

Positioning is the Heart of Nonprofit Marketing

Positioning is at the heart of nonprofit marketing. As described by Philip Kotler, marketer extraordinaire, positioning designs an organization's image and value offer so that its customers appreciate what the organization stands for in relationship to its competitors.

Marketing "pulls" a nonprofit's audiences from where they are to create a desired action. Communications "pushes" out messages. Positioning is the linchpin between the two.

Positioning flows from a nonprofit's mission. Positioning guides an organization into the future and works to build its reputation with its key audiences.

Positioning is strategic. Can you think of anything more valuable than your nonprofit's reputation? And, in this changing landscape where nonprofits must be nimble and quick, positioning takes on even more importance in competition to be loved "or be out."

A positioning statement is a tight, focused description of the core target audience to whom a nonprofit is directed, and it provides a compelling picture of how the organization wants its targeted audiences to view them. A well-constructed positioning statement brings focus and clarity to the development of the marketing strategy and tactics.

How does the positioning statement effect a nonprofit's marketing strategy? According to Branded, an online marketing resource, every decision that is made regarding the nonprofit is judged by how well it supports its positioning statement.

Branded describes the four elements or components of a positioning statement. I have qualified these for nonprofits:

1. **Target Audience** – Knowing your target audience is fundamental to an organization's success.
2. **Frame of Reference** – the marketing niche in which a nonprofit competes.
3. **Benefit/Point of Difference** – the most compelling and motivating benefit that an organization owns in the hearts and minds of its target audience relative to the competition.
4. **Reason to Believe** – the most convincing proof that the brand delivers what it promises.

Art Of Strategic Positioning For Nonprofits

Ronald A. Landskroner



Art Of Strategic Positioning For Nonprofits:

Nonprofit Strategic Positioning Thomas A. McLaughlin, 2006-04-20 Nonprofit Strategic Positioning Decide Where to Be Plan What to Do is the first nonprofit oriented book to describe strategic positioning as an alternative to traditional strategic planning Even in the nonprofit sector strategic planning is becoming discredited as a formulaic go nowhere exercise This book will take the reader on a stimulating journey through nonprofit strategy development and implementation The book is timely because the nonprofit sector has reached a turning point where the need to be more business like is undeniable and the continuing retreat of the public sector has left even wider gaps in services that nonprofits will be asked to fill Nonprofit Strategic Positioning Decide Where to Be Plan What to Do offers a fresh new way for nonprofits to meet the challenges of the 21st century *Integrating Mission and Strategy for Nonprofit Organizations* James A. Phills

Jr., 2005-07-21 This volume helps the leaders of nonprofit organizations apply the principles of general management to the special challenges they face particularly in the areas of mission strategy and execution In addition to helping nonprofit leaders think through important decisions and make concrete choices the book also provides a shared language and a discipline that can serve as the basis for more productive discussions between the individuals who lead nonprofits the business executives who serve on their boards and the philanthropists who support their organizations and programs

Strategic Planning for Nonprofit Organizations Michael Allison, Jude Kaye, 2015-04-06 The bestselling guide to nonprofit planning with proven practical advice Strategic Planning for Nonprofit Organizations describes a proven method for creating an effective organized actionable strategy tailored to the unique needs of the nonprofit organization Now in its third edition this bestselling manual contains new information about the value of plans specific guidance toward business planning and additional information about the strategic plan document itself Real world case studies illustrate different planning and implementation scenarios and techniques and the companion website offers templates tools and worksheets that streamline the process The book provides expert insight describing common misperceptions and pitfalls to avoid helping readers craft a strategic plan that adheres to the core values of the organization A well honed strategic plan helps nonprofit managers set priorities and acquire and allocate the resources necessary to achieve their goals It also provides a framework for handling challenges and keeps the focus on the organization s priorities Strategic Planning for Nonprofit Organizations is an excellent source of guidance for managers at nonprofits of every size and budget helping readers to Identify the reasons for planning and gather information from internal and external stakeholders Assess the current situation accurately and agree on priorities mission values and vision Prioritize goals and objectives for the plan and develop a detailed implementation strategy Evaluate and monitor a changing environment updating roles goals and parameters as needed Different organizations have different needs processes resources and priorities The one thing they have in common is the need for a no nonsense approach to planning with practical guidance and a customizable framework Strategic Planning for

Nonprofit Organizations takes the fear out of planning with expert guidance on the nonprofit's most vital management activity

