

Six Ways To Make Nonprofit Marketing Affordable



**A White Paper by
Robert Roth, PhD**

Introduction

For most nonprofits, Marketing is the *critical* process that attracts and engages beneficiaries, volunteers and financial supporters.

Some Good News And Not So Good News

The good news is that developing an effective nonprofit marketing program can be *simple* and *affordable*.

Unfortunately, the not so good news is that, for many nonprofits, the process of developing an effective marketing program is complicated and way too expensive.

The problem is that developing a truly effective marketing program requires a high level of consumer marketing expertise which (either on staff or freelance) typically costs \$50 to \$200 per hour. Add to that expense for overhead, infrastructure, events and miscellaneous vendor services, and a nonprofit marketing program can easily cost 15%, or more, of a nonprofit's total operating budget. For most nonprofits, that is just *way too expensive!*

Six Budget Stretching Solutions

So, back to good news. There are several ways that a nonprofit can increase its marketing impact, while concurrently reducing marketing expense. This White Paper discusses six of my favorite nonprofit marketing best practices, including:

- 1. Recruiting an *Affordable* Marketing Guru**
- 2. Embracing Vilfredo Pareto**
- 3. Taking Advantage of a Google Ad Grant**
- 4. Engaging Impassioned Copywriters**
- 5. Consummating a Marketing Marriage**
- 6. Cross Functional Integration**

Taking advantage of these six best practices has enable me to create affordable nonprofit marketing programs that have engaged 100 million people and raised more than \$40 million. I hope that embracing one or more of these best practices will help you and your nonprofit make life better for vulnerable people, animals, or our planet better.

Dr. Bob

Solution 1

Recruiting an *Affordable* Marketing Guru

Recruiting an affordable marketing guru is the first and most important step in creating an effective and affordable marketing program. A genuine expert will have a strong understanding of marketing strategy and tactics and a track record of successful campaign development and implementation. The need to recruit expert talent is a no-brainer. But problem is, expert marketing talent is expensive, typically costing \$50 to \$200 per hour. For most nonprofits, that is *way too expensive*.



Recruiting Passion

One good way to solve this affordability problem is to recruit a genuine marketing guru, who shares a deep passion for your nonprofit's mission. These individuals are often retired gurus who are ready, willing and able to volunteer, or to work at a deeply discounted rate. Recruiting a passionate guru can reduce marketing expense by as much as 50%.

Helpful tactics for making a passion connection include:

□ Reaching Out

Reach out to a marketing expert through job boards and social media that focus on nonprofit marketing and volunteer work. Take advantage of artificial intelligence (AI) to discover and connect with marketing experts who are genuinely interested in supporting your mission.

Six Ways To Make Nonprofit Marketing Affordable

□ **Networking**

Participate in professional marketing associations and networks to connect with consultants and retired experts who are truly supportive of your mission. Make them aware of the impact that their mission-driven marketing work will have on improving quality of life for vulnerable people, animals, or our vulnerable planet.

□ **Offering Options**

Offer options for different levels of commitment to one or more specific marketing activities such as strategic planning, process improvement, campaign development, copywriting, fundraising or website, Google Ad Grant or social media management.

□ **Celebrating Achievements!**

Recognize and celebrate your marketing related accomplishments and the people who are working to make them happen.

Nonprofit Marketing and Vilfredo Pareto

Recruiting a genuine marketing guru is very important because designing an effective and efficient marketing program requires a deep understanding of Vilfredo Pareto's 80/20 rule.

We will share more about Vilfredo Pareto and 80/20 under Solution 2 (on the next page).

Solution 2

Embracing Vilfredo Pareto

Vilfredo Pareto (born 1848 in Paris, France) is most well-known for his Pareto Principle, commonly known as the 80/20 Rule. The 80/20 Rule states that the majority of outcomes (maybe something like 80%) are frequently produced by a minority of causes (maybe something like 20%).

Taking an 80/20 approach to nonprofit marketing planning allocates sufficient funding to the minority of strategies and tactics that will produce the majority of the most important results.



Embracing 80/20 Planning

Taking an 80/20 approach to nonprofit marketing planning involves:

- **Engaging a Strategic Planning Expert**

A passionate volunteer or deeply discounted expert marketing strategist can guide an 80/20 planning process that sets the stage for increasing marketing efficiency and effectiveness while concurrently reducing marketing expense.

- **Researching Your Target Audience**

Researching the interests, priorities, and online behaviors of your target audience enables your marketing and communications team to target keyword optimized messaging across all of your organization's communication channels.

- **Setting SMART Marketing Goals**

Establishing **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound goals enables your marketing team to measure the impact of every marketing strategy and tactic.

Six Ways To Make Nonprofit Marketing Affordable

□ **Taking Advantage of a Google Ad Grant**

If your organization is a 501(c)(3) nonprofit, it may be eligible for a Google search advertising grant for up to \$10,000 per month. A Google Ad Grant can take your organization's visibility to the top of the internet.

