



the **3M's:**

mission, membership & money



Our Mission is
Your Mission

**Association Managers
& Meeting Planners**



Here we are:



Kasey B. Wright

Marketing / Graphic Design



Amy Lucke

*Association Manager /
Meeting Planner*



Traci Ulberg, CMP

Sr. Planner / Association Mgr / CEO



Agenda:

KASEY is Talking About:



*Marketing
your **Mission***

AMY is diving into:



*Recruit, Engage,
Retain **Members***

The clencher, listen to
TRACI about:



MONEY!
*Everyone
needs **it!***



Marketing your Mission





Mission Statement defined:

“A mission statement describes an organization’s fundamental, unique purpose. It communicates the value the nonprofit delivers, and what groups it serves and how.”

Source:

<https://donorbox.org/nonprofit-blog/nonprofit-mission-statement/>



SO, how do you
market your mission?





Know your Market



**Every touch your supporters
make amplifies all other
marketing avenues –
make it count.**





Make sure everyone talking about your organization can and will speak fluidly about your *MISSION* and *PROGRAMS*.

EVERYONE

staff, board members, volunteers, ambassadors



“Definition: **Nonprofit marketing** [noun]
Nonprofit marketing comprises the activities,
touchpoints and messages that motivate
stakeholders to take actions that advance a
nonprofit’s mission and create sustainable
social change.”

The Nonprofit Marketing Manifesto:
Redefining the future of nonprofit
marketing and communications



Branding: consistent messages



Website.



Social Media / Digital Media.



Email Marketing.



Print Materials.



Personal “touches”.



**Live with. Live
Beyond.**

Our Mission

Camp Mak-A-Dream empowers survivors and their families to live with and beyond cancer through life-changing Montana experiences where they strengthen life skills, gain resilience and develop lasting relationships.

Live with. Live beyond.



Websites





“Nonprofit websites should be well-organized and easy to navigate. They also need to be visually appealing and have a feel-good vibe.”

Blog: 11 Excellent
Examples of Nonprofit
Website Design

WebAlive





Purpose of your website:

- Integrate your Brand
- Showcase success stories
- Make it easy to Support
- Build a community of like-minded people
- Reach your participants
- Be current



Put your sponsors on your site and ask them to put you with a link on their site – this is a great for SEO.





missoula food bank
& community center

(406) 549-0543 mail@missoulafoodbank.org



DONATE NOW

About Us Understanding Hunger Community Programs Programs Contact Us

USE OUR STORE GET HELP NEWS & EVENTS VOLUNTEER CONTRIBUTE

WE NOURISH COMMUNITY

NEWS & EVENTS

Get Lost For Good Food Drive

GET LOST FOR GOOD
at
MissoulaMaze.com

1010 Clements Rd
Thurs - Fri - Sun

Thursday, Sept. 26th
10 am - 8 pm

All admission fees waived for those who bring nonperishable food donations for our local Food Bank.

Project Employment Connect

The At-Risk Housing Coalition Presents



**Project
Employment
Connect**

Employment Services and Job Fair
Free & Open to the General Public

Friday, Sept. 20 • 10am - 3pm
The Lifelong Learning Center

WIC Satellite Clinic



**Every Monday
& Thursday**
8:30am - 4:30pm
at Missoula Food Bank
& Community Center

Want more news? Sign up for our email newsletter:

Enter your email address

Sign Up

PANCREATIC
CANCER
ACTION
NETWORK

WALK WITH US TO END PANCREATIC CANCER.

OVER 55 LOCATIONS NATIONWIDE | FIND A LOCATION NEAR YOU!

JOIN US

DONATE

[VIEW ALL EVENTS](#)

COMING UP SEPTEMBER 28 & 29

PORTLAND • SAN DIEGO • WEST DES MOINES • BUFFALO
NASHVILLE • CINCINNATI • NEW ORLEANS • COLUMBUS

Helpline: (877) 272-6226 | [Clinical Trial Finder](#) | [Contact Us](#) | [Español](#)

PANCREATIC
CANCER
ACTION
NETWORK

[FACING PANCREATIC CANCER](#) ▾

[GET INVOLVED](#) ▾

[WAYS TO GIVE](#) ▾

[RESEARCH](#) ▾

[ABOUT](#) ▾

[DONATE NOW](#)



NIH-NCI

MEDICAL RESEARCH COMMUNITY RALLIES FOR NIH FUNDING

DIET AND NUTRITION

12 Easy-to-Digest Foods

SURVIVOR STORY

34-year-old Survivor
Improves on Targeted
Therapy

TREATMENT

Alex Trebek's Treatment
Update

LATEST IN PANCREATIC CANCER

[Over 500 Researchers Meet to Improve Patient Lives](#)

[Research Grants Available for 2020](#)

[7 Questions to Ask About Treatment](#)

[Moments Matter: Russtival](#)

[What Is Cancer Immunotherapy?](#)

[Learn How to Fundraise on Facebook](#)

[MORE →](#)

Founded in 1999, the Pancreatic Cancer Action Network (PanCAN) is dedicated to fighting the world's toughest cancer. In our urgent mission to save lives, we attack pancreatic cancer on all fronts: research, clinical initiatives, patient services and advocacy.



