

Welcome!



Telling a Better Story:

How to Market Your Organization for Greater Impact

June 25, 2024

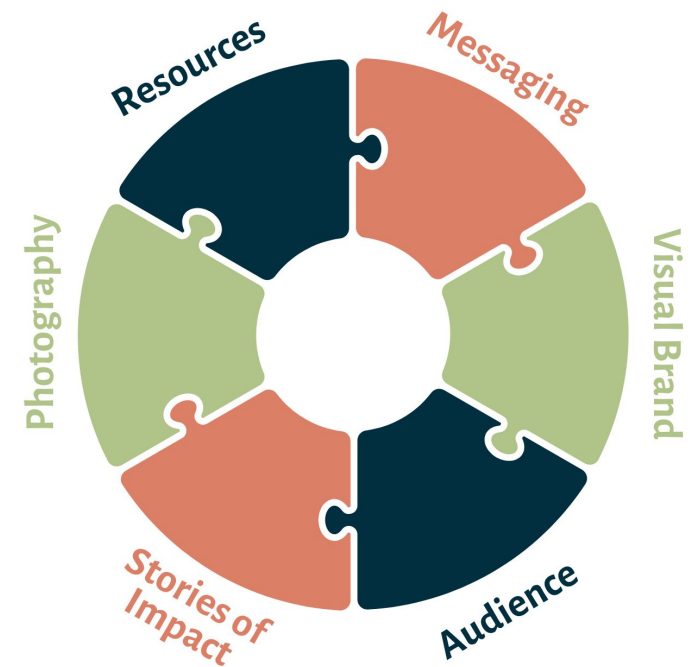
2024 NONPROFIT SUMMIT

Suzanne Rodriguez
Frameworks Creative
suzanne@mybrandframework.com

Become the marketing expert for your organization

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?

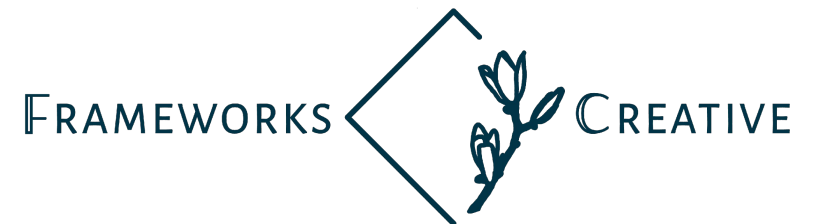
About Me



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.

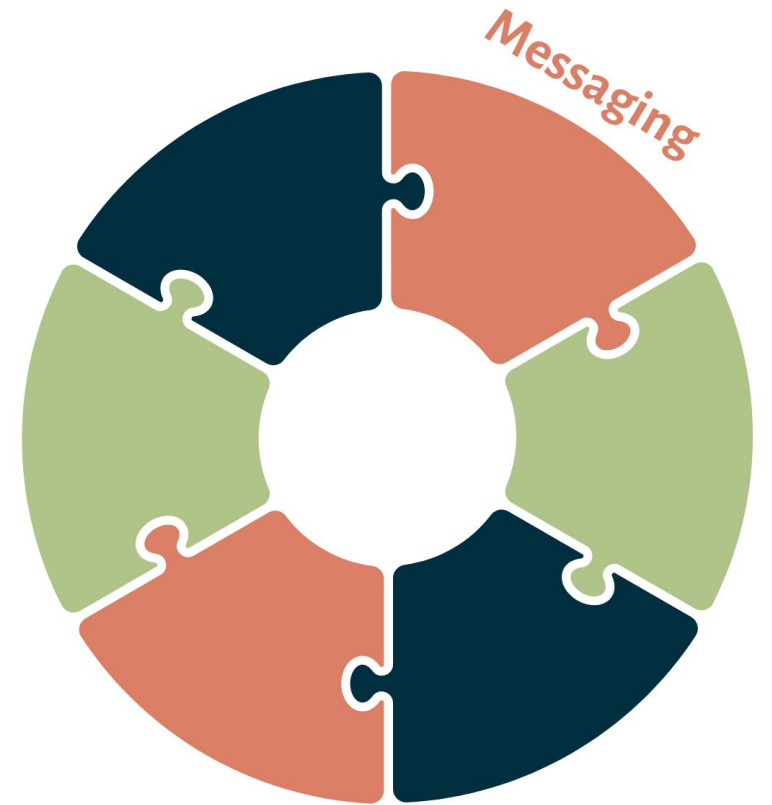


@mybrandframework



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

[Become a Member](#)

[Donate](#)





[About](#) [Services](#) [Contact](#) [Service Providers](#) [Donate](#)

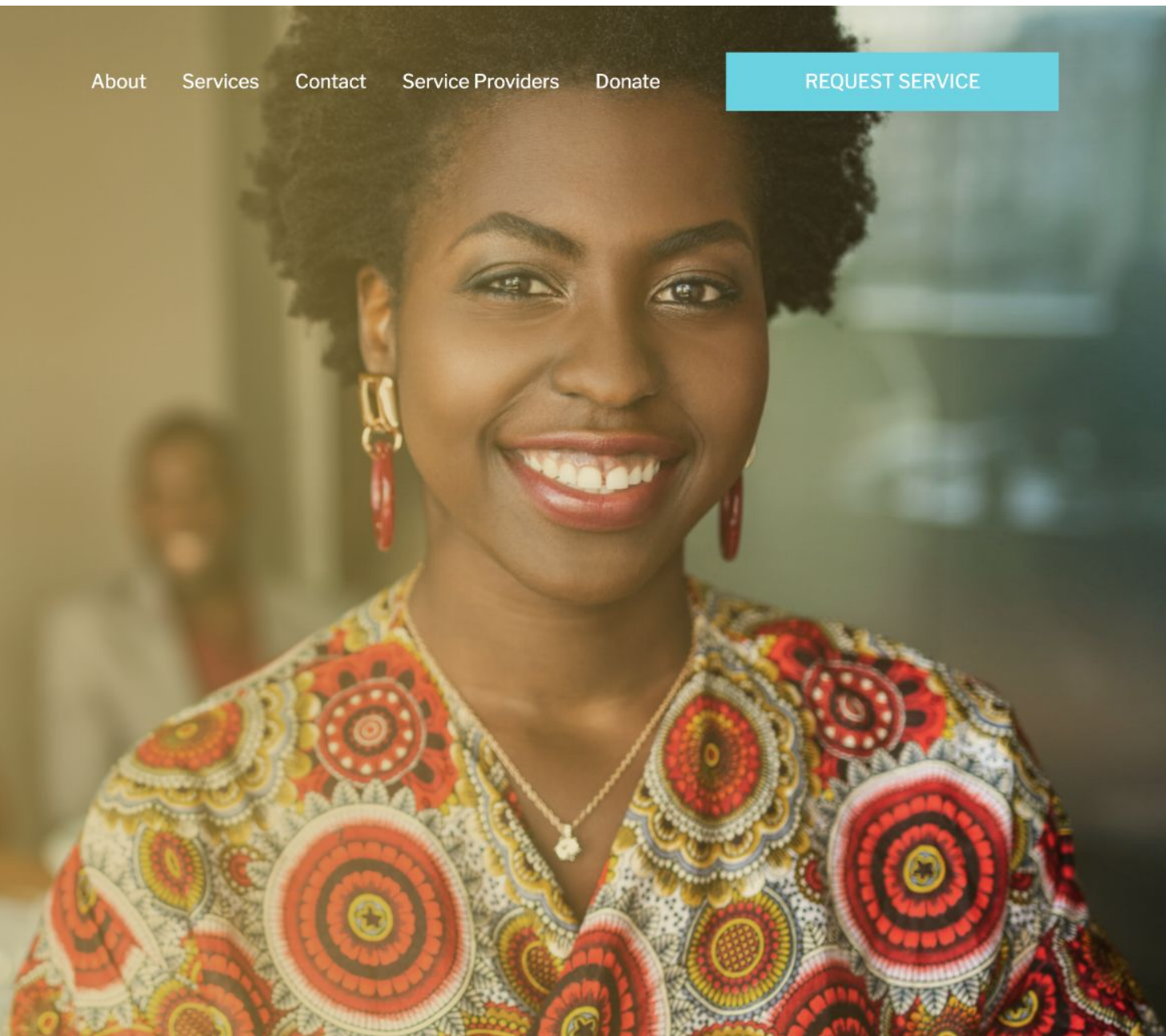
[REQUEST SERVICE](#)

Culturally Aware Conflict Resolution

Conflict resolution crafted to serve Somali and East African communities in the Twin Cities

[REQUEST SERVICE](#)

[READ CASE STUDY](#)



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.

