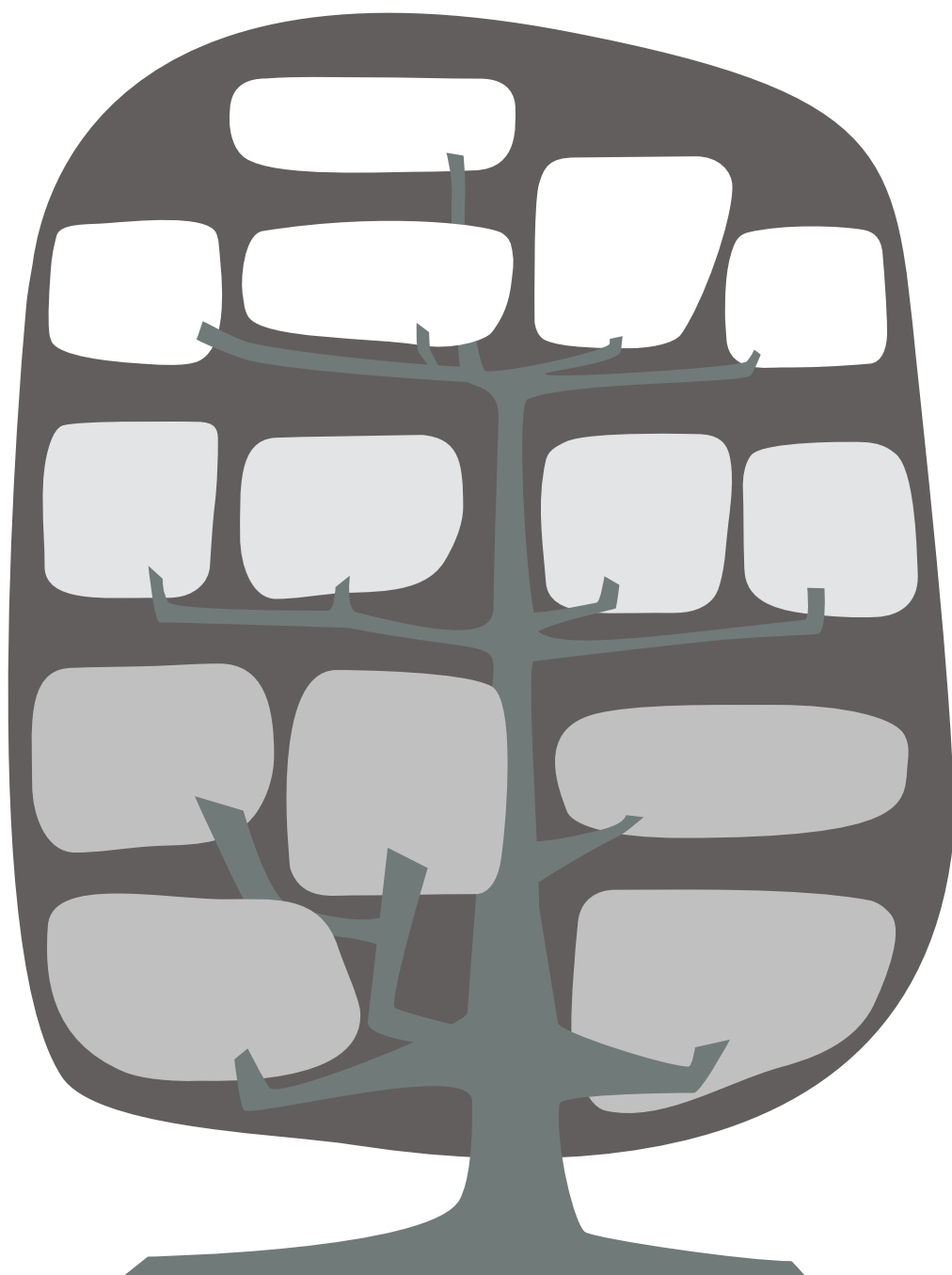
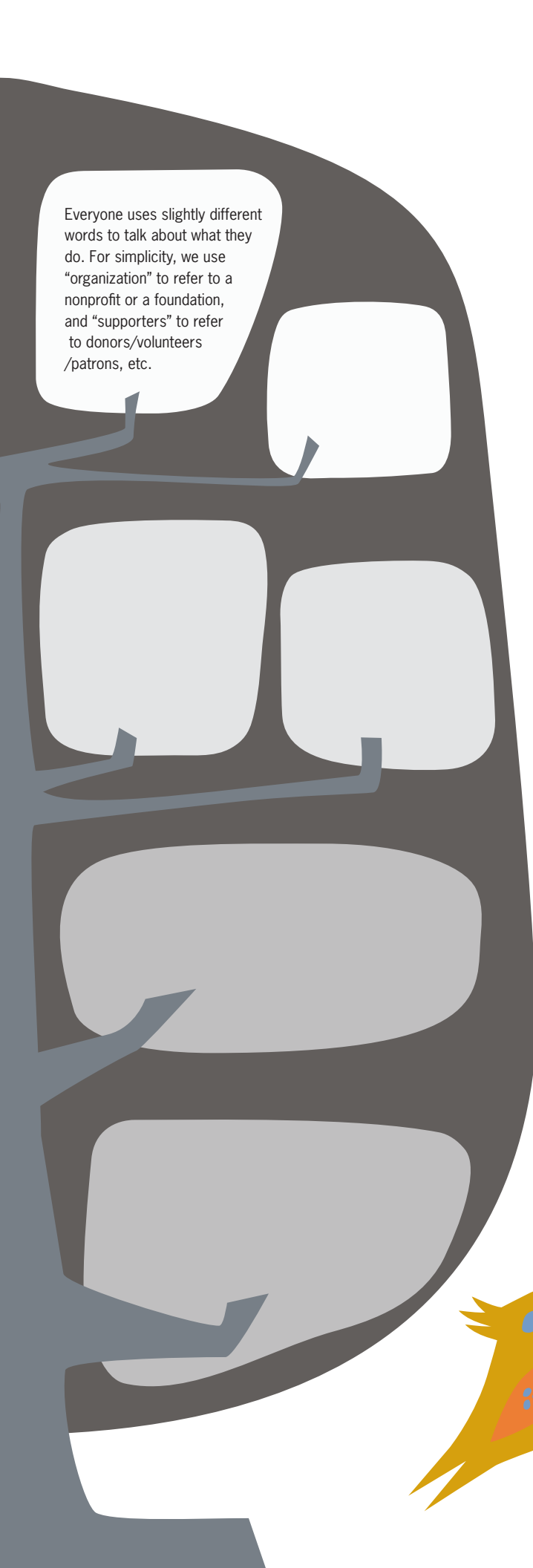


