NON-PROFIT ALL-INCLUSIVE

STARTUP / LEVELUP CYCLE GUIDELINES

to start or upgrade your non-profit organization or movement

Created by IMIS (Sweden) and Miromida (Latvia) during the Erasmus+ KA2 small-scale partnership project "*Non-profit All-Inclusive*" in 2024 - 2025

1. Unleash strategic thinking with creative visualization of Neurographica

2. Learn more about strategy, target groups and social media

3. Keep track of the necessary formalities when starting an NGO

4. Map actual funding opportunities

5. Apply knowledge to draft your solution to a specific problem

6. Turn solution into a project, strategy or an organization

1. UNLEASH STRATEGIC THINKING WITH CREATIVE VISUALIZATION OF NEUROGRAPHICA

Neurographica is an art-based method for creative brainstorming, emotional expression, and visualization. It uses lines, shapes, and colors to explore emotions and organize thoughts. Through drawing, it helps clarify your mission and unlock new insights by connecting the conscious and unconscious mind. **No art skills needed** - just start drawing, your brain already knows what to do.

THOUGHTS
EMOTIONS
SENSATIONS
VISIONS
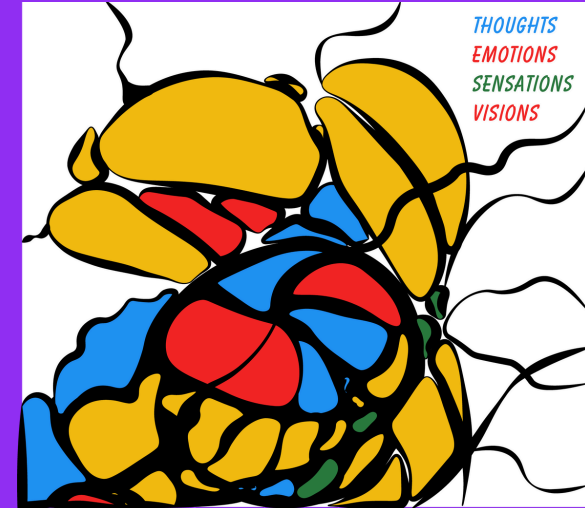
Try some of the Neurographica models via links below

The Golden Empathy Circle
https://youtu.be/CeLwCyyDmhQ

Transparent Ikigai
https://youtu.be/VKozP8QCBr8

Materials needed for practice
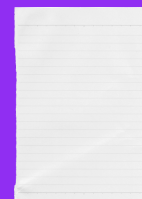
Paper (A4+)

Black thin fineliner or marker

Colored pencils or markers

One thicker marker

2. LEARN MORE ABOUT STRATEGY, TARGET GROUPS AND SOCIAL MEDIA

Non-profit marketing might sound like an oxymoron, but many marketing methods and principles can, in fact, be applied to non-profit organizations and social movements - if adjusted to reflect non-profit realities: prioritizing mission over revenue, managing scarce resources, relying heavily on volunteer work, and addressing diverse target groups whose behaviours are influenced by more than just benefits and monetary costs. We have created a mini-course consisting of voice-guided recorded videos and PDF presentations. It includes three modules covering basic theory and two focused on practical skills, addressing the following topics:

1. **Introduction to Non-Profit Marketing** https://youtu.be/fnjgrZRGSpE

2. **Strategy, Vision and Branding** https://youtu.be/FoXT9E-Qgtg

3. **Crafting Effective Messaging** https://youtu.be/5DACQjaUR_Q

4. **Social Media Basics** https://youtu.be/Lhr6FU867UE

5. **Social Media: Paid Advertising** https://youtu.be/VU9bn7bG-hE

Watch our webinars with international experts

Avoiding Pitfalls - Top 20 Marketing Mistakes in NGOs https://youtu.be/xB52IoK3B7U

Social Media on a Budget: Big Impact, Small Investment https://youtu.be/q1fqF1pzVY4

WORK WITH STRATEGY

ANALYSIS

Analyze Organization		
Mission, objectives, goals	Culture	Strengths Weaknesses

Analyze External Environment		
Publics	Competition	Opportunities Threats

STRATEGY

Set core values, mission, objectives, goals and vision

Set core strategy
- Targeting
- Target groups and segments
- Position
- Value proposition and branding