[APPLY NOW](#)



Clearly call your audience to action

- Spell out how to sign up for services or engage with your organization
- Use action words
- Repeat!

Discover how a Google Grants agency can promote your mission with Google Ads.

[READ THE FULL GUIDE](#)



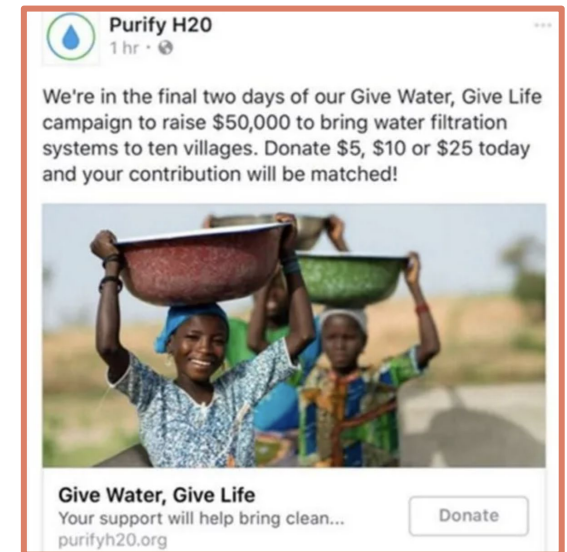
Diabetes Foundation

I got screened for her.

1 in 4 people with **diabetes** don't know it.

KNOW YOUR RISK

[LEARN MORE](#)



Purify H2O
1 hr · 🌐

We're in the final two days of our Give Water, Give Life campaign to raise \$50,000 to bring water filtration systems to ten villages. Donate \$5, \$10 or \$25 today and your contribution will be matched!

Give Water, Give Life
Your support will help bring clean...
purifyh2o.org

[Donate](#)

Telling a Better Story:

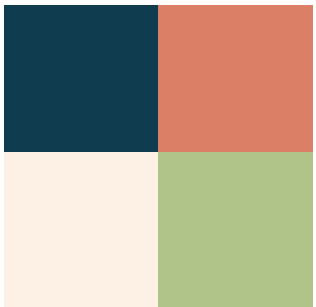
Visual Brand Basics



Visual Brand Basics



Serif
Sans Serif



Components of a brand:

- Logo
- Colors
- Fonts
- Photos & Graphics

Your visual brand should:

- Represent your organization well
- Be used consistently



Logos



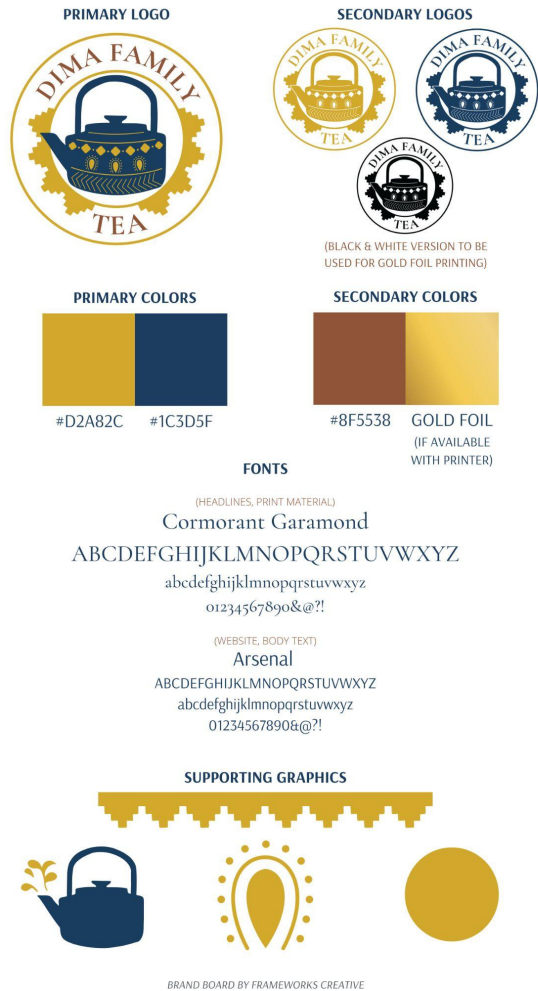
- Have it professionally designed
- Keep it simple (scalable, usable in all contexts)
- It should reflect who you are as an organization
- You should love it



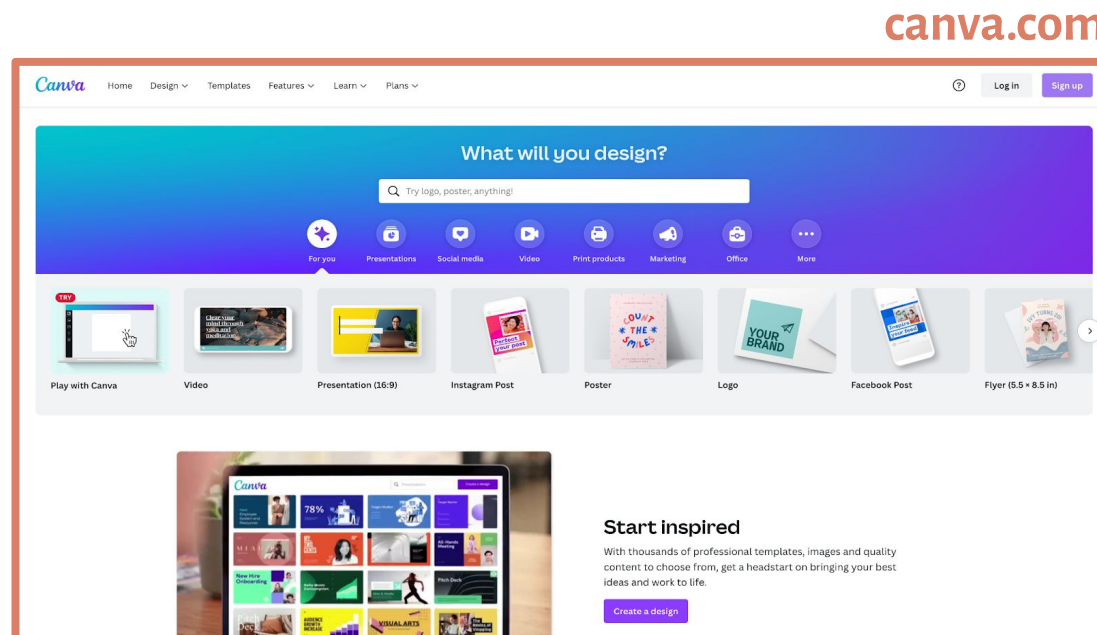
- Know when to use each file type
 - .png for transparent background
 - vector file for printing (.svg, .eps, .pdf)
 - smaller file size for web (1000px wide)



Building a brand board



- Keep it simple
- Build one on Canva.com
- Use it!



