The First 100 Days in Your New Nonprofit Marketing Job

A list of 100 tasks that you should try to complete within 100 days of starting your new job.

Nonprofit Marketing Guide.com

About the author

Kivi Leroux Miller is the president of Nonprofit Marketing Guide.com and EcoScribe Communications. She's all about helping nonprofits with small marketing budgets and do-it-yourself staff make big things happen for their good causes through great communications.

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Where this document lives

You'll find the most current edition of this guide at NonprofitMarketingGuide.com/first100days. You are reading the first edition, released on January 20, 2009.

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Kivi Leroux Miller

In the first 100 days of your new nonprofit marketing job, your head will be spinning with new people, new programs, new ideas – and lots of demands on your time. While you are in this dizzy state, your new bosses and coworkers will also be sizing you up.

I've compiled this list of 100 tasks that you should try to complete within 100 days of starting your new job to help you succeed personally and to help your nonprofit create a marketing program that works.

But this isn't a one-task-per-day to-do list. On some days, you might check off three tasks, while others may take several days or weeks to complete, especially those that require the cooperation of others. The tasks are in a very rough order that generally makes sense, but that you'll need to adjust based on your particular situation.

In the ideal world, you could spend your first 100 days getting up to speed, auditing what's been done before, learning about your target audiences, and planning for the future.

But you work in the real world, and you weren't hired to sit around reading and thinking all day. You were hired to make it work and get it done.

You'll find a mix of all of the above in this list. The first half of the list is heavy on learning about your new organization, the environment you are working in, and the people you'll need to reach. The second half is heavier on planning and tactics. But the reality is you'll be doing all of it, all of the time.

After the list, you'll find additional advice and perspectives on the first 100 days from other smart people with many years of experience in nonprofit marketing.

You are in for some exciting, challenging work. I hope you'll love your job. If you need a little help along the way or aren't sure how to go about some of the tasks on this list, stop by Nonprofit Marketing Guide.com, which we created for people just like you. You'll find articles, my blog, webinars, and other resources to help you do your best for your good cause.

Wishing you much success,

the first 100 days

A list of 100 tasks that you should try to complete within 100 days of starting your new job. This list will help you succeed personally and help your nonprofit create a marketing program that works well for your good cause.

1

Make "get-to-know-you" appointments.

Ask for a 30-minute meeting or lunch date with the key people in your organization and invite others for a coffee break. In organizations with less than 10 people, try to meet with everyone, regardless of how closely you think you'll be working with the person. Everyone who works at a nonprofit is ultimately a messenger about it to the outside world.

2

Review all of the plans you can find.

Read all of the planning documents you can get your hands on, from strategic plans to annual workplans to grant workplans. By all means, read the marketing plan too, but don't be surprised if the organization doesn't have one.

3

Read the last two years of newsletters.

Get caught up on what the organization has been putting out there in print and in email. This will tell you what staff thought was important and also give you some perspective on what your supporters know about the organization's work.

4

Read the last two years of donor communications.

Read fundraising appeal letters, thank-you letters, grant applications, grant reports, and any other communications sent out to individual donors and to foundation and government grantmakers.

5

Learn the chain of command.

Figure out how decisions are made. There is usually a formal chain of command and an informal one. Some people on staff may act as gatekeepers on certain decisions. For example, your boss may trust the opinion of a certain staff member on particular topics, even if that person doesn't really work on those issues or technically have decision-making authority over them.

6

Find the usernames and passwords.

Make sure you can login to services like your web hosting control panel, your website FTP, domain registrar, email service provider, etc. The longer you wait to find this information, the harder it will be.

7

Review the print publishing routine.

What communications are sent out on a regular schedule via postal mail (e.g., print newsletters, appeal letters, annual report)? What communications go out as needed (e.g., flyers, brochures, event invitations)? What's the process for creating publications from start to finish? Who writes, designs, manages distribution, etc.?

8

Review the email publishing routine.

What communications go out regularly or as needed via email (e.g., email newsletters, board reports, advocacy alerts, fundraising appeals, volunteer updates)? How is this process the same or different from the print publishing routine?

