



# How to find creative ways to market the mission

January 24, 2014

Marketing a nonprofit's mission is crucial to raising awareness and, in turn, support for the organization, but promotional and advertising materials are not typically within the budget.

PBN asked the following nonprofit leaders how they market and promote their mission. Here are their answers.

## Hawaii Public Health Institute

We have a relatively unique challenge because the institute recently grew out of the Coalition for a Tobacco-Free Hawaii, and so we need ongoing promotion and marketing for both the coalition and the institute. At this early stage, we are taking a two-pronged approach to marketing and promoting the institute: First, we are putting together collateral materials that explain clearly who we are and empowering stakeholders to spread the word on our behalf. Second, we are planning ongoing programs and activities that exemplify what we're all about and will help us to build community.

— *Jessica Yamauchi, Executive Director*

## Surfing The Nations

Our main avenues for marketing are our social media outlets: Facebook, Instagram and Twitter. We update these accounts regularly every week and try to give people a good look at all the facets of our organization. Instagram hashtags have been incredibly useful to create a place where people can quickly find a variety of photos of a particular outreach they may be interested in. To promote and further communicate our organization's mission, we create short videos through Vimeo and YouTube. On our website, we publish stories to our blog about things that are currently happening within our organization or promoting others that share our vision of giving back.

— *Cindy Bauer, Co-Founder and Executive Director*

## Good Beginnings Alliance

As an agency that advocates for issues related to Hawaii's youngest keiki, we focus our marketing efforts in building strategic partnerships, social media — including Facebook and Twitter — and issue-specific advertising as well as securing editorial coverage.

— *Deborah Zysman, Executive Director*

## River of Life Mission

We use direct mail, our website and periodic press releases, and that is basically it. We hardly do any advertising; the money is better spent in programs. We've done advertising in the past, but such efforts are usually tied into what radio stations are doing. Generally, radio stations do promotions as a community service.

— *Bob Marchant, Executive Director*

## Aloha Harvest

We use several means of advertising our mission through presentations, newspaper and magazine articles and our "Got Food?" ads at the Ala Moana Shopping Center. But, probably our greatest advertisement is our trucks traveling around the island every day. They serve as our moving billboards!

— *Kuulei Williams, Executive Director*