When to use your brand board



ALTERNATIVE LOGOS



PRIMARY COLORS



FONTS

HEADER

BODY TEXT

SECONDARY BODY TEXT

AaBbAc123
Oranienbaum

AaBbAc123
Pathway Gothic One

AaBbAc123
Open Sans

PATTERNS & OTHER ELEMENTS



Whenever work is being done for:

- website
- other online profiles
- business cards
- flyers
- brochures
- ALL marketing materials

FREE 5 Day Take Action Challenge

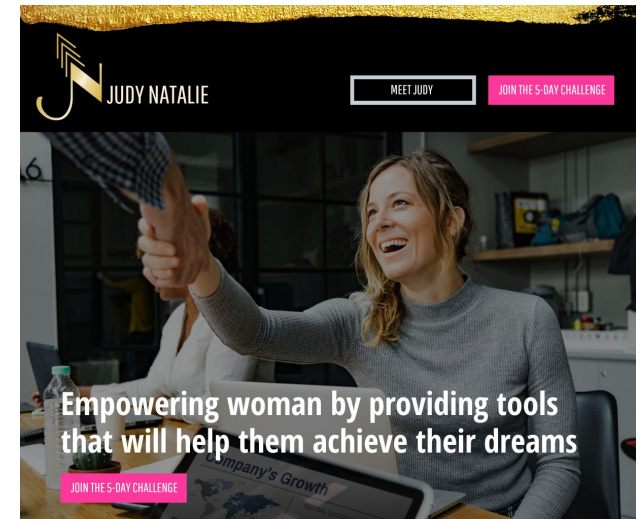
Daily Facebook LIVE Conversations

March 2@ 11am EST
March 4@ 11am EST
March 5@ 11am EST

March 12@ 11am EST
March 14@ 11am EST
March 15@ 11am EST

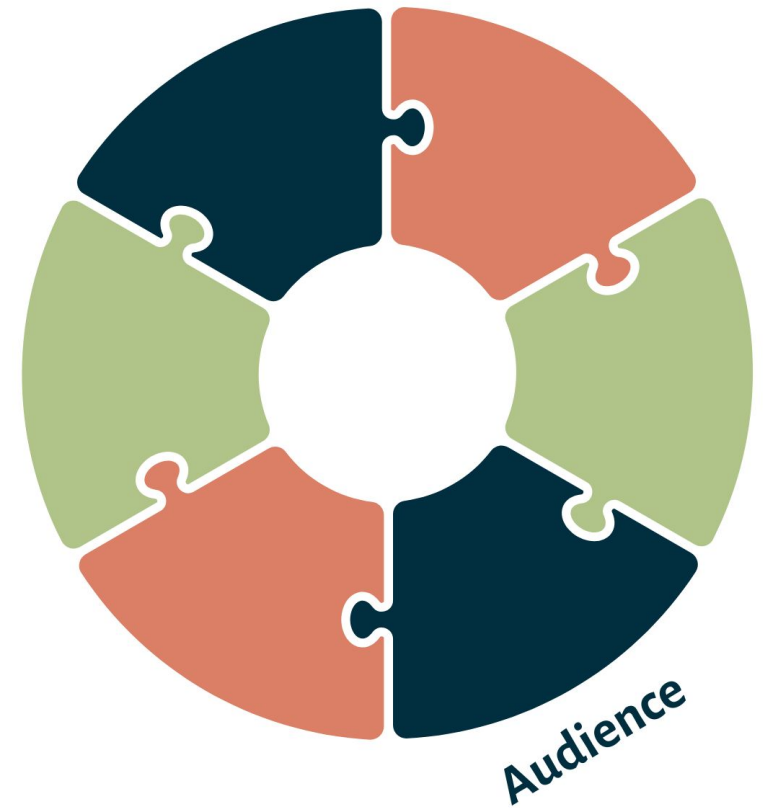


When you put an action
to your DREAMS they
become your GOALS



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 audience profiles

- Build a customer persona

hubspot.com/make-my-persona

What Is a Buyer Persona?
Learn what a buyer persona is and how to conduct research, surveys, and interviews to build your own.
[Learn More](#)

Make My Persona Tool
Create a buyer persona that your entire company can use to market, sell, and serve better.

HubSpot TOOLS
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The Enthusiastic Entering Entrepreneur



Job Title

Owner/Founder

Age

25 to 34 years

Highest Level of Education

Some college, no degree

Social Networks



Industry

Retail

Organization Size

Self-employed

Preferred Method of Communication

- Social Media
- Email
- Face-To-face

Tools They Need to Do Their Job

- Email

Their Job Is Measured By

If they can continue to run their business and replace their income

Job Responsibilities

Every part of the business - it's a one-person show!

Goals or Objectives

Increase sales, streamline processes, grow product lines

Reports to

Themselves

Biggest Challenges

- Navigating Client Relationships & Communications
- Resources

They Gain Information By

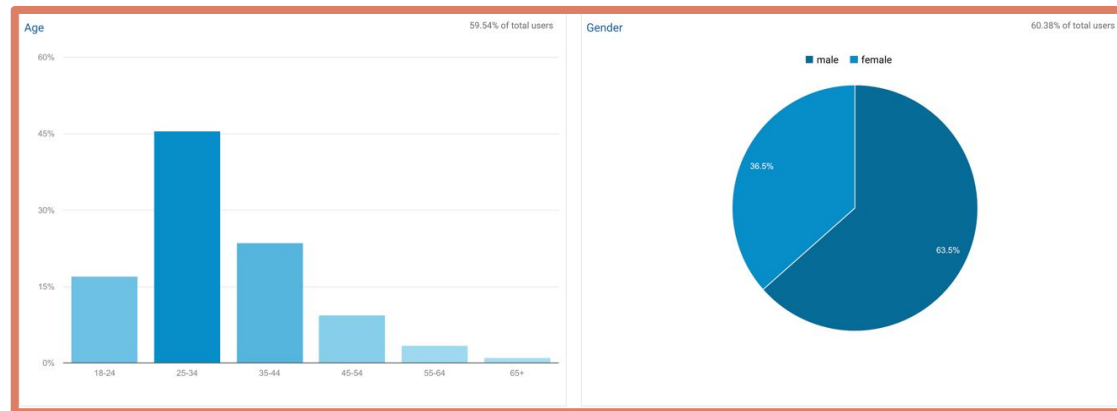
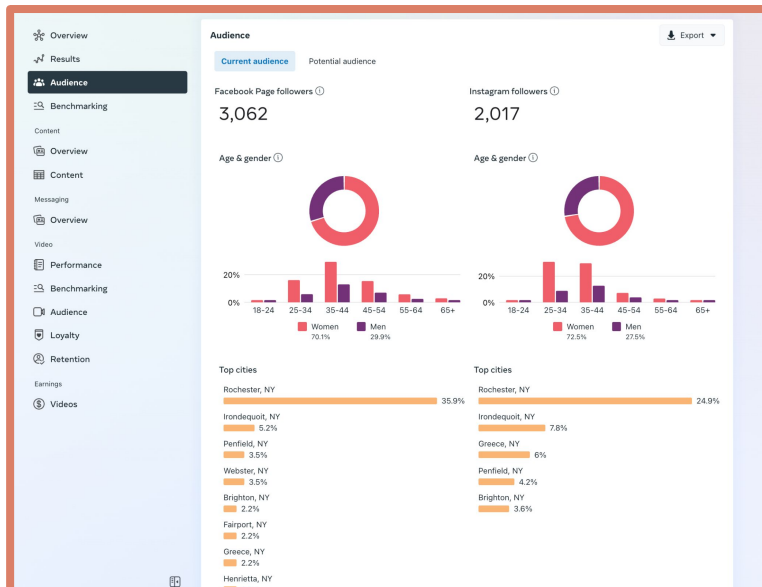
Entrepreneurial Assistance Centers, networking groups, circle of family and friends

