

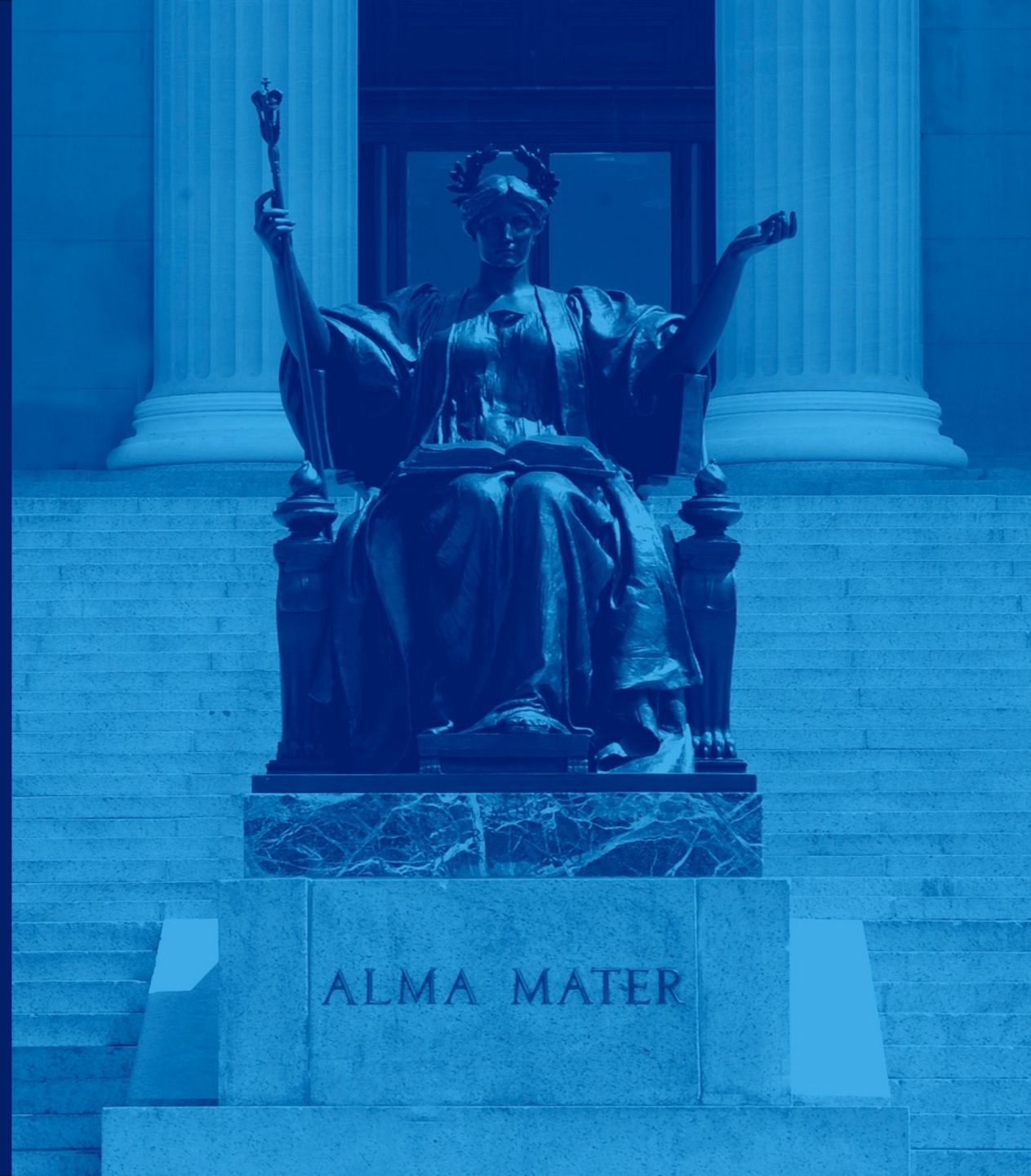
*Starting a Nonprofit:
The Four Fundamental Steps*

*Communication, Marketing & Impact
for New Nonprofits*

Tom Watson

Part-time Lecturer & President, CauseWired

March 13, 2021
10 AM - 12 Noon EST

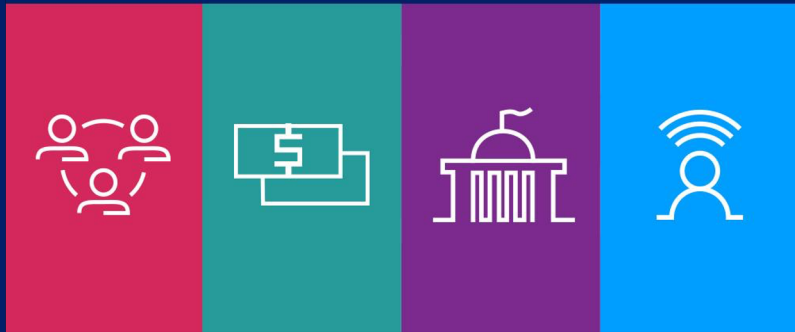




Starting a Nonprofit:

The Four Fundamental Steps

M.S. in Nonprofit Management



Saturday, 11.7.20

**Starting a Mission-Based Organization
with Dr. Carlos Ponce, SPS Senior Lecturer**

Saturday, 12.5.20

**Effective Fundraising
with John Hicks, SPS Lecturer & Principal and Chief Strategist,
DLBHICKS, LLC**

Saturday, 1.30.21

**Governance: Building Your Board
Vernetta Walker, J.D., SPS Lecturer; President and CEO of
Walker and Associates Consulting; Senior Governance
Consultant & Senior Advisor on DEI, BoardSource**

Saturday, 3.13.21

**Communication, Marketing, and Impact for New Nonprofits
with Tom Watson, Part-time Lecturer;
President, Cause Wired**

<https://bit.ly/startinganp>

Part One: Strategy



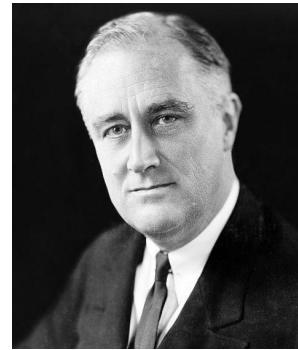
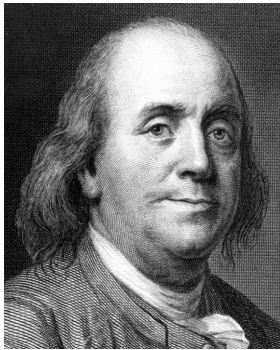
My Own Background: Fellow Founder

For the last 25+ years, I've had the continual urge to create new things.



