NONPROFIT MARKETING {ideas} To Fuel Fundraising and Engage Donors
SPEAKERS

Dana Berchman
Chief Digital Officer

Christy Noel
VP of Digital Marketing Services
WEBINAR AGENDA

Digital communication ideas
Compelling content and social trends
Fuel fundraising through marketing
Engage donors with marketing tips
Poll

What primary marketing channel do you use to fundraise?

1. Events
2. Peer to Peer
3. Direct Mail
4. Social Media
5. Email
DIGITAL COMMUNICATION AND CREATING COMPELLING CONTENT

Dana Berchman
Chief Digital Officer, Town of Gilbert, AZ
Digital Communications
Leading Arizona's Digital Future

Actively engage the community through video, social media and other online methods, while showcasing updates on digital strategy and soliciting feedback.
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Office of Digital Government

Marketing

Technology

What Works Cities

SPARK App League

Video

Social Media

Media Relations

Engagement

Branding

Open Data

Communications

Graphic Design
Digital Roadmap

gilbertaz.gov/digitalroadmap
Can't Stop the Feeling

https://youtu.be/qOin8z4Eknc
Engaging Videos & Following Trends

https://youtu.be/J0f67YIjmaY
Social Media

- Be Where Your Audience Is
- 25+ Social Media Channels
- Customer Care, 24/7
- Advertising
- Social Media Ambassador Programs
- Building cumulative followers & views
- Facebook changes:
  - Scale back posting frequency
  - MORE LIVE VIDEO
  - Create content that gets people talking
  - Master Facebook ads
Advertisers will spend $40 billion more on internet ads than on TV ads this year!!!
Want to start advertising on social media?

What's your goal?

Who's your audience?
1. What may work for one, may not work for another.
2. You have the ability to customize each ad.
3. Social ads, especially Facebook, allow you to target a specific audience.
4. You can track your ROI so that you know who is seeing your ads.
5. You have the flexibility to create, modify and perfect your ads.
6. Social media ads can be executed with ANY budget and cost you pennies to the dollar when compared to traditional ads.
Total Members: 38,965 Households
901 new members in last 30 days
Bulk Trash Survey: 1,250 responses in a week
Open Data Portal

https://youtu.be/2nHU17mLqLA
Podcast

gilbertaz.gov/govonedefigital
Don’t underestimate the power of digital marketing – if used properly, it can scale your mission to new heights.
FUEL FUNDRAISING AND ENGAGE DONORS THROUGH MARKETING

Christy Noel
VP of Digital Marketing Services, MobileCause
How Marketing Has Changed

With so many worthy causes out there, and so many marketing channels, how can you stand out and attract ideal donors?

**THEN** 7 channels for building awareness

**NOW** 40+ channels to just join the chorus
What Donors Want From You

- Mission
- Convenience
- Recognition
- Impact
- Trust
6 Digital Marketing Tips to Engage Donors

Think about marketing as more than just a fundraising campaign, but a commitment to create engaging experiences for your donors.

Boost your current marketing efforts with these proven techniques that will help you scale your mission faster and more cost effectively.

1. Identify and achieve your fundraising potential
2. Engage with your donors on a meaningful level
3. Inspire support and participation on a larger scale
Cultivate Donors via Multiple Channels

Engage donors with texts, emails, newsletters, direct mail and social media posts

Cultivate relationships with donors by effectively telling your story at every opportunity and touchpoint

• Communicate all the good you are accomplishing
• It takes multiple touchpoints to break through the clutter
• Don’t be afraid to share your message often and across all of your marketing channels

TIP
Use one keyword to promote across your channels to create brand recognition and drive donations
Go Mobile

Your donors are attached to their phone, so make it easy for them to give or get involved through mobile and online giving.

Text messages can significantly increase campaign response rates:

- Send updates, volunteer opportunities and event reminders.
- When out in the community, enable text for more information, answer trivia questions, download agendas and more.
- Use a text-to-give keyword at live events or for peer-to-peer campaigns for easy sharing and donating.

TIP
Send 3-4 messages compelling messages about the organization before asking for a donation.
Create Your Own Day of Giving

Don’t wait until #GivingTuesday or the year-end push to compete for donors’ attention

Create your own branded Day of Giving to generate awareness, find new donors and raise money

• Plan 1-2 months in advance and select a relevant day
• Create a campaign brand and implement it consistently across all media and marketing channels
• Promote your goal with a fundraising thermometer on your website and social media profile to drive donations

TIP
Post videos throughout the day of beneficiaries talking about your organization and thanking donors
Inspire an Army of Fundraisers

Peer-to-peer fundraising can help you reach new donors and turns volunteers into fundraisers.

Individuals and teams can collect donations on your behalf, generating greater brand awareness:

- 5 of 8 peer-to-peer donors are new to the organization
- The average individual fundraiser collects $600+
- Video and live streaming increases interest and giving levels

**TIP**
Send encouragements and tips to fundraisers throughout the campaign to keep them inspired to reach their goal.
Embracing video is one of the best ways to create an emotional and personal connection between your donors and your beneficiaries.

More than 57% of donors donate after watching a video, here are a few tips to keep in mind:

- **Be Authentic:** Tell your story with images, stories and video that are real to your organization.
- **Create Urgency:** Your story should reflect timely events and encourage immediate action.
- **Share Your Story:** Videos have a long shelf life and can be used across all your marketing channels.

**TIP**
Facebook or YouTube Live videos are more likely to get to the top of the newsfeed even when they are no longer live.

To donate and support the All In Team Foundation’s fight against breast cancer, please text the word “DABO” to the number 41444.

https://youtu.be/NzPo9JCILLc
Break the Fundraising Mold

Don’t be afraid to be creative and come up with non-traditional fundraising campaigns

Use your platform in unique ways to get attention

- **Voting Contests**: Have donors vote through donations where the most raised wins like dancing contents or your favorite chef challenge, etc.
- **Sponsor a _____**: Have donors sponsor a child, dog, tree, department, etc. and feature them on their own peer-to-peer donation page
- **Special Day Celebration**: Enable supporters celebrating a birthday or wedding to create a donation page for gifts to your organization
- **Project Funding**: Allow donors to fund new ideas or business plans after featuring and explaining them
In order to reach your fundraising goals you need to develop an actionable plan, think outside of the box and continually test and adjust your plan to what your donors want from you to achieve success.
Poll

Where do you need the most marketing help?

1. Better identifying our donor base potential
2. Developing content and storytelling
3. Social media strategy and implementation
4. Marketing strategy
5. Marketing for fundraising
QUESTIONS & ANSWERS
MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call (888) 661-8804 or go to https://go.mobilecause.com/request-demo.