



Additional links for marketing communications training

Case for support

Some links to help you prepare and develop your organisation's case for support.

- [Writing a Compelling Case for Support: 4 tips to get started](#)
CCS Fundraising March 2019
- [How To Write A Case for Support for your Non Profit?](#)
The Fundraising Authority
- [How to Write a Great Case Statement for 21st Century Donors](#)
The Balance | Small Business June 2019

Storytelling

Why storytelling is key to your marketing and communications and how to do it.

- [Improve Donor Engagement by Telling the Whole Story](#)
Classy | Elizabeth Chung June 2018
- [The Ultimate Guide to Non-profit Storytelling \(30+ Tips\)](#)
Donor Box Blog by Ilma Ibrisevic, May 17, 2018

Content marketing & SEO for beginners

- [How To Develop a Content Marketing Strategy](#)
Content Marketing Institute | Jodi Harris September 2019
 - [SEO For Non-profits: A Beginners Guide To Digital Marketing Success](#)
Non-profit Source, 3 November 2017
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Social media strategy & measurement

- [All the Social Media Metrics that Matter](#)
Sprout Social | Jenn Chenn November 2020
- [Canva Guide to Non-profit Social Media Strategy & Design Tips](#)