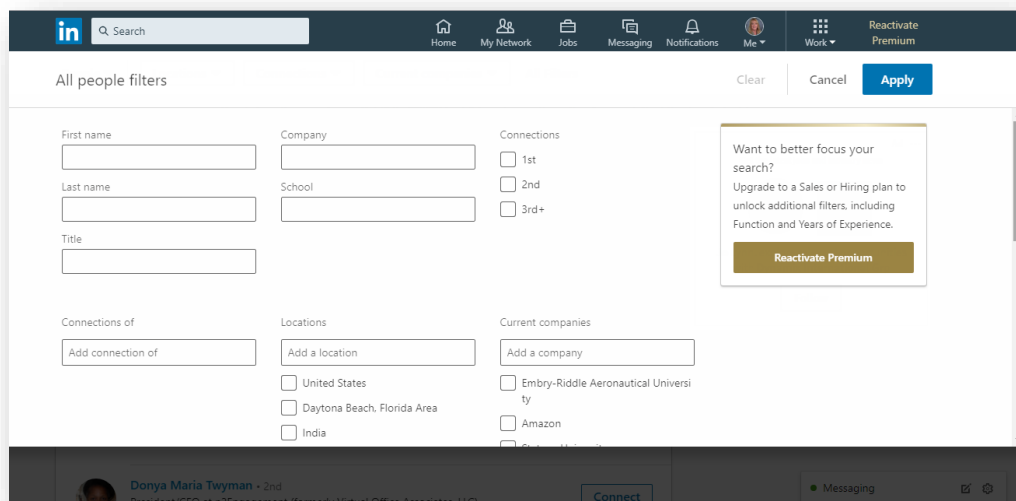


How To Build A High Revenue Sponsorship Program For Your Nonprofit

Nonprofit Leadership: Audience Acquisition Checklist

Grow your ideal event audience using LinkedIn and the Buyer Persona Strategy

1. Use a buyer persona developed by your organization to connect with members of your ideal audience using LinkedIn.
2. All members of the nonprofit leadership team, board, and marketing/fundraising roles should apply this daily strategy. If other staff members are able to do this on LinkedIn, add them to the project.
3. Search for possible connections using potential titles, groups, industries, and other filters available with LinkedIn.

A screenshot of the LinkedIn search filters interface. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. Below the navigation bar, the 'All people filters' section is visible. It contains several filter categories: 'First name' and 'Last name' with text input fields; 'Company' and 'School' with dropdown menus; 'Title' with a text input field; 'Connections' with checkboxes for '1st', '2nd', and '3rd+'; 'Connections of' with a dropdown menu; 'Locations' with checkboxes for 'United States', 'Daytona Beach, Florida Area', and 'India'; and 'Current companies' with a dropdown menu. A 'Reactivate Premium' button is visible on the right side of the filters. At the bottom, a profile card for 'Donya Maria Twyman' is partially visible, showing her title as 'President/CEO at e2Enrichment (Formerly Virtual Office Associates, LLC)' and a 'Connect' button.

4. When sending requests to connect on LinkedIn, include a personal note. Personalized invitations have a much higher acceptance rate.
 - Possible script: *Hello Jane. My name is Jo Lynn and I am working to grow my local community network on LinkedIn. I'd like to connect with you if you are open to new connections. Have a great day.*
 - Second Level Connections: When you see that you have one or more second level connections in common with a prospective contact, include this in the personal note. For example, *Hello Jane. We have a few local connections in*

common. I'd like to invite you to join my network and hopefully get to know each other.

5. Send a follow up thank-you via LinkedIn. This task may be very cumbersome, but it is nice to send a follow up thank-you to those who accept your invitation to connect. Review the new contact's LinkedIn Profile. Look for something special to mention and thank them for connecting.
6. Continue to share helpful information daily on LinkedIn as an update from your profile.
7. Create content for board members, leadership, and other staff to share from their LinkedIn profiles. Send content ideas to the team on a weekly basis or use a website like Dropbox to store the content and share the folder with everyone on your team. This gives everyone access to the information when they need it and when they will be networking on LinkedIn.
8. When you are ready to begin promoting your targeted business event, begin sharing articles and content related to the topic of the event with a Call-to-Action to register for the event.
9. As the event draws closer, send the invitation to attend to your contacts via LinkedIn inmail, or download your list of contacts and use a trackable email service to email the invitation.

The Nonprofit Marketing Academy has received a few requests to host a webinar detailing this process further, we will schedule a training for mid-August and post the announcement on our training page. We will also send out an announcement to our members and the Free Friday Resource list.