



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



NONPROFIT
MARKETING
ACADEMY



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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.



NONPROFIT MARKETING ROUNDTABLE

YOUR COMMUNITY FOR NONPROFIT SUCCESS

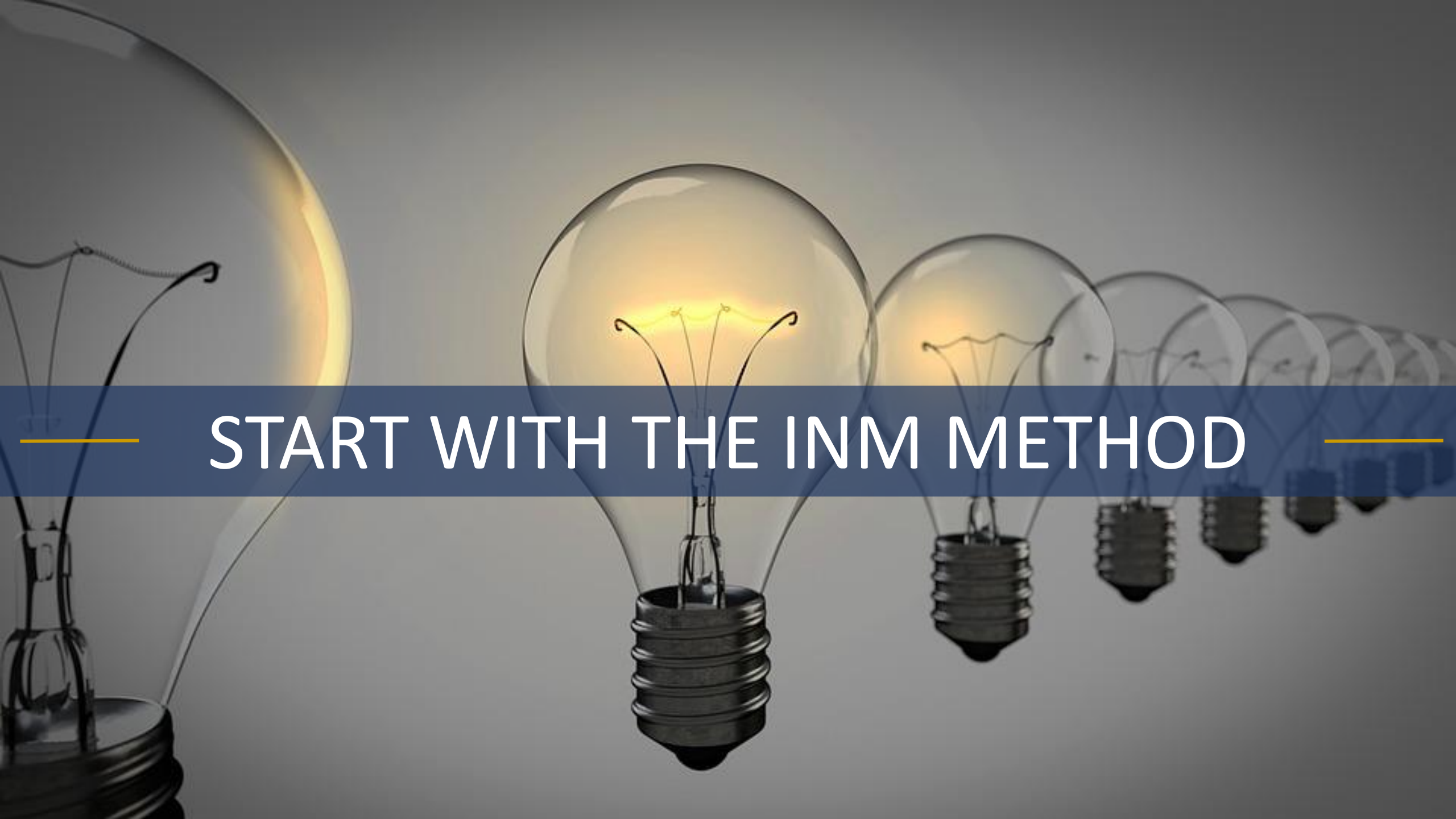
nonprofitmarketingacademy.com

**HOW TO BUILD A HIGH-REVENUE
SPONSOR PROGRAM FOR YOUR
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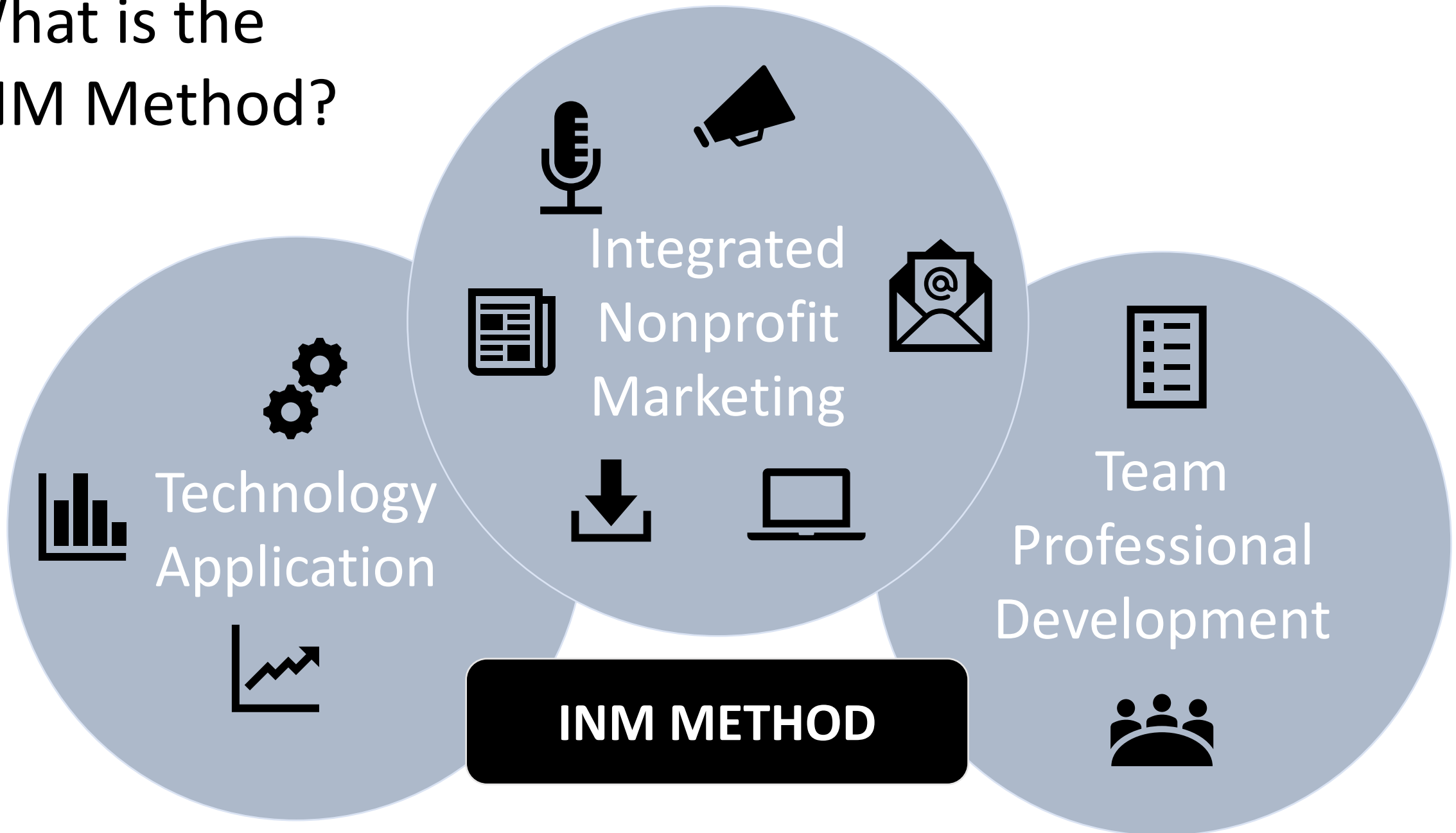
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A row of incandescent light bulbs is shown against a dark, gradient background. The bulbs are arranged in a perspective line, receding into the distance. The first bulb on the left is the largest and is glowing with a warm, yellow light, while the others are unlit and fade into the background. A semi-transparent dark blue horizontal band runs across the middle of the image, containing the text 'START WITH THE INM METHOD' in white, uppercase letters. Short yellow horizontal lines are positioned on either side of the text within the blue band.

— START WITH THE INM METHOD —

What is the INM Method?