9

Apply the 10-Point Checklist to your website.

Quickly evaluate the state of your website. You can use Nonprofit Marketing Guide's "10-Point Basic Website Checklist for Nonprofits," which you'll find here:

www.nonprofitmarketingguide.com/resources/website_and_blogs/10-point-basic-website-checklist-for-nonprofits/

10

Delete out-of-date content on your website.

Outdated information on your website is the equivalent of mail and newspapers stacking up outside your home. Anybody in there? Everything OK? Let the world know that you are alive and well by getting the outdated information off the site.

During your first two weeks, you'll spend most of your time getting up-to-speed, but you'll also be expected to hit the ground running, so watch for early and easy wins or accomplishments you can pull off quickly.

11 Assess the mess.

In every new job, there is always a mess of some kind. It may be a problem unresolved or job poorly done by a previous employee, a minor issue that left unattended is now more serious, or simply a best practice that's never been implemented.

12 Deal with the mess.

Whatever the problem is, come up with a way to fix it quickly.

13 Take care of one of your boss's pet peeves.

There's always some little problem or issue that's been driving your boss crazy. She's been waiting for you to start your job so you can fix it. Find out what that is and take care of it. Even if it seems like a very low priority in the grand scheme, you'll score some brownie points now that will come in handy later.

14 Take care of one of your own pet peeves.

You'll need to limit the number of times you say, "In my last job, we did it this way . . ." but that doesn't mean you can't start putting your own touches on your new job right away. Find that one thing that's driving you crazy and take care of it. You'll feel so much better!

15 Find out what your coworkers think your job is.

Marketing in the nonprofit world can mean different things to different people. Do you write the newsletter? Do you have control of the website design? Are you responsible for fundraising? Are you the spokesperson for the nonprofit? Do various staff members think you are taking over part of their job responsibilities (which may make them happy or bitter)? You can't manage expectations until you understand what they are.

Magic Keys Radio & Podcast is hosted by Kivi Leroux Miller and Claire Meyerhoff, who unlock the secrets to nonprofit marketing twice a month, usually on Fridays. During the live show on BlogTalkRadio.com, you can call in your questions over the phone. Immediately after the live show, you can download the podcast. Learn more at MagicKeysRadio.com.

16

Take a deep breath.

How's it going? Do you feel good about the decision to take this job? Step back and think about what you've accomplished so far and then focus in on what you really need to do over the next few days.

17

Update your social networking personal profiles.

You've been in this new job long enough now to update your own personal profiles on social networking sites like LinkedIn. (If you do more than update your contact information much before this, you risk describing the organization or your job in ways that don't quite mesh with how others see them.)

18

Review the organization's 12-month calendar.

What events does the group host or participate in? What regular deadlines must be met? What conferences do staff attend? When are workplans and budgets drafted and approved? You need to understand what happens when in the life of the organization.

19

Meet some of the people your group helps.

You have to understand the good your organization does before you can explain it well to others. Spend some time with some of the people your organization serves. Or meet with some of your partner organizations so you can better understand the role that your nonprofit plays in addressing their issues of concern.

20

Try to understand why your supporters care.

What is it about the work your nonprofit does that donors, volunteers, and other supporters find so compelling? What motivates them may be very different from what motivates professional staff. Find out why your supporters think your group is special.

Are you on Facebook? You can post your nonprofit marketing questions to the bulletin board of the Do-It-Yourself Nonprofit Marketing Facebook Group or the Nonprofit Marketing Guide Facebook Page.

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21

Ask your boss to take you to a big meeting.

It will give you some important perspective on the issues your organization is working on, while also giving you the chance to meet some key people and to raise your own visibility.

22

Figure out where your supporters gather.

If you want to reach a group of people with your message, go where they are, rather than expecting them to come to you. Figure out where your current supporters gather now, in person and online.

23

Put out a fire.

Something unexpected always comes up. Deal with it.

24

Do some keyword research.

Before you can successfully market your organization online, you need to know what your keywords are. These are the words people type into search engines when they are looking for something. You want your website to come up when people search on these keywords.

