



DRIVING PARTICIPATION

WITH BETH BRODOVSKY

SESSION 119

50 THINGS YOU'D DO WITH A MARKETING GRANT

PODCAST ANSWERS

Hello, this is Beth Brodovsky, and welcome to Driving Participation.

I am really excited, because today is my 50th birthday. I decided I wanted to do something different to celebrate, so a few weeks ago I started asking everyone I know this question:

“If you got a grant for marketing, what would you do first, and how would it make a difference in your capacity to do your work?”

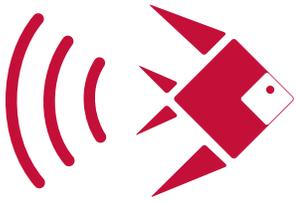
I wanted to see if I could collect 50 answers to share today on the podcast. I figured at a minimum I would learn the things that are really important to you so I could create shows that can help. And maybe, I could collect enough information to share with funders and ask them why they don't fund marketing efforts and what it would take to change that.

So I started by asking our past guests from the podcast. Then **KIVI LEROUX MILLER**, my guest from Episode 44 (<http://iriscreative.com/dp044/>), suggested I turn the question into a form so she could share it with her community. Once I did that I started sharing it everywhere.

At the time of this show I have heard from 56 people about how a marketing grant could help you serve your mission. Even in this small sample there were some clear trends.

I have tried to organize and group the feedback to share with you. So let's get started dreaming about how you'd spend that grant.





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RESEARCH AND STRATEGY

I was thrilled to see a number of you thinking big – asking for help with research, strategy and planning before jumping into execution.

SHANNON CLINE of Piffaro wrote:

“Something nobody in the sector except the very largest organizations can currently afford: market research! All subsequent marketing dollars would (hopefully) be much more effectively spent.”

COURTNEY SAVOIA of NAF had an interesting approach to research. She said:

“We would first focus our efforts on investing in social listening platforms that would enable us to reach more potential donors, volunteers, and key members in order to raise the critical awareness and funds to support our mission. Having access to these platforms would allow for greater and more meaningful interactions, while also allowing our organization to analyze the needs of our target audiences and better serve them.”

I love the idea of flipping things around – taking action and then evaluating what happens.

From **JESSIE MARUSHAK** of Pathways to Housing:

“As a one-person development shop, we are in great need of marketing assistance. With funding, we would hire someone to help us create a marketing plan and implement the plan as the year progresses.”

PAULA FRITZ EDDY had the same idea. She said:

“I would pay someone to create a robust and comprehensive marketing strategy (web, email, print, reports, campaigns, engaging content ideas, monthly giving, grants, corporate partnerships etc.) that aligns with our mission & goals to





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generate more sustained and recurring revenue. Then, we'd need to have someone do this for us (design graphics, write copy, update our website, give us a list of things to do with deadlines etc.). We're great at what we do but stink at marketing and know we could do better with a little help."

It's hard to be an expert at a lot of things. And it is really smart to know that you need help with strategy and execution; that those are two different phases and often two different people.

KELLY SCHEMPP of The Mann Center for the Performing Arts told me:

She actually did receive private funding this past winter to conduct a comprehensive data study of our their audiences. The study focused on data mining their ticket buyer data for the past decade to establish baseline demographic and behavioral knowledge about their various audiences. Understanding these audiences, she says, is the starting point for developing and measuring new marketing and programming strategies with the goal of attracting new audiences and increasing the reactivation rate of existing buyers.

This kind of research is so valuable to being able to analyze what is working and what is not. If your nonprofit had access to this kind of information can you imagine what you would learn and what you could do more effectively?

BRANDING

Branding was another big item on the wish list.

GREG KOCH from episode 112 <http://iriscreative.com/dp112/> said that:

"For Zoo Miami Education, I would use a marketing grant to brand all of our signature programs. I think it's incredibly important for the public to identify and recognize our work as well as to understand the meaning and mission behind it. Being able to pay for design work and then to market that brand through various channels is often a limiting factor for me. I think effective marketing brings much-





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needed scale to important content, and Content x Scale = Impact!”

LISA DAVIS BUDZINSKI of Central Pain Syndrome Foundation:

“A grant for marketing would be a huge step forward. We could get a new logo to be used consistently across social media communications. Marketing materials are a huge asset. We could get our mission out to the masses, spread awareness and help patients and caregivers with useful tools and resources.

