

# Marketing & Public Relations in Non-Profit Organizations

## Main Topics

- What is Marketing in NPO
- What is Marketing Management in NPO?
  - What are the Steps in NPO Marketing Management?
- What is Public Relations & its Role in NPO?
  - What are the Public Relations tools in NPO?

# What is Marketing?

## **Marketing refers to-**

- Promoting the selling of a product or service.
- NPOs use marketing to create awareness, generate positive image of targeted audience.

## **Marketing activities include**

- advertising,
- selling, and
- delivering products or services to consumers.

# What is Marketing Management?

**Marketing Management is used to:**

- Understand and Satisfy the customer needs
- know and use the right public relations communication techniques to reach potential customers
- Apply the right communication tools at the right time

# **What are the Steps in NPO Marketing Management?**

**7 steps in NPO Marketing Management:**

- 1. Perform Self-Assessment of your NPO**
- 2. Set Goals and Strategy**
- 3. Determine Your Unique Value**
- 4. Design Your Message**
- 5. Choose Your Tools**
- 6. Define Budget, Timeline, and Resources**
- 7. Track and Measure Your Results**

# **Step 1. Perform Self-Assessment of your NPO**

- **1. Define Your Audience(s) – who are your Stakeholders and Beneficiaries**
- **2. Map Your Messages - what do you want to say or what have you been saying to your Audiences?**
- **3. Define Your Channels of Communication- whats-up, Facebook, Twitter, blogs, and so on**
- **4. It's Time for Analysis and Evaluation! – Did you achieve your objective?**

# Step 2. Set Goal and Strategy, Objective

- **Outline your strategy and tactics**
  - **2.1. Goal** is a broad primary outcome. –A statement of being at some future time plan
  - **2.2. Strategy** is the approach taken to achieve a goal
  - **2.3. Objective** is measurable step taken to achieve a strategy - SMART- focused & specific means to the end.
  - **2.4. Tactic** is tool used to get to an objective associated with a strategy - News releases, brochures, media outlets, e-newsletters, blogs, websites, surveys, focus groups, and videos--

# Step 3. Determine Your Unique Value

- What differentiates your NPO from others
  - 5 Ws and 1 H:
    1. Who - (are your stakeholders and beneficiaries)?
    2. What - (are your areas of activities)?
    3. Where - (are your stakeholders and beneficiaries located)?
    4. When - (do your stakeholders and beneficiaries need you)?
    5. Why - (are you important)? and
    6. How - (are you different from other NPOs)?
- Find your brand's sweet spot
  - what's important to your audience,
  - what is your organization good at, and
  - what are you doing that nobody else does

# **Step 4. Design Your Message**

## **Appeal to your audience's values**

- **1. How to Put Your Audience First –**
  - You marketing and Me marketing
- **2. Design your Action—With Emphasis on Visibility**
  - Be highly specific- Be feasible- Have a first priority -Be free of barriers -Be filmable/visible
- **3. Engage Your Audiences -** put the recipient first
  - Be accessible
  - Show accountability
- **4. Do More Than Engage—Inspire -**
  - Once a year – e.g. Tell your NPO's founding story that gave rise to your organization's existence



# **Step 5. Choose Proper Tools of Communication-online/offline-**

## **5.1. Online**

- Website-Social media (Facebook, YouTube, Twitter)
- Paid advertising (banner ads, Google AdWords)
- Public relations placements on websites/
- Special events pages
- Online donation page-Email outreach (e-newsletter, advocacy alerts; fundraising appeals)

# **Step 5. Choose Your -online/offline- Tools**

## **5.2. Offline**

- Printed (brochures, annual reports)
- Direct mail -Newsletter
- Paid advertising (outdoor, print)
- Public relations placements (radio, TV, newspapers, magazines)
- Special events

# Step 6. Define Budget, Timeline, and Resources

- Outline your budget for each marketing activity and Create a marketing calendar (J-D)
  - Months of the year - Q1 (J-M)    Q2 (A-J)    Q3 (J-S)    Q4 (O-D)
  - Website
  - Email Marketing
  - Advertising
  - Print Materials
- **Assign Responsibilities & Roles**
  - Clearly outline who will be responsible for each action item.

# Step 7. Track and Measure Your Results

## 1. Act –

- A marketing plan that sits on the shelf is not useful.
- Timeline- Measuring Metrics-Evaluation

## 2. Turn Your Assessment into a New Plan – Cyclical

- **Step 1: Identify** - the goal or improvement
- **Step 2: Identify** - the single most important measure
- **Step 3: Explore** the single most important measure.
- **Step 4: Ask:-** “What if I did/do ...
- **Step 5: Measure**

## 3. Remember

- Be true to yourself and your audience!

# Public Relations in NPO

## What is Public Relations (PR)?

- Maintaining favourable image of an NPO
- Building beneficial relationships between NPO and its Stakeholders & Beneficiaries (people it serves)

# What is Role of PR in NPO?

Public relations at NPO play the following Roles

1. Develop communication channels between the organization and beneficiaries;
2. Win public acceptance for its Objectives & mission;
3. Create & maintain favourable climate for fund raising;
4. Ensure and maintain public interest in the NPO;
5. Inform and motivate organizational staff involved (Employees, Volunteers, Board Members).

# What are Public relations tools at NPO?

Following are the main tools that PR in NPO can use

- 1. Press release:-** statement delivered to members of the news **media** to provide information,
  - to create positive publicity through the media.
- 2. Stories:-**
  - to carry out an exclusive story about an event that the **NPO** considers extremely important.
- 3. Interviews and press conferences:-**
  - To present information on the organization.
- 4. Creating events:-**
  - Enables raising funds from public &
  - to create a positive image among the public.

# Reading Exercise

## Reading Exercise

- Look for Information at the Internet and write a short report on NPO's Methods of
  - Budgeting
  - Fund Raising
  - Marketing
  - Public Relations





Q&A