



## Nonprofit Marketing Boot Camp®

*presented in partnership with the American Marketing Association Foundation*

In today's challenging economic climate, every nonprofit needs an organization-wide commitment to a comprehensive marketing strategy so it will stand out among the growing number of nonprofits competing for funding, programs and volunteers. The American Marketing Association (AMA) Nonprofit Boot Camp® will give nonprofit leaders the tools needed to create and enhance an organization's marketing strategy. Facilitated by an experienced AMA instructor, the AMA and the AMA Foundation offer this training in marketing fundamentals with a strategic overview of what marketing involves and how it can be applied to nonprofit organizations.

*“The real-life examples and exercises were the best. These helped me remember everything. I learned a lot to bring back to my nonprofit job.” - Nonprofit Marketing Boot Camp Attendee*

### Day 1 8am – 5pm

*Continental Breakfast, Lunch & Breaks provided*

#### WHAT MARKETING IS AND IS NOT

- Marketing's new definition & what it means to nonprofits
- The evolution of customer-centric marketing

#### WHAT YOU NEED TO KNOW IN MARKETING

- Your customers and competitors
- Differentiating your organization
- Using marketing research
- Applying the marketing mix
- Brand overview

#### THE NEXT WEAPON IN THE COMPETITIVE BATTLEGROUND

- The customer experience
- Internal marketing Relationship

#### MARKETING APPLICATIONS

- Relationship marketing for donors
- Relationship marketing for members, subscribers, volunteers

### Day 2 8am – Noon

*Continental Breakfast & Breaks provided*

#### PUTTING IT ALL TOGETHER DEVELOPING YOUR MARKETING PLAN

- The marketing planning process: Analysis, Strategy, Evaluation
- Marketing plan template
- Making the most of your plan

#### NEXT STEPS

- Ongoing marketing challenges
- Building your marketing knowledge

#### What You Will Learn

This intensive 1½ day workshop will equip participants with critical knowledge and skills they can use immediately. It provides training in marketing fundamentals with a strategic overview of what marketing involves and how it can be applied in nonprofits.

#### Topics Include

- Defining nonprofit marketing
- Positioning your organization in a competitive marketplace
- Strengthening stakeholder relationships
- Applying the elements of marketing
- Understanding who your customers are
- Developing and implementing an effective marketing plan

#### Who Should Attend

This program is designed primarily as an introduction to marketing fundamentals for staff new to nonprofit marketing. Those with more marketing experience may also want to attend for a back-to-basics refresher course.

*“One of the best conferences I've ever attended. I could actually use the information in my job and relate it to my daily routine.”*

*- Nonprofit Marketing Boot Camp Attendee*

#### PRICE

*Join the AMA and Save on Registration!*

AMA MEMBERS \$475  
NON MEMBERS \$740

#### TO REGISTER

*Visit us online or call us at*

WWW.MARKETINGPOWER.COM/NPBOOTCAMP  
800.AMA.1150