LYNN FITCH from episode 110: <http://iriscreative.com/dp110>

“If we received a grant for marketing I would hire a branding consulting firm to help us re-vision our brand (it really needs an update after 20 years). I would use it to create a new logo, develop new messaging and then get help designing an entirely new suite of marketing materials. Funding would also cover the launch of this brand and a comprehensive communications/marketing plan for a year.”

CINDY BLACK of Smoky Mountain Area Rescue Ministries:

“This is one area that we are struggling with at the present time. We just had a branding update last year and we were so excited about the opportunity to share our new look with our community. However, we have had to make changes at a slower pace because of the expense in changing the logo on all of our materials. Instead of launching and moving forward with a fresh look and purpose statement, we have to roll out new marketing materials as we can afford to change them. We had been given a consultant to help us with the new branding, but no resources to help with the cost of making the changes.”

So the great thing I am picking up from all these answers is that there is a clear understanding among nonprofit marketers that you need both a strategy and execution.

What Cindy and Lynn are talking about is so common – that you can get





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support for rebranding up to the point where you have new message and a logo. The integration of the brand—however capable your staff is — adds time and complexity to everything you do for the first two years after re-branding. And there is no funding to help you make those smaller yet constant decisions.

INCREASE AWAENESS

Not surprisingly, nearly one-quarter of you had a request that mentioned increasing awareness.

SUSANNAH COLEMAN of Chestnut Hill College:

“I’d use it to pay for a marketing campaign aimed at alumni to promote awareness and drive fundraising for important renovations to our athletics facilities. With 38 percent of our new freshman class involved in sports, improving our athletics facilities is vital for driving enrollment. A successful fundraising campaign will be all about many donors making small gifts, as foundation support is not likely for this.”

KEVIN MCKINNEY of Fellowship House Camden:

“We would use such a grant expand our presence in the region. As a small nonprofit in a city filled with many, it can be tough at times to stand out from the crowd.”

DIANE ANDERSON of University of Illinois Arboretum:

“Would use grant money to hire someone to set in place all sorts of informative programs to increase awareness - brochures, TV, newsprint, and other things I’m sure would never occur to me. Nobody here has time develop this stuff. We might have time to carry through with it once the hard ‘brain’ work is finished!”





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I love **STEPHANIE CORY GORRIS**'s approach: she was my guest way back on episode 5 <http://iriscreative.com/dp005/> talking about growing your network to raise awareness and it is still one of our most downloaded episodes more than two years later. For this question, Stephanie replied:

“If the Junior League of Wilmington, Delaware, received a grant for marketing, we’d definitely spend it! We would launch an awareness campaign. The campaign would cover what the League is and what work we do in the community and, assuming the grant were large enough, include a month or two long advertising push with big ads in local print, billboard, and radio media. The goal would be to build the League’s capacity in two ways: growing membership and growing awareness to assist with future fundraising efforts. More members would allow us to make a greater impact with projects in the community.”

SARA SEALS of CEASE, Inc., Domestic Violence & Sexual Assault:

“We want to put the information of our organization at the victim’s fingertips without informing the abuser in the process. We would use a marketing grant for prevention, reaching victims before they have to go searching for help.”

JEANNE REHWALDT of Moving Mason Forward:

“I would use the grant to create awareness in our county about the Moving Mason Forward campaign. Branding that speaks to the campaign’s goals would be used for flyers, posters, media ads, website development and Facebook/Twitter pages as well as other social marketing campaign strategies. A marketing grant would kick start this campaign tremendously. “

LAURA FRANZ of TLS Veterans:

“If I had a marketing grant I would hire an intern (preferably a veteran!) from a marketing program to SHOUT OUT about the great resources we have for veterans and families! We would be able to design and print quality brochures





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and posters about our services – the intern could design and we could use the grant to pay for posters and brochures and even mailings. I have DREAMT of being able to buy a mailing list to get the word out, and I’ve paid out of my own pocket for Facebook boosts about our services ... a grant would enable us to reach an audience in need with the right means for doing so.”

ELISABETH MUEHLEMANN of the Long Island Volunteer Center:

“If we were given a marketing grant we would use it to expand the printing and marketing of our Seasonal Volunteer Opportunities List. It is our most useful tool for helping people find opportunities and if we had funding to really focus on spreading the word, it would greatly expand our capacity.”

