

Marketing Without a Marketing Department

SIMPLE ENGAGEMENT STRATEGIES ANY NONPROFIT CAN USE

Emily Lindquist
Souris Valley United Way

Show of Hands

WHO WAS HIRED SPECIFICALLY TO DO MARKETING?

WHO HAS ENDED UP DOING MARKETING ANYWAY?



What We'll Talk About

- SEEING NONPROFIT WORK THROUGH A MARKETING LENS
- THE BIGGEST MISTAKE NONPROFITS MAKE IN MARKETING
- A SIMPLE FRAMEWORK FOR SOCIAL MEDIA & ENGAGEMENT
- SMALL TOUCHES THAT BUILD STRONGER DONOR RELATIONSHIPS
- MAKING IMPACT FEEL TANGIBLE
- CREATING MARKETING THAT'S REALISTIC & SUSTAINABLE
- PRACTICAL TAKEAWAYS YOU CAN USE RIGHT AWAY

More Than Social Media

EMAILS

**THANK YOU
NOTES**

EVENTS

PRESENTATIONS

**VOLUNTEER
EXPERIENCES**

SIGNAGE

**DONATION
ASKS**

CONVERSATIONS

Most Common Nonprofit Mistake:

**TALKING ABOUT WHAT WE DO,
INSTEAD OF WHY IT MATTERS.**

Social Media Content Framework

IMPACT

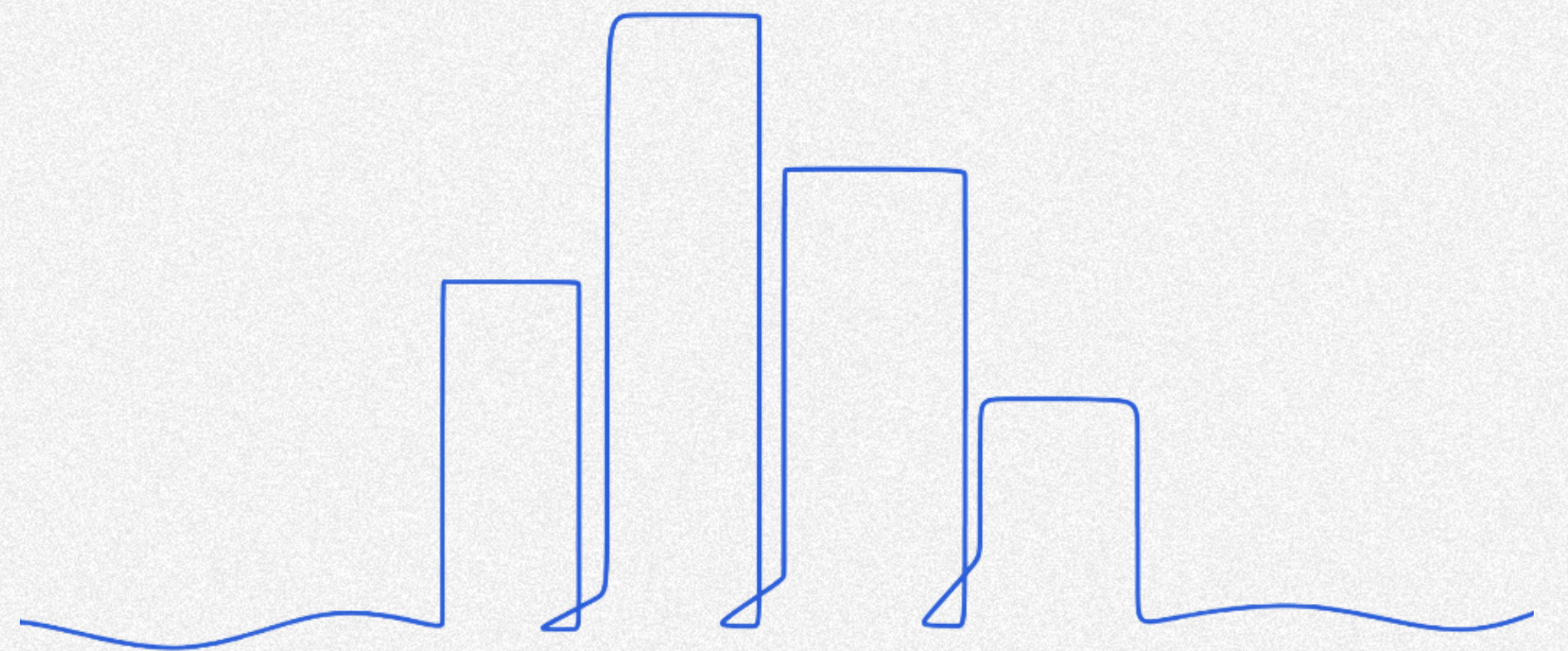
**BEHIND THE
SCENES**

COMMUNITY

INVITATION

Impact Content

- **STATISTICS**
- **OUTCOMES**
- **STORIES**
- **REAL-LIFE EXAMPLES**



Impact Examples

Souris Valley United Way
August 29, 2025 · 🌐

Together, you helped us fill SIX carts with food for **Backpack Buddies** during today's food drive! 🛒🍎

Every can, cup, and box goes directly toward feeding over 530 kids in 12 Minot schools each weekend. Because of your generosity (and a little fun with our Shopping Spree 🛍️), our shelves are ready for the new school year.