The Founding Spirit

These folks started some nonprofits of note – what unites them?



Building the Network



All successful nonprofit founders that I've known possess a combination of:

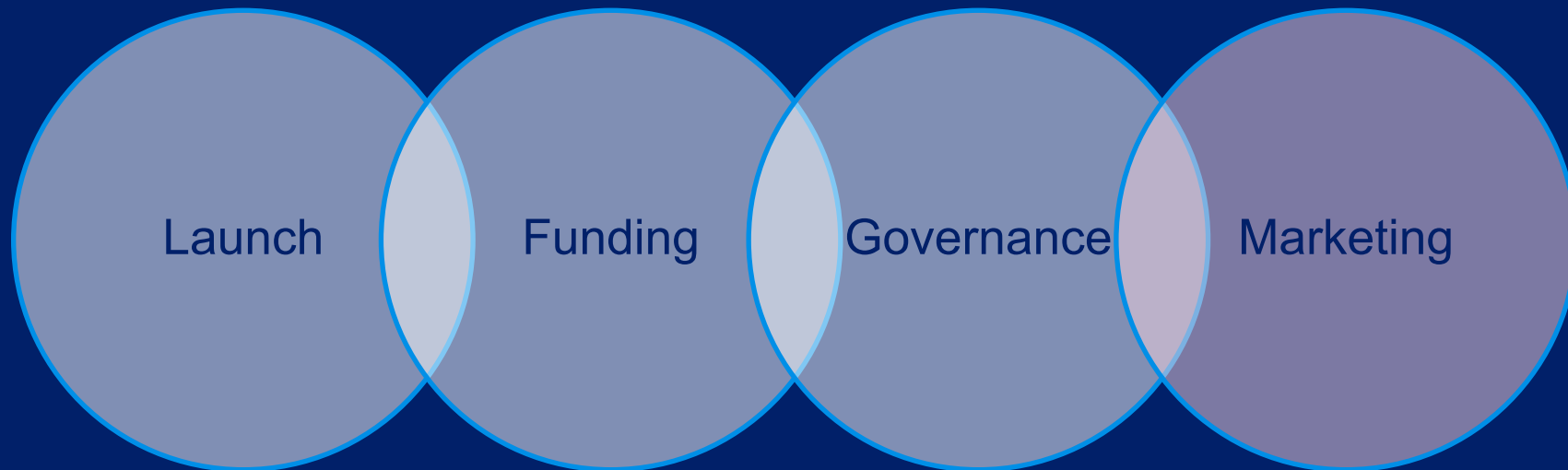
- Big ideas
- Personal energy and commitment
- Fundraising knowledge and ability

They also knew how to build a strong **network** - and that's what we're really talking about today.

It's a modern word, but always valid.

The Fourth Building Block

When we talk about “communications,”
- we’re really talking about people, stories, connections,
getting the word out.



Obstacles in the Digital World

Challenges:

- Trust in institutions
- Attention spans
- Budget
- Time (yours)
- Resources

What shouldn't be a challenge is having an authentic story to tell.



Strategy vs. Tactics

You have many choices, but what are the goals for the organization? What helps us get there? What's our timetable? What are the big decisions to make?



Planning vs. Acting

While no plan survives “first contact with the enemy” – ie, the real world – serious planning should include flexibility and opportunism



Communications in The Startup Environment

**Too many tasks, not
enough time!**

**So many choices to
make!**

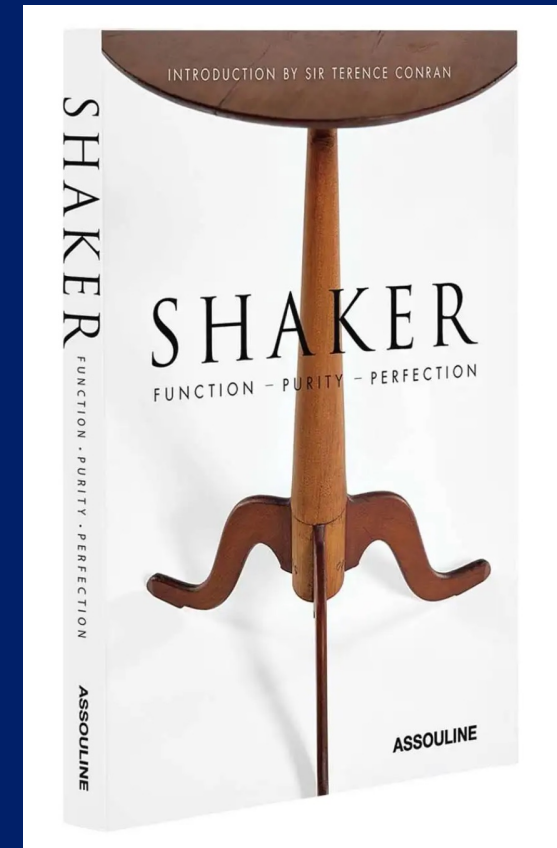
**Is there a budget for
that?**

**How do we know it's
working?**

**What the heck is
Clubhouse?**

Do Fewer Things Very Well

A new nonprofit aims to change something important, build something new, improve people's lives – it has a clear vision for what's needed. **So should the communications plan.**



Example: The Innocence Project

25 years ago, the **Innocence Project** was a small startup created by Barry Scheck and Peter Neufeld, two Bronx defense lawyers. Their Shaker solution: tell the stories of the wrongly convicted.



Example: The Innocence Project

The IP has gone from a standing start to \$30M annually and it's brand is a household name. Also, still telling stories.



Example: Village Healthworks

Survivor of genocide
Deogratias “Deo” Niyizonkiza
returned to Burundi – the
world’s poorest country – to
found **Village Health Works** in
2005. His Shaker solution: tell
the story of transforming one
village, Kigutu.



