


Nonprofit Marketing in 2010

Trees, Water & People
Communications Training
October 6, 2009
Vail, Colorado

Presented by Kivi Leroux Miller



Nonprofit Marketing Guide.com

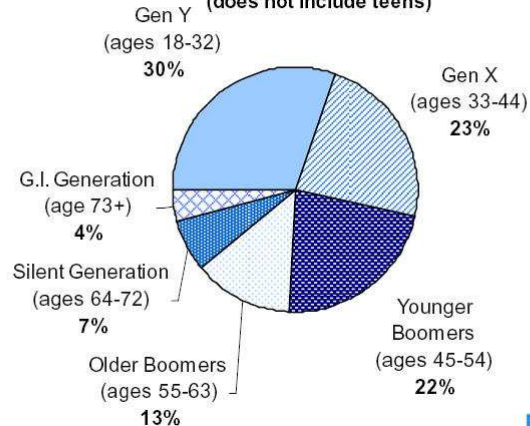


Mission = Marketing



Who's Using the Internet? Everyone!

Makeup of Adult Internet Population by Generation
(does not include teens)



PEW / INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT

Older Folks Are Catching Up

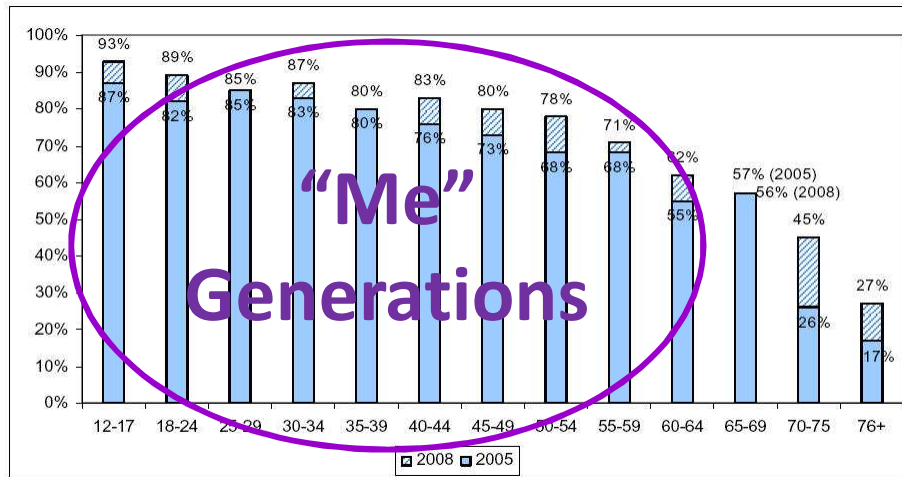
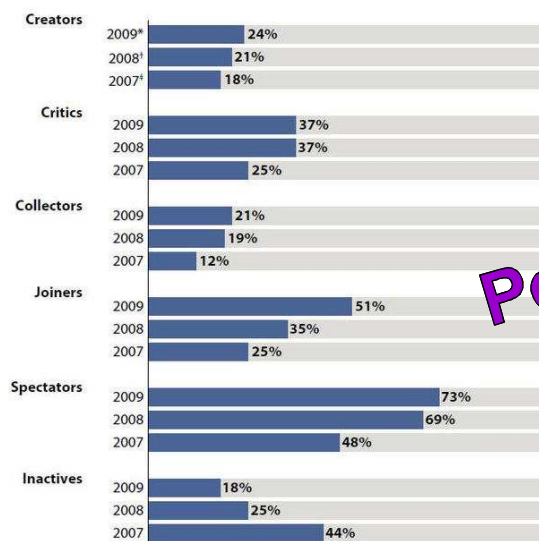


Figure 2 More Than Four In Five US Online Adults Now Participate Socially



Base: US online adults

*Source: North American Technographics® Interactive Marketing Online Survey, Q2 2009 (US)

†Source: North American Technographics Media And Marketing Online Survey, Q2 2008

‡Source: North American Social Technographics Online Survey, Q2 2007

SS132

Source: Forrester Research, Inc.

It's Personal!

Conversation is What Matters



Flickr: Kris Hoet

Regardless of Which Tools You Use!

**Using Stories to
Share Your
Messages about
the Watershed**

What is a Story?



Great stories are the
gems of nonprofit marketing

“A story is a **fact**,
wrapped in an emotion
that compels us to take
an action that
transforms our world.”

– Richard Maxwell and
Robert Dickman in *The
Elements of Persuasion*

Stories Work Because . . .



Why are Stories So Much Better?



- Easier to remember

Why are Stories So Much Better?



- Easier to remember
- Feed word-of-mouth marketing

Why are Stories So Much Better?