IMPLEMENTATION

Design organization and systems

Set specific **tactics**

Determine performance benchmarks

Implement strategy

Evaluate results

KEEP IN MIND EQUALLY IMPORTANT CATEGORIES OF TARGET GROUPS

Donors

Members

Volunteers

Target groups

Beneficiaries

INSTEAD OF TARGETING EVERYONE - IF YOU ARE SMALL - FOCUS ON 2-3 SEGMENTS

	General measures	**Behavior-specific measures**
Objective measures	Use these cautiously, can be discriminative **Simple variables:** age, gender, income, geography, language **Complex variables:** profession, education, lifestyle, family situation	Behavior based on **Occasion:** at home, at work, on a trip **Degree of commitment:** actively engages, sometimes engages, disengaged
Psychological measures	**Personality:** personality traits, tastes, preferences **Values:** what is important	Behavior based on **Decisive factors:** benefits, costs, environment, self-confidence **Attitudes:** skeptics, the curious, enthusiasts

3. KEEP TRACK OF THE FORMALITIES

When starting a non-profit association in the European Union, regardless of the country, **the following steps are important to consider**:

1. **Have at least three people willing to start the association together**
2. **Dreaming phase": What do we stand for? Why do we want to set up an association? What do we want to achieve? Who else should be involved?**
3. **Write the association's Statute, including its name, structure, and decision-making process**
4. **Hold a founding meeting to formally decide to start the association**
5. **Complete the legal registration**

Useful resources for Latvia

https://www.ur.gov.lv/
State Registry of Entreprises

https://likumi.lv/ta/id/81050
Law on Associations and Foundations

Useful resources for Sweden

https://www.skatteverket.se/foreningar
Swedish Tax Office

https://www.volontarbyran.org/
Portal for finding volunteers

Watch our webinars with international experts

5 Tips When Starting NGO in Sweden (start at 42:51) https://youtu.be/xB52IoK3B7U

Starting an NGO - Legal Steps and Funding Base (in Latvia) https://youtu.be/fhHLWx9UkNY

4. MAP ACTUAL FUNDING OPPORTUNITIES

These funding opportunities are applicable in all European Union countries, however some variations possible:
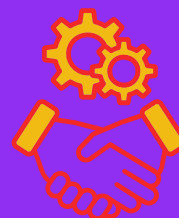
Donations

Volunteer time and energy (non-monetary resource)

Membership fees

Economic activity

Grants: Core funding

Local
International

Grants: Project funding

Watch our webinars with international experts

The Non-formal World of Erasmus+ https://youtu.be/UCv-JzoShI0

Starting an NGO - Legal Steps and Funding Base (start at 1:01:01) https://youtu.be/fhHLWx9UkNY
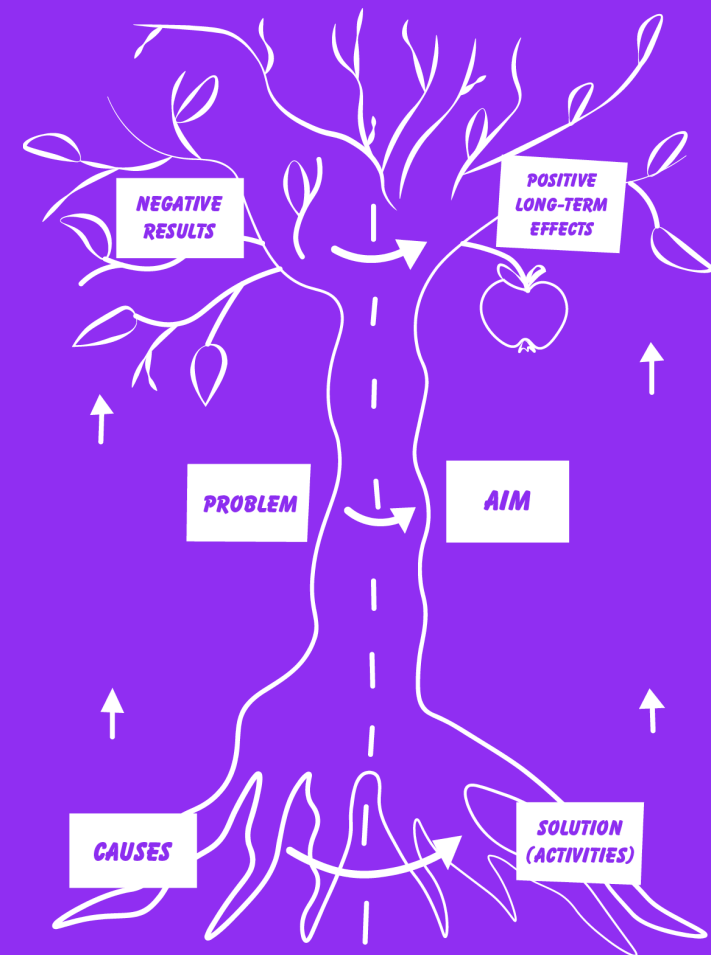
5. APPLY KNOWLEDGE TO DRAFT YOUR SOLUTION TO A SPECIFIC PROBLEM