LYNNE VENART of the Lemur Network would:

“Run a nationwide marketing campaign about lemurs, educating the public [about] the most endangered group of mammals in the world. Because Madagascar is remote and isolated from mainland Africa, it is difficult to raise enough money to fund awareness raising campaigns, compared to the large, iconic animals like elephants, lions, and tigers.”

MARK MATTERN of York Habitat for Humanity:

“I would use the grant to run a campaign to get the word out about who we are and what we do specifically here. We have a very recognizable name but very few know what we do and how our program works.

MARKETING COLLATERAL

We spend a lot of time talking about technology, social and online marketing but it’s clear that many organizations are still struggling with the basics – or have not yet ventured into new media.





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KEITH CHAMBERLAIN from episode 108 <http://iriscreative.com/dp108/> asked his wife, who works at nonprofit, Quest Therapeutics, a hippotherapy clinic for children with special development needs. She said she would use the money to get all new marketing and fundraising brochures for her organization.

YOLANDA MORRIS of Pawsitive Alliance knows that it depends a lot on the quantity of \$\$\$\$ and what activities she has coming up. She says they are ramping up efforts to tackle the number of stray animals and could use funds for signs, billboards, pet ID and collars.

AMANDA NAVAR of Foothills Boys and Girls Club in California:

“I would use it to pay for collateral materials - design and printing. We have to do everything in-house because we don’t have a budget for this. I’d love to pay a real designer to come up with an array of materials to promote our programs, volunteer opportunities, and donor opportunities.”

What I love about these answers is that while these items may seem basic, they are also time-tested and very effective. People always assume that we do all digital work, but we create print work every single day. It’s still out there and it still works. I am so happy to see nonprofits recognizing that online is not automatically better or the only way to connect with your audience.

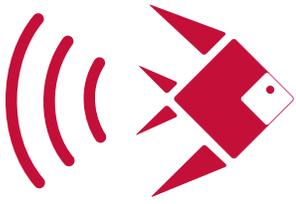
STORYTELLING/REACH

The transition to marketing through storytelling is taking hold and nonprofit marketers know that sharing their stories will make a difference.

BILL MOORE, CEO OF ZOO MIAMI FOUNDATION:

“Marketing dollars help tell the story! But In the nonprofit world they can be challenging to find. In today’s overcrowded complex distribution system it is harder than ever to make an impact to large segments of the target market. The more of our market we reach the higher the value for other donors who support





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programs.”

JAMIE MCDONALD of Generosity Consulting:

“If I received a grant for marketing, I would invest in a fantastic photographer and a compelling storyteller to help create a bank of moving stories and images that brought the work of organizations into high definition. The stories/images would build genuine understanding, awareness, and empathy and would motivate people to act because they could see themselves in the challenges faced by the individuals featured. Stories create a deeper connection than data and inspire supporters and advocates to explore their role in changing lives.”

CAROL MEERSCHAERT of the Healthcare Businesswomen’s Association would create a series of inspiring podcasts promoting gender parity.

VIDEO/VISUAL STORIES

There are many formats for telling stories. Marketers also get that communication is going visual and especially want video versions of their stories.

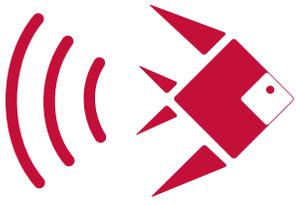
STEVE VARNUM from The Community Loan Fund was on episode 48 <http://iriscreative.com/dp048/> of the podcast. He said:

“That’s an easy one. We have SO many great success stories of our borrowers. I would hire a videographer to create a video library of two dozen stories and put them on constant rotation on social media, and show them at our events and at meetings with prospective investors and donors!”

MONICA TANOUYE of the Coastal Community Foundation of SC:

“If I got a grant for marketing, I would use it to create a video to explain what we do. By telling our story in an accessible way that emphasizes our brand, we’d be better able to connect with new audiences and cement in their minds our role as an organization that is first and foremost community-oriented.”





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VERONICA HIX of ONABEN:

“I would create a visual story, using video and sound bites that conveys the mission of our nonprofit, depicts the peoples and places that our work supports, and the qualitative impact that so many funders neglect to acknowledge. As a society we are motivated by what we see, what we hear, what we can relate to. Our work impacts communities in profound ways. Data and numbers and sign-in sheets and documented deliverables never really tell the whole story ... at least not on paper. I believe this visual, living, breathing documentation would evoke interest, solidify support, create interest, and motivate our network of partners to press forward and continue to be the difference that leads to lasting change in their communities.”

