FORT WORTH

abc

NEWS

FRONTLINE

5





**APPLY ONLINE**



# What is the INM Method?





Dear Max:

Thank you so much for your April donation of \$400. I'm including a recent article about the success of the life-saving training program you've been so kind to support for the past four years...



Dear Applicant:

**YOUR RESUME HAS BEEN RECEIVED.**

Thank you very much for your response to our posting and your interest in a position with {our nonprofit}. However, please note that due to the large number of responses we have received, only candidates being considered for the position will be contacted. If you are not contacted, please know that your resume will be kept on file for future positions.

Thanks again for your interest in our organization.

Dear Max:

Thank you so much for your April donation of \$400. I'm including a recent article about the success of the life-saving training program you've been so kind to support for the past four years...



Dear Mark,

We sincerely appreciate that you are considering joining our team and our mission to protect children. Beth Davis is our HR Director and she will keep you up to date as we proceed through the hiring process.

I wanted to share with you about a way you can help today. Here is a [video about Amy](#). Amy is one of the hundreds of children we care for each year; each child is very special and has their own unique story. We could never help as many children as we do without the thoughtful support from our community. I encourage you to share Amy's story so that others can meet her and find their own unique way to get involved.

Thank you for your help. We look forward to connecting with you.

Bill Roberts

Chief Executive Officer

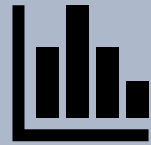
The Children's Home

Stay connected with our children through [Facebook](#)



# What is the INM Method?

Improve operational efficiencies through technology solutions



Technology Application



How could technology improve your operations and your marketing?

Your budget does not have to limit your technology usage.

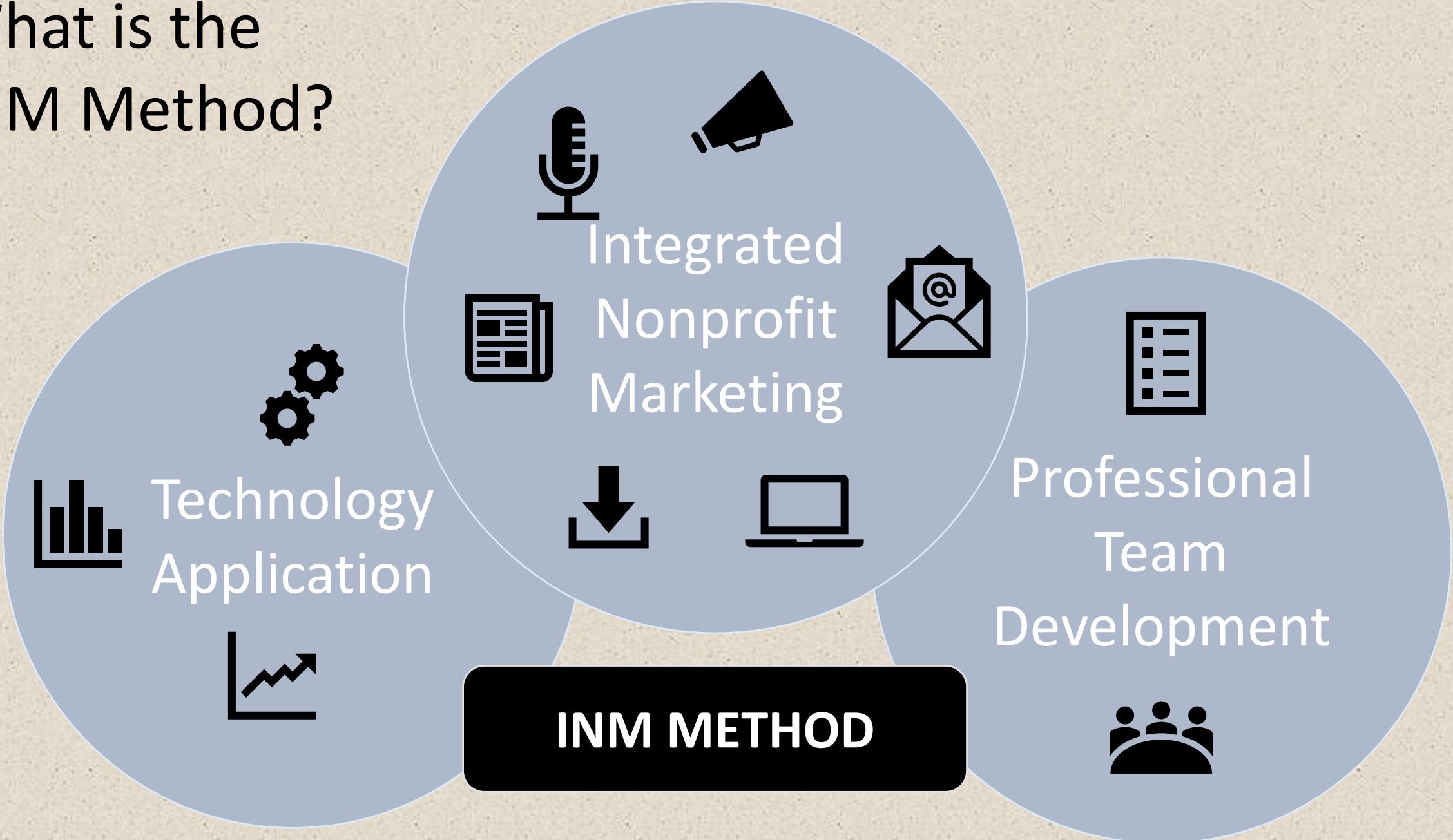
# What is the INM Method?



