



**COMMUNITY
BOOST**

Create A 2022 Nonprofit Marketing Plan + Grow Your Nonprofit In 2022

Community Boost's Impact In 2021

345+

Nonprofits Directly
Supported

\$14 MM

Donation Revenue
Generated

>20,000

NPO Leaders Registered for
Nonprofit Marketing Summit

54

Rockstar Team
Members



**WE EXIST TO EMPOWER SOCIAL
VENTURES CHANGING THE WORLD**



CANDACE CODY

Digital Events Manager

- [Community Boost](#) is a digital marketing agency that specifically focuses on accelerating online revenue and impact for nonprofits.
- Planning the [Nonprofit Marketing Summit](#) March 8-10, 2022, which has quickly become a marquee virtual event in the social sector.



COMMUNITY BOOST

Nonprofit Marketing Summit: MOMENTUM

Move your nonprofit forward.
March 8-10 2022

Save your seat.



Answer in chat: Have you created a marketing plan for your nonprofit before?

- Yes, and I felt good about it
- Yes, but I wasn't sure I got it right
- No, this is my first time



AGENDA

Let's Dive In

Nonprofit Marketing Plan Basics

3 Steps To Create Your Marketing Plan

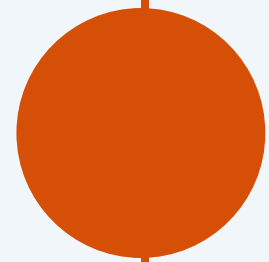
Q&A





**COMMUNITY
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How To Create A 2022 Nonprofit Marketing Plan



Nonprofit Marketing Plan Basics



What Is A Nonprofit Marketing Plan?

A nonprofit marketing plan outlines your marketing objectives, goals, and the strategies needed to reach your goals.

It is NOT a list of everything you need to do.

It's the backbone of your marketing that will guide your decisions year-round.



Advantages Of A Nonprofit Marketing Plan

- Choose the right strategies for your nonprofit
- Empowers you to measure success
- Spot new growth opportunities in 2022
- Enables alignment across your team and board
- Helps you advocate for resources
- Informs and streamlines your communications
- **Creates predictable growth at your nonprofit**



Download Your 2022 Nonprofit Marketing Plan Template



Chart your path forward in 2022 and plan predictable growth!