- Easier to remember
- Feed word-of-mouth marketing
- Free!

Why are Stories So Much Better?



- Easier to remember
- Feed word-of-mouth marketing
- Free!
- Make us human

Why are Stories So Much Better?



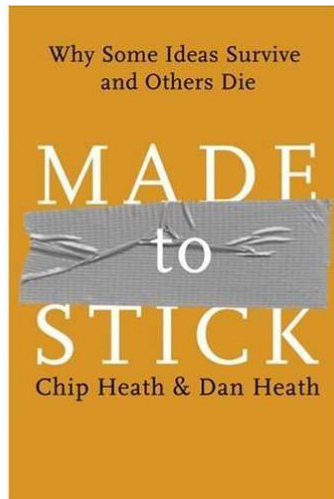
- Easier to remember
- Feed word-of-mouth marketing
- Free!
- Make us human
- Emotional, and therefore inspirational

Stories Work Because . . .



They Are Sticky.

People Hear AND See Good Stories

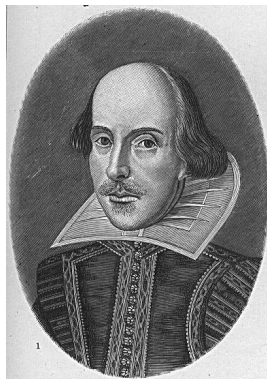


“Stories provide **simulation** (knowledge about how to act) **and inspiration** (motivation to act).”

– Chip Heath and Dan Heath in *Made to Stick*

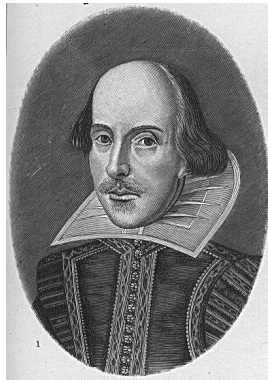
But . . .

You aren't this guy.



But . . .

You aren't this guy.



Or this guy.



Flickr: timparkinson

The Good News

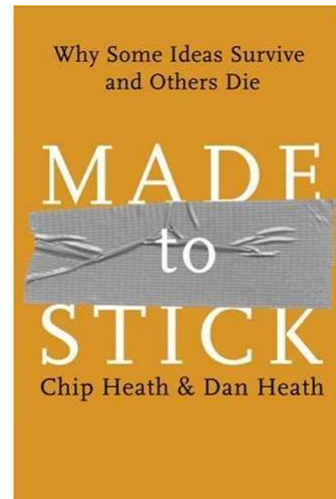
Nonprofits
have great
material to
work with!



Three Classic Stories

1. The Challenge Plot
2. The Creativity Plot
3. The Connection Plot

*Mixing and matching
is fine!*



1. The Challenge Plot

- Classic underdog, rags to riches, against all odds, bootstrap stories
- Inspires action, confidence; appeals to our courage and strength



Act I:

Introduces the character, his situation, and his goal.



Act II:

Character faces obstacles. Tension mounts.



Act III:

Action peaks.
Character
triumphs,
gets payoff.





Covenant House California

Opening Doors for Homeless Youth

[View a video about what we do! Click here](#)

[Home](#) [Giving](#) [Volunteering](#) [Our Services](#) [Our Locations](#) [Advocacy](#) [Resources](#) [Inside Covenant House](#)

Stories about Our Kids:

Antoine Changes for the Better

For Antoine, surviving on the streets meant making tough choices and sometimes paying the price. He spent time in jail and sometimes even welcomed it. "Three hots and a cot. That's how some people look at it." He says. For a while, jail seemed to be the only option he had.



Growing up, Antoine's family life had been tough. His mother had been a drug and alcohol user. "It was a bad situation for me even trying to go to school. I would wake up and my mom wouldn't be there." Things became tougher as Antoine grew older and by the age of eighteen, he had had enough. "I just felt like it would be better if I was on my own, so I just left."

Antoine didn't have a plan. He didn't know how to survive. "I did what I had to do" he says now with regret. "I broke the law because it was the only thing I could do." But he paid the price too. "For awhile, I got to where I saw jail as my home. I didn't have any other place to go and it sure beat sleeping in the streets."

Life changed for Antoine though when by chance, he met a man who



Make a gift now!
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Sign up for e-mail news!
[Click here](#)

More Stories about Our Kids

- [Michael: Standing Tall](#)
- [Marie: Prepares for Independent Living](#)
- [Antoine: Making Changes in His Life](#)
- [Hector: Changing His Life for the Better](#)
- [Isaac: Accomplishing His Goals](#)
- [Eddie: Making His Life Better](#)
- [Francis: Dedicated to Working Hard](#)
- [David: Helping Out](#)
- [Gloria: Finds What She Needs](#)
- [Kimber: Discovers More than a Shelter](#)
- [Robert: Preparing for the Future](#)



Who Is This Guy in Your Nonprofit's Story?