A huge thank you to Cheryl and **Cash Wise Foods** for hosting and discounting items we need most, and to everyone who stopped by to shop, donate, or cheer us on. You made today a success for the kids in our community. ❤️ [See less](#)



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👍 62 💬 4 ➦ 7

Souris Valley United Way
September 2, 2025 · 🌐

When we deconstructed the **Backpack Buddies** Build-Off structures, this is what we saw... stacks and stacks of food that will soon go into backpacks of hungry kids. 🍲❤️

Every single item pictured here means a child won't have to worry about having enough to eat. THANK YOU for making that possible.

We are in awe of the generosity of our business partners and this community. ❤️ [See less](#)



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👍 36 💬 1 ➦ 1

Souris Valley United Way
March 11 · 🌐

You really showed up. ❤️

As we wrapped up our 2025 campaign with our annual luncheon today, we're proud to share that our community raised \$605,827.12, reaching 97% of our \$625,000 fundraising goal.

And when we include the incredible in-kind support from food drives, Teen Tree gifts, and other community donations, the total impact grows to nearly \$668,000.

That's hundreds of thousands of dollars staying right here in our community to support local programs and people who need them most.

To every donor, workplace campaign, volunteer, and partner who made this possible, thank you for believing in the power of Souris Valley United Way. [See less](#)

