Telling a Better Story:
How to Market Your Organization for Greater Impact

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During this session you’ll be given tools to help you become the marketing expert for your organization, including how to:

- Market using messaging
- Define all of your audiences
- Use testimonials as powerful marketing tools
- Let photography communicate who you are and what you do
Evaluate

- How successful do you feel in your current marketing efforts? (1-10)
- How clear are you on specific areas you need to work on when it comes to marketing? (1-10)
- What are your biggest challenges when it comes to marketing?
Too many organizations don’t know where to start when it comes to marketing. **Frameworks Creative exists to empower organizations like yours with the marketing and branding tools you need** to be excited and equipped to spread the word about what you do, all while staying within your budget.
Telling a Better Story:
Market using messaging
Activity: Brand Clarity

Can you find clearly communicated (through words or pictures):
● What services does this organization offer?
● How do these services impact the lives of those they serve?
● How can you engage with this organization?

Did you have to work hard to find this info?
We fund research in pediatric neurology
To give children and families hope for a brighter future
Culturally Aware Conflict Resolution

Conflict resolution crafted to serve Somali and East African communities in the Twin Cities
Get the help you need to pay for college.

We offer scholarships to motivated women in Tarrant, Parker, and Johnson counties as they pursue their educational dreams at Texas colleges and universities.
Clearly call your audience to action

- Spell out how to sign up for services or engage with your organization
- Use action words
- Repeat!
Telling a Better Story:
Visual Brand Basics
Components of a brand:
- Logo
- Colors
- Fonts
- Photos & Graphics

Your visual brand should:
- Represent your organization well
- Be used consistently
Logos

- Have it professionally designed
- Keep it simple (scalable, usable in all contexts)
- It should reflect who you are as an organization
- You should love it

- Know when to use each file type
  - .png for transparent background
  - vector file for printing (.svg, .eps, .pdf)
  - smaller file size for web (1000px wide)
Building a brand board

- Keep it simple
- Build one on Canva.com
- Use it!
Whenever work is being done for:

- website
- other online profiles
- business cards
- flyers
- brochures
- ALL marketing materials
Telling a Better Story:
Define all of your audiences
Identify your audience(s)

Unique challenge with nonprofits: You don’t just have one audience!

- Individuals you serve (messaging should be unique for each service line)
- Partners
  - Donors
  - Volunteers
  - Advocates
Understand each audience

- **Behaviors**
  (buying habits, activities and interests)

- **Beliefs**
  (family, growth mindset, community impact, social responsibility, faith-based motivation, networking and skill development, sustainability, health advocacy, etc)

- **Demographics**
  (age, geographic location, education level, occupation, income)

- **What are their:**
  - needs (clothing, food, housing, education)
  - wants (agency, goals)
  - fears (what does your service help them avoid?)
Build a customer persona

hubspot.com/make-my-persona
Finding current demographics

- **Google Analytics**
  (requires a Google Tag be installed)

- **Meta for Business (Facebook/Instagram), Twitter, LinkedIn**
  (minimum followers)
Invite your audience into a story

Talk about your services:

● **What are the benefits?** (meets basic needs, fosters personal growth, life skills)

● **What are the features?** (bilingual, accessible, personalized)

● **How will your service impact the life of those who engage?**
  ○ Share stories of transformation from past clients
Connect with your audience(s)

- **Educate**
  - Information, testimonials

- **Share resources**

- **Provide entertainment**
  - Quizzes, inspirational quotes

AI chatbot prompt:
What type of high-value content should I include in my social media posts for a company that provides [your product or service] for [description of your audience]?
Telling a Better Story:
Use testimonials as powerful marketing tools
Share stories of impact

- Invite those who have been impacted by your organization and are willing to opt in to tell their story
  - Where were they before they found your organization? What was the need that brought them to your door?
  - How is their life different because of your organization?
Empowering vs. exploitive

- Keep the client the hero in the story (the program/service is just there as a tool to help them win the day)
- Keep anonymity when needed
  - Tell story using graphics, change names
Collecting stories: Reviews

