



Not Yet and Not Until: Setting Realistic Expectations for Your Marketing and Communications



with Kivi Leroux Miller,
Founder and CEO

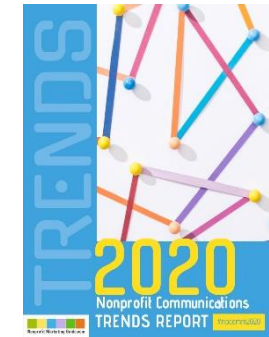
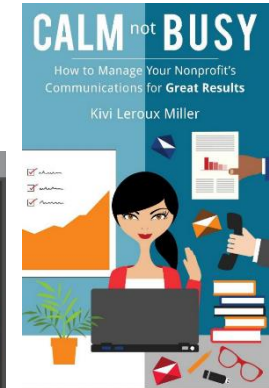
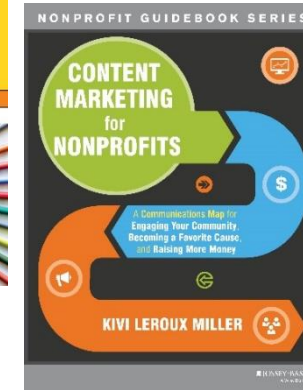
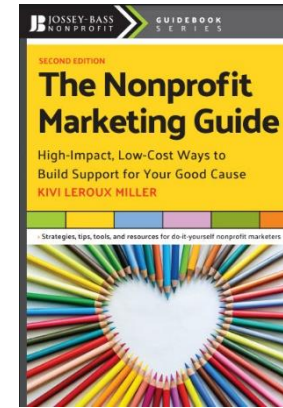
 **NONPROFIT
MARKETING
GUIDE**





We help nonprofit communicators learn their jobs, love their work, and lead their teams.

- Blog and Weekly Newsletter
- All-Access Training Pass to Frequent Webinars, E-Courses, and Downloads.
- Communications Director Mentoring Program

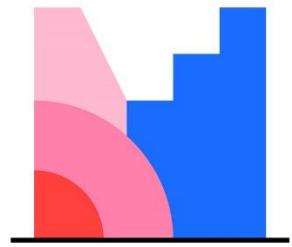


How about a little friendly competition?

First, second, and third place win a card deck.

