*Train the Trainer Notes – 1 Pagers*

**Family:** Communications

**Topic:** Marketing

**Key Facts/Knowledge:**

* In the nonprofit we market to the SERVICES we provide, informed by our mission and vision
* Tool: Website (1st impression) 🡪 Virtual Business Card
  + About / Story
  + Mission & Vision & Values
  + Key Data:
    - Programs and Services
    - Volunteer Engagement
    - Donations
    - Revenue Generating Services
    - Impact and Testimonials
  + Marketing Avenues
    - Blog – Brings traffic to your website; its peek-a-boo to what you do
    - Email – Information Out. Opportunities. Newsletters. Collect emails.
    - News – Major updates / Involvement in the Community
    - Photos/Videos/Podcast
* Marketing Content Wheel: Emails, donors, clients, etc.
  + Attract: Targeted audience – language, examples, relatability, HELPFUL products
  + Gain Audience: New followers, new subscribers, options
  + Build Rapport: Trust, value, expertise
  + Call to Action: Once they know who you are, make the ask/offering
    - This is a cycle of stewardship
* Foundational Strategies when creating content:
  + Value and impact driven – meaningful/helpful/WOWing
  + Be discoverable – make it easy
  + Video content IS the future -> algorithm favor videos
  + Analytics
    - You can use google analytics on your website
    - Website with low engagement get move down the google search priority list (SEO)
    - Repost and share – make you more relevant

**Model/Framework:**

* AIDA Formula:
  + Attention – Heading (it has to be relevant)
  + Interest – The perspective presented – with data, references, etc.
  + Desire—tap into the feeling
  + Action—What you want from the audience? “We need…”

**Strategy Notes:**

* Marketing Plan:
  + Define the organizational goal
  + Understand your audience
    - Funders (smaller): Anecdotes, heartwarming stories
    - Funders (larger): Data driven
  + Tailor your Messages
    - Give then what they want to hear (navigational)
  + Build out your plan
    - Goal and who (archetype) do you want there
    - What’s the method -> What will we do?
    - Calendar it out and know when you want to do high tough/low touch frequency
    - Project manage with deadline
  + Review and Analyze – Make the right changes
    - What we did correctly?
    - What is working?
    - What is not working?