Another contributor added

“I would invest in easy to use equipment and training to produce short videos for our website and social media marketing. As a nature park, being able to show parts of our parks and facilities is much more effective than text or even photos.”

DIANE CIMORELLI of Grace Montessori School:

“I would use the grant to create a promotional video. It would be a great way to spread our message across a wide range of social media and reach more of our target audience. Like so many nonprofits, we operate on a tight budget and rely on in-house creativity and ingenuity to stretch those dollars. The grant would allow us to work with professionals to develop a video that would improve our digital branding and establish a connection with our prospective families and community supporters.”

DAVID RHODE of Pitch in for Baseball (episode 105) <http://iriscreative.com/dp105/>

“We’d shoot a world-class video helping to depict the impact of our work.





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This would facilitate helping to attract major donors, corporate partners and professional athletes to support our work”

MARVIN BERMAN of Quiet Mind Foundation would design a brochure and video to continue promoting a clinical trial he is working on.

LAURA JONES of Big Brothers Big Sisters:

“If I received funding to support a marketing campaign, I would want to create a video PSA to be aired on a local television station, a radio PSA to air on a local radio station, and even a billboard PSA asking adults to volunteer as mentors to at-risk kids in our community.”

In Episode 66 <http://iriscreative.com/dp066> **MICHELLE BRINSON** of Nashville Rescue Mission shared the incredible fundraising success of her print newsletter. That has helped her increase her marketing budget. She suggests that:

“If I did not already have film equipment, then the first thing I would ask for is equipment for photos and videos. If I already had that equipment, the next thing I would ask for is money for storytelling videos. If you can get a decent investment, you can film several videos over the course of a couple of days. Our first investment was around \$2500 and we recorded multiple videos. The most powerful was that of our CEO. We asked him the question of ‘Why do you do this?’ His answer was so powerful. It was definitely not scripted. We’ve been able to use this video in a multitude of places. New hires watch it. Big donors have seen it. It’s been played in churches, etc. We also recorded several testimony videos (success stories) and one volunteer video. These videos catapulted us into the world of visual storytelling. This is HUGE and has great value to nonprofits of all sizes.”

BUILD A WEBSITE

MELANIE CHENEY of River Relief had a really straightforward request: Revamp our website.





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Many people have websites, but they need work.

An anonymous contributor added:

“Redo our website, since it is the central hub of all our communications! If it’s awkward or clunky, then it kinda doesn’t matter how much email or social media traffic I’m able to drive there, it still isn’t serving us well.”

ANDREW STITT, formerly of PMIEF (Project Management Institute Educational Foundation), said:

“I would use it to build a website that helped the organization meet its mission. Building a website that tells stories about who is being helped and how they’re being helped and is capable of collecting donations, email addresses, and otherwise. If more of the grant money is spent on how to tell those stories instead of spending a ton of money on the technology itself, then that would be money well -pent.”

ELISABETH MUEHLEMANN of Long Island Volunteer Center:

“We would also use marketing funding to keep our website up to date. Currently we just don’t have the ability to keep it as current as we’d like, so marketing funding for this would also expand our ability to reach volunteers digitally.”

Josh said:

“I would redo our website with potentially a blog and then look for advertising how to drive people to the site.”

So I am hearing that people are well-aware of how important a functional website is. I am a little surprised that this wasn’t a more popular request, however, because people (including boards) know how important it is, websites are one project that often do get grant or donor funding.





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I would suggest researching what some grants in your area would cover. Use grant money for those items and save your cash for the projects that are left.

CONTENT MARKETING/PPC/SOCIAL

Creating, sharing and promoting content online is becoming a priority for many marketers.

PATRICK DUGGAN of Pacific Community Ventures:

“I’d use the money, depending on the amount, to hire a copywriter to expand our content marketing strategy. I’d use it for PPC to go beyond our Google Grant dollars. Our nonprofit competes in a space where many of our most relevant keywords are above \$20 per click, and we’re capped at \$2.”

JESSIE MARUSHAK of Pathways to Housing:

“With the funding we would also sign up for Facebook ads and SEO optimization and hire someone to manage Google grants for us.”

