

LINCHPINNING for Non Profits



<p>" I've Heard of Them"</p>	<p>"They Seem Good"</p>	<p>"I've Seen Enough to Believe They Are Good"</p>	<p>" I believe they are making a difference. I'll get involved."</p>	<p>" I think this is something we should get behind. I feel good about supporting them."</p>	<p>"They are really making a difference. Our money is well spent. Let's get deeper involved."</p>	<p>"You cannot believe the difference their people are making. Get involved with us you'll be glad you did."</p>
<p>The point at which the initial connection is made between a person and the non profit organization.</p>	<p>The initial connection is made deeper if the consumers perception of the non profit is consistent with their expectation.</p>	<p>The prospect is ready to learn more. This is the pre-commitment nurturing period. Everything you say and do is being evaluated and if it is consistent they will be ready to take the first step to donate, volunteer, or patronize your organization.</p>	<p>The prospect recognizes that the mission is important and the organization is making a difference. They embrace the importance of the mission and are ready to support. The organization must have an easy way for them to make that step.</p>	<p>The purchase is more than just the commitment to choose a provider. It is the entire experience. Living up to expectations will promote repeat visits.</p>	<p>The patron/donor believes their money is well spent. That by patronizing or giving they are making a difference, supporting something exceptional. AND their behavior is reinforced with every interaction. Brand loyalty begins with repeat purchase decisions.</p>	<p>The donor or patron has had experiences that are relevant and touch them on an emotional level. Those experiences are powerful enough to promote advocacy.</p>

INTERNALIZE

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