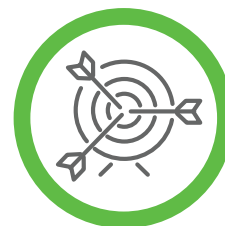


**Nonprofit
Communications
Strategic
Planning
Card Deck**



**How to Customize
This Card Deck**



Goals



Strategies



Objectives



Tactics



Customizations



Goal

**Positioning
as Thought
Leaders**



Strategies

are the marketing approaches you take to achieve your goals.



Goals

are the broad primary marketing outcomes that support your organization's larger mission-oriented goals.

To make your plan specific to your nonprofit, use the blank cards and the purple Customization cards. You can write on the cards with a dry-erase marker; however, the marker may leave a stain.

Use this card deck to explore your options, to prioritize your choices, and to outline your nonprofit communications strategy.

For tips, exercises, and examples, go to <http://npmg.us/cards>



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Goal

Positioning our organization or staff as thought leaders or experts.

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Use the purple cards to provide additional details and customizations for your plan.



Tactics

are the tools you use to pursue the objectives associated with your strategy. Tactics include both communications channels and specific types of content.



Objectives

are the SMART steps you take to achieve a strategy. We define SMART as Specific, Measurable, Achievable, Resourced, and Time-Bound.



Goal

**Brand
Building and
Reputation
Management**



Goal

**Advocating
on Our Issues**



Goal

**Raising
Awareness
of Our Issues**



Goal

**Engaging
Our
Community**



Goal

**Supporting
Fundraising
of Small to
Medium Gifts**



Goal

**Recruiting
and
Engaging
Volunteers**



Goal

**Building Our
Membership**



Goal

**Recruiting
and Engaging
Program
Participants**

Goal

Engaging our community to keep people inspired by and active in our work.

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Goal

Raising awareness of our issues to educate people on our cause.

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Goal

Advocating on our issues to change hearts and minds.

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Goal

Brand building and reputation management for the organization.

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Goal

Recruiting and engaging participants to use our programs and services.

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Goal

Building our membership by recruiting and serving members of our organization.

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Goal

Recruiting and engaging volunteers to help deliver our programs and services.

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Goal

Supporting fundraising from individuals making small to medium gifts.

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Goal

**Communicating
Internally**



Goal

**Supporting
Major Donor
Fundraising**



Goal

**Supporting
Event
Fundraising**



Goal



Goal



Strategy

**Permission-
Based
Marketing**



Strategy

**Unsolicited
Direct
Response
Marketing**



Strategy

**General
Advertising**

Goal

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Goal

Supporting event fundraising, including galas, walks, and other events where the primary call to action for attendees is to donate money.

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Goal

Supporting major donor fundraising (as opposed to raising small to medium-sized gifts, as defined by your organization).

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Goal

Communicating internally with our staff or board.

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Strategy

GENERAL ADVERTISING

is the placement of content into online, print, and broadcast channels meant to reach a targeted or general audience rather than specific individuals. It can include everything from free flyers posted on bulletin boards to paid advertising in print and remarketing ads on social media.

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Strategy

UNSOLICITED DIRECT RESPONSE MARKETING

is using mail, email, phone calls, and other tactics to communicate directly with people who have not previously opted-in to hear from you. It usually includes direct calls to action sent to purchased/rented lists of names. We most often see this strategy in play as direct mail acquisition fundraising.

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Strategy

PERMISSION-BASED MARKETING

is sharing content with specific people who have signed up, subscribed, or otherwise agreed in advance to join your mailing lists and lists of social followers. Nearly all nonprofits use this strategy in some way by building opt-in mailing lists.

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Goal

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Strategy

**Content
Marketing**



Strategy

**Event or
Experience
Marketing**



Strategy

**Search
Marketing**



Strategy

**Word of
Mouth
Marketing**



Strategy

**Influencer or
Ambassador
Marketing**



Strategy

**Partner or
Alliance
Marketing**



Strategy

**Peer-to-Peer
Marketing**



Strategy

**Location-
Based
Marketing**

Strategy

WORD OF MOUTH MARKETING

is actively encouraging verbal or written testimonials or recommendations to be shared from one person to another. It relies heavily on casual, unplanned social interactions between people and requires content or experiences that people will want to talk about with others.

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Strategy

SEARCH MARKETING

is gaining traffic and visibility from search engines through both search engine optimization of content and paid search listings (including Google Ad Grants). Rather than simply publishing content, you pay attention to what content brings the right kind of traffic to your website.

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Strategy

EVENT or EXPERIENCE MARKETING

is using events or other participatory experiences like tours, demos, or house parties to promote your programs and services. Attending the event is often an introductory step.