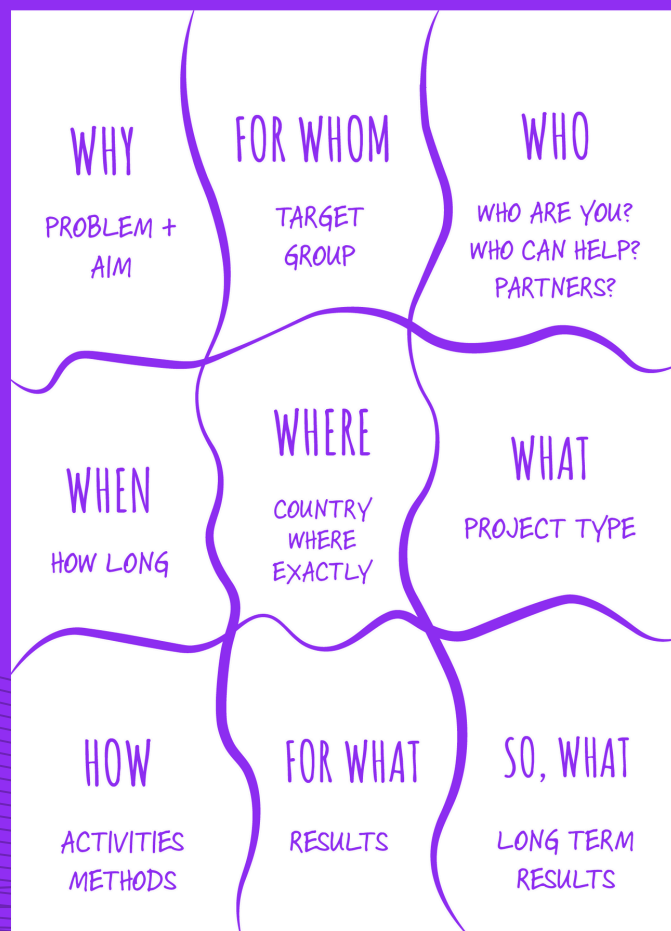**Problem Tree → Solution Tree**

1. Define the <u>Problem</u> (trunk, left side)
2. Explore root <u>Causes</u> (roots, left side)
3. Identify negative <u>Consequences</u> (branches and leaves, left side)

Flip the Problem tree into Solution Tree →

4. Set <u>Aim</u> to solve the Problem (trunk, right side)
5. Offer <u>Solutions</u> (activities) to deal with the Causes (roots, right side)
6. Define expected positive <u>Results</u> (branches, right side) **and <u>Long-term Effects</u>** (fruit, right side)

6. TURN SOLUTION INTO A PROJECT, STRATEGY OR AN ORGANIZATION

WHY PROBLEM + AIM	**FOR WHOM** TARGET GROUP	**WHO** WHO ARE YOU? WHO CAN HELP? PARTNERS?
WHEN HOW LONG	**WHERE** COUNTRY WHERE EXACTLY	**WHAT** PROJECT TYPE
HOW ACTIVITIES METHODS	**FOR WHAT** RESULTS	**SO, WHAT** LONG TERM RESULTS

Answer these 9 questions to understand how your solution can be implemented in practice:

- **Why?** - What problem do you want to solve, **and** what goal do you aim to achieve?
- **For Whom?** - Who are the target groups of your solution?
- **Who?** - What is your role in delivering the solution? Who can support you (e.g., partners)?
- **When?** - How long will it take to prepare the initiative, and when and for how long should it run?
- **Where?** - In which country(ies) and where exactly there? Any particular venues?
- **What?** - What type of initiative or project do you want to implement?
- **How?** - What activities and methods will you use?
- **For What?** - What results do you expect to achieve?
- **So What?** - What long-term impact do you hope for? (How will the world change thanks to your initiative?)

EVALUATE AND REPEAT!

ABOUT THESE GUIDELINES

These guidelines were created by IMIS (Sweden) and Miromida (Latvia) during the Erasmus+ KA2 small-scale partnership project "Non-profit All-Inclusive" in 2024 - 2025

Contacts

Project email: **nopai@ideellmarknadsforing.se**
Ideell marknadsföring i Sverige (IMIS): **https://www.ideellmarknadsforing.se/**
Miromida: **https://www.miromida.org/**

Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Art director: Astrid Dillner, IMIS