

Chapter 1 : RESOURCES | GOOD MARKETING

Working in the non profit realm for years it is amazing the new thought and ideas contained in "Guerrilla Marketing for Nonprofits". This is a MUST read for anyone who is sitting on a board of directors of a non profit.

For a minimal monetary cost, but with some extra sweat equity, you can make a dramatic first impression that people will remember. A good guerrilla marketing campaign starts with a concept. What is the point that you want to get across to people? Is there a service that you want to have featured with your business? Do you want to promote a fundraising effort? The better your idea can stand out, then the more likely you are to succeed with your upcoming marketing campaign. Effective Guerrilla Marketing Strategies for Nonprofits 1. Get Some Art Going There are a number of abandoned buildings or even neighborhoods that are in many communities. Recruit some artistic talent from amongst your employee ranks and let them get to work doing some urban art. You can even do this on your own building if you own it or the owner will allow it. This can even be reverse graffiti or just street advertising on the sidewalks in front of your nonprofit if you prefer. Use Your Resources The building you have is a billboard that can be used in a versatile way. Temporary tattoos with your branding, logos, or other artwork can help you promote yourself in a very cost effective way. Add another level of guerrilla marketing to this effort by including a QR code within the temporary tattoo so people can scan you to get more information. Get Hacked Bring in a group of random people that are willing to work for free to see if they can discover new ways to utilize your goods or services. Go Door to Door Modern marketing is extremely effective when its on a 1: Film your employees doing something fun at your nonprofit to generate more awareness of what you do. You can make it a parody of a hit song or you can write your own script. Either way, the fun you have in making it will come through with every view on YouTube. Get Out and Play a Game There are a number of fun icebreaking games that double as good guerrilla marketing efforts. Select people at random off the street and have them do a series of events or activities that are all related to your nonprofit. Give them a prize for their efforts, have everyone applaud the work, and then find another victimâ€¦ er, participant. There is something that your nonprofit does right now that has some level of value. Maybe someone else needs that value and will trade you the access to more traditional marketing methods that you may need. Invariably the people who pay it forward end up helping the one person who needs some help at that very moment. Even just a couple quarters in a parking meter with a business card is enough for someone to take notice of your good deeds and start their own chain reaction of being nice. Create Your Own Festival If you provide your community with a specific service, then why not create a festival around it? Content Is King You cannot underestimate the power of content marketing today. People are accessing content like never before and original content ranks highly because it has tremendous value.

Chapter 2 : Guerrilla Marketing for Nonprofits - Jay Conrad Levinson, Frank Adkins, Chris Forbes - Google

The Father of Guerrilla Marketing, Jay Conrad Levinson delivers the first book to adapt the profit-producing principles of Guerrilla Marketing to the world of nonprofits. The nonprofit sector has increased by 65%--a flood of new organizations are vying for donations, competing for volunteers, and.

Chapter 3 : 5 Genius Guerrilla Marketing Examples for Non-Profit Organizations

Good Marketing for Nonprofits is a free resource to help your cause effectively compete. Fueled by www.nxgvision.com the GMnonprofits site brings you tons of helpful information, insight and tools in areas such as marketing strategy, fundraising and guerrilla marketing.

Chapter 4 : Must See Guerilla Marketing Examples

When there isn't a lot of money to spend, the ability to gain someone's attention with a unique marketing campaign is the

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best way to go. That's the premise behind guerrilla marketing. For a minimal monetary cost, but with some extra sweat equity, you can make a dramatic first impression that.

Chapter 5 : GOOD MARKETING | Tactics to promote, recruit, motivate, and raise more money for your non

There are some amazing non-profit guerrilla-marketing campaigns that are worth taking a look at. Sometimes guerrilla marketing for a non-profit can actually be easier because there is a very logical and emotional story already behind the campaign.

Chapter 6 : 12 Guerrilla Marketing Strategies for Nonprofits - www.nxgvision.com

Guerrilla Marketing for Nonprofits by Jay Levinson, Frank Adkins, Chris Forbes, Entrepreneur Press Staff The Father of Guerrilla Marketing, Jay Conrad Levinson delivers the first book to adapt the profit-producing principles of Guerrilla Marketing to the world of nonprofits.

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Guerrilla Marketing for Nonprofits is a Godsend to nonprofits and do-gooders everywhere." --Katya Andresen, COO, Network for Good and author of Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes.

Chapter 8 : Nonprofit Guerrilla Marketing Techniques | Your Business

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