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where philanthropy and communications meet



Planet Philanthropy

Looking Good on a Budget - Give Your Small Nonprofit Marketing Flair

June 18, 2018

Session Description

“ Small nonprofits need marketing too! But they don't always have the budget for it. This session will cover ways to use free or inexpensive attention-grabbing visuals, targeted messaging, and content marketing to make your case. Learn how to make the most of what you have! ”

is this where you want to be?

#AFP18PP



PhilComSRQ



PhilComSRQ



Philanthropymeetscommunications

You can access and download a PDF of these slides through July 2018 here:

www.phil-com.com/pp2018



Tracy Vanderneck, MSM, CFRE
President
Phil-Com, LLC

- Over 20 years experience in fundraising, nonprofit leadership, business development, and sales
- Certified Fund Raising Executive (CFRE)
- Master of Science in Management (MSM) with a concentration in Non Profit Leadership
- Graduate certificate in Teaching & Learning (CTL)
- Association of Fundraising Professionals (AFP) Master Trainer
- Personal Fundraising Coach for Network for Good
- CharityHowTo Webinar Trainer
- Writer for NonProfit PRO Magazine
- Florida Nonprofit Alliance Member Consultant
- Nonprofits First Affiliate Consultant
- President of Phil-Com, a training and consulting company that works with nonprofits on fundraising and governance
 - Phil-Com produces the NPInfusion conference in Florida

who is here





&



a



Photo credit John Gill

Directing the Message



For any given message,
who is your target
audience?

How do they like
to consume
information?

Do The Right Thing

- Use the RIGHT platform for your audience.
- Use the RIGHT type of messaging for the platform.
- Use a MIX of different media platforms and types of messaging.



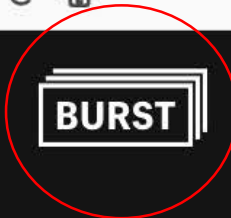
Photos

- **Pexels.com - free photos**
- **Pixabay.com - free photos**
- **Burst – “free stock photos for websites and commercial use”
<https://burst.shopify.com/>**
- **DepositPhotos.com is a pay site but offers a number of free downloads in an email each week.**
- **If you do a Google image search, make sure you look for “royalty free” images.**

Samples from Pixabay

Don't forget to include a photo source if the site you use requires it.





Search input field with magnifying glass icon

Collections ▾

New photos

Tips ▾

Business ideas

Contribute photos

https://burst.shopify.com/

Classic And Rare Books

Antique books with gold print on the spine line the shelf of a library.

Photo size

- High resolution
High quality for web and print
- Low resolution
Best for small web graphics

Download free photo



Taking Your Own Photos




NONPROFIT TOOLKIT

PHOTO GUIDE

HOW TO TAKE GREAT
PHOTOGRAPHS
 FOR MARKETING 

www.nonprofittoolkit.net



Ads/Social Media/Infographics

- **Animoto.com** (samples on next slide)
- **Canva.com**: infographics, annual reports, flyers, ad templates
- **QuotesCover.com**
- **Storyblocks.com**: “Be Brilliant on a Budget” Images/video/audio



QuotesCover.com sample


Animoto


ps://animoto.com/builder/templates


Choose a pre-built storyboard


Personalize with your font and colors. And don't worry, you can add and delete sections too.


[START FROM SCRATCH](#)


 POPULAR


 ATTRACT AN AUDIENCE

 POPULAR


 ATTRACT AN AUDIENCE


 SHARE A PRODUCT OR SERVICE


 TELL YOUR COMPANY'S STORY


 VIEW ALL


Tell your company's story



Fun Social Quote


About Us


Motivational Quote


Social Fundraising Ad


Behind the Scenes


Agent Testimonial

Templates for quotes, marketing pieces, social media posts.

Free trial, then approximately \$264 per year according to website.

Canva

Secure | https://www.canva.com

Tracy Vandern...
tvanderneck@...

Create a design

All your designs

Shared with you

Create a team

Your brand

Find templates

+ Add new folder 0/2

Trash

Upgrade

Create a design

Use custom dimensions



Infographic



Tag



Infographic



A4



Flyer



Letterhead



Business Card



Invitation (portra...



More...



Can do many things free. Paid upgrade available for more features.

