

Targeted Lead Generation With Select Non-Profits

Non-Profit Prospecting



Many firms have deep non-profit niches, while some firms avoid non-profits because engagements may be heavily discounted. The return on your non-profit audit practice can be dictated by the size of the non-profits being targeting and their fiscal year end. Keep in mind even at discounted rates some engagements can fill a void in your audit schedule, which still adds to the bottom line.

The common mistakes many firms make with their non-profits are:

1. No target segregation. All non-profits are not great fits.
2. Targeting too low. If your target is a \$750,000 non-profit, expect a fee battle because small firms will bid low. To get better fees, target better non-profits who also look at the risk factor of hiring a small firm, and not just assess each bid on fees.
3. Trying to win every piece of business. If a prospect sends an RFP and will not make time to talk with you before responding, is that a serious prospect?

We walk you through the target selection process, build a rich non-profit database, write the letters, and call the Executive Director or financial executive. Our approach includes targeting by size of the non-profit, fiscal year end, and current auditor when available. We build a pipeline of leads, and walk you through the leads as they surface and send our Partner Report that tracks leads and activities so we can take appropriate follow-up actions.

For additional information please contact Visionary Marketing
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Why Do Non-Profits Switch Firms?

Just like private companies, non-profits experience service problems, relationship changes, and fee concerns. There are two main differences between non-profits and private companies. The first is the RFP process. Even a satisfied client may be forced to go to bid. The second is volatility. There is a much higher turnover rate of executives in charge of non-profits entities. A new Executive Director brings change with him or her. In a larger non-profit, a new financial executive or board member enters the picture and they may force change.

The “volatility factor” creates a great marketing opportunity for firms. This is an area you market to all year long.



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