



SourceGroup

Strategy + Development + Training = Results

Marketing the Charity

Safeguarding the financial future in challenging times

The rules of the game for non-profits are changing, and so are the opportunities. The Charity's marketing program has to reflect current realities and SourceGroup can help design a marketing program that works for you.

Designing the effective marketing program

The effective marketing program has to identify the Charity and communicate the message to its supporters to build bridges to gain funding:

○ Corporations

A program to attract donations from large, medium and small companies

○ Major donors

The design of the plan reflects the importance of the big donor (80% of donations come from 20% of the donors)

○ Planned giving

The marketing program is planned to expand with the Charity over the long term with 50% of future gifts coming from planned giving

○ Corporate sponsorships

The design of the program is flexible enough to consider all sponsorship options

○ Special events

Special events require special consideration in order to make a positive impact and in order to generate funding.

○ Additional funding opportunities

In the design of your marketing program other creative opportunities will be discussed and refined.