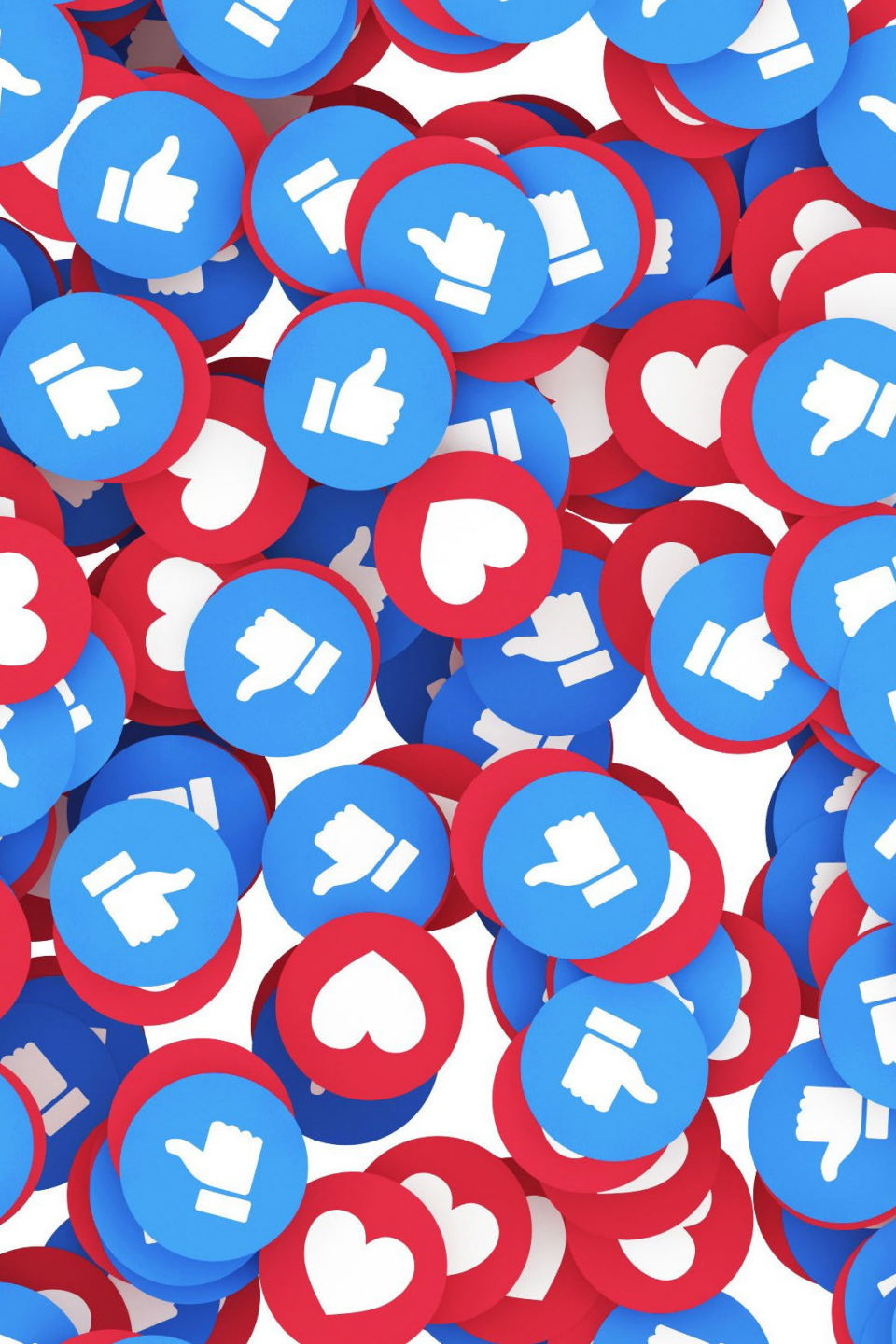


Make your website work for you!

Look into:

- **SEO (search engine optimization)**
- **Keywords**
- **Google Analytics**
- **Google My Business**





Social Media





SOCIAL MEDIA

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

Whether you're just building out your club's social media channels or deciding which to expand to, use this infographic to help guide you.



INSTAGRAM

• • • DEMOGRAPHICS • • •
1 BILLION USERS
AGES: 18-29

• • • • • PURPOSE • • • • •
BUILDING
RELATIONSHIPS;
CONVERSATION

• • • • • BEST FOR • • • • •
REACHING OUT
TO POTENTIAL
MEMBERS

• • • • • LIMITATIONS • • • • •
MOSTLY
IMAGES



YouTube

• • • DEMOGRAPHICS • • •
1 BILLION USERS
ALL AGES

• • • • • PURPOSE • • • • •
SEARCH
"HOW TO"

• • • • • BEST FOR • • • • •
BRAND
AWARENESS

• • • • • LIMITATIONS • • • • •
RESOURCE
INTENSIVE



LinkedIn

• • • DEMOGRAPHICS • • •
600 MILLION USERS
AGES: 30-49

• • • • • PURPOSE • • • • •
NEWS &
ARTICLES,
CONVERSATION

• • • • • BEST FOR • • • • •
PROMOTING
ROTARY'S
NETWORKING

• • • • • LIMITATIONS • • • • •
LIMITED
INTERACTIONS



TWITTER

• • • DEMOGRAPHICS • • •
600 MILLION USERS
AGES: 18-29

• • • • • PURPOSE • • • • •
NEWS &
ARTICLES,
CONVERSATION

• • • • • BEST FOR • • • • •
PUBLIC
RELATIONS

• • • • • LIMITATIONS • • • • •
280
CHARACTERS
OR LESS



FACEBOOK

• • • DEMOGRAPHICS • • •
1.3+ BILLION USERS
AGES: 25-54

• • • • • PURPOSE • • • • •
BUILDING
RELATIONSHIPS

• • • • • BEST FOR • • • • •
BUILDING
BRAND
LOYALTY

• • • • • LIMITATIONS • • • • •
LIMITED REACH,
CROWDED
LANDSCAPE





Who to use?



