GOOD NEIGHBOR

Erica Mau-Schank



Photo courtesy Erica Mau-Schank

Reaching audiences in a digital age can often be difficult for nonprofits, especially if there is a lack of funding or uncertainty about where to even begin.

This is when Vibe Creative Marketing steps in.

Its goal is to set nonprofits up for success by selecting digital marketing strategies and online platforms that work best for each organization in the long run, which includes being able to maintain it themselves.

"We want to become a part of organizations that we are helping and do really what's best for them, thinking from their perspective, with their goals and their preferences in mind," says Vibe's founder and CEO Erica Mau-Schank. "Digital marketing encompasses a lot more than people think, and it definitely ties in a lot to advancement strategy. Storytelling is a big one. How you tell your story can make or break the difference between someone deciding that they want to donate to you or not … If someone can understand what you do and is compelled to want to support that, then obviously it can make a big difference."

Some organizations may benefit from a brand kit of customizable templates while others may need an extensive photo library.

"There's a lot of different ways that we can add value, just depending on their needs, their goals and their capacity," she explains.

Mau-Schank saw herself doing marketing, but definitely not running her own business.

After doing marketing for her family's businesses, Mau-Schank launched Vibe at the start of the pandemic in 2020. Since then, it has worked with more than 30 small and mid-size businesses and nonprofits.

The organization is celebrating its five-year anniversary with something special.

"We wanted to do something to celebrate our fifth year that gave back to the community in a meaningful way, and what do we have that's most impactful to give, but marketing?" she says.

Eligible local nonprofits can fill out a five-question application and submit a short video about what marketing support would mean to the nonprofit. A panel of five non-Vibe employees will then select the winner.

The chosen organization receives $5,000 in tailored digital marketing services from professional photography and videography to social media posts with graphics.

Mau-Schank considers it a success to see clients achieving their individual goals and also when her own staff receives a promotion or takes pride in their achievements.

"Having a team that is here for a purpose, who really wants to be here every day — that's really important to me," Mau-Schank says. "We are really grateful to be here, and we know that we wouldn't be here if it wasn't for the community that has supported us, and so we're very excited to give back in a way that is organic to who we are."

Nonprofits can apply at vibecreativemarketing.com/5for5. Applications are due March 14.

— Allyson Pang

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