

HOW TO Powerfully Market Your Nonprofit WITHOUT IT COSTING A DIME

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Thought Leadership

Carve out your niche and stand out amongst a sea of other orgs by using **thought leadership** as your marketing strategy.

Create These Assets

- Photos/Videos
- Blogs
- Reports
- eBooks
- Webinars/Seminars
- Showcases

Why?

Because it gets your organization:

Visibility + Credibility

which = **Donations**



Break Into Steps

Start with photos, videos, and blogs. These are easy and shouldn't cost you anything.

These 3 formats will be the foundation of all your marketing content going forward.

Then, over time you can repurpose these pieces of content into reports, webinar discussions, and ebooks.



Storytelling

Use this content to help tell the story of your organization and its impact.

This is what donors buy into!

A story needs 3 things:

1. **Hero** (that's your org)
2. **Challenge** (mission)
3. **Outcome** (what you did & how it turned out)

Demonstrating results
(**with outcomes and KPIs**) through
storytelling makes you
credible and drives donations.



Photos

Capture and share photos of your staff, management, and board engaging with clients and the community.

Use your social media platforms here.

This gets you Visibility and Credibility.



Videos

Use videos to showcase what your organization does in Action. Video is the most impactful media there is.

Video from leadership is perfect! Staff is great as well.

Use video to promote programs and talk about impacts.



Blogs

Use blogs to go in-depth on what you do, the challenges you address, and the outcomes your organization creates.

This builds
credibility
tremendously.

With enough blog
content, you can
turn it into
reports and
ebooks.



Webinars

Use webinars to engage the community at large and donors about your mission and how you create impact. **Share your KPIs and outcomes.**

This is very high engagement. Treat participants as future donors and board/committee members.

This content can get you **massive credibility** and can lead to donations.



This Is My Focus

As a marketing professional, this is what I do for a living. If you do have a budget but don't know how or don't have time to do these things

Reach Out to Me!

sackeyjames@gmail.com



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.

If this was helpful
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Wanna know more?
Message Me!