



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 24 May 2026 To 28 May 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Marketing for non-profit organizations requires a unique approach that balances limited resources with the need to create significant impact. This 5-day professional course is designed to equip participants with specialized skills and knowledge to effectively market their non-profit entities while fostering community engagement and support.

## Objectives

- Understand the fundamentals of marketing tailored for non-profit organizations.
- Develop effective branding and communication strategies.
- Learn how to leverage digital tools and platforms for outreach.
- Gain insights into donor engagement and retention techniques.
- Create comprehensive marketing plans to achieve organizational goals.

## Course Outlines

### Day 1: Introduction to Non-Profit Marketing

- Understanding the non-profit sector and its unique challenges
- Key differences between non-profit and for-profit marketing
- Identifying and understanding your target audience
- Building a mission-driven marketing framework
- Case studies of successful non-profit marketing campaigns

### Day 2: Non-Profit Branding and Storytelling

- Developing a strong brand identity
- Crafting compelling stories that resonate
- Utilizing visual and content marketing strategies
- Creating a consistent brand message across channels
- Analyzing case studies of impactful storytelling

### Day 3: Digital Marketing for Non-Profits

- Exploring various digital marketing channels
- Social media strategies for non-profits
- Improving website presence and usability
- Utilizing email marketing effectively
- Digital fundraising techniques and tools

### Day 4: Engaging with Donors and Volunteers

- Developing donor personas and engagement strategies
- Effective communication with donors and stakeholders
- Building and sustaining volunteer relationships
- Organizing and promoting fundraising events
- Evaluating and improving donor retention rates

## **Day 5: Creating a Comprehensive Marketing Plan**

- Setting measurable marketing objectives
- Allocating and optimizing marketing resources
- Developing an action plan: timelines and responsibilities
- Measuring and analyzing marketing effectiveness
- Final presentations and feedback sessions