



Change the Channel!

Multi-Channel Marketing for Your Next Fundraising Campaign



What the heck is “multi-channel marketing?”

It’s the practice of **simultaneously marketing** a product, campaign, or program through **different types of media**.

What's In a Multi-Channel Marketing Plan?

A multi-channel marketing campaign will generally include marketing on:

- + Your website
- + Social media
- + Paid search & SEO
- + Retargeting ads
- + Print pieces
- + Direct mail
- + Phone calls
- + Text messaging
- + Fundraising and donation processes





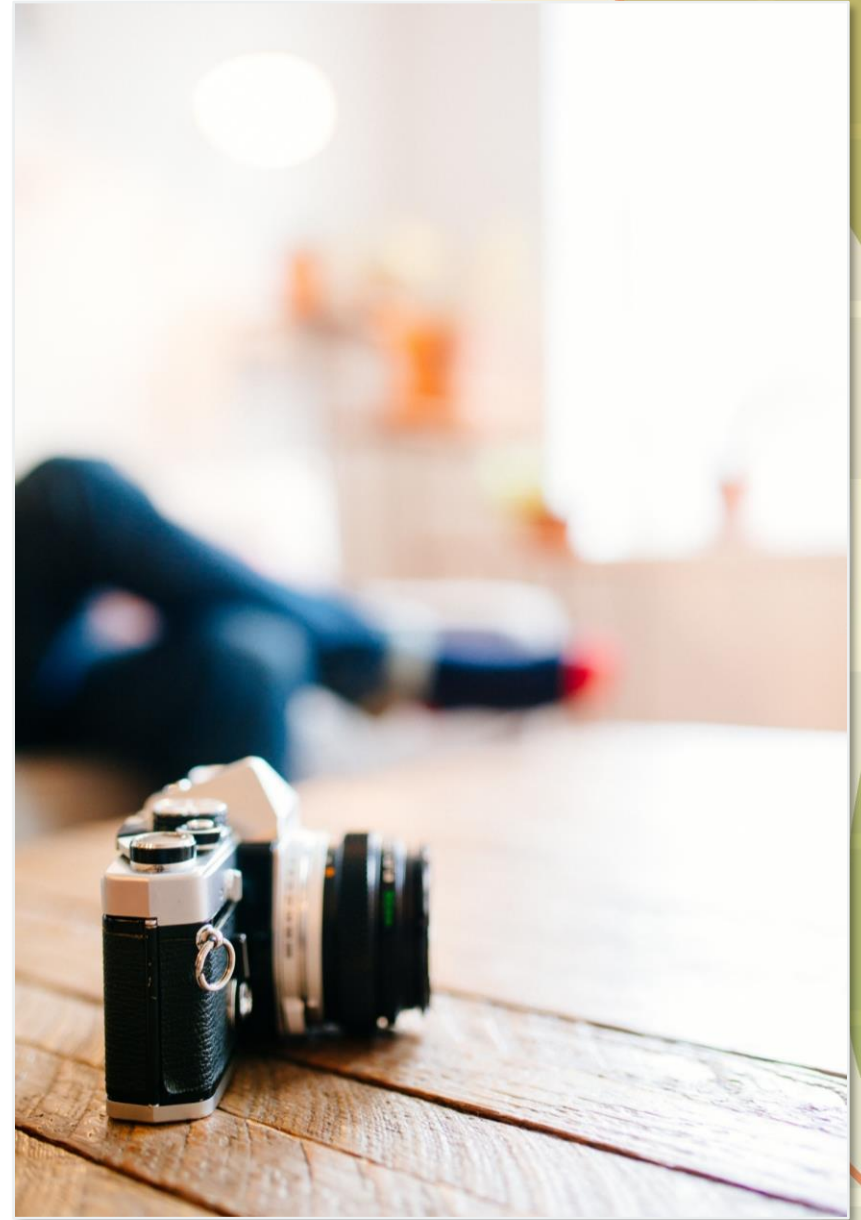
Build Your Asset List

Build Your Asset List

You've nailed down your goal, audience, and story. Now it's time to build the assets you'll need to use during your campaign.

We'll look at two kinds of assets:

- + Must-have assets
- + Nice-to-have assets



Must-Have Assets

Great images are going to be important!
Use images that:

- + Are people-focused
- + Feel happy or uplifting
- + Feature individuals or small groups
- + Include eye contact with the viewer



Must-Have Assets

Solid donation processes, including branding and storytelling elements on:

- + Landing pages
- + Donation form (or event or sign-up form, etc.)
- + Confirmation pages
- + Receipts

heal and renew lives
Your gift today multiplies in impact to provide life-changing surgeries and medical care for the suffering poor.

