

Simple Marketing Principles and how to apply them for fundraising purposes

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Topics

1. General – organisational development
2. Relationship
3. Client Behaviour
4. Target marketing
5. Segmentation
6. Relate to fundraising
7. Other

General - Organisational Development

Strategic Thinking, Acting and Implementing

The foundation of any activity: marketing, fundraising campaign.

General

- Ensure you have a comprehensive Business Plan
- Review Goals/Objects regularly responding to changes:
 - Market
 - Targets
 - Funding (Government)

“Customer is my boss”

(A sign displayed by staff of a Sushi bar)

Relationships

- The basis of fundraising is knowing who your ‘customers’ are and when, where and how they have engaged with you.
- This relationship can determine your success.
- Who are my ‘customers’ (constituents, donors, contributors...)?
- How much do you know about them?
- This starts with **Understanding ‘Customer’ Behaviour**
- Reasons why people ‘buy’ – what, where and when?

Target Marketing

- Who, EXACTLY, are my targets?
- You need to understand and KNOW your supporters
- You need to KNOW your prospects
- Understanding Consumer Behaviour

Target Marketing (cont.)

- Consumers DON'T buy goods!
- (donors don't donate money) (supporters don't support your organisation) (Volunteers don't give you their time)
- ...They buy BENEFITS!

Target Marketing (cont.)

- Basic Buying Motive
- The better you understand your targets, the more focused your campaign is = better results!

Target Marketing (cont.)

- Take a minute to think about your supporters!
- Why do you think they support you?
- When you communicate with them, when you ‘appeal’ to them...
- Highlight the motives, ‘sell’ the benefits

Target Marketing (cont.)

- How do you find out these things about your 'targets'?
 - Those who are NOT known to you and
 - Those who are KNOWN to you?

Target Marketing (cont.)

Some cost effective ways:

- Focus Groups
- In-depth phone calls
- E-communities – monitor
- Other ???

[A role for Volunteers!]

Target Marketing (cont.)

The best way to identify a **Viable Target Market** for your next communication remember:

4 'W's

- **Who**
- **Where**
- **When**
- **What**

Segmentation

- Focus your marketing
- Change your language
- Target your message
- Focus on the segment
- Change your language
- Use research information in your 'language'
- Focus on the segment/s

Segmentation (con't)

Examples:

- New Telstra advert - 'Call Mum'
(Refer to: callmum.net)
- New PUMA swing-tags]

Segmentation (con't)

- Look at “labelling” your segments so that they are easily understood by all staff and Volunteers.

Segmentation (con't)

How can these simple marketing principles help with your Fundraising efforts?

Fundraising

- Conducting FR activities:
 - Running appeals
 - Advertising [Vs. Promotion]
 - Support / sponsorship
 - Calling volunteers
 - Other ?????
- Track your activities
- Test and Measure

Fundraising (con't)

- Helps with sponsorship packages
- Assists with funding
- Track success of programs
- Provide details to donors
- Cements relationship – Value-add

Fundraising (con't)

Increase Activities – Increase Revenue

[simple]

The Power of a Database

[potential]

Fundraising (con't)

Increase your Database

- Regular activity
- Everyone's job
- Conduct DB specific activities
- Works best when well defined segments
- Your own field to cultivate

Other

- Incentives
- Life Time Value

Case for Support

Used as a basis for all marketing collateral

- Scripts
- Everyone's language
- Copy
- Web content
- Sponsorship pack

Case for Support

It should include:

- Vision / Mission
- History – brief
- Case study – positive outcomes
- Executive summery (focused)
- Budget – specific
- Endorsements, support

THANK YOU

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