Example: Village Healthworks

Today, Village Health Works is on its way to opening Kigutu Hospital, Women's Health Pavilion, a 150-bed teaching hospital. Also, still telling stories.

KIGUTU HOSPITAL

Today, 11 years after Village Health Works transformed the mountain village of Kigutu, Burundi into a fulcrum of quality, community-driven health care and education, we have raised more than \$15.6 million of the \$20 million needed to build the Kigutu Hospital. This 85,000 square foot facility will be a state-of-the-art, 150-bed teaching hospital designed to meet the health needs of the entire community, particularly women and children, thereby improving the quality of life of hundreds of thousands of Burundians.



[LEARN MORE](#)

Always Remember the Case

Just as the Case for Support is central to fundraising – so is the story of your organization (and who it serves) the center of communications and marketing. That should inform every decision.

Planning Elements: Brand

A brand is the personality of an organization or business. It's the first thing you think of, or how you feel, when you see a logo or hear its name. For nonprofits, it's the work and the impact.

Elements

- ✓ Name
- ✓ Logo
- ✓ Short mission statement
- ✓ Colors and typography
- ✓ What you stand for
- ✓ Your impact
- ✓ Your people

Planning Elements: Communications

Communications are any images, video or text that you share with others – internally or externally. This is essentially the act of publishing or broadcasting your work.

Elements

- ✓ Website
- ✓ Print materials
- ✓ Email
- ✓ Correspondence
- ✓ Videos
- ✓ Webinars
- ✓ Social media posts
- ✓ Reports

Planning Elements: Marketing

Marketing is what it sounds like – bringing your product (in this case, nonprofit services and impact) to the marketplace. This can be through paid ads, a crowdsourcing campaign, direct mail etc.

Elements

- ✓ Advertising
- ✓ Paid placement
- ✓ Campaigns
- ✓ Targeted outreach
- ✓ Selling merchandise

Planning Elements: Media

In our definition, this refers to other communications channels – especially news vehicles – that may help to extend the reach of the organization. Also called “earned media” – but I dislike that!

Elements

- ✓ News stories print
- ✓ News stories video
- ✓ Blogs
- ✓ YouTube channels
- ✓ Influencers

Planning Elements: Audience

Plainly put – who are you trying to reach? In my view, as a startup, the answer is very rarely “the general public.” Targeting is essential, given your limitations on time and resources.

Possible Targets:

- ✓ Foundations
- ✓ Individuals
- ✓ Corporations
- ✓ Influencers/network
- ✓ Program participants
- ✓ The media
- ✓ Public sector
- ✓ Other allies

So Make That Plan



Even if we're innovating on the fly – and we are! – even a short blueprint for communications is important: because it knits everything together, from programs to fundraising to governance.

Meet Two Founders



SPS Nonprofit
Management graduates
Meiske Wahju and Jack
Powers are both social
entrepreneurs and
founders of nonprofits.
They felt the call to start
something big.



Meiske Wahju

Co-Founder of SabangMerauke, an interfaith youth group based in Indonesia. Using multiple digital media platforms to knit together a network of volunteers and participants.

SabangMerauke

Seribu Anak Bangsa Merantau Untuk Kembali



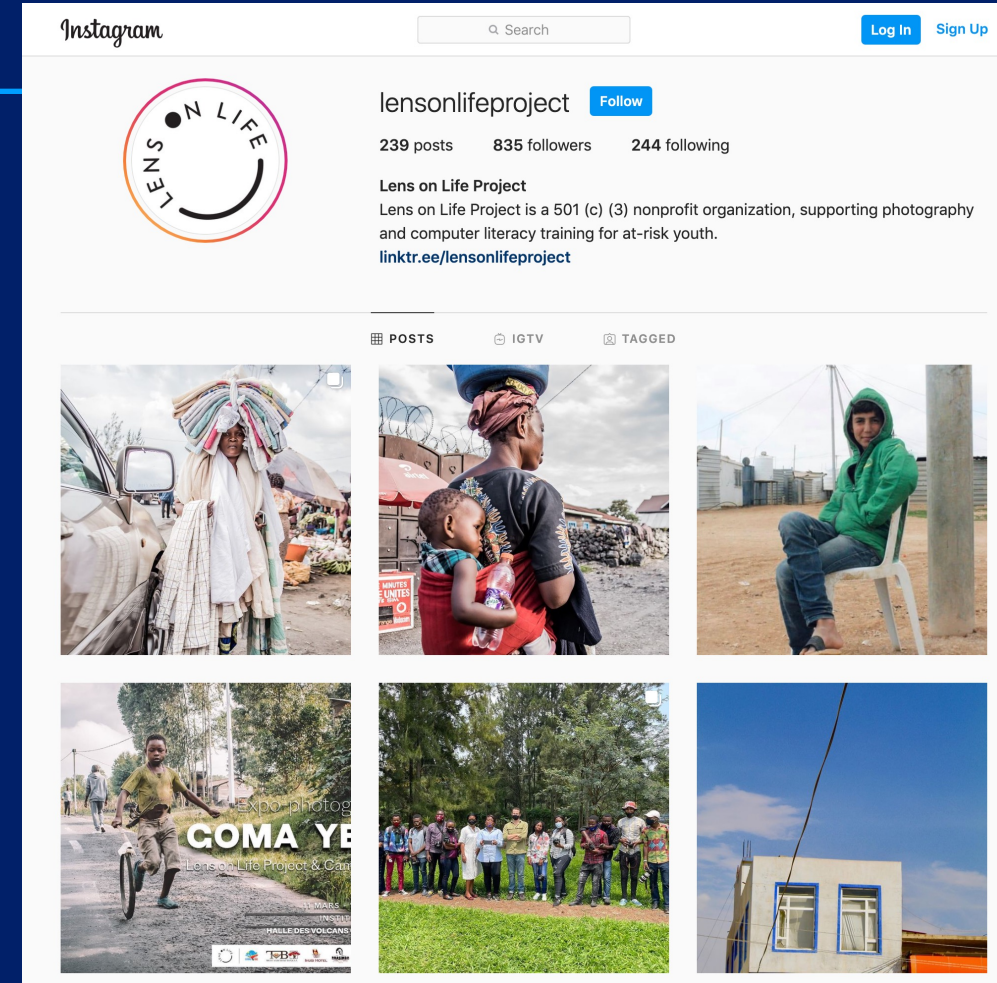
Multi religion praying is the one of cultures in SabangMerauke to open the session. In this picture is Adik SabangMerauke 2018, left to right: Ari (Christian, Pekanbaru, Riau), Alisa (Islam, Pangkalanbun, Central Borneo), Okta (Hindu, Karangasem, Bali), Bella (Catholic, Tentena, Central Sulawesi), and Suci (Islam, Agam, West Sumatera).