1, 2, 3 Marketing Tree



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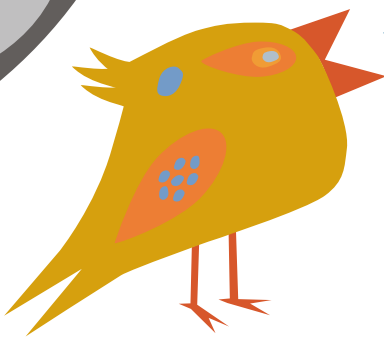
Everyone uses slightly different words to talk about what they do. For simplicity, we use “organization” to refer to a nonprofit or a foundation, and “supporters” to refer to donors/volunteers /patrons, etc.



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 knowing how to make it grow and thrive. With the 1, 2, 3 Marketing Tree, you can market your mission with confidence.

- 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 thing's 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 1, 2, 3
Marketing Tree are healthy
and which need some
serious 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 what your organization offers.
- ___ 5. You can describe your ideal supporter.
- ___ 6. You have identified your competition.
- ___ 7. You know what is truly unique about your organization.
- ___ 8. You have a strong graphic identity (e.g. logo, color scheme, etc.) 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 of what 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 work 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:

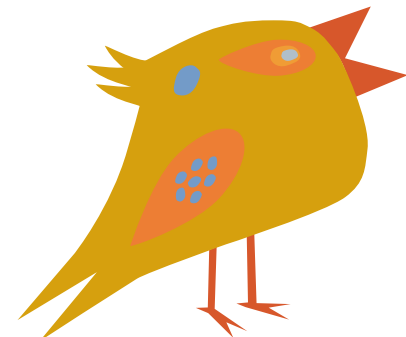
- 0 – 24:** Your current marketing efforts are probably not helping you achieve your goals.
The good news is there's nowhere to go but up!
- 25 – 39:** You've spent time and energy on marketing your mission, but it still needs some
refining if you're going to achieve your goals.
- 40 – 45:** Congratulations! 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**. First you've got to
figure out what successful marketing looks like for your organization. If you don't know this,
all of your marketing efforts will fall short.