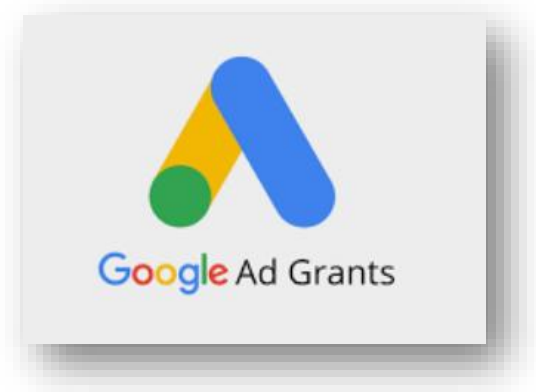
We will take a closer look at Google Ad Grants under Solution 3 (on the next page).

Solution 3

Taking Advantage of a Google Ad Grant

Google Ad Grants, for up to \$10,000 per month, enable resource challenged nonprofits to take their marketing outreach to the top of the Internet.

Small nonprofits, that are working to engage large audiences, can take advantage of a Google Ad Grant to level the online playing field.



How Google Ad Grants Work

Google Ad Grants level the online playing field by providing:

- **Free Search Advertising**

Eligible 501(C)(3) nonprofits can run up to \$10,000 per month in Google Search advertising. That is a lot of advertising at a maximum cost-per-click of \$2.00!

- **Online Visibility**

By appearing in top positions in search results, Google Ad Grant advertisers can be the first in their competitive category to connect with donors, volunteers, and financial supporters.

- **Live Time Connections**

By crafting their Google search ads around relevant keywords, nonprofits can connect with potential program participants, volunteers and supporters at exactly the right moment . . . the exact moment that they are searching for program support, or volunteer or to be a donor or grant provider.

Six Ways To Make Nonprofit Marketing Affordable

□ Big Cost Savings

Unlike larger organizations with substantial marketing budgets, small nonprofits can utilize Google Ad Grants without paying for them. The fact that Google Ad Grants are free can provide very substantial marketing cost savings.

Do You Know What Elephants Know About Google Ad Grants?

If you are interested in taking advantage of a Google Ad Grant, you need to know what elephants know about them.

One of the most important things that well informed elephants know, about Google Ad Grants, is that a successful Google search advertising campaign requires a great deal of exceptional creative, keyword optimized copywriting for both every search ad, and also for every website landing page.

You can find out what several very wise elephants told me about Google Ad Grants by clicking on [this link](#), or on the picture at right.

One Last Thing

And one last thing while we are on the topic of Google Ad Grants. Taking advantage of a Google Ad Grant requires engaging copywriters. More on that under Solution 4 (on the next page).



Solution 4

Engaging Impassioned Copywriters

Creating engaging Google search ads and corresponding website landing pages requires a great deal of nonprofit copywriting talent and experience.

Some of the most important tasks that a nonprofit copywriter must be well qualified to undertake include:



- **Developing a Strong Brand Voice**

Your copywriter needs to develop a unique and consistent brand voice that reflects your organization's values and mission and a compelling brand voice that is consistent across and throughout every communication.

- **Telling Compelling Stories**

An exceptional copywriter must be able to continuously create compelling stories that engage program participants, volunteers and donors . . . stories that stand out from the stories that are being told by competitors.

- **Keyword Research**

A nonprofit copywriter must have extensive experience in researching exactly the right keywords that target audiences are searching for.

- **Integrating Consistent Messages
Across All Marketing Platforms**

Achieving high Google search rankings requires consistent branding and keyword optimized storytelling across all nonprofit programs and communications platforms.

Six Ways To Make Nonprofit Marketing Affordable

□ Producing Conversions

The measure of good copywriting is the extent to which it engages potential program participants, volunteers and funders and causes them to take action!

□ Making Exceptional Copywriting Affordable

It goes without saying that an expert nonprofit copywriter must be affordable. Ideally, he or she will be a volunteer, or deeply discounted freelancer, who is enthusiastic to work at a deeply discounted rate.

Do You Know What Elephants Know About Hiring Nonprofit Copywriters?

If you are looking to hire an expert nonprofit copywriter, you need to know what elephants know.

Why, you ask???

Because elephants' brains have three times as many neurons as human brains and, according to many legends, they are extremely wise.

Whether you believe that elephants may be as wise as artificial intelligence, or possibly not, it is still a good idea to take advantage of their legendary wisdom.

So, to make sure that I covered all my bases, as I wrote this ebook, I consulted with both artificial intelligence and also with several very wise elephants. [Click here](#), or on this image, to view the ebook *What Elephants Know About Nonprofit Copywriters*.

Oh, and one more very important thing that elephants know about nonprofit marketing is how to consummate a marriage. You can learn more about marketing marriages under Solution 5 (on the next page).



Solution 5

Consummating a Marketing Marriage

Nonprofit/for-profit marketing marriages are partnerships that involve much more than just the for-profit partner writing a check (although that is still a very important part of the relationship).

