

Marketing on Next to No Budget



Thank you for joining us today!
We'll begin at 1:02 p.m. ET

Handouts & Recordings:
nonprofitmarketingguide.com/resources/notes/chesapeake
Password is **gateways**

The Voice You're Hearing



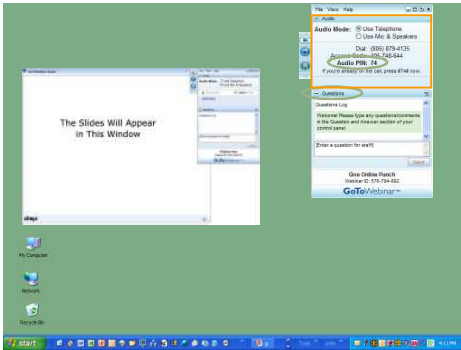
Kivi Leroux Miller
EcoScribe Communications and
Nonprofit Marketing Guide.com



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Improve Sound Quality: 1. Use ethernet instead of wireless. 2. Close other programs using the Internet (email, etc.). 3. Switch to phone.



Annual budget for marketing activities?



More Goodies



[delicious.com/
ecoscribe/
toughtimes](http://delicious.com/ecoscribe/toughtimes)

Follow-up email
with recording
links in 48 hours

Flickr: bucklava

Budget Nightmare? Don't Panic



Flickr: brittanyculver

Don't Cut Marketing Entirely

- You should be methodically pruning the tree, NOT chopping it down.
- Trees and relationships take a long, long time to re-grow.



Flickr: tomsaint11

It's All About Staying in Touch

... Through as many channels as you can!



With a Relevant Message for the Times

- Emphasize your cause and the difference you make, NOT how your org is struggling.



No Magic Here




Zero-Base Your Budget

- **Be flexible:** Put everything on the table
- Look at net revenues, ROI, and what works.
- Not testing and tracking? Start now!




The Trade-Offs

- Or
 - Talent
 - Time
 - Treasure
- When you cut \$, it affects the rest



How do you pay for marketing now?



Five Frugal Marketing Strategies

1. Triage: Focus In
2. Go Casual
3. Shift Your Marketing Online
4. Make Print More Affordable
5. Build Social Capital



Flickr: squidish

1. Focus In and Forget the Rest

- Targeting/Segmenting
 - Recency, Frequency, Monetary Value
 - Interests
- Your VIPs
- Clear calls to action.
Minimize the FYI.



What Makes More Sense?

- Jeff Brooks asks,
What would you rather do:
 - Move 100 people 10% of the way toward giving?
 - Move 10 people 100% of the way toward giving?



2. Go Casual and Friendly

- Think “Friendraising”
- Personal Phone Calls and Email
- Personal Thank Yous
- Casual Events, Experiences



Personal Conversations

- **Listen** as much as you talk
- Ask your VIPs for advice.
- Share stories.



Flickr: Brittany G

3. Shift Your Marketing Online

1. Email Marketing
 - Events, Advocacy, Education, Fundraising
2. Search Engine Optimization
3. Blogging
4. Social Media



4. Make Print More Affordable

- Talk to Your Printer
- Reduce the Size
- Use Lighter Paper
- Use Off-White Paper
- Don't Be Picky About Colors
- Prep Your Files Correctly



Flickr: zzzack

To Newsletter or Not to Newsletter?

- Strategic decision or just your default?
- Are people *really* reading it?
- Cut it way back to what really *must* go out in print.

If you keep the newsletter, put it on a diet!



Cutting Your Print Expenses

- Think Postcards
- Think Business Cards
- Low quantity runs are very affordable, update before next run



Flickr: cobblucas



Flickr: lammunroe

Affordable Service Providers

The image shows two screenshots of online print service providers. The top screenshot is for VistaPrint, featuring a navigation menu and a 'Shop by Products' section. The bottom screenshot is for Moo, with a friendly greeting and a list of products including Business Cards, MiniCards, Postcards, and more. Both screenshots show various printed items like business cards and postcards.