www.menti.com and
use the code **65 62 70 0**



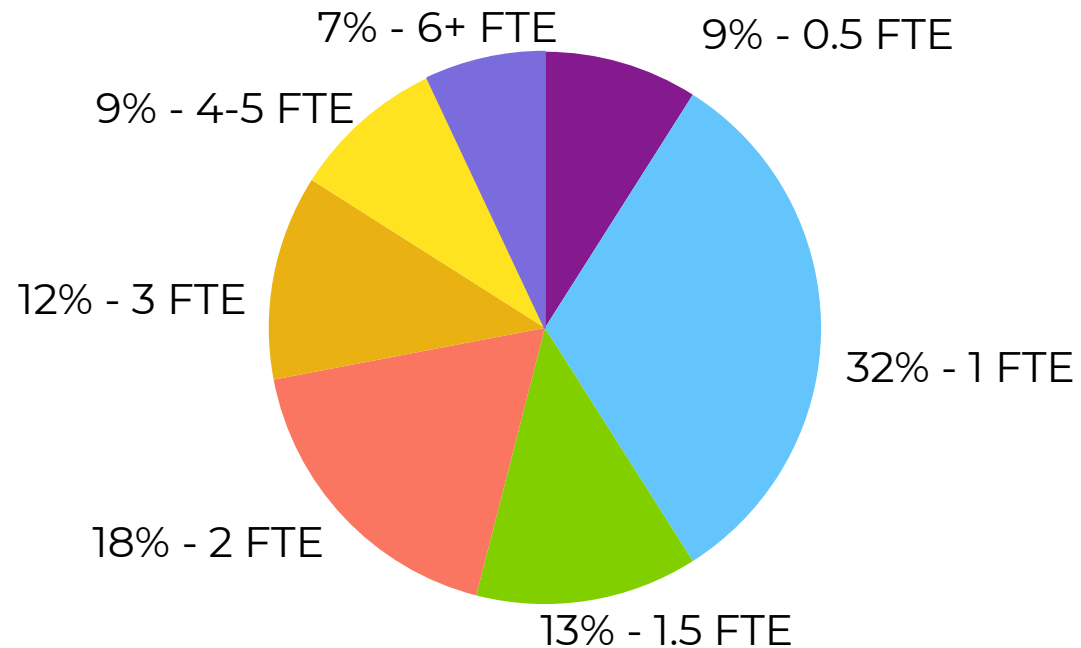


Mentimeter

#1



The One-Person Communications Team is Common, But Most Teams Are Bigger



Communications Team Sizes Across the Nonprofit Sector

FTE = Full Time Equivalent



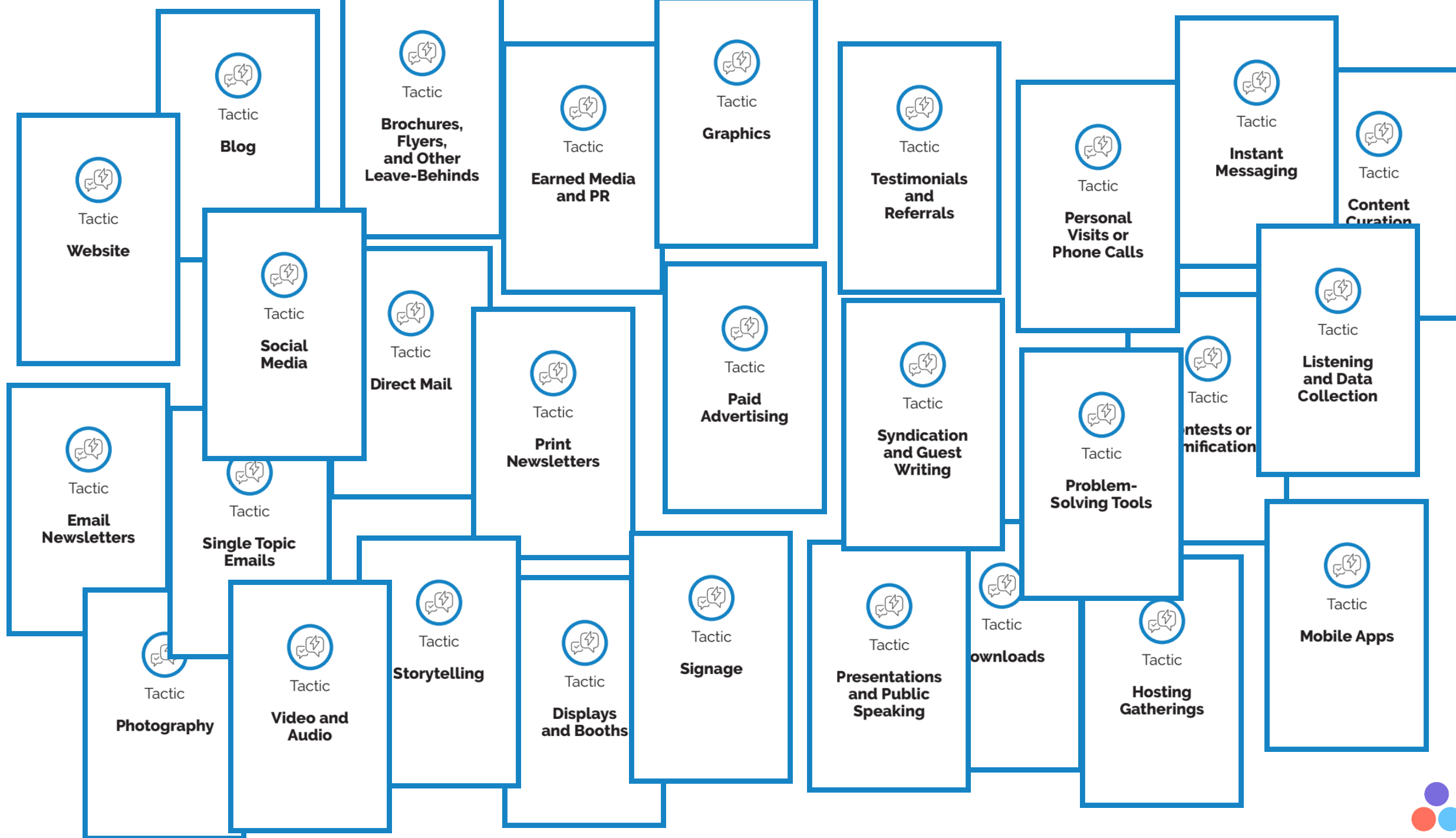


GOOD NEWS:

There are millions of good communications and marketing ideas.

We have so many choices!







BAD NEWS:

Without good management and planning,
expectations get out of control
very quickly.





How can your marketing be as effective as possible **with the staff capacity you have now?**

How can you build a culture that says **“not now or not yet”** when you are at capacity?





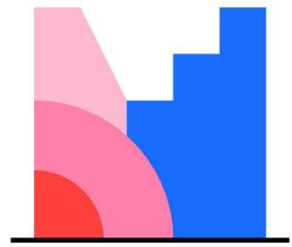
And how can you **plan now to build** up a comms team so you can confidently say “**Yes, let’s do it**” more often?





I talk through **five questions** when helping a nonprofit set realistic expectations for communications and marketing.





