

# Volunteer Support for Your 2024 Marketing Plan

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#### **Meet The Presenter**



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#### Meet Taproot

Taproot empowers missiondriven organizations by mobilizing skilled volunteers to advance resource equity.



# Taproot for Nonprofit Organizations



22+

Issue Areas Served



44

Pro Bono Matches Weekly



**On-Demand** 

Consultations and Projects
Available



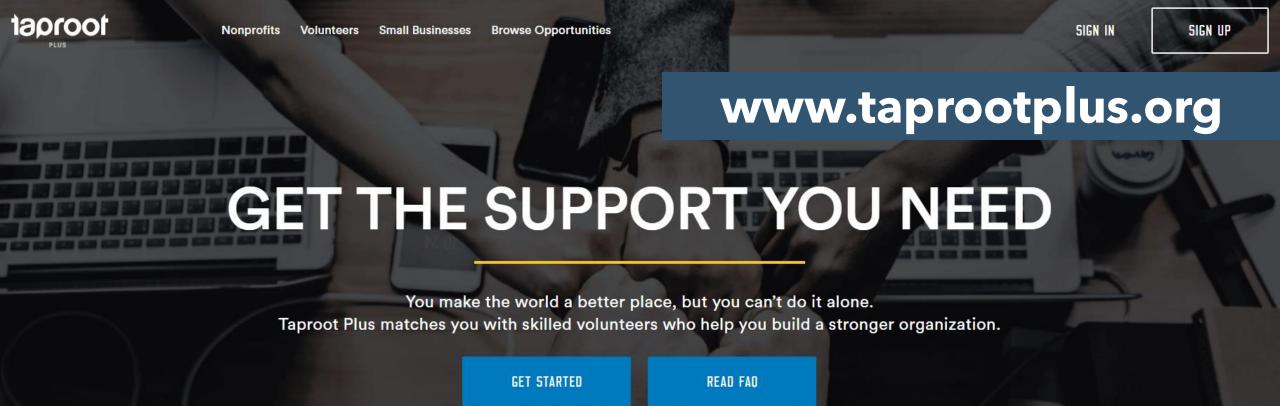
63%

Nonprofit Partners with < 5 FTE



Pro Bono Services Delivered





# 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<br/>Initiatives



**Success Metrics** 



#### **Identify Your Core Promotional Channels**







# Marketing Plan Building Blocks

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

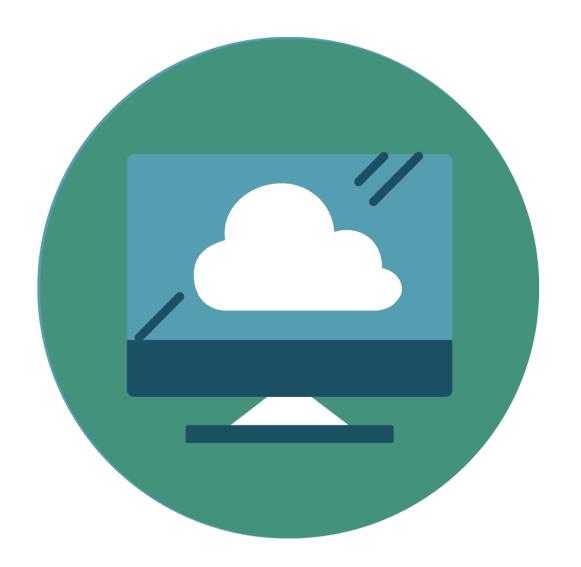




# How can volunteers support my marketing plan?



### Volunteer Support in Action: Graphic Design



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



### Volunteer Support in Action: Website Upgrades



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



### **Volunteer Support in Action: Email**



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



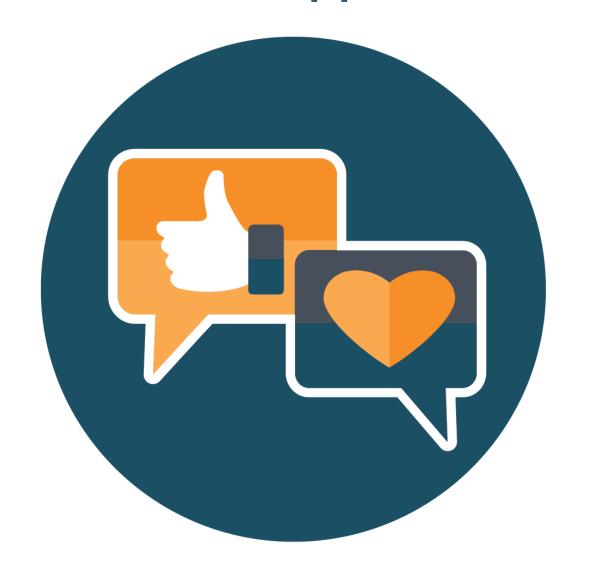
### Volunteer Support in Action: Brand & Messaging



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



#### Volunteer Support in Action: Social Media



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



#### Volunteer Support in Action: Data



- 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?





# 100006

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