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

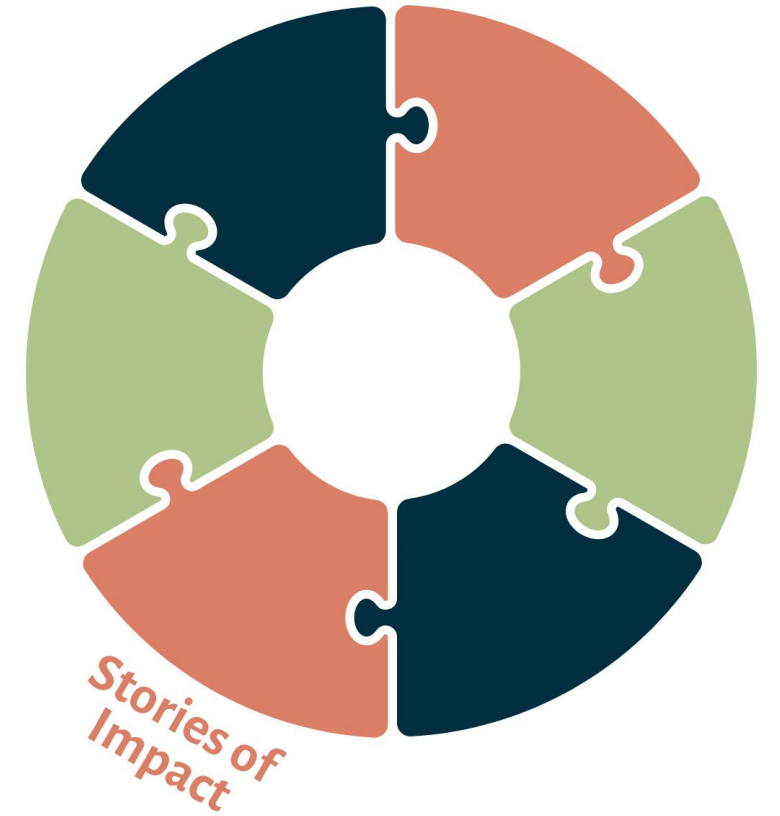
AI chatbot prompt:

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]?

- 1. Educational Guides:** Create guides or tutorials on topics related to jewelry, such as how to care for different types of jewelry, the history of specific gemstones or materials, or tips for styling jewelry to complement different outfits or occasions.
- 2. DIY Jewelry Projects:** Share DIY jewelry-making projects or craft ideas that your audience can try at home. This could include simple tutorials for making earrings, bracelets, or necklaces using basic materials or techniques.
- 3. Expert Tips and Advice:** Offer expert advice from jewelry designers, artisans, or gemologists on topics like how to choose the perfect piece of jewelry, how to spot high-quality craftsmanship, or insider tips for finding unique and rare gemstones.
- 4. Style Inspiration:** Provide style inspiration and outfit ideas featuring your jewelry. Show how your pieces can be styled in different ways to suit various personal styles, from casual to formal, bohemian to minimalist.
- 5. Exclusive Discounts and Offers:** Reward your social media followers with exclusive discounts, early access to new collections, or special offers available only to your online community. This adds value and encourages engagement and loyalty.
- 6. Interactive Q&A Sessions:** Host live Q&A sessions or AMA (Ask Me Anything) sessions where followers can ask questions about jewelry, design, craftsmanship, or anything else related to your brand. This fosters engagement and builds a sense of community.
- 7. Storytelling and Behind-the-Scenes Content:** Share the stories behind your jewelry collections, highlighting the inspiration, creative process, and craftsmanship that goes into each piece. Behind-the-scenes glimpses into your workshop or design studio can also be intriguing and engaging.
- 8. Customer Spotlights:** Feature stories or testimonials from satisfied customers who have a unique connection to your brand or who have a compelling story to share. This humanizes your brand and helps build trust with potential customers.
- 9. Sustainability and Ethical Practices:** Highlight your brand's commitment to sustainability, ethical sourcing, and responsible manufacturing practices. Share information about your materials, production processes, and any initiatives or partnerships aimed at promoting environmental and social responsibility.

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?

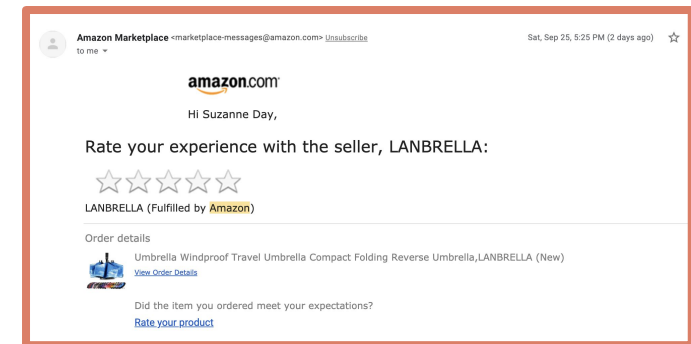
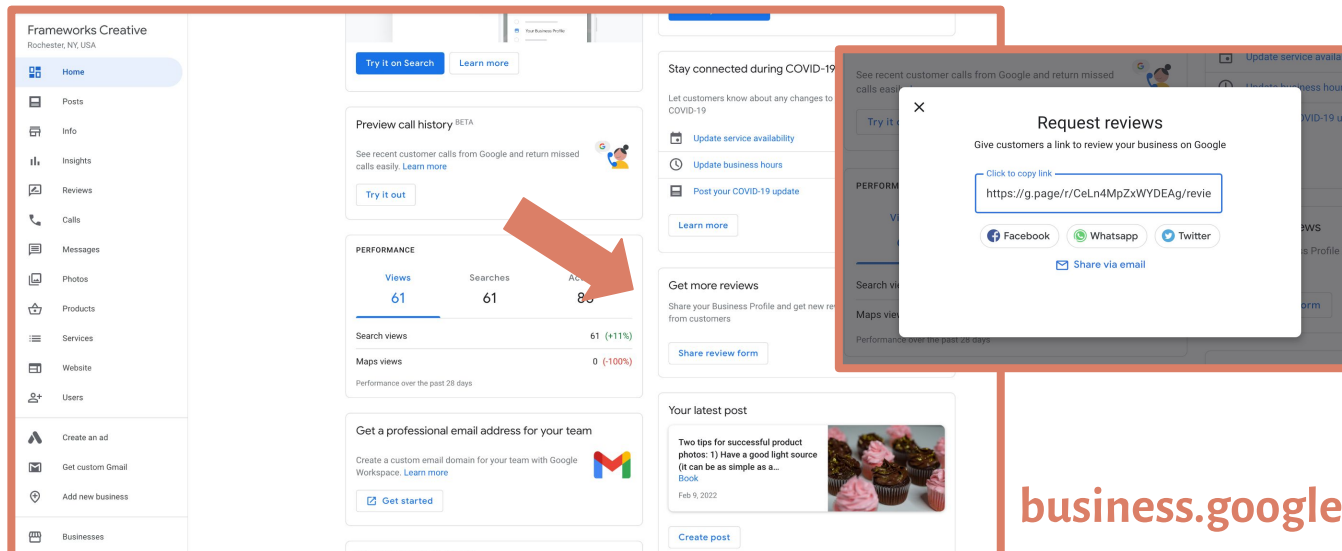
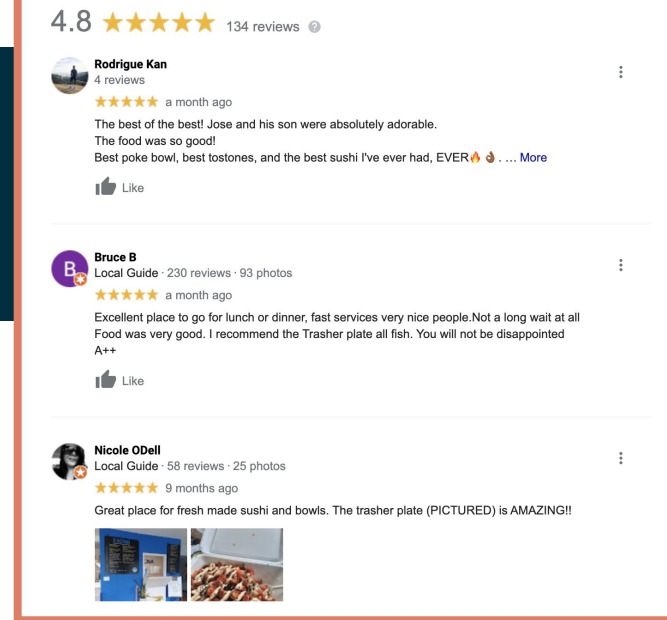
Empowering vs. exploitive



- 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!



business.google.com

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

"Thank you for the many ways you helped me in making my dream of being an entrepreneur a reality."