Maximize team performance with customized tools and training



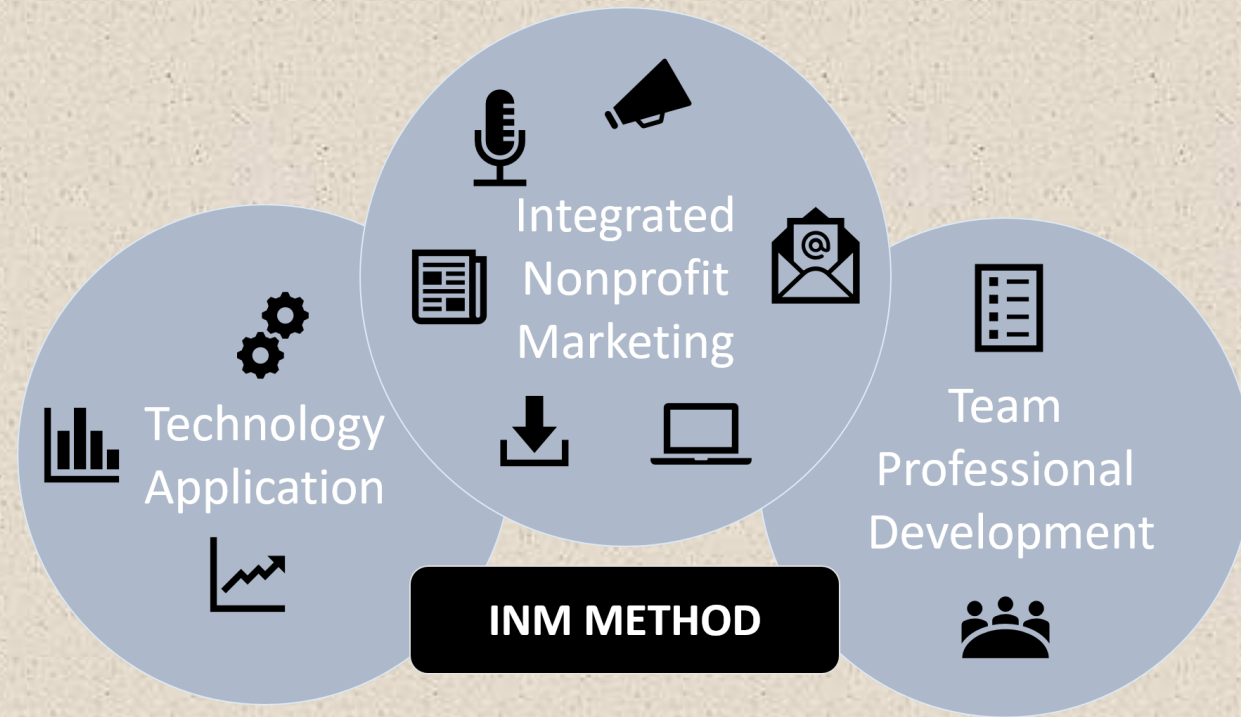
# What is the INM Method?



