

NON-PROFIT
ALL-INCLUSIVE 

Topic 3

CRAFTING EFFECTIVE MESSAGING



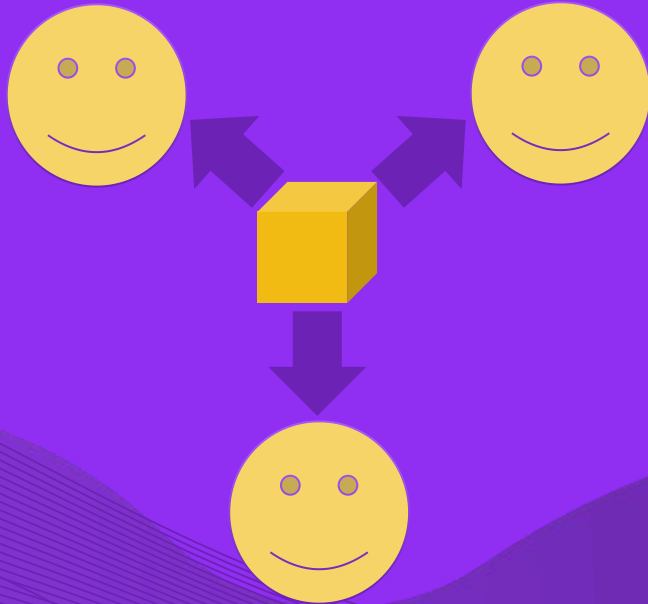
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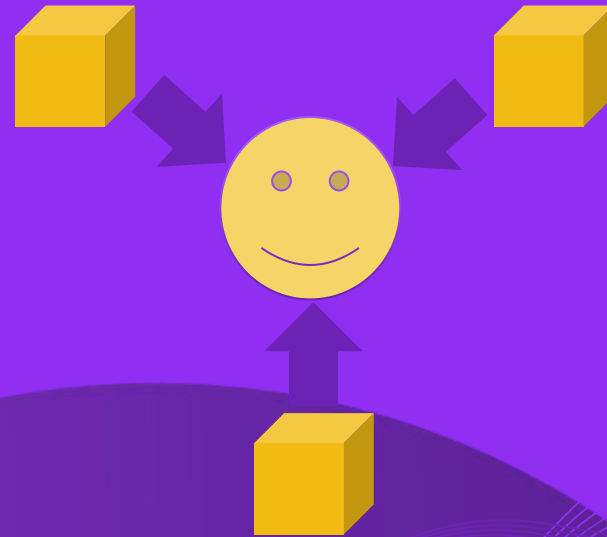
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Marketing vs Communication

Strategic Communication
Focus on organisation (movement)



Marketing
Focus on target group



Communication is meaning-making



MARKETING COMMUNICATIONS



Factors influencing behavior

Benefits		
Costs		
Others		
Self-assurance	Motivation	It's worth doing
	Opportunity	There is infrastructure and instructions
	Ability	I believe I can do it

Strategic approaches

Craft messages based on the following strategies to influence the target group:

- Inform how you have changed your approach so that the offered benefits better meet the needs of the target audience
- Highlight benefits that the target group was previously unaware of
- Influence opinions through information campaigns, for example to counter prejudice
- Target efforts against people or groups that influence the target group ("Others")
- Strengthen the confidence of the target group through encouragement, education and support