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#2





Question #1



**Do you have at
least one
full-time comms
person?**

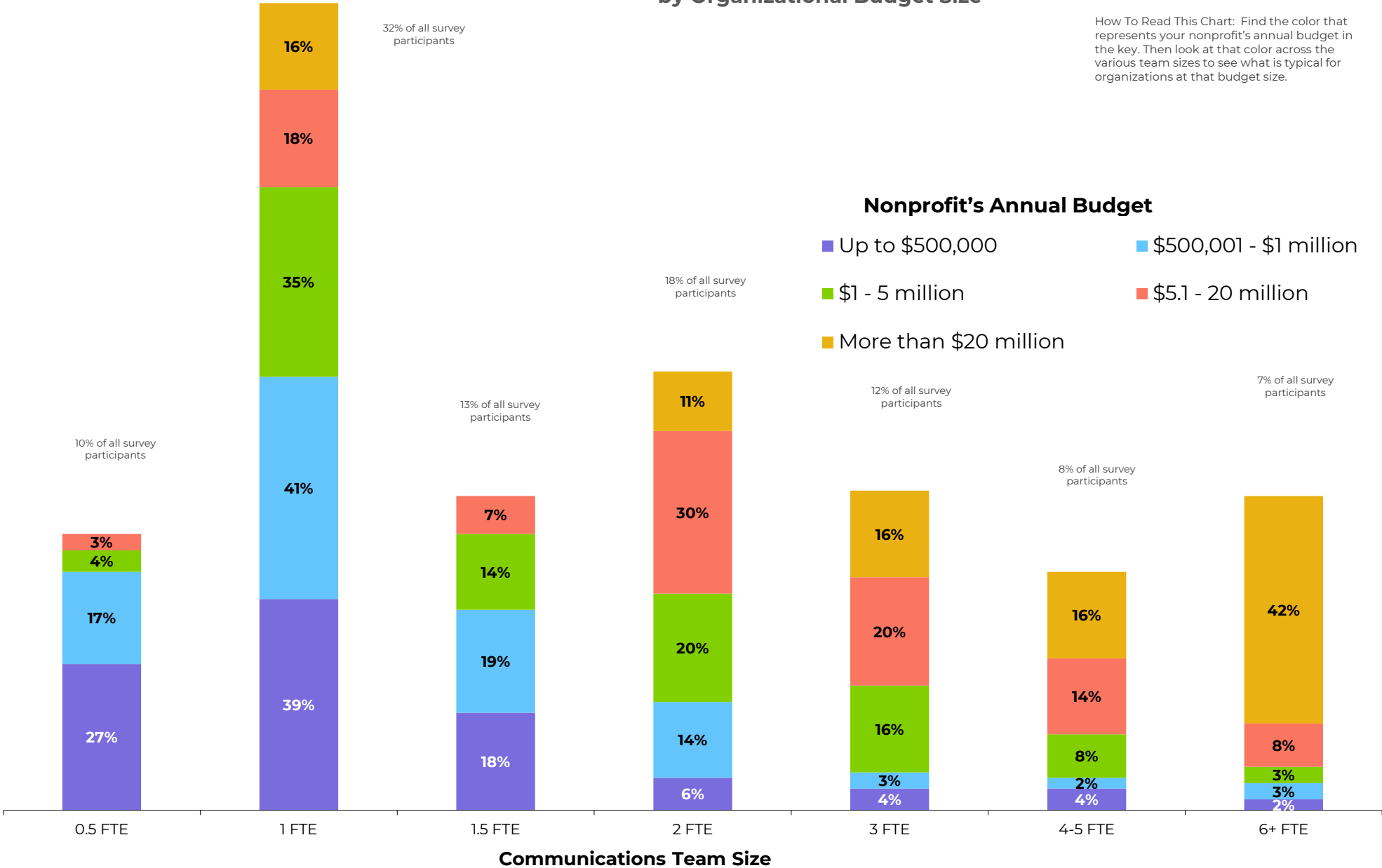


Communications Team Sizes in FTE,
by Organizational Budget Size

How To Read This Chart: Find the color that represents your nonprofit's annual budget in the key. Then look at that color across the various team sizes to see what is typical for organizations at that budget size.

Nonprofit's Annual Budget

- Up to \$500,000
- \$500,001 - \$1 million
- \$1 - 5 million
- \$5.1 - 20 million
- More than \$20 million