Can do many things free. Paid upgrade available for more features.

Canva Sample



www.thetwigcares.com

The right message for the platform.

Within four hours

Simple photo. Simple quote added.

It had 99 likes or loves, 11 shares, and seven comments

The Twig has one part time staff person for fundraising, marketing, and community relations.

Canva Sample

Medical Center

Turning Points
Where Compassion Takes Action
Center

ONE STOP CLINIC
FREE MEDICAL/DENTAL

MEDICAL CLINIC	DENTAL CLINIC
<ul style="list-style-type: none">* Primary Care* Specialty Care* Limited On-site Blood Tests* Optometry/Ophthalmology* Hep C Treatment	<ul style="list-style-type: none">* X-Rays* Cleanings* Fillings* Extractions* Partial/Full Dentures

Medical Specialty Services include:
Audiology, Cardiology, Dermatology, ENT, Gastroenterology, Gynecology, Nephrology, Pharmacy, Podiatry, Pulmonology

Primary Care Services are provided by 4th year LECOM Medical Students with a Supervisory Physician, Blake Medical Center Residents, Volunteer Physicians, Physician's Assistants & Nurse Practitioners assisted by RNs, LPNs, CNAs

LECOM Pharmacy Students with a Supervisory Physician assist in care coordination for chronic diseases: Diabetes, Congestive Heart Failure, COPD, Hypertension and provide Smoking Cessation Classes

Clinic services are for uninsured Manatee County residents between the ages of 18-64
* Other eligibility requirements apply - Call the clinic for eligibility

Turning Points - Bill Galvano One Stop Center
701 17th Ave West - Bradenton, FL 34205
941-567-6156 (Call to make an appointment)
Clinic hours: Monday - Friday 8:00am to 5:00pm

Turning Points has one full-time staff for fundraising, community relations, and events.

Okay to be goofy. Usually.

 **Tracy Vanderneck**
May 25 at 10:49am · 🌐

#themostringdogintheworld

WWW.PHIL-COM.COM



**I DON'T ALWAYS USE A NONPROFIT CONSULTANT.
BUT WHEN I DO, I HIRE PHIL-COM.**

👍 Like 💬 Comment ➦ Share

👍❤️😄 Sherry Vanderneck, Judy Bennett and 22 others

1 Share

Match Your Org's Style

You can download free fonts, just be careful that you have Windows Defender or another virus protection, because some font sites can be less secure.



Match your organization's style. Be prepared to try different things.



This is an example from my company.

Image was free and graffiti font was downloaded for free.



Match Your Org's Style

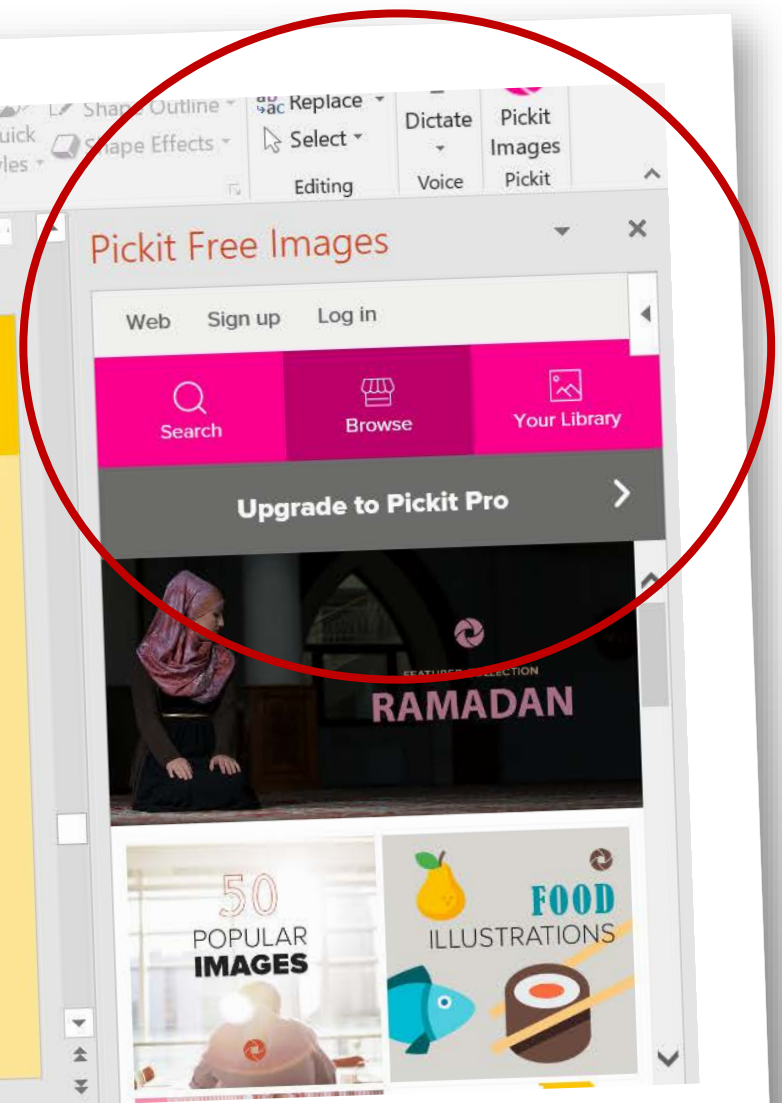
You can download free fonts, just be careful that you have windows defender or another virus protection, because some font sites can be less secure.



