





A Little Housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



Engage with us on social media!

Share your highlights and takeaways with the **#qgivwebinar** hashtag, and please make sure to follow **@Qgiv**!



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software





How to Create a Future-Proof Nonprofit Marketing Strategy

By Julia Campbell

ABOUT ME

Mom of 2

Former Peace Corps Volunteer (Senegal)

Author, Storytelling in the Digital Age: A Guide for Nonprofits and How to Build and Mobilize a Social Media Community for Your Nonprofit in 90 Days

Former Development and Marketing Director at small shops

Host, Nonprofit Nation podcast

https://pod.link/1580962609





The ways to navigate changes and trends in the current digital and social media marketing landscape



The four pillars of social media management and how to schedule your time online

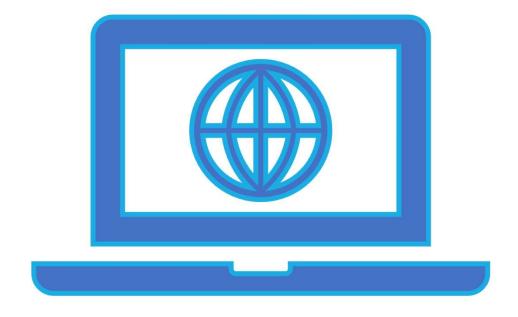
WHAT WE WILL COVER TODAY:



Steps to build your social media strategy and plan (even in very uncertain times)

MY TRUSTED SOURCES

Pew Research Center
Blackbaud Institute Charitable Giving Report
Fundraising Effectiveness Project
M+R Benchmarks
The Global Trends in Giving Report
eMarketer's US Social Media Usage Report





"Marketing is no longer about the stuff that you make but about the stories you tell."

MARKETING TRENDS NONPROFITS NEED TO CONSIDER



DOES SOCIAL MEDIA MATTER FOR NONPROFITS?

YES, 94% of NGOs worldwide agree that social media is effective for creating online brand awareness

YES,

30% of nonprofit website traffic currently comes from social media

YES,

36% of social media users say that they have used social media sites like Facebook and Twitter in the past month to show support for a cause

Source: Global NGO Technology Report



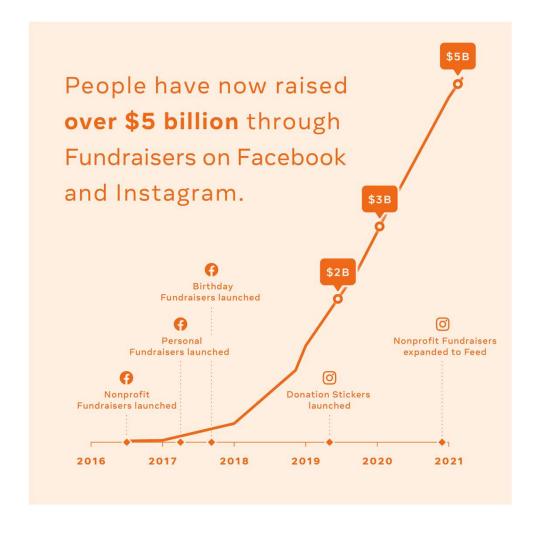
SOCIAL MEDIA MATTERS FOR NONPROFITS

29% of online donors say that social media is the communication tool that most inspires them to give.

Email 27%, website 18%, print 12%, TV ad 6% (Global Trends in Giving Report).

87% of donors who first donate from a social referral source make their second donation from a social referral source (The State of Modern Philanthropy Report).





But how much was raised by sending people to outside websites?

Billions!!!!!