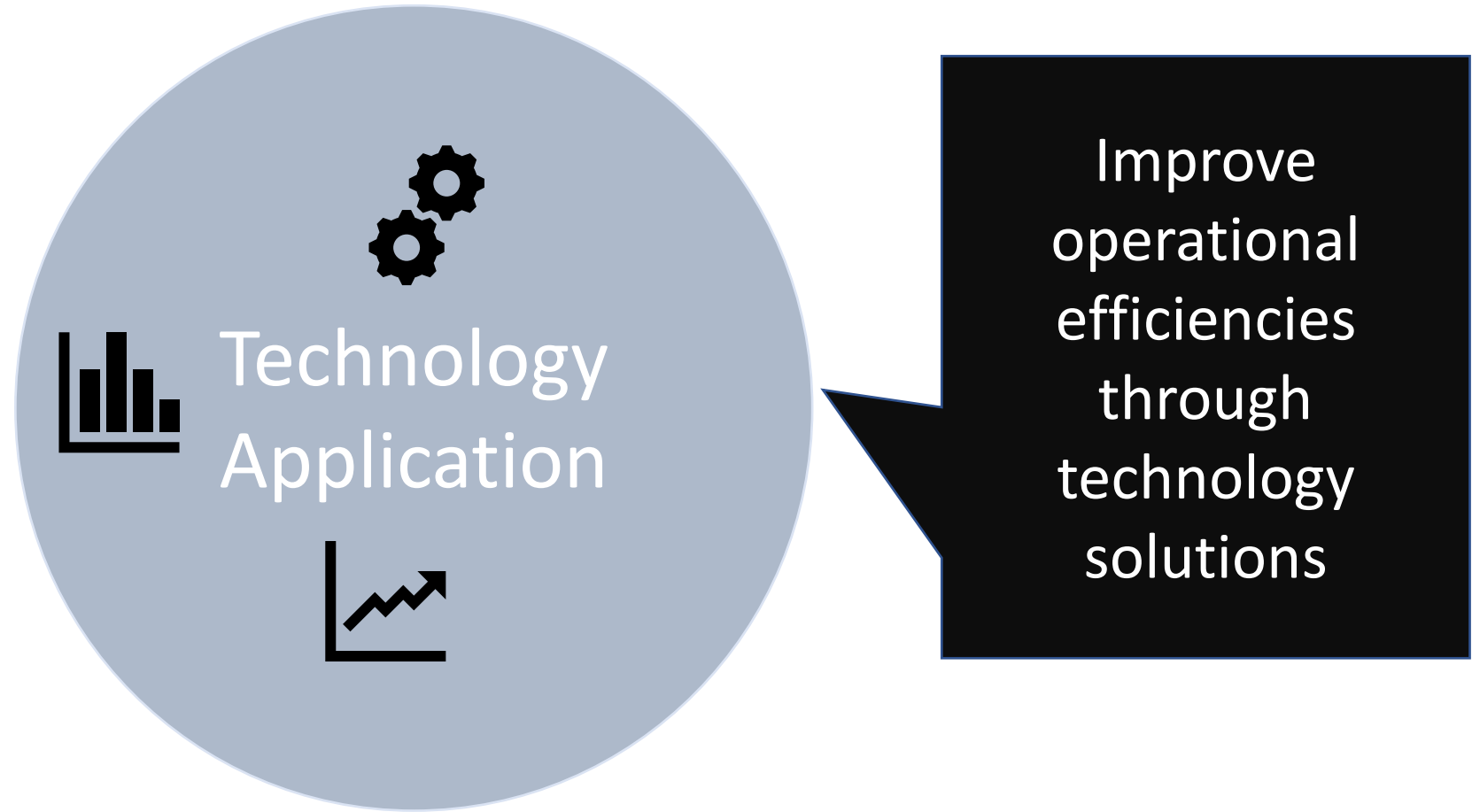


What is the INM Method?

Best Use of all
Marketing &
Communications
Assets



What is the INM Method?

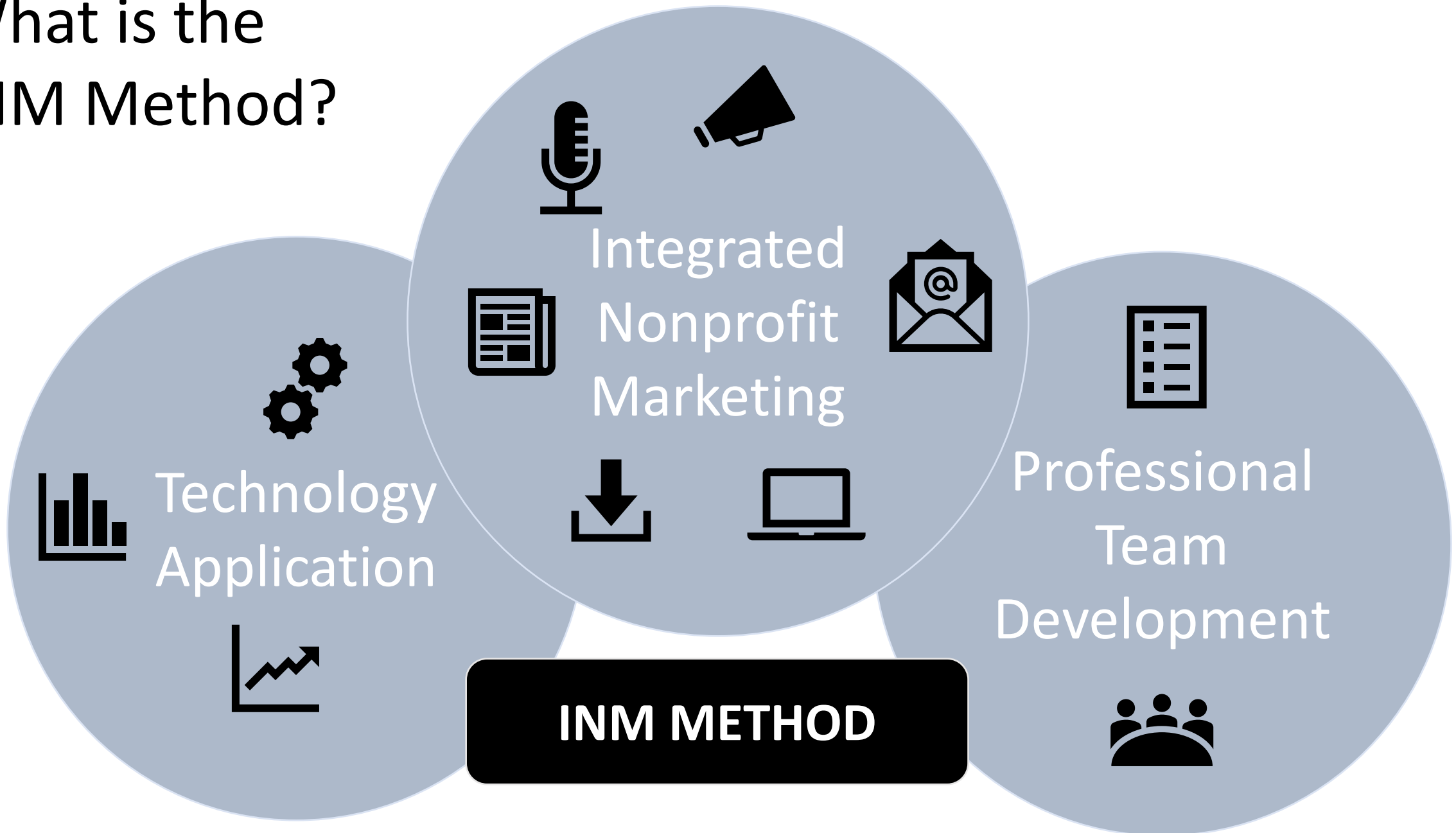


What is the INM Method?

