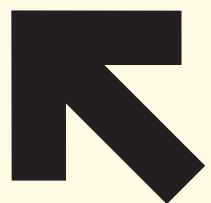


Your most critical (often overlooked) to do item -



Your Marketing Plan!

The background features a light cream color with several thick, rounded lines in green, blue, and red. A green line starts from the left edge, curves down, and then continues horizontally. A blue line starts from the bottom edge, curves up, and then continues horizontally, overlapping the green line. A red line starts from the top edge, curves down, and then continues horizontally. There are two solid black circles: one on the green line and one on the blue line. A solid orange circle is positioned to the left of the green line's curve.

**A little
background -**

The image features a light cream background with several thick, rounded lines in green, blue, and red. A green line starts from the left, curves down, and then continues horizontally. A blue line starts from the bottom, curves up, and then continues horizontally, overlapping the green line. A red line starts from the top right and curves down. An orange circle is positioned on the left side. Two small black dots are placed on the green line: one at the top curve and one at the bottom curve where it meets the blue line.

**That was a
surprise!**

The image features a light cream background with several abstract, thick, rounded lines in green, blue, and red. A green line starts from the left edge, curves down, then right, and then up. A blue line starts from the bottom edge, curves up, then left, and then down. A red line starts from the top edge, curves left, then down, and then left. There are two small black dots: one on the green line and one on the blue line. A large orange circle is positioned on the left side of the image.

**Marketing
Works!**

Before we create a marketing plan -

Are we fundraising or friend raising?

1

What's our budget?

2

What do we want to showcase?

3

Who do we want to tell?

4

How do we reach them?

5

Who is -

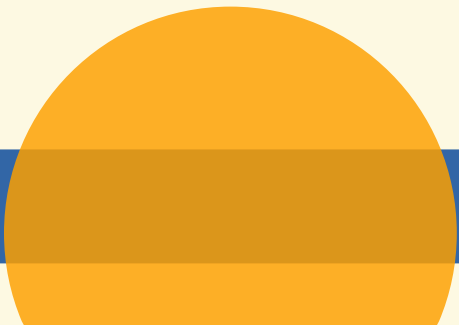
Your client?

Your donor?

The community you serve?

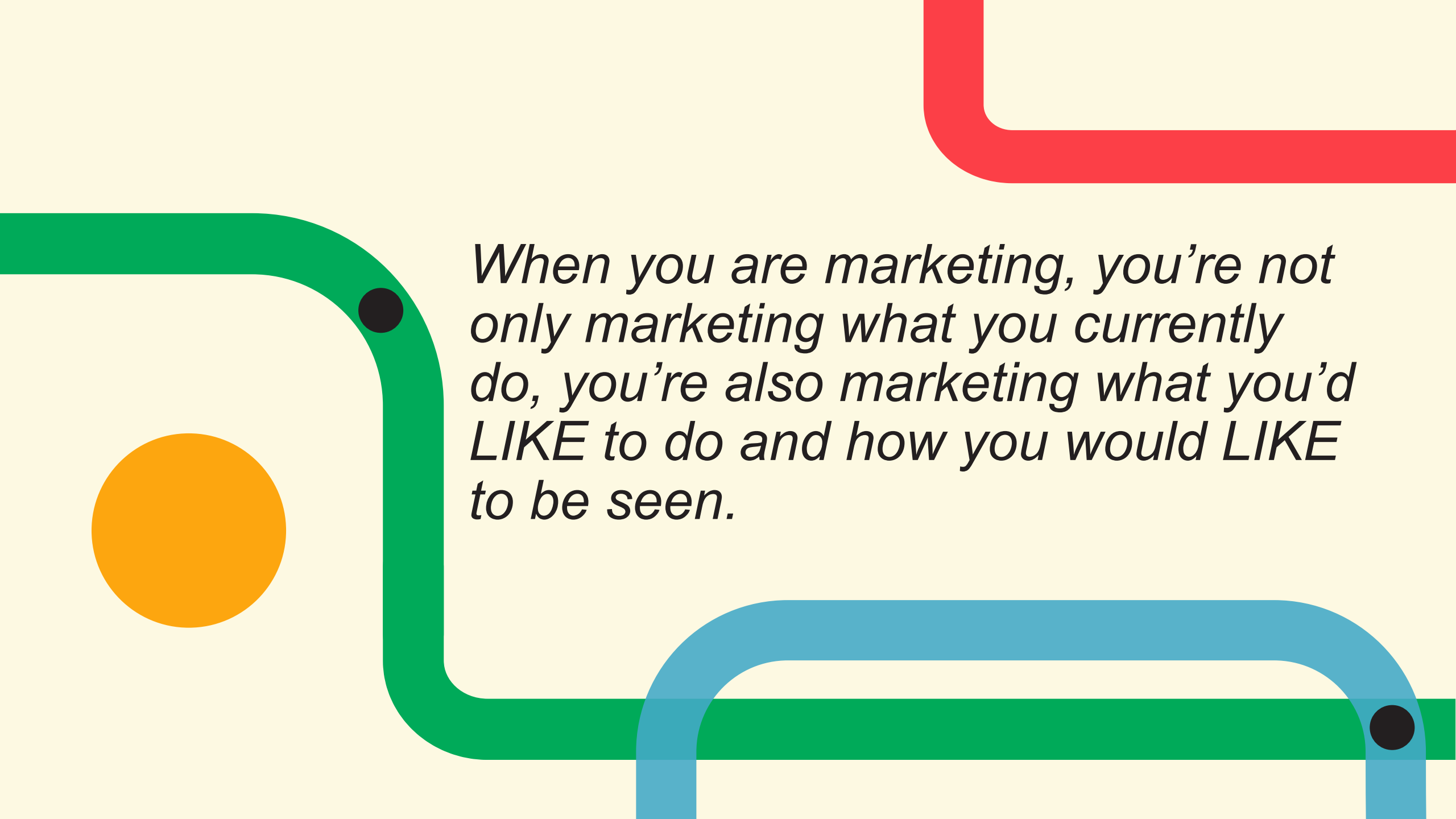
Your board?

