

# JOIN A NONPROFIT BOARD MARKETING PLAN

Cause Collective  
Lincoln, NE



# PROJECT SCOPE

## Purpose

To generate interest in joining nonprofit boards among socially conscious adults in Lincoln, NE, by promoting the benefits of board service and connecting individuals with opportunities through Cause Collective's resources.

## Business Objective

Increase engagement with the "Join a Nonprofit Board" page and connect individuals to local nonprofits seeking board members.

## Timeframe

January to June 2025

## SMART Goals

- \\ Increase visits to the "Join a Nonprofit Board" landing page by 30% by June 2025 compared to same period of 2024.
- \\ Generate 30 new inquiries about board membership through Cause Collective by June 2025.
- \\ Partner with at least 10 local organizations to distribute campaign materials and promote board membership by April 2025.

## Target Audiences

### Primary Target Audience

Adults aged 30-60, socially conscious, residing in Lincoln, NE. Includes professionals, community leaders, and retirees.

**Needs/Pain Points:** Desire to make a meaningful impact, grow leadership skills, and connect with the community.

**Preferred Channels:** Email, social media (Facebook, LinkedIn), newsletters, and radio.

### Secondary Target Audiences

Corporate HR leaders, professional networking organizations, faith-based groups, and service clubs. (See Appendix for full list.)

**Needs/Pain Points:** Opportunities to demonstrate corporate social responsibility, support employee development, and enhance community goodwill.

**Preferred Channels:** Direct email outreach, in-person presentations, and video content.

## Messaging Overview

### Core Message

“Empowering individuals to drive community change by serving on nonprofit boards in Lincoln.”

### Key Messaging Pillars

- \\ **Personal Growth:** Develop leadership skills and expand professional networks.
- \\ **Community Impact:** Make a difference by supporting causes you care about.
- \\ **Ease of Access:** Cause Collective connects you to nonprofits actively seeking board members.

### Tone and Voice

Friendly, approachable, and empowering.

## Marketing Tactics and Channels

### Owned Media

**Website:** Optimize the landing page with clear CTAs and testimonials.

**Outreach Email:** Provide ready-to-send emails for corporate partners and other groups.

**Printed Material:** Flyers and postcards that spark interest and drive traffic to website.

### Paid Media

**Social Media Ads:** Targeted campaigns on Facebook, Instagram, and/or LinkedIn.

### Earned Media

**Press Release:** Issue press releases to local media outlets and collaborate with community influencers.

**Partnerships:** Partner with local organizations to distribute materials, contribute articles/ads in newsletters, and solicit speaking engagements.

### Social Media Strategy

**Platforms:** Facebook, LinkedIn, Instagram.

**Content Types:** Video testimonials, infographics, and carousel posts.

**Posting Frequency:** 3x/week on Facebook and Instagram, 1x/day on LinkedIn.

### Event Marketing

**Virtual Info Session(s):** Host a session on board leadership and nonprofit involvement.

**Networking Events:** Partner with local businesses and organizations to promote board service opportunities.

## Development Timeline

### Key Milestones

- \\ **October 2024:** Final Lived Experience Recruitment Video
- \\ **November 2024:** Finalize Campaign Concept
- \\ **November 2024:** Create Tactic Content
- \\ **December 2024:** Finalize Tactic Deliverables

### Tactic Deliverables

- Website Landing Page
- Postcard for Target Audience
- Postcard for Partnerships
- Outreach Emails
- Social Post/Ads
- Newsletter Article
- Radio PSA Scripts
- Press Release

### Creation Calendar

Month	Activity	Owner	Due Date	Notes
October	Draft Marketing Campaign Concepts Recruitment Video: Lived Experience Provide Landing Page Change Direction	Filament CS		This month we establish the campaign plan concepts, deliverables, and tactics.
November	Finalize Marketing Campaign Concept Present Final Marketing Plan Doc Recruitment Video: General Audience First Drafts of Tactic Content	Filament CS	Nov 15 Nov 29 Nov 29 Nov 29	The bulk of the content and visual elements of the deliverables will be created for approval.
December	Finalize Tactic Content Finalize Tactic Deliverables	Filament CS	Dec 3 Dec 20	By the end of Dec, all deliverables will be complete and ready for implementation in Jan.

