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MKTG 495.01: Nonprofit Marketing

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MKTG 495
Nonprofit Marketing
Tues. Thurs. 11:10 – 12:30
GBB L11

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Office Hours: Monday & Wednesday – 11:00-11:45
Tuesday 4-5pm
Other times by appointment. I am on campus every day, but I ask that you make an appointment since I must plan time for research, committee work and other faculty responsibilities that take me away from my office.

* Please leave a message, and I will return your call.

The School’s Mission Statement: The faculty and staff of the School of Business Administration at The University of Montana-Missoula are committed to excellence in innovative experiential learning and professional growth through research and service.

495 Course Description

This course will examine the core values of philanthropy and the principal marketing techniques associated with philanthropic and other nonprofit organizations. American philanthropy extends from interpersonal assistance to large-scale enterprise, from efforts to shape the social and moral agenda to the provision of cultural services in museums and theaters. Individuals are encouraged, urged, implored, and pressed to contribute their time, their money, and their enthusiasm. The scope and complexity of nonprofit organizations will be evaluated in terms of their goals and their results. Students will be expected to draw from their personal experience as participants in the work of nonprofit organizations.

Goal: This course was planned to help you creatively deal with the marketing challenges nonprofit organizations face in the US today.

Course Objectives: To help you
1. Understand how to create a limited fundraising plan for a NPO.
2. Understand the differences between marketing for nonprofit and profit organizations.

Requirements: Business people must meet deadlines. That’s why all assignments are due when scheduled. In emergencies relating to health, please call and leave me a message. I may require proof of illness. If a paper is late for any reason other than health, I will probably dock the paper up to one letter grade per day late.
Section 1. The Nonprofit Voice

Sept. 4  Topic 1. Overview of challenges working in the field; confusion about terms; nonprofits are not Jello.

Sept 6  Topic 2. What is a NPV; why it is important; how it relates to branding

Assigned readings:
- Chapter 1: Putting the Horse Before the Spark: Fundraising Starts with Passion
- Chapter 2: Fundraising Facts: Turning Gold into Good

Section 2. Establishing Your Identity

Sept 11  Topic 3. Profiling
Topic 4. The useful mission statement
Topic 5. The unique position: what differentiates your nonprofits from each other

Assigned readings:
- Chapter 4: The Case Statement: Your Agency’s Who, What, Why, and How

Sept 13  Topic 6. The First Impression: Physical recognition
Physical things to attend to: name, color, slogan, and print guidelines

Sept 18  Topic 7. The All Important Database
You are your database
Tracking stakeholders
Establishing useful fields

Assigned reading:
- Chapter 8: The Ins and Outs of Donor Research

Sept 20  Topic 8. The Stakeholder Profile
Categorize stakeholders using psychographics and demographic, behavioral information.
Using others research to your advantage (Xeroxing for the board and for other stakeholders)

Sept 25  Review with class members
Sept 27  TEST

Section 3. Projecting Competence
Topic 9. **Power of Communication: The Use of Focus Groups**

Topic 10. **The Translation of money into benefits**
- Publicize your financial information
- Create Easy Read financial documents

Topic 11. **The Network**
- Local and national organizations

Oct 2
Topic 12. **The impact of Continuity on your turf**
- Office image efficiency, professional
- Drop in help
- Telephone checklist
- Follow-up contact
- Signage
- Hours of operation

**Assigned reading:**
- Chapter 5: Getting Your Board on Board

Oct 4
Topic 13. **The Impact of Continuity on stakeholder turf**
- Knock ‘em dead presentations
- Stakeholder Speakers Bureau
- Professional Appearances

Oct 9
Topic 14. **Friend Raising**

Oct 11
Topic 15. **A strong working board**
- Providing opportunities to do well, to succeed, to have access to inside information, to have fun.
- Showing appreciation
- Qualifying board members

**Assigned Reading:**
- Chapter 5: Getting Your Board on Board

Oct 18
Topic 16. **A successful volunteer structure**
- Build common goals
- Have success
- Provide Recognition

**Assigned Reading:**
- Chapter 6: Valuing Volunteers – Philanthropists and Fundraisers

Oct 23
Topic 18. **The Affinity Groups**
- Information and fellowship
- Education – Seminars, meetings, e.g. Minerva Society
- Interest groups Sub groups within the organization e.g. early childhood development

Oct 25
*TEST*
**Section 5. Broadcasting The Nonprofit Voice**

**Topic 19**  
Focus

**Oct 30**  
**Topic 20**  
A Stakeholder Communications System  
Newsletters worth reading: internal/external Readability  
Pushing the Envelope with Direct Mail: Tennis ball cans; cards  
Telephone contacts  
Lunch and high tea  
Hosted dinners  
Cards home  
Permission based email  

**Assigned reading:**  
Chapter 12: Say It in Print – Direct Mail, Annual Reports, and More

**Nov 1-6**  
**Topic 21**  
The Importance of Publicity  
Get on the good side of the media  
Use reprints  
Video clips  
Interviews  
Testimonials  

**Assigned reading:**  
Chapter 14: Working the Media: Is Image Everything?

**Nov 6-13**  
**Topic 22**  
The Benefits of the Interactive Web Page  
The future is now  
Quotes from stakeholders  

**Assigned reading:**  
Chapter 16: Web Assertiveness Training: Fundraising on the ‘Net

**Nov 15**  
Strategic Applications

**Nov 20**  
**Assigned reading:**  
Chapter 17: Organizing, Implementing, and Celebrating Your Annual Fund  
Chapter 18: Black Tie Optional: The Special Event

**Nov 22**  
HAPPY THANKSGIVING!

**Nov 27**  
**Topic 23**  
The Creative Strategies for Funding Advertising  
Partnering (Getting others to pay for all or most)  
Sponsored advertising (just for the good of it)

**Topic 27**  
The Organizational Audit  
What is going right; what needs to be changed

**Nov 29**  
NP Marketing Paper Due – Fundraising Focus  
PowerPoint Presentation – Question and Answer

**Section 6. Structuring and Evaluating Success**

**Dec 4**  
4 Presentations
Dec 6 5 Presentations
Dec 11 4 Presentations
Dec 13 3 Presentations

Course Evaluation:
(1) 2 tests 30%
(2) 1 paper 20%
(3) 1 group presentation 15%
(4) Individual presentations 15%
(5) Class discussion and group work 20%
TOTAL 100%

Readings:
“Fundraising for Dummies” by John Mutz and Katherine Murray
Faculty Fac Pac of Readings (covered on tests)

**Please note
(1) Groups should be composed of two or three people;
(2) Client must be selected the first week of class, otherwise, the School of Business Administration will be your client
(3) Many of these topics are from a book I am working for professionals. I would very much appreciate your feedback on the material we will be using.