

# The 2020 Non-profit Marketing Toolkit



*Enriching Life. Strengthening Community.*



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## The 2020 Non-profit Marketing Toolkit

*Presenter: Michael Reynolds,  
Co-founder of Impactfully*

Marketing and technology change at a rapid pace and it's not easy to stay ahead (or even close to) the trends in social media, SEO and tools available.

How do I get my non-profit website found on Google? How do I communicate my mission? How do I build a community of supporters?

We'll spend some time together discussing the top marketing trends of 2019 going into 2020, then we'll dive into the specific tactics that you can start implementing in your non-profit. Finally, we will wrap up with an open-format Q&A to discuss your ideas and challenges so you have actionable next steps toward improving the marketing and outreach in your non-profit.

**Date: Tuesday, April 9**

**Time: 11 a.m. — 2 p.m.**

**Place: Crawfordsville  
Country Club  
3272 W Country Club Rd  
Crawfordsville, IN 47933**

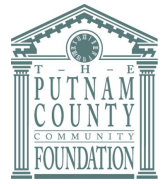
**Cost: \$20—includes lunch**

**Details and Registration form:  
[www.mccf-in.org](http://www.mccf-in.org) under  
Grants/Nonprofit Resources.  
Online payment is available!**

# Putnam-Montgomery

## 2019 Nonprofit Learning Series

### Registration Form



We look forward to seeing you this year! Please complete this form and drop it off at 119 E. Main Street or mail to Box 334, Crawfordsville, IN 47933 along with payment of cash or check. If you prefer to pay by Credit Card please click [here](#). On the fund list, select NPLS Workshops Fund.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

PLEASE PRINT CLEARLY

Address: \_\_\_\_\_ City: \_\_\_\_\_

Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_ COUNTY: \_\_\_\_\_

Please tell us about yourself:

Which of the following best reflects your primary role as a participant?

- |                                                                         |                                                 |
|-------------------------------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Nonprofit Executive                            | <input type="checkbox"/> Nonprofit Board Member |
| <input type="checkbox"/> Nonprofit Executive Staff                      | <input type="checkbox"/> Potential Board Member |
| <input type="checkbox"/> Nonprofit Support/Administrative/program Staff | <input type="checkbox"/> Funder                 |
|                                                                         | <input type="checkbox"/> Community Member       |

Name of your organization: \_\_\_\_\_

Please tell us about your organization:

Which primary role does your organization serve?

- |                                                |                                                                     |                                |
|------------------------------------------------|---------------------------------------------------------------------|--------------------------------|
| <input type="checkbox"/> Health/Human Services | <input type="checkbox"/> Nature Conservancy                         | <input type="checkbox"/> Other |
| <input type="checkbox"/> Education             | <input type="checkbox"/> Historic Landmarks/Historical Preservation | <input type="checkbox"/> N/A   |
| <input type="checkbox"/> Arts                  |                                                                     |                                |

Please tell us about the size of your organization:

*Note: we count employees as those who are ensuring the day-to-day operations of your organization, irrespective of whether they are full or part-time, paid or volunteers; Board members would not be considered staff for our purposes – unless directly involved in the daily operations of your organization (delivering programming on a regular basis), for example.*

- 1-5 staff    5-10 staff    10-15 staff    15-20 staff    more than 20 staff    n/a

#### YOUR SESSION SELECTIONS (please check those sessions for which you are registering):

- Mar 12** Board Governance, Crawfordsville
- Apr 9** Nonprofit Marketing Toolkit, Crawfordsville

- Sept 10** Nonprofit Finance, Greencastle
- Oct 8** Fundraising, Greencastle

Number of sessions selected: \_\_\_\_\_ X \$20 = \$ \_\_\_\_\_ .00

#### PAYMENT METHOD *for internal use only*

- Check       Cash in the amount of \$ \_\_\_\_\_
- Check # \_\_\_\_\_ Given to: \_\_\_\_\_      Given to: \_\_\_\_\_

DATE OF FORM SUBMISSION: \_\_\_\_/\_\_\_\_/2019

The Putnam-Montgomery Nonprofit Learning Series is a collaboration between the Putnam County Community Foundation and the Montgomery County Community Foundation, with support from Hoosier Heartland State Bank.