



## Marketing Mentors

*Common Impact matches nonprofits to senior marketing leaders who provide one-on-one coaching and strategic guidance to improve your marketing efforts.*

### WHAT'S THE BENEFIT?

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Mentors, teachers, and coaches. We all could use their help, yet many nonprofits lack access to advisors who can guide them through marketing challenges. Our Marketing Mentors can coach you on topics such as:

- **Mentoring your marketing director** on how to implement specific communications initiatives effectively
- **Rolling out a new set of messaging** that you have created within your organization
- **Creating a PR strategy** around a specific issue already established in your communications plan
- **Tailoring pre-existing messaging** to an audience segment that the marketing mentor is familiar with

Our Marketing Mentors are executives in the areas of marketing, branding, or public relations at Fortune 500 companies. They are Marketing and Communications Vice Presidents and Directors with years of experience and a desire to share their knowledge to help a nonprofit organization amplify its impact. *Please note: If you are looking to develop new messaging, collateral, or a marketing plan, you should apply for our marketing planning or project implementation services. Our mentoring services are designed for organizations who already have a defined set of key messages and target audiences.*

### HOW DOES IT WORK?

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Common Impact works closely with your organization to identify areas where a Mentor could be helpful. We screen prospective Mentors and find someone with the skills and experience that match your organization's needs. Once we have defined the scope and identified a Mentor, we provide training to both parties, ensure that the relationship gets off to a successful start, and facilitate communication as the project progresses.

Each mentoring engagement lasts for six months, with the Mentor committing a few hours each month to the project. Typically, there is one in-person meeting each month with occasional contact during the intervening weeks. Many mentors, if cultivated well, remain involved as a volunteer or supporter after the end of the project.

### LEARN MORE

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→ Sign Up for Marketing Services

<http://www.commonimpact.org/contact/service-inquiry/>

→ Read a Case Study

<http://www.commonimpact.org/work/>

→ Contact Us

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