

THIS IS THE Most Powerful Nonprofit Marketing Strategy

AND ANY SIZE ORG CAN USE IT!

(even with no financial resources)



Collaboration

It takes at least 12 people to climb Mount Everest.
And collaboration builds **community**.

**Collaborating with others is the
absolute key to building anything
worthwhile.**

Here's how to do it . . .



Partner Organizations

Engage other organizations who are aligned with your mission and target audience.

Spread costs and multiply overall impact.
Leveraging collective power creates exponential results.

I have used this strategy several times to double, triple, and even quadruple results.



Events & Initiatives

Create events with other orgs or offer to **amplify their existing events** and initiatives.

Sharing resources builds trust and relationships
faster than any other strategy.

Helping others creates a sense of **reciprocation**
and that is an ultimate power!



Leadership Crossover

Mix your boards and committees with other organization leaders.

This creates a vested interest and synergy, trust, engagement, cooperation, and shared experiences – The ingredients of cohesion.



Build & Leverage Your Community

All of these tactics build your organization's community and you can then leverage that for 2-10x your results in all aspects.



The background is a dark blue to purple gradient with numerous out-of-focus light circles (bokeh) in shades of blue and white. On the right side, there are faint, semi-transparent circular patterns resembling radar or target graphics with concentric circles and radial lines.

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