



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

Tiffany A. Meyer

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'Sorry, there's no budget for that.' If you work for a nonprofit, you've heard this before. When marketing takes a back seat to the daily grind, getting the support you need to get the job done right can be an ongoing challenge. Yet now more than ever, marketing is an essential tool for nonprofits to better serve their communities, stand out from the competition, and secure their financial future. This book is the tool you need to make strategic, proactive marketing a top priority. Now you can give your marketing the direction, focus, and efficiency to maximize the smallest of budgets. This comprehensive handbook leads you step-by-step to position your organization; develop a simple, results-driven plan; obtain buy-in from administrators; report progress; and continually improve your program for optimum results. Even if you're brand new to marketing, you'll find this handbook accessible and easy to use. Practical, nonprofit-focused worksheets and sample plans will help you: - Tell your customers who you are in a manner that sticks - Get past the 'no-budget myth' - Land buy-in from board and administrators - Keep marketing efficient and cost-effective - Reduce unnecessary costs in your publications - Easily evaluate and report results - Increase revenue, memberships, donors, partners, enrollment, grant funding, event attendance, and more!

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