# CHALLENGE:

We need each person on our leadership team to grow a large network of local business professionals.

- How can Integrated Nonprofit Marketing help? – Content Marketing
- What Technology can be used to solve this challenge? – LinkedIn, Project Management tool to manage the effort
- What training or resources would help? – Teach them to use LinkedIn, Create templates, Research networking events





A row of light bulbs is shown against a dark background. The first bulb on the left is significantly larger and is glowing with a bright yellow light. The other bulbs are smaller and arranged in a receding line to the right, with their lights dimming as they go. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing white text. Two short yellow horizontal lines are positioned on either side of the text within the blue band.

WHAT OPPORTUNITIES WILL  
I GAIN FROM THIS COURSE?

## **MODULE ONE: RESEARCH, LEARNING AND PREPARING THE FOUNDATION**

Lesson 1 – Evaluating Major Nonprofit Marketing Killers

Lesson 2 – Evaluating Nonprofit Revenue-Generating Programs

Lesson 3 – Unrestricted Revenue: Finding your ideal program(s)

## **MODULE TWO: UNDERSTANDING INTEGRATED NONPROFIT MARKETING**

Lesson 4 - Marketing Wheel

## **MODULE THREE: ADVANCED CONTENT DESIGN AND DEVELOPMENT**

Lesson 5 - Audience-Centered Content

Lesson 6 - The Buyer Journey Using Audience-Centered Content



## **MODULE FOUR: BUILDING THE MARKETING PLAN AND CAMPAIGNS**

Lesson 7 – Content with Templates, Tools & Automation

Lesson 8 – List Building Strategies

Lesson 9 – Marketing Plan and Platform

## **MODULE FIVE: BUILDING A STRONG BUSINESS SUPPORT NETWORK**

Lesson 10 - Growing a Strategic Business Partner Program

Lesson 11 - Sponsorship Recruitment Strategies

## **MODULE SIX: OPTIMIZING CONTENT AND THE USER EXPERIENCE FOR CONVERSION**

Lesson 12 - Personalizing the Audience Experience

Lesson 13 - Integrated Nonprofit Marketing Recap

Lesson 14 - Measuring Your Marketing Efforts



A team of sled dogs, including several white and black huskies, are pulling a sled through a snowy, wooded area at night. The scene is illuminated by a warm light source, possibly a fire or a lamp, creating a soft glow and casting long shadows. The dogs are in motion, with snow kicked up around them, suggesting they are pulling the sled. The background shows dark, snow-covered trees and a bright light source behind them, creating a dramatic silhouette effect.

**MODULE SEVEN:**  
**BUILDING A STRONG NONPROFIT INTEGRATION TEAM**  
Lesson 15 – Nonprofit Team Professional Development



## LESSON 1

# Five Nonprofit Marketing Killers

*And how to fix them.*



# QUOTABLE TAKEAWAY



*“Effective marketing is a fiduciary responsibility of nonprofit leadership. What you put into it will come back to you with resounding accuracy.”*





**NO  
MARKETING  
PLAN**

**NO  
NONPROFIT  
SALES  
FUNNEL**

**NO ONGOING  
EMPLOYEE  
& BOARD  
TRAINING**

**NO  
LIST  
BUILDING**

**NO  
SPONSOR  
FOCUSED  
MARKETING**

# MARKETING PLAN



The nonprofit marketing plan is your GPS system. It tells you where to go and the most efficient way to get there.



