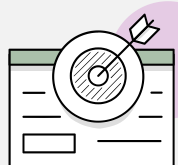


38 Quick Wins to Elevate Your Nonprofit Marketing & Communications



Strategy & Clarity

- 1 Write a one-sentence version of your mission that a 12-year-old can understand.
- 2 Define your **top 3 priorities for the next 90 days** (not the year).
- 3 Align marketing goals to organizational goals, not just "awareness."
- 4 Document your key messages in one page.
- 5 Identify your primary audiences.



Website Fixes

- 6 Make your homepage headline outcome-focused, not organization-focused.
- 7 Add a clear primary call-to-action above the fold.
- 8 Ensure your Donate button is visible on every page.
- 9 Reduce clicks to donate or apply to **2 or fewer steps** if possible.
- 10 Add real photos of your work (not only stock images).



Donor & Fundraising Communications

- 11 Replace statistics-only messaging with one human story.
- 12 Add a "What your gift does" section with concrete examples.
- 13 Send at least one impact update between appeals.
- 14 Thank donors publicly (with permission).
- 15 Make donation confirmation emails warm and human.



Email Marketing

- 16 Clean your list, remove inactive contacts.
- 17 Write subject lines like a human, not a press release.
- 18 Send shorter emails with one clear purpose.
- 19 Add a real staff name as the sender.
- 20 Include one clear action per email.

38 Quick Wins to Elevate Your Nonprofit Marketing & Communications



Social Media That Actually Works

- 21 Show faces, people outperform graphics almost always.
- 22 Share behind-the-scenes moments, not just announcements.
- 23 Post impact stories, not just event promotions.
- 24 Reply to comments and messages quickly.
- 25 Pin an important post to the top of your profile.



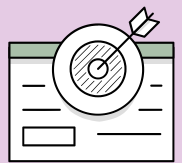
Content & Storytelling

- 26 Collect one story per month from programs.
- 27 Create a simple editorial calendar (even a spreadsheet will do it).
- 28 Turn one story into multiple pieces of content. (minimum 3)
- 29 Use plain language, avoid sector jargon.
- 30 Highlight volunteers regularly.



Brand & Credibility

- 31 Ensure logos, colours, and fonts are consistent everywhere.
- 32 Update outdated program descriptions.
- 33 Add testimonials or partner quotes to your website.
- 34 Show your impact with simple visuals (icons, numbers, infographics).



Measurement & Systems

- 35 Track where donations and inquiries come from (Build custom UTM)
- 36 Review analytics monthly, not yearly.
- 37 Stop doing tactics that show zero results.
- 38 You don't have to do everything, focus on what matters most (Look at your data)