

## Linda Popky's 10 Tips for Promoting Nonprofit Organizations

It's never easy to run a nonprofit, but the current economic climate has made things just that much more complicated. Here are 10 tips on how to promote your organization effectively and efficiently, no matter how limited your marketing budget.

1. **Know Your Audiences.** Understand what motivates them so you can hit their hot buttons—whether it's regarding time, resources, or money.
  2. **Be Crystal Clear.** About what you stand for, your mission, your goals and objectives. Develop a value proposition that clearly articulates what makes your group different from other organizations, especially those that may sound similar at first glance.
  3. **Stay Focused.** There's plenty you'd like to accomplish, but what are your top priorities? At least annually, review the top three areas of focus to be sure they're in line with current conditions in business and the public sector.
  4. **Count on Your Volunteers.** Not just to volunteer, but to be the voice of your organization. Give them the tools they need to evangelize your cause and represent you in all sorts of situations.
  5. **Don't Be Afraid to Ask.** Ask for donations, for a time commitment, for sponsorship. After all, if you don't ask, the answer is always no. But if you do ask, all kinds of good things may happen.
  6. **Tell It Like It Is.** Communicate early and often—to donors, the leadership team, volunteers, the community. Keep your key audiences informed on what's happening, whether the news is good or bad.
  7. **Be Easy to Work With.** Make it simple for people to find you—in a variety of ways. Be sure to always list phone, fax, email, and Web contact information. Set up credit card and PayPal options for donations. Let your audience choose how they'd like to work with you.
  8. **Be Social.** As in social media. Use the power of the Web, including blogs, Facebook, Google, Twitter, and other options to cost-effectively reach key audiences, drive traffic to your websites and build online communities.
  9. **Be Local.** Take the time to connect with key leaders and influencers within your community. Reinforce that your members are their customers.
  10. **Remind 'em You're Here.** Create an e-newsletter, send an update email or a quick mailing. Don't sell—be informative and educational. But be top of mind.
- Bonus#11: Have Fun.** Yes, times are tough, but that's why it's even more important to create an environment where volunteers feel appreciated and part of a vibrant community. Your team will thank you.