



Partnerships 4 Good

Copalana

Do Good and Talk About It

PARTNERSHIPS 4 GOOD

Leading Swiss Corporates join forces to support NPOs

Mission

Create an ecosystem that fosters collaboration among companies and employees by pooling resources and collectively bringing more value to non-profits.

Empower non-profits to leverage skilled volunteers/experts to support their teams and increase their impact.



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MIGROS BANK

Nestlé

Webinars 4 Good

Non-profits share priorities

Non-profits provide input and help prioritize the topics for deep-dive workshops

Workshops with subject matter experts

Experts collaborate with non-profits on deep-dive workshops and design webinars

Present best practices

Together present results of workshops, and recommendations at webinars

Find skilled volunteers

Non-profits can publish volunteering assignments and find skilled volunteers

 **UBS**

 **ZURICH**
Foundation

SKILLS VOLUNTEERING

Post your needs, promote and attract volunteers



Information Technology

Website Front-End Implementation

By YAMM

Time: 1-5 hours per week

Work Mode: Virtual



Marketing

Marketing Strategy Feedback Call

By YAMM

Time: 1-5 hours per week

Work Mode: Virtual



Fundraising

Fundraising Plan Review

By YAMM

Time: 1-5 hours per week

Work Mode: Virtual



Data & Analytics

Donor Demographic Analysis

By YAMM

Time: 1-5 hours per week

Work Mode: Virtual



Strategy

Board Structure & Responsibilities

By YAMM

Time: 1-5 hours per week

Work Mode: Virtual



Finance

Recherche d'une experte/un expert en comptabilité

By SwissDonations

Time: 5-10 hours per week

Work Mode: Virtual

Benefits

- Project work
- Flexible
- Support your management teams
- Highly rewarding for experienced volunteers



- Requires preparation from NPO

WE ASKED NON-PROFITS WHAT THEY NEED

They helped shape the P4G initiative

Non-Profits
Amie Basel
Arche Zurich
Caritas Zurich
Fragile Suisse
Heimetli mit Herz
Insieme Zürich
Labdoo
Netpathie
Ombudstelle Kinderrechte Schweiz
SRK Bern
SRK Zurich
Velafrica
Verein Tatkraft
Verein Munterwegs
YES



Questionnaire

Which topics do you care about?

Would you like to participate in a deep dive?



