



SELF-PROMOTE YOUR NONPROFIT

12 Tips & Strategies

Goal: Prove Your Credibility | Gain New Funders/Friends | Help More Clients | Gain Partners

By Simone Joye, CEO - SJ & Associates LLC - simonejoye.com

1. MAKE VIDEOS.

Ask Board members to send you a video answering the question, *"Why I am committed to the mission of (your org name); Interview clients and ask them, "How have we helped you?" Make your video and answer, "Why I started/work at X organization).*

2. SHARE VIDEOS.

Post videos on your website, social media (especially TikTok & IG) in your newsletters and send them as a part of your press kit to your local news media (Mondays, Fridays, and between Thanksgiving and Christmas are slow news days).

3. GET THE SHIRT.

Purchase a "Ask Me About My Nonprofit" T-Shirt/Hoodie from The Nonprofit Store (link located on www.simonejoye.com). People will ask about your nonprofit! I get new donors, partners, and even clients to help.

4. MAKE AN ANNUAL REPORT.

Create an eye-catching Annual Report and include your financial information, impact, and names of donors. (I like to use Canva).

5. HASHTAG & TAGLINES.

Add your organization name (and a catchy phrase about your organization, as a hashtag to each of your social media posts.

6. UPDATE YOUR WEBSITE.

Compare your website to similar organizations and update yours as necessary.

7. VOLUNTEERS ARE GREAT SPOKESPERSONS.

Host quarterly virtual volunteer recruitment events. Use Eventbrite for free tickets and great exposure.

8. USE YOUR EMAIL SIGNATURE.

Forget about your favorite quote. Instead, insert a Call to Action link in your email signature. (Example, "Donate to X org here and include a link to your logo.

9. PROMOTE ALL YOUR WINS.

Promote every win from a funder on your website and social media outlets. Remember to use their logo.



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12. UPDATE YOUR WEBSITE.

Compare your website to similar organizations and update yours as necessary.

WE KNOW YOU MAY BE EXTREMELY BUSY. OUR FIRM CAN PROMOTE YOUR NONPROFIT EITHER MONTHLY, QUARTERLY, OR YEARLY. CONTACT US AT (301) 725-1572 OR SIMONE JOYE AT CEO@SIMONEJOYE.COM.