Thanks to volunteers that donate their time and corporate donations of supplies and equipment, your gift increases in impact. **Give today.**

Step 1 - Choose a Donation Amount

Donate Monthly	Make a One-time Gift
GREATEST IMPACT Save lives every month for as little as 62 cents a day. It's an effortless way to make a greater impact.	Your gift will help provide lifesaving surgeries and care.
<input type="text" value="Yes! I want to donate \$19 monthly."/>	<input type="radio" value="\$50"/> \$50 <input type="radio" value="\$100"/> \$100 <input type="radio" value="\$150"/> \$150 <input type="radio" value="\$300"/> \$300
<input type="radio" value="\$ Other a month to help as much as possible."/> \$ Other a month to help as much as possible.	<input type="radio" value="\$ Other to help as much as possible."/> \$ Other to help as much as possible.

Must-Have Assets

Make sure your receipt or email confirmation includes:

- + Transaction details
- + Branded content
- + Story elements
- + Impact statement
- + Information about updates or future communications



Nice-to-Have Assets

Some of these won't be a good fit for you. Some will! Think about your audience when considering whether to use these.

- + Promotional videos
- + Text messaging and fundraising
- + Merchandise or swag



How Do You Approach Marketing Assets?

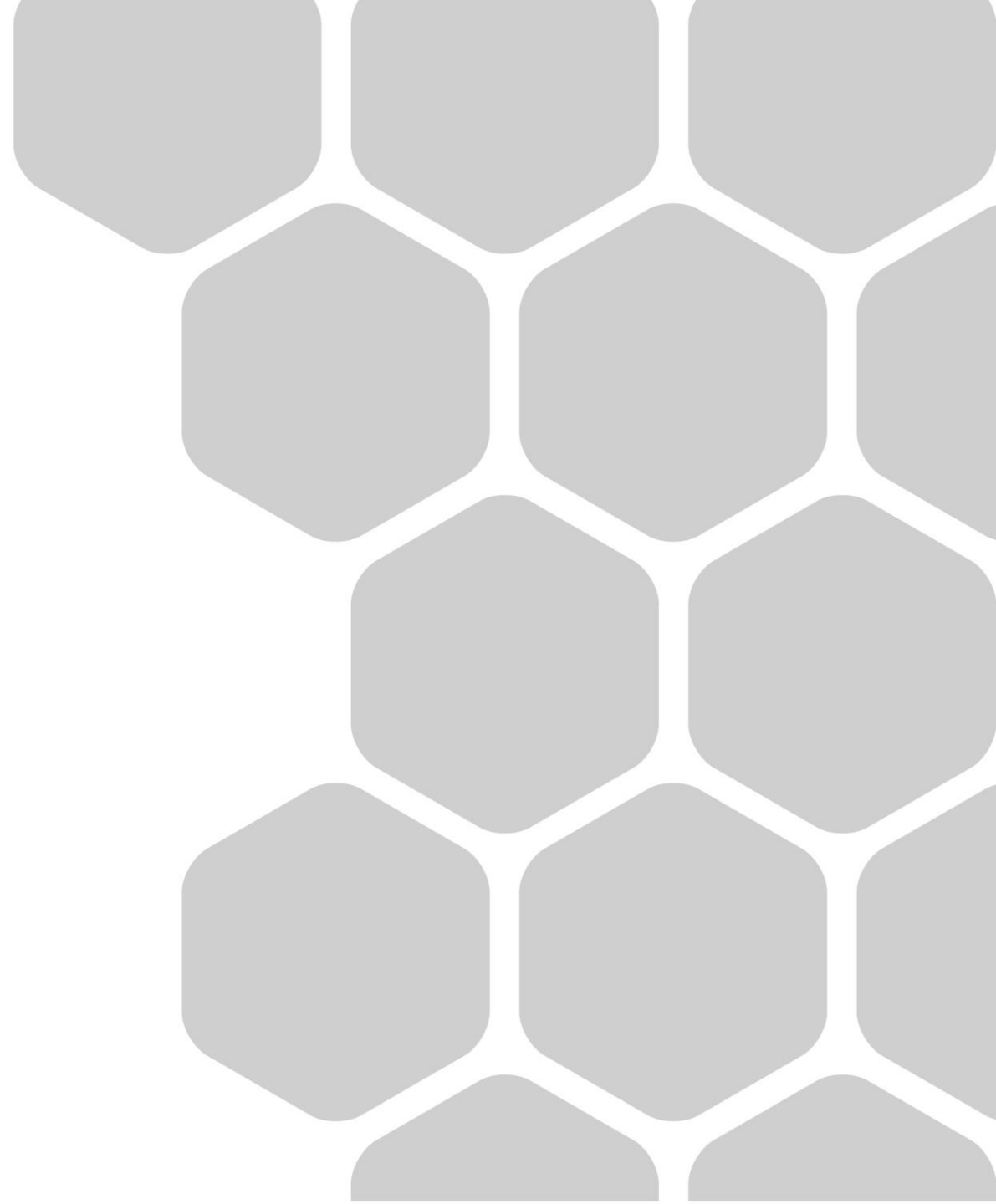


- + We stick to the basics
- + We'll try one or two new things to see how they work
- + We'll try anything once
- + We use a ton of different marketing assets in our campaigns



