



**YVCF**  
**NONPROFIT**  
**EDUCATION**  
**SERIES**

# Marketing Your Nonprofit

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# Marketing Your Nonprofit

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2. An Exchange of Value
3. Why Marketing Matters
4. Define Your Audience
5. The Journey: Search for Value
6. Communicating Your Value
7. Your Marketing Team
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# Who's Here Today

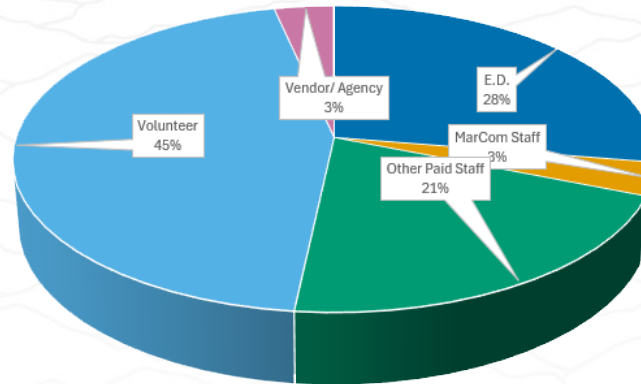


**Jenny Campbell**  
Communications  
Coordinator

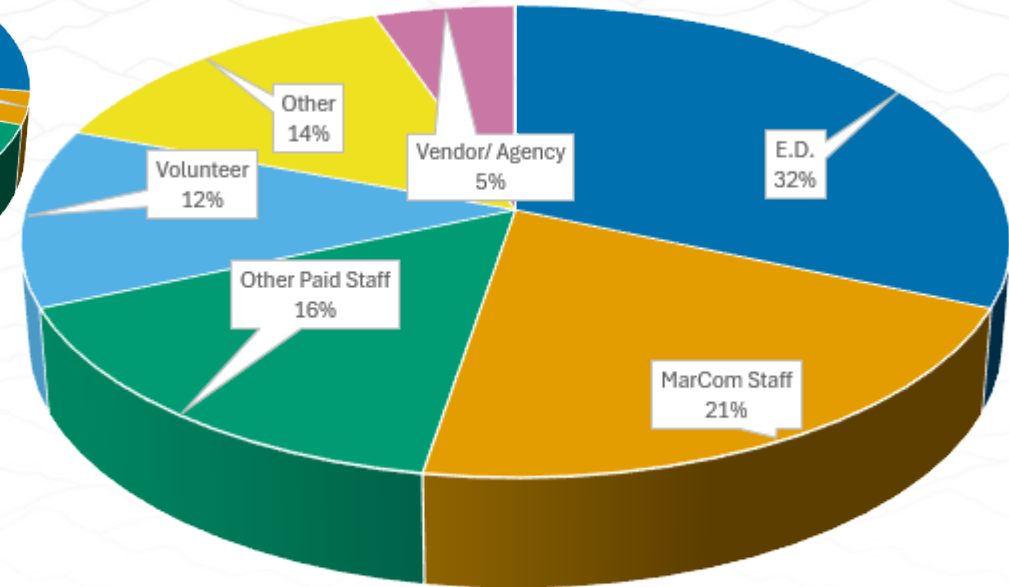


**Greg Hamilton**  
Director of  
Grantmaking

## Who's Here



## Who Handles Your Marketing?



# Challenges/Topics of Interest

Funding Challenges Staff Roles  
**Public Awareness**  
Fundraising Social Media  
Content Strategy Consistent Messaging  
**Best Practices**  
Event Participation  
Stigma Issues  
Evaluation Metrics New Ideas  
**Engagement Growth**  
Creative Strategies  
Small Marketing Budget  
Segmenting



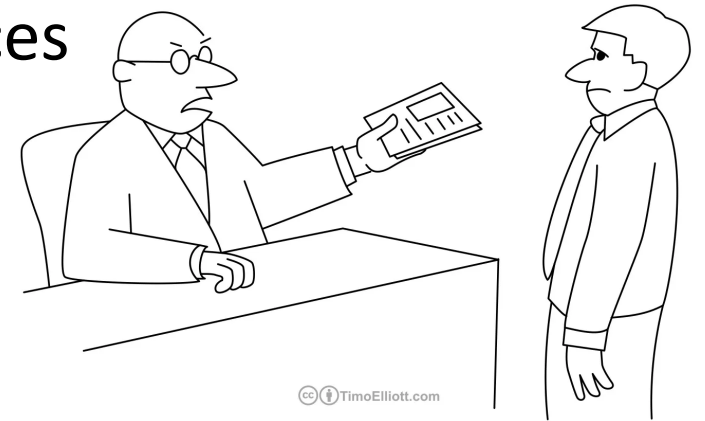
# What Do We Mean by "Marketing"?

