

Roadmap to Nonprofit Marketing Checklist

A practical guide for non-profits and
community organizations.



Clear and approachable
builds more trust than
polished and overwhelming.



Helping nonprofits thrive
through clear
communication and
stronger connections.

Your Roadmap at a Glance

Follow these 7 steps to build a clear, trustworthy and sustainable online presence for your organization.

1



Start with your Google presence

Help people find you with an accurate and complete Google Business Profile.

2



Make your website work for you

Your website should be easy to understand, mobile-friendly and focused on your programs.

3



Build trust with clear messaging

Use plain language that speaks to the needs and experiences of adult learners

4



Show up on social media (on purpose)

Share helpful content consistently on the platforms where your community already spends time.

5



Use email to stay connected

Build your list and send updates people actually want to read.

6



Share stories and helpful information

blogs, success stories and resources position you as a trusted community partner.

7



Consider paid ads (when you're ready)

small, targeted ads can help you reach more of the right people.



Start with your Google presence

Help people find you with an accurate and complete Google Business Profile.

CHECKLIST

Claim and verify your Google Business Profile

Fill out every section completely

Add photos of your team, programs and space

Write a clear description of what you offer

Keep hours, phone number and website up to date

Encourage happy clients to leave reviews

Respond to all reviews and messages



TIP

This is often the first place people look.
Make it easy for them to trust you.



Start with your Google presence

Your website should be easy to understand, mobile-friendly and focused on your programs.

CHECKLIST

Clearly explain who you help and how you help

Would someone know what you do in 10 seconds on your homepage?

Make it easy to find key information (programs, schedules, contact)

Ensure your website works on mobile

Use simple language and short paragraphs

Add clear calls to action (what to do next)

Test your contact form or phone number



TIP

If people are confused, they leave.
Clarity keeps them engaged.



Build trust with clear messaging

Use plain language that speaks to the needs and experiences of adult learners.

CHECKLIST

Explain your programs in everyday language

Focus on the benefits/outcome for learners

Address common questions and concerns

Share your mission and values clearly

Highlight what makes your organization unique

Use inclusive, welcoming language

Make it easy to understand in 10 seconds



TIP

People connect with how you make them feel, not how fancy it sounds.



Show up on social media (on purpose)

Share helpful content consistently on the platforms where your community already spends time.

CHECKLIST

Choose 1-2 platforms you can manage well

Create a simple content plan

Share program updates and helpful tips

Highlight people, stories and achievements

Use clear images and short captions

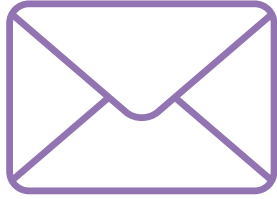
Engage with comments and messages ALWAYS WITH POSITIVITY

Be consistent, not perfect



TIP

Consistency builds familiarity.
Familiarity builds trust.



Use email to stay connected

Build your list and send updates people actually want to read.

CHECKLIST

Collect email addresses (website, sign-ups, events)

Create a simple welcome email

Send regular updates monthly or weekly

Personalize it first, then share upcoming events

It's not a bulletin board, make it interesting

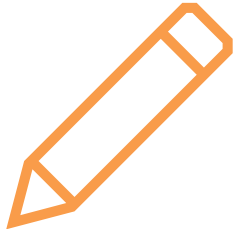
Make it easy to unsubscribe

Track what people find useful



TIP

Consistency builds familiarity.
Familiarity builds trust.



Share stories and helpful information

Blogs, success stories and resources position you as a trusted community partner

CHECKLIST

- Share learner success stories (with permission)
- Write blog posts that answer common questions
- Offer helpful resources and guides
- Repurpose content for social media and email
- Use stories to show your impact
- Keep content practical and relevant



Consider paid ads (when you're ready)

Small, targeted ads can help you reach more of the right people.

CHECKLIST

- Define your goal and target audience
- Start with a small budget
- Create clear, benefit focused ads
- Use strong images and simple messaging
- Track results and adjust
- Focus on what works

Start with one thing this week.

A strong online presence is not built all at once.

It's built one clear step at a time.

Clarity builds trust.

Trust helps people feel safe enough to take the next step.



This week choose one:

- Check your Google Listing
- Simplify one message on your website
- Ask for one Google review
- Share one real story
- Turn one repeated question into a blog post idea

You do not need to sound smarter.

You need to feel approachable.

Lemon Social
lemonsocial.ca

*Helping organizations become easier to find,
easier to understand and easier to trust.*