You can match your organization's style.

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Video

No longer the expectation of production-quality video. There are free or inexpensive software and apps to create and edit videos and animations.

- **VideoMakerFX – Promos/whiteboard/drawing/include photos**
- **Powtoon – animated video**
- **Microsoft MovieMaker – editing**
Free version – enhanced features \$4.95

VideoMakerFX Sample



Capitalize on the right moment if you happen to catch it!



<http://nonprofithub.org/video/greatest-online-video-ever-made-nonprofit/>

From 2014 but makes the point well.



“

1. Look for simple, serendipitous moments
2. Put your mission, not your organization, on display
3. Don't forget the call to action

”

Nonpermanent Examples

Facebook Live



Snapchat

“Stories”

These tend to work well if you have a large, active social media following.

Though they are generally for the short term, they can still be recorded and shared long term.

More Nonpermanent Examples- Facebook Frames

Many causes use Facebook Profile frames as a way to garner attention around a certain day/week/topic/event.



Before and during event.



After event photos.



What did this one represent?



To promote a cause.

What if you aren't comfortable
with social media?

YouTube

how to create a story on instagram

Home
Trending
Subscriptions

LIBRARY
History
Watch later
Purchases
Liked videos

SUBSCRIPTIONS
The Late Late S...
CelineDionVietna...
SOURCE PRODU...
Browse channels

MORE FROM YOUTUBE
YouTube Red
Movies & Shows

MAKE INSTAGRAM STORIES LIKE A PRO!
Justin Brown - Primal Video • 84K views • 3 months ago
Learn how to make Instagram Stories like a PRO! Full step-by-step Instagram story tutorial to get you awesome results (including ...
4K CC

How to use Instagram Stories - a step-by-step guide
9to5Mac • 1.2M views • 1 year ago
Subscribe now => <http://bit.ly/9to5YT> - How to use Instagram Stories, a new Snapchat-inspired feature for Instagram. In this tutorial ...

How To Make An Instagram Story - Full Tutorial
Dusty Porter • 290K views • 1 year ago
In this tutorial, I show you how to make your very own Instagram Story. In the newest Instagram update, they have added the ...

START CRUSHING YOUR INSTAGRAM STORIES! Why TH
Peter McKinnon • 670K views • 1 year ago
JESSE on Instagram! : <https://www.instagram.com/jessedriftwood/> JESSE'S C...
<https://www.youtube.com/jessedriftwood> ...
CC

How to Create Instagram Story Highlights
Latasha James • 9K views • 2 months ago
Today I show an Instagram tutorial, showing some Instagram tips on how to cre...

Free Learning

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Alison Search for courses 🔍 Courses ▾

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Marketing is a crucial function for any business or organisation and is increasingly important in the modern globalised economy. Marketing drive can help your business reach new customers and increase brand awareness. Achieve relevant knowledge and skills in all aspects of digital and social media, public relations and market research, strategies and management. There's little doubt that marketing skills are vital in today's business world. Products and brands large and small need a solid, experienced marketing professional behind them. In these free, online marketing courses from Alison, you will receive online sales training in sales and marketing courses such as Web Business Development and Marketing, Fundamentals of Marketing Your Business Online, Understanding Your Customers to Drive Sales and more. Get started with Alison's online marketing courses today.