Facebook



Instagram



LinkedIn



Twitter

**1.6 billion
active
Facebook
users**



A woman stands on a bridge at night, wearing a traditional Indigenous dress with a pink and white beaded skirt and a purple jacket. She wears a white headband with a floral design and a necklace with a large heart-shaped pendant. The bridge has a metal railing and is illuminated by warm lights. The background is dark, suggesting a city at night.

PINK DRESS PROJECT



Know your Audience





Missoula Food Bank & Community Center



Kasey

Home

Create



Missoula Food
Bank & Community
Center

@missoulafoodbank

Home

About

Events

Reviews

Posts

Community

Photos

Videos

Groups

Email Signup

Your Farmers' Market donations make a
difference for families in our community!
Thank you!



missoula food bank
& community center



Liked



Following



Create Fundraiser



Learn More



Send Message



Write a post...



Photo/Video



Tag Friends



Check in



Upcoming Events

Indonesian Beef Rendang

Monday, September 23, 2019

5:00 pm - 7:00 pm

Missoula Food Bank & Community Center's
Bill & Rosemary Gallagher Learning Kitchen
(1720 Wyoming Street)

Register online through the Lifelong Learning Center
at www.missoulaclases.com



missoula food bank
& community center

5.0

5 out of 5 · Based on the opinion of 29
people



ABOUT MISSOULA FOOD BANK & COMMUNITY
CENTER

Our Story

MISSION

We lead the movement to end hunger
through advocacy, volunteerism and healthy
food for all....

See More





Living Art of Montana
@livingartofmontana

Home

- About
- Photos
- Events
- Videos
- Reviews
- Posts
- Community
- Fundraisers
- Welcome

Create a Page



Liked Following Share

Donate

Send Message

Write a post...

Photo/Video Tag Friends Check in

4.9 4.9 out of 5 · Based on the opinion of 14 people

Photos



ABOUT LIVING ART OF MONTANA

Our Story

Living Art was created by Beth Ferris, Dorrit Karasek, Linda Swab and Youpa Stein. In 1993 Linda wa...

See More





Pancreatic Cancer
Action Network ✓

@pancan

Home

Groups

Fundraisers

Posts

About

Videos

Photos

Events

Community

Reviews

Instagram

Twitter

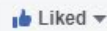
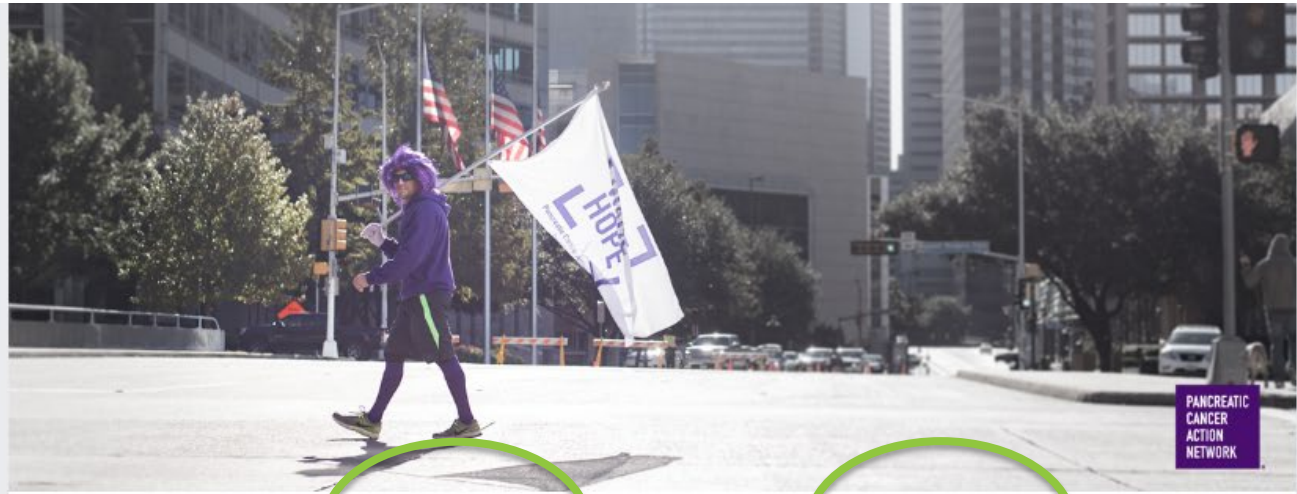
YouTube

Community Guidelines

Notes

Live Videos

Create a Page



Liked ▾



Following ▾



Create Fundraiser



Donate



Send Message



Write a post...



Photo/Video



Tag Friends



Check in



Groups



San Francisco - Pancreatic Cancer Action Network (PanCAN)

Public group
168 members

+ Join



Puget Sound - Pancreatic Cancer Action Network (PanCAN)

Public group
137 members

+ Join



Indianapolis - Pancreatic Cancer Action Network (PanCAN)

Public group
165 members

+ Join

See All Groups



Our Story

Founded in 1999, the Pancreatic Cancer Action Network (PanCAN) is dedicated to fighting the world's...

See More

Community

See All





Try Premium Free
for 1 Month

[Aramark Knows Work Wear - Up to 50% off, plus take \\$10 off – add a logo for a team look for \\$5.99](#) Ad ...

PANCREATIC
CANCER
ACTION
NETWORK

Pancreatic Cancer Action Network

Non-profit Organization Management · Manhattan Beach, CA · 4,873 followers

✓ Following

Visit website

See all 304 employees on LinkedIn →

Home

About

Jobs

People

Ads

All

Images

Documents

Videos

Sort by: Top



Pancreatic Cancer Action Network

4,872 followers
1mo

✓ Following

Meet Wantong Yao, MD, PhD - a 2019 PanCAN Research Grant Recipient.

