



Ultimate Guide to Nonprofit Fundraising Part 4 of 6

DEVELOP AN IMPECCABLE MARKETING CAMPAIGN

There are many different tools you can leverage and approaches you can take to execute your fundraising strategy. The basic types of marketing channels are generally known. The main thing to focus on is what you're trying to accomplish with each type of communication.

STRATEGY CHECKLIST

- Have you documented your major marketing communications methods?
Are you aiming for visibility? Credibility? Outreach?
- When do you use each communication method?
What methods do you use for which recipients?
What has been most effective? Direct mail or phone calls? Advertising?
Internet marketing? Special promotions? Public relations?
- Do you have opportunities for cobranding or affinity marketing?
What organizations do you or could you partner with?
- Do you have a crowdfunding strategy?
Are you aware of fundraising laws? Platform fees? What is your success rate?
- Have you crafted the right story for the public?
What story do you want to tell? Overcoming a monster?
Rags to riches? Epic quest? Overcoming tragedy?