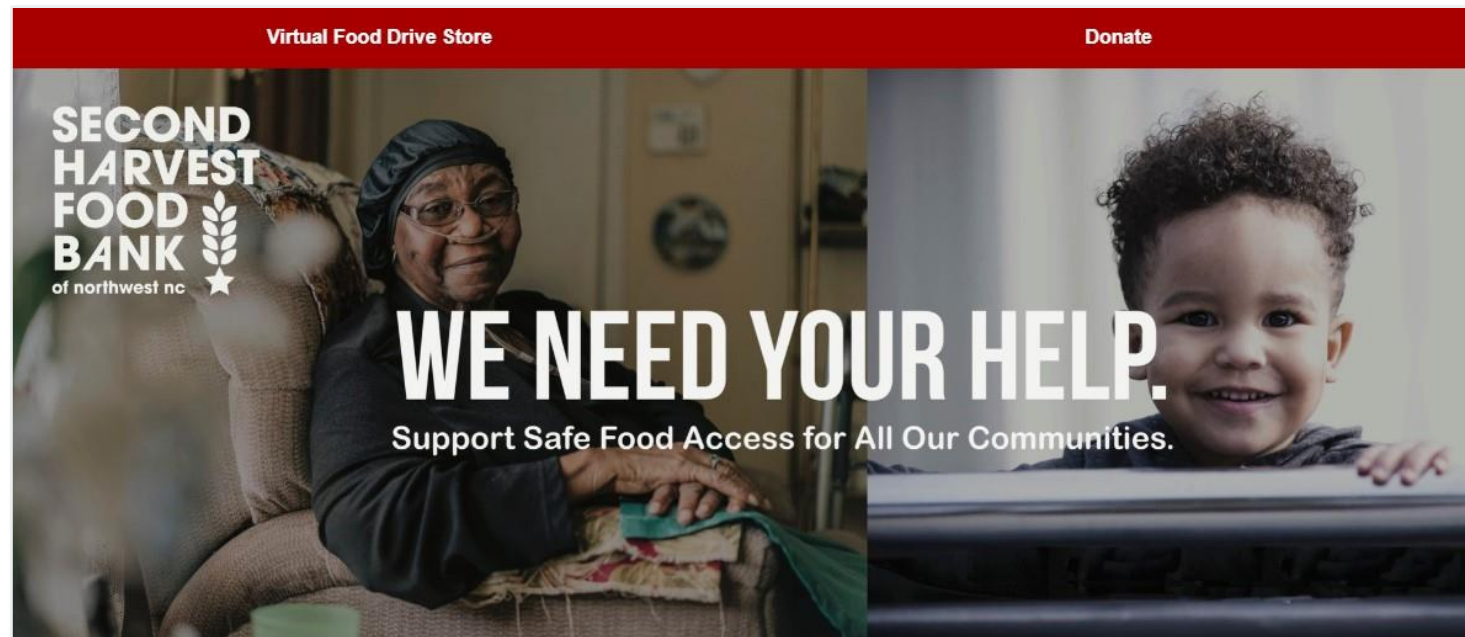
Choosing & Using Different Channels

Your Website



Add Your Story to Your Website

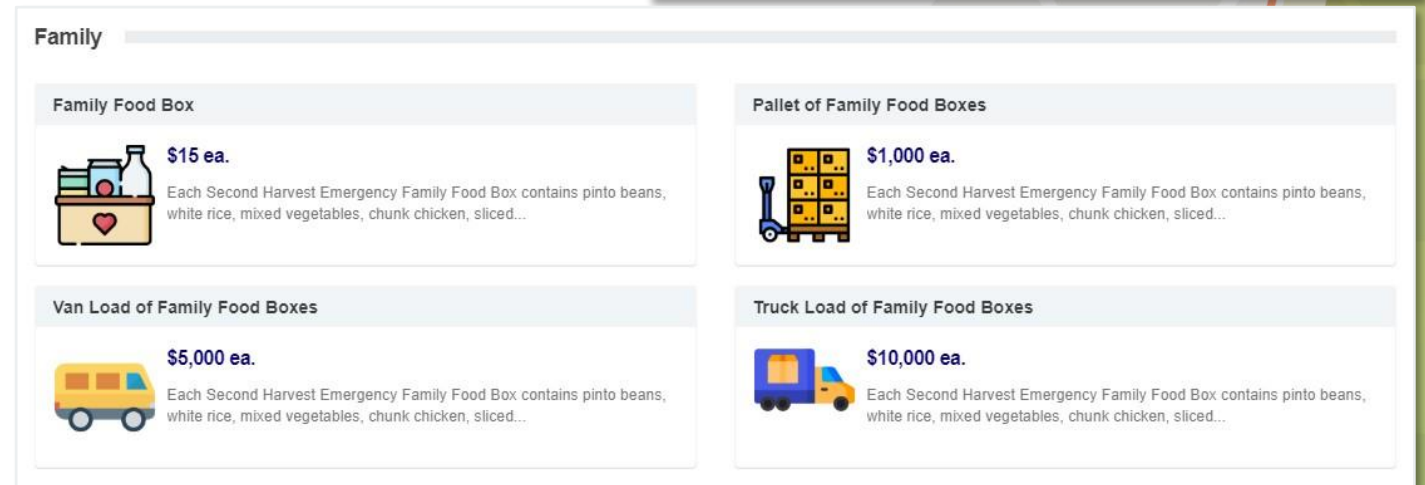
Your website is the hub of your campaign! Consider revamping your home page to include story details, imagery, and CTAs that will move people to action.