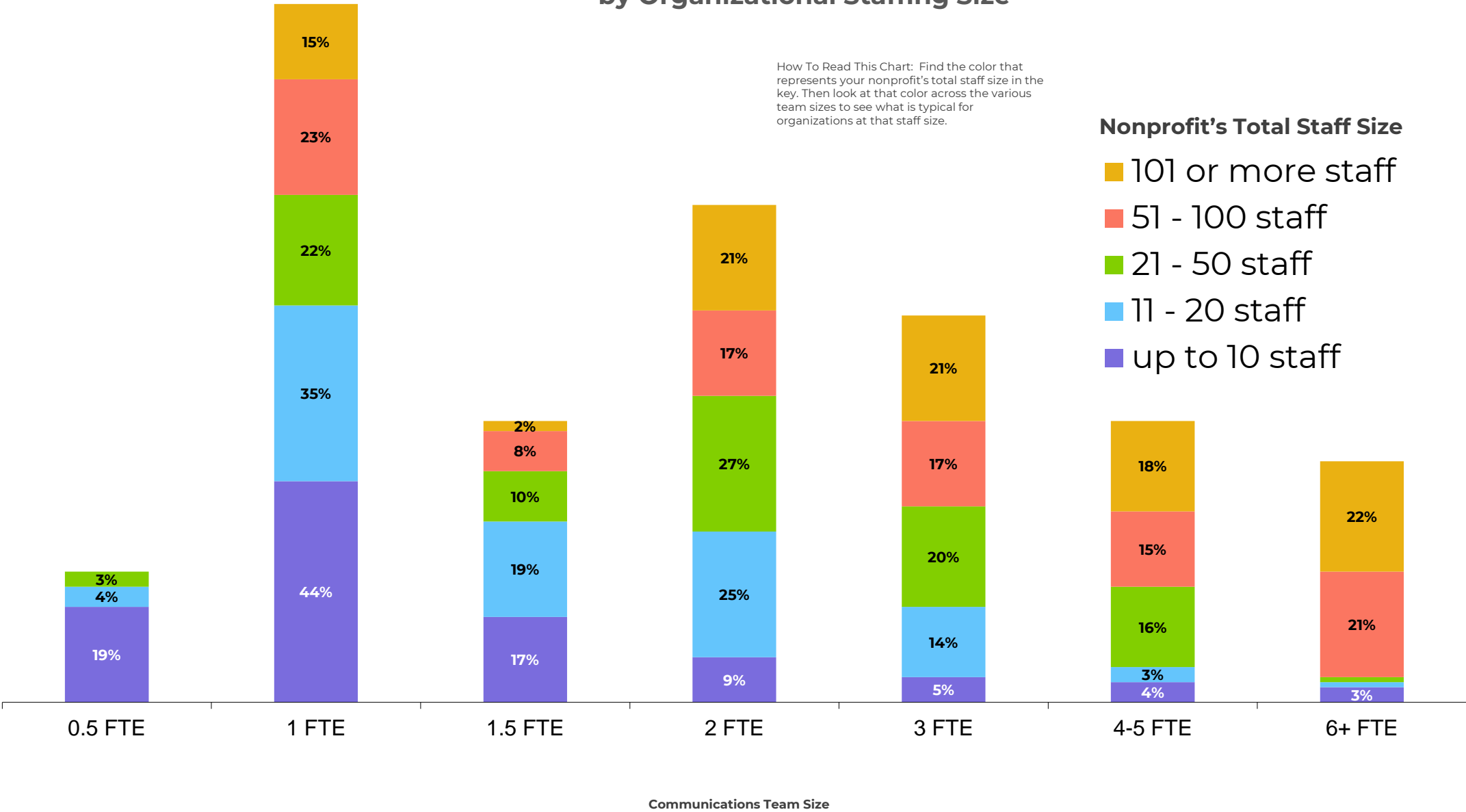


Communications Team Sizes in FTE, by Organizational Staffing Size

How To Read This Chart: Find the color that represents your nonprofit's total staff size in the key. Then look at that color across the various team sizes to see what is typical for organizations at that staff size.

Nonprofit's Total Staff Size

- 101 or more staff
- 51 - 100 staff
- 21 - 50 staff
- 11 - 20 staff
- up to 10 staff



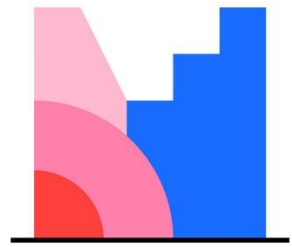
Question #2



**What are your
marketing
priorities?**

WHEN
EVERYTHING
IS IMPORTANT
NOTHING IS





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#3





Your comms plan probably has goals and tactics.

I bet it's missing marketing strategies and SMART marketing objectives.





**Engaging Our
Community**



**Permission-
Based
Marketing**



**Joining,
Subscribing,
or Following**



**Content
Marketing**



**Expressions
of Loyalty**



Website



Email



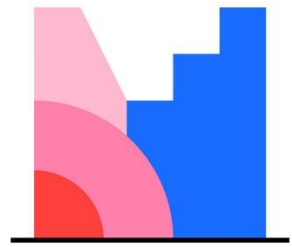
Social Media

The Basic Winning Hand



During the workshop, we'll play with the card deck to **right-size your strategy.**