- Marketing + Communications + PR = "MarCom"
- **"Exchange of value"**
  - 2+ parties
  - Each has something the other wants
  - Both can "win" in a good deal
  - Each can communicate
  - Freedom to choose (deal or no deal)



# Why Marketing Matters

- ✓ Creating awareness of your org and its mission
- ✓ Promoting your cause & services to target audiences
- ✓ Communicating value to those audiences
  - Value to the community
  - Value to the audience



*"No, I said I wanted compelling content that would make people interested in our product —this is just marketing!"*

# Define Your Audience(s)

"Everyone" is too broad:

- Too expensive (or impossible) to reach everyone
- Even if you do, message won't feel personal

Nonprofit audiences often include:

- Donors. Volunteers. Clients. Potential donors. Community leaders, local politicians. Potential Board members.

Where to focus your efforts?



Donor

Volunteer

Board Member

Client

# Your Audience: What Value Do They Seek?

- They're on a journey



- Mental health
- Food insecurity
  - Civil rights
    - Youth
    - Seniors
- Environment
  - Arts/culture
- Animal welfare
- Sports access

...



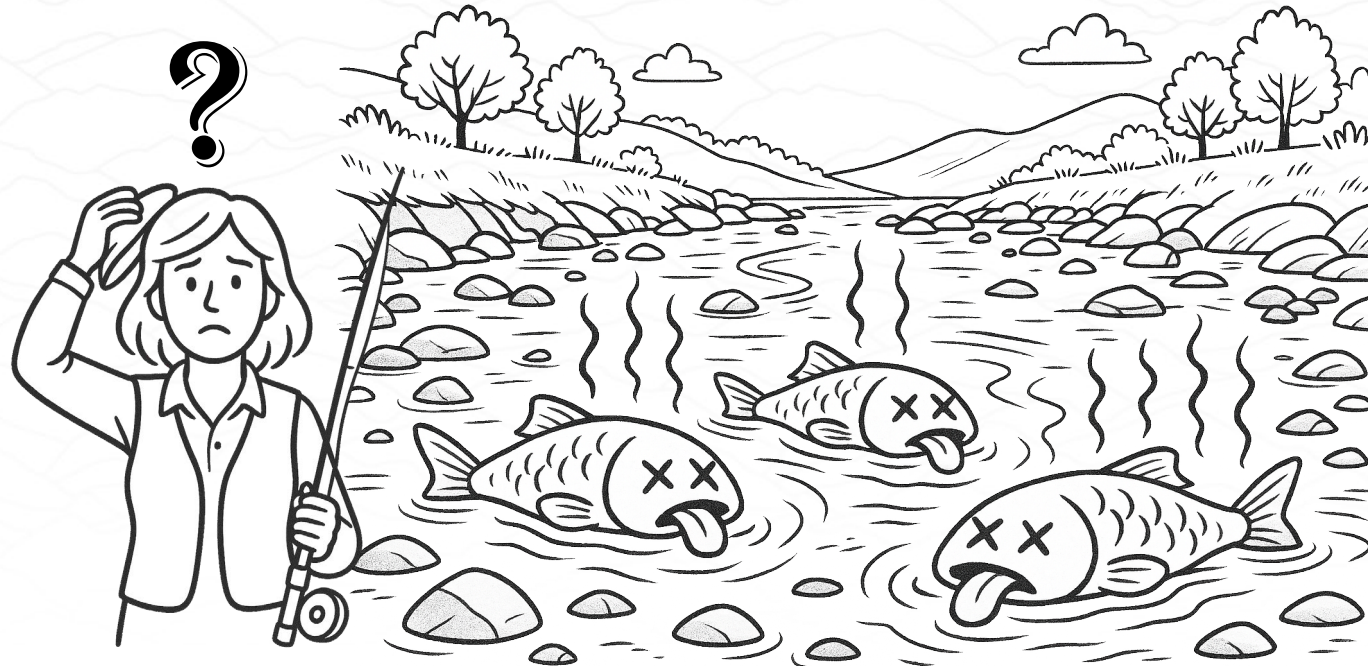
# Your Audience: What Value Do They Seek?