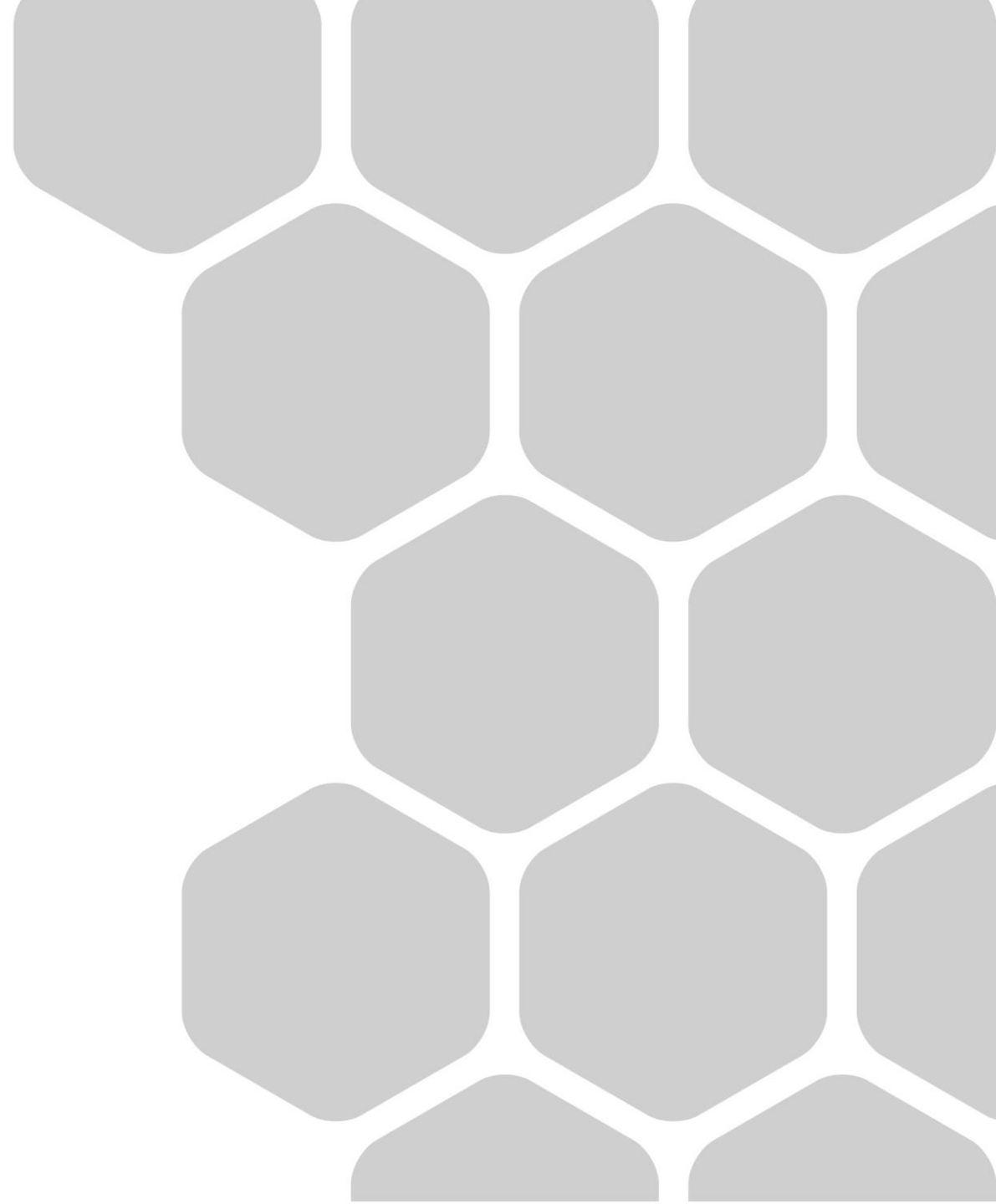
Add Your Story to Your Website

If you're running multiple different campaigns simultaneously, you may want to consider building a micro-site.

A micro-site is a page or group of pages specific to a campaign that can function independently from your normal site.



Direct Mail



Direct Mail

Direct mail is still a reliable fundraising channel, especially if you have lots of donors from the Baby Boomer generation.

Younger donors appreciate direct mail updates, too!



Direct Mail

Tips for direct mail:

- + Use a few high-impact images
- + 14-point font is standard
- + Include a full-page remit slip
- + Include a short URL to a donation page
- + Create an eye-catching envelope



November 2019

Dear

Christmas is nearly upon us! This season is a time of rejoicing for all those around the world who follow Jesus. But it is also a time to remember the many people who still suffer and need hope.

Tene was one of those suffering people—until support from people like you changed her life for good.

