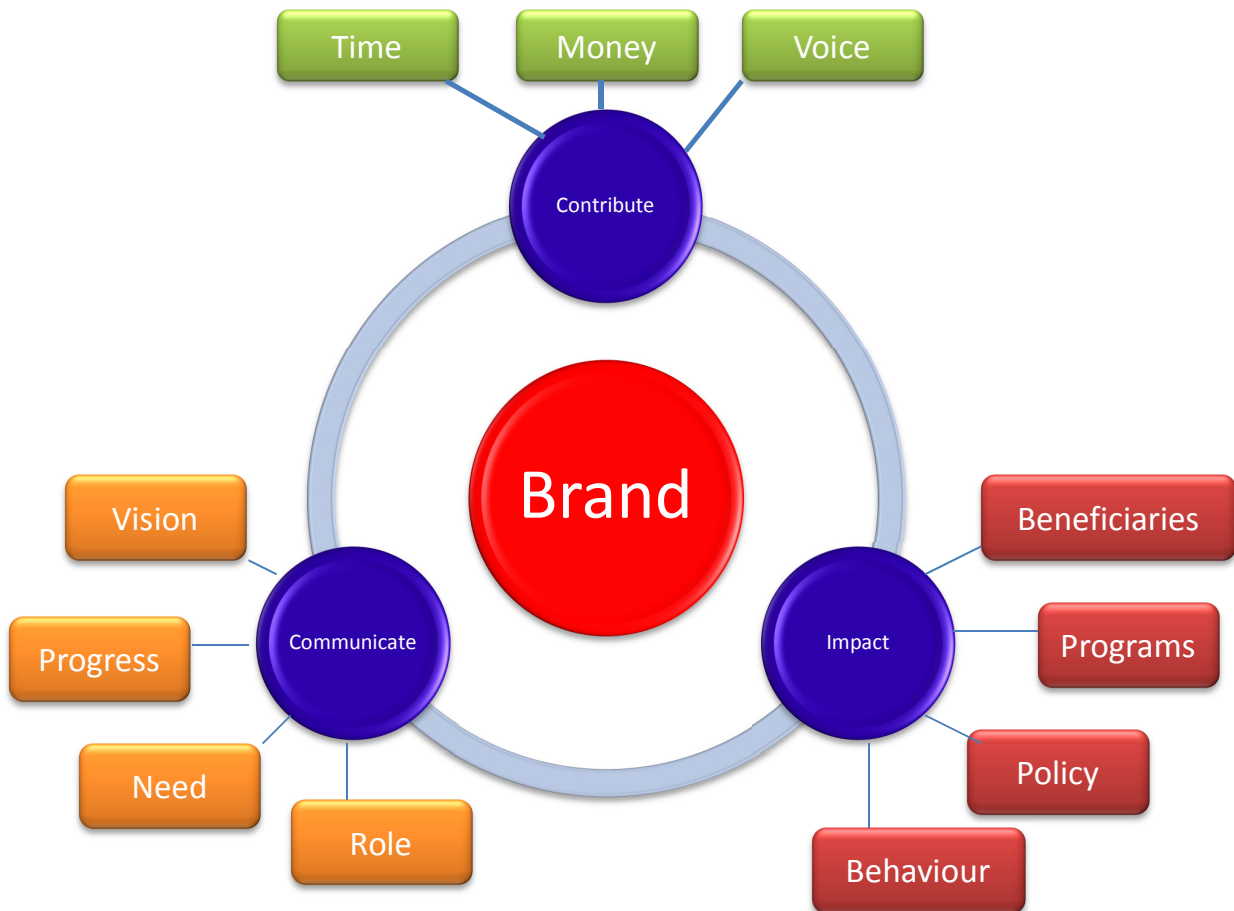


## Diagram of the Month

### Virtuous Circle of Charity Marketing



## Virtuous Circle of Charity Marketing

This beautiful diagram portrays the fundamental elements to successful charity marketing. It is a useful model to help everyone in the organisation recognize and contribute to marketing success. When everyone is helping to demonstrate and communicate the impact of the organisation whilst reinforcing your brand, the virtuous circle will become an upward spiral as supporters are reassured that progress is being made, that your charity is making it happen and that your brand reflects their personal values

### Contribution – what I give

Generous people give charities their *time* – by volunteering; their *money* – by making donations or purchases and their *voice* – by advocating for change, championing the cause or just speaking favourably to their friends. They do this in response to our proposition: *I must act now*. This captures the essential elements for most charity marketing

*I* = I must take personal responsibility;

*must* = this is compelling, important and relevant;

*act* = do something (whatever it is you have asked for);

*now* – this is urgent.

### Impact – what the charity achieves

People give in the expectation that their contribution will make a difference. Every charity makes the world a better place in different ways using different techniques. These may include provision of direct services to beneficiaries; development of programs; influencing policy or personal behaviour change or any other myriad of social benefit programs. It is important to distinguish between the:

*Inputs* – the funds and resources invested

*Outputs* – the resources you create or programs you run

*Outcomes* – the numbers of people engaged in the programs or using the resources

*Impact* – the actual difference the activities make to the lives of the people or issue you are trying to help  
Not for profits are usually much better at measuring the activity (20,000 people used our helpline) than the impact (3,000 people experienced a 15% reduction in stress as a result of calling our service).

### Communications – telling people what has been achieved

In order to encourage people to give more they need to know about the impact of their previous contributions. This is relatively easy when you have a direct relationship with the supporter but much harder when communicating to a broader audience. They need to know about:

*Progress* – how much closer are you now to success

*Vision* – what drives your organisation, what are you striving for

*Role* – what is the unique contribution your organisation makes to solving the problem

*Need* – what still needs to be done

### Brand – “what people say about you when you are out of the room”

At the heart of the circle is the charity brand – what you stand for and how you are seen by people. Everyone in the organisation has a duty to deliver social outcomes and enhance the brand.

More is a strategic marketing, management and fundraising consultancy specialising in helping not for profits increase their impact

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