

# SELLING TO NONPROFITS





# Joy Z

Vice President

- **Multi-channel Marketing Co**
- **Museum District of Houston, TX**
- **70-years in Business**
- **Approx 30% of our business is from List Compilation**
- **Balance from Marketing Mfg**
- **38% from Nonprofit Clients**

**BEB**  
*Business Extension Bureau*  
PRINT | DIRECT MAIL | DATA | MULTI-CHANNEL  
**MARKETING**

# **DOLLAR\$ FROM NONPROFIT\$**

- **Over 1.5 million nonprofits registered with the IRS**
- **NP contributes an estimated \$985 billion to the US economy**
- **Private giving rose to over \$410 billion**
- **Charitable giving rose for a fifth consecutive year**
- **Growth from 2016–2018 is much larger than the 40-year avg**





**Nonprofits are extremely diverse and have different needs depending on the universe they serve.**



# Marketing to Nonprofits

## **General Similarities**



# Patience

- **Nonprofits are slow to make change**
- **Time restraints**
- **Resource limitations**
- **Extremely competitive market**



# Listen-Learn

- **Learn how they operate**
- **Ask how they raise funds**
  - Events**
  - Partnerships**
  - Competitions**
- **Discuss how they measure success**
  - Donation Dollars**
  - Volunteer Time**
  - Items Collected**



# Define Goals

**Ask about the goals they are required to meet and how they are measured.**





# Weak in the data arena



# Personalization

- **Gift Amounts**
- **Projects**
- **Time of Year**

*Calls to action that suggest donation amounts are 50% more successful than open ended requests\**

*Shawmult Communication Group*



# Share Campaign content across multiple platforms



# Report Results in Writing

- Good News
- Bad News
- Inconclusive
- Data Performance
- Cost to execute  
vs. Donations
- Lapsed Donors
- New Donors &  
projected \$ value





# Power of Reporting Results


**Acquisition mailing of 250K pieces  
Spent \$83K  
.7% close rate**

**61% from lapsed membership renewals  
39% from newly acquired memberships**

**\$95K in new memberships  
represents \$300K in projected  
donations as the average tenure of a  
member is 3-years.**

**.7% close rate  
Earned 297% more than  
they spent.**



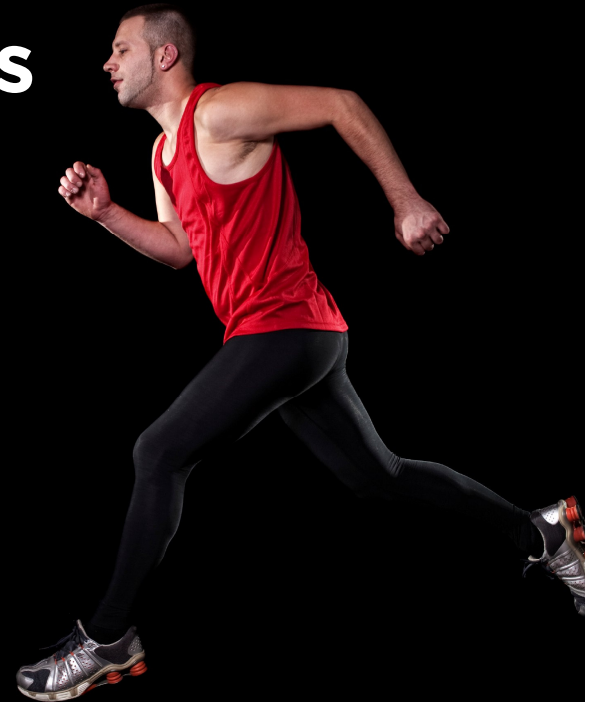


**Reporting results  
will prevent the  
value of your  
relationship from  
being subjective**

# Extra Mile

**Make the relationship a partnership**

- **Stay informed**
- **Share contacts and connections**
- **Volunteer-Donate**
- **Actively solicit donations**
- **Share on social**
- **Promote events through blogs, signs at the front desk etc.**





## In conclusion

### Remember PLEDGE

- Patience (NP move slow)
- Learn about the organization
- Educate on how they measure
- Define goals
- Give results in writing
- Extras go far

Thank You