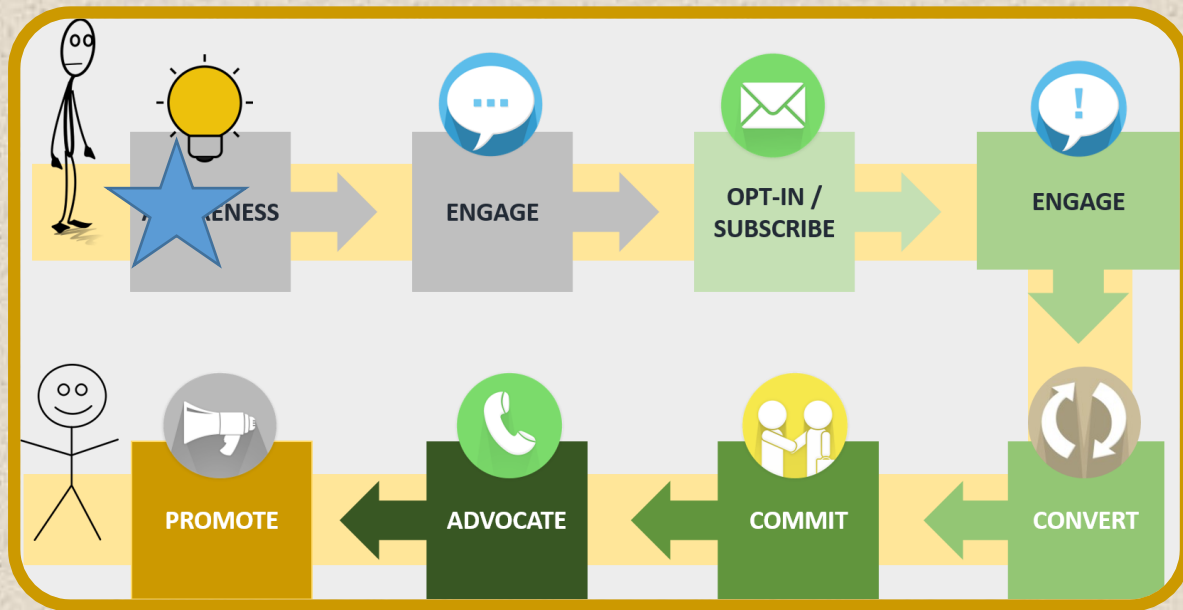
# MARKETING PLAN



How do we fix this?

- Find a marketing template that works for you
- Review the course template and recommended platform
- Build your plan as you work through this training

