



# LAND OF GOSHEN MINISTRIES

Thrift Store & Pantry

## Marketing Tips

### MARKETING PLAN

Goals:

- Increase awareness of the non-profit to the community and donors
- Create a memorable brand that other entities in the community can follow and support
- Gain a better understanding of the increasing needs of clients served
- Understand the perception community members have of the non-profit

### AUDIENCE

- Consumers/People served through the food pantry
- Shoppers at the thrift store
- Donors

To serve more community members, the organization needs to promote the thrift store and food pantry through multiple methods and expand its donor base.

### FACEBOOK INFO

- Name: Land of Goshen Thrift Store
- Username: logmthriftstore
- No password, just add admins and editors

## CONTENT CALENDAR

Day	Theme	Subtopic
8/1	Information Monday	Welcome to LOGM
8/3	Interaction Wednesday	Hours and Contact Info
8/5	Inspiration Friday	Quote about giving

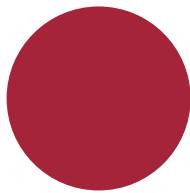
## COLORS AND FONTS

Fonts used are Caladea, Arial Narrow and Times New Roman. Get creative with fonts, but incorporate the LOGM fonts as well for consistency.

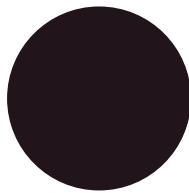
Caladea Aa Bb Cc The Land of Goshen Ministries

Arial Narrow Aa Bb Cc The Land of Goshen Ministries

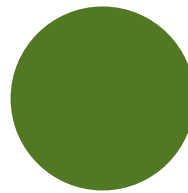
When creating graphics, we want to consistently use the color palette!



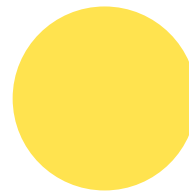
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RGB: 166, 36, 57



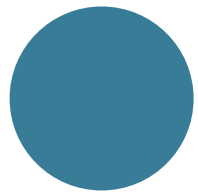
Hex: #21141a  
RGB: 33, 20, 26



Hex: #537823  
RGB: 83, 120, 35



Hex: #ffe34f  
RGB: 255, 227, 79



Hex: #387c98  
RGB: 56, 124, 152

## FACEBOOK TIPS

- Make sure your posts have images attached; having an image generates 94% more views
- Best time to post: 6-8 am or 2-5 pm
- Length: 100-150 characters
- Call to action: encourage to share, comment, or like
- Consistency is important, so try to regularly post around the same time 3 times a week
- Ask questions, encourage people to comment