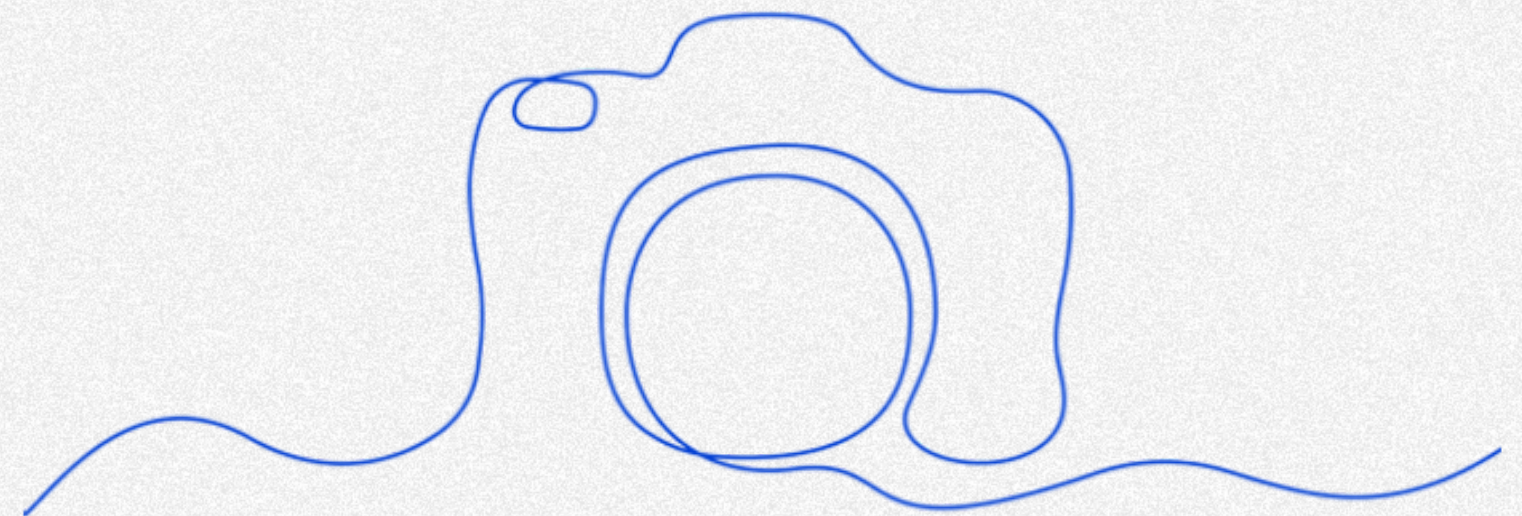


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BTS Content

- **PREPPING MAILERS**
- **VOLUNTEER SETUP**
- **GETTING READY FOR CAMPAIGN**
- **MESSY REALITIES**



BTS Examples

 **Souris Valley United Way**
September 10, 2025 · 🌐

Megan Topping from KX News Minot stopped by with lunch and to film the September KX Gives Back segment featuring us! 📺
Stay tuned—you'll see us on air soon! See less



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👍 25 💬 3 ➦ 3 

 **Souris Valley United Way**
October 10, 2025 · 🌐

Meg-A-Latte's right — life IS better after coffee!... See more



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👍 30 💬 1 ➦ 2 

 **Souris Valley United Way**
September 12, 2025 · 🌐

Our campaign packets are on their way to local businesses! Keep an eye out for our team and board members (like Heidi!) delivering them to your workplace. 📦



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Community Content

- **STAFF**
- **VOLUNTEERS**
- **DONORS**
- **PARTNERSHIPS**



Community Examples

Souris Valley United Way
May 6 at 3:02 PM · 🌐

Today is Magi United Day and our office was filled with energy, heart, and a whole lot of impact. 🧡

The **Minot Majettes Dance Team** spent the morning with us, packing 549 **Backpack Buddies** bags to send home with local kids this weekend, and creating handwritten notes and drawings for students to receive in our final round of bags next week. 📦

We're so grateful for this group showing up in such a meaningful way! [See less](#)



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Souris Valley United Way
January 30 · 🌐

Huge thanks to this incredible group of volunteers who gave their time this week to support our community's Point-In-Time (PIT) Count.

The PIT Count is a snapshot of sheltered and unsheltered individuals experiencing homelessness on a single night. Required by the U.S. Department of Housing and Urban Development, this data plays a critical role in securing funding, guiding community and state planning, and making sure everyone is considered.

Counts take place twice a year and each one helps provide resources to individuals in need and move us closer to the goal of ending homelessness. We're grateful for the compassion, care, and commitment these volunteers brought to this important work. 💙 [See less](#)



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👍 29 💬 4 ➦ 7

Souris Valley United Way
January 22 · 🌐

We are incredibly grateful to First International Bank & Trust for their \$20,000 donation, made possible through their employee fund and chosen by their team.

As a Premier Sponsor, FIBT has shown up for our community all campaign season long, and this gift is a powerful reflection of their people-first culture and commitment to doing good.

Thank you to the Minot FIBT employees for believing in our work and helping strengthen our community. 💙 [See less](#)

