

Center for Nonprofit Leadership Newsletter

February, 2015

In This Issue

[7 Steps to Creating Your Best Nonprofit Marketing Plan Ever](#)

[Nonprofit Marketing and Fundraising Trends to Watch in 2015](#)

[Content Marketing for Nonprofits](#)

[Strategies for Driving Donations with Content Marketing](#)

[Executive Roundtable](#)

Upcoming Events

Funding Opportunity for Nonprofits in Nassau and Suffolk

Philanthropic Action in Challenging Times (PACT), an undergraduate social work student initiative at Adelphi University, has \$20,000 to distribute to as many as four grassroots agencies in Nassau and Suffolk County. PACT is particularly interested in funding agencies that offer mental health support and assistance services.

To learn more and download RFP, [click here](#)



LeadTime

Practical Resources for Today's Nonprofit Leader ...

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.

Nonprofit Development Workshop

The BBB of Metropolitan New York invites you to attend, *Designing the Future for Success and Sustainability*, leadership discussions about organizational effectiveness, talent development and sustainability.

February 24, 2015
8:00am - 12:00 noon
Hosted by Baruch
College School of Public
Affairs

To attend, please
register
[here](#)

FREE Center Webinar Watch

Join us for a FREE webinar from the *Chronicle of Philanthropy*, *How to Attract African-American Donors*, to learn how you can build a more diverse group of supporters and raise more money as a result.

To view the video, [click here](#)

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 then looks 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](#)

March 19, 2015
2:00pm - 4:00pm
Garden City, School of
Social Work, Room 302

If you're a nonprofit
executive interested in
attending, please email
Diane Wunderlich at
dwunderlich@adelphi.edu



Quick Links

[Register Now](#)
[News](#)
[More About Us](#)

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.