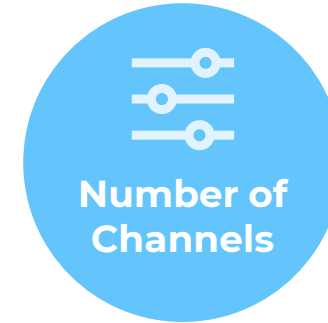


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#4



Question #3



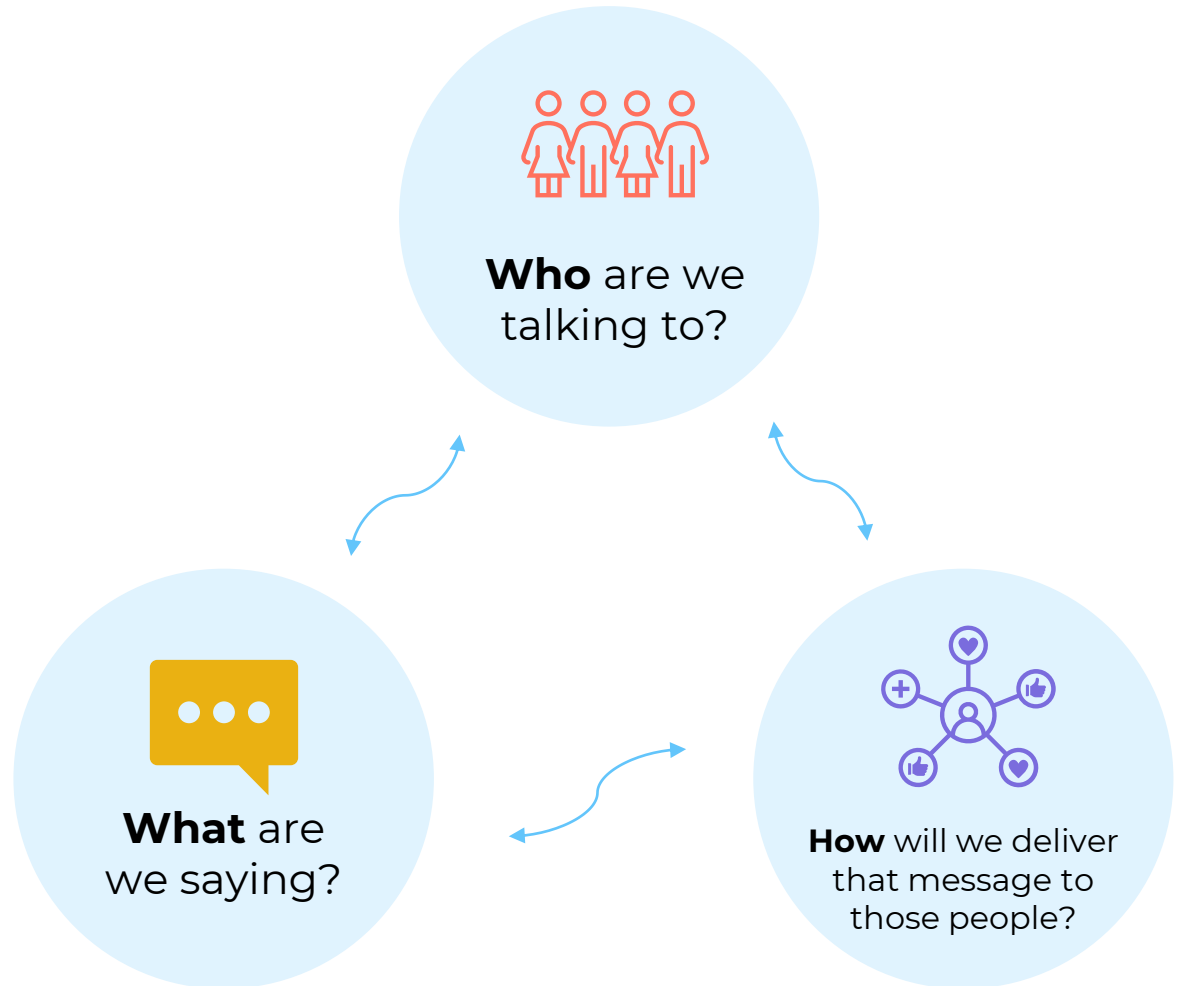
**How many comms
channels are you
using?**



Suggesting new
channels or
places to post
content **isn't**
helpful.



The Three Most Important Questions = The Quick and Dirty Marketing Plan



Advice for the Overwhelmed:

Pick just two primary channels, then one or two secondary.





Email



Website



Social Media



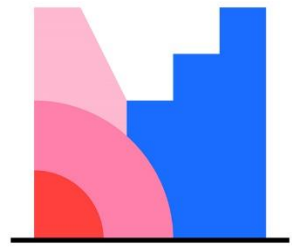
**Media
Relations**



Direct Mail



Events

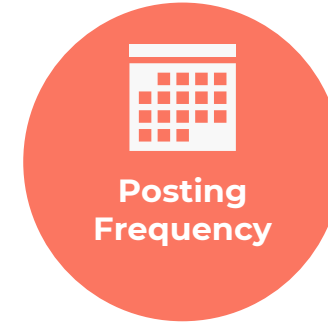


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#5



Question #4



What's the pace of communications?