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Course Type

- Certificate
- Diploma

Learning Area

- Academic
- Workplace
- Personal Development

<p>Introduction to Marketing</p> <p>Certificate Marketing</p> <p>57,491 50</p>	<p>Diploma in Web Business Development and Marketing</p> <p>Diploma Marketing</p> <p>57,229 250</p>	<p>Google Analytics</p> <p>Certificate Marketing</p> <p>33,945 50</p>	<p>Fundamentals of Marketing Your Business Online</p> <p>Certificate Marketing</p> <p>33,495 50</p>	<p>Social Media Strategy for Small Businesses</p> <p>Certificate Marketing</p> <p>22,824 50</p>
<p>SQL Training Courses</p> <p>Build your knowledge base through in-depth facilitator and hands-on labs</p> <p>software-wills-training Visit Site</p>	<p>Google AdSense</p> <p>Certificate Marketing</p> <p>16,680 50</p>	<p>Understanding Your Customers to Drive Sales</p> <p>Certificate Marketing</p> <p>15,887 50</p>	<p>Diploma in Marketing Management</p> <p>Diploma Marketing</p> <p>14,387 250</p>	<p>Understanding Data Analysis and Reports in Google Analytics</p> <p>Certificate Marketing</p> <p>12,354 50</p>

Article is a good resource.

★ Describes incorporating video creation into corporate partnership agreements.

Also mentions grants for professional videos.

The screenshot shows a webpage from NonProfitPRO. At the top left is the NonProfitPRO logo. To the right is a bluehost advertisement with the text "Launch Your Dream Site Today!". Below the header, the article is categorized under "E-PHILANTHROPY" and dated "May 4, 2018". The main title is "Video Storytelling Builds Emotional Bond Between Nonprofit and Prospect". The featured image shows a hand holding a clapperboard in a field. The clapperboard has the word "PRODUCTION" at the top, followed by fields for "DIRECTOR", "TAKE", "SCENE", "ROLL", and "DATE". Below the image is the credit "Credit: Pexels". The author is identified as "By Nhu Te" with a small profile picture. On the left side, there are social media sharing icons for Facebook, Twitter, LinkedIn, Email, and Comments. The main text of the article begins with "To thrive and succeed in this fast-paced, technologically driven age, nonprofits are required to stay up-to-date with current and innovative trends, as well as continue to be experts in building strong, lasting relationships with their donors." and continues with "Think of yourself personally: When you scroll through your Facebook, Twitter and Instagram feeds, what is the first thing that catches your eye. As you all may already know, I fall into the Millennial category. Social media is so natural to me, and it's become a staple in my daily routine."

Pulling It All Together

Have some type of communications plan/calendar to organize what you are going to communicate, about what, and when

And how you will send the message:

- Press releases
- Email blasts
- Direct mail
- Social media posts

Make sure your communications plan and your fundraising plan are in sync.

FREE!

9 EMAIL TEMPLATES FOR YOUR
NONPROFIT ANNUAL
COMMUNICATIONS PLAN



Many Donor Relationship Management System (DMS) vendors offer **free** templates on their websites or via email offers.

Source: Classy.org

Classy RESOURCE GUIDES

Content Marketing

What exactly *is* content marketing?

Content marketing is the strategic marketing approach of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

In short, instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty.

In other words, tell a story or show expertise instead of talking specifically about your organization.

Content Marketing Sample

Count Your Blessings...

Words: Tracy Vanderneck

When I was five, my sister, Christina, told me that my mom and dad bought me from Kmart on Blue Light Special. Christina said she'd wanted to return me, but as anyone who shopped at Kmart in the 80's remembers, you couldn't return things you bought on Blue Light Special. She told me this with such smirking disappointment in her eight-year-old green eyes. I was, of course, devastated, not to mention worried that Kmart would change its policy and that I would be returned.

