

# THE ART OF NONPROFITS

*A look into how nonprofits can utilize the help of creative professionals, paid and volunteer*

Based on the experience of Amandah Blackwell | [www.Savvy-Writer.com](http://www.Savvy-Writer.com)

Working at a nonprofit is a dream for some people. Why? Because they would get to do what they love while helping their favorite cause. However, getting hired at a nonprofit or even elected to a board can be tricky business for younger professionals. Why? Because of the attitude "it's how

we've always done it." This outdated saying may have severe consequences, from low donations to low moral among employees and volunteers. If you want your nonprofit to be successful, get out of your own way and allow new, creative people, paid and volunteer, to join the organization.

## THREE WAYS CREATIVE PROFESSIONALS CAN HELP

### SOCIAL MEDIA

Need help growing your social media networks? Reach out to people who do this for a living. They can ramp up your social media likes, follows, etc. in no time.

### CONTENT WRITING

Blogs, case studies, whitepapers, articles, infographics, and other content are great ways to provide your donors and potential donors with valuable information.

### MARKETING & PR

Do you need help with your marketing & PR? Professionals in this field can create a marketing plan for your nonprofit. They can boost donations, awareness, and more.

## PRINCIPLES OF PROFESSIONALS



### Balance with schedules

Some professionals may own their own business and can contribute a certain amount of hours each month.



### Balance with tradition

Foster your nonprofit's cultural assets, traditional practices, and style. Tradition can be a good thing!



### Appropriate Technology

Invest in technology! Some nonprofit board members and executives try to get everything for "free." But it's better to spend money on technologies that can improve ROI, efficiency, and more.



Did you know? Professionals would love to volunteer their time with a nonprofit. Will you accept them?