NEEDS

Latent

Apparent

Based on demand

Unformed

Create awareness
Show benefits

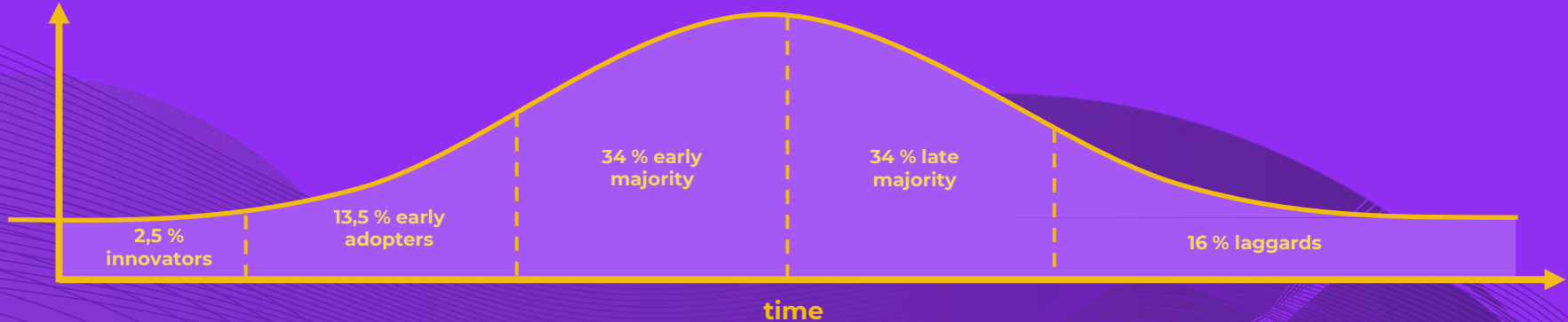
Formed

Offer specific solutions

Sustainable

Make solutions more effective

Target groups based on needs



Products (goods)

A product (good) is something concrete and tangible that is offered to create value

Products (goods) are usually secondary and primarily function as support for the non-profit organization's (movement's) mission and purpose

CRAFTING A MESSAGE

for a product (good, item)

1

Connection to mission

The product must clearly convey how it supports the organization's/movement's mission and create an emotional connection to the non-profit purpose

2

Clarity of the message

Communicate how the revenue from the product contributes to the organization (movement), so the buyer feels they are making a difference

3

Trust building

Transparency is essential. Show how resources are used and strengthen credibility through storytelling, testimonials and concrete examples

4

Long-term commitment

See the product as a way to create a deeper relationship with the target group, where the purchase can become a gateway to other ways of supporting the organization or movement

Services in non-profit organizations (movements)

- Are intangible and inseparable from the performer
- Varies depending on time and performer
- Disappears on execution
- Involves the recipient and depends on their effort

MAKE SERVICES VISIBLE

in non-profit organization (movement)

1

Symbols

Create tangible signs that symbolize the service

2

Education

Inform and educate target audiences on how to use the services to maximize their value

3

Adjustment

Adjust services continuously to meet the current needs of the target groups and inform about changes

4

Expectations

Lower excessively high expectations through clear and realistic messages

Make pure behavior visible

Support a message, crafted according to the scheme below, with products (e.g. information brochures) or services (e.g. advice and workshops):

- Perform behavior X (or refrain from Y) to achieve **the following** benefits
- Follow our recommendations to minimize any personal costs **in this way**
- If others discourage you, you can handle it **like this**
- There is also support from these actors (**here is an example**) - listen to them
- If you are hesitating about achieving the result, **here are tips** to make it easier