About SabangMerauke

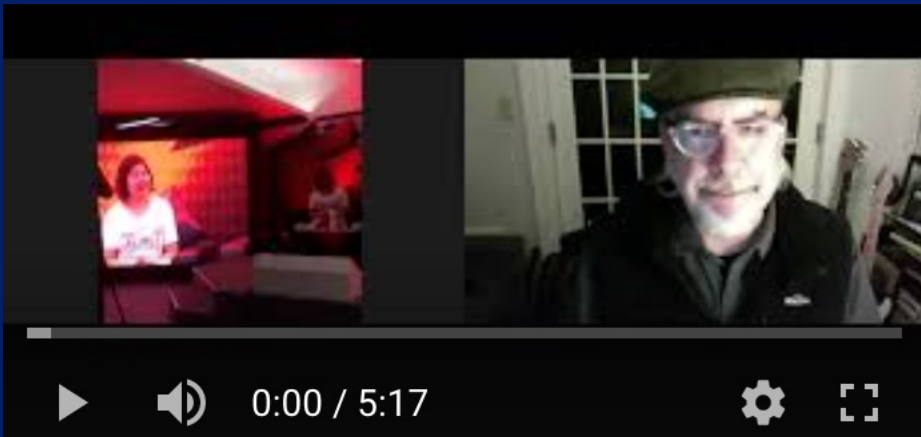
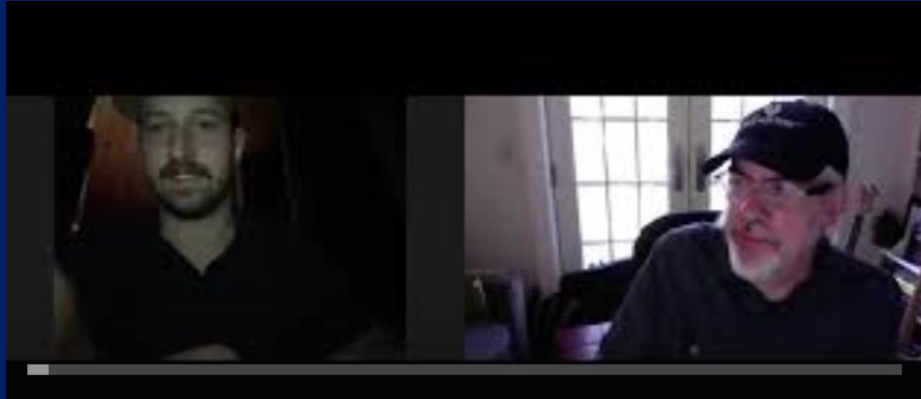
SabangMerauke's name is inspired by "Sabang" (Indonesia's western-most point) and "Merauke" (Indonesia's eastern-most region). In addition, SabangMerauke is an acronym for *Seribu Anak Bangsa Merantau untuk Kembali* (Thousands of Children Travel to Return Home). SabangMerauke (SM) is an intra-nation student exchange program that aims to promote tolerance, by expanding the participants' horizons and seed values of respect for the nation's diversity. SabangMerauke also aims to internalize the spirit to pursue higher education among the participating children.

Jack Powers

Co-Founder of Lens on Life, which encourages photography and computer literacy for at-risk youth around the world. Major Instagram has increased attention for the work.

