The way nonprofits market themselves is changing. The start of a new year is a good time to review trends, develop and implement changes and integrate new marketing strategies. This LeadTime offers articles, resources and innovative strategies to help executives market their organizations to potential donors, supporters and constituents for greater impact.

7 Steps to Creating Your Best Nonprofit Marketing Plan Ever

Many nonprofit organizations struggle with the concept of marketing themselves and their missions. Effective marketing allows nonprofits to meet their audiences where they are, while staying true to mission. *Network for Good* offers a free guide for download by organizations that want to get the most out of their marketing efforts. The seven steps in this guide will help your organization to answer key questions, improve messaging, and create a customized marketing plan.

To download, [click here](#)

Nonprofit Marketing and Fundraising Trends to Watch in 2015

In this Youtube video, digital marketing expert, John Haydon, reviews trends in marketing and fundraising and advises nonprofits on how to implement marketing strategies with the social web. In the video John discusses mobile advertising, email, analytics, Facebook ads, and content marketing.
Content Marketing for Nonprofits

The Content Marketing Institute recently published findings from a 2014 research study on nonprofits. The report, *Nonprofit Content Marketing: 2014 Benchmarks, Budgets, and Trends - North America*, produced by Blackbaud, provides insights on the content marketing habits of 1,714 respondents representing a broad range of nonprofit agencies and organizations. The report presents findings that look at some of the key differences between those who rated themselves as most effective and those who rated themselves as less effective at content marketing.

To review a summary of the report or download the entire report, click here.

Strategies for Driving Donations with Content Marketing

Thanks to the proliferation of new technology, nonprofits have more freedom than ever before in constructing effective and responsive content marketing strategies to drive new donations. Marketing and media expert, Steve Olenski, offers five simple strategies for designing and implementing a content strategy for increasing the volume of donations to your organization.

To read the article in Forbes, click here.
Executive Roundtable

Registration is now open for the 2015 Executive Roundtable series. After considering ways to help participants achieve greater impact, the Center is introducing a new format for the Executive Roundtable which will feature discussions facilitated by invited experts around topics such as Board Development, Social Media, Marketing, Program Evaluation and Donor Development. Please feel free to pass this information along to anyone you think might be interested.

Click here for all the details on the upcoming 2015 series.