Spring 2-1-2004

MKTG 495.01: Nonprofit Marketing

MaryEllen Campbell
University of Montana, Missoula

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MKTG 495
Nonprofit Marketing
Tuesday and Thursdays 2:10-3:30
GBB 205

Professor: MaryEllen Campbell
Telephone: 243-6790 (voice mail)
543-4046 (voice mail)
Email: MaryEllen.Campbell@business.umt.edu (anytime)
Office: GBB 302
Office Hours: Monday and Friday by appointment
Wednesday 10:50–11:30 (Except for the 2nd Wed. of the Month)
Tuesday and Thursday 3:30 – 4:30
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.

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 Nonprofit Marketing Course Description

This course will examine the core values of marketing techniques associated with philanthropic and other nonprofit organizations. American philanthropy extends from small to large-scale enterprises, from organizations that shape the social and moral agenda to the provision of cultural services such as museums and theaters to interest groups such as country clubs, unions, to educational and religious institutions. Students will be expected work with nonprofit organizations during this class.

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 an NPO.
2. Understand the differences between marketing for nonprofit and for profit organizations.
3. Be qualified to be hired as a marketing director for a small NPO or a marketing coordinator in a large NPO.
**Requirements:**
Business people must meet deadlines. That’s why all assignments are due when scheduled. In emergencies relating to health, please call and leave a message. I may require proof of illness. If a paper is late for any reason other than health, I reserve the right to dock the paper up to one letter grade per day late.

**Readings:**
- Public Relations Kit for Dummies - Yaverbaum
- Fundraising for Dummies – Mutz and Murray

**Marketing Communications Plan Assignment:**
You will have the opportunity to work with a local non-profit to create a marketing plan. This project will require you to work on a team. **Your IMC Plan, however, will be your own written work.** Because you will be working with a client, we will use a few class periods for client contact.

**Please Note**
1. Only four to discussion group
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 writing for professionals. I would very much appreciate your feedback on the material we will be using.

**Grading**

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<thead>
<tr>
<th><strong>1. 4 Quizzes</strong></th>
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<tbody>
<tr>
<td><strong>2. Nonprofit Marketing Communication Plan</strong></td>
<td>40%</td>
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<tr>
<td><strong>3. Individual presentations and group oral presentation</strong></td>
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<td><strong>3. Client interaction, in class and group discussion/ participation</strong></td>
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100%
**DATE**

**ASSIGNMENTS**

1/27  
**Section 1. The Nonprofit Voice**  
**Topic 1:** Overview of challenges working in the field; confusion about terms;  
Nonprofits are not Jell-O.  
**Topic 2:** What is NPV; why is it important; how it relates to branding  
**Assignment:**  
Chapter 1 – Putting the Horse Before the Spark: Fundraising Starts with Passion  
Chapter 2 – Fundraising Facts: Turning Gold to Good

1/29  
**Section 2. Establishing Your Identity**  
**Topic 3:** Profiling  
**Topic 4:** The useful mission statement  
**Topic 5:** the unique position: what differentiates your nonprofits from each other  
**Assignment:**  
Chapter 4: The Case Statement: Your Agency’s Who, What, Why and How  
PR Chapter 1: The Power of PR and Chapter 2: Who Needs PR Anyway?

2/3  
**Topic 6:** The First impression: Physical Recognition – Physical things to attend to: name, color, slogan, and print guidelines  
**Assignment:**  
PR Chapters 21: The Ten Greatest PR Groups of All Time  
Chapter 24: Ten Steps to Better PR Writing

2/5  
**Topic 7:** The All Important Data Base  
You are your database  
Tracking stakeholders  
Establishing useful fields  
**Assignment:**  
Chapter 8: The Ins and Outs of Donor Research  
PR Chapter 23: Ten Tips for Coming off as a PR Pro

2/10  
**Topic 8:** The Stakeholder Profile  
Categorize stakeholders using psychographics and demographic, behavioral information.  
Using others research to your advantage (Xeroxing for the board and other stakeholders)  
**Quiz:** On all to date

2/12  
**Section 3. Projecting Competence**  
**Topic 9:** Power of Communication: The Use of Focus Groups  
**Topic 10:** The translation of money into benefits  
**Topic 11:** The Network  
**Assignment:**  
PR Chapter 7: Using PR Tactics, Chapter 8: Creating a Company News Letter  
Chapter 9: Putting Your Message on Paper: The Press Release

