

10 MARKETING TIPS FOR NONPROFITS

Here are a few things to remember to strengthen your marketing and up your nonprofit game.



SOCIAL MEDIA MARKETING

Use social media efficiently to reach out to newer audiences and keep your supporters updated.

1



EMAIL MARKETING

Send emails to your entire mailing list telling them about your campaign and giving them a clear call to action.

2



COMMUNITY ENGAGEMENTS

Speak at community engagements and spread awareness about your cause.

3



NETWORKING WITH MEDIA

Take efforts to connect with media at the various events and conferences.

4



HOST EVENTS

Host campaign events and invite all your supporters, stakeholders and the media to attend.

5



LOCAL MEDIA

Do not forget to engage the local media and be a source of valuable information for them.

6



BLOGGING

Start a blog and use it to link your content on PR sites, to other news, etc.

7



TRENDING STORIES

Be a part of the trending stories on social media by linking it to your cause.

8



CONTRIBUTING AUTHOR

Use other news sites as a platform to market your nonprofit by becoming a contributing author for them.

9



STORIES

Telling great stories would help you to connect better with people and market your nonprofit.

10