

CASE STUDY

PROJECT

"BUILDING THE NONPROFIT SECTOR IN NEW MEXICO"



OVERVIEW

Two prominent New Mexico nonprofit organizations, The Center for Nonprofit Excellence (CNPE) and the New Mexico Association of Grantmakers (NMAG) merged as one entity seeking consultation from Inclusive Market Research Group (IMRG) to help build messaging themes including mission and vision statement development.

APPROACH

IMRG conducted extensive market research using small focus groups among nonprofit professionals throughout the state to understand the landscape of the nonprofit sector in New Mexico and the role of the new organization and its relationship to those invested in the community. These insights helped inform the message development, creating an inclusive approach, specific to the diverse New Mexico community and the varying audiences the organization served.

RESULTS

The new organization incorporated recommendations in overall messaging strategy and organizational branding, informing their engagement with community members and nonprofit experts throughout the state, in turn increasing their visibility.

