

Tezz Mobile Marketing Solutions!

Save Time and Money Promoting Your Nonprofit Organization

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An automated solution to share timely messages will save you time, gather funds and promote your nonprofit organization with great efficiency. Fund development is a time consuming process as it is, so why not let software take care of the day-to-day manual communication tasks. Stay in touch with donors, volunteer staff and those who might be interested in helping out your cause. Nonprofit communication tools are easy to use, saves a lot of resources and most important, does not cost a lot.

Two of the challenges faced by many nonprofit and charity organizations are lack of staff resources and limited budget. An all-in-one automated communication solution helps to address both these issues. Automated messages help a charity or nonprofit organization reach out to each of its supporters quickly and efficiently with meaningful personalized messages. And you only have one bill at the end of the month, with customizable nonprofit pricing plans.

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Why Marketing for Nonprofit Organizations Doesn't Work

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Let's clarify why [marketing for nonprofit organizations](#) often doesn't get the results you had hoped for. Some marketing strategies work very well for nonprofit organizations, but many nonprofits use old and outdated strategies that now fail to engage supporters. Many donors and members of your nonprofit community now prefer to interact online, through email or text messages. If most of your marketing efforts are based on traditional methods, you may want to update.

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Why Marketing for Nonprofit Organizations Doesn't Work

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Don't think online nonprofit marketing has to be overly technical and impersonal. Online marketing can still focus on grassroots campaigns, but it opens your organization up to an entirely new pool of donors. Widen your reach and connect with more people who will support your cause.

Let's examine three common reasons why traditional nonprofit marketing is not as effective as it once was. We will then show how you can update some of these tried and true strategies for new donors, to make your marketing more effective.

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Your Appeal is Not Personal Enough

People now expect a more personalized approach to marketing. Using collected data, organizations can now connect with people based on their individual preferences, previous donation history, location and much more. All this can be done automatically by an automated nonprofit marketing solution. Create a more personalized connection to make current donors more loyal and reach new ones.

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It's Not Easy Enough for People to Donate

Many people may believe in your cause, but that doesn't mean they will go out of their way to donate. Think about it. If someone asks you to click a single button or take 30 seconds of your time, will you do it? How about if someone tells you to find a website, log on, enter all your information and spend five minutes of your time? Most people will always choose the easiest way. Your donation methods should be very simple and quick. They could include a "click here" button in your emails or on your website. Another simple way that people can donate without wasting time is through text message. Set up a short code that people can text to in order to donate a set amount, such as \$10.

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How Do You Improve Your Nonprofit Marketing?

Make it easy on yourself and get a comprehensive automated marketing solution. The best kind is an all-in-one solution that includes many different types of marketing, such as email, text message, mobile sites, social media and so on. You won't believe how much time and effort you will save just by automating small communication tasks.

Your automated nonprofit marketing solution will collect data with every message it sends out so you can learn how to optimize your messages based on real data from your supporters.

Try our all-in-one automated nonprofit marketing solution [for free](#). Our experts would be happy to show you how it works with a [free demo](#), and we have special reduced pricing for nonprofit organizations.

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SMS Affordable & Easy

SMS offers a low-cost investment with high value rewards.

- **Mobile Sites**
- **Provide a fun and engaging marketing channel that will drive new donors**
- **Increase the speed and efficiency of alerting your personnel of events**