Comparing the Communications Frequency of More Effective and Less Effective Nonprofits

	Less Effective	Median	More Effective
Facebook Page	Several times a week	Several times a week	Several times a week. However, 40% of the most effective nonprofits post daily, compared to just 24% of the less effective.
Instagram Feed	Weekly	Several times a week	Several times a week. However, 50% of the more effective nonprofits post daily, compared to just 11% of the less effective.
Instagram Stories	Monthly	Monthly	Weekly. However, 11% of the more effective nonprofits post daily, compared to 6% of the less effective nonprofits.
Twitter	Weekly	Several times a week	Several times a week. However, 28% of the more effective nonprofits post daily, compared to 18% of the less effective.
LinkedIn	Monthly	Monthly	Monthly. However, 71% of the more effective nonprofits report using LinkedIn at least sometimes compared to just 57% of the less effective.
YouTube	Monthly	Monthly	Monthly
TikTok	Never or rarely	Never or rarely	Never or rarely. However, 9% of the more effective nonprofits are trying TikTok compared to 3% of the less effective.



Comparing the Communications Frequency of More Effective and Less Effective Nonprofits

	Less Effective	Median	More Effective
Website Pages	Monthly	Weekly	Weekly. However, 43% of the more effective nonprofits update their website several times a week, compared to 25% of the less effective.
Blog	Quarterly	Monthly	Monthly. However, 35% of the more effective nonprofits posts weekly or several times a week, compared to 20% of the less effective.
Email Newsletter	Monthly	Monthly	Monthly
Other Emails	Monthly	Monthly	Monthly. However, 42% of the more effective nonprofits send non-newsletter emails weekly or several times a week, compared to 32% of the less effective.
PR / Media Relations	Quarterly	Quarterly	Quarterly. However, 44% of the more effective nonprofits do media relations monthly or more often compared to 34% of the less effective.
Events	Quarterly	Quarterly	Quarterly
Direct Mail	Once or twice a year	Once or twice a year	Once or twice a year. However, 45% of the most effective nonprofits mail quarterly or monthly, compared to 35% of the less effective.



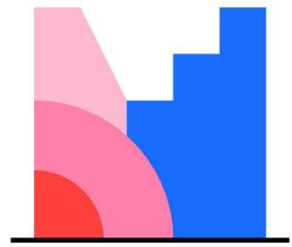


Question #5



How much internal support and collaboration does comms have?





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#6



Who else is
creating
content?



**How often do
you talk** about
your editorial
calendar?



Who does the
comms staff
report to?



I F N O T

N O W

T H E N

W H E N



As Teams Grow, We See Changes in Three Areas



Number of
Channels

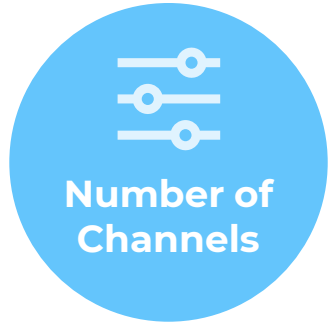


Skill Levels



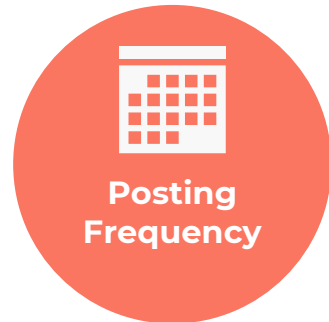
Posting
Frequency





Number of
Channels

Website updates and email newsletters monthly.



Posting
Frequency

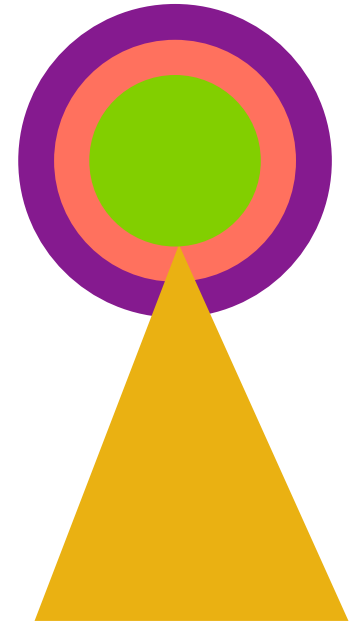
Update one or two social media channels weekly or several times a week (typically Facebook, plus either Instagram or Twitter).



Skill Levels

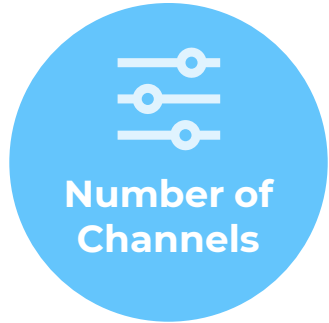
Direct mail and media relations work may happen once or twice a year.