Please note that Supporting Event Fundraising is a separate goal in this deck and shouldn't be confused with this strategy.

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Strategy

CONTENT MARKETING

is attracting people to your work and retaining their interest in it by creating and distributing content they find especially valuable and relevant. It's not about pushing your messaging on them, but rather drawing them to you because they find it so valuable.

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Strategy

LOCATION-BASED MARKETING

is using mobile phone location data to provide messaging to people when they are physically near or check-in at specific locations. Includes Geomarketing and Proximity Marketing. We most often see this in use when nonprofits run large public facilities like zoos and museums.

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Strategy

PEER-TO-PEER MARKETING

is organizing and training volunteers to educate or advocate on your behalf. You work with individuals, but also support the community of peer educators or activists as a whole. Peer-to-Peer Marketing is more organized and actively managed than Word of Mouth Marketing.

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Strategy

PARTNER or ALLIANCE MARKETING

is cooperating with other organizations to jointly promote your cause, programs, or services. Includes referral marketing, affiliate marketing, co-branding, and cause marketing.

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Strategy

INFLUENCER or AMBASSADOR MARKETING

is creating relationships with people with special influence or access to a broader group of people. This includes celebrities, bloggers, market leaders, etc., who act as gatekeepers to people whom you don't have direct access to yourself.

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Strategy



Strategy



Objective

**Joining,
Subscribing
or Following**



Objective

**Expressions
of Loyalty**



Objective

**Participation
Levels**



Objective

**Financial
Gains or
Savings**



Objective

**Levels of
Influence**



Objective

**Increased
Demand
or Desire**

Objective

EXPRESSIONS of LOYALTY

Are your communications leading to retention or renewals?

Examples: Maintain a 75% donor retention rate this year. Use lead scoring to keep 50% of our list moderately-highly engaged.

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Objective

JOINING, SUBSCRIBING, or FOLLOWING

Are your communications leading more people to join, subscribe, or follow?

Examples: Increase newsletter subscriptions by 20% this year. Optimize website form conversions over current levels.

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Strategy

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Strategy

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Objective

INCREASED DEMAND or DESIRE

Are your communications increasing requests, demands, or desire for something your nonprofit offers?

Example: Increase appointment requests by 30% next quarter.

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Objective

LEVELS of INFLUENCE

Are your communications increasing your influence with specific groups or increasing your share of the conversation?

Examples: Get invited to speak at 5 events this year. Improve site ranking on 15 keywords. Get coverage of our positions in 5 prominent trade journals.

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Objective

FINANCIAL GAINS or SAVINGS

Are your communications leading to financial gains or savings?

Examples: Increase the percentage of race revenue raised via peer-to-peer fundraising by 20%. Decrease our cost of acquisition for new donors.

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Objective

PARTICIPATION LEVELS

Are your communications increasing registrations, donations, RSVPs or other measures of participation?

Examples: Sell out 90% of the workshops this year. Decrease the length of time between someone getting on a mailing list and then taking a specific action.

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Strategy

**Relationship
Marketing**



Objective

**Change in
Knowledge or
Understanding**



Objective

**Change in Tone
or Attitude**



Objective

**Increased
Readiness or
Empowerment**



Objective

**Change in
Behavior**



Objective

**Increased
Satisfaction**



Objective

**Expressions
of Trust**



Objective

Objective

INCREASED READINESS OR EMPOWERMENT. Are your communications helping certain groups of people be more ready or empowered to take an action soon?

Examples: 70% of petition signers continue to open emails six months later. What percentage of people move from awareness to action?

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Objective

CHANGE IN TONE OR ATTITUDE. Are your communications changing the tone, sentiment, attitude or preferences that are expressed by groups of people?

Examples: The majority of social media comments are positive or neutral. You can also use feedback surveys and public opinion polling.

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Objective

CHANGE IN KNOWLEDGE OR UNDERSTANDING. Are your communications changing knowledge or understanding among certain groups of people?

Examples: 75% of beginners move to the intermediate level in 6 months. 500 people took a quiz and 75% passed. Also consider website metrics (new or returning visitors, length of time on site).

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Strategy

RELATIONSHIP MARKETING is creating strong, long-term, loyal relationships with specific individuals and focusing on the quality of those relationships, rather than on the individual's specific actions.

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Objective

EXPRESSIONS OF TRUST. Are your communications leading certain groups of people to say or do things that demonstrate their trust in your organization?

Examples: Three new organizations agree to partner with us on the new project. 100 people request assistance with an especially difficult challenge.

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Objective

INCREASED SATISFACTION. Are your communications making participants, supporters or influencers feel more satisfied?