New donors you wish to attract?



The background features several thick, rounded lines in green, blue, and red. A green line starts from the left, curves down, and then continues horizontally. A blue line starts from the bottom, curves up, and then continues horizontally, overlapping the green line. A red line starts from the top right and curves down. There are two black dots: one on the green line at its first curve and another on the green line where it overlaps with the blue line. A large orange circle is positioned on the left side of the image.

**Does it fit
our
mission?**

A decorative graphic on a light cream background. It features a thick red line at the top right, a thick green line on the left and bottom, and a thick blue line at the bottom. A large orange circle is on the left. Two small black dots are on the green line. The text is centered in the middle of the page.

When you are marketing, you're not only marketing what you currently do, you're also marketing what you'd LIKE to do and how you would LIKE to be seen.

Who do you want to tell about your services?

Donors

1

Clients

2

Board

3

Community at large

4

Specific community subset

5



A non-profit arts center might have -

- Overall center messages
- Classes
- Gift shop
- Summer camp
- Guest speakers
- Donor reception
- Gallery opening
- And maybe more

How do you reach them?

Donors, Clients, Board

Website

1

Social media

2

Email

3

Direct mail

4

Special events, galas

5

How do you reach them?

Community at large

Outdoor

1

Public media

2

Print

3

Special events, festivals

4

Community calendars

5



MONTHLY MARKETING PLAN

2024 MARKETING PLAN - JANUARY

MARKETING	Monthly Giving	Overall Program	Community Partnerships	Registration for special program	Preparation for a special event
Website	X	X	X	X	X
Facebook Build 30 day grid	X	X	X	X	X
Instagram ditto	X	X	X	X	X
E-blast	X	X	X	X	X
Enewsletter	X	X	X	X	X
Direct mail					
Brochure					
Partnership			X		
Sponsorship		X	X	X	X
Event					
Festival					
Public media	X	X	X	X	X
Print					
Broadcast media					
Outdoor					
Specialty	X	X	X	X	X



30 DAY SOCIAL MEDIA GRID

2024 MARKETING PLAN – 30 DAY SOCIAL MEDIA GRID – FACEBOOK AND INSTAGRAM

DATE	MONTHLY GIVING	OVERALL PROGRAM	COMMUNITY PARTNERSHIPS	REGISTRATION FOR SPECIAL PROGRAM	PREPARATION FOR SPECIAL EVENT
Jan 1		OP 1 - Program			
Jan 2	MG 1 – tax time giving				
Jan 3			CP 1 - Event #1		
Jan 4					SE 1 – save gala date
Jan 5				REG 1 – spring break camp	
Jan 6		OP 2 - Program			
Jan 7	MG 2 – convenience of giving monthly				
Jan 8			CP 2 – Event #2		
Jan 9		OP 3 - Program			
Jan 10			CP 3 – Event #1 reminder		
Jan 11		OP 4 - Program			
Jan 12			CP 4 – Event #3		
Jan 13		OP 5 - Program			
Jan 14				REG 2 – spring break camp	
Jan 15	MG 3 - \$10,\$15,20/mo				
Jan 16		OP 6 - Program			
Jan 17			CP 5 – Event #1 day of		
Jan 18			CP 6 – Event #2 reminder		
Jan 19		OP 7 - Program			
Jan 20					SE 2 – save gala date
Jan 21				REG 3 – spring break camp	
Jan 22			CP 7 – Event #2 day of		



A few marketing suggestions -

- Center your copy on the donor
- Action-oriented, line of sight photos
- Make your direct mail interesting
- Be sure your materials are easily read
- Keep your e-newsletters clean



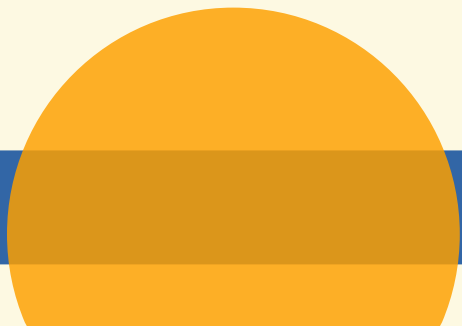


Increase your email list -

- Add a newsletter sign-up form to your website
- Add opt-in checkboxes to donation, volunteer, or membership forms
- Collect email addresses at events and community gatherings
- Promote your newsletter on social media channels

**Marketing is no longer
about the stuff that
you make, but about
the stories you tell.**

Seth Godin





Open Discussion

For more information or questions –

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