Writing the Challenge Plot

Here's What You Need:



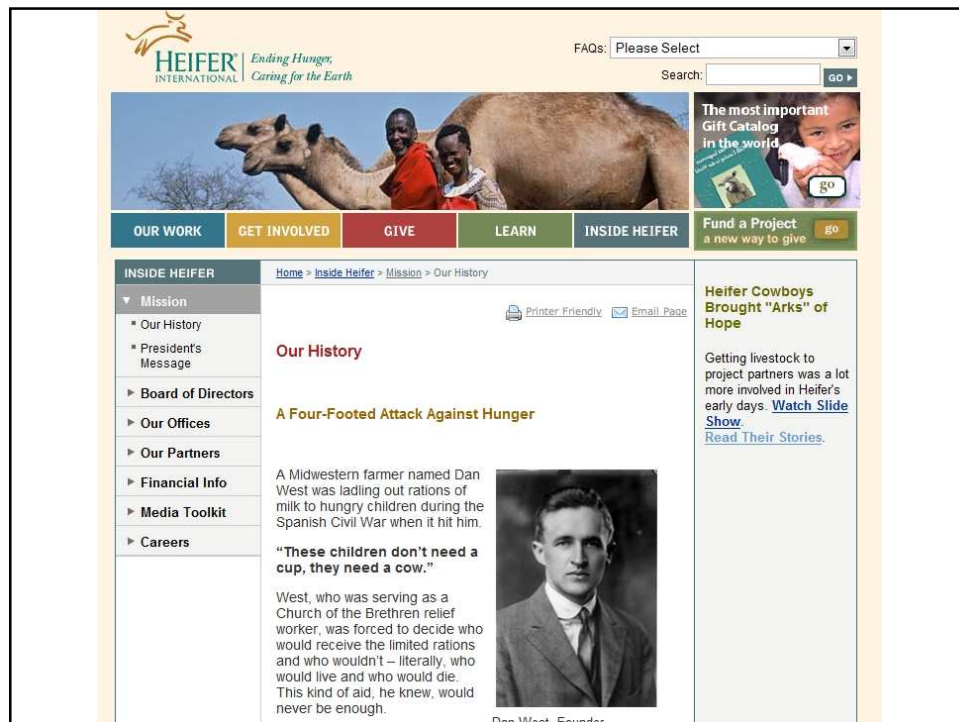
- Characters at a particular time and place
- Their goals or desires
- Barriers that they must overcome
- How they get beyond those barriers
- Payoffs or triumphs

Let's tell some
“Challenge”
stories.

2. The Creativity Plot


- Aha! moments, breakthroughs, “what if” stories that work out
- Inspires us to take a chance, experiment, support a new approach





Writing the Creativity Plot

Here's What You Need:



- A well-understood problem
- A standard response that just doesn't work
- A new approach (test runs or theories OK)
- Vision of a new reality

Let's tell some
“Creativity”
stories.

3. The Connection Plot

- Bridging the gap, we are one, there but for the grace of God go I, big meaning in a small event stories
- Inspires compassion, understanding, love, cooperation



Flickr: pondspider



PROGRAMS

The Need
Surgeries
Empowerment
Education
Where We Work

COMMUNITY

Partners
Volunteers
Leadership

GIVE

Donate
Gala
Efficiency

TAKE ACTION

Stay Informed
Volunteer
Link to Us
Blog

ABOUT US

History
News
Contact Us

Stay Informed
Volunteer
Link to Us
Blog

Join eNews
Interplast RSS

Blog

A Kind and Grateful Family

Cao Lanh, Vietnam—Dr. Janet Volpe, Interplast volunteer pediatrician

This is Van Canh with his wife and 9-month-old daughter, Thi Sang Sang. Thi Sang Sang was born with a cleft lip, like her father. When Van Canh heard that Interplast was coming to Cao Lanh, he and his wife decided, despite financial hardship, to leave their family store for the day and make the two-hour bus journey to our clinic day to have their daughter evaluated. Fourteen years ago, Interplast operated on clefts on both sides of Van Canh's mouth. He had been told he would need a revision in the future but because of work and family commitments, he had never been able to make it back for the revision. As our team evaluated Thi Sang Sang, we asked Van Canh if he'd like to have his clefts revised during our stay. He and his wife were overjoyed that we would consider this for him. At the age of 26 years, he told us he thought he was too old for Interplast to want to perform another surgery on him, and had no money to have the revision performed locally. We scheduled the surgeries one day apart, and this photo was taken at the time of discharge from the hospital. Van Canh had brought chewing gum from his store; just before going home, he gave each member of our team a stick as a token of appreciation. I taped my Wrigley's Doublemint wrapper in my journal and will always remember this kind and grateful family.