-Judy, Lifestyle Coach



Providing a Place Where Seniors Can Thrive

Social and Emotional Needs Met



"Durante la pandemia fue de gran ayuda. No pude salir de mi casa por motivos de salud y estar con otras personas. **Me siento feliz de levantarme en la mañana.** A otras personas les diría que hay bastantes beneficios, muchas clases de ejercicios, aquellos que no pueden cocinar se pueden beneficiar de los alimentos. Aprendemos muchas cosas."

- Edna, Participante

"Being a member of Centro de Oro from Ibero has helped improve my health mentally as well as physically. I enjoy both the exercise lessons and the visitors who come to teach us in nutrition and many other topics. I also enjoy and treasure socializing with others since it has helped me cope with depression."

- Wilma, Participant



Celebramos la Cultura Latina

"Me ha impactado el hecho de que es el único centro de habla hispana aquí en Rochester y su programa es muy eficiente. Únete de inmediato porque es muy bueno para socializar."

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

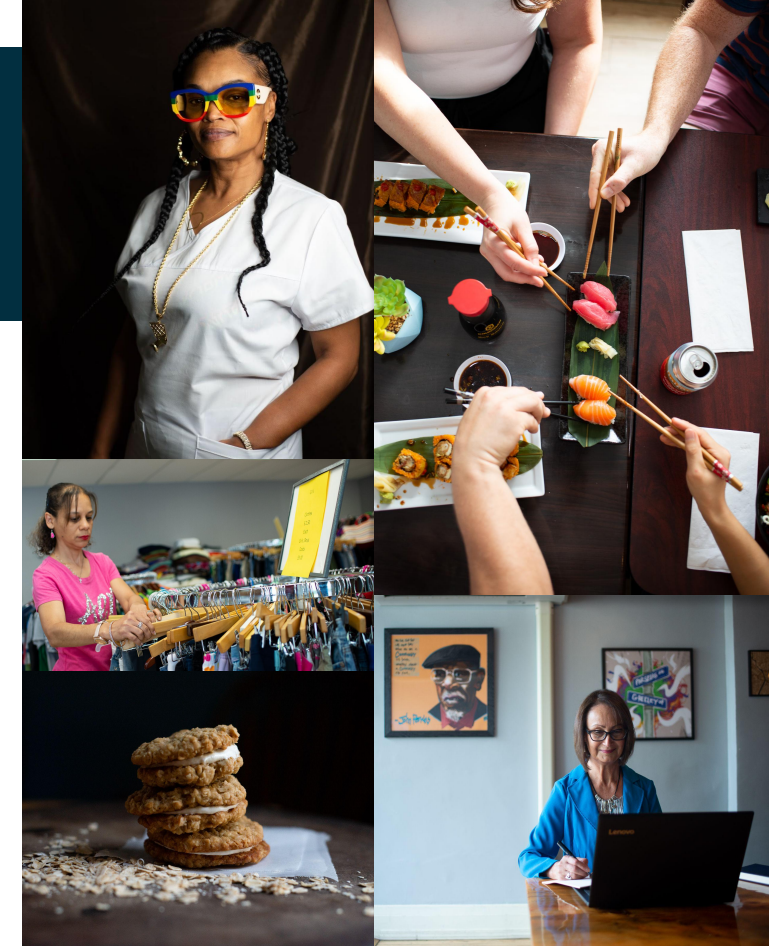
Photography: Sources

Stock

- Easy
- Fast
- Many free options

Custom

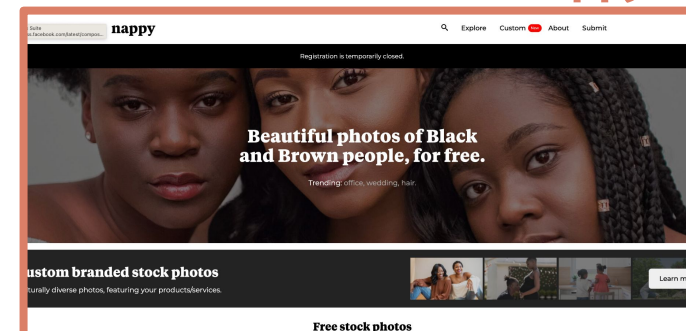
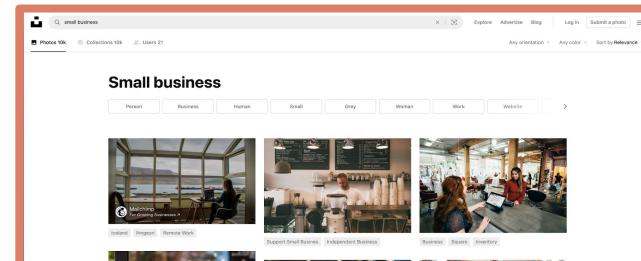
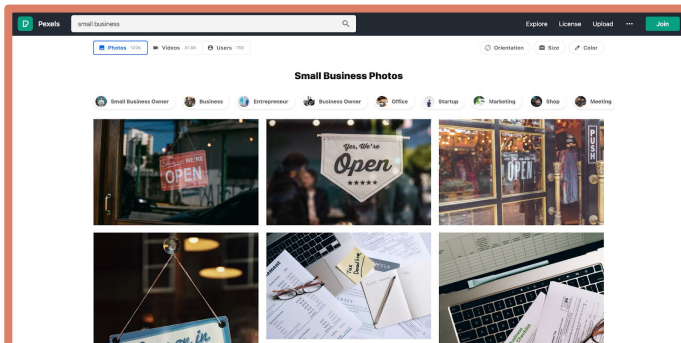
- Reflects your brand authentically
- Doesn't have to take any extra equipment
- Photos can help ease fears (what does your location look/feel like, how does your product work)



pexels.com

nappy.co

unsplash.com



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]

Goal: Capture engaging photos showcasing your organization's support for Latino entrepreneurs and the business planning services you offer.

Locations:

- Consider a mix of settings: your office (if inviting), a co-working space, a local Latino-owned business, or an outdoor location with cultural significance.

People:

- Feature Latino entrepreneurs at different stages - someone brainstorming, reviewing a business plan, or celebrating a launch.
- Include staff members interacting with clients, offering guidance, or presenting workshops.
- Ensure a diverse representation of Latino backgrounds and ethnicities.

****Photos (Consider both posed and candid shots):**

1. Community & Support:

- A group of Latino entrepreneurs engaged in a workshop discussion.
- A staff member mentoring a client one-on-one.
- A handshake between a client and staff member symbolizing a new venture.

2. Business Planning Process:

- A client brainstorming ideas on a whiteboard with colorful markers.
- A close-up shot of someone writing a business plan on a laptop.
- A client and staff member reviewing a document together (both smiling).

3. Success & Empowerment:

- A Latino entrepreneur confidently presenting their business plan to a potential investor.
- A group celebrating the grand opening of a new Latino-owned business.
- A client holding a "We're Open!" sign in front of their business (smiling proudly).

You

please provide a shot list for my marketing and branding business to highlight my services that entail marketing coaching with small business owners

ChatGPT

Certainly! Here's a shot list tailored for your marketing and branding business to highlight your marketing coaching services with small business owners:

1. Introductory Shots:

- Headshot of yourself with a friendly and approachable demeanor.
- Wide shot of your office/work environment, showcasing professionalism and organization.

2. Client Interaction Shots:

- Candid shots of you engaged in conversation with small business owners.
- Close-up shots of you discussing strategies or reviewing analytics with clients.
- Medium shots of you conducting workshops or giving presentations to small groups.

