

# Basic Guide for Nonprofit Marketing

Written by Carter McNamara, MBA, PhD | Applies to nonprofits

[Library materials](#) | [Leaders Circles](#)

This document guides the reader to design a program and services that are highly integrated with the organization's mission, strategic planning goals and needs of clients. The resulting program plan also serves as a straightforward basis from which to write program proposals to funders and conduct straightforward program evaluations. References to Web addresses with additional free information are provided in most of the following sections. These addresses are spelled out in the text of this guide. Therefore, the reader might best be served to print out the entire guide for future reference. (The guide is approximately 12 pages long.)

(The sections [Related Library Links](#) and [On-Line Discussion Groups](#) are included at the end of this document. This document also includes numerous references to the free, on-line [Basic Guide to Program Evaluation](#) at [http://www.mapnp.org/library/evaluatn/fnl\\_eval.htm](http://www.mapnp.org/library/evaluatn/fnl_eval.htm).)

## *Free, Complete, On-line Training Programs That Include This Topic!*

This topic is also included in the [Free Nonprofit Micro-eMBA](#) learning module, [Designing and Marketing Programs](#). This complete, "nuts and bolts", free training program is geared to leaders, managers, consultants and volunteers who serve nonprofit organizations.

## *Tell Friends! Local Professional Organizations! Spread the Word!*

Tell friends and professional organizations about these free programs! Advertise them in your newsletters and web sites so that others can save training dollars, too!

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- Program Should Be Aligned with Organization's Mission
- Program Planning Should Be Aligned With Strategic Goals
- Involve Board Members in Program Planning
- Conduct Program Planning as a Team
- Program Planning Should Involve Potential Clients as Much as Possible
- Don't Worry About Developing "Perfect" Program Plan

### PLANNING YOUR PROGRAM AND SERVICES

**Program Structure: Outcomes, Goals, Strategies and Objectives**

## Program Outcomes, Goals and