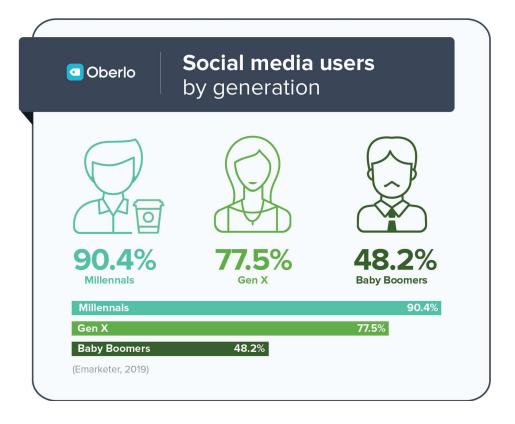


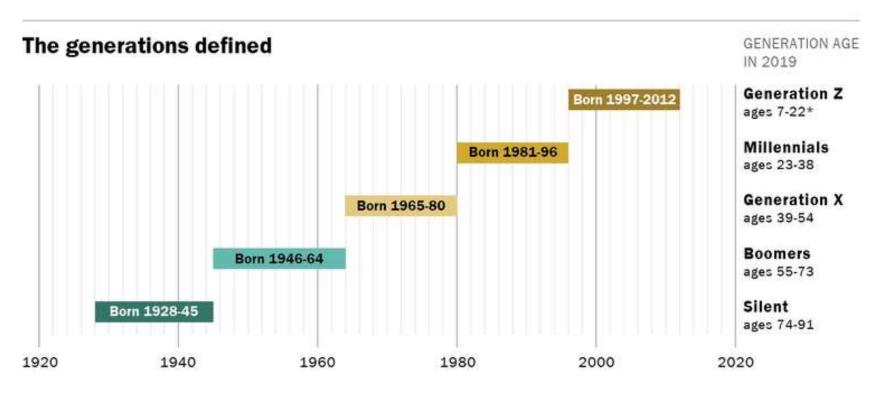
ARE MY SUPPORTERS ONLINE?

Never assume that older generations don't participate online!

Baby Boomers born 1946-1964 make up 34 percent of the nation's annual donor base, but they contribute 43 percent of all gifts made by individuals.

While they still engage with nonprofits through direct mail, their online giving and social media use continues to spike.





*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

THINGS TO REMEMBER:

The Internet is not an ATM, and social media is not a money faucet.

You must use these channels to build up **trust** first.

Marketing success requires a longterm commitment and strategy. No shortcuts or silver bullets!





SUCCESS IS LIKE EXERCISE

Consistency over time is key.

It's a marathon - not a sprint.

Your nonprofit may be better suited to Instagram. Another nonprofit down the street may be better suited to Twitter.

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MY PHILOSOPHY

Beyond pushing out marketing messages, what nonprofits share on social media, on our website, and in our emails affirms our values, our belief systems, and helps us reach more people who think like us and may want to get involved in our work.

Showcasing impact and telling great stories about our mission and vision is a great way to deepen relationships with existing supporters and hopefully get them to bring others into the fold.

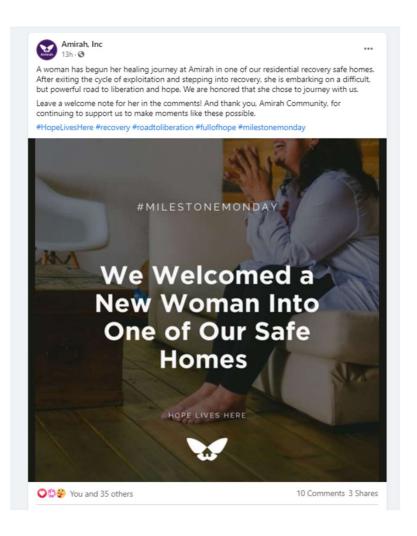




WHERE DOES SOCIAL MEDIA FIT INTO MY OVERALL NONPROFIT STRATEGIC PLAN?

It does NOT replace direct mail, phone calls, or any other "offline" and traditional communication methods that are currently working.

Social media works best when incorporated with offline strategies and baked into year-long strategic plans and priorities.





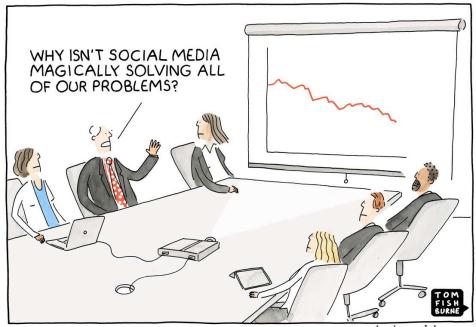
STEP 1: IDENTIFY YOUR GOAL.

