



Content Marketing Ideas:

# Not-for-Profit Edition

## Spotlight on Volunteers

Feature the individuals that make the goal possible. Let them express their personal motivation to volunteer and talk about the impact the group is making. Hearing from individuals can encourage other to volunteer too!

## Tutorial on How to Help

A large amount of people want to help, but they just aren't sure how. Create a page or video that clearly explains the variety of ways they can help the cause. Provide some ideas that can be done with a busy schedule or at home.

## 30-Day Challenges

Your company is filled with motivated people. Challenge not only them, but also followers online to take part in a 30-day challenge. Each day everyone must work on a task or project that makes the community a little better.

## Get Testimonials from Those Helped

You've probably have touched many lives and truly made a difference. Catch up with those individuals and hear how they are doing now. Share their stories to inspire volunteers to keep making a difference.

## Book Summaries

There is so much knowledge from books, but not many people have time to read them all. Write a quick summary of the most inspiring and influential books.

## Checklist of Needed Items

Make an engaging checklist for people to keep up. Update it everything you receive something on it. Express that it's your goal to get a least one of everything on the list. People will try to work towards that 100% goal.

## Show a Day-in-the-Life of People You're Helping

Walk the community through an average day of those who you are helping. Show them why it is such an important cause and needs the extra help.

## Tell the History

Share with volunteers and the community the deep history of the cause. It will create a better appreciation for your work and make the cause more relevant to individuals.

## Make a Time Lapse at an Event

Not only is this a fun video to watch, but it also shows how large your team is. It serves as a form of social proof, which helps encourages new individuals to volunteer the event next time.