



• DENTON-AREA WORKSHOP •

Marketing That Moves People

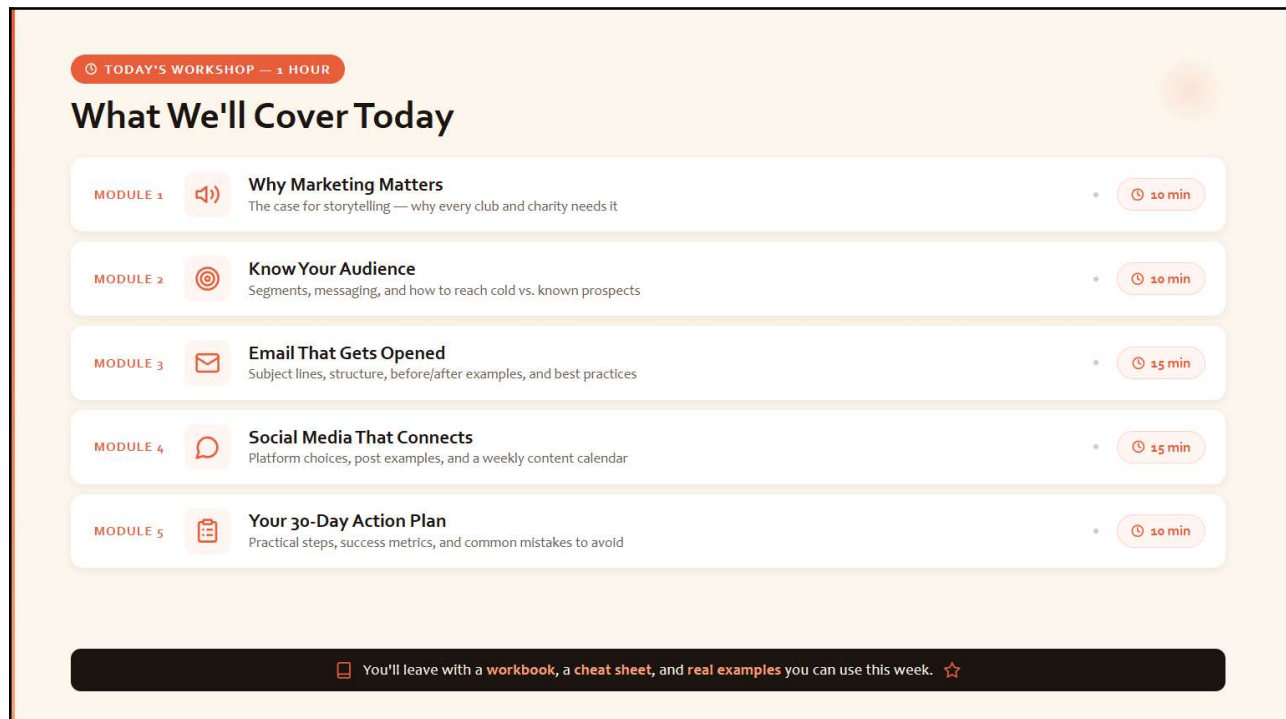
A One-Hour Workshop for Denton-Area Clubs & Charities

⚡ Practical strategies you can use **this week**

📍 Denton, TX

Name • Organization • Contact

1



🕒 TODAY'S WORKSHOP — 1 HOUR

What We'll Cover Today

MODULE 1	🔊	Why Marketing Matters The case for storytelling — why every club and charity needs it	• 10 min
MODULE 2	🎯	Know Your Audience Segments, messaging, and how to reach cold vs. known prospects	• 10 min
MODULE 3	✉️	Email That Gets Opened Subject lines, structure, before/after examples, and best practices	• 15 min
MODULE 4	💬	Social Media That Connects Platform choices, post examples, and a weekly content calendar	• 15 min
MODULE 5	📅	Your 30-Day Action Plan Practical steps, success metrics, and common mistakes to avoid	• 10 min

📁 You'll leave with a **workbook**, a **cheat sheet**, and **real examples** you can use this week. ☆

2



MODULE 1 of 5

Why Marketing Matters

Marketing isn't selling — it's storytelling that inspires action.

Decorative elements: A large orange number '1' and a speaker icon are on the right. A small orange dot is on the bottom left. Corner brackets are in the top right and bottom right.

3



70%+

of donors are more likely to give to a nonprofit that uses storytelling to communicate its impact.

Storyraise Impact of Storytelling Benchmark Report, 2024

Decorative elements: Two sets of double orange slashes are on the left and right. Two grids of small orange dots are in the top right and bottom left.

4



5



6

MODULE 2

Know Your Audience.

"The right message to the wrong person is still the wrong message."

2

7

AUDIENCE SEGMENT 1 OF 4

Active Members

WHO
Current members who attend meetings, events, and volunteer — your most engaged people.

GOAL
Make them feel **valued and celebrated** — they are your best recruiters.

KEY MESSAGE TIP
Speak to their **pride of ownership** and their deep desire to see the organization grow.

