

Third Sector Associates

Assisting nonprofits and their communities to succeed.

- grantwriting
- public participation
- training & facilitation

Marketing Your Organization: Expanding Community Understanding and Support Sample Training Agenda

1. Definition of Marketing
2. The Five “Ps” of Marketing (The Marketing Mix)
3. Eight Steps To Effective Target Marketing (Using the 5 “Ps”)
4. Nonprofit Marketing Worksheet: Your Product, Your Public, Your Message
5. Eight Steps to Effective Target Marketing: Your Organization
6. Positioning Your Organization and Your Product
7. Product & Place: The Importance of Customer Service
8. Promotional Techniques: Media
 - Sample Press Release
 - 10 Essential Tips to Ensure Your Press Release Makes the News
 - News Hooks to Ensure Your Press Release Makes the News
 - Compile an Effective Press Kit
9. Promotional Techniques: Brochures
10. Things to Remember When Writing Brochure Headlines
 - The 10 Most Common Mistakes In Human Service Agency Brochures