What can marketing help you achieve?

If you could wave a magic wand, how could digital marketing channels like social media help your nonprofit grow?

What are the possibilities and opportunities?

How will you know success?



@ marketoonist.com

DO NOT START WITH THE TOOLS

"Getting on Facebook"

"Start tweeting"

"Get 5,000 fans"

THERE ARE NOT GOALS – they are tactics to get to your goals

NETWORKEDNONPROFIT.ORG



Our cat adoption numbers tanked this quarter. But the important thing is, our YouTube views are **waaay** up.





TWO MAIN AUDIENCE SEGMENTS:

The people who are already with you and have an interest in what you do.



The people you need to reach and to engage in order to accomplish your goals.

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KNOW YOUR CURRENT AUDIENCE.

What do your supporters really value?

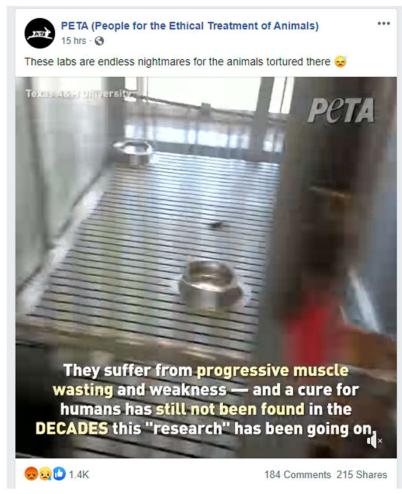
What do they want to know more about as related to our nonprofit and our work?

What motivates them?

What drives them to participate?





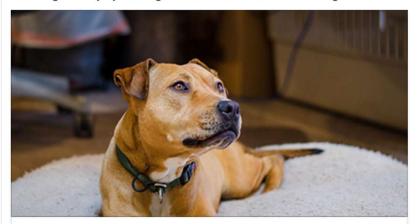






Though she's only six years old, Fiesta has survived the cruel life of a dogfighting ring — and she has the health issues to prove it. Thankfully, now she's at Best Friends, where she'll receive all the medical attention she needs and, with any luck, the chance to open up and love.

Can you give just \$5 to help Fiesta and other animals like her? It's easy to make a gift today by clicking the DONATE button below! -abigail



Fiesta

Some people think Fiesta looks a little older than she really is. And it's easy to understand why. Though she's only six years old, she's survived the cruel life of a...

Donate



What does your target audience already know about you?



What misconceptions may they have about the population you work with or the work that you do?

KNOWLEDGE GAPS



IDENTIFY WHO YOU NEED TO ATTRACT.



Why is this target audience important – specifically, how will they help you accomplish your goal?

What might they already know about you?

What may drive them to take the action that you want?

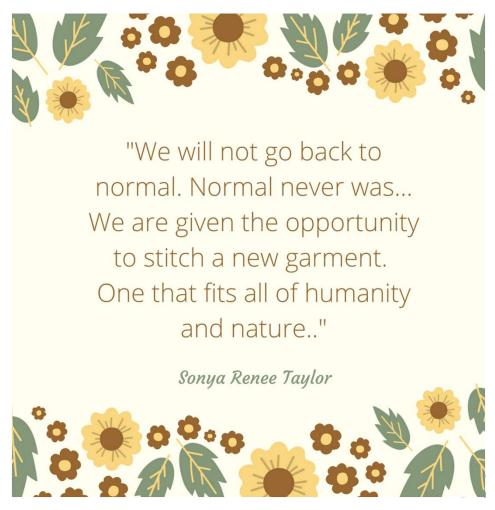
Where do they get their information?

What else is important to them in creating a meaningful life and how can your nonprofit fit in?

DON'T "CUT THROUGH THE CLUTTER".

A better question:

How do we cultivate, nurture, and inspire a wildly passionate group of supporters that actually care about what we do?



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WHAT IS THE INCENTIVE FOR YOUR AUDIENCE?

Attend an event – what's in it for them?

Make a donation – what's in it for them?

