NFSTAC PRESENTS

OFFICE HOURS

FOR EXECUTIVE DIRECTORS AND FAMILY LEADERS

Today's Topic:
Spotlight Your Family-Run Org: Strategies for Marketing in Your Community

Guest Speaker:
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Moderator:
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DISCLAIMER

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A little about me…

- 20+ years of digital marketing experience
- 2/3 of career in nonprofit sector
- Amateur painter, love playing soccer and hiking, and soon-to-be father
A little about Media Cause…

- Full-service digital agency specializing in nonprofit marketing and fundraising
- Partners of all shapes and sizes
- All issue areas, from health to environmental to social enterprise
Before we dive into the marketing strategies…
Components of a marketing plan:

- Executive Summary (your vision)
- SMART Goals (measurable)
- Market/Competitive Research
- Target Audiences
- Marketing Channels (email, social, events, etc.)
- Budget
- Timeline

Marketing Plan

Executive Summary

Share your larger business objectives and the role marketing will play in achieving them.

Gain brand visibility and equity within the community and become a trusted provider of creative workshops + seminars. Our goal is to support marginalized members of the community through regular webinars and workshops to help develop their skills and create effective e-commerce strategies. Conducting market research.  Marketing will allow us to grow the awareness of our new company within the community and build a network of folks who regularly engage with us. It will also help us promote upcoming events and services in a consistent way; gaining trust and credibility.

S.M.A.R.T. Goals / Objectives

Make sure they are Specific, Measurable, Attainable, Relevant and Time-Based. (e.g. Build our email list by 9%—adding 1,000 new subscribers by the end of the 2021 via a Facebook lead generation campaign.)

1. Create a lead form on the website to capture contact information from artists and creatives in the community—growing our email list by 30% by December.
2. Engage with local stores and vendors through social media to grow Instagram followers by 500 by the end of 2021—posting regular content and engaging with local trends to increase awareness.
3. Develop an email welcome series consisting of three emails (welcome email, expectations email, how to get involved in workshops email) to increase attendance of upcoming webinars by 15%—by end of Q1 2022.

Unique Value Proposition

A clear statement that describes the benefit of your offer, how you solve your customer’s needs and what distinguishes you from the competition.

Company X combines the arts with business tools to help lift up creatives in the community. Through regular workshops and seminars, we help provide the tools to help local artists and creatives monetize their work by developing their e-commerce shops and in-store product sales at locally-owned and sourced retailers.
BUILDING A MARKETING-READY WEBSITE

CTAs front and center

Well-populated events calendar

Quiz for lead capture

Email pop-up
TOP 5 STRATEGIES FOR MARKETING YOUR NONPROFIT
#1 - THE GOOGLE AD GRANT

WHAT IT IS
- Ads that run when someone searches on Google
- $10,000/mol ($120,000/yr) for a lifetime!

WHY MARKETERS LOVE IT
- Lots of ad dollars $$$
- Search intent
- Top of Google (relatively) easily
- Cost-per-click (i.e. only ‘pay’ when someone clicks)

HOW IT CAN HELP MARKET YOUR PROGRAMS
- When managed effectively, the Ad Grant can drive 5,000-10,000 visitors and hundreds of sign-ups each month.
#2 - PAID MEDIA

WHAT IT IS
● Ads that typically run when someone is on their social media (Facebook, Instagram, Twitter, etc.)

WHY MARKETERS LOVE IT
● Inexpensive to get your message seen by 10,000s
● Ensures your ads are seen (vs. organic)

HOW IT CAN HELP MARKET YOUR PROGRAMS
● Just a $500 ad budget can go a long way
#3 - CONTENT CREATION

WHAT IT IS

- Highly valuable information for your target audience
- Blog posts, resource downloads, videos, etc.

WHY MARKETERS LOVE IT

- Delights your audience
- Relatively inexpensive to produce
- Helps with SEO (Search Engine Optimization)

HOW IT CAN HELP MARKET YOUR PROGRAMS

- Create a long-term and trusted relationship

EMAIL MARKETING FOR NONPROFITS: BEST PRACTICES

Email marketing has been through many iterations over the years, but it still remains one of the most cost-effective ways to reach supporters. Whether you’re reaching out to build issue awareness, share important news, or raise money for your organization, incorporating these best practices into your email marketing campaigns can help your emails reach your target audience and keep them engaged with your mission.

3. Make It Easy for Your Supporters to Get Information From You

Visitors almost always have a reason for landing on your site. Help them to engage with your mission more fully by making it easy for them to sign-up for occasional updates like an e-newsletter or action alerts.

- Email Sign-Up Forms
  - Including an embedded form in the footer of your site, or on a specific issue page, is a win-win strategy to grow your email list. It requires very little management and is an easy, accessible way for people to get information from your organization.

- Pop-up Forms
  - Whether you like them or not, adding a pop-up form to your website can be a great way to encourage visitors to engage with your organization. Consider when and where your forms show, like on a certain page or after a certain amount of time on your site.

**Tip – Don’t have your forms pop-up immediately, consider pausing for 5-10 seconds to...**
#4 - VIRTUAL EVENTS

WHAT IT IS
- Any event someone can join on their computer/phone

WHY MARKETERS LOVE IT
- Meets people where they are
- Less expensive than an in-person event
- Creates a lasting impact

HOW IT CAN HELP MARKET YOUR PROGRAMS
- Provides a space for your audience to receive useful information and feel like part of a community
- Engaged audience to promote other initiatives
#5 - SEO

**WHAT IT IS**

- Search Engine Optimization
- Translation: improving your website structure, code, and content to ‘play nice’ with Google and rank higher in the search results

**WHY MARKETERS LOVE IT**

- Organic is typically THE biggest driver of website traffic

**HOW IT CAN HELP MARKET YOUR PROGRAMS**

- When SEO is set up correctly, it can drive hundreds/thousands of new website visitors to your site
From Maryland: “How do you get your name out, outside of the typical mental health community? We need to let those who do not know about children’s mental health know that we exist.”

→ Paid Media (e.g. Facebook ads targeting various interest groups and excluding support groups/your email list, website visitors, etc.) + community events and potentially OOH ads

From Texas: “What would be better ways to advertise Children’s Mental Health Acceptance Month? Are there virtual ideas to help with this?”

→ Possibly a social media campaign, but would also push for more evergreen campaigns
From Idaho: “Are there any hacks we can use for virtual marketing?”

From Arizona: “We need to be well-known in our community, and we often shortchange how important it is to stay active in community events where we will meet and engage parents. I need some ideas on how to do that.”
COMING IN JUNE

Next Month: Creating An LGBTQ+ Environment in the Workforce

Register for next month’s Office Hour HERE.

Thank You
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Thank you for joining us!