"I find great fulfillment in the idea that my expertise may, someday, cont ...see more



Meet a Research Grantee: Wantong Yao, MD, PhD

pancan.org

Highlights

Explore hashtag #wagehope



4 followers

1 recently posted job



Volunteer: Purple Stride Nas...
Nashville, TN, US

Explore hashtag #pancaware



2 followers





Instagram

Search



pancan



Follow



1,369 posts

18.1k followers

524 following

Pancreatic Cancer Action Netwk

A network dedicated to working together to advance research, support patients &

#WageHope for those affected by #pancreaticcancer. #PANCaware

linkinprofile.com/pancan



Health+We...



Community



Awareness



Shop Purple



Research



PurpleStride



Advocacy

POSTS

TAGGED





How much time should you spend on social media?



5-10 hours per week



BE CONSISTENT, mission focused & schedule it into your week





Should you use a social media management platform?

The #1 free tool is



Hootsuite™





What should you post?

- **70% - Other's relevant content**
- Live feeds
- Short videos
- Polls
- **Your own programming & content**
- **Specialized campaigns**



Ask board members, volunteers, participants, staff & friends like your pages & share your content!





What should you post?

- Participant stories
- Sponsor thank yous
- Volunteer recognition



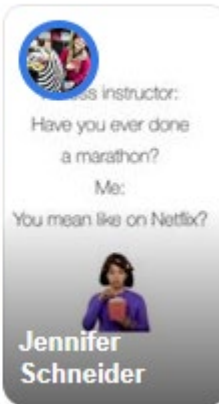
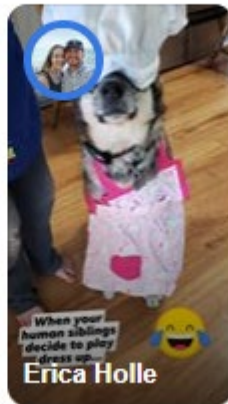
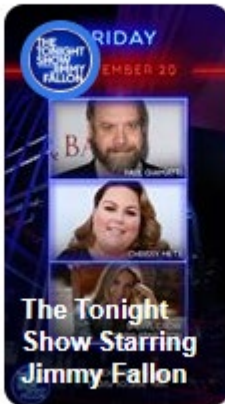
Ask board members, volunteers, participants, staff & friends like your pages & share your content!





Stories

See All



Create Post



Write a post...



Photo/Video



Get Messages



Feeling/Activity



Check in



Tag Product



Poll



Support Nonprofit



Watch Party



Advertise Your Business



News Feed

Posts are public and show up on your Page and in search results.

Share Now

Boost Post

Preview

Share Now





Truth bee told, not everyone can get these 7 questions right. Test your bee smarts and unlock a 50 cent donation for Heifer!



WHAT'S THE BUZZ ABOUT?

ACT.HEIFER.ORG

Take the Quizzzzzzzz

[Learn More](#)

Unlock 50 cents for Heifer!

4.4K

481 Comments 1.1K Shares



Like



Comment



Share



Social Media Ads, Yes or No?





Google Ad Grants

[Overview](#) [Benefits](#) [How it Works](#) [Eligibility](#) [Success Stories](#) [Resources](#) [Get Started](#) [Certified Professionals](#)



GlobalGiving
Google Ad Grants Grantee

Share your cause with the world.

Imagine what you could do with \$10,000 USD of in-kind advertising every month from Google Ads, an online advertising solution from Google. You could recruit more volunteers. Attract more donations. And share your story with audiences all over the globe. It's all possible with Google Ad Grants.

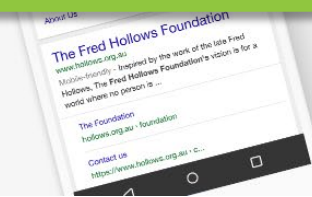
[SEE IF YOU'RE ELIGIBLE](#)

[SIGN UP](#)

*Have you heard of **Google's non-profit Ad Grants** program? You could be eligible for \$10k of free ads/month.*

aware of your cause. That can translate into more donations and more volunteers — the lifeblood of every nonprofit.

