

# The 2020 Non-profit Marketing Toolkit



*Enriching Life. Strengthening Community.*



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## The 2020 Non-profit Marketing Toolkit

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Co-founder of Impactfully*

Marketing and technology change at a rapid pace and it's not easy to stay ahead (or even close to) the trends in social media, SEO and tools available.

How do I get my non-profit website found on Google? How do I communicate my mission? How do I build a community of supporters?

We'll spend some time together discussing the top marketing trends of 2019 going into 2020, then we'll dive into the specific tactics that you can start implementing in your non-profit. Finally, we will wrap up with an open-format Q&A to discuss your ideas and challenges so you have actionable next steps toward improving the marketing and outreach in your non-profit.

**Date: Tuesday, April 9**

**Time: 11 a.m. — 2 p.m.**

**Place: Crawfordsville  
Country Club  
3272 W Country Club Rd  
Crawfordsville, IN 47933**

**Cost: \$20—includes lunch**

**Details and Registration form:  
[www.mccf-in.org](http://www.mccf-in.org) under  
*Grants/Nonprofit Resources.*  
*Online payment is available!***