Posted on March 26, 2008

[Read more blog posts.](#)



Writing the Connection Plot

Here's What You Need:



- A small, specific situation or event
- A connection to a greater, universal human experience
- A surprise, discovery, or epiphany
- Connections within the story and with the reader's heart/soul

Let's tell some
"Connection"
stories.

**Stories rush by you everyday.
Take the time to capture them.**



**Sort them and figure out
how you can use them.**



Where to Use Them

- From testimonials to personal profiles
- Website home page
- All “Call to Action pages”
- Newsletters
- Press Releases
- Presentations



Telling Even Better Stories, So People Get It

The Curse of Knowledge



Numbers w/o Context Are Meaningless



Solution: Social Math

- Blending Statistics into Stories by Using Analogies

Solution



Flickr: puroticorico

What Big Numbers Do You Use?



Flickr: erix!

Dry Facts Rarely Motivate



Flickr: scragz

Emotion Rules in Advertising

- Ad campaigns with purely emotional content outperformed the rational ads 2 to 1.



Flickr: Joe Shlabotnik

Sources: Source: *Brand Immortality: How Brands Can Live Long and Prosper*

What's This About?

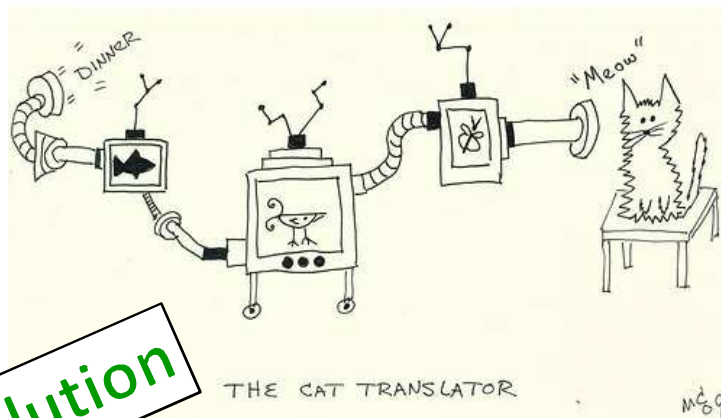
An advertisement for Betty Crocker Warm Delights. On the left, a large red spoon graphic contains the "Betty Crocker" logo and the words "Warm Delights" in a white script font. Below this are three packages of Warm Delights: "Warm Delights", "Warm Delights", and "Warm Delights". To the right, a woman in a yellow dress is shown eating from a black bowl with a spoon. Above her, the text "work time", "family time", and "me time!" is written in a red, sans-serif font. Below the woman, the text "Microwave a moment of warm chocolate pleasure. You've earned it!" is written in a black, sans-serif font.

You Fear of Cheese – Bad Cheese



Flickr: stevendepolo

Your Job: Translator



Solution

Flickr: Migraine Chick

What Kind of Emotions?



When Fear Works

- The threat must be real to themselves or loved one.
- Otherwise you create a dismissive response.



Flickr: Randy Son of Robert

When Fear Works

- Ways to avert the threat must be clear and doable.
- Otherwise you create a defensive response.



Flickr: Draco2008

How Supporters Want to Feel

Effective
Appreciated
Powerful
Included
Heard
Validated
Relieved
What Else?

Power of One – The Darfur Puppy



Flickr: m155er

It's all about the EMOTIONAL connection!

Appealing to Group Identity

- What kind of people do they want to be?



Stories the Media Loves

- Local Face on a National Story
- Contrarian (against the trend, or popular opinion)
- How-to, Advice, Lists
- Seasonal / Calendar



Getting Web 1.0 Right First: Your Website and E-Newsletter

Imagine a Tree . . .



Your Website

**Your Email
Newsletter**



Your Website

This is Web 1.0.

**This is the baseline
for a nonprofit's online
marketing program.**

**Your Email
Newsletter**



**Now it's time to plant
some acorns . . .**

**Your Email
Newsletter**

**Social Networks
(Facebook, MySpace)**



**Social Media
(Flickr, YouTube)**



Your Website



Your Blog



... and see what grows!

This is Web 2.0.

Your Email Newsletter

Social Network
(Facebook, MySpace)

Social Media
(Flickr, YouTube)

Your Website

Your Blog

Build a community around
your cause, where everything
is connected and people can
enter at different places.

