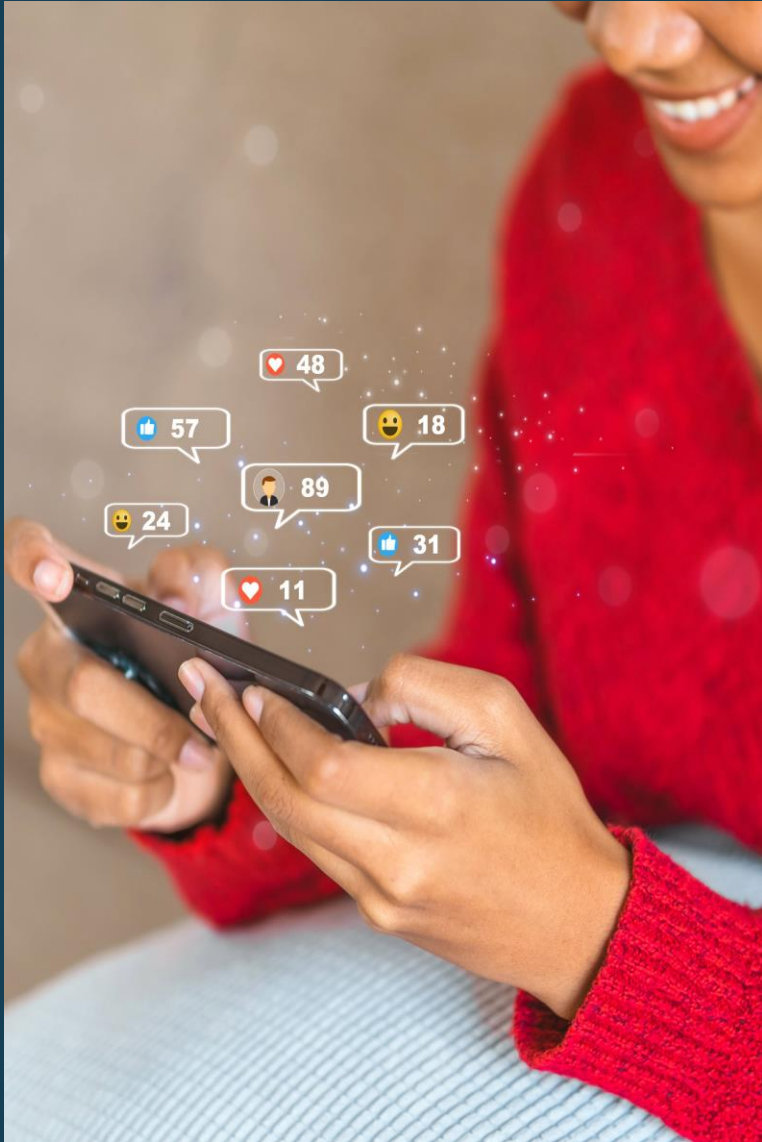


# Marketing/Communications & Fundraising

SPREAD THE WORD ABOUT THE GOOD WORK YOU ARE DOING

Phoenix Rios, Clay Gregory, Jillian Morgan

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# SOCIAL MEDIA

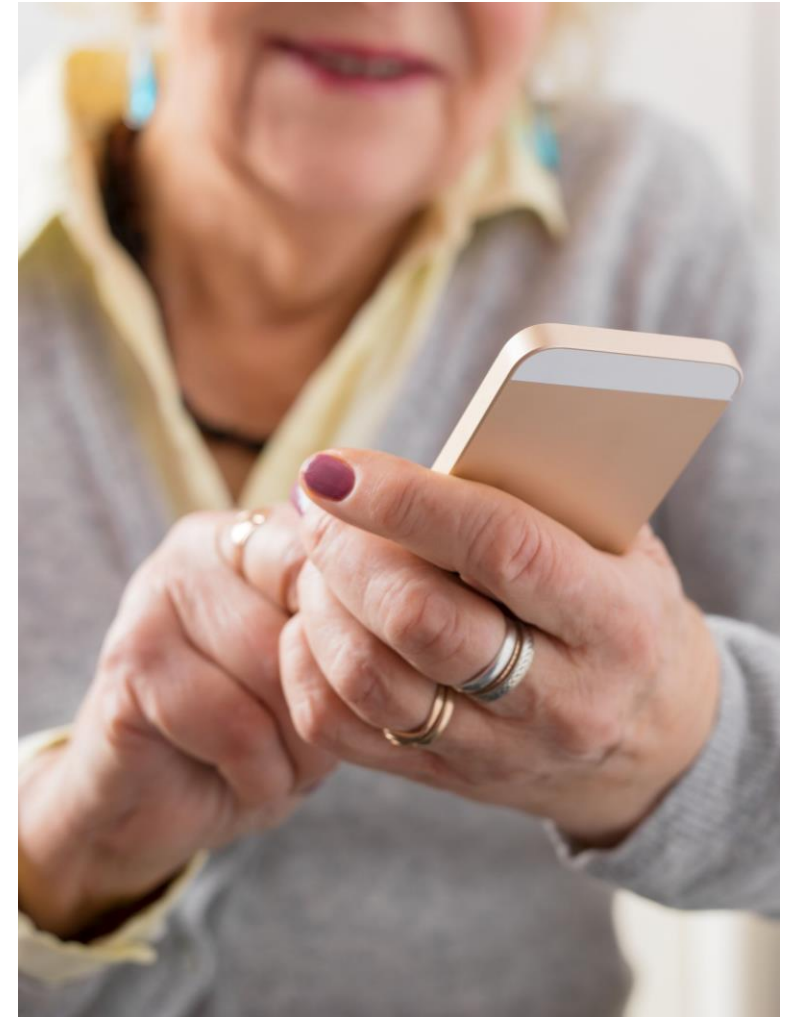
Cultivating online relationships

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# Choose a one or more platforms and work to make those great

## Where to Begin

- With so many platforms to pick from, it's common to feel like you must be on all of them to be effective
- More effective for your organization, and the individuals working on socials, to focus on 1-3 platforms and focus on making your presence as consistent and high quality as possible
- Choosing even just 1 platform may be best
- Choose a platform that plays into the strengths of your team, and the brand of your organization
- Repurpose and reuse content for 1 or more secondary platforms



# Do not overthink content

## Keep it simple

- Quality does not equal production value
- Platforms are created around stories, highlights, and content of regular people
- Put your best foot forward, the story and messaging behind the content will be much more important to your audience versus the quality of your pictures and video or the equipment you're using
- Captions add context and storytelling to the photos and videos you're posting and a long way to express your message.



# Do not overthink content

## Do be creative

- You know the important stories that express what you do
- You know what messages are important on any given day