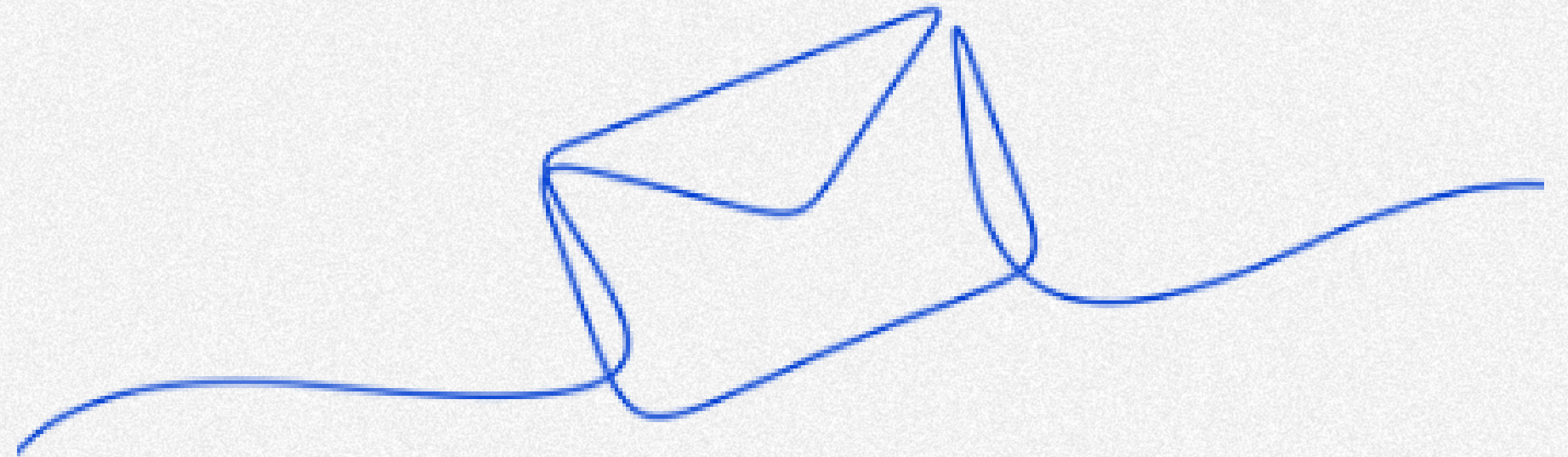


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Invitational Content

- **DONATE**
- **VOLUNTEER**
- **SHARE / ADVOCATE**
- **ATTEND**



Invitational Examples

Souris Valley United Way
December 15, 2025 · 🌐

We're officially over 60% of the way to our \$625,000 annual campaign goal! 🎉

Campaign Co-Chair Braden helped us celebrate by adding another letter to our campaign thermometers. Every donation—big or small—stays right here making a difference in our community.

Only 7 weeks left of our campaign season! Join us in helping kids and families thrive. Donate today!

👉 svunitedway.com/donate/ 🌱 See less



See insights and ads

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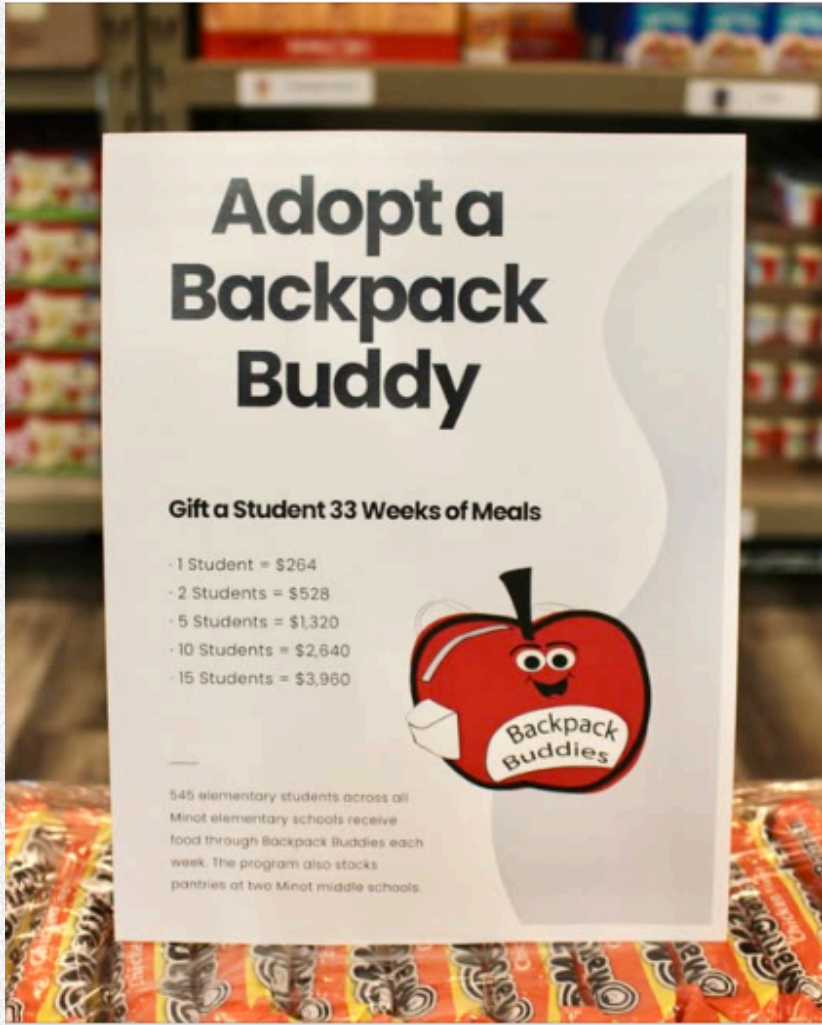
Souris Valley United Way
October 23, 2025 · 🌐