8

●●●● AUDIENCE SEGMENT 2 OF 4

Lapsed Members



WHO

Once involved but drifted away — life got busy.

GOAL

Give them a **guilt-free, welcoming** reason to return.

KEY TIP

Never make them feel bad for leaving.
Lead with: **"We missed you."**

YOUR OPENING LINE

"We missed you."

Three words that open the door without blame or pressure.

No guilt. No pressure.

Just a warm, open door — always.

9

© AUDIENCE SEGMENT 3 OF 4

Community Neighbors



Denton residents who don't know you yet

WHO THEY ARE

Denton residents who don't know your organization exists — yet.

YOUR GOAL

Build awareness. Lower the barrier to first contact to **nearly zero**.

KEY MESSAGING TIP

Lead with what you **DO** for the community — not what you are as an organization.

Say: **"We helped 47 Denton kids get free eye exams last year"** — not "We are a Lions Club service organization founded in 1952."

10

AUDIENCE SEGMENT 4 OF 4



Potential Donors & Sponsors

WHO
Local businesses and individuals with the capacity to fund your mission.

GOAL
Show concrete, measurable impact. They are **investing**, not just donating — treat them accordingly.

KEY TIP "\$500 funds 10 children's eye exams at our annual clinic" — be that specific. Numbers build trust.

11

MODULE 2 · KNOW YOUR AUDIENCE

Two Audiences, Two Approaches

COLD PROSPECTS
People who don't know you yet

GOAL Build awareness — get on their radar

TONE Welcoming & curiosity-driven — lower every barrier

TACTICS Community Events Social Media
Nextdoor Flyers

"You cannot convert someone who has never heard of you — show up where they already are."

KNOWN PROSPECTS
Members, donors & past attendees

GOAL Deepen engagement & retain

TONE Warm, appreciative & insider — make them feel seen

TACTICS Email Personal Outreach
Impact Reports

"They already believe in your mission — honor that trust with personalized, meaningful communication."

VS

12

COLD PROSPECT STRATEGY

STEP 1 OF 4

Get Noticed

Show up where cold prospects already spend time —
don't wait for them to find you.

WHERE TO SHOW UP:

- Nextdoor
- Denton Farmers Market
- Local Business Flyers
- Community Calendar

"You cannot convert someone who has never heard of you."

Awareness is the first step to action.

13

STEP 2

COLD PROSPECT STRATEGY — STEP 2 OF 4

Spark Curiosity

Lead with **WHY** — the problem you solve or the joy you create.
Don't open with your org's name, founding year, or dues. Open with a feeling or a fact that makes them lean in.

47 Denton kids got free eye exams last month because 12 neighbors showed up on a Saturday.
✦ EXAMPLE OPENING HOOK — USE THIS AS YOUR MODEL

CORE PRINCIPLE
Curiosity is the doorway. Data and details come later.

14

→ COLD PROSPECT STRATEGY — STEP 3 OF 4

Make the Ask **Tiny**

The first ask should feel **nearly effortless** — one step, no commitment, no cost.

✓ GOOD ASKS — LOW BARRIER

- ✓ Come to **one free event** — no sign-up, no cost
- ✓ Follow us on **Facebook** — 30-second commitment
- ✓ Stop by our **table** at the farmers market

These asks take less than 60 seconds and require zero commitment — that's the goal.

✗ BAD ASKS — TOO MUCH, TOO SOON

- ✗ Join and **pay \$50 dues** right away
- ✗ Commit to **4 hours/month** of volunteering
- ✗ Attend a **3-hour orientation** before joining

These feel like job applications. Cold prospects aren't ready — you'll lose them instantly.

🔗 "Earn trust before you ask for time or money."

15

→ COLD PROSPECT STRATEGY

Welcome Warmly

STEP 4 OF 4

"The first experience determines everything."

- 1 Greet every **new face by name** within 5 minutes of arrival.
- 2 Assign a **friendly member** to stay with first-timers throughout the event.
- 3 Follow up **personally within 48 hours** — a call or text, not a mass email.

👤👤 People join people. The experience *IS* the marketing.

16



17

✉ **MODULE 3**

Email That Gets Opened.

Your most powerful free marketing tool — if you use it right.

● ● ● ● ● Module 3 of 5

✉ EMAIL MARKETING

18



Email is **40x** more effective at acquiring new customers than Facebook and Twitter combined.

— McKinsey & Company, "Why Marketers Should Keep Sending You E-mails," January 2014

 For clubs and charities, email is your direct line to people who already raised their hand.

MODULE 3 · EMAIL THAT GETS OPENED

19

X BEFORE — COLD PROSPECT EMAIL

What Most Clubs Actually Send

FROM: Denton Lions Club <>

SUBJECT: **Denton Lions Club Newsletter**

TO: Friend

Dear Friend,

The Denton Lions Club was founded in 1952 and has been serving the Denton community for over 70 years. We are a proud member of Lions Clubs International.

We meet every 2nd Tuesday of the month at 6:30 PM at the Elks Lodge. Dues are **\$50/quarter** for new members, plus a one-time \$25 application fee.

