HOW TO BUILD A HIGH-REVENUE SPONSOR PROGRAM FOR YOUR NONPROFIT

NONPROFIT MARKETING ACADEMY

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ABOUT YOUR HOST:

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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 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.

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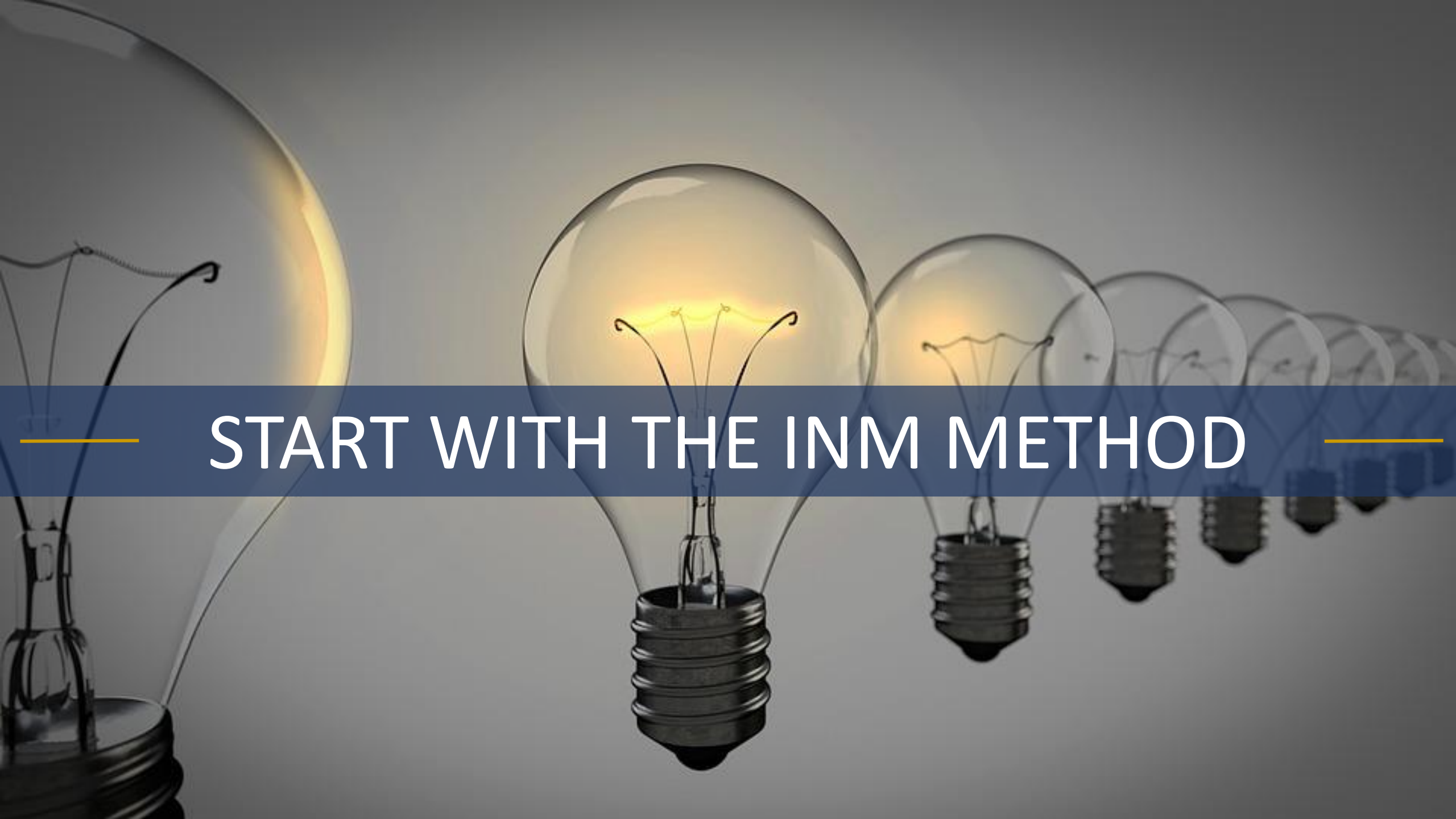
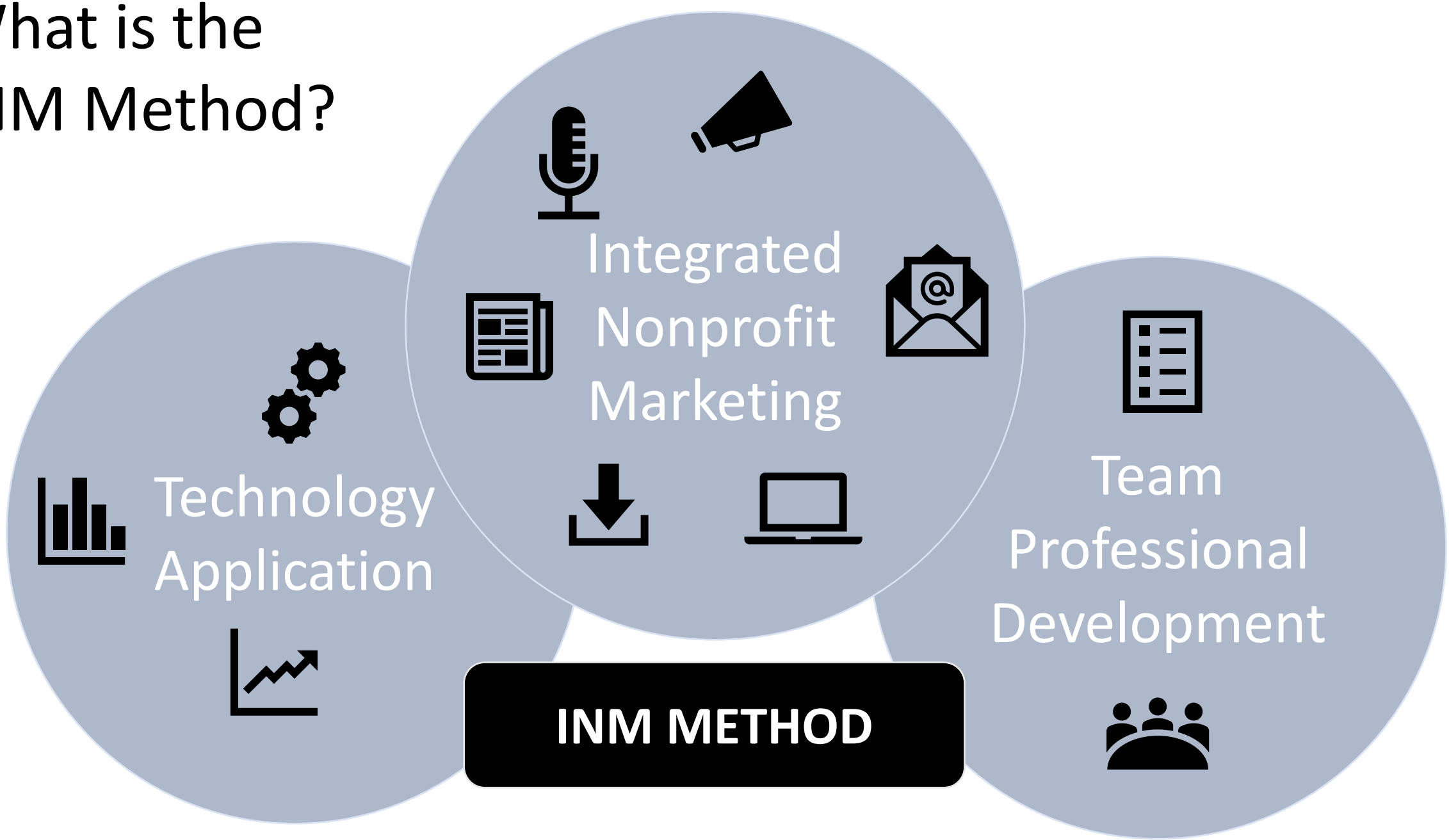