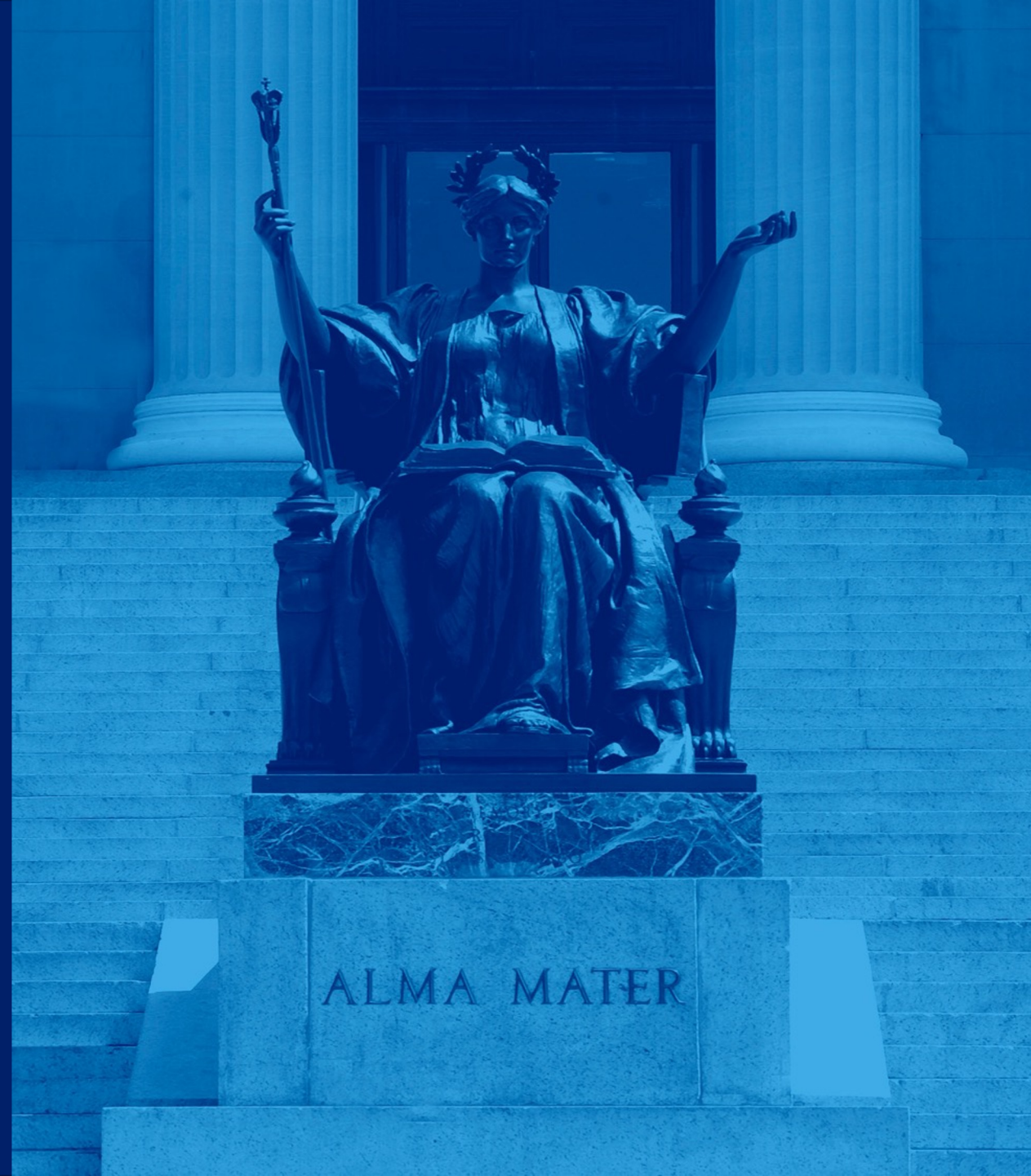


Learn From Their Stories

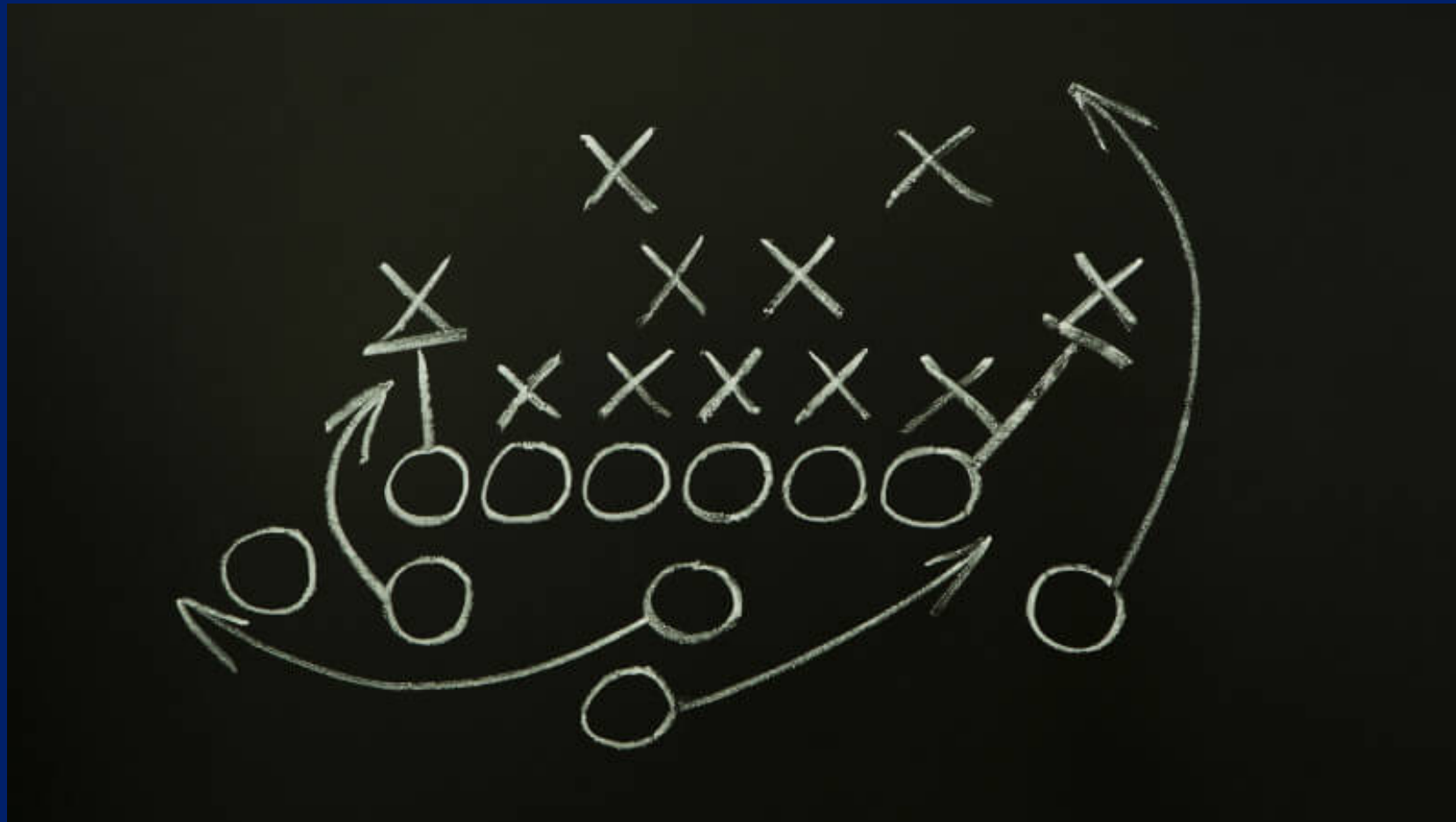


As a bonus for this session, we've created short interviews with Meiske and Jack exploring their challenges and successes in communications. (Links in the resources section).

Questions?



Part Two: Tactics



Limit Your Palette



Designers, artists, musicians, gardeners, creators or all types know this trick – keep the number of elements (color, scales, shapes) low for higher impact.

1. Email

The first thing you should do is create an email list.
(Yes, even before your Website is perfected).