Strategic Positioning in Voluntary and Charitable Organizations Celine Chew, 2009-05-07 Using a three stage approach which involves an exploratory survey and multiple case studies this book reveals that charitable organizations are positioning themselves in distinctive ways that are not adequately explained by contemporary perspectives on strategic positioning derived from commercial strategy and marketing management literatures

Leadership in Nonprofit Organizations Kathryn A. Agard, 2011 Leadership in Non Profit Organizations tackles issues and leadership topics for those seeking to understand more about this dynamic sector of society A major focus of this two volume reference work is on the specific roles and skills required of the non profit leader in voluntary organizations Key features include contributions from a wide range of authors who reflect the variety vibrancy and creativity of the sector itself an overview of the history of non profit organizations in the United States description of a robust and diverse assortment of organizations and opportunities for leadership an exploration of the nature of leadership and its complexity as exemplified in the non profit sector availability both in print and online this title will form part of the 2010 Encyclopedia Collection on SAGE Reference Online The Handbook includes topics such as personalities of non profit leaders vision and starting a nonprofit organization nonprofit law statutes taxation and regulations strategic management financial management collaboration public relations for promoting a non profit organization human resource policies and procedures

Strategic Management in the Arts Lidia Varbanova, 2013-01-03 Strategic Management in the Arts looks at the unique characteristics of organisations in the arts and culture sector and shows readers how to tailor a strategic plan to help these diverse organizations meet their objectives Strategic management is an essential element that drives an organisation's success yet many cultural organizations have yet to apply strategic thinking and entrepreneurial actions within the management function Varbanova reviews the existing theories and models of strategic management and then relates these specifically to cultural organisations Also included are sections on entrepreneurship and innovations in the arts considering the concept of a learning organisation an organisation able to adapt its strategy within a constantly changing complex environment The book is structured to walk the reader through each element of the strategic plan systematically With a fresh approach key questions examples international cases to connect theory with practice and suggestions for further reading this book is designed to accompany classes on strategic planning cultural management or arts management

Working Easier: A Toolkit for Staff and Board Members of Nonprofit Arts Organizations Debra H. Snider, 2005

Strategic Marketing for Nonprofit Organizations Philip Kotler, Alan R. Andreasen, 1987 This new edition to the proven handbook provides the best marketing strategies tools and market analysis technologies for those people employed in the vast nonprofit segment of the U S economy

The Routledge Companion to Governance in the Arts World Ruth Rentschler, Wendy Reid, Chiara Carolina Donelli, 2025-04-24 This research compendium of arts governance brings expert insights from management through the humanities and social sciences to provide a

comprehensive global overview of how the field is evolving as the world is in turmoil Moving beyond the traditional governance focus on boards the book is structured across a framework that provides five levels of analysis individual board directors boards arts organisations community collaborations and public policy instances around the world Contributors examine urgent contemporary issues in arts governance such as toxic leadership bad behaviour discrimination and post colonialism They present governance definitional challenges governance struggles for organisations of different sizes and types in different regimes with different accountabilities complexities collaborations and policy environments Experts from around the world are brought together in this book to explore and illuminate the creative sector s distinct dynamics in arts governance The book is an essential scholarly resource for academics students and reflective practitioners of arts and cultural management

Arts and Cultural Management Ellen Rosewall,Rachel Shane,2018 Arts and Cultural Management Critical and Primary Sources offers a comprehensive collection of key writings on this relatively new and rapidly growing field The collected essays draw upon both scholarly and professional literature worldwide and range across the arts in the commercial not for profit and public sectors Each volume is arranged thematically and separately introduced by the editors The set includes over 80 essays covering the following major tracks organization structure and governance production and distribution of the arts participation and engagement resource development and marketing and policy advocacy and field development Together the four volumes of Arts and Cultural Management present a major scholarly resource for the field

Using Public Relations Strategies to Promote Your Nonprofit Organization Ruth Ellen Kinzey,2013-04-15 Learn how to strategically execute public relations assignments In *Using Public Relations Strategies to Promote Your Nonprofit Organization* you will explore an easy to follow explanation on why nonprofit groups must take a more business like approach in their communications You will also discover instructions on how to make newsletters annual reports speaker s bureaus and board selection easy yet effective As a marketing public relations or development professional you will gain effective public relations tools that are within your established budget parameters Public relations expertise is becoming extremely important to the survival of nonprofit organizations as more and more nonprofits compete for dollars *Using Public Relations Strategies to Promote Your Nonprofit Organization* recognizes that nonprofit professionals may wear many different hats and may have very limited public relations or marketing training Therefore with *Using Public Relations Strategies to Promote Your Nonprofit Organization* you will find that even a novice communicator will be able to perform marketing and public relations tasks in an effective strategic manner Some of the areas you will explore include adopting a business strategy step by step guide to creating your annual report step by step guide to creating your nonprofit newsletter how to set up an effective speaker s bureau strategically market your speaker s bureau and monitor its effectiveness in generating revenue for your nonprofit organization writing speeches to promote your nonprofit organization using audiovisual aids and nonverbal communication in your speeches selecting and organizing a board of directors board of

