

101 Marketing tips that will help you “Nail Jell-O to the Wall”

1. Use color and style. How else would Williams-Sonoma sell all those \$300 toasters? “It certainly wasn’t just about toasting bread.” Howard Lester, Chairman, Williams Sonoma
2. “Increase personal contact with donors as much as possible. Fund raising is friend raising.” Roy Quanstrom, Divisional Development Director, Heartland Division, The Salvation Army.
3. Use green marketing for both ethical and public relations reasons.
4. Use your business card as a mini-brochure, print information on both sides – and give them to everyone you meet.
5. Check it out: would you contribute to you? Do a self-test and ask questions you think donors would ask. Use your answers to improve your marketing.
6. Do market research with a group of donors or members. Ask what their concerns and favorite things are about your organization.
7. Once you understand what the various groups want – make a Marketing Plan for each segment. How will you reach them and involve them in your organization. Gwyn Lister, Director, Accelerated Income Methods
8. Help your prospects and donors see “what’s in it for them” by emphasizing how their values and your values match. Gail Meltzer, Fund Raising Advantage, Fort Lauderdale, FL.
9. Use two-step letters to encourage giving.
10. Send serial letters or postcards, like the old Burma Shave signs, they can capture – and hold—people’s attention.
11. Use current clippings in mailings to donors and prospects to call their attention to let them know what you’re doing – or should be or could be.
12. Submit articles to various newspapers, industry newsletters or journals and use the reprints as marketing materials.
13. Send news releases on a regular basis.
14. Join chambers, associations and networking groups and attend on a regular basis. Ask to present or be part of a program committee.
15. Sponsor an open house at your organization and invite both donors and prospects.
16. Offer a free seminar or workshop on a topic of general interest related to your organization. Send out a news release and invite the media.
17. Send seasonal greeting cards.
18. Make and deliver brownies on Valentine’s Day to your major donors and key volunteers.
19. Pay attention to donors’ wants, not organization needs.
20. KISS...Keep it Simple Stupid
21. Be consistent.

22. Follow up.

23. When running ads, target your market and choose the day your ideal audience will be reading the publication.
24. Have a really good ad made into a poster.
25. When publishing an article, write a really strong headline.
26. Offer something FREE if you can and really emphasize the FREE.
27. Use a border around your ad.
28. Use color if you can afford it.
29. Use lengthy copy sometimes. Ads with more copy draw attention too and give more information.
30. Always include contact info -- name, address, phone number, and website -- on all your publications.
31. Use upper and lower case letters because all caps are hard to read.
32. Make sure your typeface is big enough for your intended audience to read easily.
33. Ads with people in them have a higher attention response than those without.
34. Always answer the reader's crucial question: "Why should I respond to this ad?"
35. Create a clear action for the reader (i.e., donate now, buy, join, attend).
36. Make it easy to respond to the action request.
37. Create an ad and run it several times but in different periodicals and newspapers.
38. Classified ads can be very effective if you are very specific about what you want or need.
39. Be clever in your copy to get attention and make your headline all caps.
40. Use radio to reinforce direct mail campaigns.
41. Be humorous in your radio spot and use repetition but don't be funny at the expense of sincerity or your basic message.
42. Check out listener volume times and costs to find the most cost-effective time for your spot.
43. Mention your name at least five times within a 30-second spot.

44. Always follow up.

45. Try the ad on a 10 year old. If it isn't clear to him, it isn't clear.
46. Invent your own billboard space...put a sign on your roof or lawn.
47. Use flags to draw attention and add lighting if you can.
48. Use only 6 words on the sign and keep the concept simple.
49. Try for an easy to remember phone number.
50. Make the words large and easy to read.
51. Use a vivid picture or a 3D object if you can.
52. Use brochures to lend credibility to your request for action.
53. Send out a quarterly note with information from your organization's "expert" sources to the media. Results in many quotes attributed to your organization. Susan Moritz, President, Iowa Public Television Foundation.
54. Always proofread exhaustively.