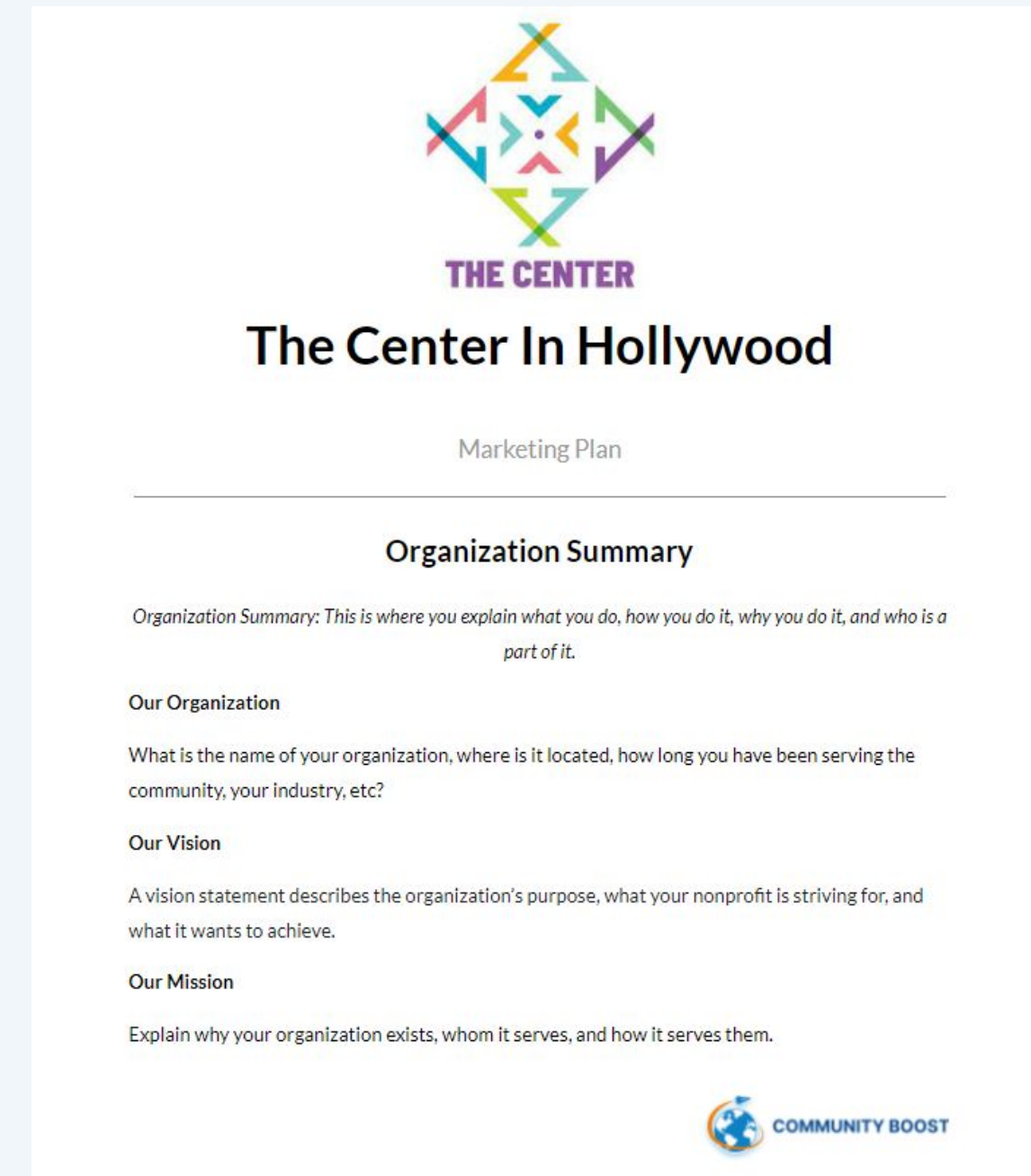
Get the 2022 Nonprofit Marketing Plan Template:

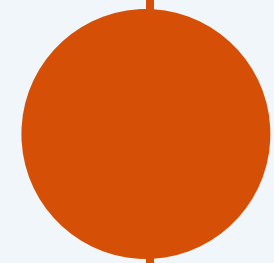
<https://www.communityboost.org/guides/2022-nonprofit-marketing-plan-template-download/>



Anatomy Of A Nonprofit Marketing Plan

- Organization Summary
- Organization Initiatives
- SWOT Analysis
- Target Audience
- Donor Personas
- Competitive Analysis
- SMART Marketing Goals
- Defining Strategies, KPIs + Channels





3 Steps To Create Your Marketing Plan



1. Organization Alignment

Purpose: Align marketing with organization mission + overall goals.

