

# MARKETING

FUND ADVISOR TOOLKIT

Northwest Minnesota Foundation



## Keys of a Successful Marketing Plan

**Identify target audiences:** Define the groups that your organization wants to reach. For example, donors, local nonprofits, community leaders, decision-makers. Pick and choose three to five to start.

**Use many communication tactics:** Tailor messages to different targeted audiences. one message doesn't fit all. Consider how you might communicate differently to a prospective donor versus a nonprofit partner or grantee.

**Create and use the right media channel:** Choose the right channel to reach the intended target audience.

**Develop a strong, well-known identity over time:** Building visibility and awareness is a gradual process. Be patient, persistent and consistent.

**Build relationships:** Invite community leaders, local politicians, and potential donors to participate.

**Ensure results:** Educate stakeholders about the mission of the organization and explain to them how the organization benefits the community. Include stakeholders as part of the solution.

**Use the web:** If your organization doesn't have a website, get one – or get tied to an existing one.

**Create social media accounts** to connect with target audiences. Share your story, photos, and your good work!

**Write articles and press releases:** Not only do these keep current stakeholders informed; they also open your organization to potential clients and supporters.

**Maintain consistent communication:** Plan a communications strategy for the next year. Develop a timeline for press releases, newsletters, special events and other marketing efforts.

**Create a visual identify:** A memorable, well-designed visual image will enhance awareness of the organization.

**Use message repetition and variation:** An audience is more likely to remember a message if it is repeated in different communication vehicles.

**Benefit from testimonials:** Let the world know the kudos that your organization has received from grantees or scholarship awardees.

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*We believe Northwest Minnesota offers boundless opportunities.*

