



## **MARKETING 101- HOW TO WRITE AN EFFECTIVE MARKETING PLAN**

### **An Interactive Workshop for Nonprofits and Cause Related Organizations**

For Nonprofits to be successful, it is critical that they understand the principles of effective Marketing and how to apply them to their organization. It is also critical that they have a marketing plan that can serve as the foundation for all their marketing efforts. For many nonprofits, writing a marketing plan can be intimidating and confusing. The good news is that it doesn't have to be. Writing a marketing plan is easier than you think, and it doesn't take a Marketing degree or a great amount of time.

In this hands-on workshop we will discuss the basics of Marketing, review all the key elements of a Marketing Plan and embark on an interactive journey to create a marketing plan for your organization, all in only one day. Participants will work in teams of two on exercises that will answer the questions a strong marketing plan must address. They will leave with a marketing plan outline, a new sense of confidence and the excitement of having created a virtual roadmap to effectively reach their target audience.

#### **Workshop includes:**

- An overview of Nonprofit marketing principles and practices
- In-class exercises to complete your marketing plan
- Group discussions on marketing strategies and tactics
- A customizable electronic marketing plan template
- Expert support and review of completed plans after the class

#### **Marketing 101A is designed for nonprofits who:**

- Want to better understand the basics of Marketing
- Need to create a written plan and integrated strategy for their marketing efforts
- Are currently doing some marketing but without a defined strategy
- Want to maximize their communication and fundraising efforts with best Marketing practices

**DATE:** September 3, 2010

**TIME:** 1 -5 pm

**PRICE:** \$49

**LOCATION:** Greater Atlanta Builders Association  
1484 Brockett Rd.  
Tucker, GA 30084  
(678) 775-1424 (GABA)

**Reserve your space today -- Call (678) 925-3582 -- Class size is limited to only 50 participants**

**SPONSORED BY:** Purple Duck Marketing  
[www.purpleduckmarketing.com](http://www.purpleduckmarketing.com)





## WORKSHOP PRESENTER

Interactive workshop presenter, Susan Burnash, is the President of Purple Duck Marketing, a full-service marketing, public relations and video production company with offices in Seattle, Washington and Atlanta, GA. Her company helps Nonprofits and cause-related organizations raise awareness, cultivate donor relationships, and ultimately raise more funds. Through the use of traditional marketing tools and the power of the internet, she helps them to tap into their audience's heart, moving them to give generously of their time, passion and wealth.



**Susan Burnash**

Susan is a passionate advocate for Nonprofits and is committed to helping them grow. Over the last 20 years, she has worked with a diverse group of nonprofit clients on a variety of projects that utilized branding, web site development, traditional and electronic marketing, e-newsletters, fundraising and marketing videos, and public relations campaigns. Clients include: Benaroya Research Institute, Sana Orphanage, The Alliance for Recovery, The Foundation Fighting Blindness, The Deicke Center, Recovery Coast to Coast, Elmhurst Rehabilitation Center, The Juvenile Diabetes Association, Oceans State Association of Residential Resources, The City of Kirkland, Save Kirkland's 4<sup>th</sup> of July, Sustainable September, and more.

### Upcoming classes include:

- Integrating Social Media Into Your Marketing Plan
- Creating Multiple Touch Points with a Drip Marketing Campaign
- Cultivating Donors Through an Integrated Strategy
- Writing, Designing and Creating Your Annual Report
- Developing a Powerful Website to Reach Your Audience
- Leveraging Your Organization's Brand and Mission
- Using Video to Tell Your Story - Everywhere!

*"Purple Duck University is absolutely outstanding... They took the mystery out of developing a Marketing Plan by providing a step by step framework using real world examples in their training... very professional!"* Shawn Mickle - Columbia Valley Community Health

**If you are interested in sponsoring or hosting a workshop at your organization, please contact us at (678) 925-3582 or email: [PDU@purpleduckmarketing.com](mailto:PDU@purpleduckmarketing.com)**