Maximize team
performance
with customized
tools and
training



What is the INM Method?



Why do sponsors say no to our events and programs?

NO

The image features a large, fanned-out stack of white cards. Each card has the word "NO" printed in a bold, black, sans-serif font. The cards are layered on top of each other, creating a sense of depth and repetition. The lighting is soft, highlighting the edges of the cards and the texture of the paper. The overall composition is centered, with the word "NO" being the dominant visual element.

Nonprofit Benefits: What do we want from sponsors?

- Large source of funding



Nonprofit Benefits: What do we want from sponsors?

- Large source of funding
- Source of unrestricted funds



Nonprofit Benefits: What do we want from sponsors?

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- Source of unrestricted funds
- Long-term partnerships



Nonprofit Benefits: What do we want from sponsors?

- Large source of funding
- Source of unrestricted funds
- Long-term partnerships
- Connections to a broader audience



Nonprofit Benefits: What do we want from sponsors?

- Large source of funding
- Source of unrestricted funds
- Long-term partnerships
- 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.

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?*

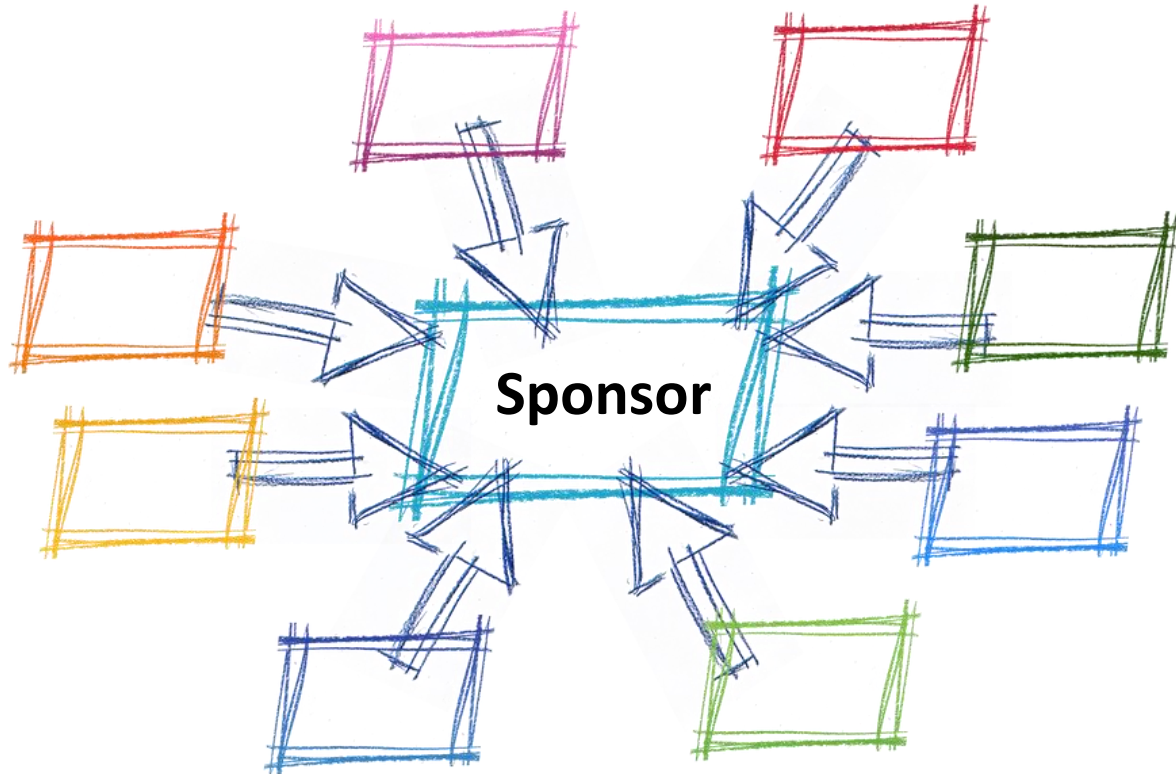


*So, how do we add value to our
sponsor packages?*

Shift the focus to sponsors.