In many ways, Tene was like any other three-year-old girl, playing and dreaming about her future. But her severely enlarged foot made her *unlike* the other children. And without medical care, Tene's future seemed dim.

Tene suffered from a rare condition called *amniotic band syndrome*. Before she was born, a part of the amniotic sac had dislodged and wrapped around Tene's leg. Now she struggled just to walk. She couldn't wear a normal pair of shoes. And it

Every gift
DOUBLES.
Respond by
December 15.

ing life-changing surgeries and medical possible. Right now, the hospital ship is ring the children there a wonderful age.

ely need it. Thanks to a matching gift of ur gift of \$15 has the impact of \$30. And 0. What a Christmas blessing! Of course, me.

Tene. One day, a businesswoman named little girl's crippling condition captured her ring this kind of sickness."

Mariam heard that a hospital ship, the *Africa Mercy*, would be docking nearby. So together with Tene's mother, Mariam made arrangements to bring the child there for surgery.

(over, please)

P.O. Box 1930 | Garden Valley, TX 75771-1930 | 1.903.939.7080 | MercyShips.org/SenegalMercy

Email Communications



Email Communications

This is an ideal format for storytelling, but it's important to keep it short and scannable. Consider introducing your story, then linking to the full story.

Include CTAs!



WE ARE ALL
Brother Wolf

A fractured pelvis, a broken rib, several painful bruises, cherry eye...and a wagging tail. **Meet Ginger, the eternal optimist.**

Ginger's road to recovery began when she arrived at a rural county shelter after being hit by a car. She was labeled a stray but no one came to claim her. The shelter began searching for a loving foster home where she could heal peacefully. **We reached out knowing one of our dedicated foster homes could provide the care Ginger so desperately needed.**



She arrived at Brother Wolf just as wiggly and sweet as could be. During her exam with our medical team, we discovered that Ginger had been shot, and that there **was still a bullet lodged in her body that had likely been there for years.**

Despite this and her many other injuries, Ginger's tail wagged excitedly. She completely charmed us all right from the start!

Her caring foster mom invited her into a calm and peaceful house where Ginger's body could heal. Every day she goes for a slow walk in the neighborhood. Ginger is sweet and affectionate, and very high energy! **She loves to play, explore and meet new people.** She quickly learned the household routines and even waits at the door for her leash to be put on before going out the door. Ginger should be fully healed and ready for adoption by the end of February.



These incredible transformations are made possible by you, our dedicated supporters. Thank you for caring about animals like Ginger. **Because of you, her life is forever changed.**

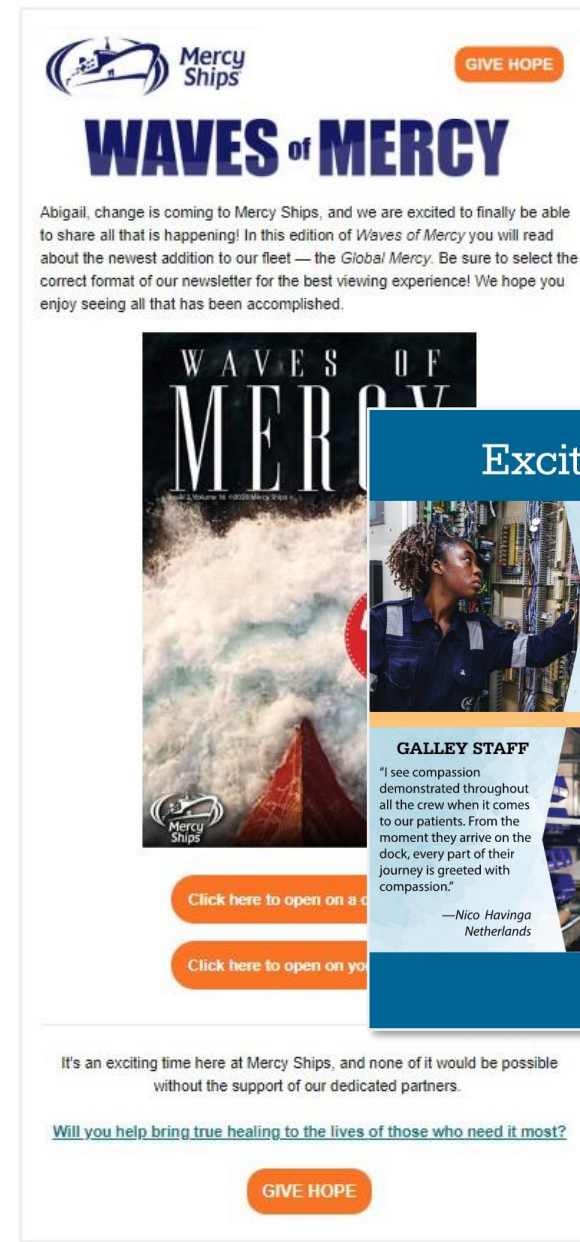
Help us transform other animals' lives by **donating, fostering, adopting or volunteering.**