Tips:

- Keep regular schedule
- Be brief, include strong images
- Option for giving
- Write for humans
- Easy to manage account

2. Friends and Family



From the start, make sure you explicitly ask friends and family (and colleagues) to share your content – and like, RT, share, comment etc. Use your built-in network – the algorithms reward participation. Think of this as “seed attention.”

3. Consistent Copy

Keep your writing consistent across all platforms. Use the approved language of the case. Some key reasons for this:

- Major donors are also consumers of digital media
- Ditto the news media
- Consistent voice makes the brand more memorable
- Repetition is good! (There's a lot of noise out there)

4. Calendar



Make a plan for communications over the year and stick to it (while also being flexible to add as you go). Think weekly (bi-weekly at the outside). Again, repetition is good.

5. Video

Always collect video as you go, as much as possible, and use as needed. Some tips:

- You're not Scorsese, it's not gonna win an Oscar. (Frequency and immediacy are more important).
- The pandemic has changed expectations on production value
- Going live is a good thing
- Use YouTube as a main repository



6. Facebook

Despite the many issues on privacy, false information, and data misuse, Facebook is still where the most people are and you need to be there. Some tips:

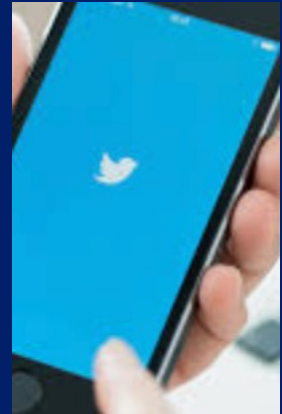
- Use the events feature to invite people and attention
- Tag liberally! (People won't mind)
- Start with a page (not a group) and provide all contact info
- Use the donate option if you're a 501c3



7. Twitter

Twitter has a couple of crucial uses for nonprofits - but I think they're limited. You need to be there if:

- The news media is crucial to mission
- You're involved in public policy or advocacy
- If celebrities and public figures are important
- Tom's rule: you really can't over post – make liberal use of repetition and ICYMI loophole
- And use targeted hashtags



8. Instagram

This is a visual medium and – given its rapid rise – a place every nonprofit needs a presence. Remember, it's quick hits, mobile based, “flip through” medium – but useful for storytelling and brand building.



9. Prime the Pump

Even with a very small budget and part-time staff, most nonprofits should consider a paid digital media budget from the earliest stage possible. There are a couple of good reasons:

1. Targeting – you can recruit an audience by demographics, by location, and by interest – very easily.
2. The platforms tend to reward those who buy in with favorable algorithm results.

10. Media & Influencers

Use the backchannel that social media provides – just as other organizations are asking money, they're also asking for amplification and attention. You should too! Feel free to build a list of media people and journalists, and regularly pitch them – as well as influencers (like YouTube and Instagram celebrities). Squeaky wheel time.

11. Keep Track Starting Now

Data will matter down the line, so start keeping some basic statistics right now. It doesn't have to be complex. My recommendation:

1. Start a spreadsheet for the basic numbers:
Website visits, email list size and opens,
FB/Insta/Twitter followers, video plays etc.
2. Update it monthly – that way you'll see what's stalled and what's growing

12. Special Projects

There are a number of areas where even a small startup can stand out using the tools and resources available at low cost. Some ideas:

- Create a compelling digital annual report
- Launch a podcast or vlog series (but make sure you can keep it going)
- Build a creative Giving Tuesday campaign that focuses on attention rather than funds raised (low goal)

13. Always Recycle



There is no rule against using your content across multiple platforms – and repeating its use as necessary. What's in email should be on Facebook. What's on Instagram should be on YouTube.

14. Crowdfunding

Every nonprofit has a crowdfunding plan – the idea will catch on, you'll tell a great story, and the crowds will follow. This can be true! But I'd also keep expectations in the very reasonable category. And I'd emphasize the number of donors over the amount raised – and be sure to use a platform that allows you to keep all donor data, so you can build strong relationships over time.

15. Storytelling – How We Started

It really does come back to telling good stories. That's the best nonprofits do. That's what creates strong causes. That is what builds audiences, wins allies, and attracts donors.



One Great Example

Though its scale is greater than a startup nonprofit, Vera Institute of Justice does a great job of integrating its marketing and communications across many platforms – and staying true to its (complex) mission.





There's Power in Numbers

Together with hundreds of advocates, organizers, researchers, volunteers, and you, we can transform the criminal justice system until it's fair for all.