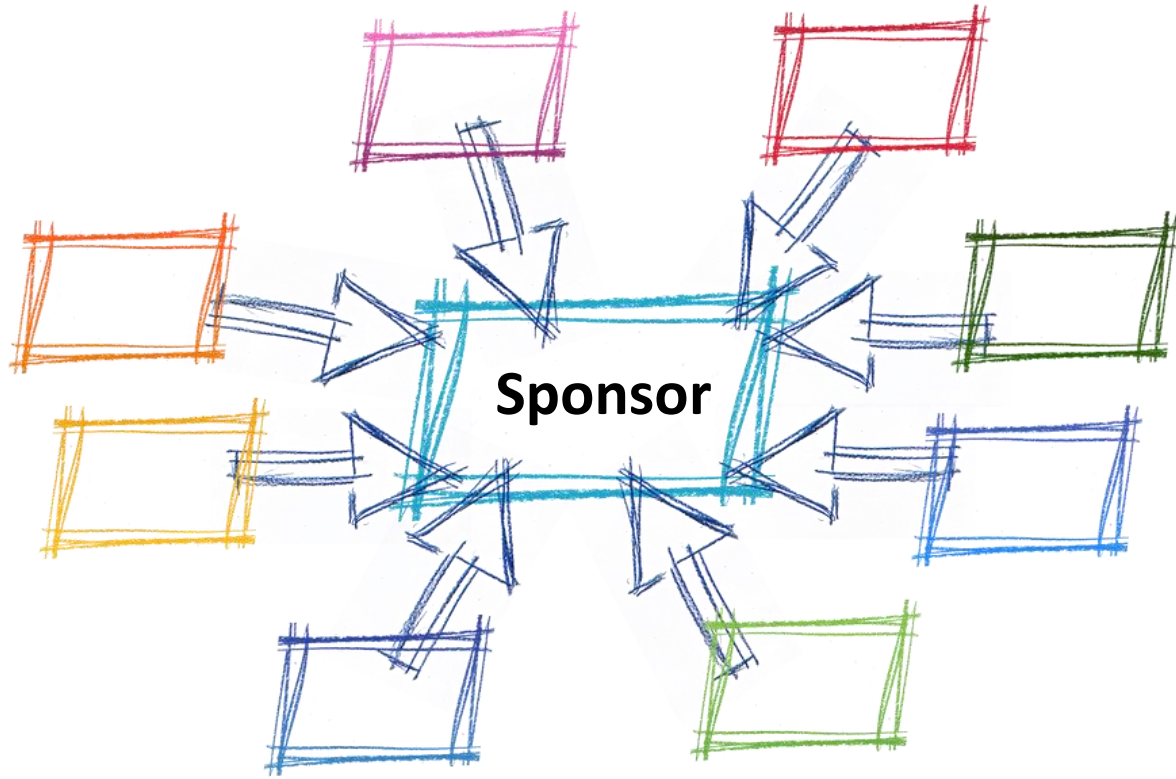


Value-Adding Strategies



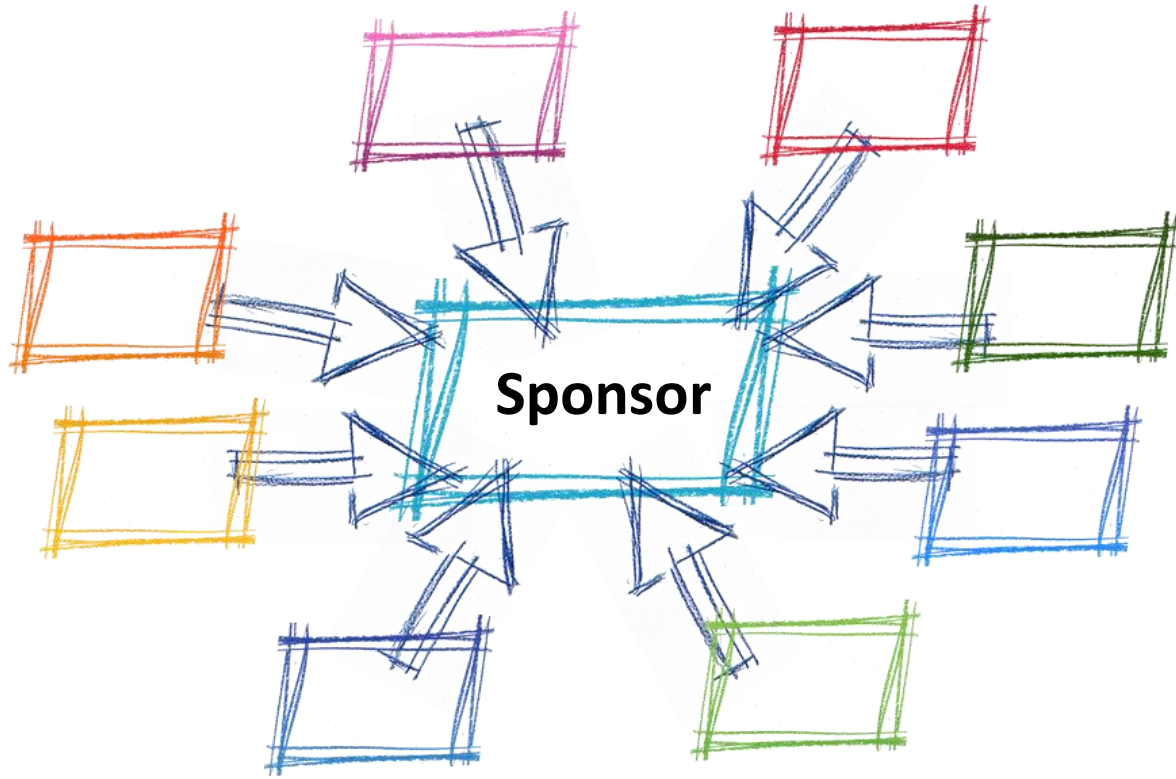
- What type of person is your ideal donor?