3. Before-and-After Shots:

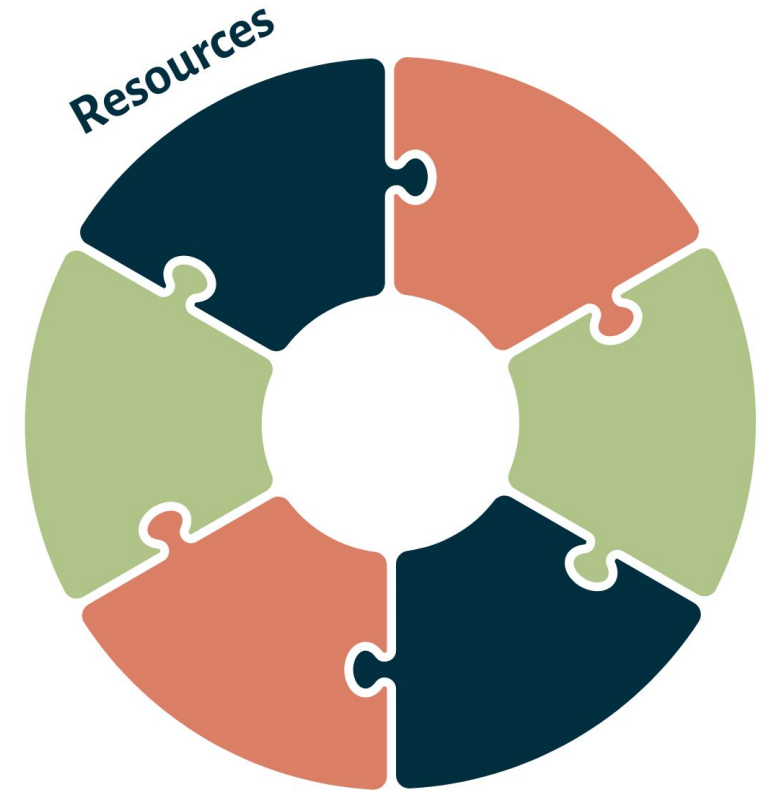
- Visual representations (graphs, charts, or images) showing the progress made by your clients under your coaching.

4. Action Shots:

- Dynamic shots of you leading coaching sessions, possibly with clients taking notes or actively participating.

Telling a Better Story:

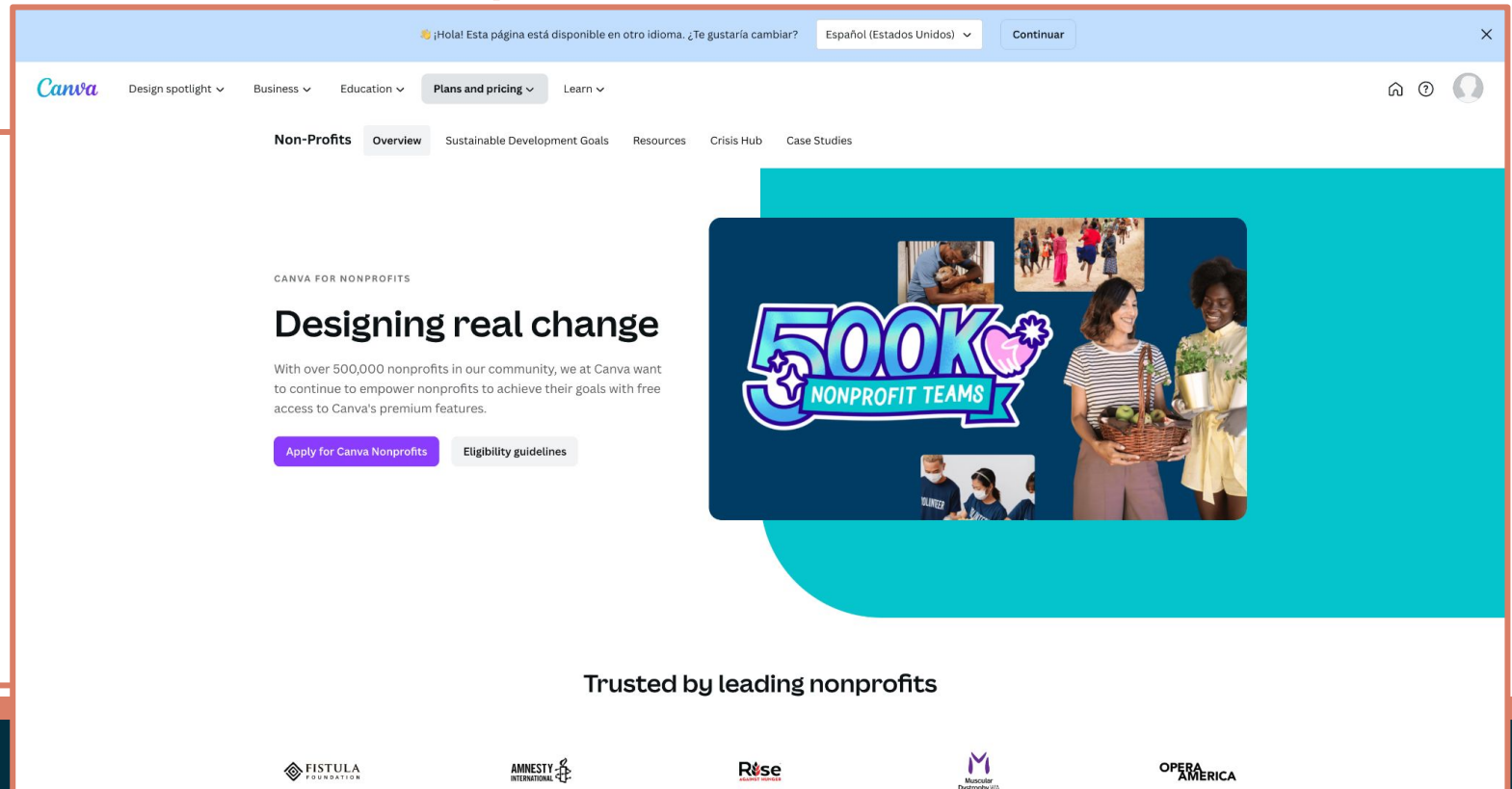
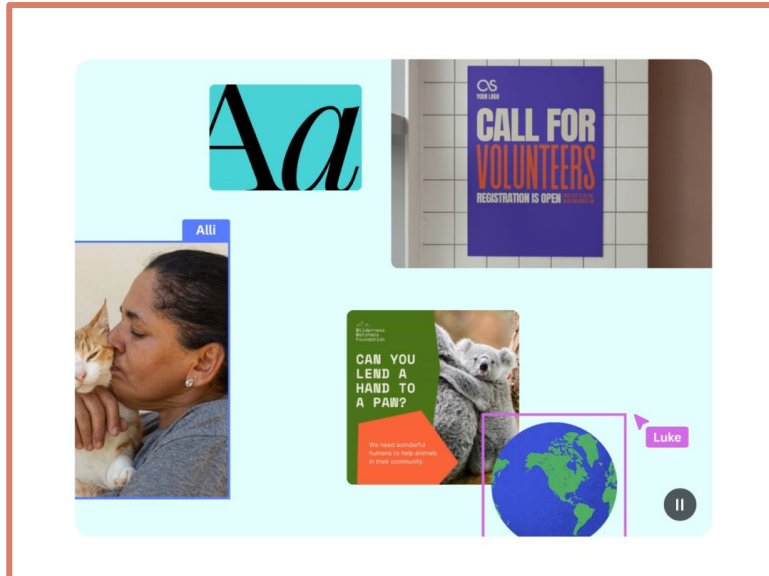
Know what tools are available



Free tools: Canva for Nonprofits!!

