

OL 501 Assignment Four Homework Instructions

Online Learning: OL 501 Nonprofit AdWords Training: Getting Started

Center for Sustainable Development. <http://www.csd-i.org/nonprofit-adwords-training/>

This week's resources:

Class Home Page 501

OL 501 Assignment 4 Discussion

Magee Example Project OL 501 Assignment 4

Assignment 4. What does your nonprofit do?

Specifically, in a sound bite, let's make this sound attractive to your new, potential supporters.

First: Get specific about what your nonprofit does that will answer the wants, needs, motivations, questions and burning causes that your supporters have. Focus on the goal that you prioritized in A2 and in A3.

Getting started.

Part 1: Detail what your organization does using basic information that you already have at hand.

List positive things that your organization does that would compel potential supporters to engage with you: people, numbers, results, goals, successes, outcomes, photos, stories.

Your Supporter Needs

So the first step in this week's assignment is to pull forward (copy/paste) the list of the types of new supporters you are looking for organized by the goals that you established from last week in Assignment 3. Leave space beneath each of the types of supporters in this list for adding sound bites about what your nonprofit does that would be very appealing to them.

Part 2: Write a detailed list of sound bites about things that you do that would engage your supporters.

What does your nonprofit do that is phenomenally interesting to your supporters?

Specifically, in a sound bite, let's make this sound attractive to your new supporters. Put yourself in their shoes; think like they think.

- What are your causes' challenges?
- What are your nonprofit's solutions?
- Who benefits—or what causes benefit?
- Are your solutions enduring?
- What is your unique selling proposition (USP)?
- **Action:** Create a picture of an aspect of one of your programs or events that your supporters can touch taste and feel.

Part 3: Organize them underneath your prioritized goal by type of supporter.

Place sound bites interesting to donors under donors. Interesting to volunteers under volunteers and so forth.

A sub-goal of this week's assignment is to create a template that you can revise and improve as you uncover new information in future assignments. Also, this template can be edited for describing new types of supporters that you may need to target as you develop new goals in the future.

Action: Continue your campaign template collection by using my example of this week's assignment as your template and adding it to your campaign notebook along with the templates from the first three assignments.

In Summary: In this fourth week, you will provide a detailed list of sound bites about your work that will attract supporters for your first AdWords campaign.

Homework: Follow the Magee Project Example exactly in order to turn in your homework assignment—it is the format we are looking for. Pull it up on your screen and type right over the top of what I've written. This will really speed up the process for you—and also continue the process of creating a set of templates for speeding up the development of future campaigns.

The complete Assignment Four homework to turn in will be:

1. Provide your simple list of groups of supporters you identified organized by your prioritized goal from A3.
2. Get specific about what your nonprofit does that will answer the wants, needs, motivations, questions and burning causes that your supporters have. Write in sound bites specific to each type of supporter.
3. Slip this assignment 4 template into your campaign notebook. Save your assignments electronically too in one easy to find location so that you can copy paste into future assignments.

Go to Magee's Example Project Assignment 4 to see what this could look like.

See you next week in Assignment 5.

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