We hope you will consider joining our organization.

[Contact us for more information.](#)

4 Reasons This Email Fails

Every mistake costs you a potential member or donor.

- ❌ ① Boring Subject Line**
"Denton Lions Club Newsletter" — tells them nothing. Zero reason to open.
- ⌚ ② Leads With History, Not the Reader**
"Founded in 1952..." — the reader doesn't care yet. Lead with what's in it for them.
- \$ ③ Leads With Cost**
"\$50/quarter" before you've earned trust is an immediate turnoff to cold prospects.
- ⌚ ④ Vague, Passive CTA**
"Contact us for more information" — contact how? About what? One clear action is missing entirely.

The next slide shows the same email — rewritten using everything in this workshop.

20

COLD PROSPECT EMAIL

✓ AFTER Cold Prospect Email

- Curiosity subject line
- Impact-first opening
- Warm, zero-pressure tone
- Specific, generous CTA

New Message — Inbox

FROM: Maria Johnson <> → Real person, not the org

SUBJECT: "Your neighbors are doing something amazing in Denton" ✓ Sparks curiosity

Last month, 47 Denton children received free eye exams because people like you showed up. ✓ Impact-first opening

We're the Lions Club — a group of Denton neighbors who believe no child should miss a chance to see clearly. We pool our time and resources a few times a year to make it happen. ✓ Zero-pressure tone

No commitment needed. No dues discussion. Just come see what we're about.

We'd love to buy you lunch and show you what we're working on. ✓ Specific, generous CTA

Join us for lunch Tuesday — our treat → RSVP here

Warm regards,
Maria Johnson
President, Denton Lions Club • (940) 555-0192

LIONS CLUB
Denton, TX Chapter

WHY IT WORKS

- 1 **Curiosity subject**
Readers open emails that promise something interesting about their own community.
- 2 **Impact-first opening**
Lead with a real result, not your org's history or structure.
- 3 **Zero-pressure tone**
No dues. No commitment. No guilt. Lowers the barrier to a first "yes."
- 4 **Specific, generous CTA**
Day, action, and incentive all in one clear button.

Key Principle
"Earn trust before you ask for time or money."

21

✗ BEFORE — Known Prospect Email

4 Costly Mistakes

What most clubs send their best supporters — and why it fails.

1 No Personalization
Sent to everyone identically — feels like a flyer, not a message

2 No Stated Purpose
"Here is your newsletter" tells the reader nothing worth reading for

3 Wall of Text — Impossible to Scan
8 unbroken paragraphs with no headers, bullets, or white space

4 No Call to Action
Reader finishes and has no idea what to do next

New Message

FROM: Denton Women's Charity <>
TO: Member List (247 recipients)
SUBJECT: Monthly Newsletter - May 2026

Here is your monthly newsletter.

We have been very busy this past month with many activities and events. The board met on May 3rd and discussed several agenda items including the upcoming gala, the treasury report, and membership renewals which are now due.

The gala planning committee has been meeting regularly. There are many things still to be decided such as the venue, the caterer, the entertainment, the auction items, the ticket price, and the date. We hope to have more information soon.

Our treasurer reported that we are in good standing financially. Membership renewals are coming in and we thank everyone who has renewed. If you have not renewed please do so at your earliest convenience by contacting the office during business hours.

Volunteer opportunities are available. Please contact a board member if you are interested. We need help with several committees and also with day-to-day tasks. Your time is appreciated by all of us here at the charity.

The scholarship committee has been reviewing applications. We received many this year which is exciting. A decision will be announced at the next meeting. Congratulations to all applicants for taking the initiative to apply.

Our social media pages have been updated. Please follow us and share our posts with your friends and family. We are also on the website at the usual address. You can find meeting minutes and other documents in the members section.

The next general meeting will be held on the second Tuesday of June at our usual location. Light refreshments will be provided. Please mark your calendars and plan to attend if you are able to do so.

Thank you for your continued support of our mission and our community. We value your membership greatly and look forward to seeing you soon.

① Your most loyal supporters deserve better than a mass-blasted wall of text — the next slide shows exactly how to fix it.

22

✓ AFTER

KNOWN PROSPECT EMAIL

The Improved Version

Four changes that make every known prospect email more personal, more readable, and more effective.

- ✓ **Personalized subject**
Uses Ron's name + teases a result
- ✓ **Impact-first opening**
Leads with what their support achieved
- ✓ **Scannable sections**
Bold headers replace a wall of text
- ✓ **Single clear ask**
One favor requested — nothing more

Module 3 - Email That Gets Opened

INBOX — KNOWN PROSPECT EMAIL

MJ Maria Johnson, President <>

Ron, look what you helped build this month 🌟 PERSONALIZED

Because of your support, we raised \$3,200 for Denton food pantries — enough to serve **640 families** this spring. That's your impact, Ron. Thank you.

📈 THIS MONTH'S IMPACT

640 families fed · 12 new volunteers · \$3,200 raised vs. \$2,800 goal — 112% of target.