MESSAGE-MAP

Core message

Key points

Key points

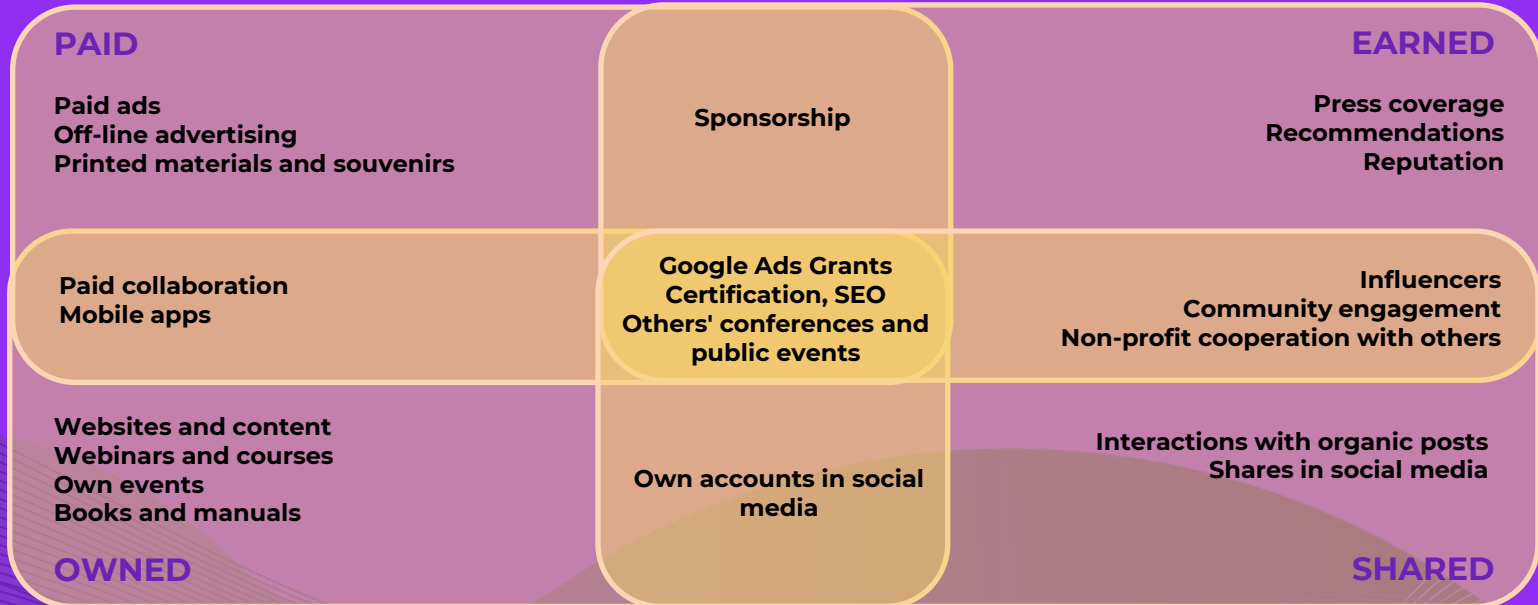
Supporting points

Supporting points

Supporting points

Examples, facts, recommendations

CHANNELS



CAMPAIGN PLANNING

Listening

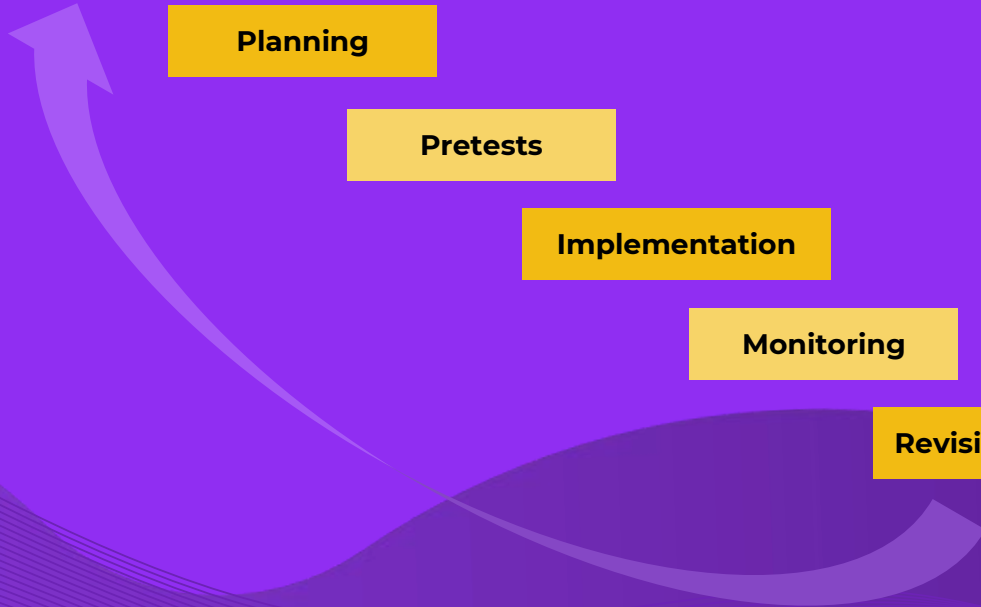
Planning

Pretests

Implementation

Monitoring

Revision and reuse



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THANK YOU!

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