Visit your website – what's it in for them?

How can your social media posts entice and inspire participation?





Looking for ways to give back with your family this Thanksgiving? We've got 6 easy and rewarding ideas to get you started. Follow us for updates on how you can help others in need. https://goo.gl/t58xTb

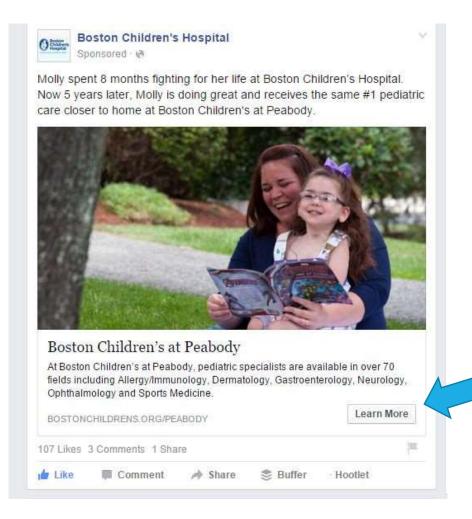


Comment

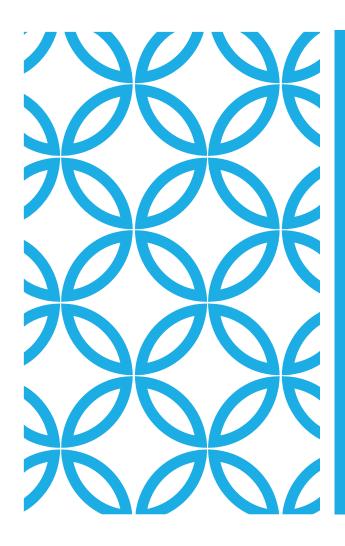
Like



⇔ Share







STEP 3: CHOOSE YOUR AMPLIFYING CHANNELS.



HOW TO CHOOSE?

Which platforms will help us reach our target audience and get them to take the action we desire?

Those are the platforms and channels that you focus on.

Don't be afraid to break up with social media platforms that aren't working!

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home parenting



POST TO **280**

CHARACTERS

THERE ARE OVER

69 MILLION

TWITTER USERS

in the

6.000 TWEETS

ON AVERAGE





SOCIAL SHARING

APP ALL AROUND

AND 60 SECOND



APP FOR SENDING

THAT DISAPPEAR

AFTER BEING VIEWED







25% OF U.S.

FACEBOOK USERS ARE

AGE 25 TO 34

USERS SHARE

1 MILLION LINKS

EVERY 20 MINUTES





HASHTAGS

AND POSTING

CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS

NATIONAL GEOGRAPH**I**C

PICTURES 1











CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT







MOST USED AMONG 12 - 24





Statistics as of 12.27.2018 Designed by: Leverage - leveragestl.com

















MINI-STRATEGY FOR EACH PLATFORM

Why are we using this platform specifically – what do we hope to gain?

What types of content are we going to share that will work on this platform?

Photos, video, graphics, links

What voice will we have? Casual, friendly, serious?

What will we measure so we know progress and/or success?

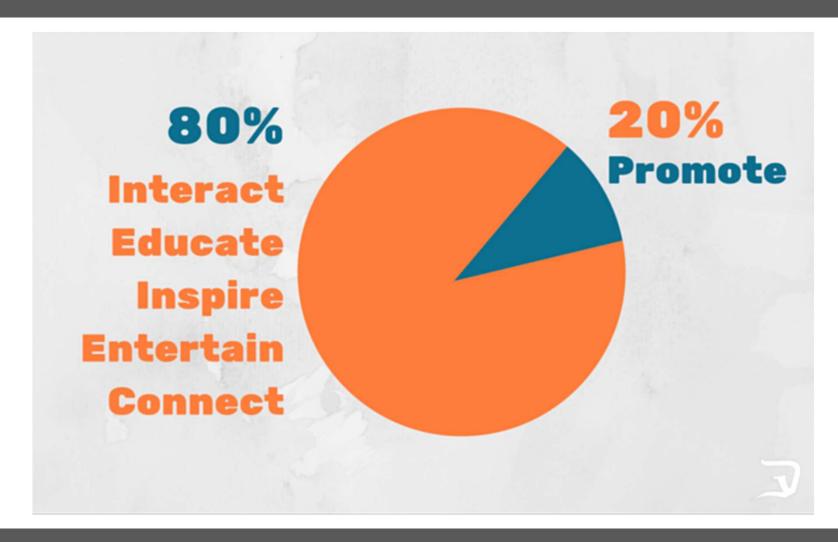




STEP 4: CREATE A LIST OF CONTENT TOPICS.

