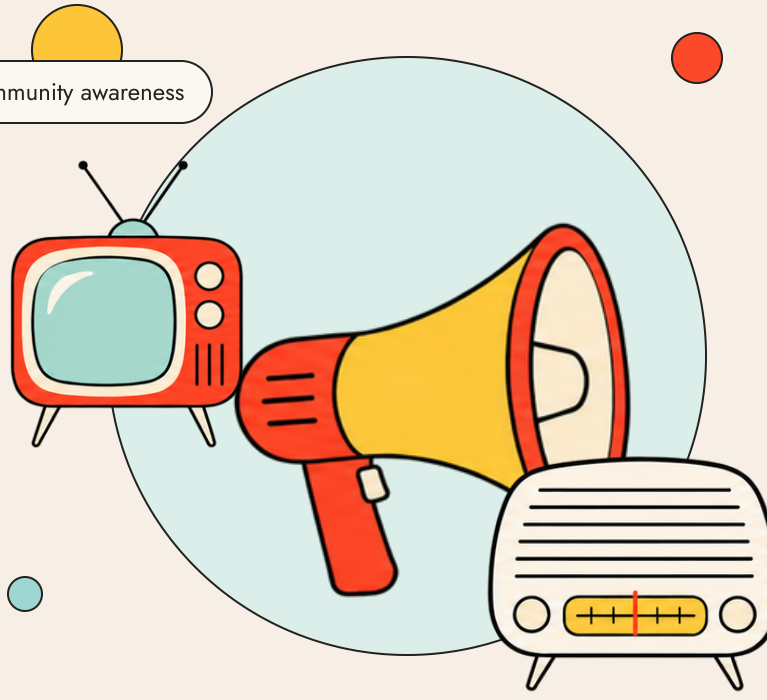
The Spot MARKETING

SAMPLE PROGRAM FOR NONPROFITS

Mission Spotlight

One connected marketing program that keeps your mission seen, heard and known, month after month.

- Reach donors and supporters
- Recruit volunteers
- Build community awareness
- Help people find your services



A sample program from The Spot Marketing. Every plan is shaped around your mission, your goals and your budget.

Be Seen. Be Heard. Be Known.

AT A GLANCE

Most of the work happens behind the scenes.

Your team shares photos, stories and dates, approves work in one place, and meets with us once a month. We handle the rest and keep every piece pointed at the same next step: give, volunteer, register or get help.

W Every week

- 9 social posts across 3 platforms
- A Google Business Profile post
- Replies to new Google reviews
- Your weekly update email
- Website uptime and security watch

M Every month

- Website care and updates
- SEO and GEO updates
- 2 blog articles
- Google Business Profile refresh
- A designed flyer
- Google Ad Grants management
- Strategy meeting and progress report

Q Every quarter

- A new campaign landing page
- A campaign refresh, top to bottom
- A press release
- Community calendar listings for your events
- Social profile tune-up

+ Always on

- Your private client portal
- A portal for your board
- Google review invitation kit
- Tracking for gifts, sign-ups and forms
- Brand kit and ready-made templates

A YEAR ADDS UP

468 social posts	52 Google Business Profile posts	52 weekly update emails
24 blog articles	12 designed flyers	12 strategy meetings and reports
4 campaign landing pages	4 press releases	4 campaign refreshes

WEBSITE AND SEARCH

A website that works as hard as your volunteers.



Your website is where interest turns into a gift, a sign-up or a request for help. We keep it healthy, easy to find and current, so it never goes stale between campaigns.

MONTHLY

Website care and updates

- WordPress, theme and plugin updates, tested before and after
- Backup, uptime and security monitoring
- Monthly form tests and broken-link fixes
- Speed, mobile and accessibility spot checks
- Routine updates to events, staff, photos and program details

MONTHLY

SEO and GEO updates

GEO stands for generative engine optimization: work that helps your organization be clear and credible when people discover options through AI answers.

- Search and question research around your programs, giving and volunteering
- Title, description, heading and internal-link updates
- Structured data for your organization, events and FAQs
- Search Console monitoring and fixes
- A monthly look at how AI tools describe you, with fixes to the facts on your site

2 A MONTH

Blog articles

- Helpful, search-friendly articles about your programs, impact, events and ways to help
- Written for real questions people ask
- Each article becomes social posts, a Google post and a weekly-email highlight

QUARTERLY

Campaign landing pages

- One new or refreshed page each quarter for your biggest push: year-end giving, GivingTuesday, a gala or a volunteer drive
- Built around one action, with a mobile-friendly form or giving path
- Tracking in place before launch

GOOGLE, WORKING FOR YOUR MISSION

Most people meet you on Google first.



In search results, on Maps and in reviews. We make that first impression count, and help eligible nonprofits put Google's in-kind advertising to work.

MONTHLY

Google Ad Grants

Eligible nonprofits may receive up to **$10,000 USD a month in in-kind Google Search advertising**. It is advertising support, not a cash grant.

- Eligibility and website-readiness review
- Application and activation support
- Campaign build: search terms, ads, ad groups and sitelinks
- Help for existing accounts that need a fresh start
- Monthly management and landing-page alignment
- Conversion tracking for gifts, sign-ups and inquiries
- Compliance checks, including Google's 5% click-through rule
- A plain-language Ad Grants report each month

Eligibility, activation and ongoing program requirements apply. The allowance is a maximum, not a promise of full spend or results, and it covers Google Search ads only.