It's official! 🎉 You can Adopt a Backpack Buddy and feed a child in Minot for the entire school year!

More than 545 elementary students count on Backpack Buddies for weekend meals every single week, which is more students than we've helped feed at one time since starting this program in 2014.

You can make a difference by sponsoring one child for the school year — just \$264 provides 33 weekends of food and hope for a kiddo who needs it most. ❤️🍎

Click here to learn more & sponsor a student:
<https://svunitedway.com/our-programs/adopt-a-backpack-buddy/> 🌱 See less



See insights and ads

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Souris Valley United Way
November 17, 2025 · 🌐

This holiday season, you can help make the season brighter for local teens in need! 🌟

Stop by the Souris Valley United Way office to grab a tag from our Teen Tree — or claim one from the photos in the comments below!

Each tag represents a teen in need in our community, and your gift will go to local programs that support them, including Santa Shops, Youthworks, and CASO. 💙

Please deliver unwrapped gifts to Souris Valley United Way by December 16th. See less



See insights and ads

Boost post

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Small Touches Matter

**HANDWRITTEN
NOTES**

**CURIOSITY
MAIL**

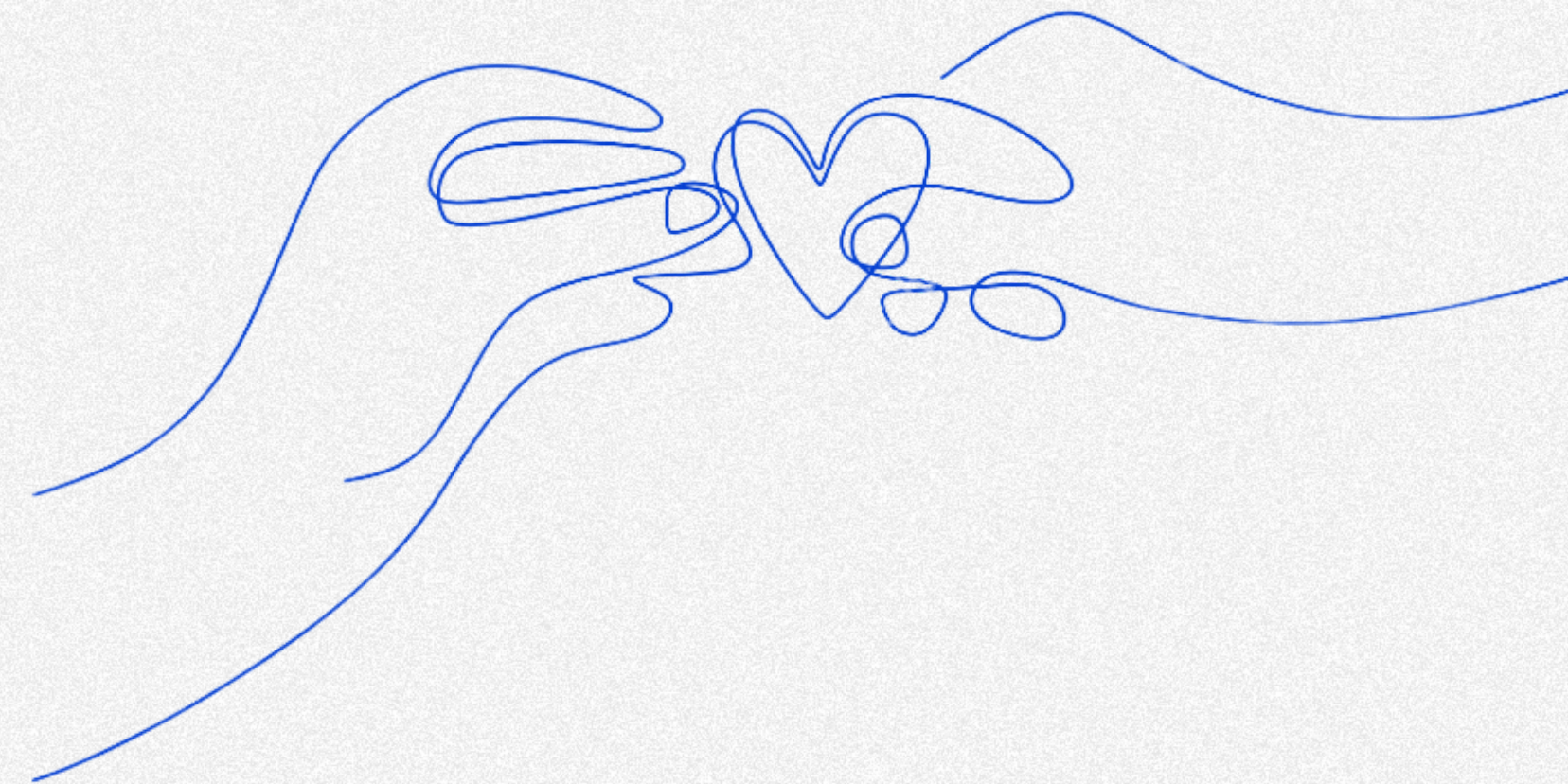
**IMPACT-PER-
DOLLAR
