

NONPROFITS USING FOR-PROFIT FUNDRAISING STRATEGIES

Heroic Gardens, a nonprofit that helps veterans heal through nature, leveraged digital marketing strategies usually used by for-profit businesses to expand.

In May 2022, Collie Turner was looking to raise money for her nonprofit Heroic Gardens. How could Turner raise awareness as well as funding for Heroic Gardens, a Philadelphia-based organization which helps underserved veterans heal through their trauma by working in nature?

Sheri Lambert and Amy Lavin examine which tactics Heroic Gardens used to raise the money that allowed it to grow. They found that the organization adopted many of the digital marketing strategies commonly used by for-profit businesses.

For example, Heroic Gardens leaned into user-generated content to craft their brand storytelling. This compelling branding led more people to make personal donations. Turner's digital marketing strategy had five core strategies: access, connect, collaborate, engage and customize.

Fundraising is always a challenge for nonprofits, as they have limited resources and must compete against other non-profits for funding sources. Non-profits attempting to grow can look to Heroic Gardens as a model for effective digital marketing strategies.

MAJOR TAKEAWAYS:

- In order to increase their fundraising, Heroic Gardens adopted many of the digital marketing strategies commonly used by for-profit businesses.
- The digital marketing strategy had five core strategies: access, connect, collaborate, engage and customize.
- Nonprofits attempting to grow can look to Heroic Gardens as a model for effective digital marketing strategies.

WHO NEEDS TO KNOW:

- Nonprofit leaders
- Digital marketing professionals

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- Heroic Gardens: How A Nonprofit Focused on Veterans Can Grow A Sustainable Funding Strategy.
<https://www.iveypublishing.ca/s/product/heroic-gardens-how-a-nonprofit-focused-on-veterans-can-grow-a-sustainable-funding-strategy/01t5c00000DMGjAAAX>