25

Scope out the local competition.

Who else in your community is reaching out to the same neighbors, media contacts, business leaders and other potential supporters for assistance?

26

Scope out the competition on your mission.

Who is also communicating about the same issues that your organization does, with either similar or opposing points of view, regardless of whether they are local, regional or national organizations?

Using Google's Keyword Tool is a great way to find keywords related to your work and to learn what Google thinks your website pages are about.

27 Find out why it's not happening already.

You are surprised to realize that something you assumed was happening is, in fact, not happening. Maybe it's communication with a certain group of people or a partnership you believe is only natural for your nonprofit. Whatever that is, try to find out why it's not happening and think about ways to get over those barriers.

28 Figure out what people fear.

Many marketing decisions, especially about content, are made out of fear. Will people be upset if we say that? Is this design too "out there" for us? Many nonprofits fall into the trap of overly conservative marketing because of fear. Try to delve into exactly what those fears are so you can address them.

29 Point out what people are doing right.

Marketing can be scary for people who know nothing about it. You'll be perceived as an expert, whether you are or not. At the same time, you don't want to seem like one of those people who criticizes everything they didn't have a hand in creating. Instead, point out where the organization is doing a good job now, especially where non-marketing staff are really contributing to making your organization look good to supporters.

30 Find the good stuff on social media sites.

Go to the big social media sites – YouTube.com for video, Flickr.com for photos, and Slideshare.net for PowerPoints – and explore what's there related to your organization, its mission, and its major programs. You'll not only find content you may be able to use (be sure to learn about copyright and Creative Commons before you do), but you'll also learn who some of the content creators in your field are.

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Consider the tone and voice you will use in your communications, especially if that voice has been quite formal in the past. People give to and support nonprofits for highly subjective reasons. Your supporters get something deeply personal out of their affiliation with your organization as a donor, volunteer, or advocate. So why would your response back to these passionate people be institutional, monolithic, and completely objective?

31 Find the right people on social networking sites.

Go to the big social networking sites – Facebook.com, MySpace.com, LinkedIn.com, and Twitter.com – and search for people who are interested in your issues, work within your professional community, etc. See what kinds of conversations are already happening and think about ways your organization can participate in them.

32 Search on social news and bookmarking sites.

Search on sites like Delicious.com, Digg.com, and StumbleUpon.com and see what kinds of articles related to your organization and its work are most popular and who's bookmarking them.

33 Volunteer for a non-marketing assignment.

Show you are a team player. This will also help fight one of the myths about marketing that you may encounter: that marketing staff only care about how things look and don't contribute to really getting anything of substance done. Show how you can use your skills to contribute to the success of the organization even when the tasks aren't marketing-related.

34 Set up listening feeds and Google Alerts.

Keep track of who's saying what about your organization and issues. Set up Google Alerts for your organization's name and acronyms, as well as for your major keywords. Do the same with searches on Technorati and Twitter, where you can create RSS feeds that report search results back to you automatically.

35 Assess how much help you have on staff.

Marketing is a big job that requires many different skills. Assess what kinds of help you can count on from other staff. Are there any good writers, designers, or proofreaders on staff? Staff who seem to know everyone? People who know different software or social media sites inside-out?

If you aren't currently using an RSS reader, now is the time to set one up. You'll need it to check off tasks #34, #38, and #47 and it will come in handy for others too. Try Google Reader, NetVibes, or FeedDemon.

36 Assess how much help you have on the board.

Who on your board of directors has skills that can help you? Board members aren't likely to actually do the work for you, but they may be able to put you in touch with great contacts who can make your work life much easier. Board members can also offer perspectives you may be missing on staff.

37 Assess how much volunteer help you have.

Find out which volunteers enjoy content creation, including writing, design, photography, videography, etc. Do any of them already spend time on social networking sites? It's important to match your needs with what your volunteers genuinely enjoy doing.