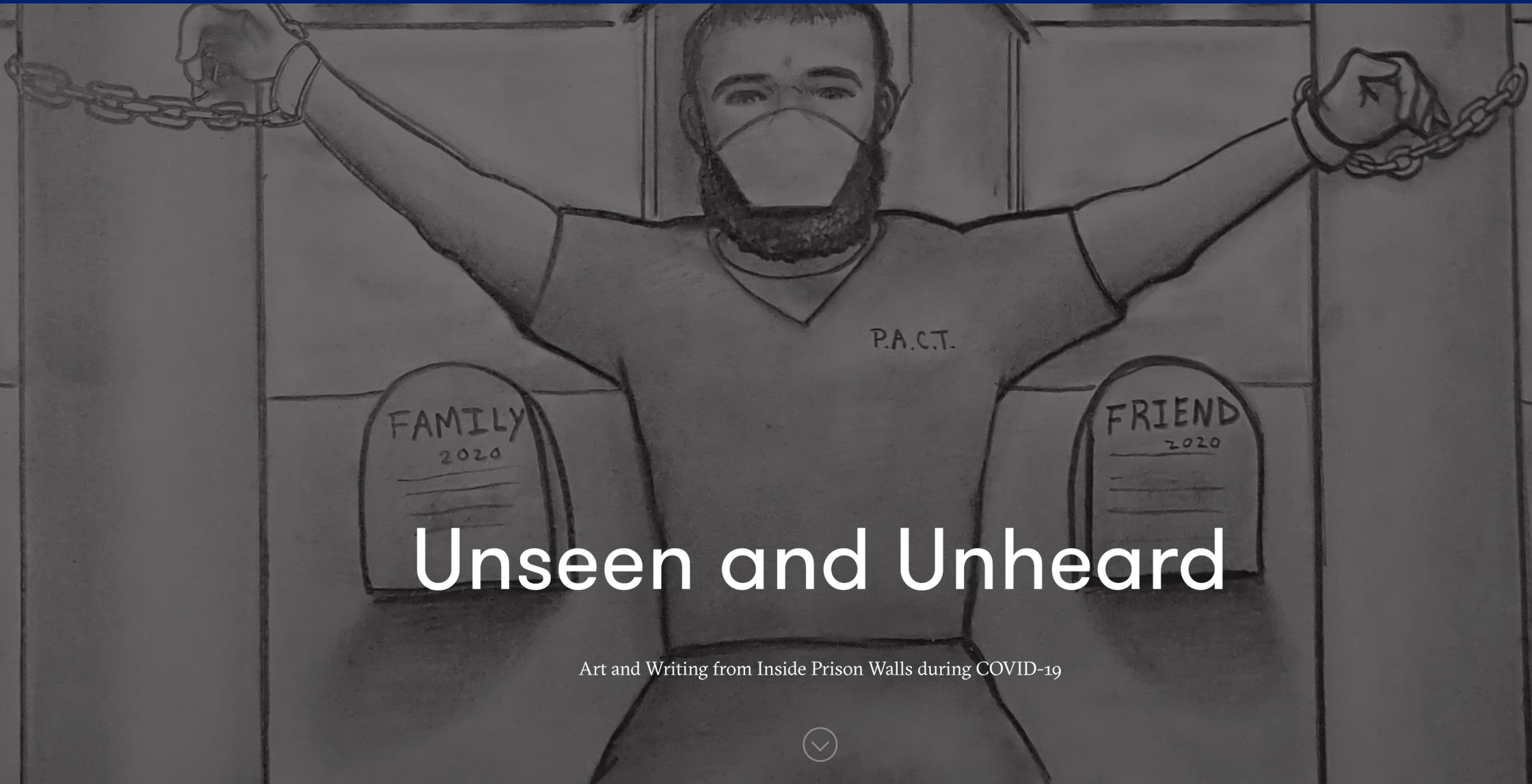
[WATCH THE VIDEO](#) | [JOIN OUR NUMBERS](#)



Empire State of Incarceration

February 18, 2021





Unseen and Unheard

Art and Writing from Inside Prison Walls during COVID-19



SLEPT ON

- All my life I forgot what it felt like to be innocent
- Ask me why, maybe because at birth I was born guilty
- To some, it does not make any sense
- But if you think about it, stereotyped cause of the color of my skin
- **WHEN WILL IT END?**
- Like the time the white girl walks across the street cause I am walking behind
- Or getting followed thru the store the minute I walk inside
- When I get stopped by the cops because I own a nice car
- Constantly having to defend myself like I passed the bar
- Far from a criminal but all my life persecuted
- But I refuse I will keep my head high I won't back down I won't be defeated
- But will I end up like Malcolm X, Martin Luther King?
- The thought behind every black man trying to stand for something
- So many have tried and had to die to be remembered
- How many more have to? And why? I'll wait for an answer
- They push us under the rug, and push us to the back like the bus
- Until another one makes a stand and say **NO** like Rosa Parks
- **NO** to the constant harassment by the local law enforcements
- **NO** to the racist, and racism of the justice system
- **NOOO** cause black lives should matter but to them it don't
- **NO** I will be next to keep it real when no one else won't
- The more they lock up, the less of us to speak up
- Open your eyes, Ruben Hurricane Carter said it best WAKE UP
- Most of us are blind to the facts and asleep
- But there are those who peep but act like they don't see
- They want us on our knees then up on our feet
- Then Some do what they like killing each other over the white man's street
- Killing each other because you are in a gang
- Witch originally started to help the community and create change
- But they still judge when facts are they got the biggest gang
- But what do they expect from the hate they gave
- What do they expect when it's been abolished but we still feel like slaves
- **HAND UP! DON'T SHOOT!** But they still do and it's clear
- Because our race, and color is the weapon that they fear

Covid Constant, by Jacob (North Dakota)

JACOB [REDACTED]
WEST UNIT

COVID CONSTANT

12/1/20

THE SUN AND MOON, STARS AND SKY
AROUND THE WORLD, THIS IS CONSTANT
THE OCEANS DEEP, THE MOUNTAINS HIGH
AROUND THE WORLD, THIS IS CONSTANT
THE LOVE OF LIFE, THE DESIRE TO TRY
AROUND THE WORLD, THIS IS CONSTANT
A SHOULDER LEANED ON, TO JOIN A CRY
AROUND THE WORLD, THIS IS CONSTANT.
A VIRUS IS BORN, CAUSES MANY TO DIE
AROUND THE WORLD, THIS IS CONSTANT
QUICKLY TO BLAME, QUICKER TO LIE
AROUND THE WORLD, THIS IS CONSTANT
DOORS ARE CLOSED, MASKS WE APPLY
AROUND THE WORLD, THIS IS CONSTANT
DISTANCE WE KEEP, FROM OTHERS SHY



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Vera Institute of Justice

19.9K Tweets



Vera Institute of Justice

@verainstitute

We're fighting every day to secure equal justice for all, end mass incarceration, and strengthen families and communities.

NYC/DC/LA/NOLA vera.org Joined February 2010

2,904 Following 73.2K Followers

Followed by Josh Gordon, Jamaal Bowman, and 176 others you follow

Tweets Tweets & replies Media Likes

Vera Institute of Justice @verainstitute · 2h
Black people make up only 13% of the U.S. population but 41% of those sitting on death row. We are joining the fight to end this draconian, racist practice.
vera.org/ending-death-p...



Search Twitter

The U.S. is also an outlier globally
More than 70% of countries worldwide have abolished capital punishment in law or practice, including roughly 170 United Nations member states out of 193.

so often, judges and juries make mistakes—with consequences. Since 1973, 185 people have been exonerated from wrongful convictions that sent them to death row. Nearly two-thirds of those are people of color.

White lives are valued more than Black lives.
Throughout the country's history, the death penalty has been carried out in a racist manner, demonstrating what many people already know.