START WITH THE INM METHOD

What is the INM Method?



What is the INM Method?

Best Use of all Marketing & Communications Assets

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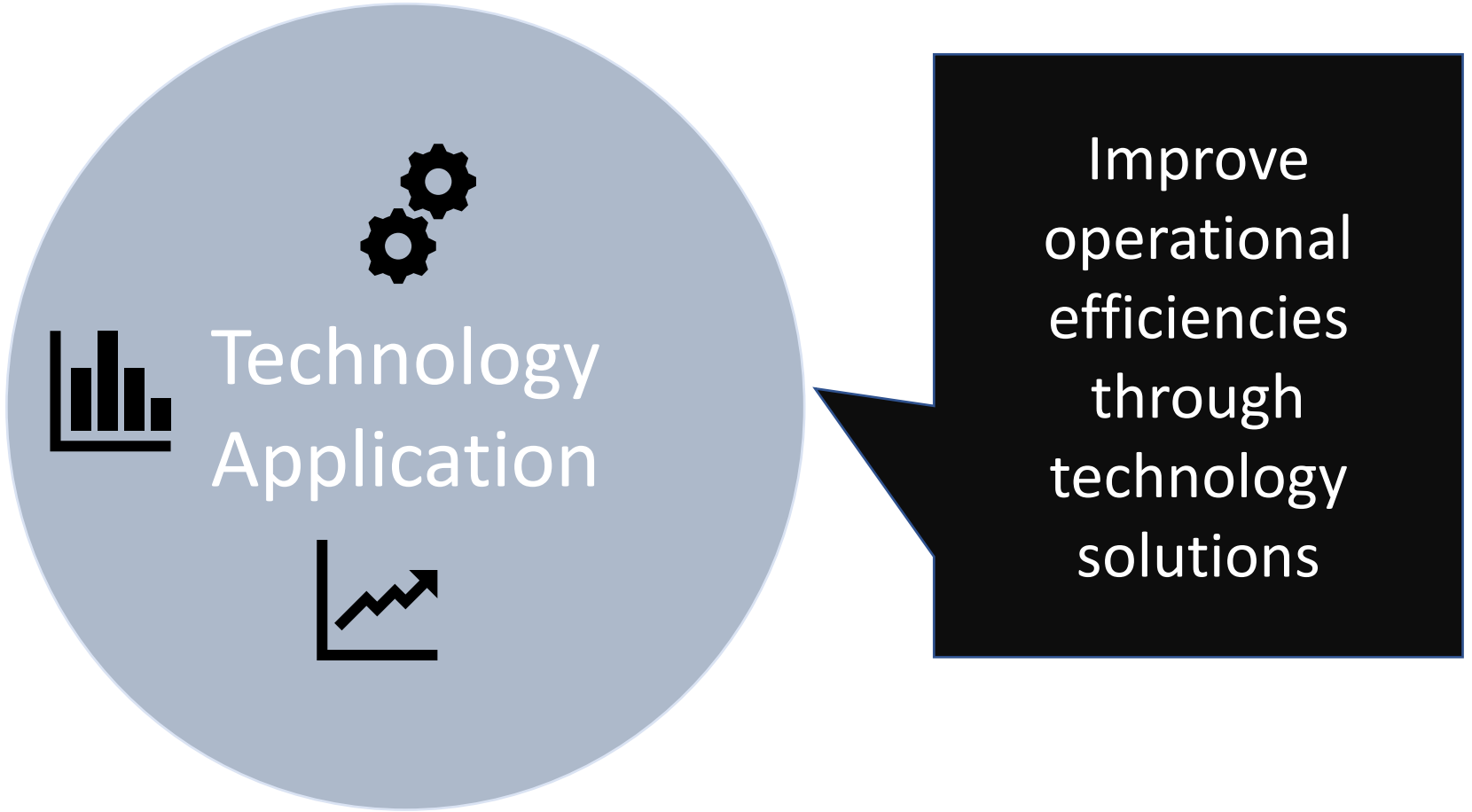

What is the INM Method?

