

COMMUNICATE TO CONNECT

**NONPROFIT
PARTNERS**
Marketing for good.

Consider Your MARKET

Those Utilizing
Services

Those
Volunteering

Those Making
Donations

Choose Your MEDIUM

Website

Mobile Messaging

Social Media

Search Optimization

E-Newsletters

Media Campaigns

Podcasts

Direct Mail

Craft Your MESSAGE

Personality

Call-to-action

Language

Accuracy

Tone

Grammar

Relevance