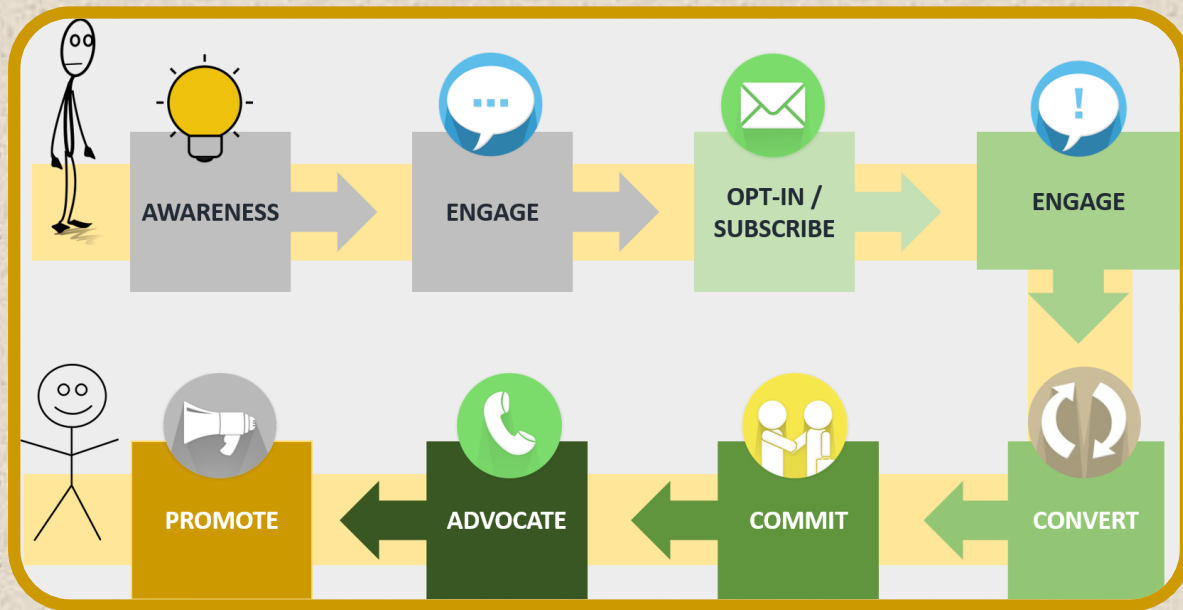
# SALES FUNNEL



The sales funnel or buyer journey moves your target audiences along the path to investing in your company.



# SALES FUNNEL



How do we fix this?

- Add sales training to your own professional development plan
- Spend at least four hours per month developing your sales skills
- Create a detailed sales process

# PLATFORM DEMO BREAK!!

The screenshot shows the Feedly web interface. On the left is a sidebar with navigation options: Today, Read later, Filters, and FEEDS. Under FEEDS, 'Marketing Experts' is selected, showing a list of sources like HubSpot, MarketingProfs Daily, and Seth Godin. The main content area is titled 'Marketing Experts' and features a 'MOST POPULAR' section with three articles: 'You're doing it wrong' by Seth Godin, '2018 B2B Content Marketing Report Indicates Marketers are Finding Content Marketing Success', and 'Micro-Influencers vs. Macro-Influencers: Whose Posts Are More Effective? [Infographic]'.



The screenshot shows an Evernote note titled 'Generate Leads Using Facebook Cover Videos And Powerpoint'. The note content includes a sub-header 'Add task to campaign to create video series', a small thumbnail image of a Facebook cover video, and several paragraphs of text. The text discusses Facebook's new lead-generating marketing channel and provides advice on how to use the cover space effectively. The note is part of a collection titled 'Specific Project Ideas' and includes a 'Share' button.



# ONGOING TRAINING



Train employees and board members on how they contribute to each level of the buyer journey.

# ONGOING TRAINING



How do we fix this?

- Begin by engaging staff and board members in the marketing process
- Identify weaknesses and needs
- Use free technology to create your training programs (Dropbox, Zoom, Google Drive)



# ONGOING TRAINING



How do we fix this?

- Use the expertise of employees and strategic business partners
- Create a budget and hire freelancers
- Use free online sources

# ONGOING TRAINING

**What is your nonprofit doing to develop employees?**



Your employees can be your greatest asset for building revenue-generating programs. Train them to help create, implement, and manage the programs as a part of career development.

We'll learn more in Lesson 15.



# LIST BUILDING

Sign Up ▶

Register for the Webinar

First Name

Last Name

Company

Email Address

Marketing success depends greatly on continuously growing and segmenting your audience list(s).

# LIST BUILDING

Sign Up ▶

Register for the Webinar

First Name

Last Name

Company

Email Address

How do we fix this?

- Use your buyer personas to identify key audience lists
- Identify where these audiences hang out online.
- Implement list-building strategies



# LIST BUILDING

How do we fix this?