Maximize team performance with customized tools and training

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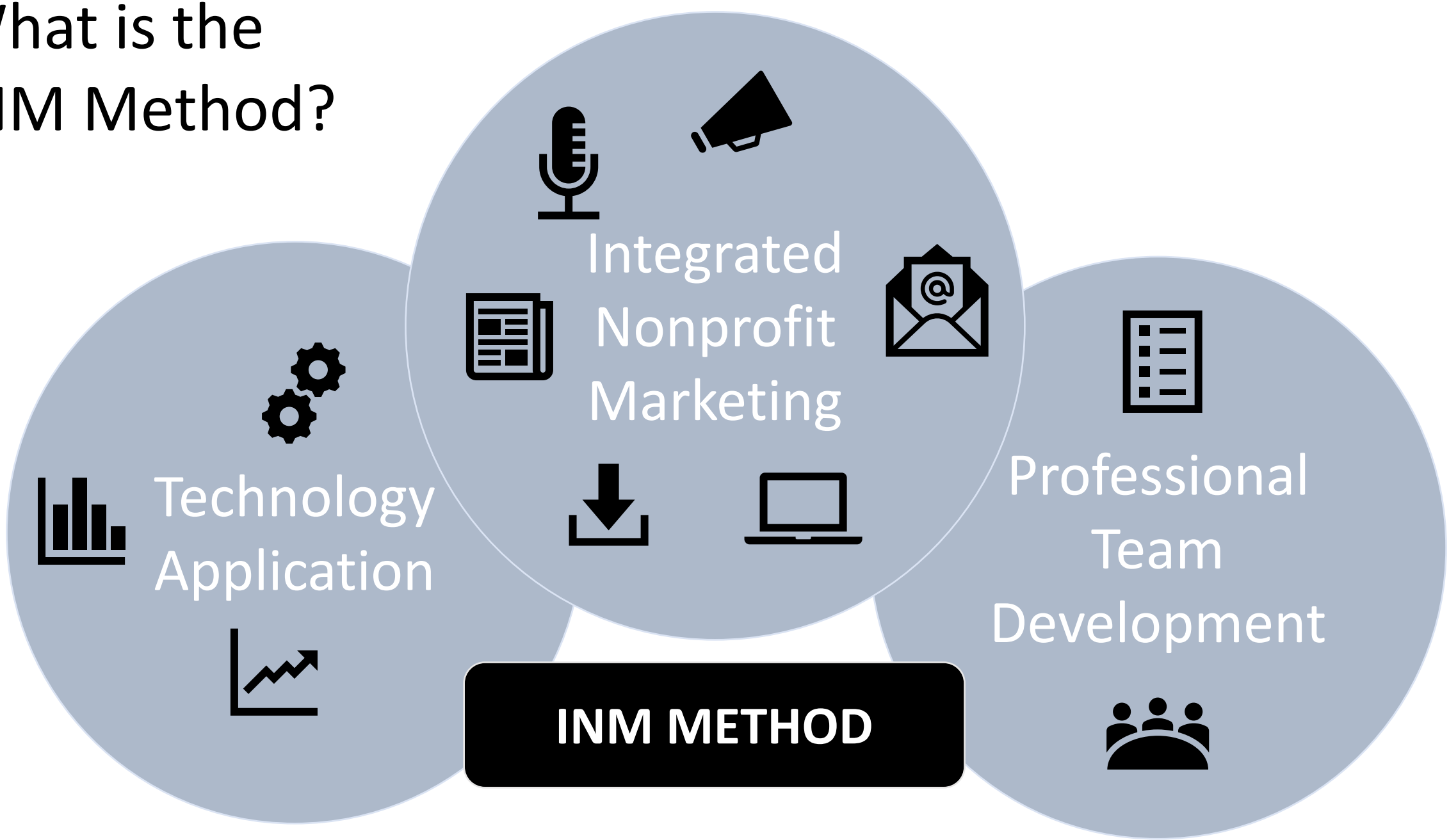

Why do sponsors say no to our events and programs?

Nonprofit Benefits: What do we want from sponsors?

- Large source of funding

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Nonprofit Benefits: What do we want from sponsors?

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- Connections to a broader audience
- Connections to influence and affluence

What do sponsors want from us?

Donation vs. Advertising

Donation Promotional Benefits

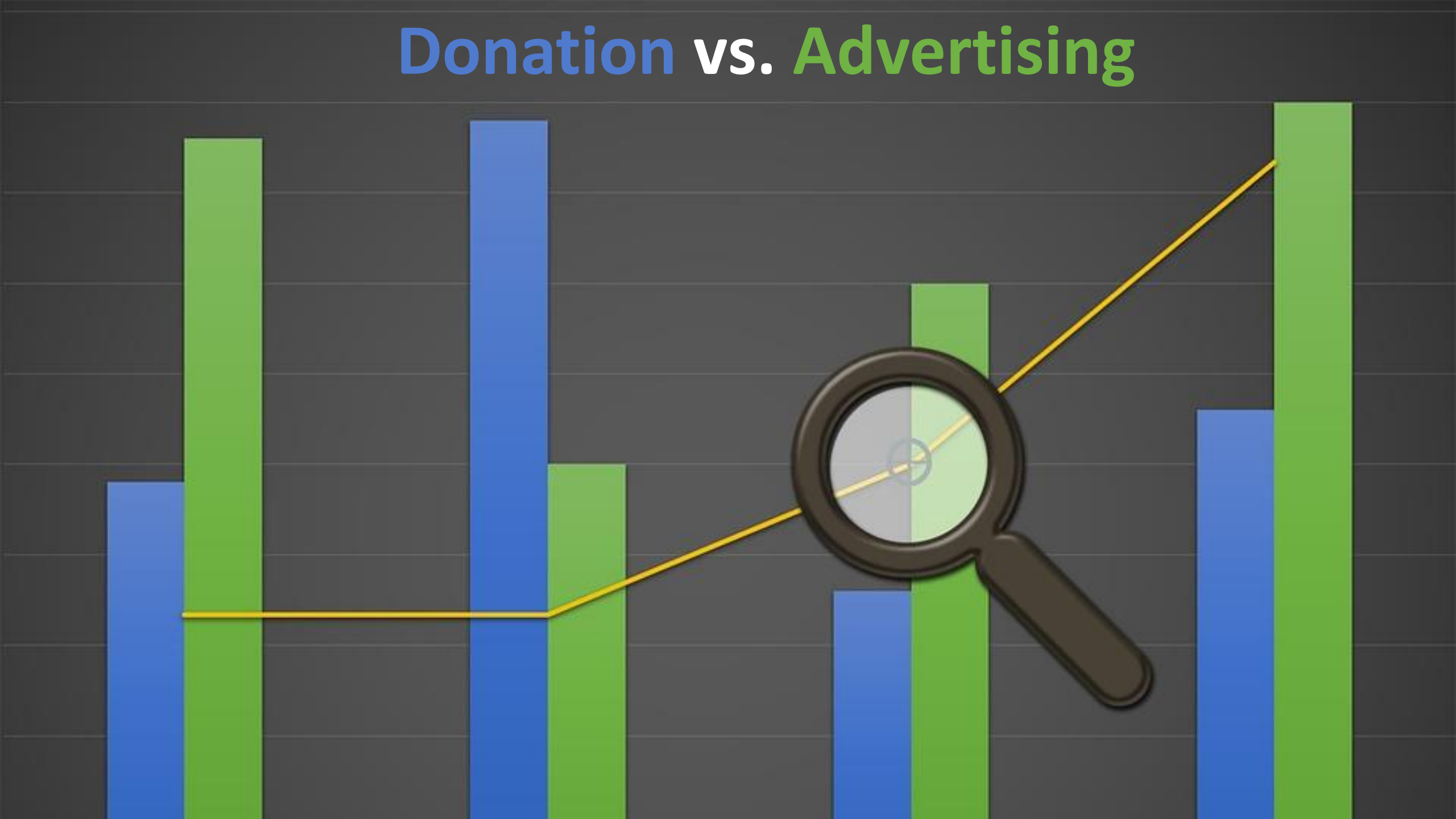
- Acknowledgment of name, logo, general phone number, locations, and website in printed media, or on a nonprofit's website.
- Value-neutral displays of a sponsor's products or services, free samples of a sponsor's products at event. The nonprofit should not endorse the product/service.
- A single internet website link that takes the viewer only to the sponsor's home page – not to a page where a product or service is marketed or sold.