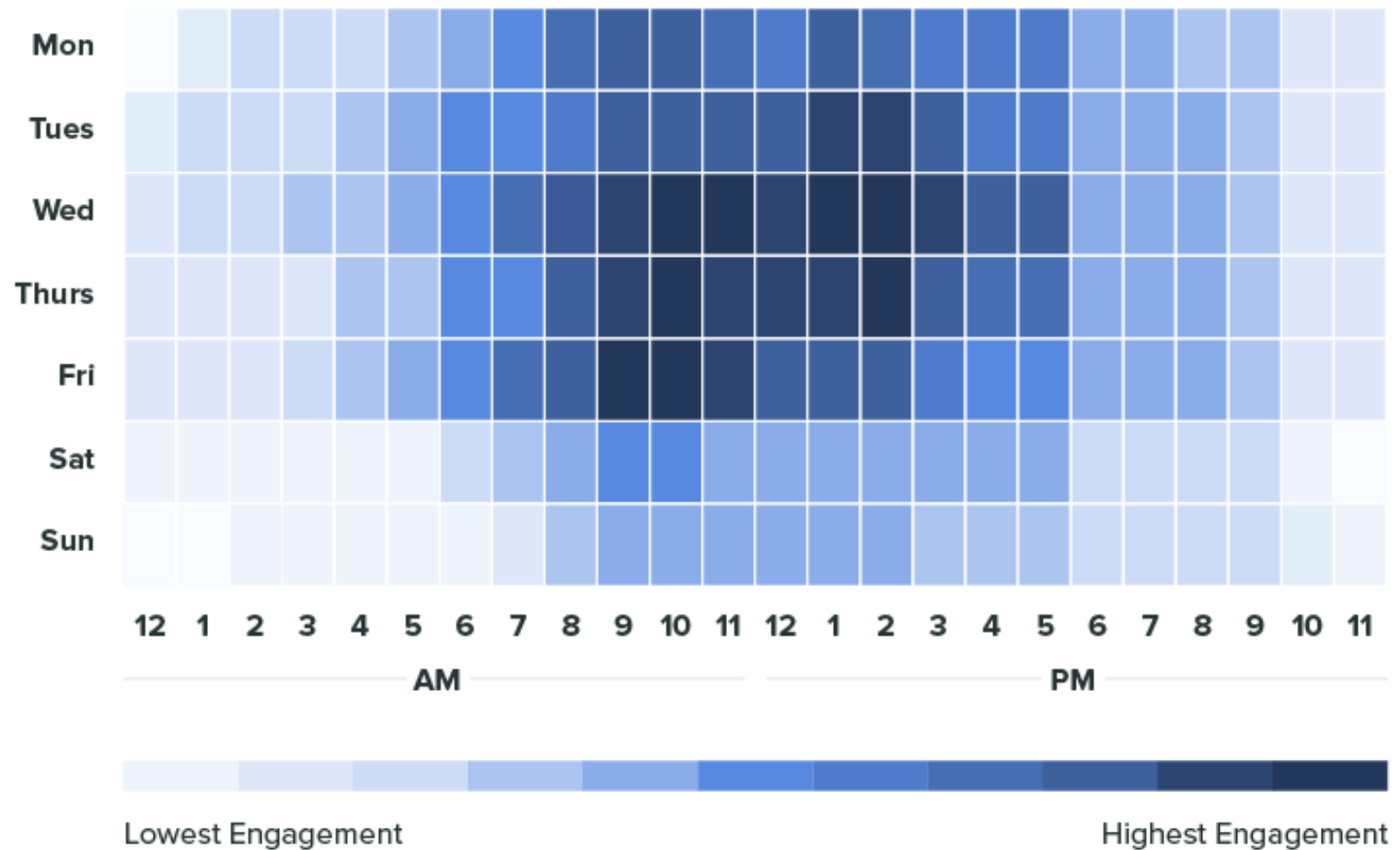
[LEARN MORE](#)