Your Email Newsletter

Social Network
(Facebook, MySpace)

Social Media
(Flickr, YouTube)

Your Website

Your Blog



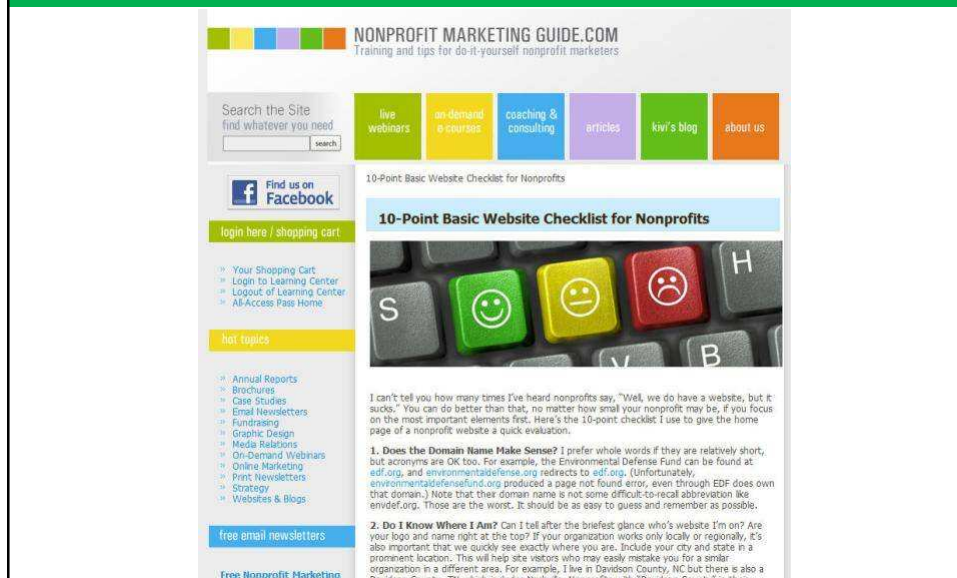
If Your Website Sucks, Fix It



10-Point Basic Website Check

- Domain Name Make Sense?
- Know Where Am I?
- Clear Path for Top Questions/Actions?
- Images?
- Donate Online?
- Email Capture?
- People Featured?
- Stories on Need or Success?
- Easy to Contact Staff?
- Google Keywords on Target?

10-Point Basic Website Check



Build Your
Email Lists
Everywhere,
All the Time,
and Use It



Flickr: fuzzyjay

10-Point E-Newsletter Check

- E-News Provider?
- Easy to Get On & Off?
- From Recognizable?
- Intriguing Subject Line?
- Is Content Reader-Focused?
- Personal and Conversational?
- Call to Action?
- Skimmable?
- Simple Design?
- Preview Pane/Mobile Readers in Mind?

How to Start an E-Newsletter



Web 2.0 / Social Media Strategies Best Suited to Watershed Groups

Be Your Own Media Empire

Everyone can be a
publisher.

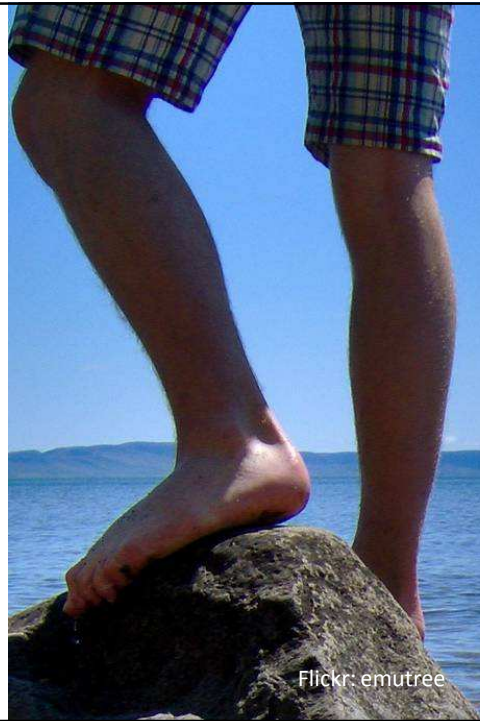
Everyone can be a
broadcaster.