Source: CouncilofNonprofits.org

Advertising Benefits

- High focus on digital marketing – trackable, measurable outcomes
- Broad audience reach, and a specific target audience
- Flexibility to shift dollars to lead generating tactics
- Tied to revenue and sales
- Focused on high quality lead generation

Donation vs. Advertising



So, how do we add value to our sponsor packages?

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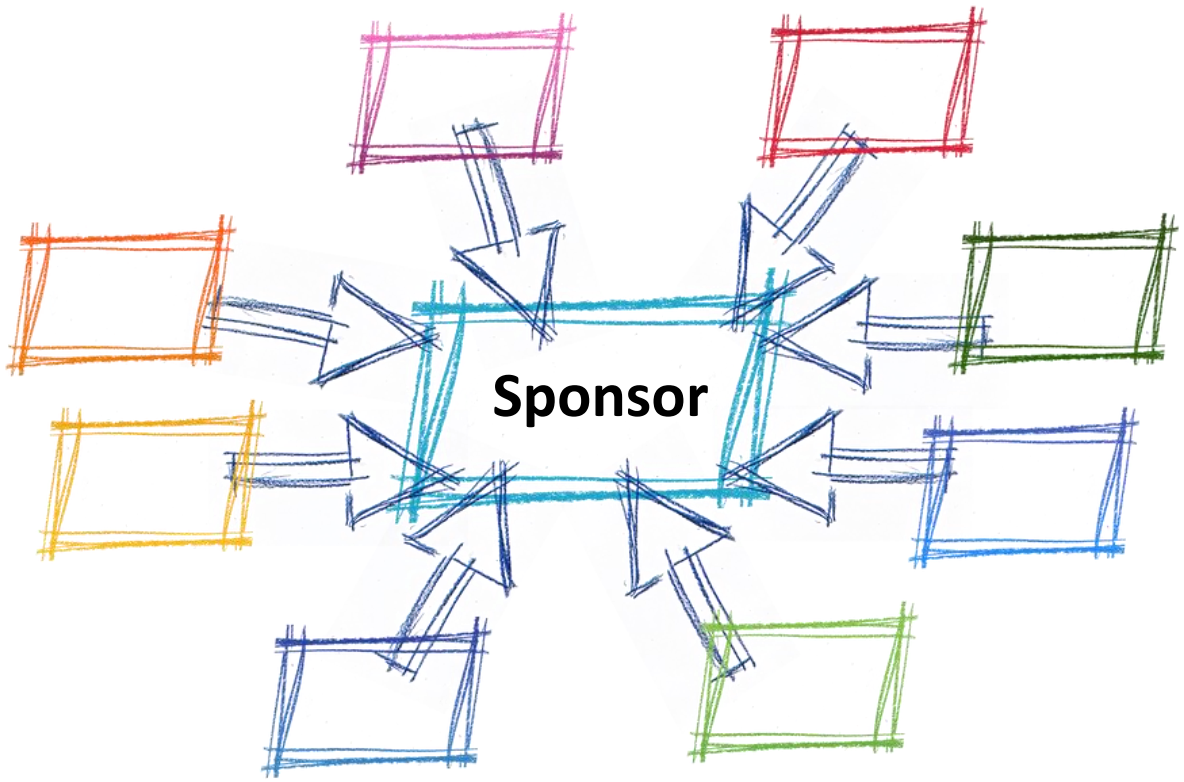
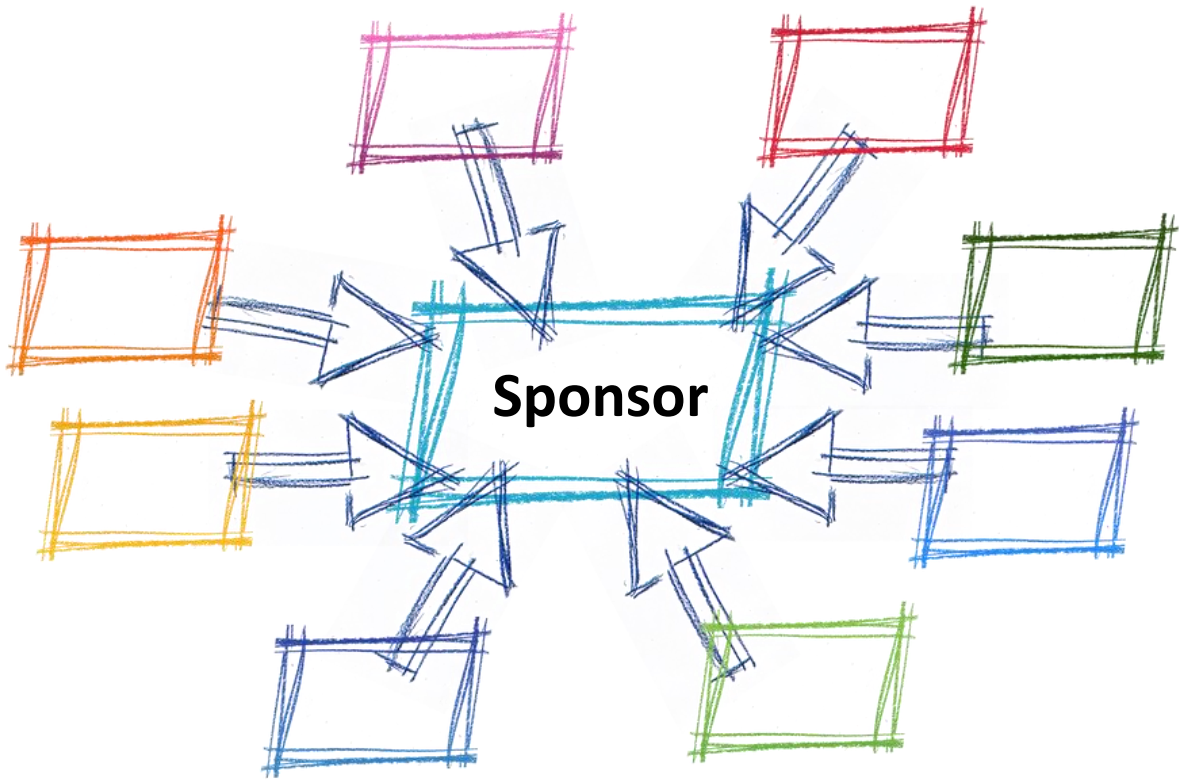
Shift the focus to sponsors.

