

## FUNDRAISING CONCEPTS

### Lesson 3 – Marketing and Communication Strategies for Fundraising

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#### Transcript

[TEXT: Young African Leaders Initiative Online Training Series]

[TEXT: Mandela Washington Fellowship Institute Course]

[TEXT: Fundraising Concepts]

[TEXT: Marketing and Communications Strategies]

Welcome back. I'm Peter McFarren and this is Fundraising Concepts.

In the previous lessons we've gone over fundraising strategy and the components of a fundraising plan. Now we're ready to spread the word about your fantastic investment opportunity. The summary you created will help as we turn our attention to marketing.

Marketing and communications tools are essential to your efforts to create greater awareness for potential investors. In any fundraising campaign you cannot assume that the possible funder will have more than just general information about your organization or work. A possible supporter must be educated about the projects you are working on, your financial requirements, how their money will fit into your budget, how it will be spent and the goals you have set. Your fundraising and marketing teams should work together to analyze what needs to be done in the area of marketing and communications in order to reach current and potential donors.

Marketing includes creating your branding and corporate identity, a clear and concise website, an active and relevant social media presence and well-designed, informative marketing materials. It is important that you know who you are as an organization, what you're doing and where you're going.

So take a look at the summary again. Based on what you've written, how would you explain your organization in three to four sentences? This can be the core of your marketing message and launching pad for the marketing plan.

Your marketing and communication plan will help you sell your company and excite the listener. Anyone you speak with is a potential investor. And remember, everyone in the organization should be building your fundraising network and should also have an understanding of the marketing plan for investors. Your entire team or board should be able to articulate the same message as laid out by your marketing and communications plan. This consistent messaging will increase the reach of your organization and the possibility of getting more investors.

In the next lesson we'll take a closer look at fundraising opportunities specific to nonprofits.

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