MESSAGING**

**INTERACTIVE
PRESENTATIONS**

Interactive Talks



Make Impact Tangible



**INSTEAD OF:
PLEASE DONATE**

SAY:

\$8 FEEDS A STUDENT FOR AN ENTIRE WEEKEND

\$65 PROVIDES A NIGHT OF SAFE SHELTER

\$203 COVERS AN HOUR OF TRAUMA THERAPY

Tangible Impact

Backpack Buddies Minot
Published by Emily Lindquist · December 2, 2025

When you give \$8, this is exactly what you're providing:

- 2 Breakfasts
- 4 Entrées
- 3-4 Snacks
- Shelf-Stable Drink

1 gift = 1 full weekend of food for a child who needs it most.

Give before midnight to be part of the Giving Tuesday impact. 🍎

<https://svunitedway.com/donate> See less



\$8 = 1 WEEKEND OF FOOD

GOAL: 100 STUDENTS FED

Help us raise \$800 in one day!



Backpack Buddies Minot
Published by Emily Lindquist · January 27

🍕❤️ PIZZA OUR HEART IS OFFICIALLY LIVE 🍕❤️

Now through February 10th, we're spreading the love by raising funds for pizza-making kits for local kids and families through our Backpack Buddies program.

Each kit costs just \$5.85 and includes shelf-stable ingredients to prepare two 12" pizzas and turn an ordinary night into pizza party night 🍕❤️

Our goal: 630 pizza kits
Our mission: make Valentine's weekend a little warmer for local families.

Ways to help:

- 🍕 Donate the cost of a kit (or two!)
- 🍕 Share this post
- 🍕 Join us for upcoming Pizza Our Heart dine-to-donate nights (details coming soon!)