- Brainstorm and synthesize what's important to your organization, what are your core values, and who are you trying to speak to?
- Food insecurity is what we're all addressing
- Focus on the impact your organization is making to end hunger in your communities
- How can you go deeper and tell the stories of your guests, your staff/volunteers, and how your organization came to exist?







# MARKETING & COMMUNICATIONS

From Idea to  
Implementation

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# Marketing and Communication Strategy - Ideas



**Who Are You?**

## Clarify Brand

- Be consistent with
- Logo & visual identity
  - Personality & voice
  - Language & talking points



**What Do You Want to Say?**

## Messaging Strategy

- Map out
- Mission and values
  - Quick pitch
  - Talking points
  - Announcements



**Who is Listening?**

## Target Audiences

- Identify demographics of
- Participants
  - Community members
  - Partners
  - Supporters



**Where Do You Want to Show Up?**

## Multi-Channel Outreach

- Utilize, to your capacity
- Website
  - Social media
  - Emails
  - Local reporters & media
  - Events calendars
  - Local venues

# Marketing and Communication Strategy - Implementation



## Get Creative

### Create Content

- Social media
- Blog posts
- Articles
- Videos
- Testimonials
- Flyers
- Postcards
- Surveys



## Get Relational

### Identify Partnerships

- Affinity organizations and groups
- corporate sponsors
- media partnerships



## Get Results

### Measure Outcomes

- SEO (Search Engine Optimization)
- Website analytics
  - landing pages
- Social media analytics
  - scheduling platform

