

How Does Your Nonprofit Measure Up?

PROJECTING YOUR SUCCESS THROUGH SEVEN MARKETING PILLARS

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

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