Donate Today and help animals like Ginger

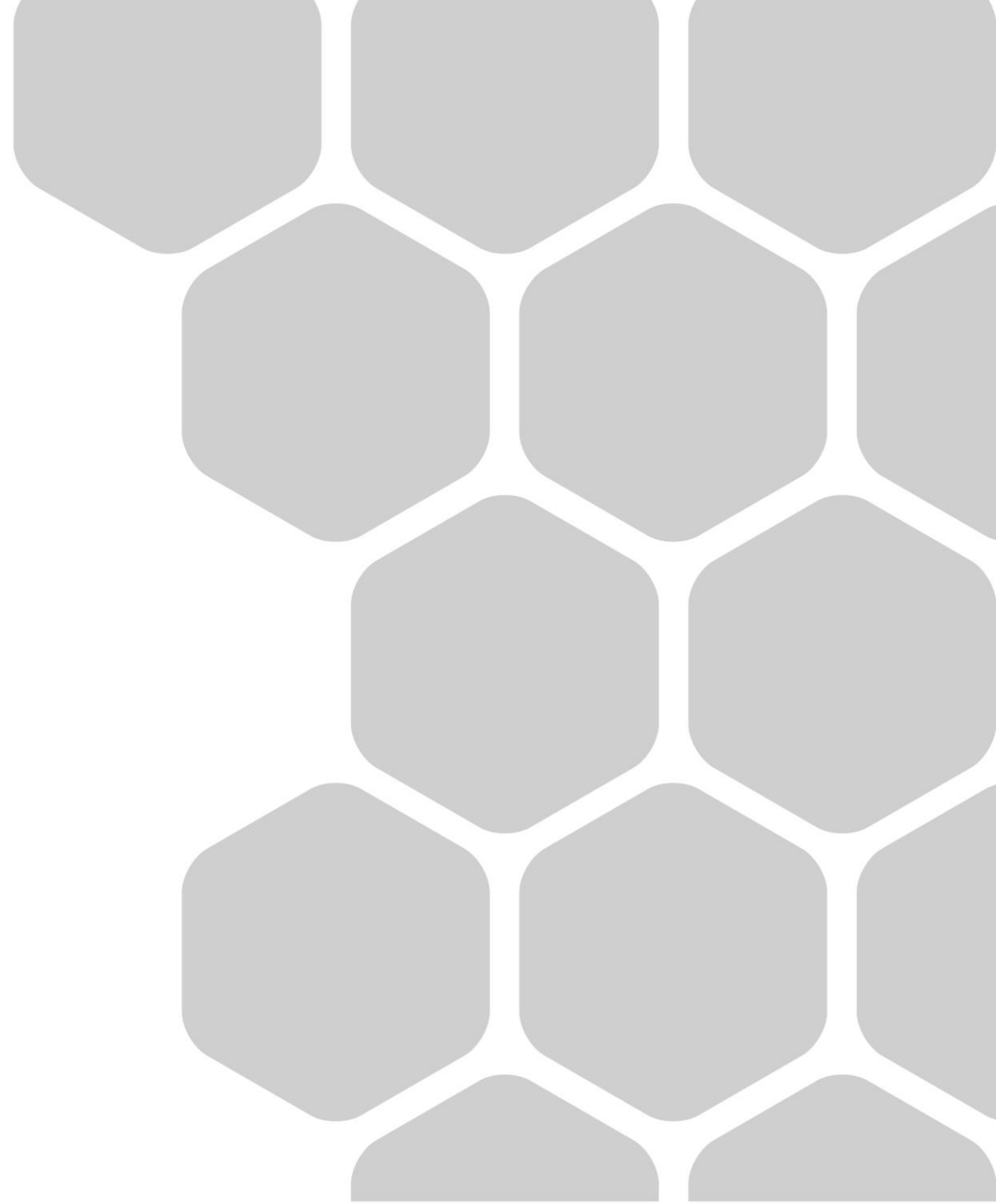
Email Communications

A few tips for successful emails:

- + Link to donation forms in your appeals
- + Segment your emails
- + Personalize the “from” name and address to improve open rates
- + Test your subject lines!



Social Media



Social Media

Almost everyone is on social media these days! The Sprout Social 2019 Index found that about 83% of Americans had a Facebook account. That doesn't include other platforms!