Everyone can be a
(mini) **media mogul.**



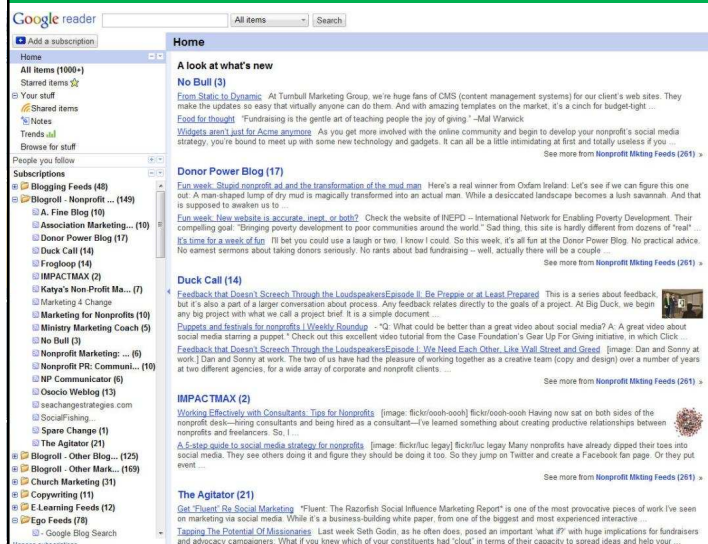


Dip into Social
Media by
Diving into
1-2 Tools.
Plan to Swim
Awhile



Blogging

RSS: Subscribing to Blogs, Podcasts, Etc.



Benefits of Blogging

“Short and sweet”
is great.



Search engines
love blogs.


Can even replace
website and
e-newsletter.



CafePress.com


News Blog



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California and Jiangsu Province Sign Agreement for Cooperation on Climate Policies - Part I



Barbara Finamore
 China Program Director, Beijing
[Blog | About](#)
 Posted October 2, 2009 in [Greening China](#)

When I first visited Jiangsu over ten years ago to propose energy efficiency measures to the rapidly industrializing province I was skeptical I would ever see this day. But to my great pleasure, the People's Government of Jiangsu Province of...

[continue](#) [comments](#)

Tags: [California](#), [China](#), [climate](#), [copenhagencountdown](#), [energy](#), [environment](#),

SEARCH BLOGS

Top Story
Climate Legislation
 How to generate millions of jobs, break our dependence on oil and reduce the pollution that causes global warming.

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- Literacy
- Marketplace
- Nonprofit Technology

First Book Podcast: Tuck Everlasting Author Natalie Babbitt Chats With First Book!

September 22nd, 2008 by Jen W. - No Comments



First Book recently had the pleasure of speaking with author and illustrator [Natalie Babbitt](#), the author of the classic ALA Notable Children's book [Tuck Everlasting](#) and Newbery Honor Book [Kneeknock Rine](#), among many other titles for children. She is also a member of the board of directors of the [National Children's Book and Literacy Alliance](#), a non-profit organization whose primary focus is to make issues related to young people's literacy, literature, and libraries an ongoing priority on our national agenda.

Click below to hear our conversation with Ms. Babbitt about the mysteries of her home state of Ohio, the joy of illustrating, and her latest work, "Seven From

SEARCH IT!

To search, type and hit enter

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Last Name
Email Address
Zip Code
Sign up

[Commenting Guidelines](#)

October 02, 2009
A Tale of Two States
It was the best of policy decisions, it was the worst of policy decisions, it was the age of wisdom, it was the age of foolishness, it was the epoch of compromise, it was the epoch of dogmatism.
That's what Charles Dickens might have said if he compared how the agriculture industry handled the call for reform in two neighboring Midwest states—Michigan and Ohio.
Yesterday, the Michigan House of Representatives [sent a bill on to Gov. Jennifer Granholm](#) to phase out the use of veal crates, gestation crates, and battery cages—after the Senate passed it unanimously. It was a compromise measure, chiseled after arduous negotiations, between The HSUS—working closely with the Michigan Humane Society and Farm Sanctuary—and Michigan agriculture groups, including the Michigan Agribusiness Association, Michigan Pork Producers Association, and Michigan Allied Poultry Industries. Legislative leaders, especially Rep. Pam Byrnes and House Agriculture Committee Chairman Mike Simpson, brought all parties to the table and helped forge consensus.
The bill that Granholm is expected to sign in the coming days is very similar in design to [Proposition 2](#), the landmark California initiative that voters approved by a wide margin to phase out the use of some of the [most extreme confinement systems](#) in industrial agriculture. Under the soon-to-be-enacted Michigan law, veal operators will have three years to phase out crates, while in




About Wayne
For a extra photo to look for the annual Live With the Humane Society and CEO of The Humane Society of the United States. He leads 11 million animal and conservationists in the mission of celebrating animals and confronting cruelty. [Read more...](#)
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Your Email Address
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“Outsider” Blog

SEARCH BLOG "TAG BLOG" Next Blog Create Blog | Sign In



ABOUT ME

DC GOODWILL FASHIONISTA
WASHINGTON, DC, UNITED STATES
I look good so you don't have to. Oh wait! Yes you do...
[VIEW MY COMPLETE PROFILE](#)
GOODWILL'S MISSION
Goodwill provides job training and employment services to people with disadvantages and disabilities.