38 Subscribe to 10 blogs that will make you smarter.

Nonprofit marketing is a relatively young field that's growing fast. Online marketing in particular is constantly changing. Stay on top of what's going on within your profession by subscribing to and regularly reading 10 blogs. Naturally, we recommend NonprofitMarketingGuide.com/blog. You'll find other blogs we recommend here:

www.nonprofitmarketingguide.com/blog/blogs-i-read/

39 Sketch out a marketing budget.

Start to outline what you think you'll need to spend over the course of a year to do your job well. Include monthly recurring or annual fees (e.g., for your email newsletter service provider) and one-time fees (e.g., online press release distribution services).

40 Call freelancers with current or recent contracts.

Check in with freelance writers and designers the organization has hired recently for their perspective on what's been done, what should be done, and how they may be able to help in the future.

Looking for blogs by and about nonprofits? Try these directories (you can search for them by name):

Alltop's Nonprofit, Good, and Fundraising Pages

Give and Take by the Chronicle of Philanthropy

The Nonprofit Blog Exchange

41 Define and segment your target audiences.

After defining your organization's marketing goals, defining your audience is the next and perhaps most important step in creating a marketing plan. Reaching out to the general public is a waste of time. Instead, focus on specific groups and subgroups of people who are tied together by common demographics, values, and relationships to your issues.

42 Create personas for your target audiences.

Breaking your target audience down into groups and subgroups can feel like you are stereotyping (and you are, in many ways). Make those people real to you by coming up with personas or vivid descriptions of individual people, real or imaginary, who are members of the groups and subgroups you defined. Be very specific. Give them an age (not an age range), a name, income and educational levels, hobbies, etc. Find photos of them. Implement your marketing program for these people.

43 Assess the health of your direct mailing list.

Is your direct mail list in good shape? Does it appear to be regularly maintained? Does it seem like the right size for an organization like yours? Is it easy to export from the database into the formats you need?

44 Assess the health of your email list.

Is your email list in good shape? Are bounces regularly removed? Are more people subscribing than unsubscribing? Is it easy for people to join your email list, to change their own email addresses, and to unsubscribe?

45 Assess the health of your RSS subscribers list.

If you have a blog or publish an RSS feed in some other way, are you tracking those subscriptions? Are they growing? Are you seeing clicks from the feed back to your content? If you can't answer these questions, set up an account at Feedburner.com.

Many would argue that defining and segmenting your audience should be near the top of this list. It is absolutely essential to effective marketing, but to do it well, you first need a solid understanding of the organization's mission and work. Thus, I recommend you hold off until you've been at it at least a month.

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46 Assess the health of your social media friends list.

If your organization has a presence on sites like Facebook, MySpace, and Twitter, does the number of friends/followers and quality of those connections feel right? Do some of those friends regularly post messages or other content or otherwise engage in conversations about your organization or your issues?

47 Subscribe to the top 10 blogs in your field.

Get to know more about the field you are working in. Yes, you're a communications person, but you'll do a much better job if you really understand what it is you are communicating about. Learn more about the specific issues your group is working on. Search for great blogs on sites like Technorati, Alltop, and Google's blog search.

48 Collect stories from the people you help.

Good stories make great content in nonprofit marketing. Ask people who your organization has helped to share their stories with you. Ask them to explain what their situation was like before working with your organization and what it's like now. You'll find training on nonprofit storytelling at www.NonprofitMarketingGuide.com.

49 Collect stories from your supporters.

What do your donors, volunteers, and other supporters get out of working with you? Why do they do it and how does it make them feel? Ask them to share their stories with you so that you can use them to inspire others.

50 Set up a photography archive and take photos.

The most powerful nonprofit marketing pieces include images. Yet many nonprofits treat their photography like dust bunnies shoved in the corner rather than lovely jewels to be showcased. Get your photography organized, get in the habit of taking photos all the time (a great job for a volunteer!) and use photography in all of your communications.

Mainstream advertising is full of storytelling, because it works. We remember stories much more easily than facts and figures, which means we can share them more easily with friends and family. Tell stories to engage your donors in your work, to reinforce their giving decisions, to inspire them to do more, and to encourage more word-of-mouth marketing on your behalf.