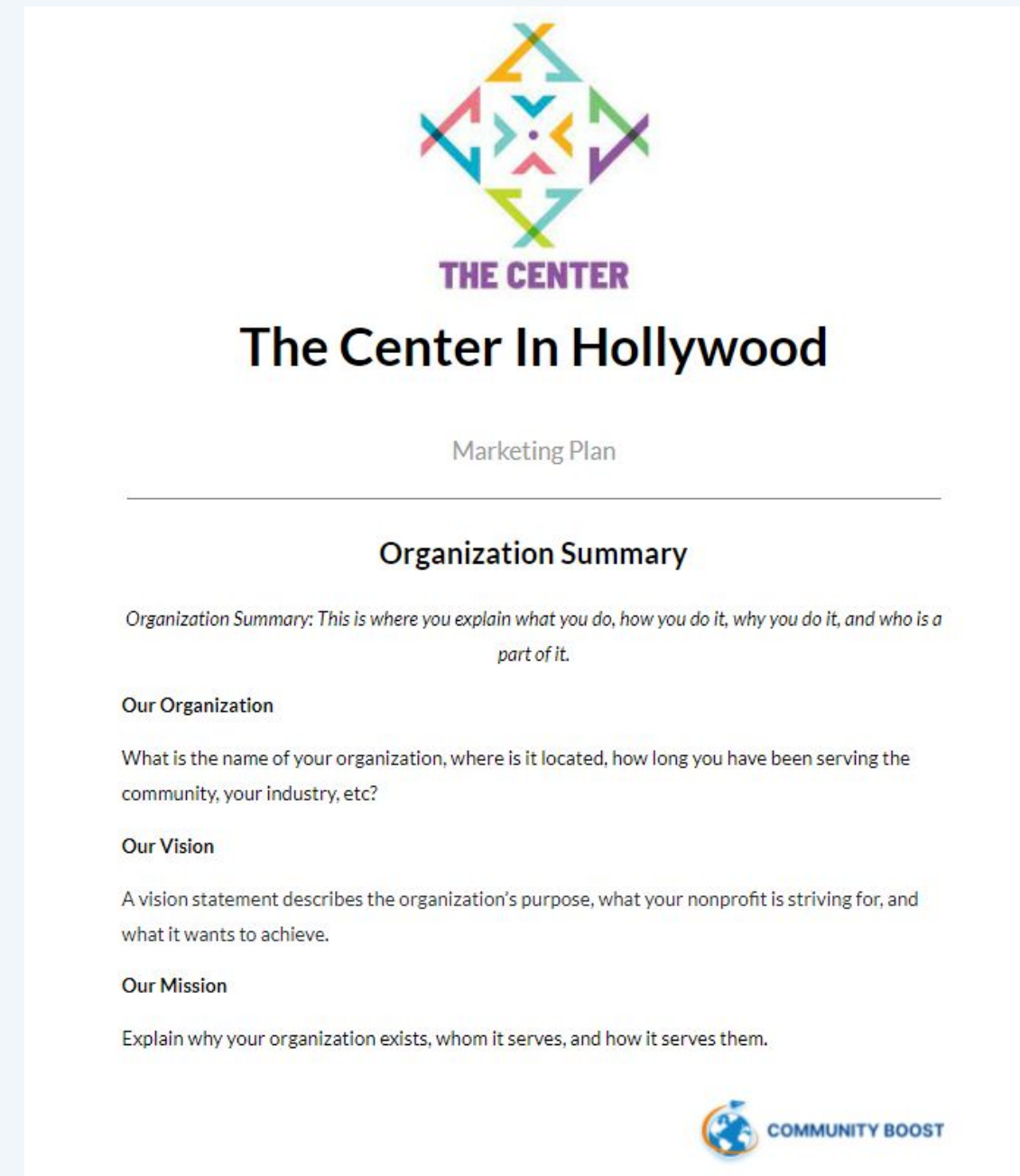


Organization Summary:

- Vision: What your nonprofit wants to achieve.
- Mission: How it is going to achieve it.
- Overview: Name, location, years, overall impact.
- Team members: Who is on the team + unique strengths.

Best Practices For Organization Summary

- Keep it concise.
- Present visually.
- Take a look: what's on your website?



Organization Initiatives:

- These are your main initiatives the organization is aiming to achieve in 2022 to carry out your vision and mission.
- Ie: Fund + launch a new program, Retain more donors, raise \$300,000.

Best Practices For Organization Initiatives

- Connect with your ED on major initiatives.
- If none, consider your biggest growth opportunities.
- Assign specific + measurable goals for each initiative. This will inform your marketing goals.