Value-Adding Strategies



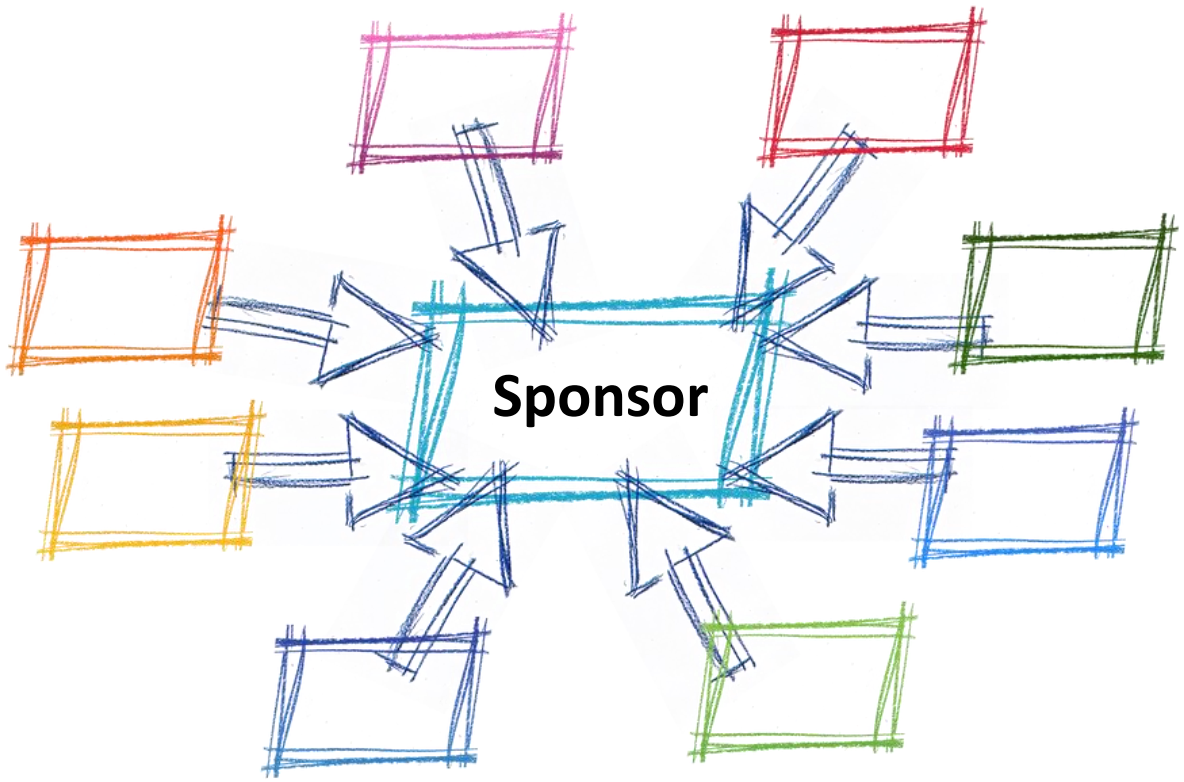
- What type of person is your ideal donor?

Value-Adding Strategies



- What type of person is your ideal donor?
- Look for businesses that target that same audience.

