



## **MARKETING PLAN**

# HISTORY

Cook Native American Ministries Foundation was established as a nonprofit foundation in 2008 to invest in Native communities, churches, and organizations. The vision of Cook Native American Ministries Foundation is to further Reverend Charles Cook's mission to develop and implement long-lasting programs and services that positively impact and advance Native communities and those we serve.



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# EXECUTIVE SUMMARY

## EXECUTIVE SUMMARY

The purpose of this marketing plan is to develop a comprehensive strategy for the Cook Native American Ministries Foundation in order to effectively plan and allocate resources for our marketing and communications initiatives over the next year. This marketing plan will help clarify our intended marketing objectives, channels, and timeline to increase brand awareness of CNAMF, improve community engagement, attract new donors, and keep existing donors and constituents engaged with the organization.

## MISSION

“Cook Native American Ministries Foundation equips and empowers Native leaders to better serve their churches and communities.



## SWOT

### STRENGTHS

- Long-time history and legacy within Native communities as a theological school and organization.
- Solid Financial Resources
- Strong board and newly organized staff

### WEAKNESSES

- Inconsistent/Confusing Messaging
- Lack of Awareness as a Native Non-profit Foundation
- Inadequate Branding
- Outdated/Lack of Marketing Materials
- Inconsistent Communication with Constituents/Audience

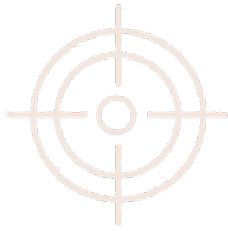
### OPPORTUNITY

- Untapped audiences among Native American Organizations, Denominations, Cook Christian School Alumni, Existing/potential donors
- Strategic Partnerships with Other Non-Profits, Foundations and Tribal Nations

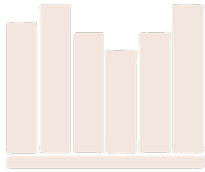
### THREATS

- Trained staff to implement marketing strategy/plan
- Financial resources to fund marketing initiatives
- Competition with other Native American charities

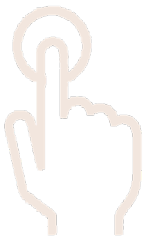
# MARKETING OBJECTIVE



ESTABLISH BRAND/AWARENESS



ACQUIRE NEW CUSTOMERS  
(GRANTEES/DONORS)



INCREASE DONORS

GAIN MARKET SHARE OF NATIVE  
PHILANTHROPY



BUILD CUSTOMER LOYALTY

# MARKETING CHANNELS

## MARKETING CHANNELS

Over the course of 2021-2022, we will launch/revamp our use of the following channels to increase engagement with our customers to increase awareness and audience.

## MARKETING CHANNELS AND COLLATERAL



# TIMELINE

## MONTH 1

- Cleanup Donor Database
- Organize Online Donation Portal
- Review all current marketing collateral
- Brochures
- Business cards
- Stationary
- Newsletter Template
- Email template
- Donation appeal letter
- Promotional materials
- Begin Developing Annual Report
- Begin Developing Cook Legacy Fund Marketing Campaign

## MONTH 4

- Launch Cook Legacy Fund Marketing campaign
- Participate in Arizona Gives Day - April 5-6, 2022

## MONTH 9

- Prepare end of year Legacy Fund marketing materials
- Participate in Giving Tuesday - November 29, 2022

## MONTH 3

- Launch Updated Website
- Reorganized Pages/Navigation
- Load New Content
- Revamp Donation Page
- Finalize Mailing List/Donation List Postcards
- Finalize Annual Report
- Finalize Cook Legacy Fund Marketing Campaign
- Email Marketing
- Social Media Ads
- Website Page
- Press release
- Prepare Arizona Gives Day campaign materials

## MONTH 6

- Evaluate Cook Legacy Fund campaign
- Measure website, social media, email metrics
- Make adjustment/changes

## MONTH 12

- Gather final analytics – website, social media, email
- 1st year final report out – Analytics, Metrics, Channels



# TARGET AUDIENCE

## PERSONAS



Name: John Miller  
Age: 65  
Career: Retired  
Interests: Native Americans,  
Churches, Education,  
Philanthropy , Leadership



Name: Robert Young  
Age: 50  
Career: Pastor, Native  
American church  
Interests: Native  
Americans, Spirituality,  
Leadership, Nonprofit,  
Grants



Name: Byron Barl  
Age: 60  
Career: CNAMF Alumni,  
Teacher, Ministry  
Interests: Spirituality,  
Native Americans,



Name: Tabatha Belone  
Age: 45  
Career: Leader/Community  
Liaison, Native American  
Nonprofit  
Interests: Native Americans,  
Non-Profits, Philanthropy,  
Grants, Community Building,  
Leadership/Educational  
Programs



**COOK NATIVE AMERICAN  
MINISTRIES FOUNDATION**