



# NEXT STEPS

## MARKETING & FUNDRAISING

## WHAT

### MARKETING & FUNDRAISING

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**Marketing** – activity of creating, communicating, and delivering offerings that have value for patrons

**Fundraising** – process of soliciting financial support

## NOTES

### DISCUSSION HIGHLIGHTS

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#### Marketing

- Create and maintain a marketing plan
- Add value for your audience by engaging local communities and meeting people where they are
- Go virtual as an opportunity to reaching wider audiences
- Recycle, Reframe, and Adapt your ideas and content for current needs
- Share ideas for community support

#### Fundraising

- Collaborate and "friend-raise"
- Reinvent your spaces (physical or virtual) as places for people to feel safe
- Pivot your events and programming to creative platforms
- Some **FUN**draising ideas: virtual "chair"ity (chairs painted by local artists and raffled off), restaurant raffle, or happy hours

## THE BIG IDEAS

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1. **Stay Consistent** - Create a strategy and stick to it.
2. **Build Relationships** - There is no single answer to when/how to ask for funding, but we can stay connected
3. **Collaborate** - Support each other in your local communities
4. **Get Creative** - Think in new ways about how to spread your message and mission

## OUR MODERATORS!

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## RESOURCES

- [Pittsburgh North Regional Chamber](http://PittsburghNorthRegionalChamber.info@pghnorthchamber.com) info@pghnorthchamber.com - Tri-County Growth Collaborative and upcoming job fair
- Scott Hacker(NY Life) [shacker@ft.newyorklife.com](mailto:shacker@ft.newyorklife.com) - Info on Qualified Charitable Deductions & transitioning funds requests from Charitable contributions to Marketing budgets
- [Curio412.com](http://Curio412.com) Resiliency resources for non-profits and small businesses