Value-Adding Strategies



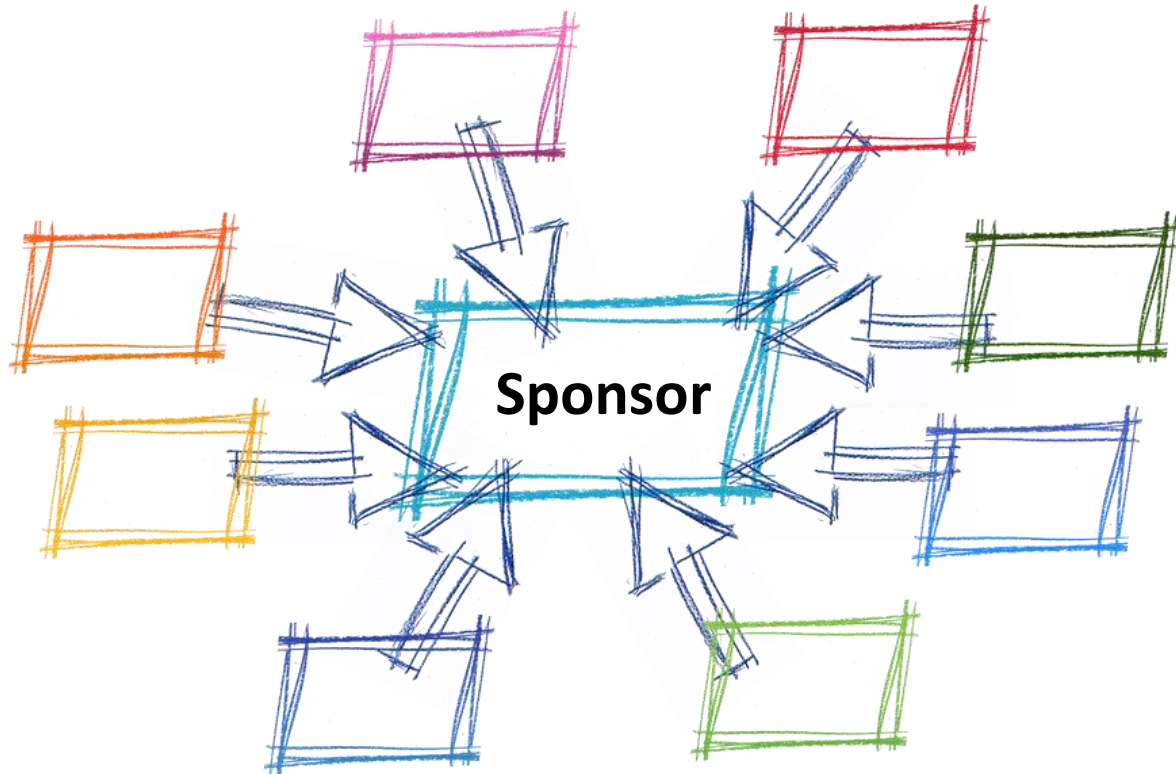
- What type of person is your ideal donor?
- Look for businesses that target that same audience.

Value-Adding Strategies



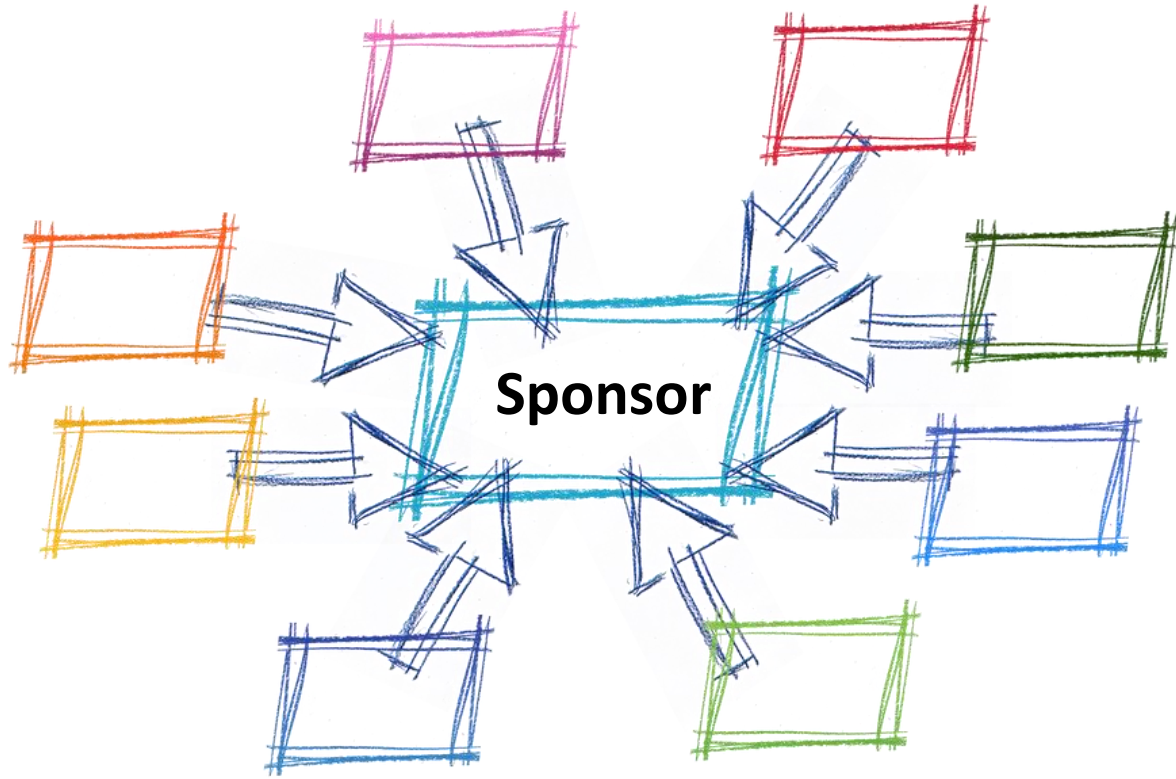
- What type of person is your ideal donor?
- Look for businesses that target that same audience.
- Create a buyer persona for that audience to identify what activities they would enjoy.

