

Effective Advertising & Program Outreach Resources September 2009

The Article: "Social Media Marketing Benefits for Nonprofit Organizations"

Where It's From: Laura Lake, About.com

The Findings: Nonprofit organizations have been setting the pace for the use of social media in marketing since 2007. Why? It's easy. Social media is a cost-effective option for Nonprofit organizations to market themselves without needing an exorbitant amount of funding.

Some Specifics:

- Nonprofits were leading both corporations and universities in the use of social media tools.
- Nonprofits were more familiar with the tools and were using them significantly more often.
- Nonprofits had delved into monitoring attitudes of others with regard to the use of social mediums

Read the Full Article:

<http://marketing.about.com/od/internetmarketing/a/socialmedianonprofit.htm>

Explore the Study this Article References: "Still Setting the Pace in Social Media: The First Longitudinal Study of Usage by the Largest US Charities" by the University of Massachusetts Dartmouth Center for Marketing Research, <http://www.umassd.edu/cmr/studiesresearch/socialmediacharity.cfm>

The Article: "Creative Considerations for Non-Profit Marketing"

Where It's From: Jeanne Grunert, Suite101.com

The Findings: Remember, donors and funders look at non profits critically, and want to believe that their donations are entirely used to help the non profit's cause. Consumer and customers of non profits perceive anything flashy, overly designed, or overly slick as wasteful spending on the part of non-profit organizations. Well-chosen photographs support the non-profit organization's mission by showcasing the non profit's work. Avoid sending so many gifts to potential donors that it appears wasteful.

Some Specifics:

1. Avoid Looking Like You Spent a Lot on Marketing:
 - Use matte paper stock instead of glossy
 - Choose recycled papers
 - Select more subdued colors than bright, bold colors, but keep within the corporate palette
2. Use Photography that Supports Non Profit Missions
3. Avoid Too Many Gift Items (keychains, calendars, pens)

Read the Full Article:

http://marketingpr.suite101.com/article.cfm/creative_considerations_for_non_profit_marketing