The Introduction of The US Citizenship Act
The US Citizenship Act not only provides much-needed immigration benefits to millions of US residents but provides critical groundwork for expanding access for those facing deportation. This marks a step forward but more work needs to be done to address a right to asylum, ports centered by far immigrants.

Prioritizing the reunification of families at the border and passing the "Stay in Mexico" (MPP) program for Asylum Seekers.
The Biden-Harris administration continues to nearly double its efforts to divert, MPP, and ending unending policies for the bordering practices of the US immigration system. However, the work towards a fair, just, and equal immigration system must also include the reunification of families and families of immigrants. Black and brown families are disproportionately impacted by the current system. ICE enforcement guidelines will likely perpetuate the Black and brown immigration.

Executive Order to end federal contracts with private prisons.
The Biden-Harris Administration's Executive Order phase out the federal government's reliance on privately operated prisons is a very welcome step. But it's critical that reforms also reach the 91% of incarcerated people in state jails, detention centers, and federal prisons.

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#Cherry
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March 11, 2021

Ending the Death Penalty Is a Step Toward Racial Justice



Insha Rahman
Vice President, Advocacy & Partnerships



Logan Schmidt
Government Affairs Associate





Vera Institute of Justice

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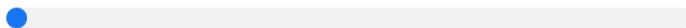


Jessica's birthday fundraiser for Vera Institute of Justice

Fundraiser for Vera Institute of Justice by Jessica Elizabeth

\$0 raised of \$200

11 days left




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Support this nonprofit by creating a fundraiser that people can donate to.



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verainstitute

Message



767 posts

15k followers

761 following

The Biden Administration's First 50 Days



A look at the current administration's progress on Criminal Justice and Immigration Reform so far.



Vera



verainstitute • Following



The Biden-Harris administration laid out an ambitious agenda to overhaul the criminal legal system and address the injustices of the immigration system.

Here is the administration's progress so far in their first 50 days.

1d



mariat_310 Thank you



23h Reply



Liked by ziggy_von_malestrom and 152 others

1 DAY AGO

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Post

77% of those sitting on death row. We are joining the fight to end this draconian, racist practice.



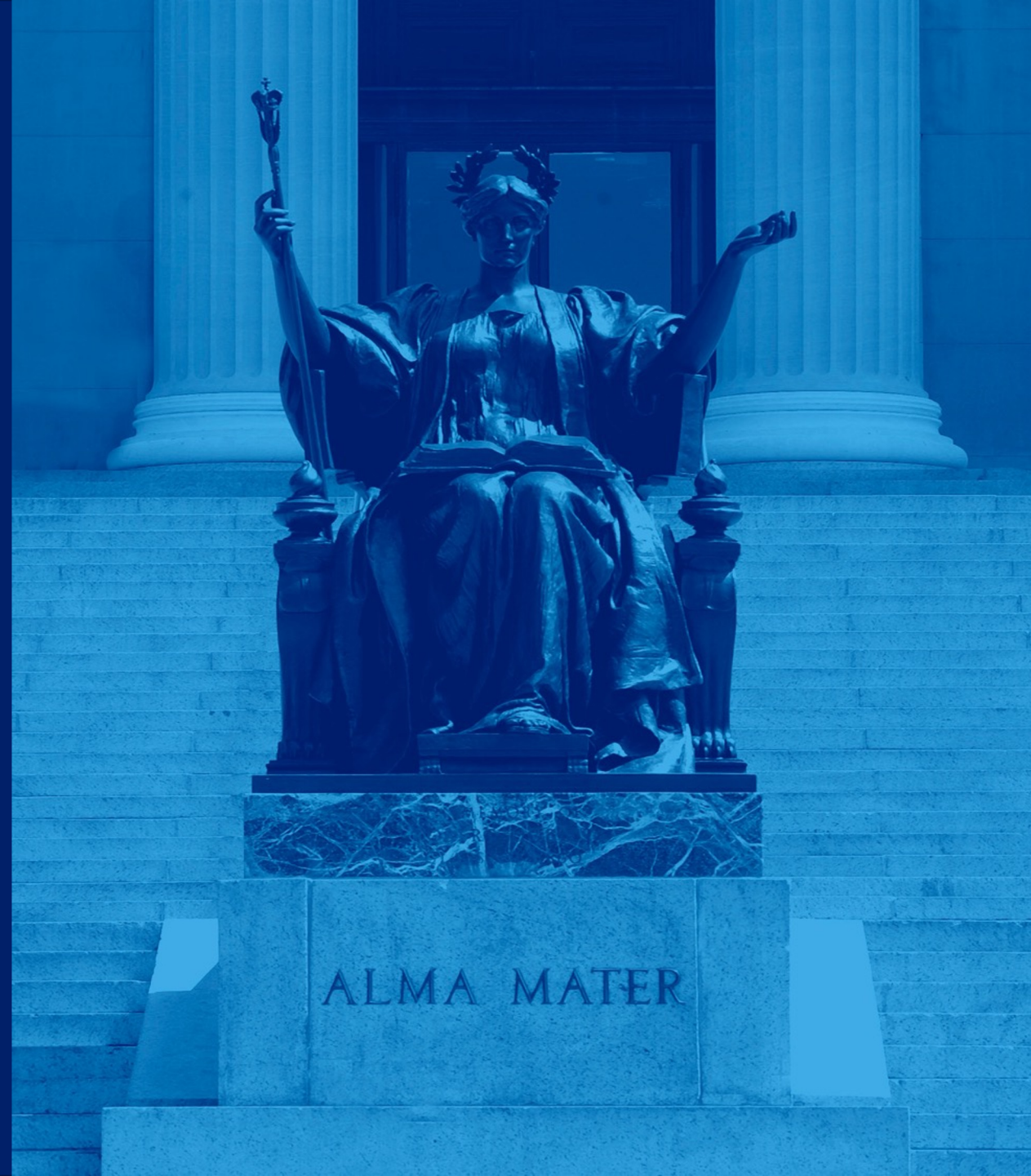
A look at the current administration's progress on Criminal Justice and Immigration Reform so far.



Vera

Vera

Questions?



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Starting a Nonprofit | Session 4 Communication, Marketing & Impact for New Nonprofits

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