📅 JUNE GALA DETAILS

Sat, June 15 · 6 PM · Denton Civic Center.
Tables of 8: \$500. Individual: \$75. 12 seats left.

🙏 ONE FAVOR TO ASK

Could you share our gala post on Facebook this week? One share = dozens of new neighbors who learn about us.

Grateful for you — Maria

Reserve My Gala Seat →

23

✉ MODULE 3 — EMAIL

Email Power Tips (1 of 2)

✍

TIP 1

Subject Lines Under 50 Characters

Curiosity beats cleverness — **ask a question** or **tease a result** to earn the open.

GOOD EXAMPLE

"Did 1 neighbor change your city?"

🎯

TIP 2

One Email, One Goal

Multiple asks = **zero action**. Decide the single thing you want readers to do — then cut everything else.

ONE CTA ONLY

"RSVP for Tuesday lunch →"

👤

TIP 3

Send From a Person, Not the Org

Maria Johnson beats **Denton Rotary** every time. People open emails from people they trust.

FROM FIELD

"Maria Johnson, President"

→ Tips 4–6 on the next slide — mobile, CTAs & send timing

24

12

Email Power Tips (2 of 2)

MODULE 3 - EMAIL

TIP 4

Design Mobile-First

53% of nonprofit emails are opened on a mobile device — more than half your readers are on their phone right now.

Single-column layout. Large buttons. Short paragraphs. Preview on your phone before you send.

Nonprofit Tech for Good, 2026

TIP 5

Make Your CTA a Button

The next step must be **obvious and clickable** — not buried in a sentence, not plain text, and never just "click here."

Use a clearly labeled button: **RSVP Now →**

One email. One button. One action.

TIP 6

Test Your Send Time

Tuesday & Thursday mornings consistently deliver the best open rates for local clubs and nonprofits.

Avoid Friday afternoons and weekend mornings — those sit unread.

Send at **9 AM** in your audience's time zone, then *track and adjust* each month based on your own data.

BENCHMARKS

Nonprofit avg open rate:
28.59%

Click-through rate (CTR):
3.29%

If you're below these, **Tips 4–6 are your fix.**

— Neon One Nonprofit Email Report, 2025

25

MODULE 4

Social Media That Connects

"Pick 2 platforms and do them well."

15 MIN • MODULE 4 OF 5

26

PLATFORM 1 OF 4 Social Media That Connects

Facebook



#1 PLATFORM FOR DENTON CLUBS & CHARITIES

BEST USES

- Create and promote events to your local community
- Run private member groups for real-time updates
- Share impact stories and volunteer spotlights

71%
of U.S. adults use Facebook

Pew Research Center,
Social Media Use 2025
(n=5,022)

U.S. ADULT REACH

71% — Largest of any social platform

PRO TIP
If you use **ONE** platform, make it Facebook.
Your audience is already there.

27



PLATFORM 2 OF 4

Instagram

50% of U.S. adults
80% ages 18–29

(Pew Research Center, 2025)

BEST FOR

Visual Storytelling — See It, Feel It, Share It

-  **Behind-the-scenes volunteer moments** — candid, authentic, human
-  **Event photos & recaps** — build excitement before and after
-  **Impact numbers & mission moments** — turn data into shareable stories

PRO TIP
 One strong, authentic photo + a two-sentence caption beats a paragraph every single time.

28



PLATFORM 3 OF 4

Nextdoor

Hyper-local — posts reach only your zip code neighbors

 **BEST FOR COLD PROSPECTS NEARBY**

Reach neighbors who live within your zip code — before they ever search for you.

COMMON USES

- Announce free events to neighbors with zero ad spend
- Introduce your org to new Denton residents
- Share volunteer opportunities within your community

 **PRO TIP**

 **Nextdoor is free, trusted, and massively underused by nonprofits.** Post at least 2× per month to stay visible in your neighbors' feeds.

Ⓜ Nextdoor posts are visible only within your local neighborhood zone — no national feed noise.

29

PLATFORM 4 OF 4



TikTok

& YouTube Shorts

37%
of U.S. adults use TikTok —
up from 21% in 2021.
(Pew Research Center, 2025)

BEST USE

Best for reaching younger donors & building awareness at scale.

Short videos let your mission speak for itself — no production crew needed.

 30-sec event recaps
  Volunteer moments
  Mission-related tips

 **A phone + good lighting + an authentic moment is all you need. No studio. No script. Just your mission in action.**

30

BEFORE — SOCIAL MEDIA POST

What's Wrong With This Post?

Five problems that guarantee this post gets ignored — and what we'll fix on the next slide.

- ① Leads with logistics, not emotion
- ② No hook — nothing makes you stop scrolling
- ③ Passive CTA: "Please come support us"
- ④ Email-only contact = high friction barrier
- ⑤ 12 hashtags = looks like spam

FACEBOOK POST — DENTON WOMEN'S CHARITY

DWC

Denton Women's Charity
Nonprofit Organization · Just now · Public

Logistics-first

The Denton Women's Charity is having its annual gala on June 15th at 6pm. Tickets \$75. Please come support us.
Email [\[email protected\]](#)

#charity #denton #gala #fundraiser #nonprofit #women #texas #giving #community #love #blessed #donate

Like
Comment
Share

↑ ② **No hook** Nothing stops the scroll — no story, no emotion, no curiosity.