SWOT Analysis:

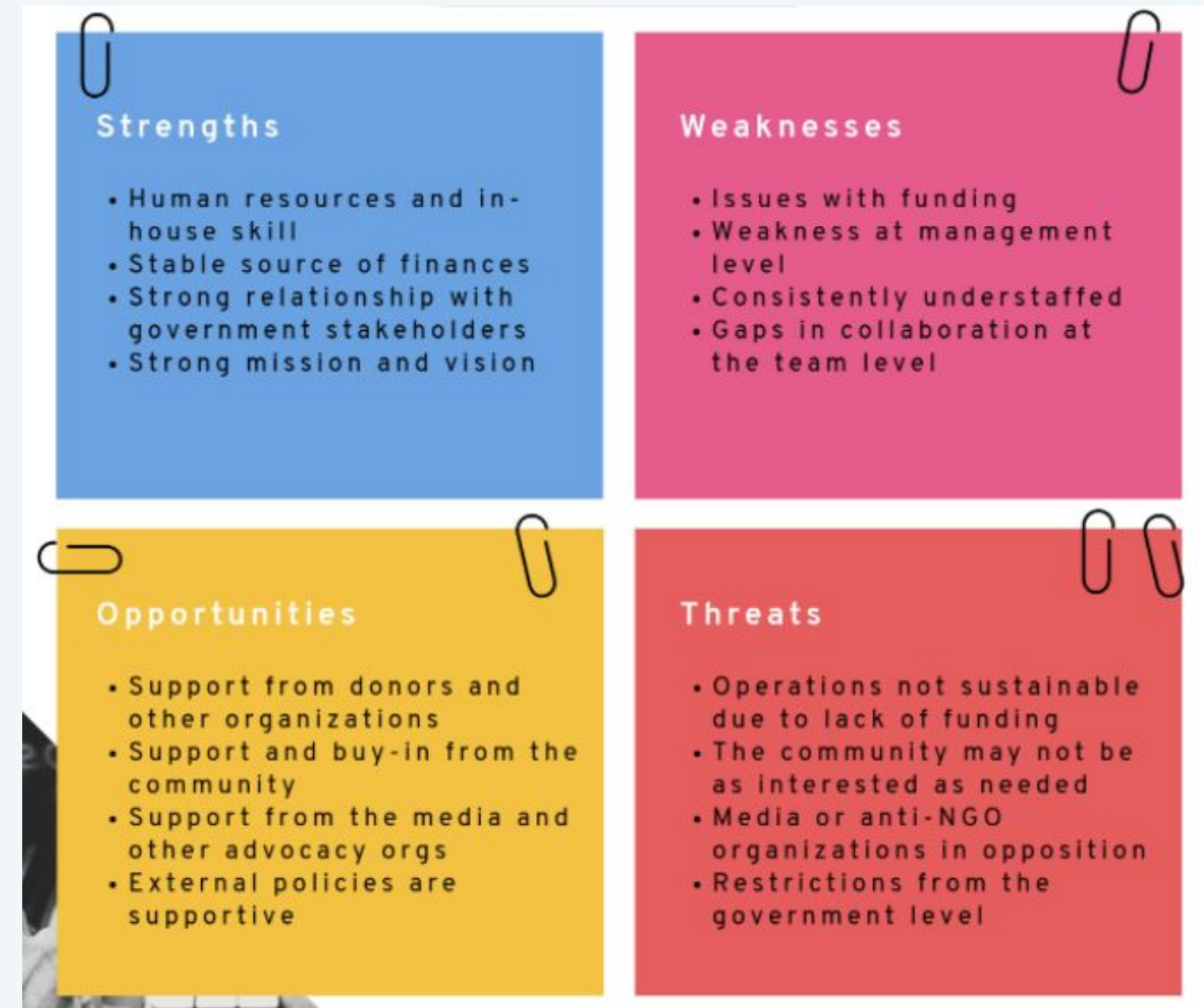
Purpose: Reflect on 2021 to decide what is and isn't working, where to improve, and how to overcome challenges.

- **Strengths:** What is working?
- **Weaknesses:** What can be done better, or removed?
- **Opportunities:** What are we not doing, that could help us to achieve our goals?
- **Threats:** What obstacles are in the way?

Best Practices For SWOT Analysis

Review 2021:

- What brought in the most funds?
- What channels were most effective?
- What do we see similar organizations doing well?
- Where were gaps in resources?



2. Audience Evaluation

Purpose: Know who you're speaking to, so your marketing efforts are most effective.

This informs strategies, branding, tone, communications.



Target Audience:

Purpose: Define who you're marketing to aka your ideal donor to best target + craft communications.

