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# ***“Positioning and marketing strategies for entrepreneurial nonprofits”***

*An intensive two-day workshop for Board members and senior managers*

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## **PURPOSE**

The purpose of this workshop is to give nonprofit entrepreneurs both a *theoretical* and *practical* introduction to positioning (“branding”) and marketing strategies

Extensive portions of the workshop are devoted to hands-on exercises, with each person working on tasks that are specific to his or her organization

Each participant receives a comprehensive training manual

## **PARTICIPANTS**

The workshop is open to Board members and senior managers

. . . participation is typically limited to the first 60 people who register

Nonprofits are encouraged to send teams of three or four people

. . . the agenda includes six small group working sessions that enable team members to work together on tasks that are directly relevant to their own organization

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***The times and topics that appear in the agenda on the next two pages can be adapted to fit specific needs***

## **OUTCOMES**

The workshop is designed to teach participants

- Ten basic principles of marketing
- The differences between strategic and tactical marketing
- How to do market segmentation
- How to develop a strategic marketing plan for an entire organization by using “The Strategic Marketing Matrix”<sup>®</sup>
- How to re-position a nonprofit in the eyes of its stakeholders by creating a memorable brand
- How to form marketing partnerships with corporations, small businesses, public sector agencies and other nonprofits
- How to conduct market research efficiently and effectively
- How to develop tactical marketing plans for each program, product and service (the “marketing mix” -- packaging, pricing, distribution channels and marketing communications)
- And how to apply the principles of positioning and marketing to more traditional forms of fundraising and development

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**Outline of the two-day “Positioning and marketing strategies” workshop agenda**

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**DAY ONE**

8:30 a.m. **Continental breakfast**

9 a.m. **Welcome, introductory remarks**

9:15 a.m. **Opening plenary presentation:  
“Laying the groundwork”**

Ten basic principles  
*(including the differences between  
strategic and tactical marketing)*

9:45 a.m. **Small group working sessions**

10:30 a.m. **Coffee break**

11 a.m. **Plenary presentation:  
“Strategic marketing”**

The three most important  
strategic marketing questions:  
Is it real? Can we win? Is it worth it?

“The Core Competency Matrix”®  
(step one): “What business(es) are we in?”

“The Core Competency Matrix”®  
(step two): Market segmentation  
(four basic approaches)

“The Strategic Marketing Matrix” ®:  
Deciding which product and service lines  
to expand, nurture, harvest or kill -- an  
introduction to “organized abandonment”

Competitive position: Five possibilities  
– and their implications  
for marketing maneuverability

Noon **Buffet lunch**

1 p.m. **Small group working sessions**

. . . creating a “Core Competency Matrix”®  
and a “Strategic Marketing Matrix”®

2 p.m. **Coffee break**

2:15 p.m. **Plenary presentation:  
“Positioning strategies”**

It all starts here: The importance  
of “image” (“branding”)

The five key questions

Influencing customer preferences:  
A four-step process

Sending positioning messages  
to customers: Five variables  
and ten ground rules

The five types of buyers

Reducing resistance to something new:  
Ten requirements for product  
or service introductions

Five stages in the customer relationship:  
Moving them from “suspect” to “advocate”

3 p.m. **Small group working sessions**

. . . creating an overall “image,”  
identifying key stakeholders  
and crafting powerful messages

4 p.m. **Adjourn**

## DAY TWO

8:30 a.m. **Continental breakfast**

9 a.m. **Plenary presentation:  
“Tactical marketing”**

The three steps in the positioning process for products and services

Market research:  
Its importance and dangers

Determining the attractiveness of a market segment: Six key questions

Analyzing an entire market:  
A 14-question checklist

9:45 a.m. **Small group working sessions**

10:30 a.m. **Coffee break**

11 a.m. **Plenary presentation:  
“The marketing mix”**

The four parts of the marketing mix

The implications of the product life cycle for the marketing mix

The four steps in the packaging process

The five most common pricing strategies

Distribution strategies: Three key questions

Marketing communications  
(*the pros and cons of advertising, publicity, sales promotion and personal selling*)

Working with the media

Noon **Buffet lunch**

1 p.m. **Small group working sessions**

. . . pricing strategies  
and marketing communications

1:45 p.m. **Plenary presentation:  
“Strategic partnerships”**

Benefits and dangers (*to both parties*)

Five basic partnership structures

The do's and don'ts

Five negotiating strategies

2:30 p.m. **Coffee break**

2:45 p.m. **Small group working sessions**

3:30 p.m. **Plenary presentation:  
“The marketing plan”**

Six requirements

Four typical problems

The changing rules of the selling game  
(*what buyers are really buying*)

What is a customer worth?

3:45 p.m. **Plenary session:  
Final remarks**

4 p.m. **Adjourn**