- Partner with other businesses to use their large lists
- Make list-building a primary focus of the entire team

Click to Learn  
More



News



Sign Up

TOUR



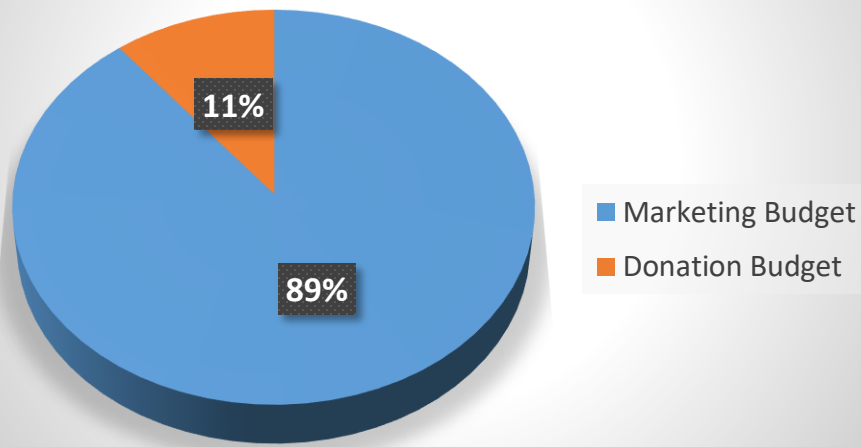
Schedule Tour



Contact Us

# DONATION vs. MARKETING

## SPONSOR COMPANY BUDGET



Sponsor marketing budgets are bigger because more is expected from this spending item.



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Put yourself in  
**THEIR**  
shoes



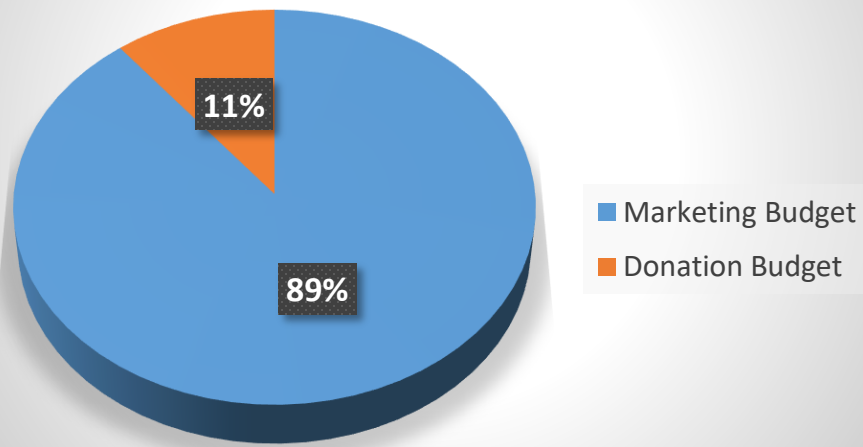
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Are your sponsor  
programs impacting  
your sponsor's  
bottom line?

DONATION vs. MARKETING

# DONATION vs. MARKETING

## SPONSOR COMPANY BUDGET



How do we fix this?

- Grow your lists, social channel followers and online presence.
- Create lead-generation events for your sponsors.
- Focus on immersive, engagement marketing tactics and events with high ROI for sponsors.



# COURSE CASE STUDY



Maxine Monroe, Director of Marketing  
Memphis Community Development Council

Meet Maxine Monroe:

- Director of Marketing for a nonprofit
- She is taking the course with you
- We will review her progress all throughout the course

# COURSE CASE STUDY



Maxine Monroe, Director of Marketing  
Memphis Community Development Council

What marketing killers are affecting our course client?

- No formal employee development programs
- Unsure about the sales process
- No sponsor-focused marketing





**BEGIN BUILDING A  
MARKETING ARSENAL**

# NEXT STEPS...

## Next steps...

1. Do any of these mistakes ring true for your nonprofit?
2. Sign up for an email marketing / list-building platform: Constant Contact, MailChimp or other.
3. Sign up for Feedly and Evernote
4. Search online for sales experts. Identify 2-3 that you like and subscribe to their blogs.

Check out:

- a) Anthony Iannarino
- b) Hubspot
- c) Seth Godin
- d) Gini Dietrich





COMING UP NEXT



## Lesson 2: Missed Opportunities

*Hidden Revenue-generators for nonprofits*