



## 2015 Nonprofit Leadership Institute for New Executive Directors

October 14, 2015

8:30am – 4:00pm

### *Nonprofit Marketing & Strategic Planning* **Agenda**

#### **Learning Objectives:**

By the end of this session, participants will:

- ▶ Be able to define branding and assess their organization's brand identity.
- ▶ Understand realistic and measurable marketing goals.
- ▶ Have increased working knowledge of the "the marketing mix" as a planning tool.
- ▶ Have greater clarity about using social media productively in their marketing.
- ▶ Understand the key components for a great strategic planning process and effective plan.
- ▶ Zero in on their organization's aims and approach for strategic planning.
- ▶ Experience a mini-strategic planning *launch* that produces research topics, energy and open minds.
- ▶ See meaningful roles for internal stakeholders that build understanding and ownership for a strategic plan.

8:30am – 9:00am	Arrival, Coffee, Networking
9:00am – 10:00am	Overview: Branding and Marketing Goals
10:00am – 10:15am	Identify Social Media Interests and Questions
10:15am – 10:30am	Break
10:30am – 11:30pm	Social Media Conversation with Team Stern
11:30 – Noon	Aligning the Marketing Mix
Noon – 12:45pm	Lunch + Announcements
12:45pm – 2:00pm	Strategic Planning 101
2:00 – 2:15 pm	Break
2:15pm – 3:00pm	Strategic Planning Launch Exercise
3:00pm – 4:00pm	Strategic Planning Focused Topics; Reflection, Goal-setting, Action Planning