Focus on key characteristics like age, location, pains, triggering events, hobbies, personal challenges, goals, career.

- **le:** A coastal preservation nonprofit would target: people between the ages of 21-35. These individuals may have experienced damage or pollution of the waterways in their neighborhoods. They are both male and female, college-educated, live an active/outdoors lifestyle.

Best Practices For Defining Your Target Audience

Define your target audience:

- Analyze your current donor base and look for any similarities in demographics.
- Collect data from focus groups or your community - consider donor surveys!
- Explore who similar organizations are targeting.

Donor Personas:

- **Purpose:** Create a character so you can better understand what resonates with them.
- What does this person care about, and what can we send that would best fit their needs?
- Pick an actual donor(s) you know to base your personas off of.

Persona Example

Example: A coastal preservation/restoration organization.

- Persona 1: Ryan, a young active male.
- Lifestyle: Ryan works remotely from his condo 15 minutes from the beach in San Diego. He gets up early to go surfing every morning before work, is single, owns a dog, and is financially stable.
- Personal Background: Ryan is 27 years old, grew up in San Diego, and loves the beach.
- Their Challenges/Pain Points: The coastline he loves to surf is often polluted, or off-limits due to oil spills. He wants to keep surfing every day but it is becoming dangerous.
- Business Background: Has a degree in marketing and works for a tech company. He does surf photography as a side hustle.
- Where They Go For Information: Ryan consistently uses social media on a daily basis but is mostly on Instagram. He mostly uses his phone to do information searches.

Competitive Analysis:

Purpose: Identify what makes your organization unique and more opportunities for improvement.

- Research nonprofits that have a similar mission.
 - What are we doing that they aren't doing?
 - What are they doing better? How can we use this to inspire our plans?

Competitive Analysis Example

Example: A coastal preservation/restoration organization.

What They Do

Org A is a nonprofit that organizes community events to clean the coastline.

How We Compete

This competitor has paid Google Ads running for the same keywords we would like to rank for organically.

Learn more about Google Ad Grants:

<https://www.communityboost.org/resource/google-ad-grants/>

3. Set Goals, KPIs, and Strategies

Purpose: Map out 2022 goals and initiatives for measurable success.



SMART Marketing Goals

Purpose: Tie in overall organization goals to specific marketing goals.

- Specific
- Measurable
- Attainable
- Relevant
- Time-Bound

SMART Marketing Goal Example

Example: Grow nurture our email list to convert + retain more donors

Description:	This year, we be implementing new tools to help us more people subscribing to our newsletter via social media + on our website because it is one of our top channels for re-engaging donors and turning one-time givers into recurring givers.
Goal of Initiative:	To consistently grow our list each month to nourish our community. We want this channel to become a reliable way to contribute to our monthly fundraising goals.
Metric to Measure:	1 Email sent a week. 50 new subscribers per month / 20% open rate

KPIs + Channels

- Purpose: What channels will you be using to generate awareness + How will you be tracking the success.
- Will you have a different approach for each channel?

KPI And Channel Example

Social Media Channel: Instagram @welovetheocean123

Purpose of Channel:

Brand Awareness

Metric to Measure:

Average XXX impressions per month

Email Newsletter/Promotions

Purpose of Channel:

Re-engage donors / Build community

Metric to Measure:

XX% Open Rate / Drive X amount of donations

CRI Fundraising Campaign Channel Overview



- Facebook Social Advertising
- Bing & Google Search Advertising
- Google Display & Video Advertising
- Email Marketing
- Non-Digital Efforts



Suggested Channels To Consider In 2022

- Website
- Email Marketing
- Social media (organic)
- Livestream events
- Paid Social Ads (Facebook, Instagram are most effective)
- Bing, Google, Youtube Advertising
- Direct Mail
- Phone calls
- SMS (mass texting)



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Let's Dive Into Q&A

Are you interested in a complimentary
2022 Marketing Strategy Session?

- Facebook & Instagram Ads
 - Google Ad Grants
 - Paid Google Ads
 - SEO
 - Much more!

CommunityBoost.org/lets-talk 