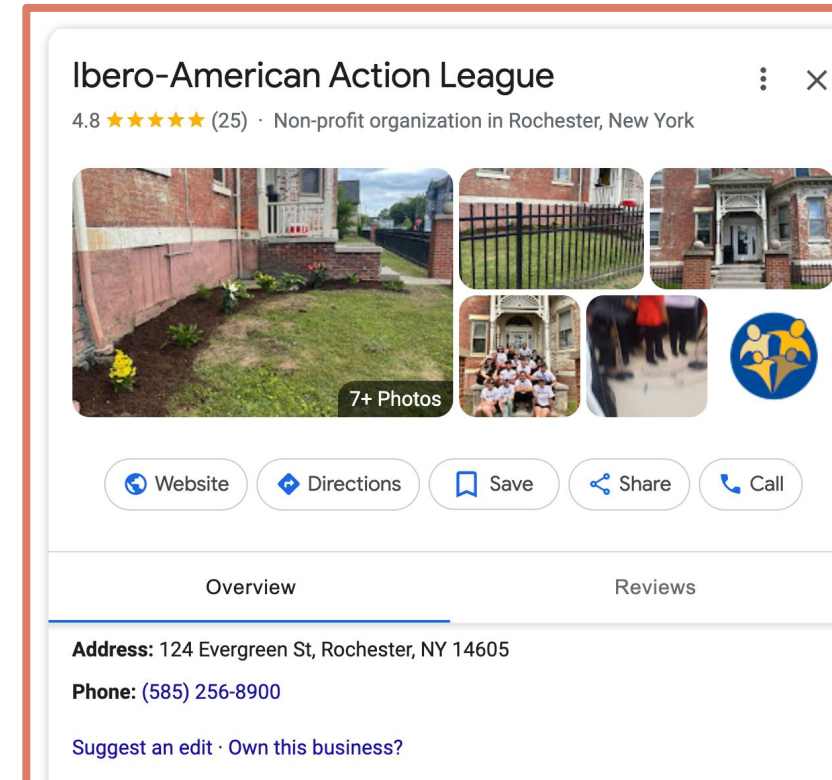
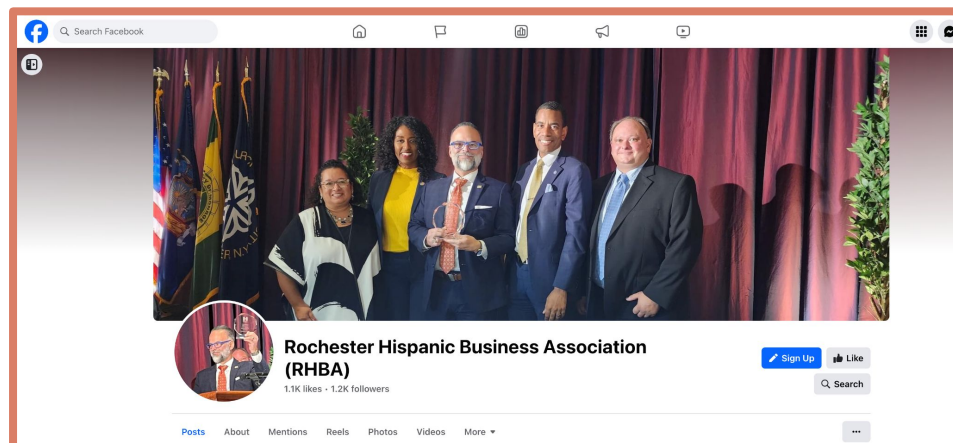
With over 500,000 nonprofits in their community, Canva wants to continue to empower nonprofits to achieve their goals with free access to Canva's premium features.

canva.com/canva-for-nonprofits/



Free tools: Online profiles

- Google Business
- LinkedIn
- Facebook
- Instagram

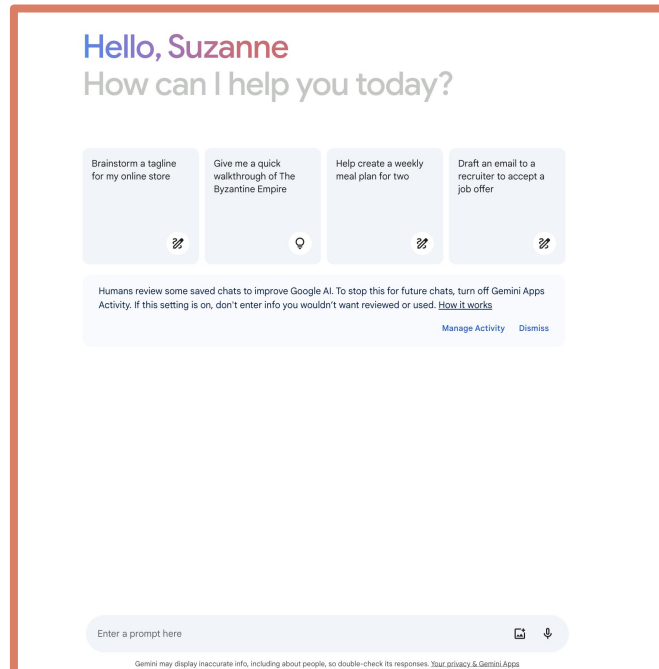


Free tools for idea generation

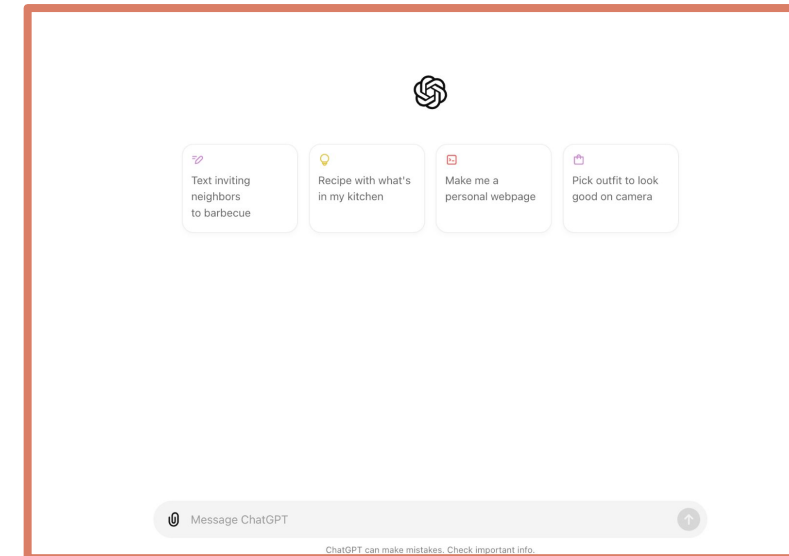
AI Chatbots:

- Google Gemini
- ChatGPT

gemini.google.com/app



chatgpt.com



Free tools for defining your audience

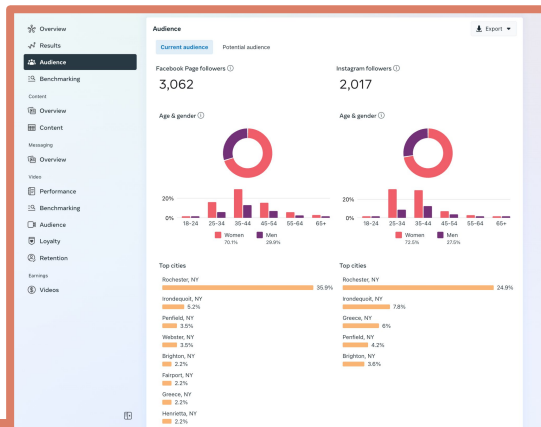
Customer persona profile:

- Hubspot

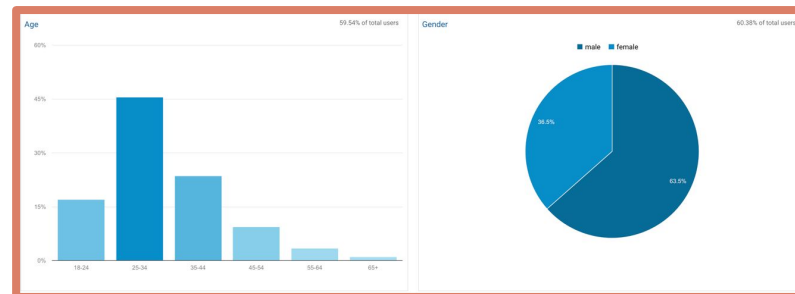
Reporting for current demographic data:

- Google Analytics
- Meta for Business

business.facebook.com



analytics.google.com



The Enthusiastic Entering Entrepreneur



Job Title

Owner/Founder

Age

25 to 34 years

Highest Level of Education

Some college, no degree

Social Networks



Industry

Retail

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Every part of the business - it's a one-person show!

