

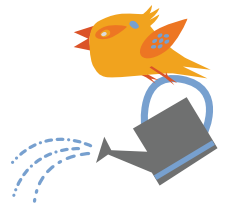
1, 2, 3

Marketing Tree



Everyone uses slightly different words to talk about what they do. To keep things simple, we use "organization" to refer to a nonprofit/foundation/association/etc. and "supporters" to refer to donors/volunteers/patrons/etc.

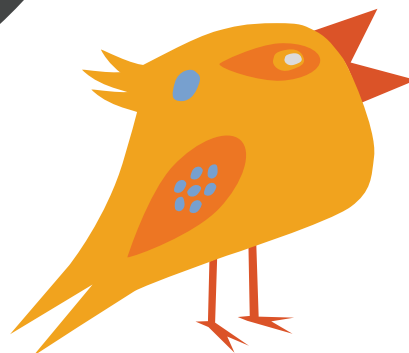
1, 2, 3 Marketing Tree



What do a tree and marketing have in common? Anyone can plant a tree and anyone can do marketing. The trick in both cases is making them grow. The **1, 2, 3 Marketing Tree** gets you the results you want by making marketing simple, effective...and fun.

- 1** Define **WHAT** marketing success looks like for your organization.
- 2** Identify **WHO** you need to reach for your marketing to be successful.
- 3** Figure out **HOW** to most effectively reach your ideal supporters.

*First things first —
turn the page and do the
1, 2, 3 Marketing Assessment.*



1, 2, 3 Marketing Assessment

This assessment will tell you which parts of your Marketing Tree are healthy and which need your attention.



#1: Assess and Rate

Using the scale below, rate your organization on each of the criteria. Be honest!

1 = Not True

2 = Somewhat True

3 = Very True

- ___ 1. You can clearly define what will be different for your organization if your marketing is successful.
- ___ 2. You know how your best supporters first heard about you.
- ___ 3. You regularly measure the effectiveness of your marketing.
- ___ 4. You know who wants to invest their dollars/time in your organization.
- ___ 5. You can describe your ideal supporter.
- ___ 6. You can clearly identify your competition.
- ___ 7. You know what is truly unique about your organization.
- ___ 8. You have a strong graphic identity (e.g. logo, color scheme, fonts) and use it consistently.
- ___ 9. You know what motivates your best supporters to work with you.
- ___ 10. You have a snappy, easy-to-say response to the question, "What does your organization do?"
- ___ 11. You know the difference between the features and benefits your organization offers.
- ___ 12. You can articulate why someone should choose you over the competition.
- ___ 13. You have identified your core message and use it consistently.
- ___ 14. You know the basic demographics of your past and current supporters (e.g. age, interests, gender).
- ___ 15. You have a website that motivates your supporters to engage with you.

#2: Score

Once you've filled in the leaves below, add the totals together for your Grand Total.

WHAT	WHO	HOW
1. _____	2. _____	3. _____
6. _____	4. _____	8. _____
7. _____	5. _____	10. _____
11. _____	9. _____	13. _____
12. _____	14. _____	15. _____
TOTAL: _____	TOTAL: _____	TOTAL: _____

GRAND TOTAL: _____

#3: Learn

If your Grand Total is:

0 – 24: Your current marketing efforts are probably not helping you achieve your goals. The good news is there's nowhere to go but up!

25 – 39: The time and money you've invested in your marketing is moving you forward, but it needs some refining if it's going to help you achieve your goals.

40 – 45: Congratulations! You've mastered the basics of good marketing. Now, with a little bit of fine tuning, you'll be on your way to marketing success!

If WHAT is <10: Don't even think about moving on to **WHO** or **HOW**. If you don't know what marketing success looks like for your organization, you're wasting your time and money.

If WHO is <10: Without knowing **WHO** the heck cares about your mission, you can't effectively market to them. You'll end up tweeting to 90-year old women, for Pete's sake!

If HOW is <10: That's okay. It simply means you need to realign your **HOW** with your **WHAT** and your **WHO**. The **HOW** is easy to adjust as you go, so spend time on your **WHAT** and your **WHO** and you'll get great results.

Flip up the page
and do your
1, 2, 3 Marketing Tree!



1, 2, 3 Marketing Tree

For more nonprofit marketing resources, visit www.claxonmarketing.com!

3c. Describe your organization in 140 characters or less.

Message

3a. Finish this sentence: We want to be known as the organization that...

3b. Imagine you are at a cocktail party. What would you say if an *ideal* supporter asked: "What do you do?"

Mechanisms

3d. List the top three ways (e.g. flyers, events, Facebook) you will reach your ideal supporters over the next year. Assign who will be in charge of making each one happen and by when.



Measurement

3e. How will you measure the success of each marketing mechanism?

3 Finally, figure out **HOW** to most effectively reach each of your ideal supporters.

HOW

2a. Name some common characteristics of your best supporters – past and present.

2b. Why do your best supporters say they like you?

2c. How do your best supporters find out about you?

2d. Based on what you know of your best supporters, describe your ideal one.

2 Next, identify **WHO** you need to reach for your marketing to be successful.

WHO

1b. What is the most important thing your organization does?

1c. Who, or what, is your competition?

1d. What makes you more compelling than your competition?

1 First, define **WHAT** marketing success looks like for your organization.

WHAT

1a. Why does your organization exist?

1e. What will be different for your organization one year from now if your marketing is successful?

Write your organization's name here:

