



Volunteer Support for Your 2024 Marketing Plan

Taproot Foundation | January 2024

Meet The Presenter



Kimberly Swartz
(she/her)

Senior Director,
Community Engagement





Meet Taproot

Taproot empowers mission-driven organizations by mobilizing skilled volunteers to advance resource equity.

taproot

Taproot for Nonprofit Organizations



22+

Issue Areas
Served



On-Demand

Consultations
and Projects
Available



\$300 million

Pro Bono
Services
Delivered



44

Pro Bono
Matches
Weekly



63%

Nonprofit
Partners with
< 5 FTE

taproot

www.taprootplus.org

GET THE SUPPORT YOU NEED

You make the world a better place, but you can't do it alone.
Taproot Plus matches you with skilled volunteers who help you build a stronger organization.

GET STARTED

READ FAQ

Join the Taproot Community

- Free of cost, unlimited accounts for your staff or board
- On-demand consultations and multi-week projects, access to Taproot's full suite of corporate and grant-maker-led programming
- Access to nonprofit coaching, networking, and pro bono readiness resources from the national leader in skills-based volunteerism



**What type of marketing
volunteer support would
be most valuable to your
organization?**





Developing a Nonprofit Marketing Plan



Key Elements of a Marketing Plan



Core
Stakeholders



Value
Proposition



Priority
Initiatives



Success
Metrics

Identify Your Core Promotional Channels



Social Media



Content



Public Relations



Email



Your People



Marketing Plan Building Blocks

- Stakeholder interviews
- Data analysis
 - Social media
 - Website
 - Program evaluation
 - Email analytics
- Market research
- Marketing dashboard



How can volunteers support my marketing plan?



Volunteer Support in Action: Graphic Design



Partnership Possibilities with Skilled Volunteers:

- Template Development
 - Deck
 - Email newsletter
 - Social media graphics
- One-Page Design
- Campaign Graphics Package
- Logo Re/Design
- Animations

Volunteer Support in Action: Website Upgrades



Partnership Possibilities with Skilled Volunteers:

- User Experience Audit
- Website Design
- Website Training Support
- Website Feature Development
- SEO Audit & Recommendations
- Adding Content Gates

Volunteer Support in Action: Email



Partnership Possibilities with Skilled Volunteers:

- Welcome Series
- Newsletter Strategy
- AB Testing
- Email Accessibility
- Staff Training
- Copywriting

Volunteer Support in Action: Brand & Messaging



Partnership Possibilities with Skilled Volunteers:

- Key Message Development
- SWOT Analysis
- Brand & Style Guide
- Communications Plan
- Media Kit
- Google Ads Updates

Volunteer Support in Action: Social Media



Partnership Possibilities with Skilled Volunteers:

- Social Media Strategy
- Copywriting
- Canva Templates
- Tool-Kit for Community Member Takeovers
- Content Calendar

Volunteer Support in Action: Data



Partnership Possibilities with Skilled Volunteers:

- Program Evaluation Assessment & Recommendations
- Data Analysis & Visualization
- Stakeholder Research
- Establishing KPIs



Your marketing to-do list is growing by the minute, but support is just a few mouse clicks away...

Which volunteer partnership are you most likely to dive into in the next 3 months?



taproot

Questions & Answers
help@taprootplus.org



Tips for Great Pro Bono

- Act like a paying client
- Know and define your needs
- Be realistic about deadlines
- Learning goes both ways