Value-Adding Strategies



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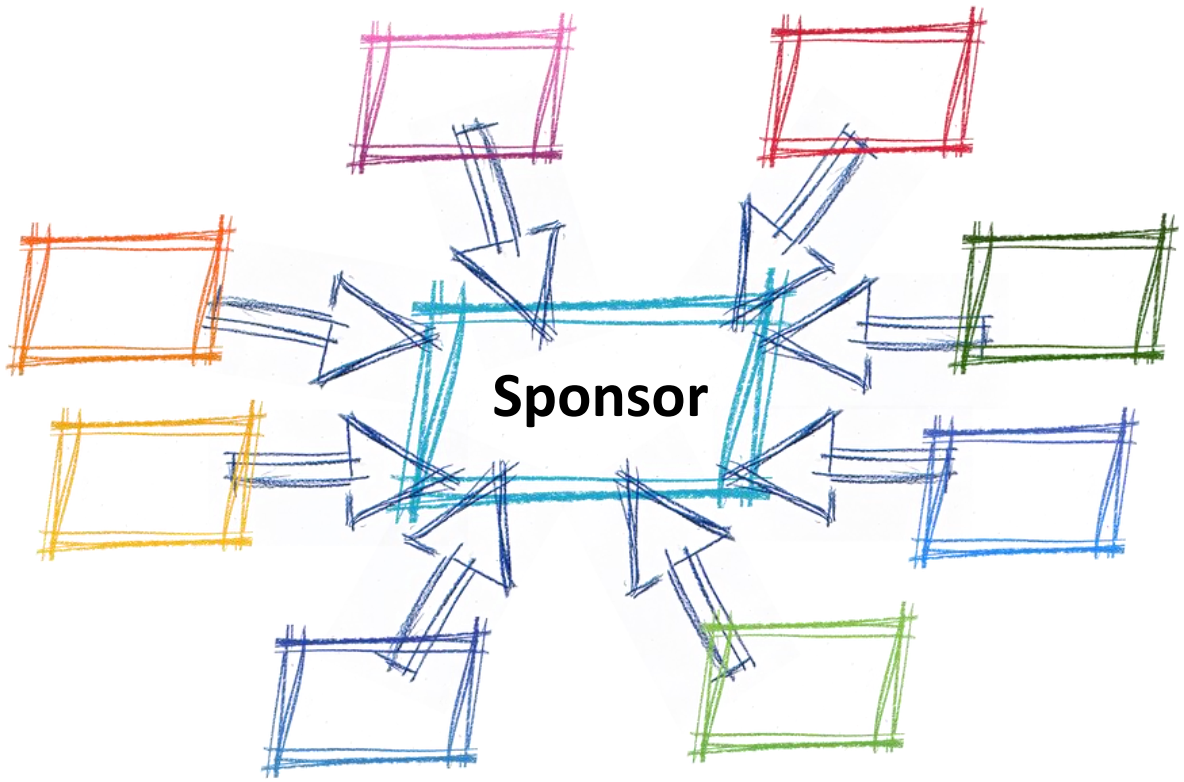
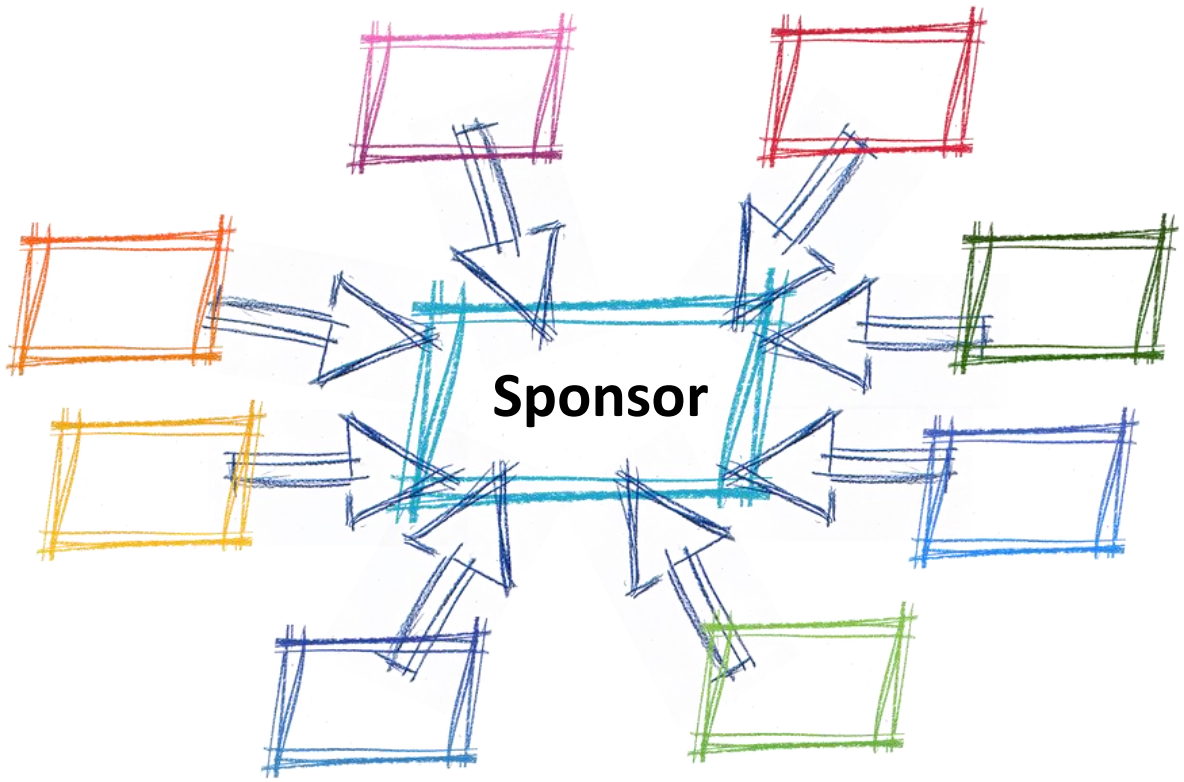
- Create a buyer persona for that audience to identify what activities they would enjoy.

Value-Adding Strategies



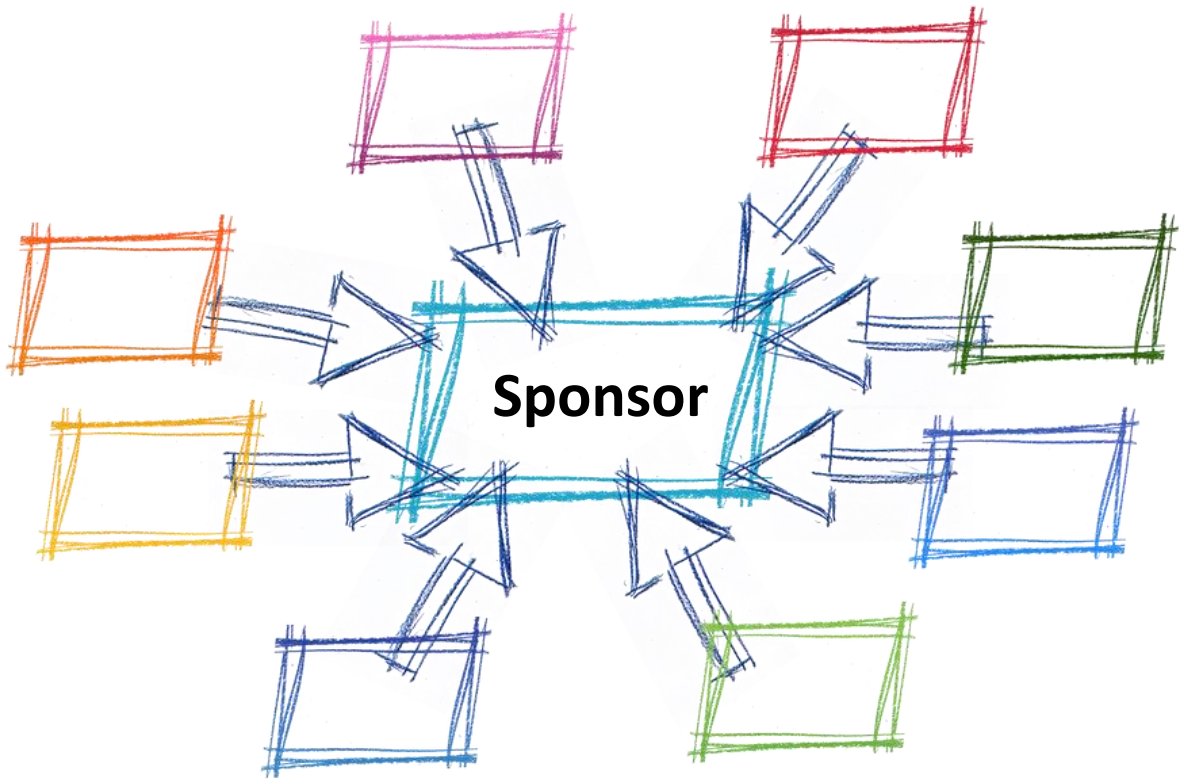
- What type of person is your ideal donor?
- Look for businesses that target that same audience.
- Create a buyer persona for that audience to identify what activities they would enjoy.
- Which of these activities could be tied to an online group? Or turned into a local special event? An online event?

