



information



Marketing

Marketing is a crucial part of running a successful nonprofit. Marketing tools can strengthen nonprofits by spreading their mission to their community as well as potential donors and partners.

Social media marketing, event marketing, partnership marketing, and email marketing are just a few of the many ways to spread awareness about your nonprofit and advance your mission.



Resources

Canva is a free, online graphic design tool that allows you to create dynamic, eye-catching designs to market your nonprofit. The platform provides various templates for digital marketing such as social media posts or traditional marketing such as booklets or posters.

Canva offers Canva Pro to non-profits for free, you just have to apply!

[Check it out >](#)

WATCH: What nonprofits can learn

READ: 5 Tips for Social Media

from Coca-Cola TedTalk

DEEP DIVE READ: 2023 Trends & Guide for Marketing (w/ templates!)

LISTEN: Nonprofit Podcast about Google Ad Grants



Organization Tip

Create and track your yearly, quarterly, and monthly goals to strengthen and grow your nonprofit. Start by evaluating your nonprofit and then let your mission guide you as you develop your goals. Start small, be realistic, and create a goal timeline. Click the link below for more goal-tracking tips.

[Goal Tracking Template](#)



"Try This"

Letters to the editor are a great resource to increase community involvement and awareness of your nonprofit. LTEs should have a call to action to either get a community involved or be aware of a cause. Try asking your board, volunteers, or end users to write a letter to the editor this month!

[LTE Example](#)



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Join us for our next BCNP social hour at Cubby's on Thursday, July 27, 4-5 pm.