MONTHLY

Google Business Profile

- Hours, services, photos and events kept current
- A weekly post drawn from your social content
- Questions and answers kept up to date
- A monthly snapshot of calls, clicks and direction requests

ALWAYS ON

Review invitations

- Your review link, QR code cards and ready-to-send invitations
- A version for volunteers, families, partners and your board
- Timed reminders around events and milestones

We invite everyone with firsthand experience. No incentives, scripts or suggested ratings, in line with Google's review policies.

WEEKLY

Review responses

- A warm, personal reply to every new review
- Written in your voice, usually within two business days
- Anything sensitive comes to you before we reply

SOCIAL, PRINT AND THE PRESS

Show up where your community already looks.



A steady rhythm of posts, a fresh flyer every month and a news story every quarter. Planned in advance, approved in one batch, delivered on schedule.

3 PLATFORMS · 3 TIMES A WEEK

Social media

- 9 posts a week, about 39 a month, on the three platforms that fit your audience
- Custom graphics, captions and hashtags in your brand
- A monthly content calendar, approved in one batch in your portal
- Reels and Stories made from the photos and clips you share
- Scheduling, plus a light watch on comments, with questions sent to you

MONTHLY

A designed flyer

- One flyer a month for an event, a volunteer call or a giving campaign
- Delivered print-ready, plus sizes for social and email
- A matching version for your board to share

Printing and postage are billed separately.

QUARTERLY

Press releases

- One release a quarter, with quotes drafted for your approval
- Sent to a curated local media list, then posted on your website
- Community calendar listings for your events
- PSA scripts and submissions when an outlet accepts them

Coverage and airtime are always the outlet's decision. Paid wire distribution is optional and billed separately.

QUARTERLY

Campaign refresh

- A review of what each channel delivered last quarter
- Refreshed messaging, artwork, landing pages and Ad Grants ads
- Retire what isn't working and double down on what is
- Next quarter mapped around your events and giving season

YOUR PORTAL, AND ONE FOR YOUR BOARD

Everything in one place, including a way for your board to help.

Your private client portal shows the work and the results. The board portal turns goodwill into simple, specific actions board members can take in a few minutes.

CLIENT PORTAL

What your team sees

Monthly progress
The month's headline and key numbers

Good news
Wins worth celebrating and sharing

Delivered work
Every finished piece, easy to find

Approvals
Posts, articles and artwork in one queue

Brand guide
Logos, colors, fonts and voice notes

Looking ahead
Campaigns and dates coming up

Next steps
What happens next, and who owns it

Your action items
A short, private to-do list

BOARD PORTAL · EXAMPLES

01 **Start with one small thing**
Share something good, make a connection or offer an idea.

02 **Ready-to-share posts**
Published posts with artwork, captions, one-tap links and how-to-share steps for Facebook and Instagram, dated when links were last checked.

03 **Invite an honest review**
An invitation to copy, plus the Google review link. No suggested rating or prewritten review.

04 **Connect a supporter**
Introduce a workplace, club or business that would like to help.

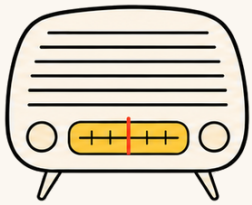
05 **Bring someone along**
Invite a friend to an event or start a conversation about a community drive.

06 **Ideas and feedback**
Event ideas, introductions and partnership leads, sorted by topic, with an "I'd like to help" option.

Board portal examples come from a portal we run for a nonprofit client today. Both portals are private, and board access opens only when you approve it.

STAYING IN TOUCH

Clear updates, minus the busywork.



You always know what's done, what's live and what's next, without chasing anyone for an answer.

WEEKLY

Update email

What's done, what's live, what's next and anything we need from you. A two-minute read.

MONTHLY

Strategy meeting

One focused hour to review results and set priorities, with an agenda before and a recap with next steps after.

MONTHLY

Progress report

Gifts where trackable, volunteer inquiries, registrations, search, Ad Grants, social and reviews, in plain language in your portal.

What we need from you

Photos and stories when you have them, your event dates, quick approvals in the portal and one hour a month. That's it.

INCLUDED QUIETLY

- **Tracking that counts what matters:** gifts, sign-ups and form submissions in Google Analytics and Search Console
- **An awareness-day calendar** for GivingTuesday, year-end giving and the days that matter to your cause
- **A brand kit** with logos, colors, fonts and ready-made templates for your staff
- **A content library** of your photos, stories and approved posts, organized in your portal
- **Media list upkeep** for local press and community calendars
- **Repurposing built in:** every article, flyer and release becomes posts, emails and Google updates
- **A year-in-review summary** for your board, built from the monthly reports
- **Accessibility and mobile checks** on your most important pages

GOOD TO KNOW

The fine print, in plain English.

- **Google Ad Grants** is in-kind advertising of up to $10,000 USD a month on Google Search only. Eligibility, activation and ongoing rules apply, and the allowance is a maximum.
- **We are independent.** The Spot Marketing is not affiliated with or endorsed by Google.
- **Reviews** are invited from people with firsthand experience, with no incentives, scripts or suggested ratings. Google decides what appears.
- **Press and PSAs** are always the outlet's decision. We never promise a placement.
- **Results** are worked toward and reported honestly. No one can guarantee rankings, AI mentions, reviews, coverage or donation totals.
- **Separate costs** include paid ads beyond Ad Grants, social boosts, printing and postage, paid wire distribution, stock media, and software or giving-platform fees.
- **Our work is marketing.** We don't write grant proposals or give legal or tax advice.
- **This is a sample.** Quantities and timing adjust to your goals, and pricing follows a conversation.

START THE CONVERSATION

Let's put your mission in the spotlight.

Tell us about your organization, who you want to reach and what you want to make possible. We'll help you find a practical place to start.

thespotmarketing.com info@thespotmarketing.com

The Spot MARKETING

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