55. Proofread by having someone not directly connected with the piece read it out loud to you.
56. Use posters as give-aways.
57. Get volunteers to hang doorknocker ads in your organization's neighborhood.
58. Establish relationships with service groups in the corporate and business community.
59. Do the same thing with high school groups, especially those that have volunteer service requirements.
60. Consider a government relations component in your public relations program. Government leaders can be helpful as both advisors and champions. Gail Meltzer, Fundraising Advantage, Ft. Lauderdale, FL
61. Create a newsletter filled with interesting short copy.
62. Be informative with a variety of topics.
63. Once you commit to a newsletter, keep it coming regularly.
64. Have specific goals for your newsletter with a consistent voice and a focus.
65. Call major gift benefactors who have named spaces and let them know the role that space is playing in your activities. Phil Schumacher, Gundersen, Lutheran Medical Foundation
66. Share good news with funders any time good news is printed or aired about your agency. Jennifer Conroy, Development Director, Sunny Hills Children's Garden
67. Looking for donors? The cheapest method of growing the active file is recapturing lapsed donors. Even better—invest in a pre-lapse program. Margaret Guellich, Senior Director of Development, American Life League
68. Use your volunteers to proofread your work—this both checks for accuracy and keeps them involved in the process.
69. Keep your database up to date.
70. Get as much address and contact information as possible so that you can use multiple methods to reach donors and prospects
71. Always keep accurate records of giving and consider periodically confirming major donors info with them.
72. Thank donors immediately --- even with a form letter – and follow up with something more personal later. Answer phone calls within 24 hours or less.
73. Use postcards with your organization's historical photos, kids' art or current activities to announce events or share interesting news with your donors.
74. Use direct mail to test different messages and responses.
75. Make sure your mail piece offers a direct action to take and makes it easy to accomplish

76. 11 things you can test with direct mail

- color vs. black and white
- motivators
- donation level
- length of letter
- first class vs. third class
- mailing lists
- envelope color and design
- response method
- number of enclosures
- postage paid vs. donor paid return device
- one step or two step response

77. Did you remember to follow up?

78. Plan your media the way you plan your fundraising so that you can include print clippings or media excerpts with your funding requests. Jennifer Conroy, Development Director, Sunny Hills Children's Garden

79. Get small gifts with your organization's name on them to give to volunteers and prospective donors.

80. Don't ever stop investing in new donors. It is sudden death. Margaret Guellich, Senior Director of Development, [American Life League](#)

81. When looking for publicity, be selective in sending press releases.

82. Be persistent with the media in your geographic or specialty area.

83. Make your press release newsworthy. It must be compelling to editors who read zillions of them.

84. Watch for bylined articles on topics related to your organization's mission and target those reporters.

85. Do exit surveys after events to see what attendees liked (and didn't). Use the information in planning and marketing next time.

86. Create an easy to navigate website. Ask for contributions on every page and make it easy to donate. Margaret Guellich, Senior Director of Development, [American Life League](#).

87. Keep your website up to date, interesting and informative.

88. Make it easy for people to donate, volunteer, buy tickets or respond to any other call to action on your website.

89. When you suggest that people call, write or e-mail that they get a response quickly.

90. Think about diversity in your marketing. Be genuine and do your homework.

91. Get involved with your community so that your organization is perceived as a resource and receives support in exchange.
92. Build trust in your organization by collecting testimonials. They will attract both donors and funders.
93. Start a viral e-mail marketing campaign: ask everyone on your contact list for donations or ticket sales or whatever to all your contact list and suggest that they “pass it along.”
94. Put out fishbowls to collect business cards to publicize your event. Pick a card and invite the winner free.
95. Collaborate with other organizations to generate publicity and interest in your area of service during the recognition day for that topic...Women’s History Month, National Volunteer Week, children’s day, etc.
96. Plan your marketing campaign, set expectations, evaluate and redesign.
97. Have a spot for people to fill in their email address on the first page of your website.
98. Encourage people to subscribe to an electronic version of your newsletter, emphasizing the cost savings and speed of delivery.
99. Offer enriched content in your electronic newsletters: pictures, articles that wouldn’t fit – but are still worthwhile – or links to other sites and info.
100. Add your best ideas and pass them on... ..

101. Always remember your pleases and thank-yous. (Did you follow up?)
Secrets of the Girl Scout Cookie Sale success.