NANCY GATES of Antique Automobile Club of America Museum:

“Here at the Antique Automobile Club of America Museum in Hershey, PA, we’ve been hit with decreased marketing funding as I’m sure many Museums have. We’re fortunate to have some wonderful volunteers who are here day in and day out helping us. In this digital age, I would love to have more dollars to invest in SEO and SEM along with Facebook, Twitter and Pinterest marketing platforms. We have many fun programs and events and it would be beneficial to be able to share these with a wider audience.”

CELESTE MILLER of AGP Rescue:

“Right now I’m doing almost everything related to creating postings for Petfinder, Facebook and Google+, Twitter, Instagram and Youtube. We need someone who





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can pull together a plan for all of them and a system that is easy to utilize so I can hand off pieces to some volunteers. That would help me immensely - more time to screen adoption applications, work with the dogs, and do more grant writing and fundraising. Might also help with fundraising results!”

TRAINING AND STAFFING

And a theme throughout all of these requests is the need for help. Some want additional staff, some would hire a consultant and others would like to train the folks they have.

JANE VAN INGEN of Holy Apostles Soup Kitchen:

“I think it would be useful for nonprofits to get funding for training for both staff and volunteers to learn how to master digital technology in order to reach constituents.”

RJ OWENS of Pet Allies AZ:

“Hire an assistant so I can spend more time fundraising.”

NATION HAHN of the Jamie Kirk Hahn Foundation:

“I would hire a full-time marketing/communications expert with design skills to greatly enhance our daily and weekly communications.”

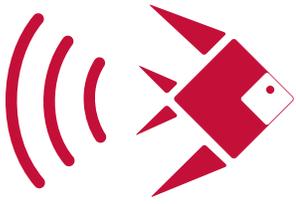
TOBI JOHNSON, CVA:

“Build the capacity of volunteer managers to better find and recruit qualified volunteers through an intensive training & coaching series.”

LORI L. JACOBWITH of Ignited Fundraising:

“Get training for board members and staff to identify, craft and share powerful





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mini stories (mission moments) and then teach them, in an interactive session how to post those on social media. Goals: increase awareness, put a face on the organization's impact, engage others in what I call fund development practices: Raising awareness of why we require financial support and understand for whom it will make a difference.”

Can you see how hard it was to categorize these answers? The needs are so universal.

RECEIVED GRANTS

There are even a few of you who have received some type of grant. I already mentioned the Mann Center's grant for research, but there are others as well.

PENNY LEISCH of Catnip Casa Cat Refuge:

“Received a grant from a branding firm named Causality <http://www.causalitybrandgrant.com/> to create program logo. The firm offers full and matching fund grants for branding every quarter. They call it a grant, but it is purely a donation of services. They have structured a way for nonprofits to request pro-bono services and a way for the firm to be selective in who receives them. We only received a grant for a logo, but the development of the logo and some marketing guidelines was valued at \$4000, which is huge for us. We could not have afforded professional work on this project. Still, we need ads and funds to place ads to reach the community. Developing the logos and tag lines and graphics is only one part of getting our organization recognized. Good marketing and funds to get the word out would be a huge benefit. Many grants won't cover operating expenses of any kind.”

Many firms offer pro bono services and this can be a gift or a disaster. It sound's like Penny had a great experience. Often, when doing something for free, the donating firm has their own agenda or has no experience in the area and is looking to get something they need through you. Check any firm out carefully if





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they offer to do free work. It is time down a path that you can't get back.

UNEXPECTED

MICHAEL NORRIS of Greater Philadelphia Cultural Alliance came up with some really interesting ideas. He would like to create bi-annual season preview press events for media for their community. I think the idea of creating events designed specifically for media is really interesting. I'd love to know if other organizations have done this.

Michael and his team were guests way back on episode 18 <http://iriscreative.com/dp018/> We talked about how and why they created a museum access program for local teens. Now they would like to have the funds to create an app for free and discount tickets for STAMP and for their email-based discount ticket program, Funsavers.

Last, Michael would love to be able to do a major consumer survey of arts goers. I really love that Michael's dreams span things that could help his organization today as well as ways they can leverage their role in the community.

COURTNEY SAVOIA of NAF also said:

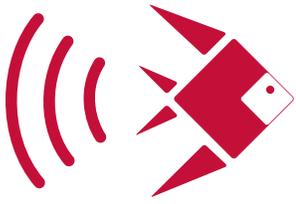
"It would be beneficial to maximize attendance at key industry conferences and have the essential exhibitions and presentation materials supplemented through the aid of a marketing grant."