Give a slice of love. Give a night of full bellies.
You've got a pizza our heart 🍕❤️

🍕 Donate here: svunitedway.com/donate/ See less

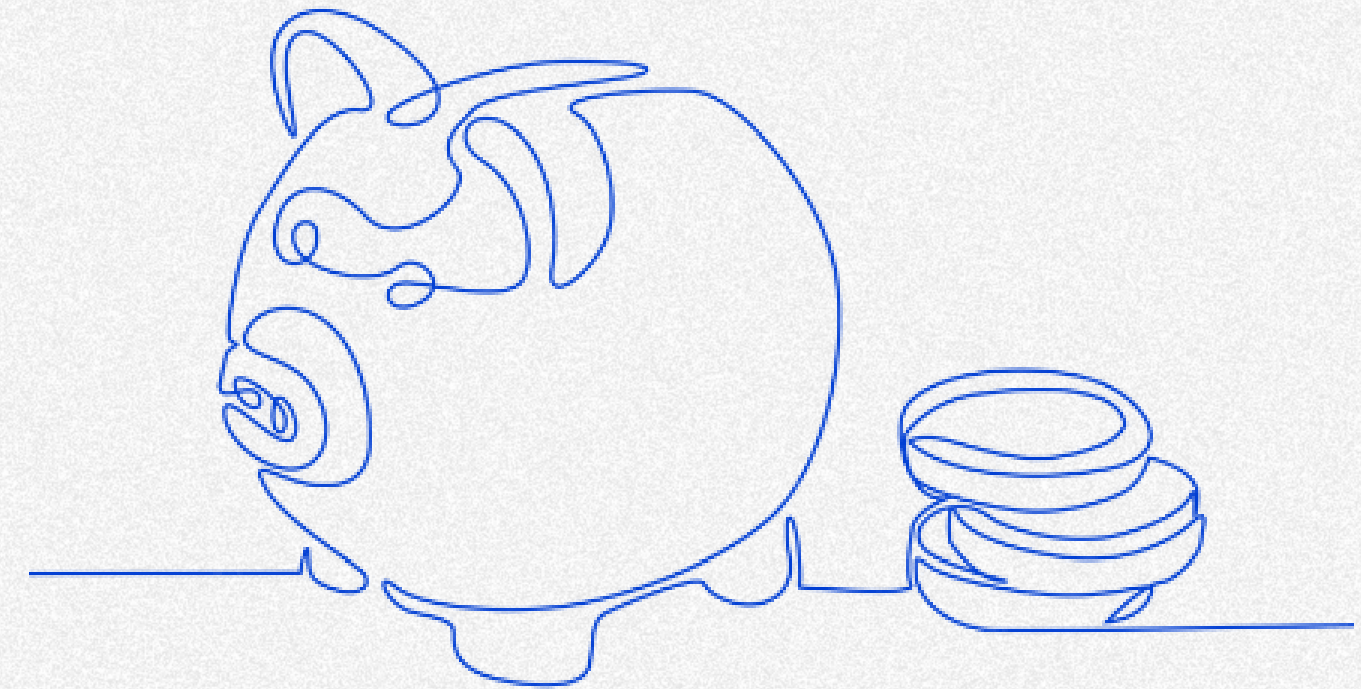
Pizza our heart



\$5.85 buys one pizza kit

Help us deliver pizza night to local kids this Valentine's Day weekend!

