



Writing a Results-Driven Marketing Plan: The Nonprofit's Guide to Making Every Dollar Count - 2nd Edition

Tiffany A. Meyer

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It's a Vast Wilderness Out There ...Where is Your Nonprofit Headed? This fully revised, 2nd edition handbook offers far more than step-by-step guidance to create the most user-friendly and effective marketing plan you've ever written. And that's because in the increasingly hypercompetitive landscape in which nonprofits now operate, even the best marketing plans won't be successful unless what it is you're marketing is worth promoting in the first place. Unfortunately, many nonprofit marketers find themselves stuck in a very costly, reactive marketing cycle, as unsure of the landscape in which they're operating as they are in articulating who they are and what they do, or if the promotion route they're investing in will get them where they need to go. Regardless the impetus perpetuating this cycle, the substantial cost is without question-in misdirected time, precious resources, and energy, contributing as well to substantial staff burnout, and ultimately a lesser impact on the individuals and communities you serve. With all that's at stake, nonprofits can no longer afford to spend another minute-or another dime-operating without crystal clarity: of the critical relationship between effective marketing and your organization's financial sustainability; of what it is that makes your organization remarkable; of the nuances of the landscape in which you are operating; and ultimately, of what you need to do to stand out, grab your customer's attention, and build evangelists for your work. This handbook will guide you to do just that. Nonprofit-focused concepts, worksheets, and plan samples guide you to:

- * Clarify and communicate what makes your nonprofit remarkable
- * Eliminate costly, re-active marketing strategies
- * Respond to a rapidly shifting industry landscape or unexpected funding roadblocks intelligently
- * Better leverage existing resources for substantially improved marketing results

Build a thriving nonprofit brand from the inside out

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