

Modern Litho

Helping Organizations Make a Positive Impact Since 1937

giants

of the Nonprofit Industry

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Getting the Most from Your Marketing



Marketing. Do it efficiently, and it can be a boon to your organization. But even effective marketing efforts commonly consume 35–50% of a nonprofit's gross proceeds, says Michael Maude, president of Partners In Philanthropy – well above the 25% he recommends.¹

That's why nonprofits want to target their most beneficial prospects and donors. For groups like the Red Cross, the challenge is to reach out to those givers most likely to become regular donors.² The key target audience may be different for other nonprofits. For example, a social entrepreneur who is looking for startup money will probably gain the best results by targeting like-minded foundations. Regardless of who the target may be, every nonprofit should understand the supporter's wants and needs, and craft the appeal accordingly.

This calls for communicating with purpose. Have absolute clarity about your mission (What you're trying to accomplish), vision (Your dream for the future), and objectives (How you'll achieve

that vision). Only then can you translate this vital information into compelling marketing.

Make your message consistent and cohesive across all media, from traditional communications such as direct mail, magazines and newspapers, TV, and brochures, to all manner of digital media – and especially on your website. It's where all other media should lead your audience.

Remember to communicate internally, as well. Prepare informative packages for your board of directors, volunteers, employees, and corporate partners. This will help make them better ambassadors for your cause.

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And above all, create thank-you packages for your donors. A timely response that acknowledges someone's specific gift and includes other "back story" materials will make that person feel appreciated and informed.

Giving is on the rise. According to Giving USA 2013³, total U. S. charitable giving increased by 3.5% in 2012. Grow your share of attention.

On purpose!

¹ Michael Maude, Marketing Is Different In The Not-For-Profit World, Partners in Philanthropy, <http://www.develop-net.com/articles/marketing-is-different-for-non-profits.html>

² Wharton Knowledge, University of Pennsylvania Customer Analytics: A New Lifeline for the Red Cross and Other Nonprofits? www.forbes.com

⁴ Giving USA 2013, Lilly Family School of Philanthropy, Indiana University

DO TELL!

Creative Ways to Share Your Story



People who support charities and nonprofit organizations are keenly interested in what their group is achieving. A regular flow of published information (newsletters, legislative updates, white papers, survey results, and the like) is a great way to keep volunteers and donors excited about all that's going on. One of your best communication tools may well be an annual Accomplishment Report. Just be sure that it does a creative job of storytelling: about the organization's mission and how it's being supported; about unique participants and the work they do; about the delivery of funds or services and what those have meant to recipients.

Kivi Leroux Miller, a nonprofit marketing consultant and writer, says that any annual report should be about accomplishments, not activities.¹ So think back. What were your proudest, most significant successes over the past 12 months? Pick three or four and have real people give the real story behind those efforts. Here's another good tip from Laryssa Wirstiuk, who teaches writing and blogging at Rutgers University: "Add one memorable image to your writing."² Word pictures, along with photos and illustrations, can hold readers' interest like a magnet!

Naturally, you'll want to mail and distribute your Accomplishment Report to constituents. But don't stop there. Let the report take a starring role in the information kit you hand out at public events – and provide to special interest groups, corporations, government agencies, complementary

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organizations, et al. And by all means, include the yearly reports in your media kit. Other media kit components? Executive bios, your organization's history, major press releases, backgrounders, fact sheets, testimonials, and recent speeches.

A public opinion survey commissioned by the Muttart Foundation found that nearly 100% of Canadians believe it's important for charities to provide information about what they do, and half (49%) say they'd like more information "even though it may require more money to be spent on communications."³ This research underscores the fact that folks are eager to read your story. Don't disappoint them.



Clive Chilvers / Shutterstock.com

- 1 Wild Apricot Blog, What to Include in Your Annual Report, <http://www.wildapricot.com/blogs> April 11, 2012
- 2 Wirstiuk, Laryssa, "5 tips for a quick writing makeover", <http://www.healthcarecommunication.com>
- 3 The Muttart Foundation, Talking About Charities, <http://www.muttart.org>

Getting Personal: How to Make Fundraising More Appealing

The challenges of foundation fundraising are well known to all nonprofit organizations. Nonprofits also know that contributions increase when they humanize appeals with heartfelt accounts of how donors' gifts have changed the lives of recipients. Through such personal stories, readers see the tangible results of their charity.



And now it's possible to add even more dimension to the practice of personalizing charitable appeals – by using variable data printing to tailor the fundraising message to an individual prospective donor. This capability allows organizations to easily focus on specific details relating to the giver (previous contribution amounts, frequency of donations, suggested contribution amounts, etc.). In addition, stories and images that are particularly meaningful to the individual can be included on a per-piece basis, making a direct connection on an emotional level.

The results generated by this type of personalization in fundraising appeals are staggering. **Mailing someone a BRC card that's already printed with vital information such as name and address has been shown to increase response times by a remarkable 5 to 7 days, and improve response rates by 36%. When marketers extend the personalization even more – beyond the expected mailing address and salutation – response rates jump from 1.5–2% to a range of 11–43%!**

Variable data printing has significantly changed marketing for the nonprofit industry by allowing organizations to reach their consumers with timely and relevant information for top-of-mind nonprofit issues. It's just one of the many ways that Modern Litho is helping organizations improve marketing effectiveness, educate their audiences, and position their nonprofit as a worthwhile and deserving entity. We successfully publish niche publications and newsletters, produce direct mail, and provide comprehensive mailing services for more than 300 organizations annually.

For more information on our services, and to read more about marketing for the nonprofit industry, please visit: www.modernlitho/nonprofitmarketing or call us at **1-800-456-5867**.



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