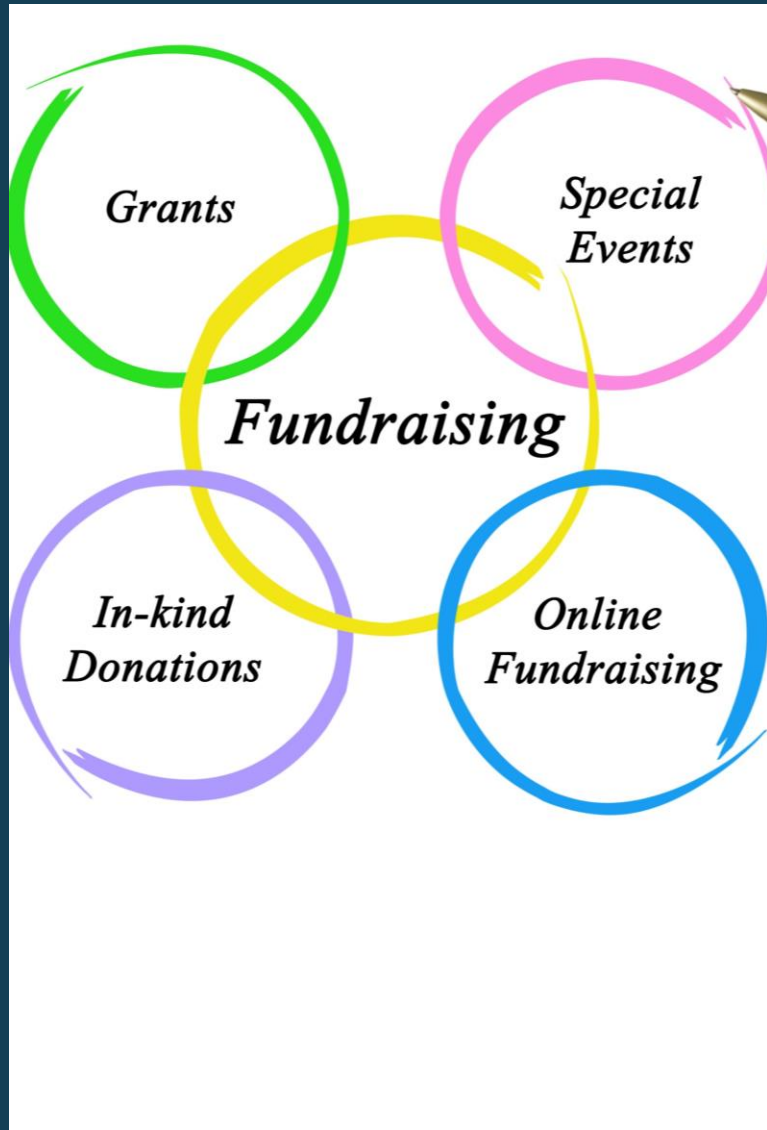


## Get Going (Again)

### Review & Iterate

- Get feedback
  - Stop, start, continue
- Assess and adjust
- Rinse and repeat!





# Fundraising

Dare to ask

# Donor Stewardship

## Establishing Meaningful Relationships With Donors

The simplest, most cost-effective strategy for fundraising is prioritizing donor retention. **Establish meaningful relationships** with your supporters and set your team up for larger donations in the future with a cohesive donor stewardship plan.



---

Progressively  
build deeper  
donor  
relationships.

---

Human connection is what keeps your community engaged.

# Building Meaningful Relationships

## 1.

### SEGMENT YOUR DONORS

- First-time donors
- Recurring donors
- Giving levels (low-level, mid-level, or major donors)
- Donation frequency
- Seasonality of giving
- Donors from specific acquisition channels



# Building Meaningful Relationships

## 2.

### WHAT MOTIVATES YOUR DONORS?

- How do donors connect your organization with the cause they care about?
- What event, conversation, or donation appeal motivated new donors to give?
- How many low-level and mid-level donors have the potential to become major donors?
- What holidays or special events do your donors feel most inspired by?
- How many donors are you acquiring through each platform (i.e. website, social media, events, letters/postcards, conversations)?



# Building Meaningful Relationships

## 3. DEMONSTRATE DONOR IMPACT

- Annual reports.
- Personalized email, letters, or phone calls.
- Timely updates. Keep donors in the loop at all times in a more organic way.





# Building Meaningful Relationships

## 4. INTRODUCE DONORS TO YOUR NETWORK

- Foster a sense of togetherness through
  - online groups (social media group)
  - in-person and hybrid events
  - volunteer opportunities
  - coffee/tea dates



# Building Meaningful Relationships

## 5. THANK NEW & RETURNING DONORS

Donor Level	Outreach
Major – new or returning	Direct phone call
Mid-level – new or returning	Direct phone call or handwritten note
New low-level	Handwritten note or personalized email
Returning low-level	Customized receipt and personalized email

# Fundraising Resources



[classy.org](https://www.classy.org)



[councilofnonprofits.org/](https://www.councilofnonprofits.org/)

# More Fundraising Resources

- [Western MA, AFP \(Association for Fundraising Professionals\)](#)
  - The Western Massachusetts Chapter serves fundraising professionals throughout Western Massachusetts including Worcester, Hampden, Hampshire, Franklin and Berkshire counties. They also periodically offer scholarships to join the group. It's worth signing up for their mailing lists to stay in the loop on their trainings/workshops. Next year they will do a 2-day workshop, that's a Fundraising 101 course.
- [Laurie Herrick: Culture of Philanthropy](#)
  - Book hub and some free resources. She is also available for consulting services. The emphasis of her work is creating fundraising breakthroughs by empowering leaders to build a healthy Culture of Philanthropy within their organizations
- [GoLively](#)
  - 3<sup>rd</sup> party platform to use for 'Virtual Fund Drives' or 'Text-to-Give' campaigns. Can also be used as a platform for accepting donations.
- [PledgeReg](#)
  - Platform for peer-to-peer fundraising
- [Network for Good](#)
  - Platform for processing donations

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**YOUR TURN**



**QUESTIONS?**

THANK YOU

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