Facebook Global Engagement

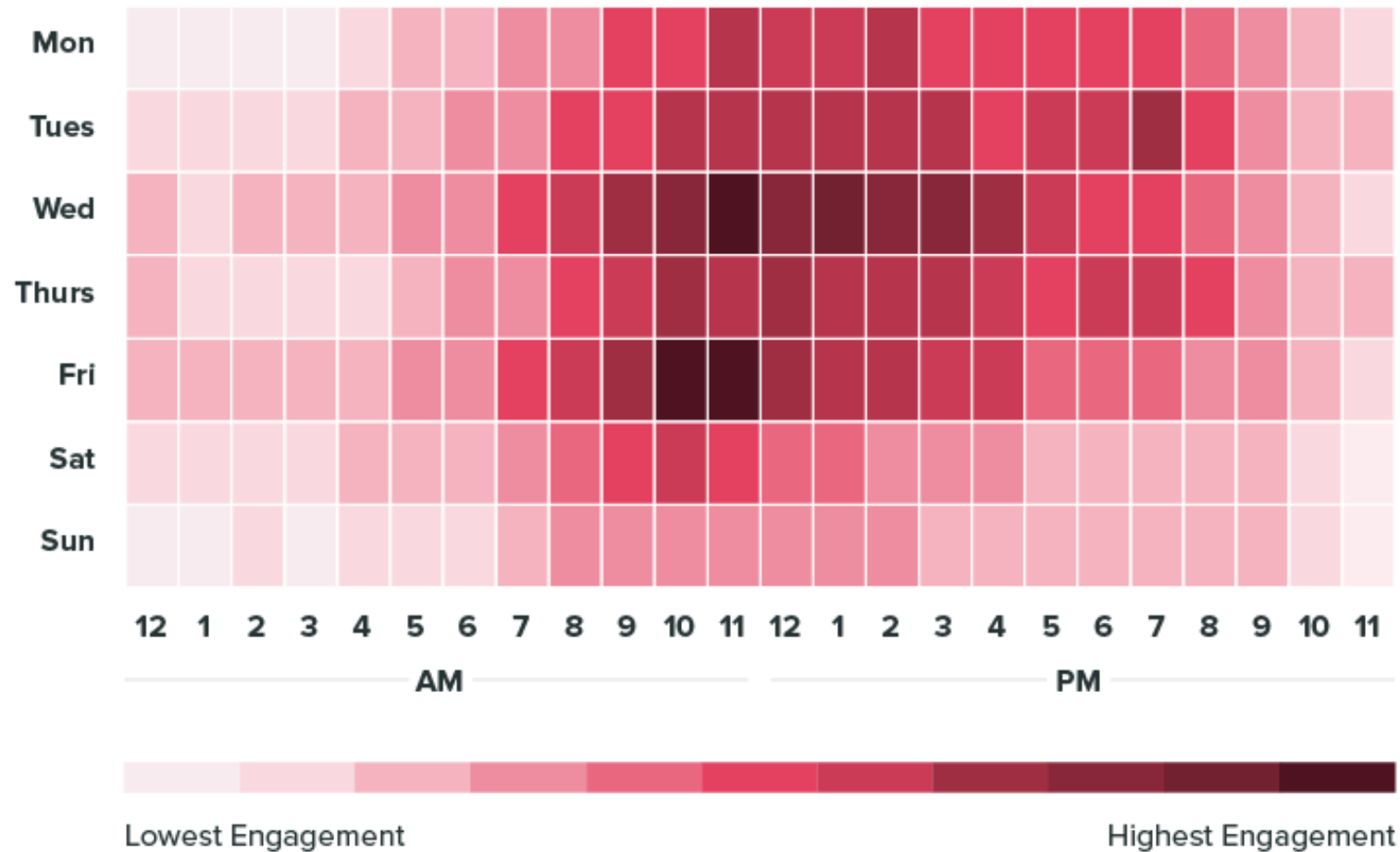
sproutsocial





Instagram Global Engagement

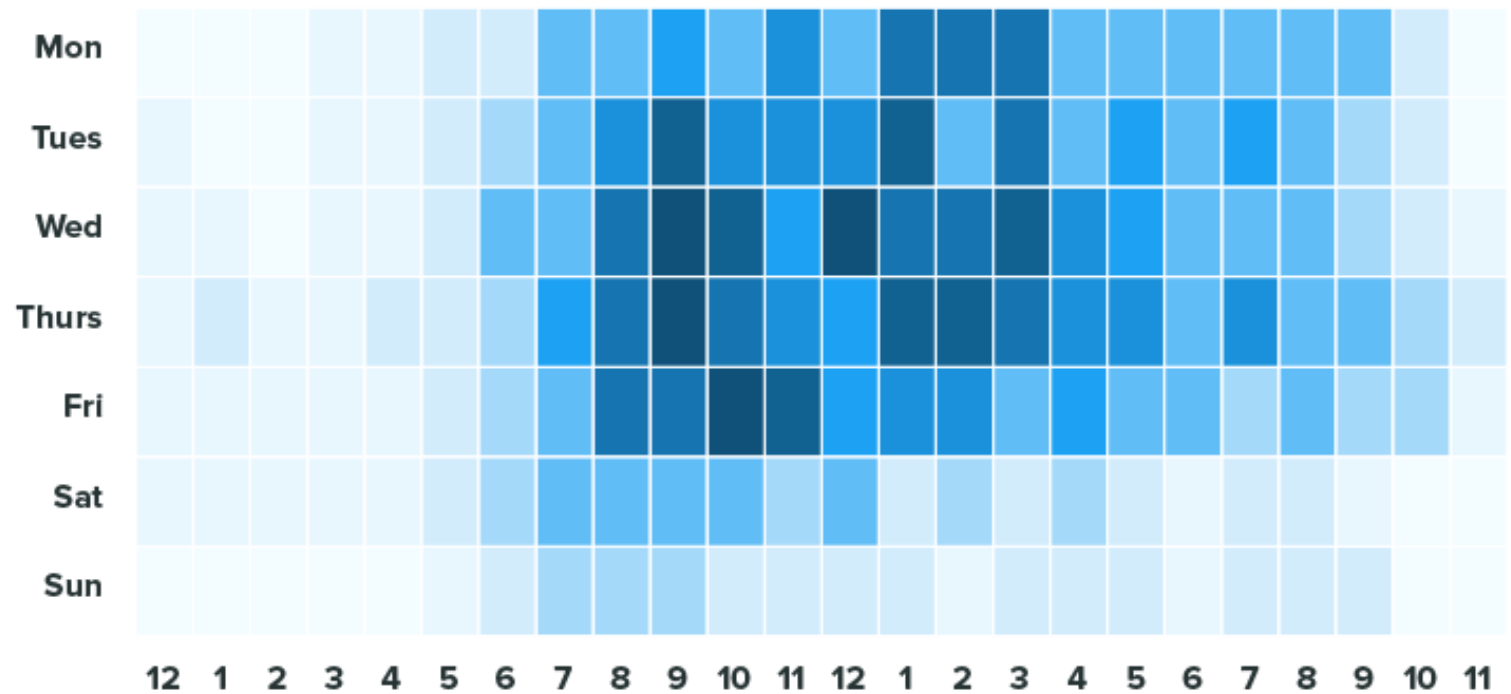
sproutsocial





LinkedIn Global Engagement

sproutsocial



Lowest Engagement

Highest Engagement



**Volunteer with
organizations
that need
your skills.**

**Volunteer your skills
for our planet.**

Have a skill that an organization is looking for? Discover nearby environmental organizations working on issues you care about, and find out how to volunteer your skills to help support the cause.

Get Involved



Email






“Now in social media, content is filtered by them and do not reach all people. Email marketing is up to **40 times more effective** than social media...”

Blog: 11 Excellent
Examples of Nonprofit
Website Design



WebAlive





charity: water

You can't
buy time,
but you
can give it.

When you give clean water, you make long walks and waiting in line to collect drinking water a thing of the past. You give families extra hours to spend attending school, earning income, and taking care of each other.

This holiday season, give time.

Give Now



charitywater.org

40 Worth Street, Suite 330, New York, NY 10013

[Send Me Less Email](#) | [View In My Browser](#)

Opt-out from all charity: water emails using [TrueRemove®](#)

Email Marketing

- **Be Creative**
- **Demonstrate your mission**
- **Send emails for holidays and special events/programs**
- **Give options to spread the word on other channels**
- **Show gratitude**

Sources:

- <https://reallygoodemails.com/emails/time-to-give/>
- <https://quickemailverification.com>



It's Mother's Day!?!

Give a gift that's straight from the heart
& helps kids with cancer.

[Send an ecard >](#)



*This year's ecard was hand-drawn by **Avery**.
(She's the one in the middle.)*

"Aww...How sweet!"