Examples: Raise our Net Promoter Score for the program to +60. Use the lead scoring system in our CRM to keep at least 35% of our list at 4-5 stars.

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Objective

CHANGE IN BEHAVIOR. Are your communications leading to measurable changes in how certain people behave?

Example: 50% fewer students use inappropriate language this semester.

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Objective



Objective



Tactic

Website



Tactic

Blog



Tactic

**Single Topic
Emails**



Tactic

**Email
Newsletters**



Tactic

**Social
Media**



Tactic

Direct Mail

Tactic

BLOG

Blogs are typically a part of your website. They can be everything from a "what's new" section to more substantive posts that help you implement a variety of strategies.

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Tactic

WEBSITE

It's your home base online. What information will people expect to find there and what will they want to do on your site? Consider how your website helps you implement your chosen strategies and how it can help you measure your objectives.

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Objective

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Objective

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Tactic

DIRECT MAIL

appeals, invitations and other updates that are printed and mailed and meant to drive a specific action.

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Tactic

SOCIAL MEDIA

including Facebook, Instagram, Twitter, etc.

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Tactic

EMAILS NEWSLETTERS

with multiple articles. These emails are typically more FYI, but will often include multiple calls to action too.

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Tactic

SINGLE TOPIC EMAILS,

updates, and invitations. These are emails that are meant to drive one specific action.

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Tactic

**Print
Newsletters**



Tactic

Storytelling



Tactic

Mobile Apps



Tactic

**Instant
Messaging**



Tactic

**Contests or
Gamification**



Tactic

**Problem-
Solving Tools**



Tactic

Downloads



Tactic

**Testimonials
and
Referrals**

Tactic

INSTANT MESSAGING

including private chat, texting, direct messaging through social media, and other forms of instant, private online messaging.

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Tactic

MOBILE APPS

are software applications that run on mobile devices and are downloaded from the app stores. Don't confuse apps with your website or emails being mobile friendly. Apps are separate programs.

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Tactic

STORYTELLING

is a specific type of writing that can be used in several different communications channels. Used well, it's an extremely effective form of content for nonprofits.

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Tactic

PRINT NEWSLETTERS

with multiple articles that are typically more FYI, but will often include multiple calls to action too. Print newsletters can be donor-centered, which means that the articles and stories provide abundant gratitude and emotional satisfaction to donors throughout the newsletter.

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Tactic

TESTIMONIALS and REFERRALS

including posts on ratings and review sites and other forms of personal recommendations or endorsements. These act as social proof that can influence the opinions and behaviors of others.

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Tactic

DOWNLOADS

including case studies, how-to guides and other helpful content.

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Tactic

PROBLEM-SOLVING TOOLS

including calculators and other interactive ways to help people make better decisions.

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Tactic

CONTESTS OR GAMIFICATION

including competitions and other forms of competitive engagement.

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Tactic

**Listening
and Data
Collection**



Tactic

**Brochures,
Flyers,
and Other
Leave-Behinds**



Tactic

**Earned Media
and PR**



Tactic

**Paid
Advertising**



Tactic

**Displays
and Booths**



Tactic

**Hosting
Gatherings**



Tactic

**Presentations
and Public
Speaking**



Tactic

Signage

Tactic

PAID ADVERTISING
including radio, TV,
print, online,
and outdoor.

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Tactic

EARNED MEDIA and PR
including press releases,
press conferences,
op-eds, and other forms
of media relations.

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Tactic

**BROCHURES, FLYERS, and
OTHER LEAVE-BEHINDS**
including pamphlets,
rack cards, and door
hangers.

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Tactic

**LISTENING and DATA
COLLECTION**
and other ways of
gathering feedback.

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Tactic

SIGNAGE
including physical
posters and banners.

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Tactic

**PRESENTATIONS and
PUBLIC SPEAKING**
at events hosted by others.

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Tactic

HOSTING GATHERINGS
meetings, and networking
events.

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Tactic

DISPLAYS and BOOTHS
staffed and unstaffed.

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Tactic

Graphics



Tactic

Photography



Tactic

**Syndication
and Guest
Writing**



Tactic

**Content
Curation
and
Synthesis**



Tactic

**Video and
Audio**



Tactic

**Personal
Visits or
Phone Calls**



Tactic



Tactic

Tactic

CONTENT CURATION and SYNTHESIS

where you publish
content created by
others, often as a
round-up or summary.

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Tactic

SYNDICATION and GUEST WRITING

where you create
content but publish
it elsewhere.

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Tactic

PHOTOGRAPHY

including original
photography and
stock photos.

