



MCforNC is a nonprofit consulting firm providing consulting services to other nonprofits. Our mission is to provide students with relevant work experience while helping our nonprofit community be sustainable.

Marketing Strategy

As a nonprofit, your achieving your goals is often dependent on who your people are and what they bring to the organization. However, reaching exactly the right people—volunteers, staff, donors, members—requires you to have an effective and practical marketing plan.

- Do you think you are using more than necessary resources in finding volunteers?
- Do you have a strong presence in the community?
- Are you running out of avenues to reach your target audience?
- Are you marketing yourself to the right people in the right way?

MCforNC can help you construct an effective marketing strategy that can help you reach your target audience faster and more efficiently. Our expertise is working with nonprofits in the Triangle Area, which allows us to help you find the right resources and connect with the right people and organizations so you can achieve your goals.

How does the process work?