Mother, sister, daughter, friend...
our special ecard will touch her heart today
& you'll fund cures for tomorrow.



[Send an ecard >](#)

Today's blog:

And Mom, I'll Love You Always

by Ellie Ewoldt

As a mother, from the first
moment you hold your child —
no, from the first moments you
know they're expected — you
seek to protect them. You carry
them and love them and do
everything you can from first
breath to stand between them
and the pain in the world...

[Read more >](#)



Sent with from St. Baldrick's
1333 S. Mayflower Ave., Suite 400
Monrovia, CA 91016

No pictures? [Click here](#)
[Update your name or email address](#)
[Leave our mailing list](#)

you have 5 seconds

DO

- ✓ Be Personal
- ✓ Be Authentic
- ✓ Know Your Audience
- ✓ **Clear Call to Action**
- ✓ Be Concise
- ✓ Share News & Events

DON'T

- ✗ Make it too text heavy
- ✗ Have too many calls to action
- ✗ Spam your people!





HERO'S JOURNEY



Pancreatic cancer survivor Adam Deal celebrates the Jewish High Holidays with his family.

34-year-old Survivor Improves on Targeted Therapy

When Adam Deal received his stage IV pancreatic cancer diagnosis, he and his wife had just adopted two boys out of the foster care system. "I promised myself I would do everything in my power to stay strong for my boys and to continue to be there for them and my wife," Adam said. In part one of this two-part series, Adam tells us how he created a team of experts to support him and underwent a series of tests, leading him to a targeted therapy. Read part one now, and catch part two in the next issue of Progress Matters.

READ ADAM'S STORY →



PanCAN Is Here to Help.

Our Patient Central Associates can provide personalized pancreatic cancer information and resources, as well as answer any questions.

CONTACT US →

SOMETHING TO KNOW

Strong Elements

- Consistent Branding colors & messaging
- Strong Heading
- Hope Story
- Showing Help for community
- Opportunities to Give
- Fundraise
- Following up on public Concerns

Sources:

- <https://reallygoodemails.com/emails/time-to-give/>
- <https://quickemailverification.com>





HERO'S JOURNEY



Pancreatic cancer survivor Adam Deal celebrates the Jewish High Holidays with his family.

34-year-old Survivor Improves on Targeted Therapy

When Adam Deal received his stage IV pancreatic cancer diagnosis, he and his wife had just adopted two boys out of the foster care system. "I promised myself I would do everything in my power to stay strong for my boys and to continue to be there for them and my wife," Adam said. In part one of this two-part series, Adam tells us how he created a team of experts to support him and underwent a series of tests, leading him to a targeted therapy. Read part one now, and catch part two in the next issue of Progress Matters.

READ ADAM'S STORY →



PanCAN Is Here to Help.

Our Patient Central Associates can provide personalized pancreatic cancer information and resources, as well as answer any questions.

CONTACT US →

SOMETHING TO KNOW

SOMETHING TO KNOW



5 Things to Know About Vaccines

"Vaccines are especially valuable to help prevent illness in people with pancreatic cancer," says Victoria Manax, MD, PanCAN's chief medical officer. "However, there are factors the patient's healthcare team will take into account when deciding how vaccines may be used." Here are five things to know about vaccines.

LEARN MORE →

MOMENTS MATTER



Music Festival Honors Local Musician

While planning his wife Sharon's 40th birthday party, musician Russ Perry was diagnosed with pancreatic cancer. He didn't let that stop him from putting together the big bash for his wife and their musician friends. The event became a huge jam session and later turned into "Russtival," an annual musical festival and fundraiser honoring Russ' memory, now in its 11th year.

BE INSPIRED →

QUICK TAKE



How to Fundraise for PurpleStride on Facebook

You can now raise funds for PanCAN's PurpleStride directly from your Facebook page – allowing you to reach your family and friends where they are on social media. We offer four easy steps to create your PurpleStride Facebook Fundraiser and amplify your fundraising.

GET THE STEPS →

TAKE ACTION



The Rest Test Returns!

Mark your calendars: Tempur-Pedic's® Rest Test takes place Oct. 1-31, 2019. Visit an authorized Tempur-Pedic retailer to try one of their comfy beds, validate your Rest Test online, and Tempur-Pedic will donate \$10 to PanCAN – up to \$250,000! Starting Oct. 1, visit tempurpedichugsback.com for information and to find a participating retailer.

WHAT'S HAPPENING

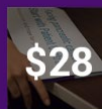
Moments Matter: Phoebe Collins
Friday Fix: Long-term Nutritional Challenges
2020 Research Grants Now Available
Rally for Medical Research
Relaxation for Patients and Caregivers
Friday Fix: 12 Easy to Digest Foods

PROGRESS TO 2020

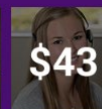
More than 500 pancreatic cancer researchers, clinicians and patient advocacy leaders attended the 2019 American Association for Cancer Research (AACR) special conference on pancreatic cancer Sept. 6-9. PanCAN was once again a co-lead supporter of the important event, which included remarks from President and CEO Julie Fleshman, JD, MBA. She spoke candidly about her experience with breast cancer, discovered through an early detection test: "I can imagine the day when

GIVE HOPE

Your gift of any amount ensures that pancreatic cancer patients and families have a brighter future.