Value-Adding Strategies



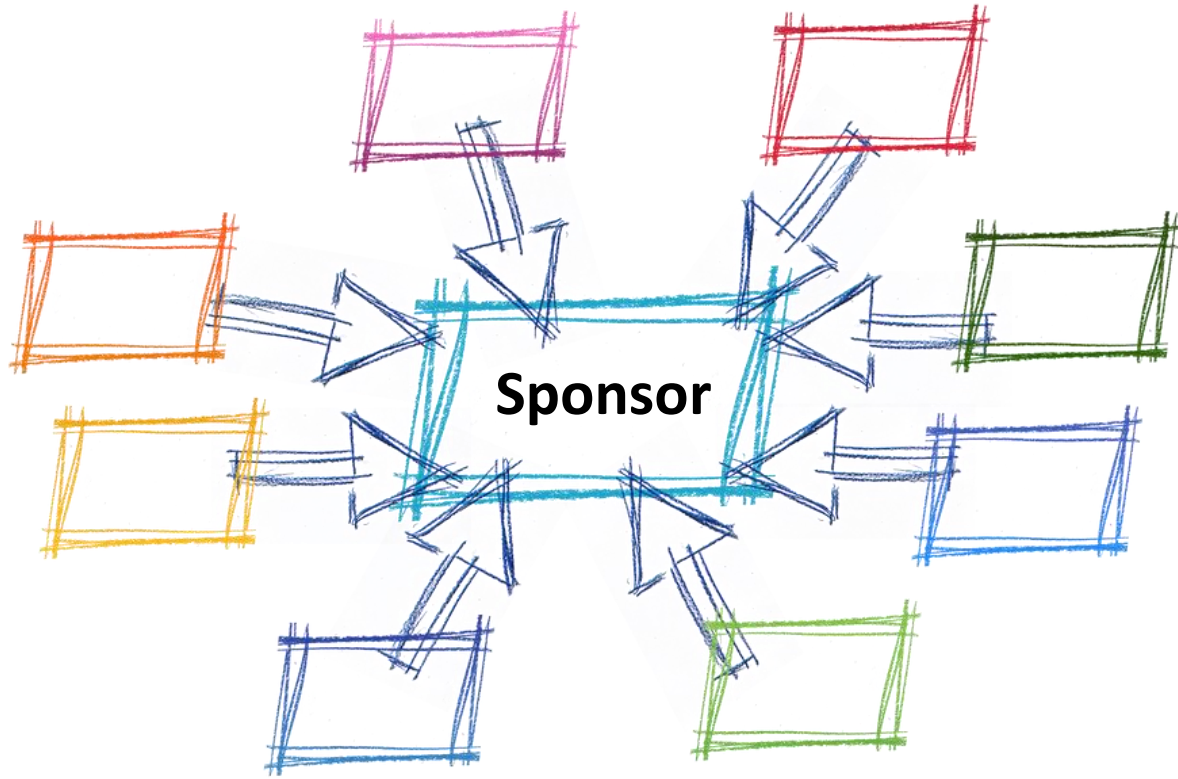
- What type of person is your ideal donor?
- Look for businesses that target that same audience.
- Create a buyer persona for that audience to identify what activities they would enjoy.
- Which of these activities could be tied to an online group? Or turned into a local special event? An online event?

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.

Social Media

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



Facebook



Tum



tumblr



Pinterest

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.

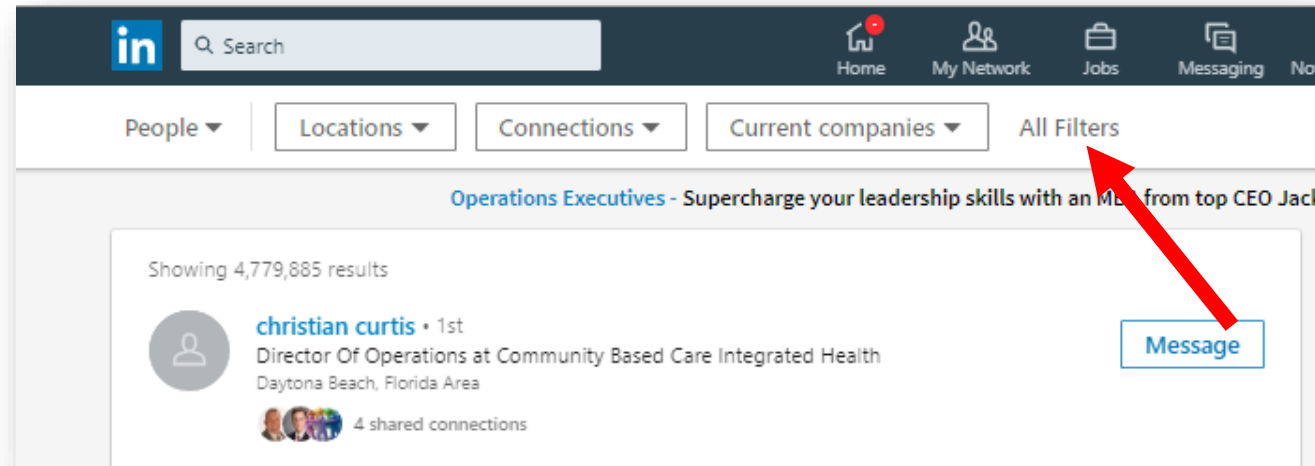
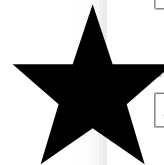
Top Information Sources: LinkedIn, Online News Sites, Industry Blogs, Email campaigns



Find these people on LinkedIn and other networks

Add what you need to the search fields:

- Connections of specific people
- Industry
- Companies
- Interests





Nonprofit Marketing Roundtable
Closed Group

Exclusive Online Groups

About

Discussion

Members

Events

Photos

Manage Group

Search this group



Shortcuts

High Efficiency Cooling ...