Because they have to do it all, professional development and skill building are essential to success for teams of one!



Team of One





**Number of
Channels**

Add a second or third social media channel, often adding Instagram and/or Twitter to Facebook.



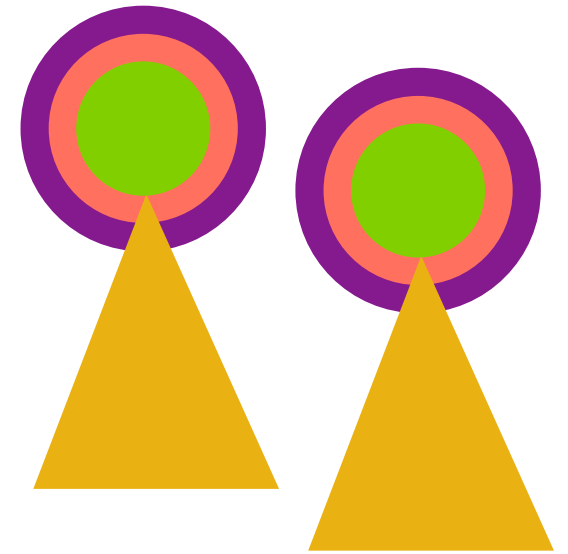
**Posting
Frequency**

Increase posting frequency to several times a week or daily in at least one of those channels.



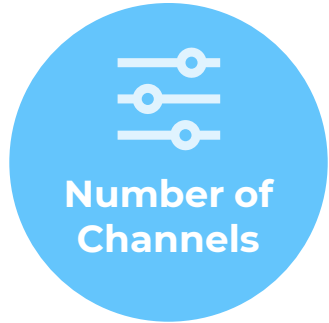
Skill Levels

Build graphic design expertise and to begin experimenting with video.

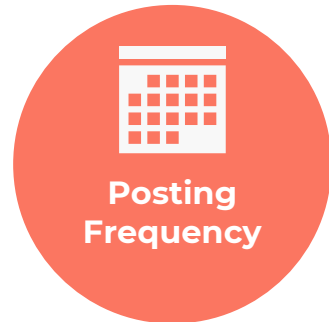


Teams of Two





Number of
Channels



Posting
Frequency



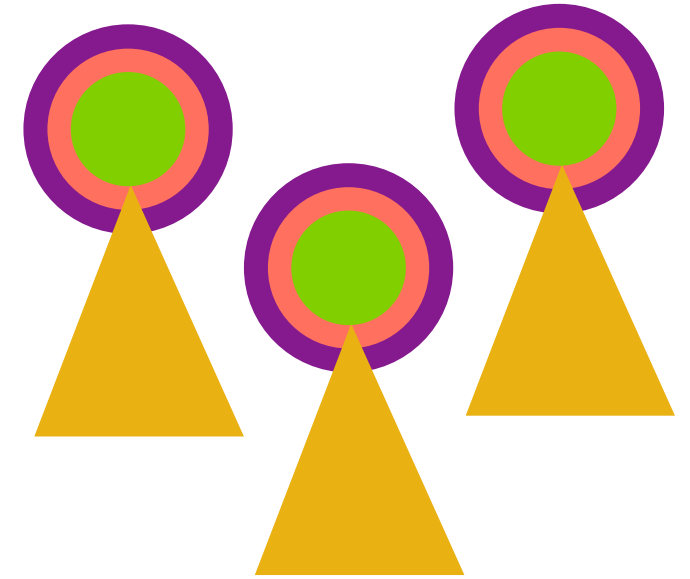
Skill Levels

Teams of three reach the “effectiveness sweet spot.”

More emphasis on regularly updating websites or blogs and starting to experiment with additional social channels like Instagram Stories or LinkedIn.

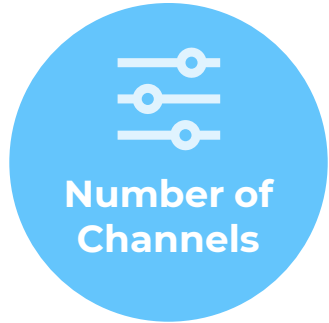
Increased use of direct mail and media relations to quarterly or monthly.

More database expertise, allowing them to segment their messaging better.