MONDAY, SEPTEMBER 22, 2008
No More Brown Bagging
What? Is the DCGF denying her green living ways? No, of course not. I just mean to say that brown bags are so boring for fall. A girl needs color in her life, no? Of course you're going to be wearing lots of chocolate browns in velvet, tweed, and the like once cool weather rolls around. But that doesn't mean your accessories need to follow suit.
I have this one bag on which I always receive compliments: it's red, with a slightly beat-up look about it. There are straps running around the bag and it has a single strap that I can throw over my shoulder. It's by Kaia Peterka and I love it.
That bag is no longer available in red, but her other bags are equally fantastic, like La Polite



DISCLAIMER: THE VIEWS AND OPINIONS EXPRESSED IN THIS BLOG ARE SOLELY THOSE OF THE DC GOODWILL FASHIONISTA AND DO NOT REFLECT ANY OFFICIAL POSITIONS OF GOODWILL INDUSTRIES.

Easy Blogging Tools

A screenshot of the WordPress.com account creation form. The header includes the WordPress logo and navigation links like 'Home', 'Sign Up', 'Features', 'Story', and 'Advanced'. The main heading is 'Get your own WordPress.com account in seconds'. Below this, a note says 'Fill out this one-step form and you'll be blogging seconds later!'. The form contains fields for 'Username:' (with a note: 'Must be at least 4 characters, letters and numbers only'), 'Password:', and 'Confirm:' (with a note: 'Use upper and lower case characters, numbers and symbols like !@%&* in your password.'). There's also an 'Email Address:' field (with a note: 'We send important administration notices to this address so triple-check it.') and a 'Legal flotsam:' section with a checkbox for 'I have read and agree to the fascinating terms of service.' and radio buttons for 'Gimme a blog! (Like username.wordpress.com)' and 'Just a username, please.' A 'Next »' button is at the bottom.

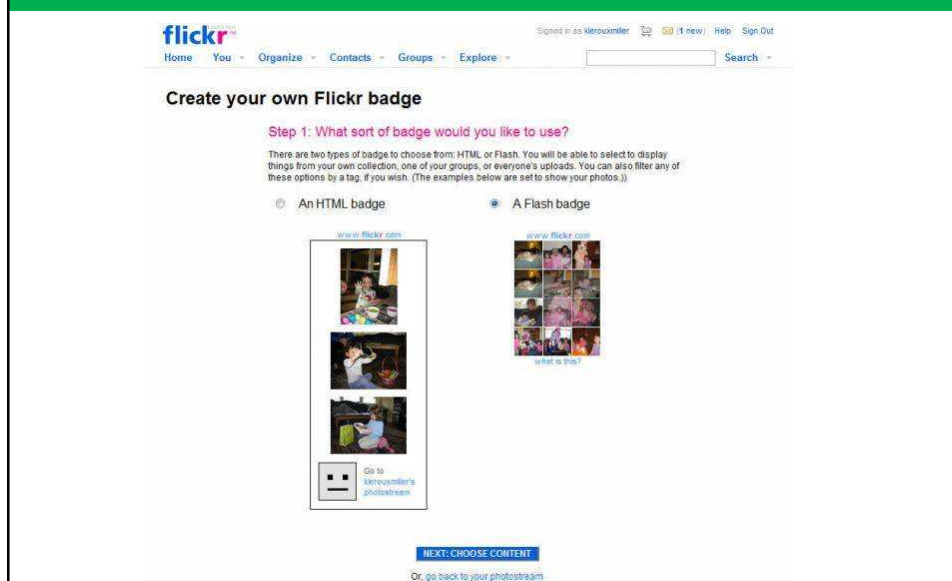
Interactive Imagery (Social + Media)