51

Join local, in-person networking groups.

Do you need to get out more? It's healthy for both you and your organization for you to mix and mingle with people who understand the work you do, but who aren't working on the exact same thing day-in and day-out. You'll make new connections, pick up some tips, and get some great advice.

52

Review your email opt-in and opt-out processes.

Do you know exactly what happens when you subscribe and unsubscribe to your email newsletter? What's on each screen and in each email message throughout the whole process? Make sure that all the pieces work together and encourage supporters to stay on your email list.

53

Create your top 10 media outlets list.

Where do you most wish to see a story about your organization's work? Focusing on a top ten list of media outlets and building relationships with the editors and reporters at those media companies will generate more press than a scattershot approach.

54

Do a favor for someone.

Make yourself useful to someone else. Go out of your way to help. Welcome the inconvenience.

55

Call in a favor.

Get used to asking for help. You are going to need it if you want to be successful.

56

Get an intern . . . or two.

Come up with some substantive projects that you can supervise, but that you don't have time to do yourself. Make the learning experience for the interns real, and pick projects that will genuinely help you.

The media's best sources are the people they can reach when they need a quote. Put your contact information out there. Deadlines are often outside regular business hours, so when you introduce yourself to reporters, let them know how they can reach you evenings and weekends.

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57

Review your messaging.

What are the main messages you are conveying to your supporters? Not sure? Look at the subject lines in emails, headlines in newsletters, and your calls to action. What are your fundraising appeals about and what do you mention in thank-you letters? Do all of these mention what you think your messages should be?

58

Work on your calls to action.

What do you want your supporters to do? Are you being specific? Asking for "help" and "support" don't cut it – too vague. Revamp them to work for your target audiences and with your messaging, being as clear as possible about exactly what you want people to do.

59

Write a press release.

Look ahead to your next big event, to a holiday or seasonal event you can hook into, or to a new service you'll be offering and write a press release about it.

60

Outline a marketing plan and ask for feedback.

It's been about two months. By now, you should have a pretty good idea what you'll need to do long-term. Sketch out a marketing plan for the next year, including target audiences, messages, and tactics. Circulate it widely and get lots of comments. Make it clear that you are open to any and all feedback on your draft.

61

Assess your current e-news service provider.

You have one, right? If not, get one. You can't distribute an email newsletter from your personal email box. Does your current provider make it easy to manage your lists, send great-looking newsletters, and track your results?

Include specific calls to action in your communications and make following through as simple as possible. Make it, as Katya Andresen says, a "filmable moment." Could you film your supporters following through on your call to action? If it is clear and simple enough, your supporters should be able to easily visualize themselves and others doing it.

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62 Tune-up your e-newsletter.

Is your e-newsletter full of articles that are genuinely interesting to your readers, rather than full of what you think they need to know? Is your design clean and easy to skim? You'll find some helpful tips here:

www.nonprofitmarketingguide.com/resources/email_newsletters/nonprofit-email-newsletters/

63 Tune-up or phase out your print newsletter.

Print isn't dead, but it is expensive. Consider phasing out your print newsletter in favor of cheaper online marketing tactics. If it makes sense to keep your print newsletter because it works for your audience, then make it as targeted and efficient as possible.

64 Write thank-you notes to five people.

In your first two months on the job, who's helped you the most personally? Show them how much you appreciate their time and support by sending personal thank-you notes.

65 Learn about the leaders in your field.

Who are the big movers and shakers that influence not only your boss, but your board and your funders? Keep an eye on the leaders in your field and you'll likely get a preview of the kinds of work you'll be doing in the coming months and years.

66 Reconsider.

Step back. What perceptions did you have when you first started that have now shifted? What has surprised you? What have you learned so far? How does all of this change your approach to marketing your good cause?

67 Get a newsletter out.

After two months on the job, you'll be expected to get those routine communications out the door. Get either a print or email newsletter out to your supporters.