If WHO is < 10: Without knowing **WHO** the heck wants what you offer and why, you can't do
effective marketing. You'll end up tweeting to 70 year old women, for Pete's sake!

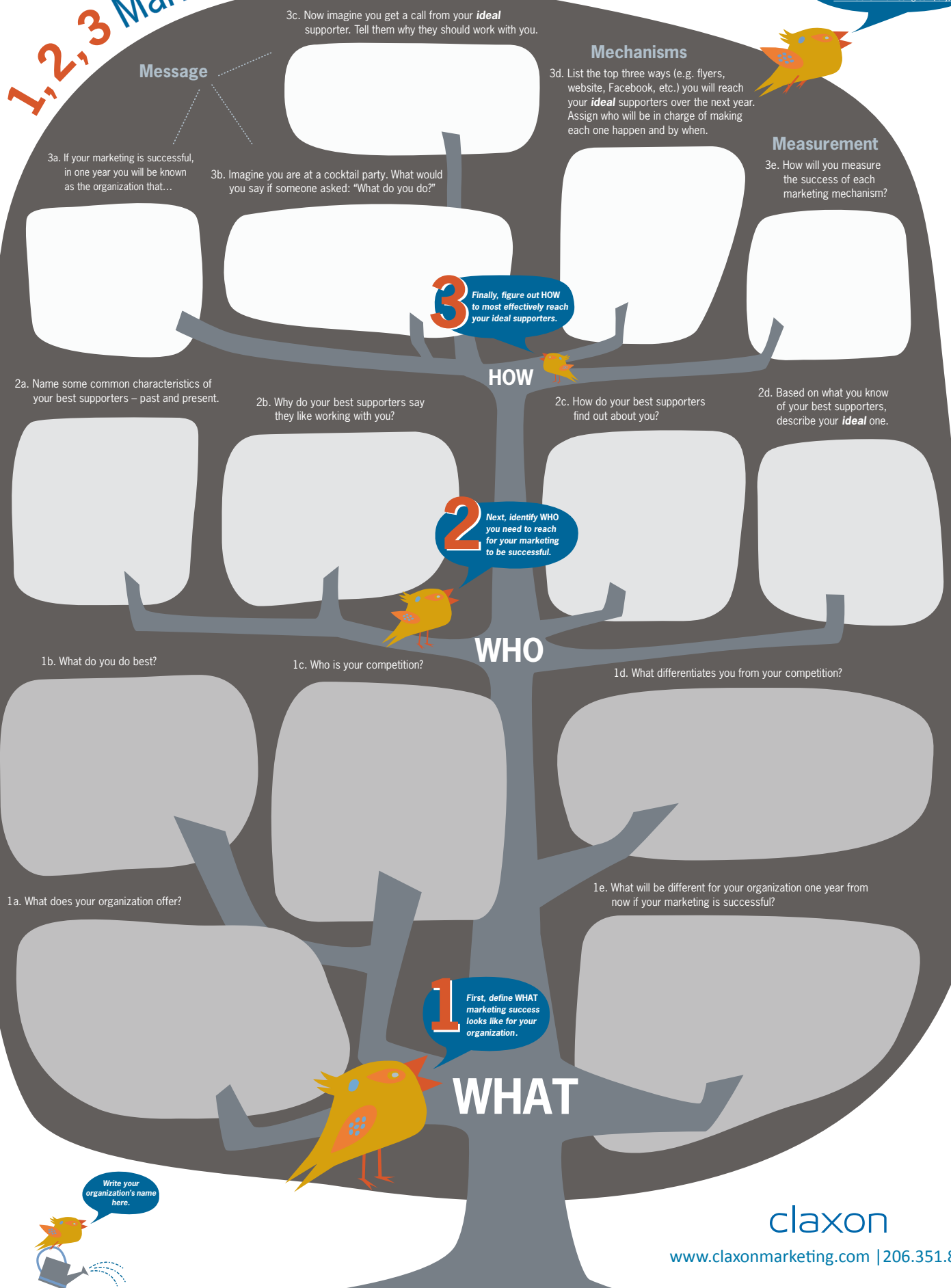
If HOW is < 10: That's okay. It simply means you need to realign your **HOW** with your **WHAT**
and your **WHO**. The **HOW** is easy to adjust as you go, so spend time on your **WHAT** and
your **WHO** and you'll get great results.

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



1, 2, 3 Marketing Tree

For more tools and resources to help you market your mission with confidence, visit our DIY page at www.claxonmarketing.com/diy/



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1, 2, 3 Marketing Tree

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