



WEBSITE

1 Make your mission visible on the landing pages for your website.

Clearly state what you do, and how you do it.

2 Use straightforward navigation to easily locate content.

Your user experience and design should offer a clear path for your audience.

3 Tell your story. Feature content about your work, developing a narrative that engages and informs the user.

4 Create a social media vision and goals.

Having a direction for your strategy enables more thoughtful content creation and messaging.

5 Engage with your audience.

Tag people and other organizations when possible, and reach out to your followers through your comments.

6 Utilize a mix of content in your feed.

It's good to incorporate new material, but don't be afraid to recycle evergreen content that aligns with your vision.

SOCIAL MEDIA



EMAIL MARKETING

7 Segment your lists based on your audiences.

This could include event attendees, past donors, volunteers, or clients.

8 Always include clear calls to action.

Use within the body of every email send.

9 Grow Your Email List.

Expand your contacts with online signup forms and event registrations.



LIST MANAGEMENT

10 Make sure your mailing list is clean.

A simple data check to correct misspellings and typos entered during the acquisition phase can help to keep your bounce rate lower.

11 Test various targeted markets before your campaign.

You may find a new audience who meets your demographic.

12 Purchase a high quality mailing list.

Using a list from a reliable source will help ensure the success of your direct mail campaign.

DESIGN



13 Be consistent with your organization's branding colors.

You want your audience to recognize your brand. Always use a consistent color palette in your marketing materials.

14 Make sure your font size is big enough to easily read.

Text that's appealing to the eye will improve the overall impact of your design.

15 Storytell with an impactful image.

People love stories and they want to hear yours!

16 Explore a new medium.

If you mailed a letter and envelope last year, try a self-mailer or brochure this year.

17 Look at alternative means to market to your audience.

Engage with people through shock posters or table tents.

PRINT

18 Personalize the experience.

Customization is an essential part of your communication with your audience.