↑ ③ **Passive CTA** "Please come support us" — weak, guilt-trip framing.

↑ ④ **Email = friction** No link, no button — copy/paste kills momentum.

↑ ⑤ **12 hashtags = spam** The algorithm deprioritizes hashtag stuffing.

31

AFTER — SOCIAL MEDIA POST

What a great post looks like

Impact first. One clear ask.
Two focused hashtags. Done.

THE RULE

Lead with your community's story — not your organization's name.

DW

Denton Women's Charity
@DentonWomensCharity · Just now

Facebook

47 women in Denton got back on their feet last year.

This June, you can help us reach **100**. 🎉

Our Summer Gala is **ONE month away**. 📅

Grab tickets → [Link in bio](#)

#DentonGives #WomenRising

214 Likes
38 Comments
91 Shares
Reach: 2,840 people

5 IMPROVEMENTS

- ✓ **Opens with real impact**
"47 women" — a real number your community can feel
- ✓ **Emotional hook in first line**
Readers stop scrolling before the second sentence
- ✓ **Creates urgency**
"ONE month away" motivates action now, not later
- ✓ **Clear, active CTA**
"Grab tickets → Link in bio" — specific, direct, zero friction
- ✓ **Only 2 focused hashtags**
Signal community, not desperation — quality over quantity

32

PLATFORM EXAMPLE: FACEBOOK

Real Post. Real Results.

See how a simple, specific Facebook post drives real community turnout — no budget needed.

- ✓ **Short and scannable** — readable in under 3 seconds
- ✓ **Specific time, date, and address** — removes all guesswork
- ✓ **No RSVP barrier** — "No sign-up needed" = zero friction



Pro tip: Post 2–4 hours before a same-day event — Facebook's algorithm rewards recency and will surface it to local followers organically.

33

That Connect

One authentic moment + the right words = your best-performing post.
Here's the formula in action.

Best for visual storytelling & volunteer moments

✓ WHY IT WORKS

- ✓ **POV format drives shares**
Pulls readers into the story — they imagine themselves there
- ✓ **Playful relatable tone**
Humor lowers the barrier — volunteers feel joy, not obligation
- ✓ **Photo tells the story**
Genuine mid-



CAPTION ANATOMY

HOOK "POV: You signed up to paint ONE wall..."

Drops the reader into the moment in 6 words

PAYOFF "...and accidentally found your people."

Emotional reward — community & belonging

CTA "Join our next volunteer day → Link in bio"

One clear next step — no friction, no confusion

🔗 Your turn to try this

Think of ONE real moment from your last event. Start your caption with "POV:" or "That moment when..." — then add a CTA.

34

PLATFORM EXAMPLE: NEXTDOOR  *Hyper-local community platform*


Denton Kiwanis Club
 South Denton Neighborhood · 2 min ago
 Verified Neighbor



Hey neighbors! 🙌 The **Denton Kiwanis** is hosting a **FREE kids' bike safety event** at South Lakes Park — **Saturday 9–11 AM**.
 Certified instructors, obstacle course, snow cones! 🍧
No registration needed!

👍 Thanks (24) 💬 Reply (8) ➦ Share

Denton, TX · 2 miles away

Why This Works

-  **Neighbor-to-neighbor tone**
 "Hey neighbors 🙌" reads like a friend, not a press release. Nextdoor rewards warmth.
-  **Free + no registration = zero barrier**
 Every word of friction you remove doubles your attendance. "No sign-up" is a superpower.
-  **Specific details: place, time, activities**
 South Lakes Park · Saturday 9–11 AM · Instructors + obstacle course + snow cones. People can picture it.

 **Pro Tip**
 Nextdoor is **free, trusted, and massively underused** by nonprofits. Post 2x per month minimum — your neighbors are already there.

Platform 3 of 4 · Social Media That Connects

Marketing That Moves People · Denton-Area Clubs & Charities Workshop

35

Your Weekly Content Calendar

Start with 3 posts/week — consistency beats frequency.



MONDAY
Motivation Monday
 Impact story or member spotlight



WEDNESDAY
Behind the Scenes
 Prep work, meeting moment, volunteer in action



FRIDAY
Event or Fun Post
 Upcoming event or lighthearted share



SATURDAY
Community Engagement
 Partner post, poll, or question



EVERY DAY
Respond to Comments
 Reply to all comments within 24 hours

 Scheduled posts
  Daily habit
  3 posts/week minimum to build momentum

 This calendar is in your workbook with space to customize.

36

MODULE 5

Print, Web & Beyond

Your offline and online presence work together
— or they work against you.