Stats and data that Stories – staff, donor, shed light on the issue Behind-the-scenes volunteer, client, and show me it's a **Upcoming events** community problem worth solving Cause and awareness Milestones News stories How-to posts days Inspirational quotes



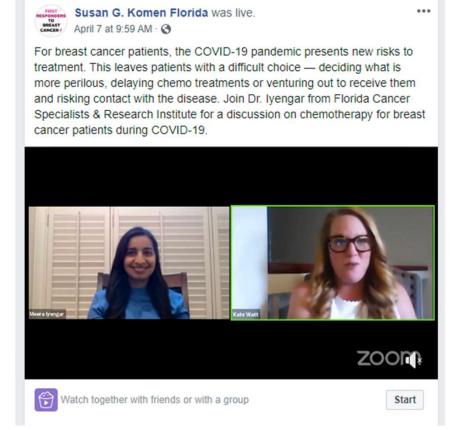


"I continue to do this work after twelve years because of hope. It's not just inspiring hope in those we serve, but the hope they inspire in me: hope that even in the darkest times, change is available to us and it is possible."

-G.J. Intake Coordinator at CRC











When juvenile court professionals request assistance so their struggling families don't lose hard made gains, we help- quickly and responsibly.



'I am working with a mom who has been sober for 6 months now. Her two kids are currently in foster care, but there is a plan to reunite them soon. She will be evicted tomorrow if she cant pay \$150. in back rent. If that happens, she will be on the street, unable to get to treatment and to visits with the children.

I would be very grateful for a quick response.'
– Her social worker.



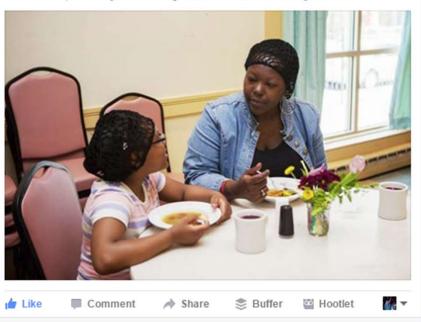
1 in 3 women have experienced some form of physical violence by an intimate partner. As the first women's shelter in the US, Rosie's Place has been a sanctuary for women like Evaliss for 45 years. We remain committed to our mission to provide a safe and nurturing environment to all the women who walk through our front doors during Domestic Violence Awareness Month and year-round. http://bit.ly/rpWEC2019 #DVAM2019

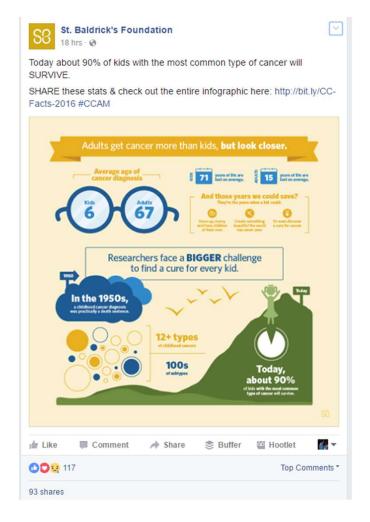




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No matter what school looks like this fall, food banks will continue doing what they do best – providing meals to kids and families in need.





STEP 5: CREATE A LIST OF CONTENT TYPES.

Live video

Pre-recorded video clips

Photos

Graphics

Infographics

GIFs

Articles



TO RECAP:



1) Identify your marketing goals.



2) Know who you need to reach to accomplish this goal.