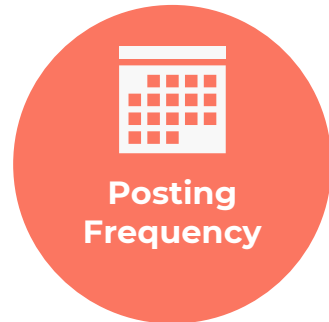


Teams of Three





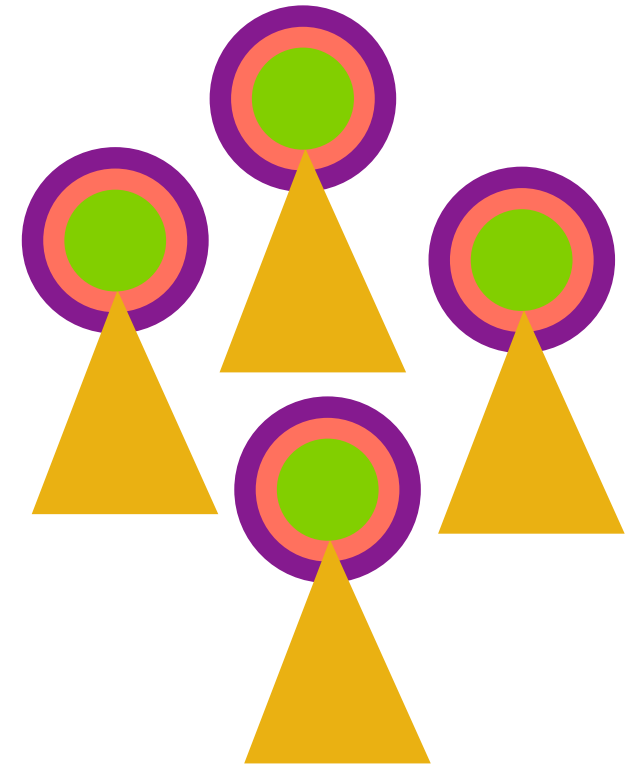
A more robust set of communications channels and to further increase their publishing frequency, e.g., weekly blog and email and daily posting on several social media channels.



Specialization in certain types of content or managing certain channels.

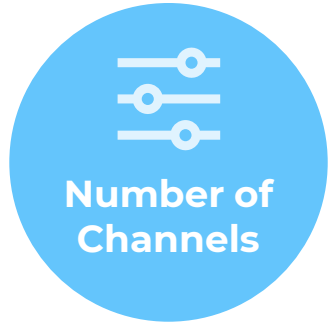


Teams of four or five are likely to build web development expertise internally.



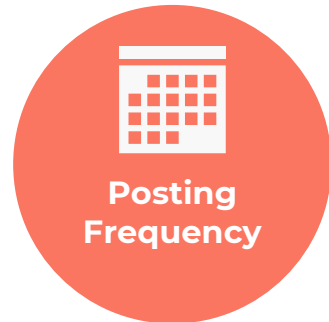
**Teams of Four
or Five**





Number of
Channels

Update websites and blog
and send emails several
times a week.



Posting
Frequency

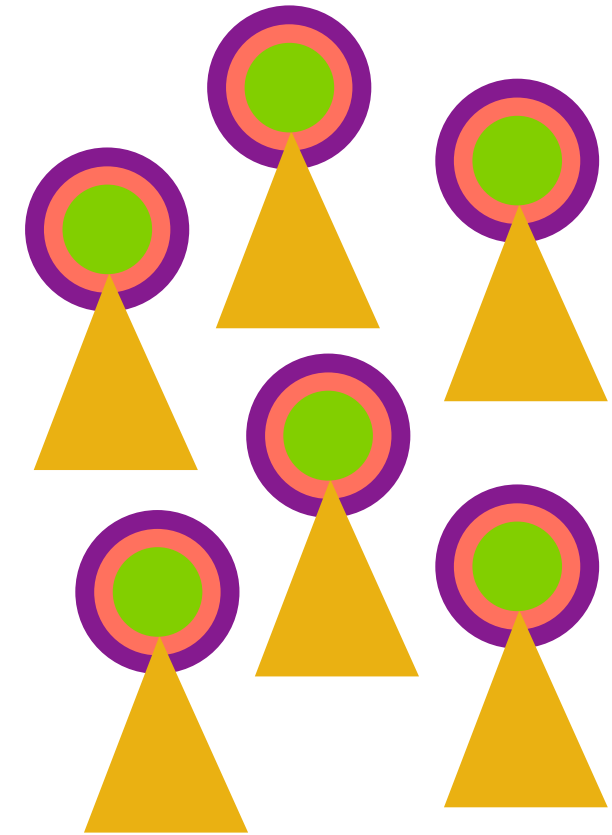
Media relations work weekly
and direct mail monthly or
weekly.



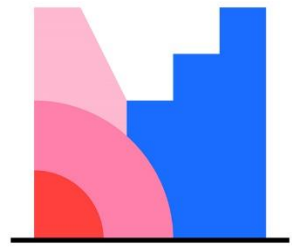
Skill Levels

Staff expertise in video,
posting new content several
times a month or weekly,

Data analytics expertise



**Teams of Six
or More**



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#7





**What Else
Would Be
Helpful to You
to Know?**