- They're on a journey

Problem  
Recognition

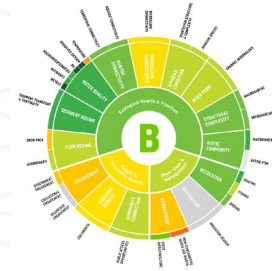
- **Environment:**

River's goin' dry



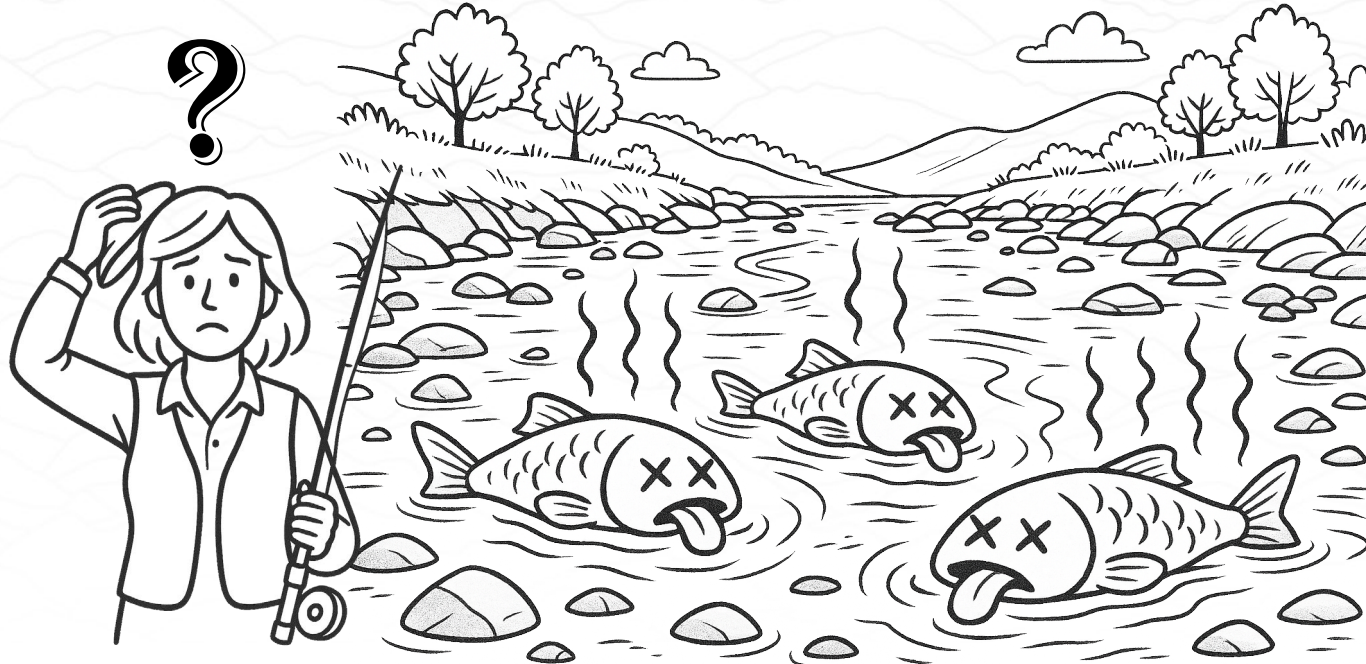
# Your Audience: What Value Do They Seek?