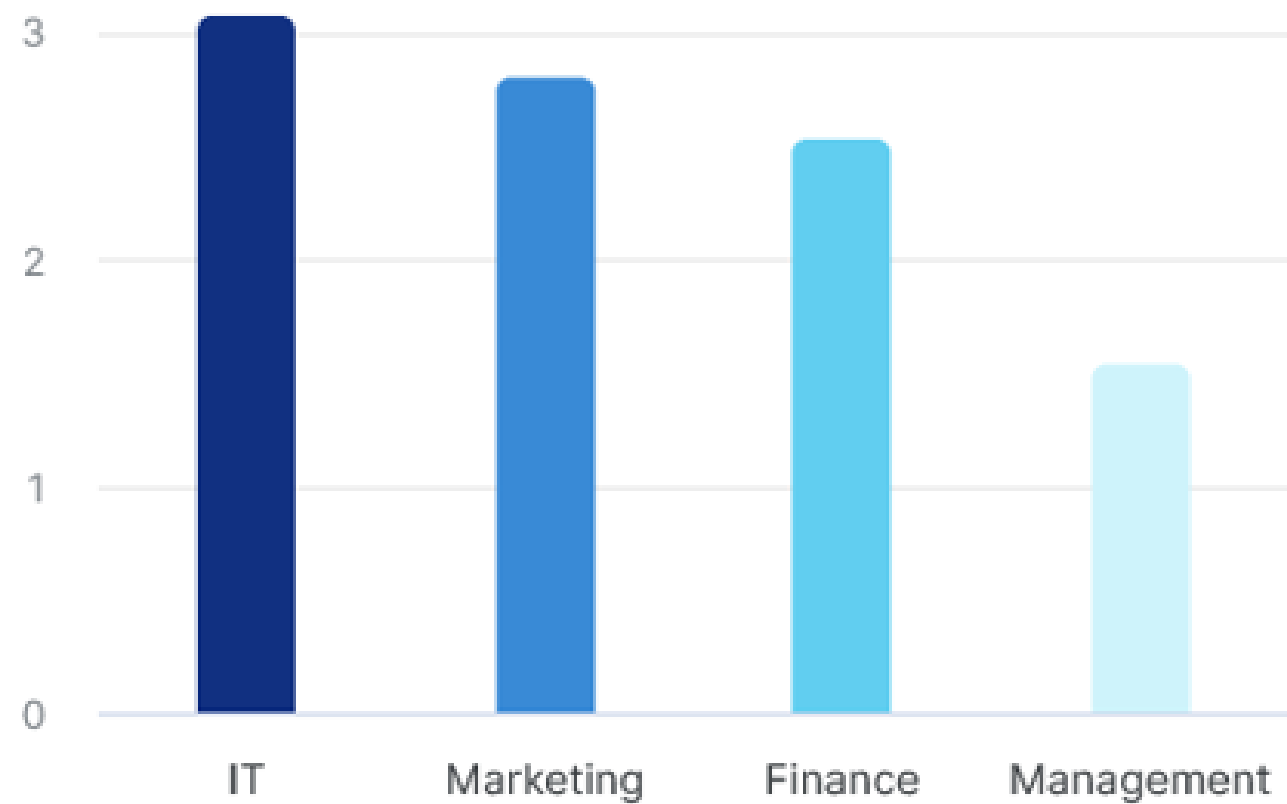
Define Webinar Theme

We prioritized feedback and considered the availability of volunteers

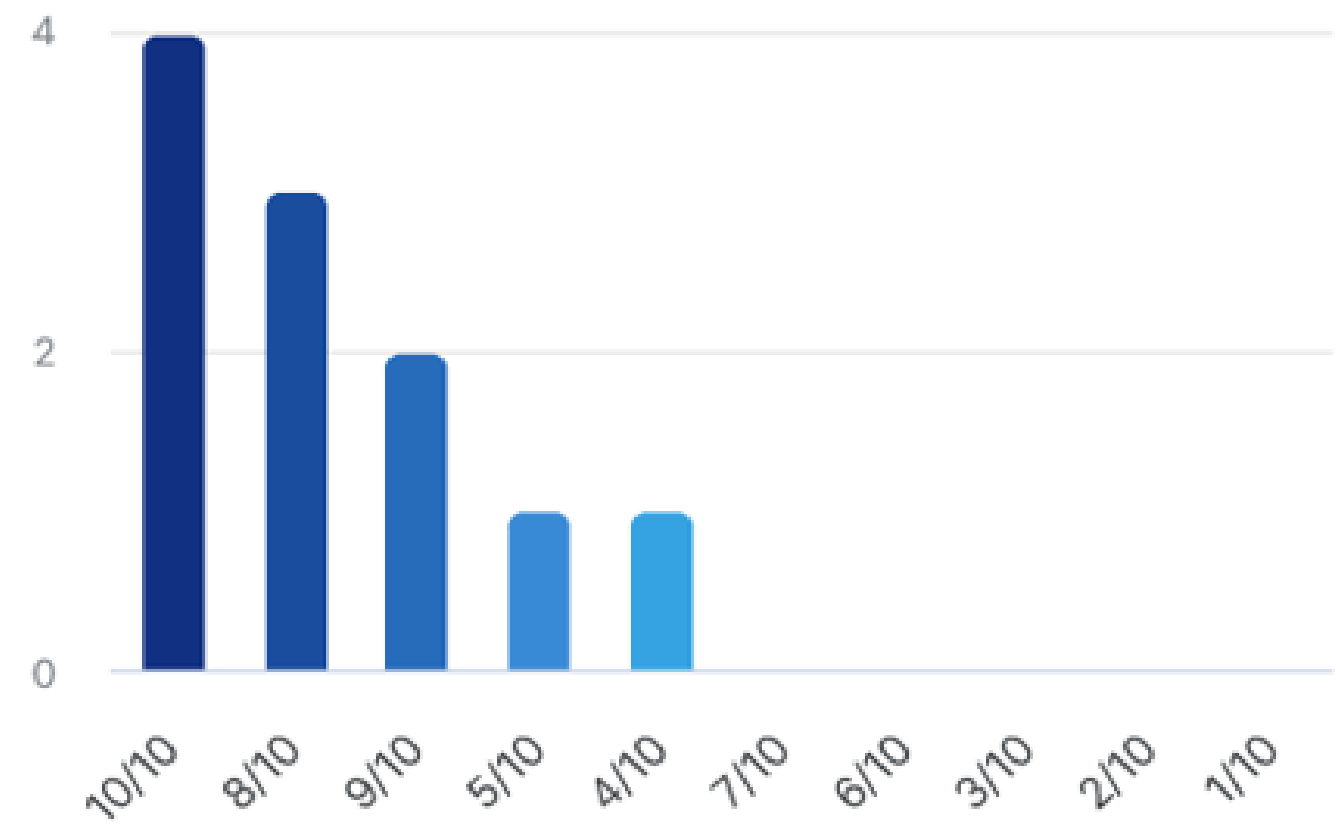
DIGITAL MARKETING

All agreed that digital marketing is a key topic for under staffed organizations

Which type of Volunteer Skills would help you the most?



How important is Digital Marketing to grow you network ?



MEET OUR EXPERTS AND NPO PARTNERS

Here to help you bootstrap your journey

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Learn from a panel of non-profits and our Digital Marketing experts-volunteers

Digital Marketing for non-profits on a shoestring budget



DIGITAL MARKETING PILLARS

The building blocks



Email/WhatsApp Marketing

Low hanging fruits to connect & interact with your existing community in the most direct way. Low costs (e.g free tools like Mailchimp)

Watch out: Gather consent from recipients



Search Engine Advertising (SEA)

Paid advertisements on search engines, like Google Ads, and Facebook help boost visibility for specific keywords

Tipp: Check [google.com/grants](https://www.google.com/grants), NPOs are eligible for free Google Search Ads (up to 10k/month)



Social Media Marketing

Promotes content and engages with the community. It is a must to be present on social media channels

Watch out: With limited resources and budgets, focus on one or two channels



Content Marketing

Produce and shares valuable content (Blogs, videos, infographics, and case studies) to attract and engage the target audience

→ See “Case Study” slides further down below



Search Engine Optimisation (SEO)

Improves website visibility on search engines, and this leads to higher organic traffic

→ See slides “Search Engine Optimisation” further down below..



Website Optimisation

Potential donors or supporters will visit your website to check if you are legitimate and professional

→ See “Website Content” slides further down below

DIGITAL MARKETING RESOURCE KIT

Resource library is being developed with the experts

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SOCIAL MEDIA FOR NON-PROFITS

How to Develop a Winning Strategy



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EFFECTIVE EMAILS FOR NON-PROFITS

Creating Enticing Emails for Nonprofits:
Tips, Tricks, and Best Practices



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FACEBOOK GROUPS FOR NON-PROFITS

Harnessing the Power of Facebook
Groups for Non-Profits



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