8 Easy Steps to Marketing Your Nonprofit Organization

Marketing may be an unfamiliar concept for many nonprofit organizations but it's important that nonprofits realize that marketing is more than the old-fashioned notion of making a sale or securing a donation. In the end, marketing is a way to satisfy consumer and donor needs. Below are eight steps that will get you on the path to marketing ideas and approaches that could make a significant difference in reaching the goals of your organization.

1. Define your target market and research similar organizations and associations.
2. Strategize and come up with a plan to determine the desired outcome of your marketing efforts.
3. Once you've completed step 1 and 2, develop brochures and other marketing materials that describe the benefits, services, donation opportunities and values that represent your organization.
4. Develop a social media marketing strategy. Social media such as Twitter and Facebook can provide an avenue for reaching a large number of people interested in your organization - and do it in an inexpensive way. The best part is, social media transverses boundaries so you can reach people in your own backyard or those halfway around the globe.
5. Develop and maintain a professional internet marketing presence by creating a robust website. You can use your website as a portal for sharing important information such as the history of your organization, breaking news items, monthly newsletters, upcoming events and as a way to create a sense of community. You can also share creative ways to donate money and showcase the benefits of your organization.
6. Research and maintain your current and prospective customer database. Databases are an important resource, so don't waste them. Use your databases for special mailings, follow-up phone calls, event invitations, to develop alliances, for research profiling and market segmentation.
7. Showcase the objectives of your organization as well as the demonstrable results you've achieved. You'll also want to showcase the people and organizations that have benefited from your nonprofit's various work, activities and projects.
8. Always be on the lookout to partner up with those that can benefit your organization or those in sync with your mission whether it's other nonprofits, people in commerce, the government, advertising and media companies and businesses, both large and small. This step alone often brings substantial enrichment to nonprofit organizations.