5. Build Social Capital

- The willingness of people to help each other
- Keep track of your social capital by building your lists at all times
(print, email, text, RSS, social networking friends)



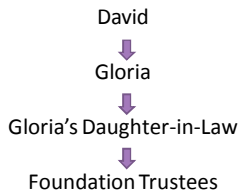
Flickr: ewen and donabel

How to Earn It

- Trade in **trust**, authority, access, influence.
- Have conversations with people in all walks of life.
- No users, climbers
- Be nice.



You Never Know Who Knows Whom



David Zermeno
Executive Director
Operation Peace, Boston
OperationPeaceBoston.org

"We are all connected, so never underestimate anyone. This senior citizen was the best connection I could have asked for."

Favors: Even Better Than Money

- Open doors
- Make introductions
- Give testimonials
- Facilitate cause marketing
- And yes, donate \$ when you need it most



Volunteers and Interns

- Think about your needs strategically.
- What can evangelists do for you?



Which Strategy Has Most Potential for You?

1. Triage: Focus In
2. Go Casual
3. Shift Your Marketing Online
4. Make Print More Affordable
5. Build Social Capital



Take a Little Risk

- Be creative!
- Think outside the box, because you recycled the box for spare change.



Fast and Furious

- Targeting
- Set Up or Amp Up Your Email Program
- Figure Out How to Get Personal (Stand Out!)



Slow and Steady

- Create a Realistic Marketing Plan
- Include Marketing in New Proposals
- Do More Online, e.g., Social Media



Where to Spend

- Email Service Provider
- Digital Cameras (Think Storytelling Equipment!)
- Limited Design and Photography
- DIY Training



Where to Scrimp

- Paid Advertising (Unless you know it works for you and you can get it DIRT CHEAP now)
- Fancy Graphics
- Mailings that Don't Pay for Themselves
- Donor Premiums



Favorite Freebies: Management

Google For Non-Profits

You are changing the world. We want to help.
Learn how to use free Google tools to promote your work, raise money, and operate more efficiently.

Save time and money

- Checklist**
Collect donations online and process them for free, with no monthly, setup, or gateway fees.
[Learn more about Checklist](#)
- Email**
Save time and resources with free, Google-hosted email, customized for your domain.
[Learn more about Email](#)
- Analytics**
Understand how people find and interact with information on your website.
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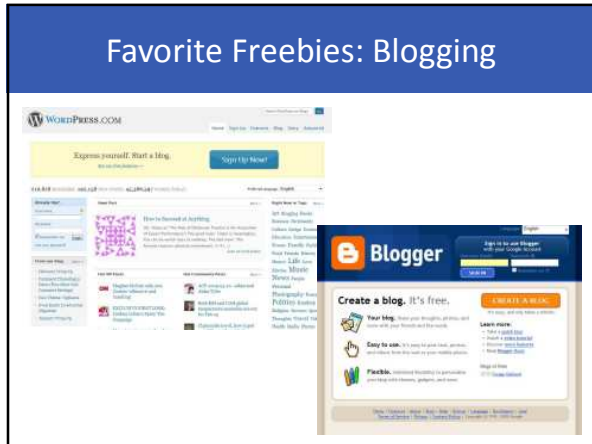
Find and engage supporters

- Google Grants**
Search and engage your supporters through free online advertising.
[Learn more about Grants](#)
- Adigets**
Drive traffic to your website and interact with your supporters more often.
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Give life to your cause by illustrating its global impact.
[Learn more about Maps & Earth](#)
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Broadcast your cause to the world's largest online video community.
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Communicate easily to staff or volunteers and encourage discussions among supporters.
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- Blogger**
Publish instantly and keep your supporters informed and engaged.
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Already using Google products?
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Check out our YouTube Channel
Outside for Non-Profits on YouTube

Favorite Freebies: Blogging



Favorite Freebies: Social Media



You Can Do This!



Don't wait on a miracle.
Now is the time. Go do it!

Your Questions?



Super Fast Survey



**How Did This
Webinar
Measure Up?**

**Look for a survey window to pop up
when you exit the webinar.**

Coming Next in This Series . . .

**Switching from a Print Newsletter
to an Email Newsletter**

Thursday, April 15, 1:00 - 2:00 p.m.

**Successful Websites:
How to Make Your Site Work for You**

Wednesday, May 12, 1:00 - 2:00 p.m.

The recording of **Online Marketing Basics**
is also available to you.

Let's keep in touch!



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