3) Choose your amplifying channels (the ones that will help you reach this audience).



4) Create a list of content topics laser-focused on your target audience.



5) Create a list of potential content types based on your tech know-how, budget, and capacity.



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RESEARCH & LISTENING

In today's hyper-connected, always-on digital age, nonprofit marketers need to think of themselves as journalists and documentarians.



We all need to be looking for the interesting angle and the emotional hook that will captivate our audience and get them wanting to learn more.



RESEARCH & LISTENING

What this may entail:

List out some of the bloggers, journalists, influencers that you follow to get information.

Create a Label in your email provider for email newsletters that you want to read to keep up - limit 5 email newsletters.

Write down at least 3 hashtags and/or keywords that you follow or would like to follow consistently on social media and in the news.

Add examples, screen shots, and more to your Google Drive/Dropbox of examples and ideas.



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Julia Gampbell

CONTENT CREATION & CURATION

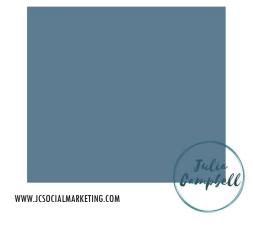
Visuals are imperative on social media channels. They are more important than text in most cases.

Success with content creation requires grit, authenticity, and the willingness to take risks. There is a science to it, but a lot of it is experimentation, humor, and "edu-tainment" (education/entertainment).

Grabbing attention means being provocative, interesting, and relevant.

It means getting out of your comfort zone and trying new things, like Facebook Live or Instagram Stories.

Social media success requires persistence and constantly looking out for great photos, compelling video stories, and mission moments to keep your audience wanting more.



CONTENT CREATION & CURATION

What this may er [5]:

Write down 5-10 topics, stories, and types of posts that your audience likes and responds well to.

How many of these posts can you create with original content?

How many of these posts can you curate from trusted, relevant sources?

Create videos, graphics, photos, write copy, update your Content Calendar – you can use something fancy like Sprout Social or Airtable, or something simple like Excel.





COMMUNITY MANAGEMENT

Joining social media platforms means that you are opening a two-way dialogue with constituents, donors, volunteers, and the general public.

Once you open this delicious can of worms, you can't "un-open" it.

People on social media channels expect answers and acknowledgement, and fast.

You may not be ready for social media if you don't want to open two-way conversations and build these connected relationships with your community online.

COMMUNITY MANAGEMENT

What this may entail:

Follow 10 accounts per week (that makes sense for your nonprofit).

Look at who follows you and see who you could follow back.

Answer all questions. If they are negative in tone, direct them to DM you or email you - take the conversation off the feed.

Ignore the trolls - block and delete anyone who is in violation of your Social Media Policies.







MEASUREMENT & ANALYSIS

If you don't know how well you are doing, how can you figure out where to improve, what to do more of, and what to lose?

This is why we spin our wheels so often on social media – we don't look at what we are doing.

The work of measurement & analysis means knowing:

What to measure and where to find the data;

How to create and use a simple spreadsheet to manage your analytics and metrics;

How to help co-workers and supervisors at your nonprofit understand and embrace the work that goes into social media management;

Where to find curre in nonprofit social media and digital marketing benchmarking data so you can see how you are doing compared to other nonprofits.



MEASUREMENT & ANALYSIS

What this may entail:

Choosing relevant metrics to track each month.

Running reports.

Reporting out to supervisors and others.

Using this data to analyze and identify trends and to improve the work.



