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# CRAFTING WINNING STRATEGIES IN MARKETING: GOALS & AUDIENCES

## TYPICAL GOALS

**Increase Enrollment:** Aim to grow the number of participants in the programs.

**Enhance Community Engagement:** Boost engagement with the local community, aiming for more local partnerships and collaborations.

**Fundraising:** Set specific monetary goals for fundraising campaigns.

**Volunteer Recruitment:** Increase the number of volunteers by a certain percentage.

**Program Expansion:** Expand program offerings to new age groups or introduce new activities.

**Increase Awareness:** Increase awareness of the organization's mission and programs within a specific geographic area.

## POTENTIAL AUDIENCES

**Parents and Guardians:** The primary decision-makers for enrolling children in programs.

**Community Members:** Local individuals who might be interested in volunteering, donating, or advocating.

**Local Businesses:** Potential sponsors or partners for fundraising and support.

**Educational Institutions:** Schools and colleges for collaborations and referrals.

**Local Government and Agencies:** For support, funding, and policy advocacy.

**Children and Youth:** The direct beneficiaries of the programs, important for feedback and program development.

**Donors:** The financial supporters of your program.

## YOUR GOALS

## YOUR AUDIENCES

### Common marketing terms:

<https://www.rasmussen.edu/degrees/business/blog/marketing-terms-acronyms-abbreviations/>  
<https://blog.hubspot.com/marketing/inbound-marketing-glossary-list>  
or just Google it...



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## COMMON METRICS

### Donations, Volunteers, Attendees

Brand mentions (use Google Alerts)  
Unique visits, session duration, page views  
response rate  
Open rate, click-through-rate (CTR), list growth  
Follower growth rate, impressions, reach,  
engagements (likes, comments, shares),  
engagement rate, CTR, sentiment analysis  
downloads, listener growth rate, listen duration  
Attendee count, engagement (questions asked,  
participation in polls), conversions, survey scores  
Reach & ad frequency, impressions, conversions,  
CPM  
Delivery rate, open rate, CTR, response rate

## COMMON CHANNELS

**Word of Mouth** (inc. Influencers)

**Website**

**Direct Mail**

**Email**

**Social media**

- Instagram, Facebook, LinkedIn, X/Twitter, YouTube, TikTok, SnapChat, Reddit...

**Podcasts**

**Events**

- Sponsorships, webinars, workshops

**Traditional media**

- TV, radio, print ads, billboards

**Text Messaging**

## YOUR METRICS

## YOUR CHANNELS

More learning

Nonprofit Marketing: *Do More Good* by Bill McKendry; check out free courses on HubSpot, LinkedIn Learning through your library; For copywriting: *Hey Whipple, Squeeze This* by Luke Sullivan