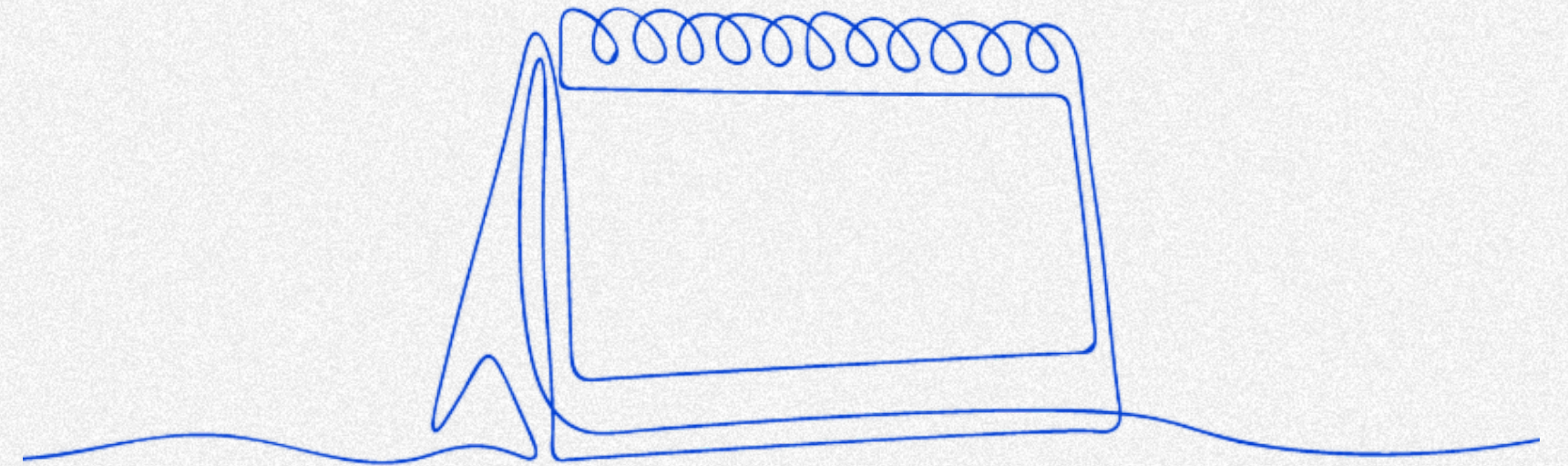
Bigger than Budget



WHAT REALLY BUILDS ENGAGEMENT

- **CONSISTENCY**
- **STORYTELLING**
- **AUTHENTICITY**
- **RELATIONSHIPS**

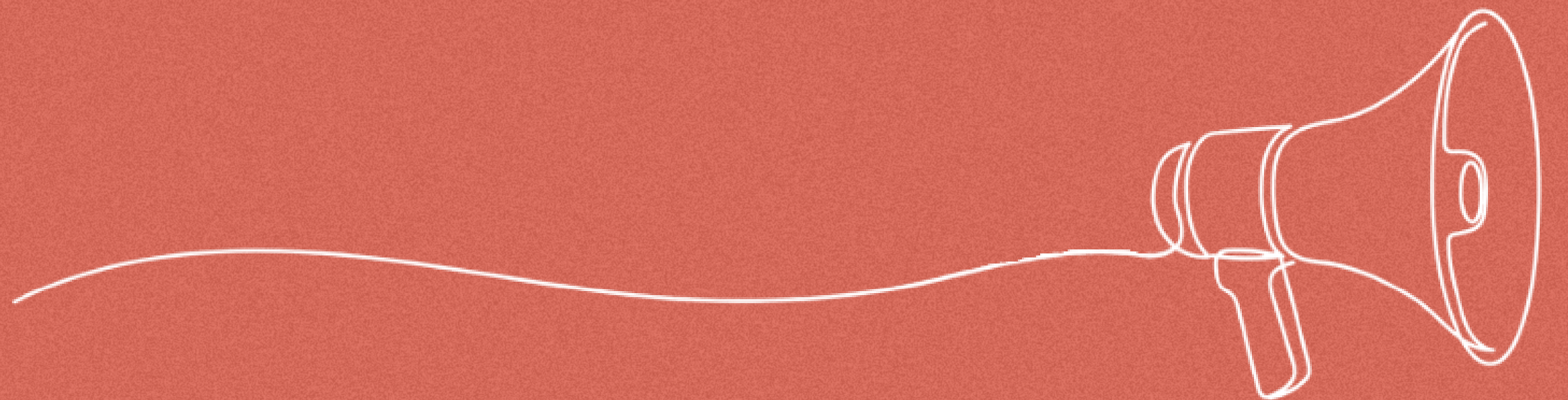
A Realistic Rhythm



EACH WEEK:

- **SHARE ONE IMPACT STORY**
- **POST ONE BEHIND-THE-SCENES MOMENT**
- **THANK ONE SUPPORTER**
- **INVITE PEOPLE INTO THE MISSION**

**Your
Organization
Already Has
Stories Worth
Telling**



Q&A

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