Social Media: Deck Out Your Website or Blog

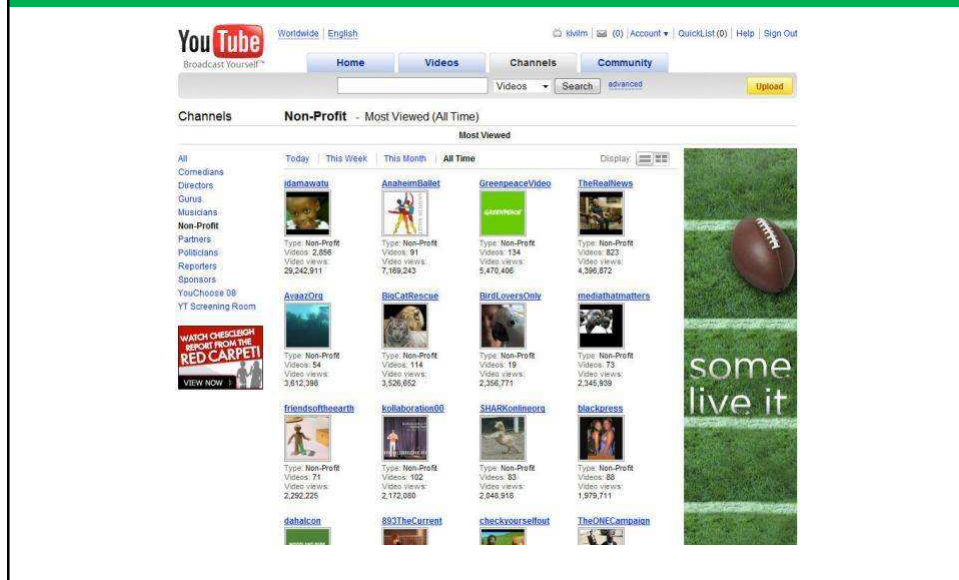


... And Start Some Conversations!

Flickr: Add Rotating Photos



Video from YouTube



Presentations on Slideshare.net



Social Networking

Teens Say Old People are Ruining It

- 2/3 + of Facebook users are out of college. Fastest growing demographic is people 35+ (Facebook).
- Nearly half of Twitter users are 35+ (Quantcast).



Like, Grandma is on It, OK?

- 1/4 of Americans 55+ have a Facebook account (Harris Interactive, 4/09)
- Facebook reported in 2/09 that its fastest growing demographic was women 55+.

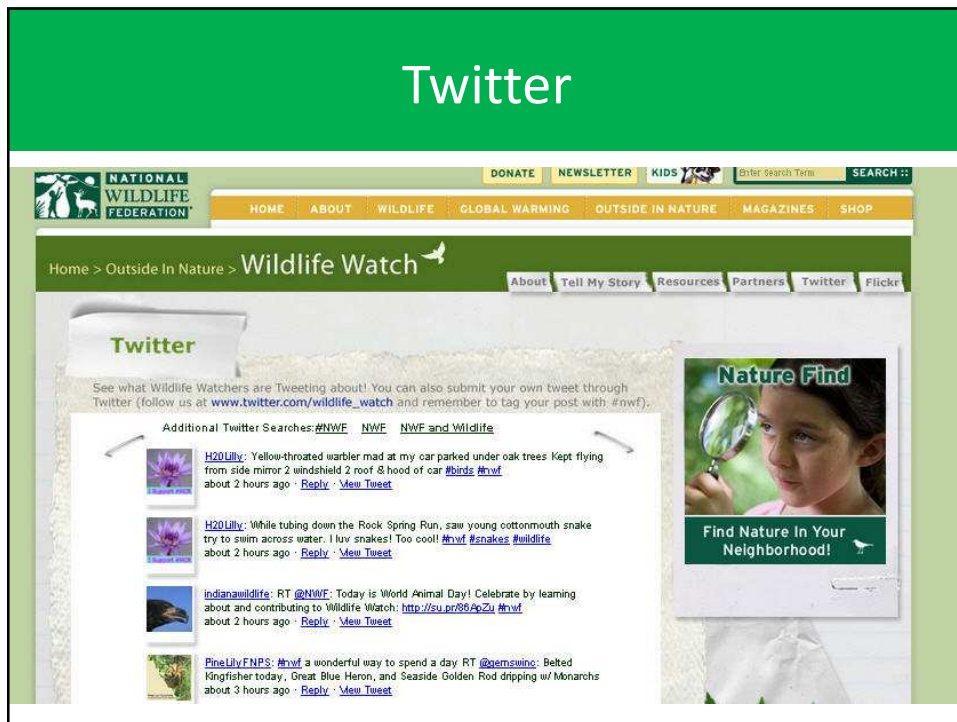


Facebook

- Personal Profiles for Staff
- Pages for Your Organization
- Groups
- The Causes Application



Twitter



Feed Your Biggest Fans

You rock!
Let us
help you!



Six Gs of Social Media Marketing

The Dos:

- Genuine
- Generous
- Grateful

The Dont's:

- Greedy
- Grandstanding
- Grabby

What's Next?



Flickr: creativecommonsers

- Social networking, but with info
- The semantic web
- Personal search
- Personal plug-and-play
- Organic LED

For now . . .

- How does your website look on a phone?
- Are you collecting cell phone numbers ?

Let's keep in touch!



Blog: NonprofitMarketingGuide.com/blog

E-News: NonprofitMarketingGuide.com

Twitter: [kivilm](https://twitter.com/kivilm)

Facebook.com: [nonprofitmarketingguide](https://www.facebook.com/nonprofitmarketingguide) & [/kivilm](https://www.facebook.com/kivilm)

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