- They're on a journey



- **Environment:**

River's goin' dry





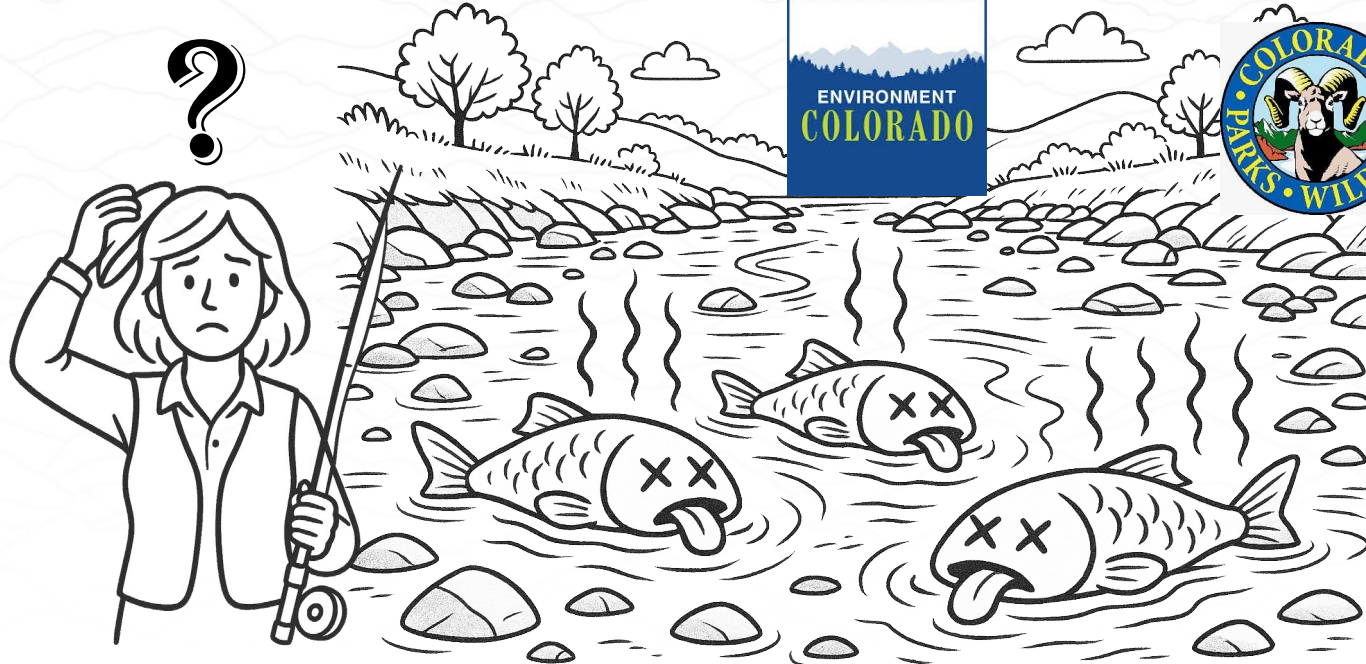
# Your Audience: What Value Do They Seek?

- They're on a journey

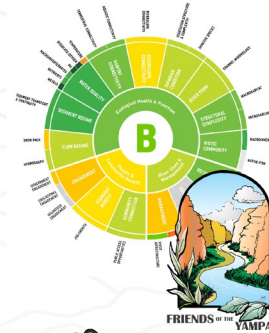


- Environment:

River's goin' dry



WESTERN  
RESILIENCE  
CENTER



YAMPA  
RIVER FUND



Upper Colorado River

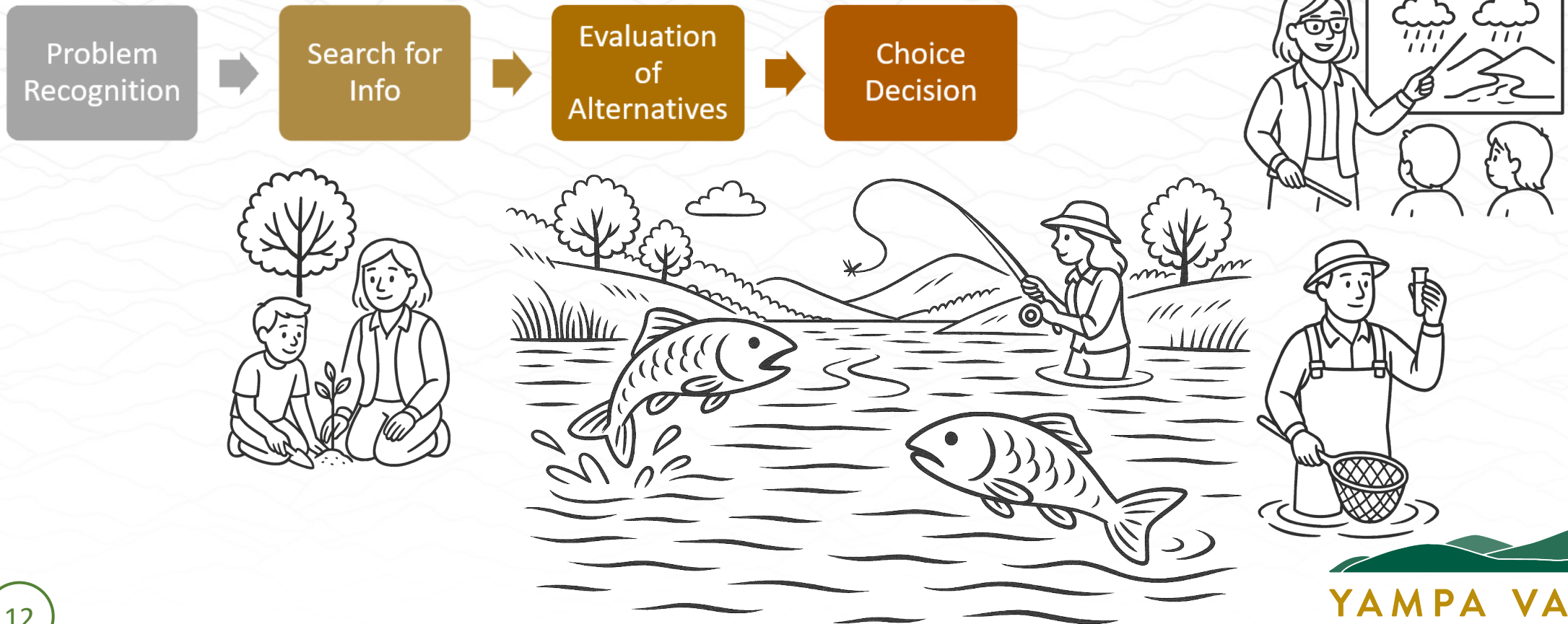


Endangered Fish  
Recovery Program



# Your Audience: What Value Do They Seek?

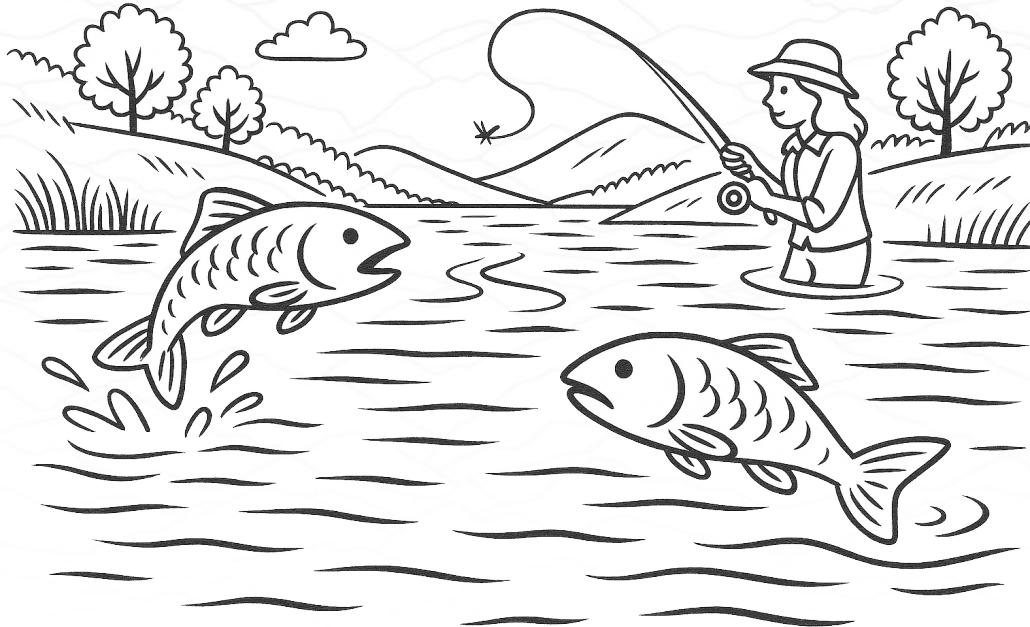
- They're on a journey



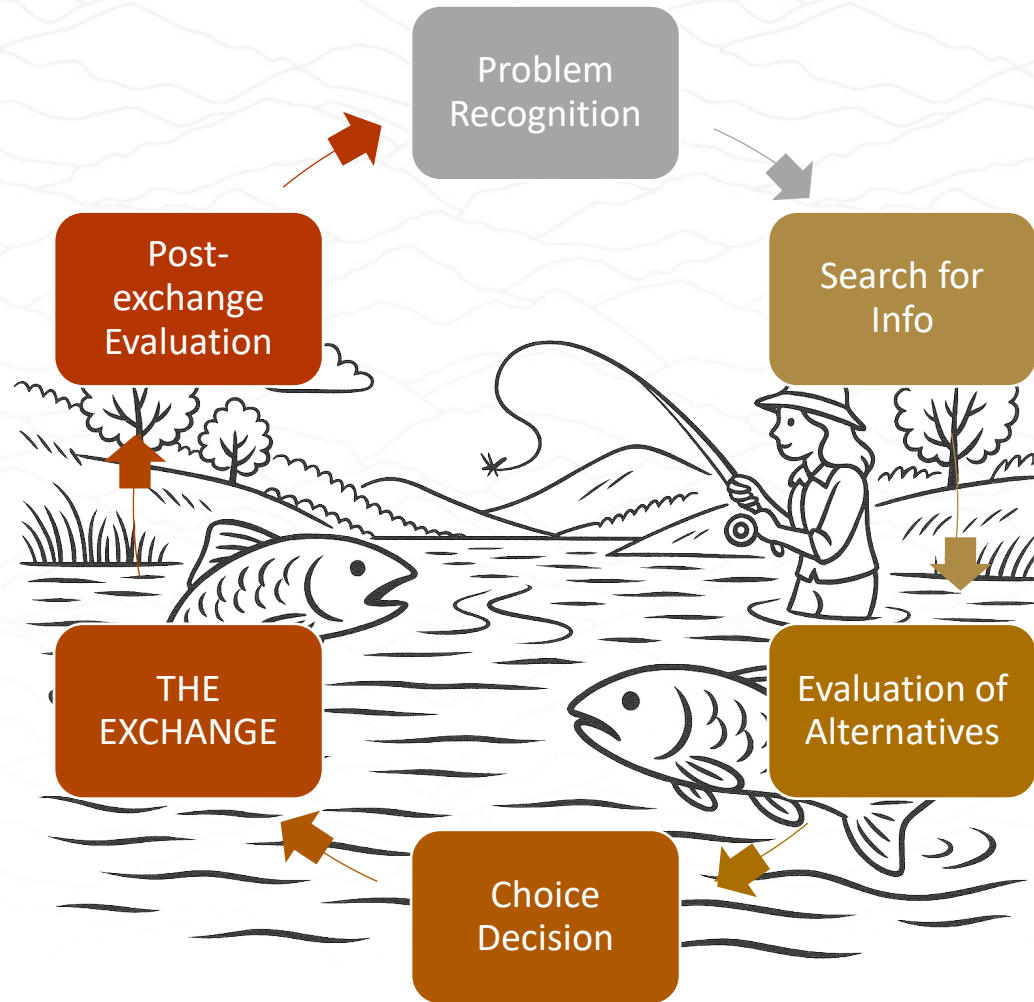


# Your Audience: What Value Do They Seek?

- They're on a journey



# Your Audience: What Value Do They Seek?



# Communicating Your Value

- Craft your story
- Determine the audience
- Engage with a story
- Use compelling images
- Persuade with your impact
- Make the ask
- Connect to your Mission



# Marketing Tools



# Your Marketing Team

- Word of mouth is not a marketing strategy – or is it?
- Who are your biggest evangelists? Who should be *required* to be on your marketing team?
- Help them help you
  - Give your “team” a specific marketing tool
  - Make a direct ask of them
  - Share an elevator pitch
- Other partners

# PR/Earned Media

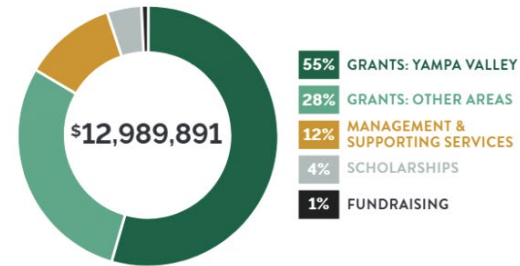
- What to pitch?
  - Bigger community impact stories
  - Collaborations
  - Multi-faceted stories
  - Stories with a personal angle
- Alternatives
  - News in Brief
  - Calendar submissions
  - Combo press releases