Flyers & Print Website QR Codes Multi-Channel

37

BEFORE
Flyer Design

- No clear headline**
Visitor can't grasp the event in 1 second
- Five fonts = visual chaos**
Looks unprofessional, hard to read
- Too much text**
Nobody reads a wall of words on a flyer
- No QR code**
Responding requires extra effort
- Looks dated**
Hurts credibility before anyone reads it

ANNUAL SPRING FUNDRAISER GALA EVENT
Presented by the Denton Women's Charity Organization
IN PARTNERSHIP WITH THE DENTON COMMUNITY OUTREACH ALLIANCE

JOIN US FOR AN EVENING OF FUN and community togetherness!!!

The Denton Women's Charity Organization is pleased to announce that our 34th Annual Spring Fundraiser Gala Event will be held this coming spring season. The event will feature a catered dinner, silent auction items, live musical entertainment by a local musical group, a raffle drawing with many exciting prizes, a keynote address from our board president, recognition of our volunteer of the year recipients, and much more!

All proceeds from ticket sales and auction items will benefit the Denton Women's Charity General Operating Fund and various community outreach programs as determined by the Board of Directors at their discretion following the event. Tickets are \$65 per person or \$500 for a table of 8. Vegetarian options available upon request submitted no fewer than 7 business days prior to the event date.

DATE & TIME:
SATURDAY, JUNE 14TH
DOORS OPEN AT 6:00 PM

VENUE LOCATION:
Denton Civic Center
321 E McKinney, Denton

TICKET PRICE:
\$65/person
\$500/table of 8

For info:
www.dentonwomenscharity.org/events/spring-gala-2024

Phone: (940) 355-0190 | Office hours Mon-Fri 9AM-5PM | Please leave a message after hours | We will return calls within 2-3 business days

DENTON WOMEN'S CHARITY ORG © 2020

① No clear headline

② Five fonts = visual chaos

③ Too much text

④ No QR code to respond

⑤ Looks dated — hurts credibility

38

✓ **AFTER — Flyer Design**

What a polished flyer looks like

One bold headline. One great photo. Three details. One QR code. Done.

- ✓ **Bold headline** states exactly what this is
- ✓ **One font, clean hierarchy** — looks professional
- ✓ **Three details only** — scannable in seconds
- ✓ **QR code** makes responding effortless
- ✓ **Professional look** builds trust instantly

- **Bold headline** states what this is
- **One strong photo** creates emotion
- **3 details only** — scannable in seconds
- **QR code** makes responding effortless
- **Small logo + site** — professional & trustworthy

39

MODULE 5 • PRINT, WEB & BEYOND

Your Website: 4 Non-Negotiables

NON-NEGOTIABLE 01

Clear Value Proposition

Above the fold: **what you do, who you serve, why it matters.** One sentence. A visitor should know in 5 seconds if this org is for them.

NON-NEGOTIABLE 02

One Primary CTA

Every page needs **one button**: Join, Donate, Attend, or Volunteer. Multiple asks = zero action. Make it big, bold, and impossible to miss.

NON-NEGOTIABLE 03

Social Proof

Testimonials, member counts, impact numbers — real words from real people. **People follow people.** Show faces and names, not just stats.

NON-NEGOTIABLE 04

Mobile-Responsive

60%+ of visitors are on their phones. If your site breaks on mobile, you've already lost them. Test every page on your own phone today.

🌐💡 **Pro tip:** Google your org's name on your phone *right now*. That's exactly what a cold prospect sees — make sure it passes the 5-second test.

40

❌ BEFORE — Event Web Page

5 reasons this page loses visitors before they ever RSVP:

❌ No photo — no visual reason to care

❌ Date is TBD — not ready to promote

❌ "Coming soon" = zero urgency

❌ Phone-only contact = high friction

❌ No ticket link, no price, no RSVP button

Result:
Visitors bounce in seconds. No RSVP, no ticket, no event.

dentonspringfundraiser.org/event-information

Denton Spring Fundraiser
Home About **Events** Donate Contact

Event Information

Home > Events > Event Information



No event photo uploaded
[image placeholder]

The 47th Annual Spring Fundraiser will be held on **[date TBD]**. More Information coming soon.

For questions call the office **9AM–5PM Mon–Fri**.

(940) 555-0147 — office hours only

⌚ RSVP / Ticket purchase link — not available yet

© 2016 Denton Spring Fundraiser Committee
Last updated: Feb 2015

Every one of these mistakes costs you RSVPs before anyone even reads the page.
The fix is on the next slide — same event, completely different result.

41

✓ AFTER — Event Web Page

What a great event page looks and feels like

Every element earns its place. One headline, one photo, one button — and the reader knows exactly what to do next.

dentonwomenscharity.org/summer-gala-2026



Denton's Biggest Night of Giving — June 15

Join 200 neighbors for dinner, dancing & a live auction benefiting Denton families.

\$75 per person
Tables of 8 available: \$500

RSVP Now — Reserve Your Seat Today →

Share: Facebook Instagram Nextdoor

✓ 5 IMPROVEMENTS THAT DRIVE RSVPs

✓ **Compelling headline with date**
"Denton's Biggest Night of Giving — June 15" tells readers everything instantly.

✓ **Hero photo creates excitement**
A real image of last year's event is worth 1,000 words — visitors picture themselves there.

