

ELLOWYN MARKETING & CONSULTING

The Non-Profit Growth Guide

*Practical Strategies for Visibility, Growth & Fundraising
in Today's Digital World*

For non-profits in Vancouver and across British Columbia

A FREE RESOURCE FROM ELLOWYN MARKETING & CONSULTING INC.

Your Mission Deserves to Be Heard

You're doing important work. But here's the uncomfortable truth that every non-profit leader knows: doing good work and getting credit for it are two completely different things.

In Vancouver's crowded charitable landscape, dozens of organizations are competing for donor attention, volunteer time, and community trust — at the same time. The ones that grow aren't always the ones doing the most impactful work. They're the ones who know how to communicate their impact.

That's where this guide comes in. Over the next few pages, we'll share practical, proven strategies across three areas that are essential to every thriving non-profit: visibility, growth, and fundraising. You won't find vague advice here. Every tip is actionable — something you can put to work this week.

WHY THIS MATTERS

Marketing isn't a luxury for non-profits — it's survival. An organization that can't be found can't be funded. An organization that can't tell its story can't grow its community. These strategies exist to change that.

Whether you're a grassroots organization just finding your footing, or an established non-profit ready to reach the next level — this guide was written for you.

At **ElLOWYN Marketing & Consulting**, we work exclusively with mission-driven organizations. We understand the budget pressures, the board dynamics, and the unique challenges that come with marketing a cause — not just a product. Everything in this guide comes from real work, with real clients, in this community.

Visibility

Getting Found — Online and in Your Community

If people can't find you, they can't support you. Visibility is the foundation everything else is built on. It means showing up in the right places — search results, social feeds, community conversations — so that when someone needs what you offer, or wants to give where it matters, you're right there.

1

Claim and complete your Google Business Profile

Many non-profits overlook this completely free tool. A complete Google profile means you show up when someone searches 'food bank Vancouver' or 'youth mentorship BC' — right at the top of the results page. Add your address, hours, photos, and a clear description of who you serve. Ask board members and volunteers to leave a review. This single step can meaningfully increase how many people find you organically.

2

Build a consistent social media presence — pick two platforms and own them

You don't need to be everywhere. Trying to maintain five social channels with a small team leads to inconsistent content that does more harm than good. Pick the two platforms where your donors and community actually live — often Facebook and Instagram for most Vancouver non-profits — and commit to posting three to four times per week. Show the real work: staff stories, client impacts (with permission), and behind-the-scenes moments. Authenticity drives engagement, not polish.

3

Participate in local conversations — not just your own channels

Visibility isn't only about broadcasting — it's about participation. Comment in local community Facebook groups. Partner with neighbourhood businesses for cross-promotion. Table at community events. Get mentioned in local media by pitching your impact stories to Vancouver-area journalists and bloggers. The organizations that become household names in their community are the ones that show up consistently beyond their own walls.

Growth

Building Your Audience, Your Community, and Your Reach

Growth for a non-profit doesn't mean becoming a corporation. It means expanding your capacity to do more good — reaching more people who need your services, attracting more volunteers who share your values, and building relationships that sustain your organization for the long haul.

1

Build an email list and use it — it's your most reliable channel

Social media algorithms change constantly. Email doesn't. An engaged email list is an asset you own — no platform can take it away from you. Start collecting emails at every touchpoint: events, donation pages, your website. Send a monthly newsletter that shares a story of impact, one update on your work, and one simple call to action. Keep it short, keep it human, and send it consistently. Over time, your list becomes one of your most powerful growth assets.

2

Engage your existing community before you try to grow it

Too many organizations focus on acquiring new supporters while neglecting the ones they already have. Your current volunteers, donors, and program participants are your best growth engine — if you treat them that way. Thank them publicly, involve them in your story, ask for referrals, and make them feel like insiders. Word of mouth from a trusted community member is worth ten paid ads.

3

Pursue strategic partnerships — not just sponsorships

A sponsorship is transactional: a business writes a cheque, their logo goes on your banner. A partnership is more valuable. Identify two or three local businesses or community organizations whose audience overlaps with yours. Propose a genuine collaboration: a joint event, a shared campaign, a co-created resource. Partnerships expand both audiences simultaneously, build credibility, and often lead to long-term financial support.

KEEP IN MIND

A smaller, deeply engaged community of supporters will sustain your organization far more reliably than a large, passive audience that never opens your emails.

Fundraising

Telling Stories That Move People to Give

Fundraising is not about asking for money. It's about inviting people into a story — and making them feel the impact of their participation. The non-profits that raise more aren't necessarily those with the biggest needs. They're the ones who make their donors feel something.

1

Lead every ask with a human story — not a statistic

Numbers tell people what you do. Stories make them care. Before every campaign, identify one person whose life was changed by your organization. Tell their story with honesty and dignity (always with their consent). Put that story at the front of your email, your social post, your grant application. Statistics belong in the supporting material — they validate the story, they don't replace it. 'We served 1,200 families last year' matters far less than the story of one family, told well.

2

Plan campaigns with a beginning, middle, and end

A donation ask that runs indefinitely becomes background noise. Instead, create campaigns with urgency and arc: a clear goal, a deadline, and visible progress toward that goal. Year-end giving campaigns, matching gift drives, and project-specific appeals all work because they create a moment. Donors want to know that their gift, made today, does something specific. Give them that clarity, and they'll give — and give again.

3

Stewardship is strategy — close the loop with every donor

The hardest donor to win is the first-time donor. The easiest is the one who gave before and felt genuinely appreciated. After every donation, send a thank-you that is personal, specific, and fast. Not a form letter — an acknowledgment that their gift did something real. Share a photo, a brief update, one line connecting their generosity to your impact. Done consistently, this single habit transforms first-time donors into loyal ones.

QUICK WIN

Review your last donation thank-you email. Was it generic? Could the donor tell what their gift actually accomplished? If not — rewrite it today. That change alone can measurably improve donor retention.

You Don't Have to Do This Alone.

Ellowyn Marketing & Consulting exists to bring corporate-grade marketing strategy to the organizations that need it most.

We work with non-profits across Vancouver — helping them get found, tell their story, grow their community, and raise more. We know your budget is limited. We know your team is stretched. We've built our services specifically for that reality.

Built for Non-Profits

We specialize in mission-driven organizations and price our services accordingly.

Corporate Experience, Community Roots

Multi-industry marketing experience combined with deep knowledge of Vancouver's landscape.

Relationship-First, Always

You work directly with experienced people who care about your outcomes.

Ready to grow your impact? Let's talk.

www.ellowyn.ca

Book a free 30-minute strategy call — no obligation, no hard sell.