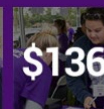
Can provide free educational packets to two recently diagnosed patients.
DONATE



Can give free one-on-one support to someone facing pancreatic cancer.
DONATE



Can train 15 volunteer advocates to speak up for research funding on Capitol Hill.
DONATE



Can support a local volunteer affiliate's ability to fight pancreatic cancer today.
DONATE

DONATE NOW →



1500 Rosecrans Ave., Suite 200, Manhattan Beach, CA 90286 – (877) 272-6228

1050 Connecticut Ave. NW, Suite 500, Washington, D.C. 20036 – (202) 742-8699

300 Park Avenue, New York, NY 10022

Privacy Policy Contact Us Manage Your Subscription/Unsubscribe

© 2019 Pancreatic Cancer Action Network. All rights reserved. Pancreatic Cancer Action Network is a qualified 501(c)(3) tax-exempt organization.





BEST TIMES TO SEND EMAILS



Tuesdays and **Thursdays** are the **best days** to send an email. **Mondays** and **Fridays** are the **worst days**.



Best times to send an email are from **10am-11am**. The **worst times** are from **3pm-4pm**.




Use an email tool to identify likely buyers and tenants. Prospects who open your email **at least 3x** or **reply** are **highly interested** in your services - **call them!**




Is **PRINT** dead?





hope

laying the
groundwork
for tomorrow's
communities



NON-PROFIT
ORGANIZATION



local foundations

for a
stronger
community



NON-PROFIT
ORGANIZATION



giving

back to the
community



NON-PROFIT
ORGANIZATION

- focused solution produce sm
- the results
- Common issues include not seeing them and becoming self-conscious when others are laughing or laughing alone. These negative feelings can affect your ability to connect with others and enjoy life.
- food and clothing drives
 - holiday toy collections
 - literacy programs
 - helping the disabled
 - building playgrounds
 - blood donor programs
 - drug awareness
 - senior citizen projects
 - habitat projects
 - walk-a-thons

for more information please call
800.555.5432 or visit our website
www.yourwebsitehere.com





What should you get printed?

Branding Materials

- Signage/Booth
- Business Cards
- Brochures
- Giving Envelopes
- Some Merchandise



*Make sure everything has your **website and contact information** boldly stated on them!*





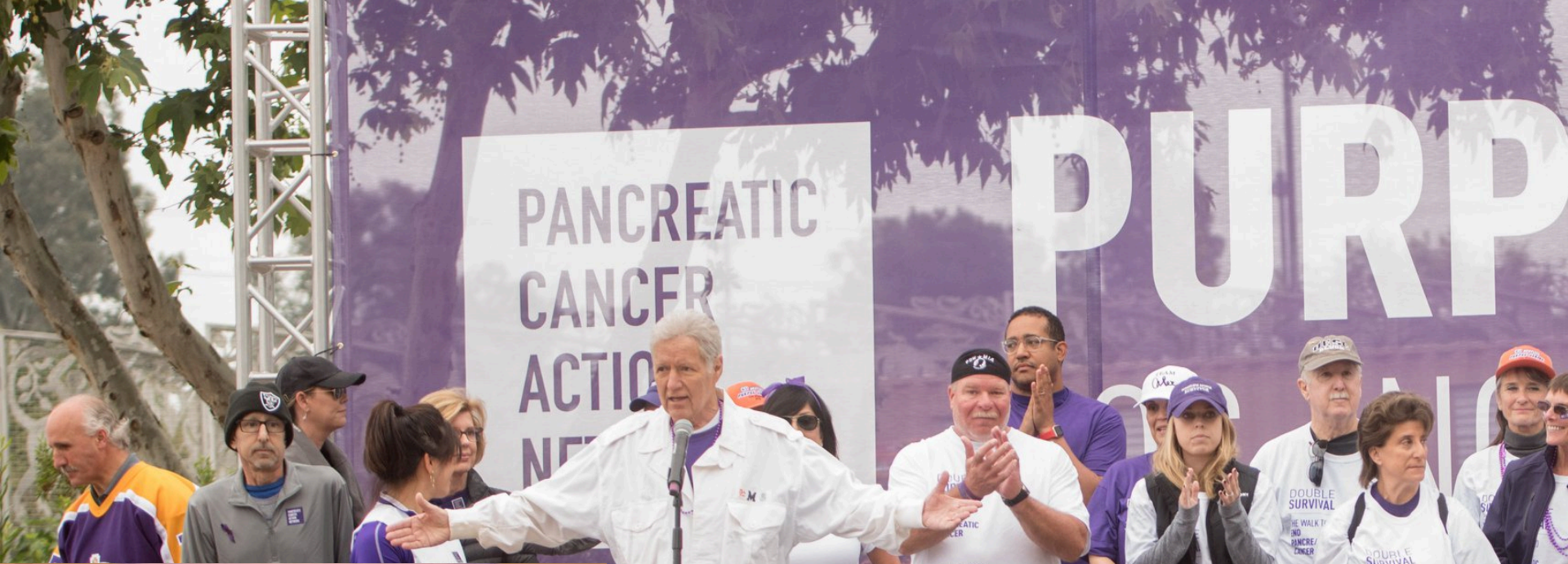
What else should you get printed?

Other types of printed materials

- Special Event Materials
- Campaign Postcards
- Newsletters
- **Thank Yous**
- Schedules

*Use a **professional** to design your materials, talk to a design firm about in-kind services – look through your donor list and see if anyone can help! Some people can create templates for your schedules that you can edit in-house and print.*







Now back it up with your PEOPLE

97% of your website traffic is a result of people hearing about or seeing you.



Be active in your community and keep your messaging consistent and relevant.





Make sure everyone talking about your organization can and will speak fluidly about your *MISSION* and *PROGRAMS*.

EVERYONE

staff, board members, volunteers, ambassadors





***REMINDER** the most important messaging is what your people are saying about your organization – keep your people INFORMED and INVOLVED!*