My sister would also let me tag along when she played kick-the-can with the boys from the neighborhood. She was who I would sit with in the living room when I was twelve pretending not to know our parents were fighting in whispers on the back porch. She helped me when I needed her to, and probably told me to "suck it up and deal with it" a time or two over the years as well.

I share these things not to illustrate that my older sister is a monster (well); I share them because to me, they are examples of how siblings have such a close bond that they know all of each other's stories, pranks, happy times, sad times, and every feeling in between times. Not to mention that they often cause these feelings in one another.

My sister and I are pretty typical. Nothing bad happened to us when we were kids. After our parents divorced, our mom worked two jobs sometimes to make sure we had what we needed, and we always saw our father on Sundays.

Not all kids are this lucky. Somewhere in our community there is a five-year-old that already knows to hide under the bed when mommy is mad. There is an eight-year-old with his arm in a cast, because his dad "didn't like his tone". There is a 15 year-old checking her neighbor's trash cans to see if they threw out bread crusts or old fruit, so she could give them to her little sisters because mom hasn't come out of

her room in days and there is no food left in the house.

There are kids in our community that have experienced too much for their age; that know things no child should know. They have seen the worst life has to offer, often at the hands of their own parents—the very people meant to love and care for them and keep them safe.

In some cases like these, it is the best thing for the kids to be removed from the home until their parents or guardians can provide a more stable and safe environment. Though necessary, these situations are never easy. The children often have to leave their homes during times of crisis, leaving all of their clothing and belongings behind.

Imagine being a five-year old standing in the front yard holding your sister's hand, looking at people you don't know who came with the police to take you away. The dogs are barking. Mom is screaming. You are crying because, even though she scares you, she is your mom and you don't want to leave her. Your heart is pounding in your ears, and the only thing keeping you from flying away is your sister's hand, holding tight.

Where do the children go then? Through a network of community agency partnerships, and on the recommendation of case management professionals, the children are placed either in foster homes or group homes until they can return to their own homes, or in some cases, until they are adopted.

Now you are that five-year-old watching your only protector, your sister, getting into a car with those strangers, because she has to go live somewhere different than you. There isn't room at any of the homes for both of you. Now you are alone. You couldn't find your favorite stuffed animal to take with you. You are wearing your pajamas from yesterday. And your hand

is empty and cold where your sister's hand used to be.

Sometimes this just can't be helped. The safety of the children in our community must come first. If siblings have to be separated so that they have a safe place with compassionate caretakers, then it has to be.

Luckily, that is not the case at Everyday Blessings. The mission of Everyday Blessings, Inc. is to provide high quality care for sibling groups through a live-in caregiver model. With two locations, the original program in Hillsborough County and a second location in Sarasota, Everyday Blessings provides sibling groups the opportunity to remain together.

Children are placed with Everyday Blessings from Manatee, Sarasota, DeSoto, Hillsborough, Pasco, Pinellas and Polk counties. Live-in, 24/7 caregivers provide ongoing emotional and social support, transportation, and child advocacy. Additionally, the agency's support staff provides counseling, medical oversight, crisis intervention, case management, tutoring, and developmental daycare. Through the generosity of volunteers, educational, social, spiritual, and leisure activities are also part of the daily activities.

No child wants to be separated from his or her parents, the same way no child wants to be hurt by his or her parents. But when the child is experiencing abuse, neglect, or abandonment, that separation is necessary. Providing a way for these children to stay with their siblings can mean the difference between a difficult situation and a dire one.

The things I took for granted as a child with my sister become really important when you need your sibling and can't be with them. Just eating dinner together or doing homework together before bed can provide the comfort that siblings in foster care need. Nothing instills more of a sense



"Your heart is pounding in your ears, and the only thing keeping you from flying away is your sister's hand, holding tight..."

of normalcy than having your sibling play a prank on you, grouse at you, or hug you. Good feelings or bad both feel more normal with your sister or brother by your side.

My sister may have occasionally told me she wanted to return me to Kmart, but she was also my best friend and my champion. Thanks to the caring and loving staff and volunteers at Everyday Blessings and its partner agencies, siblings in foster care in Southwest Florida have a chance to stay together. And together is a really good place to be. ♡

For more information on Everyday Blessings and its Springboard program for young adults transitioning out of foster care and those at risk of becoming homeless, visit www.everydayblessings.org and www.springboardsrq.com.