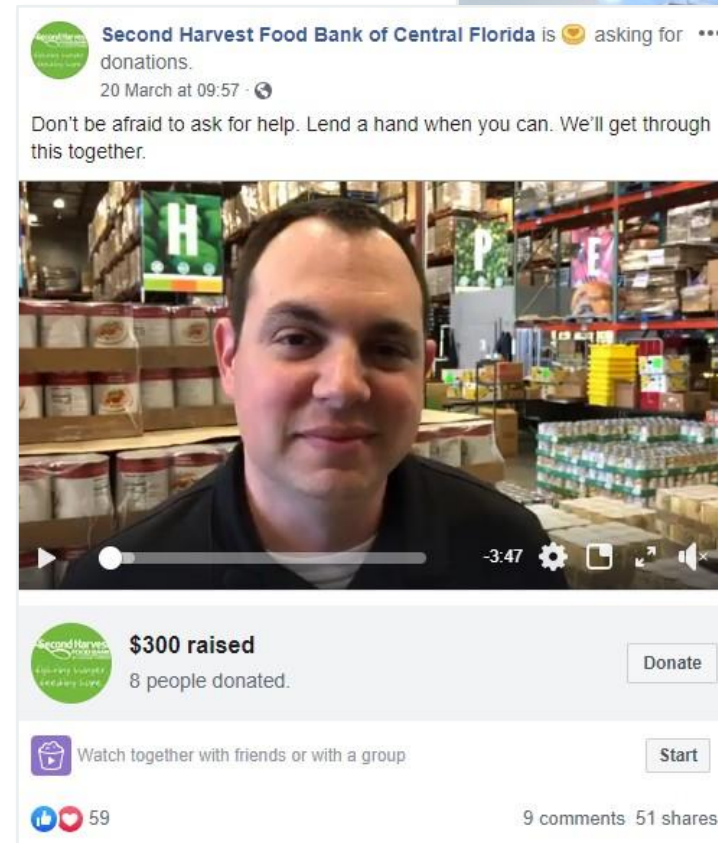
- + Different generations favor different platforms! Target platforms where your ideal donors spend their time.
- + Quality > Quantity
- + You don't have to be everywhere!



Social Media

Social media tips:

- + Focus on images and video—they perform best on most channels
- + Tell stories and reiterate how donors make a difference to real people
- + Include CTAs and links in your posts
- + Not all posts should be appeals!



Second Harvest Food Bank of Central Florida is asking for donations.

20 March at 09:57

Don't be afraid to ask for help. Lend a hand when you can. We'll get through this together.

\$300 raised
8 people donated.

Watch together with friends or with a group

59 likes, 9 comments, 51 shares

Donate

Start



Second Harvest Food Bank of Central Florida shared a live video.

19 March at 16:32 · Facebook Fundraisers

Thank you everyone for your generous gifts!

Second Harvest and Islamic Society of Central Florida (ISCF) working together to feed hope in our community at a mobile food drop.

Volunteers are wearing gloves, spreading out and loading food directly into the cars of people in need. Thank you for your support.

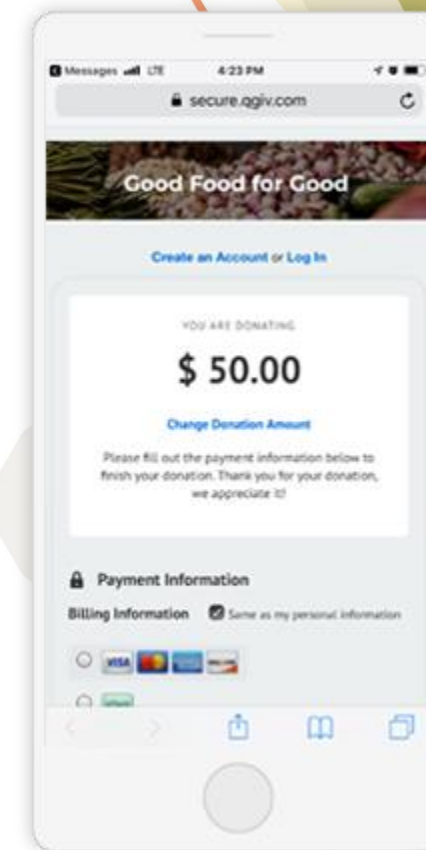
Text Fundraising & Communications



Texting: The Phone-al Frontier

90% of text messages are opened within 3 minutes. Most people respond in 90 seconds!

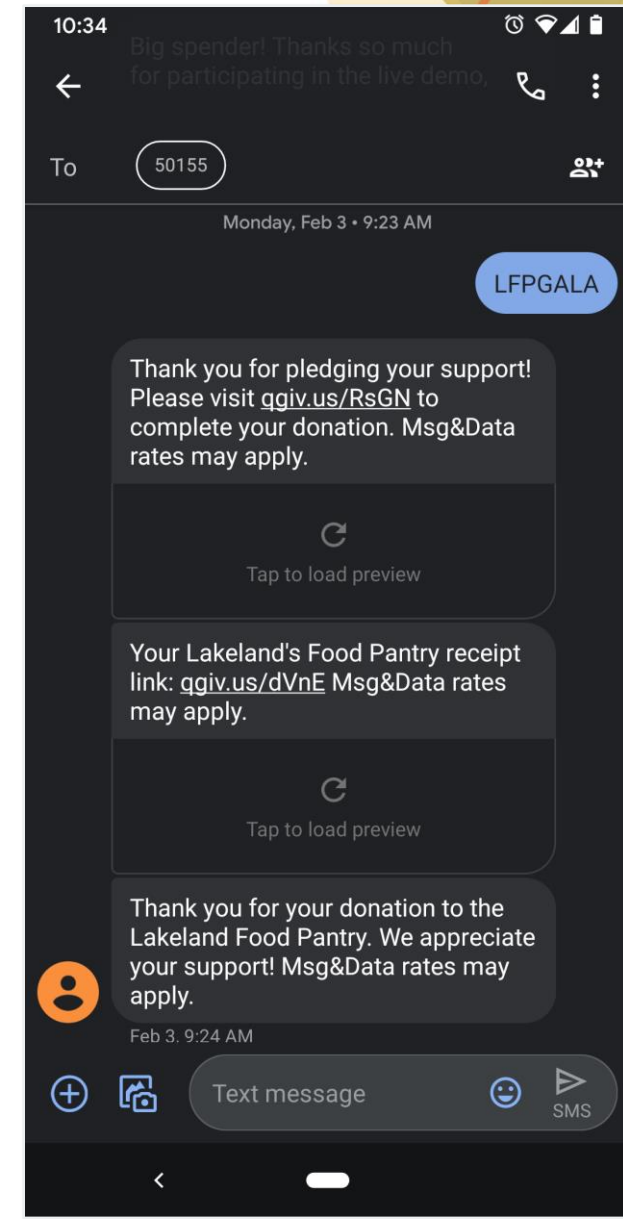
Because it's such a personal communication method, it can very quickly become intrusive or annoying.