Nonprofit Marketing Ro...

Shark SUPS Co., Ltd

ICohere Unified Lea... 14

Community For Holis... 2

Smoke Alarm Specialists

Group by **Nonprofit Marketing Academy**

YOUR COMMUNITY FOR NONPROFIT SUCCESS

Joined ▾

✓ Notifications

➦ Share

⋮ More



Write Post



Add Photo/Video



Live Video



More



GROUP BY



Write something...



Photo/Video



Poll



Feeling/Activ...



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

ADD MEMBERS

+ Enter name or email address...

The background of the slide is a dense, top-down view of numerous open paint cans in various colors including red, orange, yellow, green, blue, and black. Some cans contain paint, while others are empty or partially used. In the bottom left corner, several bundles of dry, light-brown straw or reeds are visible, adding a natural, textured element to the composition. A semi-transparent green rectangular box is centered over the image, containing the text.

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

Business Networking Events

The background image shows a large, modern indoor event space. In the foreground, a long buffet table is laden with various cheeses, including wedges of brie and cheddar, sliced grapes, and bread. Stacks of white plates are visible behind the food. In the background, many people are standing and talking at small round tables covered with red cloths. The room has a high ceiling with decorative lights and a staircase on the right side.

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

Business Workshops and One-Day Seminars

- 
- A photograph of a large audience seated in a lecture hall, facing a stage. A presenter is standing on the stage, and a large screen displays a cityscape. The audience is diverse in age and appearance, and many are holding notebooks or papers. The hall has a high ceiling with recessed lighting and a curved stage.
- 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

 **DigitalMarketer**
Sponsored ·  Like Page

Stay home on Black Friday, avoid the crowds, and spend the day building your "2017 Business Growth Plan" with us!

Every November, we host "Black Friday Bootcamp," a \$7 online event where we deliver a half-day online summit on a single topic, and all ticket sale proceeds go to charity.

Last year we raised \$100,000 for children's cancer charities and we need your help to do it again!

This year, we're covering topics that we know are keeping businesses from reaching the next level. Specifically, we're going to show you how to:

- 1) Scale Your Sales
- 2) Scale Your Traffic
- 3) Scale Your Brand
- 4) Scale Your Team

Build your 2017 growth plan and help us kick children's cancer to the curb:



Avoid Black Friday Crowds // Help Cure Children's Cancer

Stay home on Black Friday, avoid the crowds, and spend the day building Your 2017 Business Growth Plan with us.

BLACKFRIDAYBOOTCAMP.COM

   980

26 Comments 133 Shares 

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

Webinars and eLearning



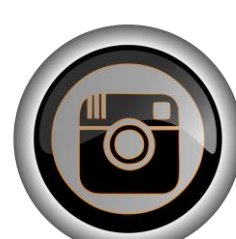
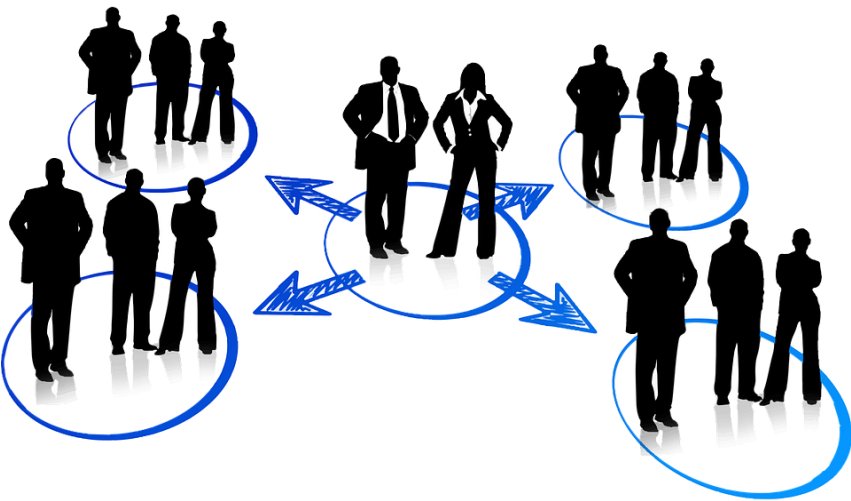
- Sponsors can serve as content experts
- Sponsor or Nonprofit hosting

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?



NONPROFIT MARKETING ROUNDTABLE

YOUR COMMUNITY FOR NONPROFIT SUCCESS

nonprofitmarketingacademy.com

**We designed a training that
addresses top marketing
challenges like these.**

PSST.... And gives you access to more than 100
resources: tools, technology and templates!

INTEGRATED NONPROFIT MARKETING COURSE



**And it's self-paced and
available on-demand
and online.**

PSST... When you finish the training you have a solid marketing plan ready to launch.



CERTIFICATION



LEADERSHIP

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