• Tracy Vanderneck, MSM, CFRE is the Development Director for Manatee and Sarasota counties for Everyday Blessings, Inc., a foster care organization dedicated to providing high-quality foster care while keeping siblings together.

In addition to its foster care mission, Everyday Blessings also runs the Springboard Program for young adults transitioning out of foster care and those at risk of becoming homeless. Visit www.everydayblessings.org and www.springboardsrq.com.

Tracy is also the owner of the Manatee County business, Phil-Com, which provides training and consulting to nonprofit organizations and communications services for small businesses (www.phil-com.com) as well as delivers on-demand, online fundraising training at www.thedauntlessfundraiser.com. She is also a DonorPath Expert that provides fundraising advice to nonprofits around the country.



NextGen Magazine, the bi-monthly magazine of Early Learning Coalition of Manatee County, is an example of content marketing for them- and the foster care agency was able to use it to share a story that "shows" its mission.

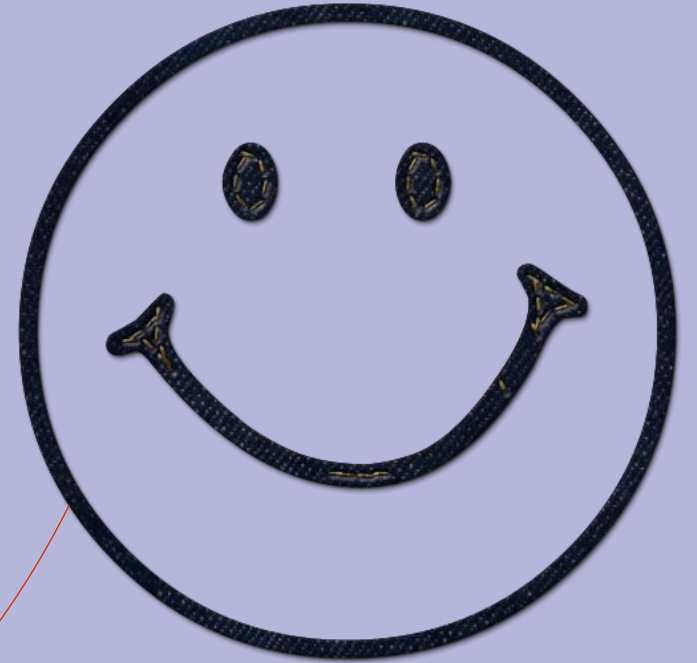
Storytelling

- Know your audience
- Change “tone” depending on medium
- Try not to depress people



Story Arc

It is okay to go sad. Just don't stay there.



The following video was filmed on an iPhone X held by an image stabilizer and edited using the Adobe Spark app.

DJI Osmo Mobile Gimbal Stabilizer for Smartphones (Black)
B&H # DJOSMOM • MFR # CP.ZM.000449

Discontinued

Product Highlights

- Capture Stabilized Handheld Footage
- Give Videos Polished, Professional Feel
- Works with DJI GO App
- Create Time-Lapses and Panoramas

Show more

★★★★☆ Reviews 98 | 67 Questions, 214 Answers

Color: Black

Configuration: Gimbal Stabilizer

A black DJI Osmo Mobile gimbal stabilizer with a smartphone attached to the top. The gimbal has a three-axis design and a control knob on the side.

“Wherever your subject moves, it follows.”

Adobe Spark

Features Pricing Inspiration Blog Learn more

Log in Start now for free

Create beautiful graphics, web pages, and video stories – in minutes

A screenshot of the Adobe Spark website. The main heading reads "Create beautiful graphics, web pages, and video stories – in minutes". Below the heading, there are three devices displaying content: a smartphone showing a gallery, a laptop showing a webpage titled "Oia, Santorini", and a tablet showing a video story with a sunset scene.

There is a free version, a \$9.99/mo for individuals, and a \$19/mo for teams.



Thank you to Sebrena Pawley, Area Manager for Youth Services

Contact:

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President

Phil-Com

tvanderneck@phil-com.com

www.phil-com.com

Visit website to sign up for the
“Nonprofits in the Know” e-newsletter

Download slides at:

www.phil-com.com/pp2018