



Nonprofit Leaders Share About Marketing /
Email with Follow-Up Questions!

Name	Email Address	Ministry	What does "marketing" mean to you?	How are you "marketing" your ministry right now?
Robyn Coffman	care@1010ministries.org	1010 Ministries	Making others aware of the pain point in being a ministry leader (or married to one) as well as who we are and what we offer - so if our vision matches their interest, we connect (either as a client, a referral source, or a financial partner).	We are a boutique sized ministry - we actually don't want to grow beyond our capacity. We use social media (IG & FB) 2x/week, 3-4 emails/year, 1-2 direct mail/year, info cards, word of mouth, and occasionally offer webinars and workshops. Our marketing is aimed at being "pro-them" vs. "pro-us" in the messaging to our ideal client. To our financial partners, we focus on our gratitude and accomplishing 10 10's vision together. (For the first few years, we underestimated the learning curve on how best to market for our niche.)
Derek DeVelder	ddevelder@aboundingservice.org	Abounding Service	It is one to many communications; it's bringing many people into the conversation and then bringing some people into 1 to 1 conversations. Seth Godin - Nurture my Minimum viable audience - find those who want to do this good work today and tomorrow. Then nurture that group. Not really trying to focus on branding. Bring people closer (visibility) to build relationship.	(1) Working with Donald Miller on Storybrand. Online workshop and 2-day training. Clarify the problem we are solving and create a brand script and one liner. Now we are working to plug that into everything! (2) Working with Nextafter - great course on email campaigns. They are very data intensive to help orgs with best practices and testing responses; good free info! (3) Partnering with Virtuous. Automated 8 email series for intro to new people. First time donor series as well. What growth opportunity is the next right move for people, not just always asking for giving. Also, don't direct mail people we don't know; market tax credits; use our high-impact videos; not much social media but when send emails, post some content that points back to email content. Share impact via story, not always with an ask. Board sends thank you notes.

Caleb Reed	caleb.aimright@gmail.com	Aim Right Ministries	Messaging, branding, what people see, hear and think about us when they first hear about us.	This is an area we have struggled with for a number of years. We are rolling out more regular communication to donors and weekly updates now. We use Network for Good for CRM. People who first hear about us - curious people - we do a phone call, text, grab coffee, send them to the website. Utilize merchandise to spread the word - hats, shirts, lanyards, pop sockets, water bottles engraved with logo, wine tumbler. Great responses from these. We need to continue to build our email list.
Bobby Cox	bcox@goten.org	GoTen Ministries	For us, marketing is a strategic plan to build our brand and acquire donors and volunteers.	We are building partnerships with the local church to provide opportunities for engagement; we create events to help the average ordinary church member take an easy step into ministry/missions. We create ongoing volunteer opportunities for people to step in and serve with their hands, and provide opportunities for longer-term engagement, as well. We use social media, not very effectively, but we do it. No one person owns that element so it gets missed sometimes. We use email marketing (more targeted with some segmenting) for newsletters; word of mouth marketing (pretty intentional); church partnerships. Partner videos used in churches, etc. We use google analytics on our website - this allows us to know a lot about what people look at and how.
Nicolee Thompson	nthompson@msfcares.org	Harvest Compassion Center	Marketing is communication - How do we best share our mission and work with others? Invitations to get involved in every way, all of our opportunities. Are people listening and sharing it with others? We want people to hear, receive, take action, and reshare it with a simple, clear message! Not just doing new and exciting "marketing" things.	Six months ago we added a part-time communications manager who is owning marketing - use a variety of platforms (as many free ones as possible!); e-newsletter (3000 people); fliers, especially for events; physical centers all have a post-card of who they are and what they do; speaking at the center; 5 minute huddles each morning; car details on vans. Signage on all we do! Doing creative things in real time! Tee shirts; we market Feed 1 - our monthly giving program, always! Consistent, uniform messages. Ask, "What is the 1 thing that is most important?" and market that!

Tammy Abernethy	tammy@hopewomenscenter.org	Hope Women's Center	How I get the message out to the community about who we are and what we do, and how to reach out to donors - consistent messaging but clearly unique messages for both clients and donors.	Printed materials, social media - marketing company (donating time) and communications/grant writer; email blasts; direct mail several times a year; events; speaking in the community. Virtuous platform for giving - weaker in segmenting for different groups of donors. Large donors get individual focus. Has the ability to segment communication.
Julie Supplee	julie@refugesunnyslope.com	House of Refuge Sunnyslope	Promoting our work and our mission. That can involve asking for things or you build toward an ask - share stories, following up, thanking God for what has happened. Calls to Action can be money, prayer, getting involved in different ways.	Social media, print - newsletter (2x a year) and direct mail (3x a year); emails (newsletter monthly, follow up with direct mail campaigns); in-person events (get people on property to increase their engagement - 9 months of the year - education, drop off materials, open house, celebrations) and when people come on campus. Tours, donations, volunteer orientations.
Aaron Parrott	aparrott@mentorkidsusa.org	MentorKids	Positioning our mission and services in a way that either solves someone's problem or resonates with them so they respond favorably.	Website, newsletters via email, targeted videos, impact reports annually, summer program reports, some social media (not a lot of effort - FB page some posting), experimenting with direct mail connected with tax credits. Printed pieces - brochures. Marketing is mostly for donors. Our clients find us.
Matt MacLean	mattmaclean@quenched.org	Quenched	Attracting new donors - one of our goals of marketing.	Google grant advertising - free spend; facebook advertising; sponsor for David Platt's secret church national event; no direct mail; booths and speaking at conferences that fit our mission.
Paul Cox	paul@tcaz.org	Teen Challenge AZ	Branding so people know us and know how to be part of the work moving forward.	A lot of word of mouth, we have a 55 year legacy! Pastors, friends, door-to-door; each center markets itself. Churches share in their networks. Graduate recovery stories are the most powerful!