

Marketing 101

The Basics



A Loopah Guide to Getting the Word
out about your Organization

You have your cause and your fundraising goal, but what comes next is the real deal-breaker: Marketing. Never ever underestimate the power of effective marketing. It will make the difference between a successful campaign and a cause that fizzles out. This is Loopah's three-series crash-course on marketing. In Marketing 101 we will cover the basics. Once you have these under your belt, look for Marketing 200 and Marketing 300 to expand your marketing campaign.

*Note: This Guide will help *after* you have established your Organization or Nonprofit and will assume you *already* have a website. If you need help with these things, give Loopah a shout at info@loopah.com and we will help you get started.

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Creating an Active Presence

The goal of a successful marketing campaign is to become a real and active presence in your community. Organizations who aren't prevalent in their towns and communities are not going to be very successful.

So, what are the basics for building an active presence? The most important thing is to keep the “rule of three” in the forefront of your mind:

- a) Who are you?
- b) What is your Mission?
- c) Whom do you serve?

It is so important to never waiver from the ideals your organization has set forth, especially when building a *public presence* where *reputation* is everything. And you thought Public Relations was just for big businesses...

Let's get started!

Writing a Press Release

1. Header: Print “For Immediate Release” on the top left hand of the page along with all contact information: name, phone number and email address

2. Headline: Your headline should be clear and brief. Focus on the most important part of your article, namely, who you are and what you want to achieve.

3. Body: Your body starts with the date and city. When writing the article (in a throwback to fourth grade English) focus on Who, What, Where, When, Why and How. Stick to facts; give details about events, the people involved and your goals and plans. Keep it short and sweet, no more than one page.

4. Closing: close your release with a “Call to Action” and list any relevant phone numbers, email addresses or websites.

5. Ending: finish up with three ‘#’ symbols, centered under the last line of your press release. This is journalist lingo for “The End.”

Other Tips:

- You want your news to be ‘new’ so keep that in mind when you submit.
- Call your media outlets after submitting your release to make sure they received it and increase your chances of it being printed.
- Don’t use fancy fonts or formatting, keep your release simple and professional
- When you email your release, use your headline as your email subject, that way it will stand out from the rest of the “press releases”
- If there is a reporter who covers a particular ‘beat’ in the same field as your organization like arts and culture or sports, you should consider sending your release to them.

Here is our mock example:

|For Immediate Release
Gina Walters
888.456.6724
info@loopah.com

Loopah Sponsoring Art in the Park Day

May 10, 2010
Sandpoint, Idaho

Loopah, a local fundraising company, will be hosting an Art in the Park Day on Saturday May 15, 2010 from 9:00am to 4:00pm at Farmin Park. Dozens of local artists will be participating by displaying their artwork and giving lessons around their particular craft.

Art in the Park is a nonprofit organization that encourages kids to participate in the arts. Local artists participating include ink & paper artist Sarah Ryan, photographer Jeffrey Richards and potter Sophie Forrester.

Art in the Park is free for all who wish to attend. Parents take note; some arts are messier than others so kids are encouraged to bring a smock or old t-shirt to protect their clothes. Come join us and celebrate Art in the Park Day.

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Hosting a “Kick-Off” Event

As if you need an excuse to throw a party...but throwing a party for a good cause gives you twice the reason to celebrate. **Host your event in a public space** like a community center or a park; just be sure to get permission, especially if you chose to have it at a city park.

Approach local businesses about donating food, drinks or other items in exchange for advertising, being named a supporter or personally being present at the event. Getting local businesses in on the act is a great way to build public support as well.

Announce your upcoming fundraising campaign: What you are fundraising for (get specific!), how much you need to raise and how you will be giving back to your community – this is where a **Positive Purpose campaign** can come in.

And don't forget to **advertise your event!** Send a press release to your local paper, use word of mouth, Facebook and put up flyers around town. You want to **generate a buzz** about your event.

Directing People to your Website

Raising donations in person is great, but don't forget a significant portion of the population prefers to donate online. **Put your website address everywhere.** On flyers, leaflets, business cards, posters, at the bottom of your emails. Loopah lists your website in it's directory and automatically submits it to search engines like Google and Bing. If you are computer savvy, get your organization on Facebook, Myspace and Twitter. If not, stay tuned for Marketing 200 when we'll go over the steps to setting up a social networking presence.

Maintaining a professional presence on the Internet is very important for credibility. People won't donate if your organization doesn't seem professional and unfortunately, many websites are terrible representations of the good organizations they speak for. Loopah won't let your format get out of hand, but the text and photos are in your hands. Use clean, in-focus photos and double-check your grammar and spelling. It may seem like overkill, but when a word is misspelled on your website homepage, it hardly instills confidence in the person who is about to make a donation.

Adopt a Tag Line

It may take some thinking and creative minds to come up with a clever tag line, but it's always worth it. Think 5 to 8 words that sum up your organization and it's goal.

Remember a good slogan is:

- a) **Brief**
- b) **Specific**
- c) **Easy to remember**

GettingAttention.org hosts the annual “Taggies” awards. The winners are worth looking over for inspiration; we’ve listed a few below but you can see all the winners since 2008 at GettingAttention.org.

Organization: American Lung Association

Tagline: Improving Life, One Breath at a Time

Organization: UNCF — The United Negro College Fund

Tagline: A Mind is a Terrible Thing to Waste ®

Organization: Coffee House Press

Tagline: Where good books are brewing

Organization: Religions for Peace

Tagline: Different Faiths, Common Action.

Organization: Youth Service America: *Semester of Service*

Tagline: *Serve a Semester. Change the World.*

Setting up an Email Newsletter

Communication is underrated and underestimated. A key to finding donors and volunteers is communication. The key to keep them is communication. **Send out a weekly, monthly or bi-monthly newsletter to your donors and volunteers.** The frequency may change depending on how much you have going on, but never forget to keep the community informed. People like to know where their money and time are going and to see progress being made.

An email newsletter doesn’t have to be fancy, it can be a simple text email you send out from your organization. **You can also use free online programs to send newsletters** with special layouts, fonts and images. MailChimp is a favorite over at Loopah; they are user friendly and have upgrade options if your organization grows so large you need to send more emails (not a bad problem to have!). And there are other free newsletter providers online as well.

People love brevity and specificity so remember this before you write a whole treatise to mail out to your supporters.

Lastly, **how do you get people to sign up for your newsletter in the first place?** Make sure it is available to them:

- When volunteers show up, ask if they would like to sign up.
- When donors donate, ask if they would like to sign up.

- Have your newsletter advertised on your website so people can sign up over the Internet.
- Make hard copies to hand out at fundraising events or volunteer meetings.

Closing - Maintaining a Presence in your Community

Advertising and Marketing is a never-ending job for a non-profit. You must be persistent if you are to succeed. Don't get down if it takes a while for your organization to take off; as long as you keep pushing you will eventually reach the tipping point and you will start to see results.

Be vigilant and open-minded. Look for creative ways to market your organization. Talk to other groups, do research online and see what has worked before, keep a journal of what you have done and how well it was received. You won't know what works best for your group until you try, so get out there and spread the word!



What to look forward to in Marketing 200:

Social Media Networking
Getting 501c(3) Status
Blogging for your Cause
Using Traditional Media
Hosting Holiday Event Fundraisers

Still have questions? Would you like us to elaborate on something specific? Email us at info@loopah.com.