- Unhappy clients will rate your organization
- Set up a process for asking customers who love your services to provide a review
- Use them in your marketing!
Collecting stories: Testimonials

- Good way to improve your product and customer service and spark new product ideas
- Use Google Forms or website form builder (most sites have a built-in option)
- Use content in your marketing (with permission)
Where to use client stories

- Website
- Digital marketing
- Annual report
- Print material
- Informational sessions
Share your organization’s story

- Keep it focused
- Be authentic
- Share the “why”
- It should lend to your authority

What are some key moments in the story of your organization (think in terms of your customer)?
Telling a Better Story:
Let photography communicate who you are and what you do
Photography: Why it matters

- Photos help you represent your organization
- Clarify what it is you offer
- Allow potential customers to visualize how their life could look if they engage in your services
- Content for your marketing

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Photography: Sources

Stock
- Easy
- Fast
- Many free options

Custom
- Reflects your brand authentically
- Doesn’t have to take any extra equipment
- Photos can help ease fears (what does your location look/feel like, how does your product work)

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Photography: Highlight your service

- What kind of photo would showcase your service well?
- What does engaging in your service look like? What’s the process?
Photography: Show the process or location

- If you have a physical location, take photos in that space!
- Can you show a customer making a purchase or engaging in your services?
Photography: Focus on your customer

- What matters to your customer?
- What does a happy client look like for your organization?
- Can you show customers engaging in your services?
- What is their life like after they engage with you?
Photography: Taking your own photos

- Get permission/use release forms
- Take photos outside or use windows for light when possible
- Be mindful of the background
- Take photos consistently (keep things updated!)
- Only keep best photos
- Keep photos organized (name example: organization-program-service-date.jpg)
Photography: Generate ideas

AI Prompts:

-Please provide a list of photoshoot ideas for [type of organization] to highlight services that entail [what services you provide] for [your customer]

-Can you give me a list of photo ideas and props needed to showcase [detailed description of service]
Telling a Better Story:
Know what tools are available
Free tools: Canva for Nonprofits!!

With over 500,000 nonprofits in their community, Canva wants to continue to empower nonprofits to achieve their goals with free access to Canva's premium features.

canva.com/canva-for-nonprofits/
Free tools: Online profiles

- Google Business
- LinkedIn
- Facebook
- Instagram
Free tools for idea generation

AI Chatbots:
- Google Gemini
- ChatGPT
Free tools for defining your audience

Customer persona profile:
- Hubspot

Reporting for current demographic data:
- Google Analytics
- Meta for Business
Free tools for collecting stories

- QR Code Generators
  - Make it easy for customers to connect with you online
  - Free options: QR Code Monkey, QR Code App in Canva Premium

- Google Forms
  - Good for getting feedback/testimonials

google.com/forms
canva.com
qrcode-monkey.com
Determine your next steps

What are **two action steps** you can take to be able to invite your audience into a better story?

Examples:
- Schedule a photoshoot
- Update messaging on website
- Set up client survey
- Make updates to visual brand
- Build audience profiles
- Send Google review link out to 5 clients
Where to go from here

AI Prompts

1. If you had a time machine, where would you go?
2. If you could be a superhero, what power would you have?
3. If you could meet any historical figure, who would it be?
4. If you could have any animal as a pet, what would it be?
5. If you could have any superpower, what would it be?

Generating Content

- What type of high-value content should I include in my social media posts for a company that provides [detailed description of service]?
- Can you write 10 posts for Facebook about [detailed description of service] for [targeted description of audience] using [detailed description of your brand voice, voice, voice]?

Planning for Photos

- Please provide a list of photo shoot ideas for [type of organization] to highlight services that entail [detailed description of service] for [targeted description of audience]?
- Can you give me a list of photo ideas and props needed to showcase [detailed description of service]?

Collecting Stories Worksheet

SET UP POST-SERVICE SURVEY

BUILD A BUSINESS CARD ASKING FOR A REVIEW

1. Sign up for Canna for free account.
2. Set up a Google Business Profile.
3. Within Google Business Manager, locate the link you can share with clients for a review.

Schedule your FREE 1-on-1 Consultation
Thank you!

Questions?

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