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Nonprofit Internet Strategies Ted Hart,James M. Greenfield,Michael Johnston,2005-03-25 Nonprofit Internet Strategies offers every charitable organization the opportunity to analyze their options and select the appropriate strategy to integrate traditional marketing communications and fundraising practices with their online efforts It is an excellent how to guide a practical manual for nonprofit staff written in non technical language prepared by experts in the field based on real life experiences and case studies Introduction to Nonprofit Management Cybellium,2024-10-26 Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world Expert Insights Our books provide deep actionable insights that bridge the gap between theory and practical application Up to Date Content Stay current with the latest advancements trends and best practices in IT AI Cybersecurity Business Economics and Science Each guide is regularly updated to reflect the newest developments and challenges Comprehensive Coverage Whether you re a beginner or an advanced learner Cybellium books cover a wide range of topics from foundational principles

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The Jossey-Bass Handbook of Nonprofit Leadership and Management David Renz,Robert D. Herman,2010-11-08 This is the Third Edition of the bestselling nonprofit management reference and text called the big green book Based on updated research theory and experience this comprehensive edition offers practical advice on managing nonprofit organizations and addresses key aspects such as board development strategic planning lobbying marketing fundraising volunteer management financial management risk management and compensation and benefits New chapters cover developments in such areas as social entrepreneurship financial leadership and capital structure accountability and transparency and the changing political legal climate It includes an instructor s manual

The Nonprofit Sector Walter W. Powell,Richard Steinberg,2006-01-01 Provides a multi disciplinary survey of nonprofit organizations and their role and function in society This book also examines the nature of philanthropic behaviours and an array of organizations international issues social science theories and insight

Urban and Regional Technology Planning Kenneth E. Corey,Mark Wilson,2006-08-21 Part of the popular Networked Cities series this title focuses on the practice of relational planning and the stimulation of local city regional scale development planning in the context of the global knowledge economy and network society It is designed for scholars practitioners and decision makers involved in this planning

The Arts Management Handbook Meg Brindle,Constance DeVereaux,2015-01-28 Whether the art form is theater dance music festival or the visual arts and galleries the arts manager is the liaison between the artists and their audience Bringing together the insights of educators and practitioners this groundbreaker links the fields of management and organizational management with the ongoing evolution in arts management education It especially focuses on the new directions in arts management as education and practice merge It uses cases studies as both a pedagogical tool and an integrating device Separate sections cover Performing and Visual Arts Management Arts Management Education and Careers and Arts Management Government Nonprofits and Evaluation The book also includes a chapter on grants and raising money in the arts

The Nonprofit Human Resource Management Handbook Jessica Word,Jessica Sowa,2017-06-26 Cover Title Page Copyright Page Table of Contents List of Figures List of Tables Notes on Contributors Acknowledgments 1 Introduction PART I Working in the Sector 2 Theories of the Nonprofit Sector 3 Trends in Nonprofit Employment 4 Legal Aspects of Nonprofit Employment PART II Building an HRM Infrastructure in a Nonprofit Organization 5 Strategic Human Resource Management 6 Recruitment and Selection for Nonprofit Organizations 7 Succession Planning and Management in Nonprofit Organizations 8 Talent Management 9 Compensation Practices in Nonprofit Organizations Examining Practices Adopted by High Performing Nonprofits 10 Labor Relations in Nonprofit Organizations 11 Engagement Satisfaction and Nonprofit Organizations 12 Volunteer Management It All Depends 13 Training and Development in Nonprofit Organizations 14 Making Nonprofits More Effective Performance Management and

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Shannon Vaughan, Shelly Arsneault, 2021-07-01 Connecting everyday management skills to the policy world this foundational textbook sheds new light on how nonprofit managers can better navigate policymaking and regulatory contexts to effectively lead their organizations While it covers all of the nuts and bolts what sets this book apart is how everyday management is tied to the broader view of how nonprofits can thrive within the increasingly intertwined public private and not for profit sectors The Second Edition includes updated discussions of coronavirus and pandemic related policy implications regulations sector statistics and social media fundraising new and updated case studies and a new chapter on Philanthropy and Foundations

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