✓ **Specific details front and center**
200 neighbors, \$75/ticket, table pricing — no unanswered questions, no reason to bounce.

✓ **Large, unmissable RSVP button**
Green, full-width, action-oriented — the single next step is obvious to every visitor.

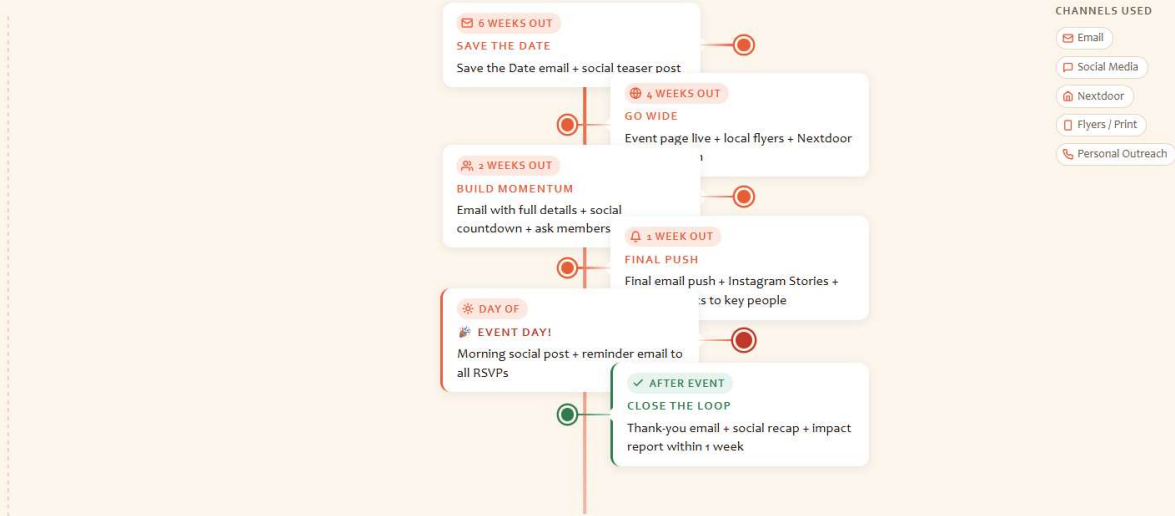
✓ **Countdown creates urgency**
"28 Days Away" makes the deadline real — scarcity motivates action where vague dates don't.

Principle: Your event page is a salesperson that works 24/7 — design it that way.

42

Promote One Event Across All Channels

Cold and known prospects need different channels — use both together.



Timeline template is in your workbook.

43

YOUR ACTION PLAN

Tools to Use This Week

The AIDA formula, your 30-day plan, and how to measure success.

WHAT'S COMING UP

- Write Better Copy with AIDA
- Your 30-Day Launch Plan
- Track These 4 Numbers Monthly
- Common Mistakes to Avoid

44

COPYWRITING FRAMEWORK

Write Better Copy With **AIDA**

Use for every email, post, flyer, and event page.

A 

Attention

Hook the first line. Use a surprising fact, bold claim, or compelling question to stop the scroll instantly.

"Did you know 1 in 4 Denton kids can't afford school supplies?"

>

I 

Interest

Make it personal to *them* — their neighborhood, family, and values. Show why this matters beyond the headline.

Connect the issue to their street, their kids, their community — not your org.

>

D 

Desire

Paint a vivid, believable picture using real numbers and real stories. Make them feel the impact before they act.

"Last year, 47 Denton kids got free eye exams because 12 neighbors showed up on a Saturday."

>

A 

Action

Give them ONE specific next step — never two. A button, a link, or a date. Make it impossible to miss or misunderstand.

"Join us for lunch Tuesday — our treat → RSVP here"

 **Practice AIDA in your workbook** — apply it to a real email or post you need to write this week.

45

Your 30-Day Launch Plan

WEEK 1

Audit & Set Up

Review your email list, social accounts, and website. Pick 2 priority channels to focus on.



WEEK 2

Quick Wins

Send one improved email. Post 3x using the content calendar. Update your website CTA button.



WEEK 3

Build Momentum

Plan event promotion using the multi-channel timeline. Update one print piece using the design tips.