You need an email newsletter service provider, period. You cannot send mass emails from your private email account or you'll risk being labeled a spammer and having your email account blocked. You also have no way to measure your impact when you email from your personal account. Email Service Providers (ESPs) will save you tons of time (and thus money too) and give you lots of extras, like newsletter sign-up forms for your website and open/click-through reports.

68 Benchmark your website stats.

Check your web stats program, noting where your website traffic is coming from, which search terms are popular (and also missing), which pages are getting the most views, etc. Also look up your search engine rankings for your top keywords.

69 Introduce yourself to five media contacts.

Sending press releases is great, but getting good media coverage is really about building relationships with people in the media, just like fundraising is about building relationships with donors. Call and introduce yourself to five media contacts, let them know what kinds of stories you can help with, and give them multiple ways to get in touch with you.

70 Identify the training you need and justify it.

Nonprofit marketing touches on so many different disciplines and requires so many different skills that you must constantly look for professional development opportunities. Many opportunities will be free, but you'll need to fill in the gaps with paid training. Describe what you need to learn how to do, why, and how much it will cost.

71 Teach yourself a new skill.

You won't get approval for all the training you want, so figure out what you can learn on your own with some free (or cheap) tutorials online. Take an hour or two to work through the exercises. (Practicing on your kids or pets is a great way to learn photography programs, blogging, uploading videos, etc.).

72 Figure out which coworkers to cross-train.

Build an informal marketing team on your staff. Even if others don't formally have marketing responsibilities, identify which staff members are interested in learning more about communications and figure out ways to support them without overwhelming them.

Google offers many great marketing and benchmarking tools to nonprofits at no charge, including website analytics. To learn more, visit google.com/nonprofits.

73

Add marketing into programmatic grant proposals.

You'll find very little grant funding available exclusively for marketing. Instead, you need to incorporate marketing and communications elements into the mission-oriented program grants. Start drafting boilerplate language that can be customized later for specific project grants.

74

Explore the existing brand.

What emotions does your nonprofit evoke in people? What are you known for? This is your image, or your brand. Can you describe yours? It is consistent throughout your nonprofit, or does it need work? Nancy Schwartz has a great primer on nonprofit branding:

www.gettingattention.org/my_weblog/files/brand_tutorial.pdf.

Don't confuse your logo or your color scheme with your brand. Your "look" is only one element of your brand.

75

Outline a content creation strategy.

So much of successful nonprofit marketing, especially online, depends on the creation of great content, including articles for your newsletter, website, blog, press releases, etc., as well as images and video. Think about who your content creators are, how you can repurpose content, and how you'll manage the flow of content out to your supporters.

76

Tell your boss what your job description should be.

Compare notes with your boss about what you were originally told your job was and what it has turned out to be. Make sure you are on the same page as you move forward.

77

Update a brochure, flyer, or other print piece.

Update the print piece your organization uses the most or needs most for an upcoming event or mailing.

78

Improve your website's search engine optimization.

Spend some time improving the way that search engines like Google and Yahoo! view your website. Work on your page titles, headings, and content, ensuring that your keywords are present throughout.

79

Check and update your website's inbound links.

Quality links to your site are an online form of word-of-mouth marketing. If another site I like links to yours, I'll automatically trust yours a bit more. Search engines also rely on links to help determine search results. Check your current inbound links (you can use Google's advanced search to do this) and request updates to them if needed. Also list who should be linking to you, but isn't, and follow-up with a link request.

80

Read a book.

Not everything you need to know can be found online. Read a good book about marketing, philanthropy, or your mission.

81

Explain to acquaintances what your group does.

Over the last several weeks, you've had many opportunities to explain what your organization does and why to friends and family and have worked over your word choices. It's time to try to explain it to people who don't know you well personally. Can you still convey a strong sense of purpose and excitement?

82

Update the elevator pitches.

Take what you've learned about explaining your organization to others as a new employee, combine that with how other staff talk about the organization and its work, and update your elevator pitches about your group as a whole and about your specific programs.

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You'll find some of the books I recommend you read in the sidebars of Nonprofit Marketing Guide.com and my Nonprofit Communications Blog.

83

Find ways to feed your biggest fans.