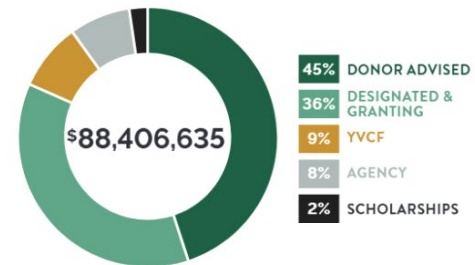
# Annual Reports/Impact Reports

## Financials

### PROGRAMS & SERVICES



### TOTAL ASSETS BY FUND TYPE



### MEANINGFUL PHILANTHROPY

#### Donor Spotlight

##### LES & LINDA LIMAN - THE LIMAN FAMILY FUND

Les and Linda have lived, worked, built businesses, raised four children and supported charitable causes in the Yampa Valley for over 50 years. They are passionate about amplifying economic equity and protecting vulnerable populations, supporting the Jewish community, and expanding access to education, recreation, and the arts. Les served on the board of the Steamboat Springs Winter Sports Club (SSWSC) for ten years, and their generous philanthropic support played a key role in the development of SSWSC's new training facility, the Liman Mountain Center, located at the base of Steamboat Resort.

Recognizing a desire for more personalized service than they were receiving with the donor-advised fund (DAF) they had held at a national institution for many years, the Limans decided to move their DAF to the Yampa Valley Community Foundation in 2024. Working with YVCF's Director of Philanthropy, Traci Hiatt, they've developed a comprehensive multi-year giving plan, recommended grants based on tailored information about local needs, and been able to involve their children more deeply in their philanthropy.



"We're thrilled that we can simply pick up the phone and discuss any giving questions with Traci. It's an added bonus that our fund fees support our local community foundation, rather than going to a large national organization!"

- Les and Linda Liman

## KEY INCLUSIONS:

- Financials
- Photos
- Impact – Stories & Testimonials!
- Donors/partners





# Website

## KEY INCLUSIONS:

- Mission
- Services
- Contact Info
- Newsletter Sign-Up
- Social Media Links
- How to Get Involved
- 990
- How to Donate





# Event Marketing

- *Does your fundraiser cost more money than it makes?!*
  - *Does it take your staff away from your mission?*
1. Start with your goals and mission
  2. Consider other ways to fundraise
  3. Evaluate other types of events
  4. Make a viable business plan

# Making the Most of Your Newsletter

## Things You Could Include in Your Newsletter:

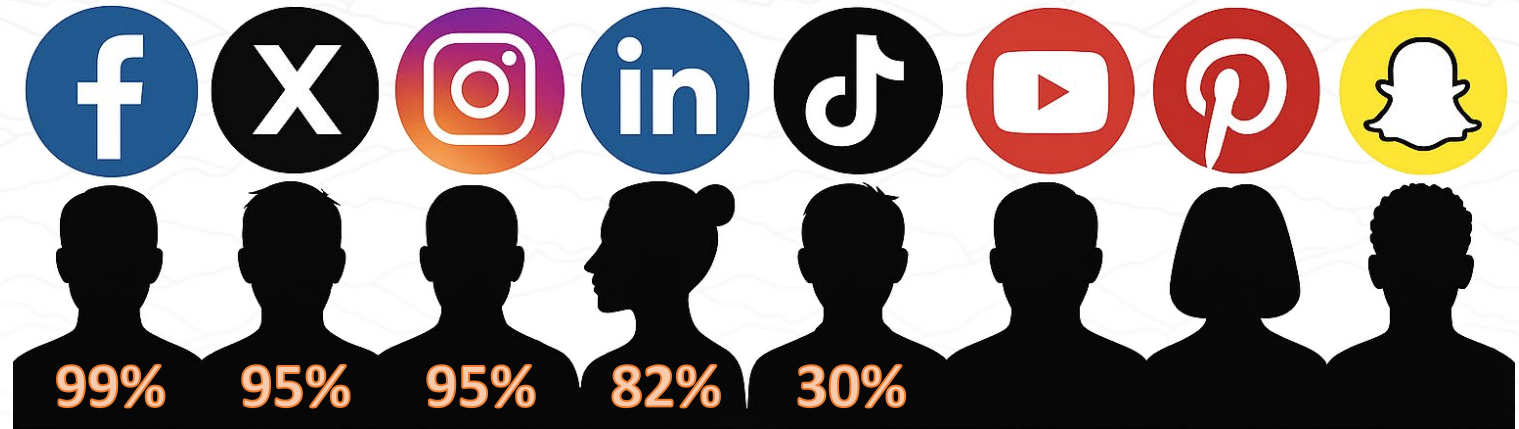
- Blog or short news article
- Upcoming events
- Service highlights
- Staff/Board introduction
- Industry news
- Partnerships
- *Other ideas?*