WEEK 4

Measure & Adjust

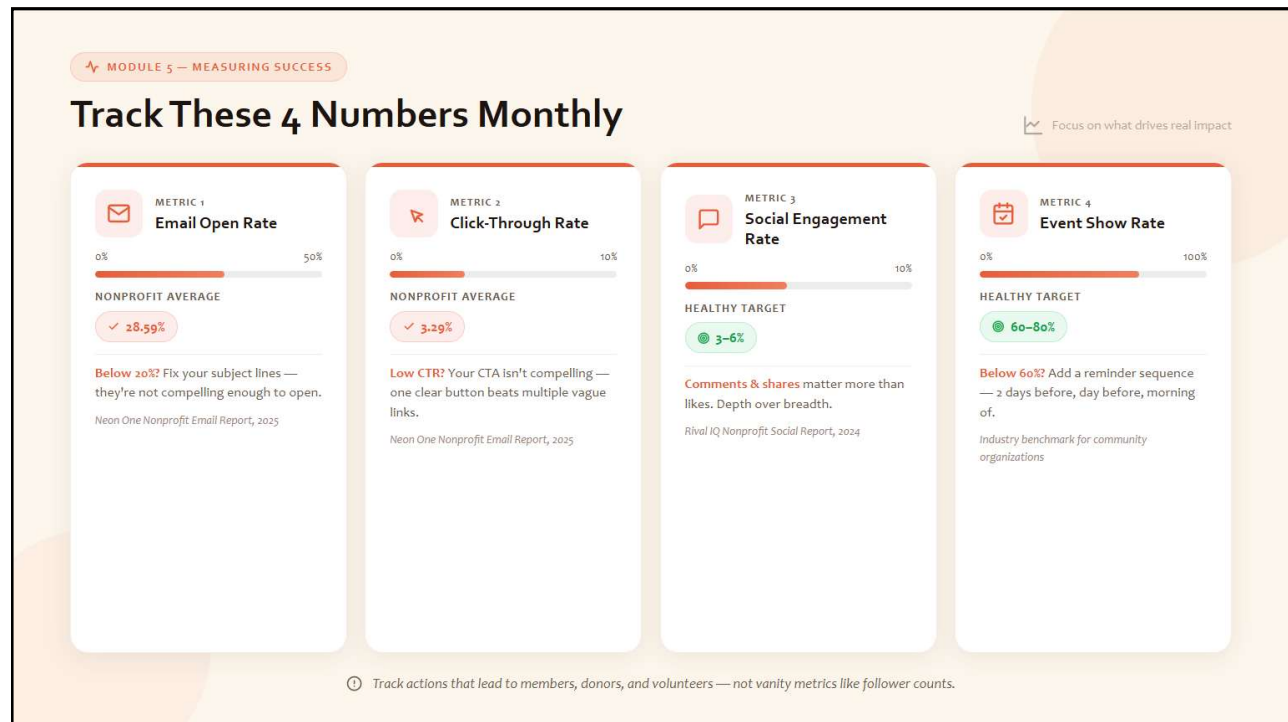
Review open rates and engagement. Identify what worked. Set your Month 2 goals with confidence.



 Cumulative progress through the month Day 1 Day 30

  **The workbook has this plan with checkboxes — one action per day, ready to go.**

46



47

COMMON MISTAKES

Common Mistakes to Avoid (1 of 2)

- Talking About Yourself Instead of Your Audience**
 Lead with **THEIR story**, not YOUR history. Your founding year is trivia — their neighborhood, family, and community impact is what creates connection.
- Being on Every Platform**
Two platforms done well beats five done poorly. A neglected Facebook page or a ghost Instagram account does more harm than no account at all. Pick your two. Show up consistently.
- Only Posting When You Need Something**
80% value, 20% asks. Build goodwill first. If people only hear from you when you want their money or time, they'll tune you out — or worse, unsubscribe.

Mistakes 4-6 on the next slide — including the one almost every club makes with email.

48

PART 2 OF 2

Common Mistakes to Avoid (2 of 2)

4



Emails Without a Clear CTA

Every email needs **ONE thing** you want people to do — one button, one link, one next step. Multiple asks produce zero action.

5



Ignoring Mobile Users

Test everything on your phone **before** hitting send. Over half your audience reads email and views social posts on a mobile screen.

6



Not Following Up

A **48-hour thank-you or welcome message** makes all the difference — it shows people they matter and turns a one-time contact into a lasting relationship.

All 6 mistakes are summarized in your cheat sheet — take it home and share it with your team.

49

Now Go **Move** People.

Your community is waiting to hear from you.

1

Start the Workbook Today

Complete one exercise — even just five minutes builds momentum.

2

Send Your First Improved Email

Apply one tip from Module 3 — better subject, real name, single CTA.

3

Post Using the Content Calendar

Pick Monday, Wednesday, or Friday — one post this week is a win.



Participant Workbook



Marketing Cheat Sheet



Facilitator Guide

"Great marketing doesn't require a big budget — it requires a big heart and a clear message. **You already have both.**"



YOUR FACILITATOR

[Facilitator Name]

✉ [] ☎ [(940) 555-0000]

MARKETING THAT MOVES PEOPLE - DENTON 2026

50

You Now Have Everything You Need.

1

Know Your Audience
Cold vs. Known. Two strategies, two tones.

2

Email + Social
Lead with impact. One goal. One CTA every time.

3

Plan + Measure
30-day plan, 4 KPIs, and the AIDA formula.

✓

Your 3 Next Steps

✓

Complete one workbook exercise

TODAY

✓

Send your first improved email

THIS WEEK

✓

Post using the content calendar

THIS MONTH

📄 Participant Workbook

|

📄 Marketing Cheat Sheet

|

🕒 Facilitator Guide

"Great marketing does not require a big budget — it requires a big heart and a clear message. You already have both."

[Facilitator Name] | [Email] | [Organization]

51

26