The fact is, many for-profit businesses are eager to share in a marketing marriage with a nonprofit because for-profit businesses struggle to engage hearts and minds . . . while nonprofits are doing that every day. It is just a natural outcome of their work.

When both partners manage the devils in the details of a marketing marriage, the for-profit benefits by making social responsibility a key element of its brand image . . . and the nonprofit benefits by increasing its visibility, depth of audience and fundraising capacity.

[Read more](#) about some of the marketing marriages for which I have been honored to provide a little Dr. Bob prenuptial counseling.

And One More Thing

Be sure to read about the importance of cross functional integration in planning both a marketing marriage and your entire marketing program (on the next page under Solution 6).



Solution 6

Cross Functional Integration

Taking a cross functional approach to nonprofit marketing involves bringing individuals from across your organization together to do 80/20 planning.

Cross functional 80/20 planning can make your marketing programs far more effective and a great deal less expensive.



Cross Functional Roles

Cross functional team roles generally include:

- **Leadership**

Leadership helps align marketing efforts with the organization's overall mission, vision, values and goals.

- **Program Services**

Program services shares insights into the needs of program beneficiaries, services provided, partner relationships and (hopefully) the life changing impacts of your organization's work.

- **Development and Fundraising**

Development team members provide insight into fundraising priorities, donor and grantor sensitivities and goals and strategies.

- **Marketing**

Applying the 80/20 principle, marketing team members identify the affordable marketing strategies that will best serve the needs and priorities of all team members.

Six Ways To Make Nonprofit Marketing Affordable

□ **Finance and Accounting**

Finance and accounting team members provide financial data, insights, and budgeting parameters to inform marketing strategies and ensure that the marketing program aligns with the organization's financial capabilities.

Benefits of Cross Functional Planning

The potential benefits of cross functional marketing planning include:

□ **Better alignment of marketing and mission**

A cross-functional approach ensures that marketing campaigns are directly tied to the organization's mission and values, creating a more consistent brand image.

□ **Increased collaboration**

Breaking down silos between departments allows for better sharing of information and development of a more impactful and less costly marketing program.

□ **Better understanding of beneficiary needs**

By better understanding the full range of marketing beneficiaries, the marketing department can craft more relevant strategies, tactics and messaging.

□ **Innovation**

Bringing together different skill sets and perspectives can spark new ideas and generate more creative marketing strategies that engage new audiences and accelerate positive outcomes.

□ **Improved marketing outcomes and reduced expense**

By leveraging expertise from different functional areas, a non-profit can more effectively allocate marketing resources, avoid duplication of effort, and better inform marketing decisions.

Wrapping Up

As we discussed in the Introduction, Marketing is the *critical* process that attracts and engages beneficiaries, volunteers and financial supporters.

For nonprofits that are struggling to develop an *effective* and *affordable* marketing program, the Good News is that nonprofit marketing can be a simple and relatively inexpensive process.

There are several ways that your nonprofit can increase marketing impact while concurrently reducing marketing expense. In this White Paper we have discussed six of them, including:

- 1. Recruiting An Affordable Marketing Guru**
- 2. Embracing Vilfredo Pareto**
- 3. Taking Advantage of a Google Ad Grant**
- 4. Engaging Impassioned Copywriters**
- 5. Developing Marketing Partnerships**
- 6. Cross Functional Integration**

I hope that your organization can take advantage of one or more of these nonprofit marketing best practices to increase your marketing impact and reduce your marketing budget.

Please [contact me](mailto:bob-roth@outlook.com) at bob-roth@outlook.com, if you need a little help. And, thanks for reading!

Dr. Bob

Marketing

by Dr. Bob

About The Author

Hi! I'm Bob Roth, (AKA Robert Roth, PhD). I am an impassioned and enthusiastic nonprofit marketing consultant.

Nonprofit Marketing Experience

My nonprofit marketing campaigns have engaged more than **100 million** people and raised more than **\$40 million** for nonprofit and government organizations that are making a difference.

Some of the organizations that I have been honored to serve include the Arizona Office of Tourism, American Humane Association, Arizona Small Business Association, Butte Opera House and City of Cripple Creek, CO, Coleville Tribes, Desert Stages Theatre, Frank Lloyd Wright Foundation, Sedona Chamber of Commerce, the Navajo Nation, and Utah Navajo Industries.

[Read more](#) about a few of my favorite nonprofit marketing campaigns.

For-Profit Marketing Experience

My nonprofit marketing work is informed and empowered by my for-profit business development and marketing experience gained while serving as:

- President and COO at Grand Canyon Railway
- Vice President Marketing for Del Webb Recreational Properties.
- Vice President Marketing for Radisson Hotels
- Director of National Advertising for Holiday Inns

My work on behalf of for-profit organizations has engaged generated several hundred million dollars in equity value for corporations and their investors.

Thank You

Thank you for reading this White Paper and please do [Contact Me](#) at bob-roth@outlook.com, if your organization needs a little (or maybe a lot of) support increasing your marketing impact and reducing your marketing Budget.

Dr. Bob
Marketing
by Dr. Bob

