

How Does Your Nonprofit Measure Up?

PROJECTING YOUR SUCCESS THROUGH SEVEN MARKETING PILLARS

	Packaging	Focus	Prospects	Outreach	Stewardship	Leverage	
							Tactic-itis
Strategy							Nondescript
Strategy							Hamster
Strategy							Random-itis
Strategy							Invisible
Strategy							Penniless
Strategy							Burnout
Strategy							PROSPEROUS 

We can help strengthen you in each of these critical categories.