



I Live Here
I Give Here®

Marketing Strategy Amplify Austin Day 2024

Presented by:

Robynne Parkington, I Live Here I Give Here





Nice to Meet You!

- Sr Director of Marketing
- This will be my 3rd Amplify Austin Day
- 15 years as a marketer
- 10 years as a designer
- Background in big campaigns and sales enablement

Workshop Agenda

- I Live Here I Give Here's Role vs Yours
- Marketing Matrix
- Set Your Marketing Plan
- Amplify Austin Day Brand Sneak Peek
- Final Tips & Tricks
- Questions

I Live Here I Give Here's Role Vs. Yours



What does I Live Here I Give Here do for Amplify Austin Day?

I Live Here
I Give Here

- Founders and Organizers
- Manage the platform AmplifyATX.org
- Gain Sponsors + Matches
- Mass Marketing
 - Advertising across Austin and Central Texas with Media Partners
 - PR - press releases, pitching stories, organizing media interviews
 - Paid social media advertising
 - Partnering with Influencers
- Produce marketing materials for you and your Fundraising Champions
 - Toolkits - graphics and copy
 - Templates
 - Yard Signs

What does my nonprofit do for Amplify Austin Day?

- Promote Amplify Austin Day to your networks, donors, and followers
- Recruit Fundraising Champions to fundraise on your behalf
- Organize personal fundraising events or cause marketing events
- Engage with influencers that align with your mission
- You DO NOT need to spend any money on marketing or ads



Marketing Matrix

Marketing Amplify Austin Day



Marketing Matrix

Select your marketing strategy based on your resources:

	Set up your AmplifyATX.org profile	Post on Social Media	Send Emails to Subscribers	Opt In for Yard Signs	Recruit Fundraising Champions	Direct Mail and/or Cause Marketing	Plan Event and/or Secure a Personal Match
Plan 1: Very small team or limited time	X	X	X	X			
Plan 2: Small team with some time	X	X	X	X	X		
Plan 3: Medium team and/or more time	X	X	X	X	X	X	
Plan 4: Large team and/or ample time	X	X	X	X	X	X	X

Set Your Marketing Plan

Marketing Amplify Austin Day

Marketing Campaign Template

Marketing Plan

- Based on your resources and time decide which Plan (1-4) is right for your organization
 - Build your marketing plan...
 - Don't have a template you use?
 - Mighty Citizen Marketing Campaign Strategy Template
- <https://info.mightycitizen.com/marketing-campaign-strategy-template>

Branding Sneak Peek

Marketing Amplify Austin Day



Amplify Austin Day 2023 Branding

Ready on November 30th on AmplifyAtx.org/info/nonprofit-toolkit:

- [Brand Guide](#)
- Participant Digital Seal
- Ready-To-Go assets (no editing needed)
 - Print
 - Digital
 - Social Media + YouTube Animations
- Social Media Canva Templates (1080x1080 and IG Stories)
- Fundraising Champion Recruitment Tools
- Direct Mail Template
- Illustrator files
- Sample social media and email copy
- Official campaign messaging

*everything available in English and Spanish

Tips & Tricks



Amplify Austin Day 2023 Branding

- Lead your marketing efforts with your WHY
 - Share your impact stories
 - Share your mission testimonials
- Use your nonprofit name in your AmplifyATX.org profile URL
- Use keywords related to your cause category in your profile content and update your hidden keywords (under your “share your story” profile editor)
- Share your donor impact
 - \$X = X service
- Lean into the brand templates
- Tag @ilivehereigivehere and use #AmplifyAustinDay on social media so we can reshare your content on our IG Stories
- If you need something else, never hesitate to ask 🙋

Questions



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Let's Amplify our Nonprofits y'all!

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