Texting: The Phone-al Frontier

Texting tips:

- + Choose simple keywords (and test them before you use them)
- + Include keywords on marketing assets
- + Send texts sparingly when they'll make the biggest impact
- + Use outbound texts to build momentum when you're near a goal or important milestone.



What Is Your #1 Most Effective Fundraising Channel?



- + Our website and online donation form
- + Direct mail fundraising appeals
- + Social media fundraising
- + Text-based fundraising



Last Step! Campaign Wrap-Up and Review

Gauging Your Success

Once you've wrapped up your campaign, take a while to review your successes and opportunities for improvements.

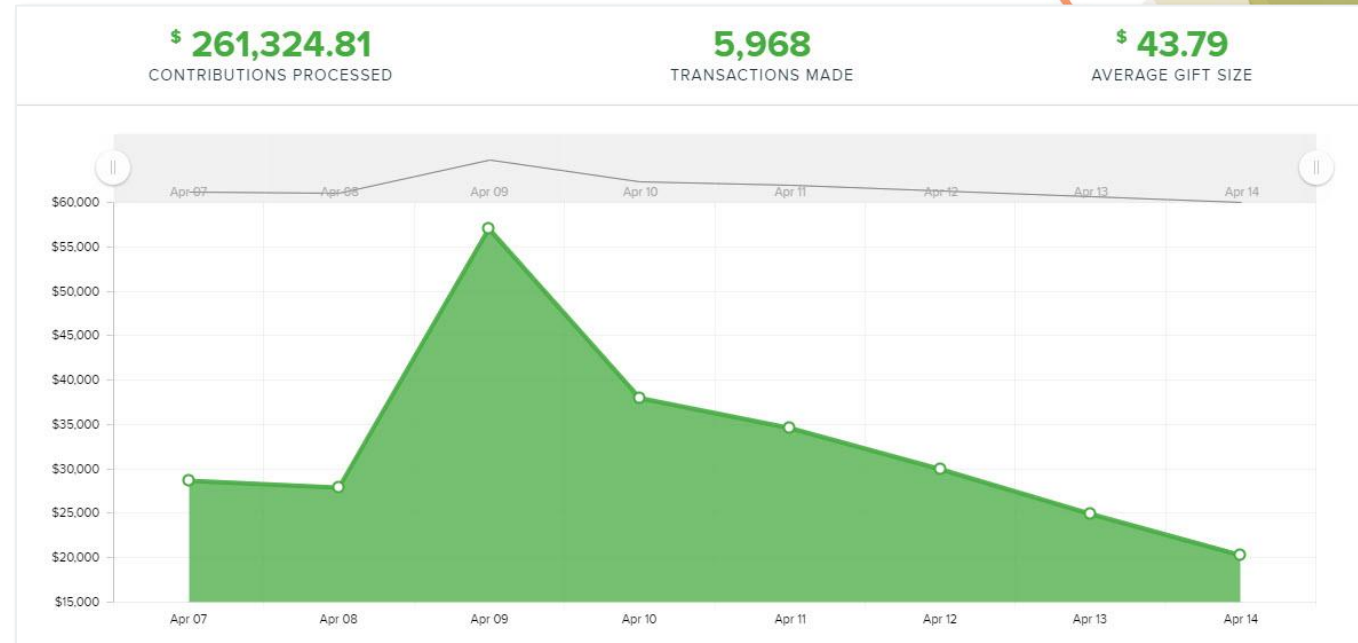
- + Did you hit your goal?
- + What worked? What didn't?
- + What will you change next time?



Plan for the Future

Use what you've found to prepare for your next campaign!

- + Mimic what worked
- + Tweak what fell flat
- + Cut excess channels
- + Refine your audience



Want More Fundraising Goodness?



Want more best practices? Check out qgiv.com/blog!

We'll send you a copy of our **Multi-Channel Marketing Workbook**!

Looking for info about Qgiv? Email contactus@qgiv.com