## CONSIDERATIONS

- How frequently should you send a newsletter?
- Who is your audience?
- Do you have more than one audience?
- Pictures, Images, Graphics

# Social Media

- "Free" platform
- Best way to reach certain users
- "1-to-1" connection
- Which platform(s)?
- Have a policy/protocol
- Agency or in-house?



# Key Takeaways

## DO

- ✓ Tailor content to your audience
- ✓ Connect the story to your mission & impact
- ✓ Show and Tell: use photos and graphics
- ✓ Highlight key numbers
- ✓ Slow down, get a 2<sup>nd</sup> set of eyes on all comms before they go out!
- ✓ Lean on partners (& vice versa)
- ✓ R&D – rip off & duplicate
- ✓ Keep it Simple

## DON'T

- Ø Use Jargon or Acronyms
- Ø Try to include all the details
- Ø Say the same thing to everyone
- Ø Share a laundry list of everything you've done
- Ø Expect others to add photos
- Ø Include complex, lengthy data sets



# Further Readings & Trainings

## DEFINE YOUR AUDIENCE (a.k.a. SEGMENTING)

- ["Building Effective Marketing Personas"](#) (LinkedIn '24) incl. donors but also volunteers, community partners, ambassadors, etc.
- ["The Ultimate Guide to Defining Your Nonprofit Target Audience"](#) (NPMG '25) from a consultancy; focuses on people's motivations
- ["Nonprofit Stakeholder Journey Mapping"](#) (Kellogg Ctr) 7 steps to empathize with your audience

## PUBLIC RELATIONS

- ["8 PR Strategies For Non-Profits"](#) (Forbes, '24)
- ["The DOs and DON'Ts of public relation strategies for nonprofits"](#) (4aGoodCause) from a consultancy

## ANNUAL & IMPACT REPORTS

- ["Nonprofit Annual Reports"](#) (Nat'l Council of Nonprofits) brief overview with samples
- ["15 Inspiring Nonprofit Annual Reports"](#) (Whole Whale '24) from a provider of resources for nonprofits

## WEBSITE

- ["10 Website Marketing Best Practices for Nonprofits"](#) (Nonprofit Tech for Good '26) from a training firm
- ["Effective Website Design for Non-Profits: 2025 Best Practices for Impact"](#) (LinkedIn '25) from a consultant

## EVENTS

- ["Nonprofit Event Management: Checklist and Tips for Success"](#) (Kindful) from a fundraising software platform
- ["The complete guide to nonprofit event management success"](#) (Bloomerang '25) from a fundraising software platform

## NEWSLETTER

- ["10 Email Marketing Best Practices for Nonprofits"](#) (Nonprofit Tech for Good '26) from a training firm
- ["Seven Tips for Modern Nonprofit Email Newsletter Designs"](#) (NPMG '25) from a consultancy

## SOCIAL MEDIA

- ["Which Platform Is Best for Social Media for Non-Profits?"](#) (Frontier Mktg '24) from an agency, includes pros/cons
- ["Top social media platforms for nonprofits"](#) (Feathr '24) from a fundraising platform
- ["7 questions every social media policy for nonprofits should answer"](#) (Givebutter '25) from a fundraising platform
- ["Steps to Create a Nonprofit Social Media Policy"](#) (BoardEffect '21) from a software platform

## GRAPHIC DESIGN/LAYOUT

- ["12 Visual Hierarchy Principles Every Non-Designer Needs to Know"](#) (Visme '22) from a software platform; article & useful "cheat sheet"

## WORKSHOPS

- [SBDC](#): free workshops and 1:1 advising, skews toward for-profit

# Additional Resources at YVCF.org

*YVCF offers other trainings plus many services for your organization. Visit [YVCF.org](https://www.yvcf.org), explore the NONPROFITS menu:*



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IN 2026!**

- Board Fundamentals
- Donor Stewardship
- ... and more!



# Thank You!

Reach out to [Camille](#) or [Greg](#) with any questions!