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Tactic

GRAPHICS

and infographics
created to be used
in a variety of
communications
channels.

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Tactic

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Tactic

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Tactic

PERSONAL VISITS or PHONE CALLS

and other one-on-one
meetings.

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Tactic

VIDEO and AUDIO

including live streaming
and previously
recorded.

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Tactic



Tactic



Who We
Communicate
With



Who We
Communicate
With
Participants



Who We
Communicate
With
Participants



Who We
Communicate
With
Supporters



Who We
Communicate
With
Supporters



Who We
Communicate
With
Influencers

Who We Communicate With

PARTICIPANTS

are people who you serve or who are directly and actively engaged in implementing your programming with you, such as regular volunteers.

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Who We Communicate With

Use the *Who We Communicate With* cards to provide detail on your target audiences and priority communities for your communications.

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Tactic

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Tactic

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Who We Communicate With

INFLUENCERS

affect your work but are more removed than participants or supporters. Influencers include the media, elected officials, and professional peers.

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Who We Communicate With

SUPPORTERS

are financial donors and others who occasionally endorse, volunteer, or advocate for you but without directly implementing programming.

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Who We Communicate With

PARTICIPANTS

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Who We
Communicate
With
Influencers



Who We
Communicate
With



Who We
Communicate
With



What We
Communicate
About



What We
Communicate
About
Message



What We
Communicate
About
Message



What We
Communicate
About
Message



What We
Communicate
About
Call to Action

What We Communicate About

Use the *What We Communicate About* cards to provide detail on your messaging and calls to action.

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Who We Communicate With

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Who We Communicate With

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Who We Communicate With

INFLUENCERS
affect your work but are more removed than participants or supporters. Influencers include the media, elected officials, and professional peers.

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What We Communicate About

What are you asking people to do? Be specific and use action verbs, like *donate*, *volunteer*, *register*, *call your representative*, etc.

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What We Communicate About

What are you saying?
Relevant messaging embodies the 6 Rs.
It's rewarding, realistic, real-time, responsive, revealing and/or refreshing.

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What We Communicate About

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Relevant messaging embodies the 6 Rs.
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NonprofitMarketingGuide.com

What We Communicate About

What are you saying?
Relevant messaging embodies the 6 Rs.
It's rewarding, realistic, real-time, responsive, revealing and/or refreshing.

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What We
Communicate
About
Call to Action



What We
Communicate
About
Call to Action



What We
Communicate
About
**Program
or Service**



What We
Communicate
About
**Program
or Service**



What We
Communicate
About
**Program
or Service**



What We
Communicate
About
**Program
or Service**



What We
Communicate
About
**Program
or Service**



What We
Communicate
About

What We Communicate About

Which specific program or service of your organization are you addressing in this plan?

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What We Communicate About

Which specific program or service of your organization are you addressing in this plan?

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What We Communicate About

What are you asking people to do? Be specific and use action verbs, like *donate*, *volunteer*, *register*, *call your representative*, etc.

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What We Communicate About

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What We Communicate About

Which specific program or service of your organization are you addressing in this plan?

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What We Communicate About

Which specific program or service of your organization are you addressing in this plan?

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What We Communicate About

Which specific program or service of your organization are you addressing in this plan?

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What We
Communicate
About



Resources
Needed



Resources
Needed

Budget



Resources
Needed

Budget



Resources
Needed

Time



Resources
Needed

Time



Resources
Needed

Staff or Skills



Resources
Needed

Staff or Skills

Resources Needed

What financial support is required to implement the plan?

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Resources Needed

What financial support is required to implement the plan?

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Resources Needed

Use the *Resources Needed* cards to indicate what it will take to implement the strategy you are outlining.

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What We Communicate About

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Resources Needed

What staffing requirements or skills will be needed to implement the plan?

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Resources Needed

What staffing requirements or skills will be needed to implement the plan?

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Resources Needed

What kind of time is required to implement the plan?
Or what is the timing of this part of the plan?

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Resources Needed

What kind of time is required to implement the plan?
Or what is the timing of this part of the plan?

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Resources
Needed

Partners



Resources
Needed

Policies



**Resources
Needed**



**Resources
Needed**

<div>Resources Needed</div> <div>NonprofitMarketingGuide.com</div>	<div>Resources Needed</div> <div>NonprofitMarketingGuide.com</div>	<div>Resources Needed</div> <div>What policies will need to be created, updated, or implemented to support the plan?</div> <div>NonprofitMarketingGuide.com</div>	<div>Resources Needed</div> <div>Which partners are cooperating or assisting with the plan?</div> <div>NonprofitMarketingGuide.com</div>
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