FROM CONSULTANTS

Over the last two years I've also had some amazing consultants on the show. They share some ideas about how they would advise clients to spend a marketing grant.

ELIZABETH WEAVER ENGEL of Spark Communications <http://iriscreative.com/dp006/>





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SHAPE America (the professional association for health and PE teachers) is a current client of Elizabeth's. They recently launched a public-facing campaign called "50 Million Strong" (<http://www.shapeamerica.org/prodev/50million.cfm>) about empowering kids to lead healthy, active lives. They want to teach what they call "physical literacy." But right now, she says, there's not much there there, so if they were to win a grant, she'd encourage them to use it to create more programming and outreach around their campaign.

CLAIRE AXELRAD of episode 87 <http://iriscreative.com/dp087/> said:

"What many of the small to medium-sized nonprofits with whom I work need is more strategic, integrated online marketing to take advantage of the fact that the number one way folks find out about brands today is online. I'd use a marketing grant to hire an outside vendor to create and help you promote online fundraising pages and a monthly giving program.

ANNA CARAVALI of episode 76 <http://iriscreative.com/dp076/> suggests the money would go to technology, internal re-organization and re-alignment around members/customers. Anna advises creating systems, incentives and rewards; identifying and developing champions and setting up pilots to test new ideas before putting them into practice.

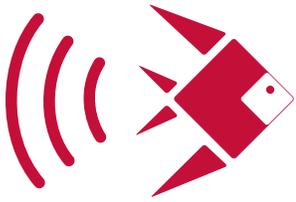
JEREMY KOCH of Empower Nonprofits:

"The first thing I would do if I received a grant for marketing would be to invest in upgrading marketing systems including email automation software. I would also ensure the marketing team had the training and support they needed to fully utilize these new systems."

JOE WATERS of Selfish Giving:

"I would hire a content marketer to help my organization communicate the impact of my work through email marketing, social media and blogging."





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DEBRA ASKANASE said:

“Almost every organization with which I work is handicapped by too many demands on marketing communications, and too little staff. The first thing I’d do would be to hire a senior-level digital communications director who could help an organization with everything from strategy to execution.”

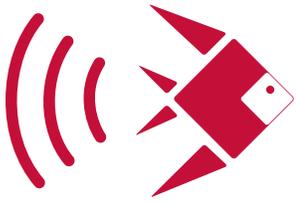
Debra suggests that “If nonprofits had one person on staff with the ability to see the big communications picture, who is focused on communications excellence and community-building with the goals of achieving mission and producing results from communications, and who can execute these ideas — then this person is going to actually change the way the organization communicates, increase its effectiveness, and make sure that the marketing efforts are executed with enough staffing and expertise to not only do it right but learn from mistakes and iterate to become a smarter organization.

I agree that having someone with the ability to see the big picture and keep it on track is vital. You also need daily execution of these ideas. I have to say that in my experience, rarely do big picture thinking and excellent execution come in one package. A marketing strategist is not the same as a graphic designer, a writer or a web developer. If you try and find all the skills you need in one person, I guarantee you are compromising somewhere.

I am sure you can see from what everyone contributed how hard it was to categorize responses. The ideas of getting help, getting training, increasing awareness and creating more and better content and the tools to deliver it are pains felt by everyone.

I think it’s worth continuing to talk about how to prioritize and get help. I will be sure to follow up on this topic in future shows, webinars and in some blog posts to come. If you haven’t had the chance to contribute your thoughts, you can still join in. The more data I collect the more I will be able to use it to convince





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funders how important marketing is to capacity building. Please add to our list here. [<https://goo.gl/forms/2qwdVh5mCQX32TuJ3>]

If this has been enlightening for you. I would request that you share this episode with the funders you know. I would love for this to be the beginning of a discussion on how we can work together to get nonprofits the marketing help you need. You can find the show notes at drivingparticipation.com or <http://iriscreative.com/dp119>

And if you need some quick wins this fall, please take a look at what are building over at Nonprofit Toolkit. I've created templates, tools and training to help you become a better marketer. If custom help is out of your budget, there are a lot of options to help you create professional quality communications quickly.

Thanks so much to all my contributors for making my birthday episode really special. And thank you for listening. I can't wait to see what this next decade brings!



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