Your biggest supporters want to help your organization grow and succeed. Think about ways you can help them do that. What information, resources, or access can you give them so that they can advocate for you?

84

Attend a fundraiser for another good cause.

Remember you are part of a larger community of nonprofit organizations trying to change the world for the better. Be a part of that community by attending events hosted by others. It's also a good way to keep up with what other organizations are trying.

85

Revise that marketing budget you sketched out.

Take what you know now about what you need and what is realistic and revise the budget you drafted earlier.

86

Create an editorial calendar for the next 6 months.

Earlier you outlined a content creation strategy. Now, create an editorial calendar that specifies what you will be talking about within all of that content.

87

Write up some success stories.

Using storytelling techniques, share the good work that your organization has accomplished in recent months or years. Focus on individuals and tell your story through their stories.

88

Fix your forms.

Look at every form both in print and online where your organization asks supporters for personal information. Are you asking for the right information (e.g., email addresses or cell phone numbers) in the right places? Are you expecting too much information from new contacts? Can supporters update their own email addresses through links in your emails?

You can take much of the uncertainty out of the publishing process by creating an editorial calendar for each of your publications. You can use them for newsletters, websites, blogs and anything else that you publish regularly. An editorial calendar can also help you stay focused on your audience.

89

Ensure you have the logos and graphics you need.

Ensure that you have high-quality digital files of your logos and other important graphics. Don't get sloppy and cut-and-paste logos off your website into print documents. If you can't find high-quality versions, have them redrawn by a graphic illustrator.

90

Recycle or archive the left-overs you don't need.

Do a little housekeeping. You should have a good sense by now which old documents you might need and should archive, and which ones you definitely don't (e.g., outdated print brochures and old newsletters) that can be recycled.

91

Bring attention to unacceptable inconsistencies.

If you've uncovered inconsistencies in how staff are using your logo, colors, or fonts or describing your organization, bring those to the attention of others by offering them some simple style guides to follow.

92

Write stock articles to share with others.

Create content that other organizations can freely use in their own newsletters, websites, etc. about your issues. Think about how-to articles, success stories, top ten lists, question-and-answer interviews and other favorite formats.

93

Take a webinar.

Keep learning, always. Webinars are an affordable alternative to expensive travel to in-person training. Naturally, we suggest you start here:

www.nonprofitmarketingguide.com/resources/live-webinars/

94

Consider the impact of your personal brand.

The personality of the messenger – you – can affect the message. Think about your own personality and voice – your personal brand – and how it impacts the organization's brand.

Nonprofit Marketing Guide.com's weekly webinar series offers you real-world, affordable training to help you promote your cause and rally your supporters.

Nonprofit marketing jobs are transforming into community organizing jobs, especially for nonprofits who are using online tools extensively.

95

Commit to community building on one site.

Select one social media or social networking site where your supporters are already gathering, and commit to actively building a community there. Start conversations, respond to questions, and thank people for their interest and support.

96

Comment on posts on some leading blogs.

Participate in the conversation online. One easy way to do that and to get both your name and your organization's name out there is to comment on blog posts.

97

Buy domain names your nonprofit should own.

In real estate, it's location, location, location. Online, those locations are your domain names. If someone else owns the .org, .com, or .net version of your domain name, establish a monitoring account with your domain registrar so you'll know if it becomes available. Also purchase domains names with your keywords, project names, etc. and forward them to your main website.

98

Try something new.

Get beyond your comfort zone. Experiment.

99

Produce the second draft of your marketing plan.

Take all those comments you've received on your draft, combine them with your new ideas, and create a revised draft that you can present formally for discussion and approval.

100

Take a long walk.

Give yourself some space to think big. Take a long walk, or a long drive, but get yourself outside the office so you can clear your head and think more broadly about the next 100 days and beyond.

Visit www.NonprofitMarketingGuide.com for more resources to help you with the first 100 days and beyond.

Here are some excerpts from what other smart people have to say about the first 100 days of your new nonprofit marketing job.

These excerpts come from discussions in the "Getting Attention" group on LinkedIn and the "Do-It-Yourself Nonprofit Marketers" group on Facebook.