Value-Adding Strategies for Existing Events



- What type of person attends this event?
- Look for businesses that target that same audience.
- Create a buyer persona for that audience to identify what other content would be helpful.
- Which of these activities could be tied to an online group? Or turned into a local special event? An online event?

What we need to prove to the sponsors…



- We reach a large population of their target audience.
- We have several ways that we communicate with them.
- We can offer several ways for sponsors to engage with the audience.

How do you grow that audience? Go where they hangout online.

Create a buyer persona for your ideal audience

Jo Lynn –
Ideal Donor

- Business Owner, Manager, Senior Level
- Actively involved in the community
- Belongs to 1-3 civic groups and has a large network of similar contacts
- Has a large professional network
- Belongs to groups that offer networking opportunities
- 40-50 years old, lives in the local area
- College education

Content Goals:
Needs proof of performance from causes she supports,

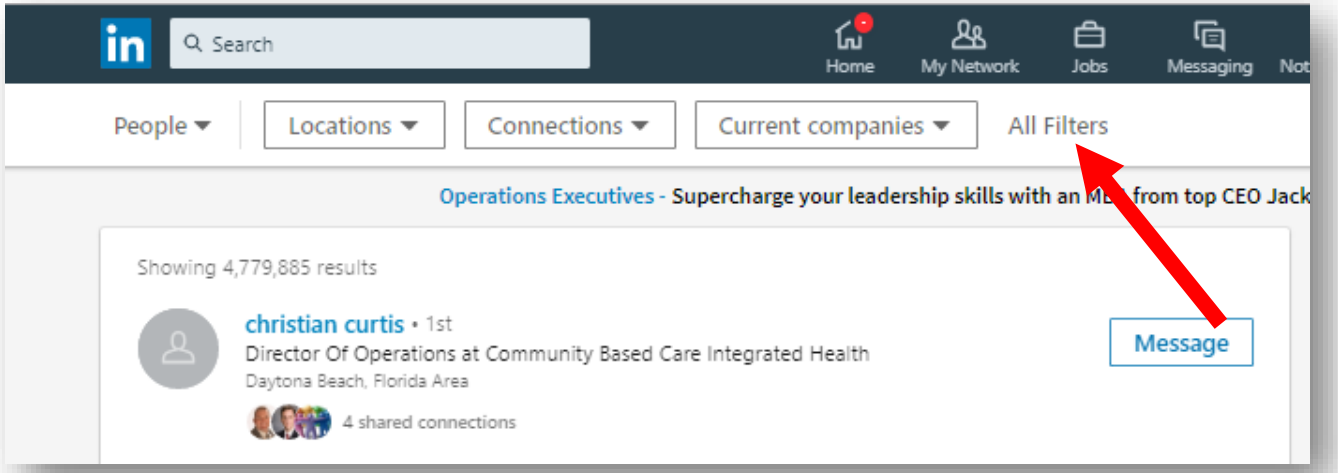
Challenges: Very busy, needs opportunities that will provide a ROI on her investment of time.

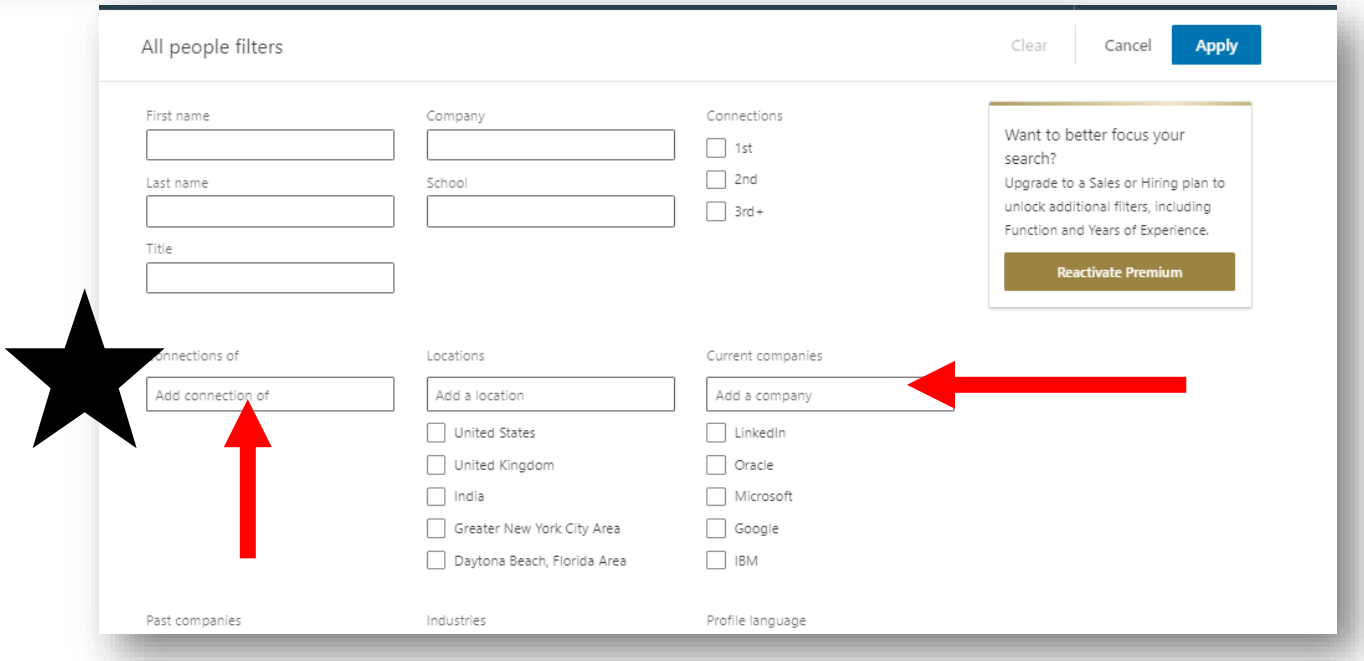
Top Information Sources: LinkedIn, Online News Sites, Industry Blogs, Email campaigns

Find these people on LinkedIn and other networks

Add what you need to the search fields:

- Connections of specific people
- Industry
- Companies
- Interests





Exclusive Online Groups

- Sponsors can host free content
- Group members share about the group

Let’s look at modern,
sponsor-friendly
special events

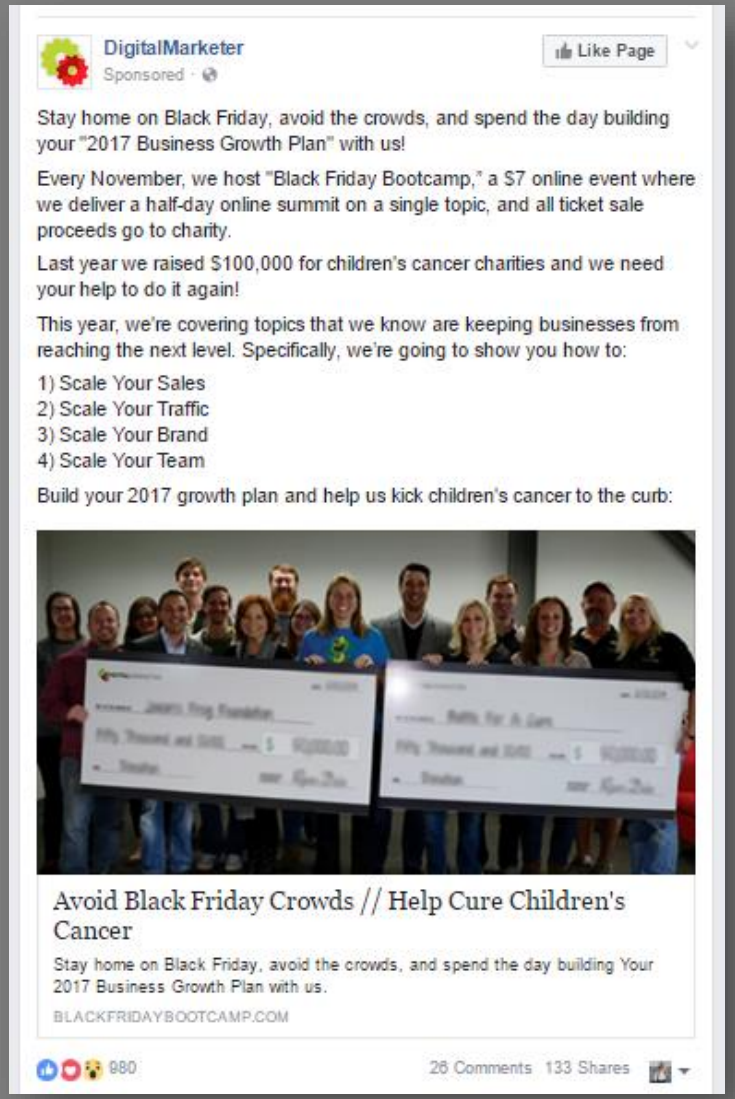
Business Networking Events

- Longer networking and conversation time
- Sponsor engagement with event facilitation
- Sponsor or Nonprofit hosting

Business Workshops and One-Day Seminars

- Solving an educational need for the community
- Can be hosted and organized by a business partner
- Can be tied to an online community for ongoing engagement

Sponsored Lead-Generation Events



- ✓ Event is developed and hosted by a business partner
- ✓ Minimal cost – proceeds go to your nonprofit
- ✓ Generates hundreds of leads for your business partner
- ✓ Provides high-quality content to the audience

This particular event has raised $100,000 for charities each year.

Webinars and eLearning

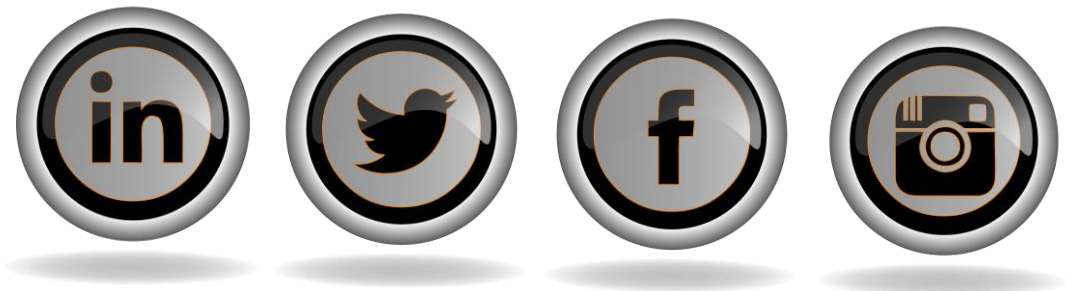
- Sponsors can serve as content experts
- Sponsor or Nonprofit hosting

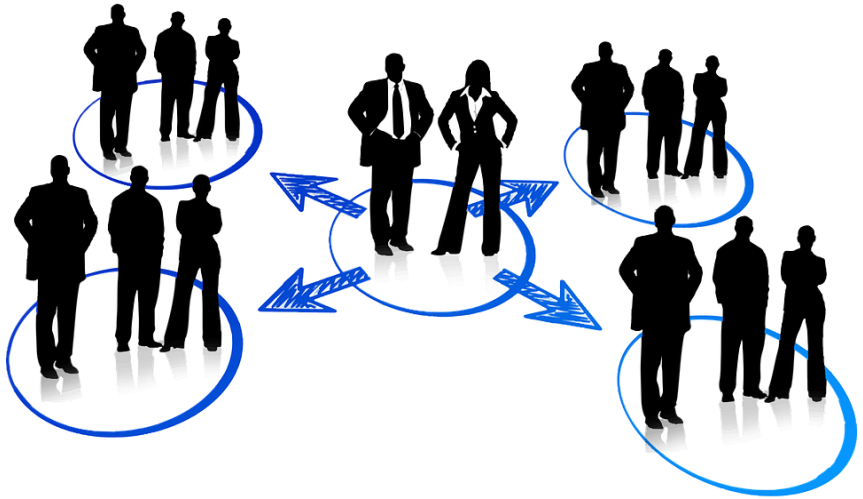
List the communication/marketing channels your audience uses and audience reach:

Newsletter	12,000 subscribers
Email Campaigns	59,000 member email list
Discussion Boards	100 monthly active discussions 2,000 users
Online Community	14,000 members

Prove your social reach:

Facebook	25,349
Twitter	98,765
LinkedIn	34,209
Instagram	12,450





Here, list the audience demographics that are important to your sponsors:

- Geographic Location(s)
- Profession, Industry, Education
- Gender, Age Group, Income
- Break it up into events and programs if audiences differ

What questions do you have?

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