Goals or Objectives

Increase sales, streamline processes, grow product lines

Reports to

Themselves

Biggest Challenges

- Navigating Client Relationships & Communications
- Resources

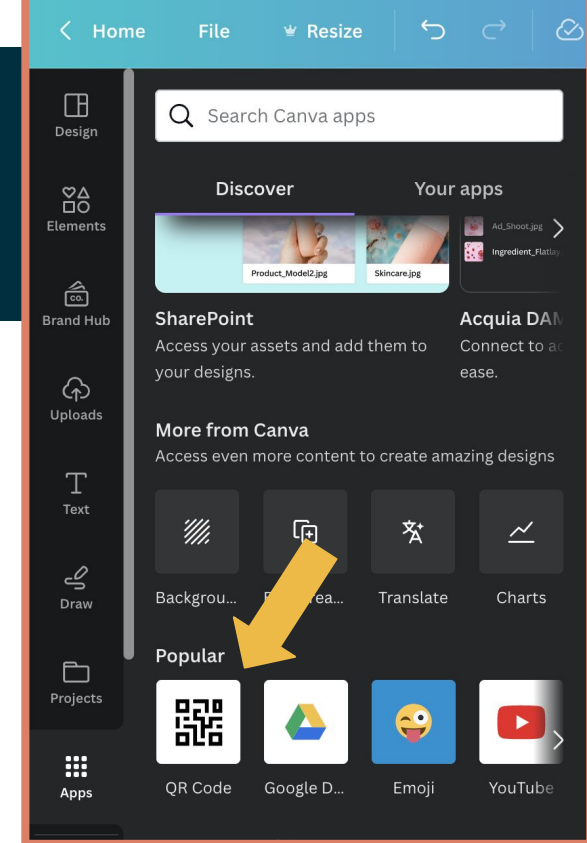
They Gain Information By

Entrepreneurial Assistance Centers, networking groups, circle of family and friends

hubspot.com/make-my-persona

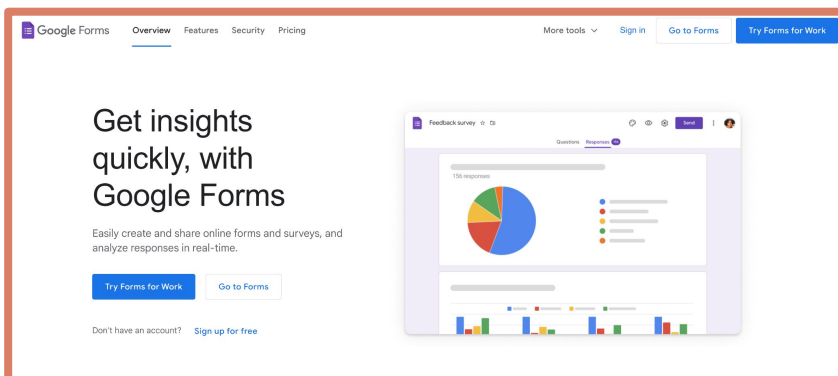
Free tools for collecting stories

- 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

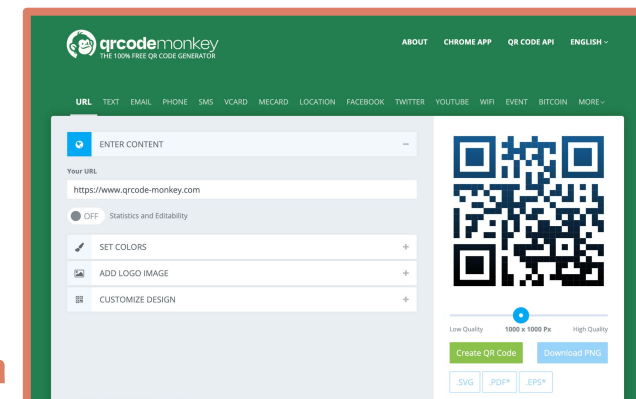


canva.com

google.com/forms

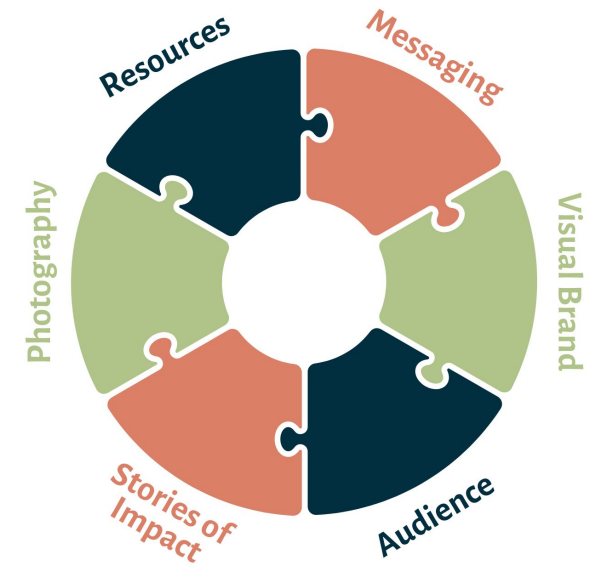


qrcode-monkey.com



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

Instructions: Fill in the items below. Then use one of these AI chatbot tools to input the following prompts with your details.

Organization type:
Detailed description of audience:
Detailed description of service:
Tone of brand voice (conversational, formal professional, familiar, etc):



gemini.google.com/app



chatgpt.com

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] for [detailed description of audience]?
- Can you write 10 posts for Facebook about [detailed description of service] for [detailed description of audience] using a [description of your brand voice] voice?

PLANNING FOR PHOTOS

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

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Schedule your FREE 1-on-1 Consultation

Collecting Stories Worksheet

SET UP POST-SERVICE SURVEY

Build a Google Form using questions such as the following:

- Where were you before you found out about [service]? What was the need that helped you decide to sign up?
- How is your life different because of [service/organization]?
- What would you say to someone else considering engaging in this service?
- How can we serve you better?



google.com/forms

Set up this survey to be an automated part of your process with clients.

BUILD A BUSINESS CARD ASKING FOR A REVIEW

- 1 Sign up for Canva for Nonprofits.
- 2 Set up a Google Business Profile.
- 3 Within Google Business manager, locate the link you can share to ask for reviews.
- 4 Find a business card template in Canva. Update with colors, fonts, etc, according to your visual brand.
- 5 Create a QR code that links to Google review URL (using app within Canva Premium). Add to business card.
- 6 Determine where in your client process you'll give out the card to request reviews.
- 7 Order business cards.



canva.com/canva-for-nonprofits/



google.com/business

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Schedule your FREE 1-on-1 Consultation



Photography



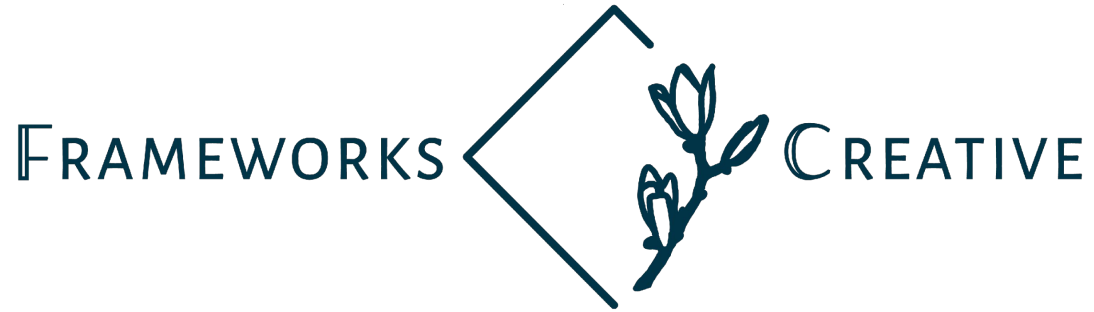
Branding



Coaching



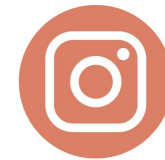
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Thank you!

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Questions?

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