Nancy Schwartz, GettingAttention.org

I'd craft a "10 marketing guidelines" document that you share (in one or a series of small meetings) with other department directors in the organization. Once I have understanding, and buy-in (I hope), I'd outline a marketing plan to those guidelines – again sharing it with co-leaders – and once that's digested, build out a workplan and budget.

Alyssa Gardina, The Women's Museum

I would spend a lot of time during those 100 days talking to everyone in the organization about their perspectives, goals and opinions on the organization's brand. I think the first goal should be to make sure everyone in the organization is on the same page and sharing the same message. In line with this, I would develop brand guidelines and hold a meeting to cover the basics of the brand. I would leave tactical executions for later and ensure that solid strategies are in place first.

Leslie J Yerman, Communications Consultant

I would start by learning everything I could about the organization and its marketing operation. Is there a clearly-defined market and niche? Are there goals and objectives? Who are the stakeholders — board members, staff, volunteers, constituents? How do they affect the marketing process? I would complete already-planned projects but not start anything new.

Bonnie McEwan, Make Waves

Meet with the entire staff on day one and distribute an anonymous survey asking for their views. What do you see as the mission of the marcomm department? What is the best thing we're currently doing? The worst? What should we be doing that we're not? Next meet face to face with all customers, internal and external. Talk to a few journalists too. Then develop a plan based on the input and my own audit of the organization's materials, projects and reputation, plus current conditions in the external operating environment.

Gayle Thorsen, Shepard & Thorsen, Inc.

I'd start listening online for what was being said about the organization, its programs and issues, and its executives. I'd probably also do a past-year search through local online newspaper archives. I'd also do a website analysis of competitors and peers; review the resumes and job descriptions of anyone I supervised; conduct online background research on the CEO and board chair and issues that are important to them (speeches are a great source); and study the history of the organization.

Luise Barnikel, IssueLab

I am almost through my first 100 days at a relatively new nonprofit. First, I learned about the organization and its key constituents. I took a look at the online presence, print materials and previous marketing activity and its effectiveness. I read the business plan, and figured out exactly how my role fit in with my colleagues' roles for reaching organizational goals. Collaboration is key! By now, I have outlined a product marketing plan, created a continually improving system for sales and evaluation, and have a week-by-week working plan with specific goals for the next six months.

Brooke Browne, Neighborhood Centers, Inc.

I'm at the beginning of my 100 days in the first marketing role this organization has had in 100 years. I have spent that time updating my blog list and nonprofit resources online and developing a marketing plan but without understanding who all the stakeholders are yet. My suggestion was that I be put on every meeting request I can regardless if I'm needed so I can figure out how each program operates and likes to function. I want to make it as easy as possible for them to make it as easy as possible for me to do my job and promote their efforts!

Mazarine Treyz, Urban League of Portland

Often, a marketing/communications position is also put under the Development umbrella, so I would first set some expectations and percentages of time spent in each activity with the boss. Then I'd interview everyone and figure out who we're trying to reach. Check out new media with the organization, and see what's already been done. Then if you're starting from scratch, make a Flickr photostream, a Facebook cause, a MySpace cause, a Twitter stream, a LinkedIn group, an Idealist group and page for your organization, and just start updating it.

Aurora Guadarrama De Bello

I think getting to know the ins and outs of the organization you are working for would be my first priority. After that, generating a Marketing Plan and running it by the more experienced people (including the Director) or the organization would be my next priority. After that, it's all about execution!

Melinda Pearce, NCGives

Take an inventory of every marketing piece, strategy, contact, etc. that the organization has already established. It helps me to begin with everything in front of me all at once, so I can catch the scope. Of course, at most organizations this would have to be a discovery process, but hopefully within the first few weeks one would be able to build a list, and then evaluate "the good, the bad and the ugly."

Sandy Rees, Fundraising Coach and Consultant

I'd do an audit of what's been done, what worked and what didn't. I'd identify key messages and target audiences, and work to develop them if they don't currently exist. Then develop a plan of action for getting the word out.

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