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BATTLE-TESTED TOOLS

Canva -

https://about.canva.com/en in/canva
-for-nonprofits/

Animoto -

https://animoto.com/business/nonprofit

Lumen5 -

https://lumen5.com/pricing/

WordSwag mobile app – http://wordswag.co/





BATTLE-TESTED TOOLS

Hootsuite -

https://hootsuite.com/pages/landing/non-profit-discount-application

Buffer - https://buffer.com/nonprofits

Meta Business Suite -

https://business.facebook.com/

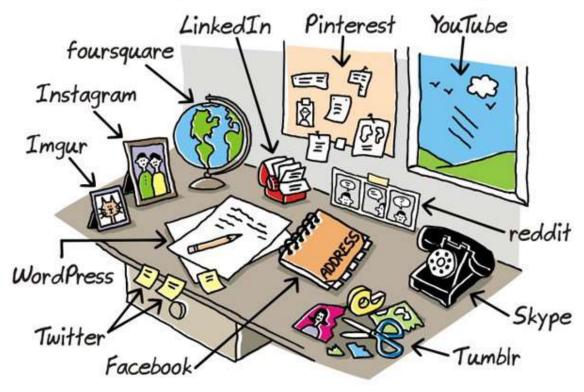
Lately.ai - https://www.lately.ai/





vintage social networking

TRENDS COME AND GO



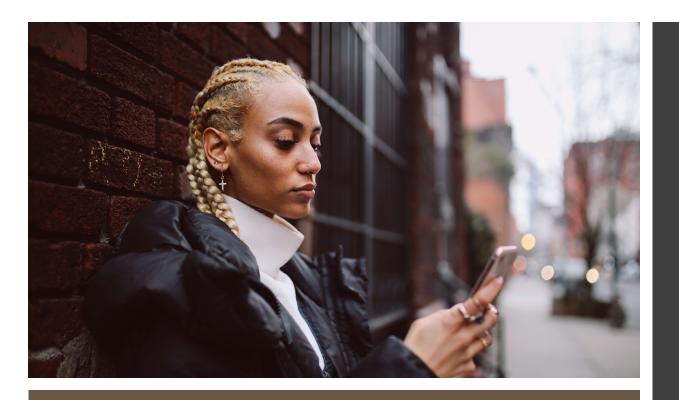
http://wronghands1.wordpress.com

@ John Atkinson, Wrong Hands

L@QGIV

Julia Gampbell

TWEET WITH US: @JULIACSOCIAL @QGIV



HOW TO FUTURE-PROOF YOUR MARKETING STRATEGY

Meet your supporters where they are, not where you want them to be.

Make every interaction as frictionless (and clear) as possible.

Always consider the audience first when revamping your website, writing that email welcome series, and sharing content on social media.

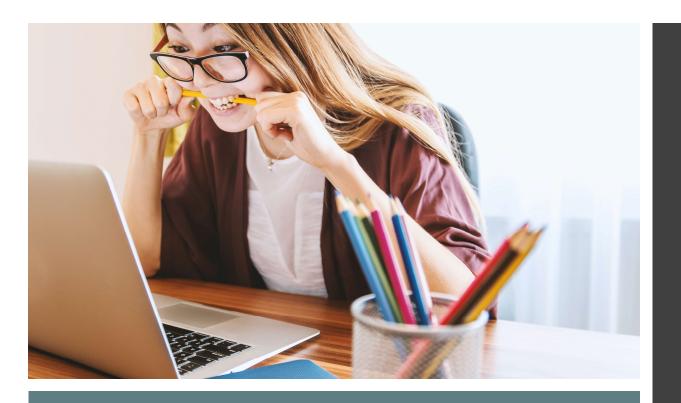
HOW TO FUTURE-PROOF YOUR MARKETING STRATEGY

Create a strategic plan to move your social media fans and followers to your email list.

Focus on building your email list with people who sign up and want to be there.

Do not worry about unsubscribes or unfollows! They just weren't that into you anyway. ©





HOW TO FUTURE-PROOF YOUR MARKETING STRATEGY

Don't get overwhelmed.

The only constant in marketing (online and offline) is that it's constantly changing.

Platforms come and go.

Focus on building a real community that will follow you no matter where you set up shop.



Questions?

Please type your questions in the <u>questions box</u> and we'll get to your question shortly!



Thanks for joining!

FOR INFORMATION ON QGIV

contactus@ggiv.com | 888-855-9595

www.qgiv.com

FOR INFORMATION ON JULIA CAMPBELL

www.jcsocialmarketing.com

Nonprofit Nation Podcast: www.jcsocialmarketing.com/podcast

LinkedIn: https://www.linkedin.com/in/juliacampbell/

Instagram: https://www.instagram.com/juliacampbell77/