### View Content Drafts

<https://drive.google.com/drive/folders/1TKecRW9ly909FIQ-tSgjWihdsiRtiNYd?usp=sharing>

## Implementation Timeline

### Key Milestones

- \\ **January 13, 2025:** Launch social media post campaign and ads.
- \\ **January 20, 2025:** Send corporate outreach emails.
- \\ **February 10, 2025:** Distribute video and PDF kits to partner organizations.
- \\ **March 20, 2025:** Host a virtual information session for interested individuals.

### Campaign Calendar

Month	Activity	Owner	Start Date	Notes
January	Start social media campaign Launch social ads Send outreach emails	CC Team	Jan 13 Jan 13 Jan 20	
February	Follow up calls to partner organizations Provide materials to partners	Exec Dir CC Team	Feb 10 Feb 24	
March	Start promoting virtual info session Host a virtual information session	CC Team Exec Dir	Mar 3 Mar 20	Create a 30-minute session for those interested in joining a board.

## Appendix and References

### Targeted Groups

- \\ Churches/church coalitions
- \\ Service clubs: Kiwanis, Rotary, Optimist, etc
- \\ Young professional organizations
- \\ Professional Network Orgs:  
Business Networking International  
Elite Referral Network
- \\ Neighborhood organizations
- \\ Realtors groups
- \\ University/College Alumni Associations
- \\ HR Networks:  
Society for Human Resource Management (SHRM)
- \\ Retirement Communities/Organizations
- \\ Parent-Teacher Organizations (PTO/PTA)

### Corporate Kit Contents

- \\ Post Card
- \\ Email to Organization Leaders
- \\ Emails Leaders Send to Members/Staff

## Creative Team

Filament Essential Services has a dynamic group of designers, strategists, and freelance consultants who strive to create unique solutions for our clients. The best part of our job is brainstorming new ways to tell your stories.

### **Matthew Landis,** **Director of Creative Services**

Matthew will be your main point-of-contact for the project and manage the process from initial requirements gathering and scope definition to final implementation.

Matthew has accumulated 30+ years of experience in branding, marketing, design, project management, and video production for a variety of business organizations. He brought his skills and experience to the nonprofit world where he applies his strategic approach to helping organizations and communities who desire compelling marketing and branding solutions.



### **Randy Hawthorne,** **Director of Nonprofit Innovation & Education**

Randy is a marketing strategist and community builder with a strong background in economic development, working closely with nonprofits, startups, and local businesses. As a board member of the Downtown Lincoln Association and organizer of several community festivals he fostered meaningful relationships and helped drive impactful local initiatives.

### **Mark Nichols, Creative Supervisor**

Mark's years of experience include time worked at ad agencies developing creative work on local, regional, and national marketing and branding campaigns. Mark sees the big picture while being able to define the small details that make design unique and effective.

### **Deb Lee Hart, Senior Designer**

For over 20 years Deb has been using design and illustration to tell authentic and compelling visual stories. Deb has worked on top brands such as IBM, TD Ameritrade, and Arbor Day Foundation. She is huge design-nerd with a love for solving creative problems.

### **Paul Tisdale, Designer**

Paul is a versatile graphic designer and has been the lead designer for hundreds of school and community websites, as well as acting as a contributor on countless campaigns and branding initiatives. As a lifelong artist, Paul has a truly unique perspective for envisioning how design can best represent the voice of a community.

### **Kathy Plunkett, Freelance Photographer**

Kathy has extensive experience working with commercial, editorial, and individual clients around the region and beyond. Her clients consistently compliment her ability to create a relaxed, fun, and professional environment. Whether it's a portrait or a capture of a split moment in time, Kathy's photos tell a story with a natural authenticity.

## About Filament

Filament Essential Services is committed to serving those who serve others. It's who we are. It's the backbone of our mission and it's the center of the work we do every day. Working together as an organization ignites a beacon to community organizations that says: we are here to help.

We recognize the contributions of those we serve as being an essential part of our world's prosperity. We are determined to provide a foundation of services that enables them to stay focused on their task at hand. We are dedicated to becoming an essential component in their mission that empowers them to be more efficient, more powerful and more impactful. Because our mission is making sure they are able to fulfill their mission.

## Contact

For proposal acceptance and/or inquiries, contact:

\\ **Matthew Landis**

Director, Creative Services

Mobile: 402.420.2129

Direct: 402.479.6667

Email: [matthewl@filamentservices.org](mailto:matthewl@filamentservices.org)



NONPROFIT TO NONPROFIT

It Takes One To Help One

[filamentservices.org](http://filamentservices.org) | 800.850.8357 | [info@filamentservices.org](mailto:info@filamentservices.org)