2/17  
**Topic 12:** The Impact of Continuity on your turf  
Office image efficiency, professionalism  
Drop in help  
Telephone checklist  
Follow-up contact  
Signature  
Hours of operation  
**Assignment:**  
Chapter 5: Getting Your Board on Board  
PR Chapter 10: Writing and Placing Feature Articles

2/19 - 24  
**Topic 13:** The Impact of Continuity on stakeholder turf  
Knock ‘em dead presentations  
Stakeholder Speakers Bureau  
Professional Appearances  
**Assignment:**  
PR Chapter 11: Delivering Your Message in Person

2/26  
**Quiz:** On all to Date

3/2  
**Section 4. Creating Advocates**  
**Topic 14:** Friend Raising  
**Topic 15:** A strong work board  
Providing opportunities to do well, to succeed, to have access to inside information, to have fun.  
Showing appreciation  
Qualifying board members  
**Assignment:**  
PR Chapter 17: Staging Publicity Events
3/4 **Topic 16:** A successful volunteer structure  
Build common goals  
Have success  
Provide Recognition  
**Assignment:** Chapter 6: Valuing Volunteers – Philanthropists and Fundraisers

3/9 **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

3/11 **Quiz:** On all to date

3/16 **Section 5. Broadcasting the Nonprofit Voice**  
**Topic 19:** Focus  
**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, Hosed dinners  
Cards home, Permission based e-mail  
**Meet with Client**  
**Assignment:** Chapter 12: Say It in Print – Direct Mail, Annual Reports, and more  
PR Chapter 12: Media Relations – Getting Your Message Out

3/18 **Topic 21:** The Importance of Publicity  
Get on the Good Side of the Media  
Use reprints  
Video clips  
Interviews, Testimonials  
**Assignment:** Chapter 14: Working the Media: Is Image Everything?

3/23 **Topic 22:** The Benefits of the Interactive Web Page  
The Future is now  
Quotes from stakeholders  
**Assignment:** Chapter 16: Web Assertiveness Training: Fundraising on the Net  
PR Chapter 16: Employing New Media: Web Sites and E-Mail

3/25 **Strategic Applications**  
Assignment: Chapter 17: Organizing, Implementing, and Celebrating Your Annual Fund  
Chapter 18: Black Tie Optional: The Special Event

3/29-4/2 **HAPPY SPRING BREAK!!**

4/8 **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

4/13 Power Point Presentation – Question and Answer  
Nonprofit Marketing Communications plan due

4/15 **Quiz:** On all information to date

4/20 Presentations

4/22 Presentations

4/27 Presentations

4/29 Presentations

5/4 Course Wrap Up
NPO Integrated Marketing Communications Plan Outline

I. Situation Analysis
   A. The Environment
   B. The Competition
   C. The NPO
   D. The Target Audience

II. Market Segmentation – Database Analysis
   A. Primary Target Audience
   B. Secondary Target Audience

III. Marketing Objectives for event
   A. Primary Target Market

IV. Communication Objectives and Strategies
   A. Determine principal target audiences
   B. Determine overall product positioning and personality
   C. Determine best contact points for reaching and interacting with donor

V. Advertising
   A. Message Strategy
      1. Target Audience
      2. Key Selling Idea
      3. Support of Promise
      4. Tone and Manner
      5. Desired consumer response
   B. Media Plan (based on contact point analysis)
      1. Media Vehicles
         a. Broadcast
            (1) Television
               (a) Spot
               (b) Cable
            (2) Radio
               (a) Spot
         b. Print
            (1) Newspapers
               (a) Dailies
               (b) Weeklies
            (2) Magazines
               (a) Consumer
                  i. specialty
               (b) Trade Association
         c. Direct Mail
            (1) Letters
            (2) Announcements
         d. Outdoor
            (1) Billboards
            (2) Transit
            (3) Stadiums/ Sports Arena Boards
            (4) Posters/ Banners
         e. Interactive Media
            (1) Web Sites
            (2) CD-ROMs
f. Supplemental
   (1) Specialty advertising items
2. Media Scheduling
   a. Media Schedule with rationale
   b. Message effectiveness analysis

VI. Sales Promotion
   A. Partnering

VII. Direct Marketing
   A. Data Base Marketing
   B. Direct Response

VIII. Public Relations Strategies
   A. Publicity
      1. All Vehicles need strategy for each medium used

IX. Merchandising Strategies
   A. Organization identity and branding
   B. Collateral Materials
   C. Point of Contract Materials (POC)

X. Evaluation and Control
   A. Pre-testing/ post testing
   B. Monitoring and Control
   C. Customer Feedback/ Database building