



Non-Profit Marketing Engagement

Communication Challenges at a Prominent Non-Profit Organization Specializing in Special Education Services

COMPANY & INDUSTRY OVERVIEW

The prominent non-profit located in the Mid-Atlantic region, dedicated to providing specialized education services, particularly in the areas of autism education and family support. With a comprehensive portfolio of 12 distinct programs, it aims to address the diverse needs of individuals with traditional education as well as special needs education and family support. Despite its

long-standing history and the significant impact it has made in the lives of many families, the organization faces challenges in effectively communicating its mission and services to key stakeholders. This includes donors who support its initiatives, community partners who collaborate on various programs, and potential service recipients who may benefit from its offerings.

CHALLENGE

This case study examines a two-year marketing engagement with a large charitable institution, referred to as The Nonprofit Group (TNG). The engagement, spanning from January 2022 to November 2024, aimed to address several significant challenges including a lack of strategic direction, disorganization in marketing efforts, ineffective reporting systems, low social media engagement, minimal brand recognition, and declining school enrollment numbers.



Target

Organize brand and strategy for all 12 programs within the nonprofit organization to add name recognition and attract enrollment and donors.



Development

The move to CRM's aims to track and manage branding strategy with real data and analytics to track results and adjust accordingly.



Integration

A comprehensive and strategic marketing engagement plan was implemented to enhance overall visibility and engagement.

PAIN POINTS

- **Lack of Strategy:** There was no cohesive marketing strategy that aligned with the organization's mission and objectives.
- **Disorganization and Reporting:** Marketing efforts were fragmented, making it difficult to track performance and ROI effectively.
- **Low Social Media Interaction and Lack of Name Recognition:** Social media channels were underutilized, resulting in minimal engagement.
- **Low School Enrollment Numbers and diminished brand:** Overall brand perception was low, affecting community trust and support.

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THINK'S APPROACH

The approach included a collaborative effort executing a branding strategy by creating a content calendar that outlined the production and distribution of social media posts, videos, blogs, and news releases. Emphasis was placed on high-quality storytelling to resonate with the

audience emotionally. The analytics and reporting system was integrated into the organization's existing digital platforms, enabling the tracking of metrics such as open rates, click-through rates, and engagement levels.

RESULTS

The two-year collaborative marketing engagement with TNG successfully addressed many of the initial challenges faced by the institution. By implementing a structured marketing strategy that utilized social media, content creation, email marketing, paid advertising, and analytics, TNG was able to enhance its brand presence, improve engagement metrics, and foster a positive community perception. The results indicate that a well-organized and strategic marketing approach can significantly impact the visibility and success of charitable institutions, ultimately leading to increased support and enrollment.

THINK'S PLAYBOOK

01

Rapid Control Process

Align brand recognition, organize and analyze, through digital marketing efforts.

02

Solution Roadmapping

Transitioned programs to CRM to manage and track content and engagement.

03

Implementation

Improve brand recognition and trust through relevant content and paid digital advertising.

04

Transformation

Focus on: Ongoing Engagement, Data-Driven Decisions, and Brand Storytelling.

40%

Increase In
Total Followers

The amount of followers for all 27 social media accounts increased to over 15,000 followers, with an average of a 39% increase in engagements on those accounts.

\$7M

Potential Revenue
Increase

One charter school went from 48 applicants in 2023 to 453 in 2024, showing an 800% increase and up to 7 million dollars in potential new revenue.

OUTCOMES

- Social Media Growth: Total followers increased by 40%
- Engagement Metrics: Total engagements had nearly 2 million page and profile impressions, showing a 39% increase.
- Increased Enrollment: 1 school experienced an 800% increase in enrollment applications.