



# Multi-Channel Marketing: What Is It and Why Does It Matter?

*Presented By:*

Stephanie Tippitt, BDI

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Scott G. Patton, Donorly

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Thursday, August 11, 2022 | 2:00 – 3:00 p.m. EDT



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# 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.



## 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



We know the value of relationships and are proud to connect you with members of our partner network.

Powerful Fundraising Technology + Increasing Efficiency, Fundraising, and Impact



STRATEGIC PARTNERS



# What we'll cover

- + What is multi-channel marketing
- + Donation form best practices
- + Websites—the base of all your marketing
- + Digital layered campaigns — paid search, organic SEO, Facebook & display advertising
- + Turning your social media feed into a viable fundraising channel
- + 3 popular channels — email, direct mail & text marketing
- + Q&A



A Special Thank you



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions

# Multi-Channel Marketing



Donation Forms | Event Registration  
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# Multichannel Marketing

The practice of interacting with donors using a combination of channels as part of a single strategy.

- + Inbound
- + Outbound
- + Traditional



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Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions

# Inbound Channels

- + Pay-per-click (can be inbound or outbound)
- + Social media (can be inbound or outbound)
- + Display advertising (can be inbound or outbound)
- + Referrals/Word of mouth
- + Public relations
- + Content marketing & SEO
  - + Blog posts
  - + Videos
  - + Podcasts
  - + Promotional events
  - + Website

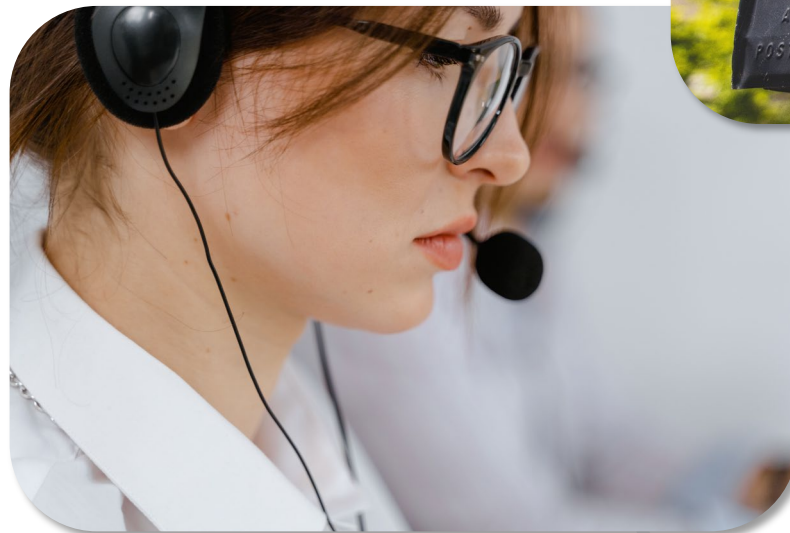
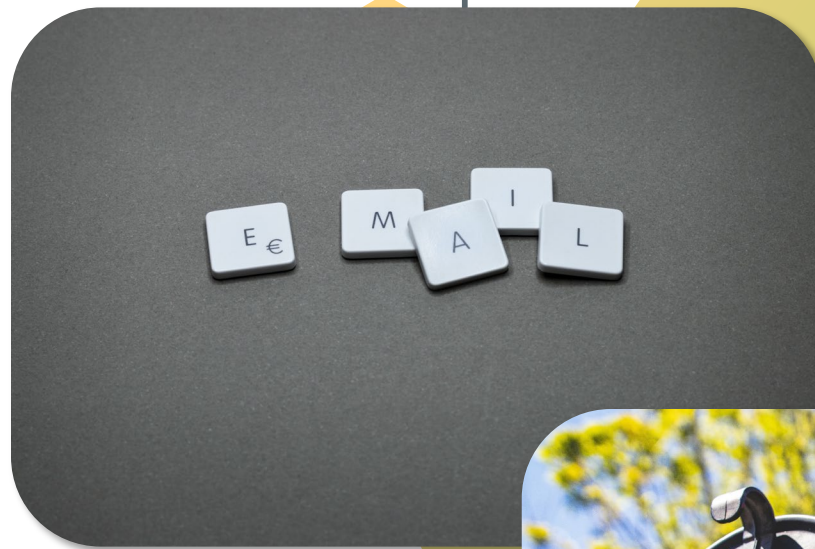
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# Outbound Channels

- + Emails
- + Mobile & SMS messaging
- + Telemarketing
- + Direct mail (can be inbound or outbound)



# Donation Forms



Donation Forms | Event Registration  
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# Donation Forms

A donation form is a key tool you use to collect information and process a donation. This encompasses both the physical form that a supporter fills out and the form on your online donation page. When creating a donation form, you have to consider the giving experience.

- + **54.8%** of donors prefer going online to make a donation
- + **83%** of people who land on your main donation page won't end up making a donation
- + Making your site and form mobile friendly can increase donations by **216%**

<https://www.qgiv.com/blog/fundraising-statistics/>



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# Hillsborough Education Foundation Donation Form - Today

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**Thank you for your interest in partnering with us to strengthen public education in Hillsborough County.**

The contribution you make today will help us ensure at-risk students have the resources and supplies they need to prevent a further divide in the achievement gap and help us continue to advance our mission.

Together, we can make a difference and provide students with hope for the future.

It'd like to help strengthen public education with a donation of:

Amount:

Special instructions with your gift:

Recurring Gift:

☐ Make this a recurring gift

Designated Gift:

☐ This gift is in honor, memory, or support of someone

Billing information:

☐ Make this gift on behalf of an organization

Name:

Email:

Phone:

Country:

Billing Address:

City:

State & zip:

☐ I would like this gift to remain anonymous.

Payment Details:

Payment method:

Cardholder name:

Card number:

Expiration:     CVC:

This webpage is secured by **reCAPTCHA**. View the [privacy policy](#) for more information.

A COPY OF THE OFFICIAL REGISTRATION #WH351-H AND FINANCIAL INFORMATION MAY BE OBTAINED BY CALLING TOLL-FREE WITHIN THE STATE, 1-800-435-7353.

REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

**STRENGTHENING PUBLIC EDUCATION**

**WHAT YOUR INVESTMENT CAN DO**

**GIVE \$35 SCHOOL SUPPLIES**

Your gift of \$35 can provide a student with a backpack filled with essential school supplies.

**GIVE \$83 MONITORING & SCHOLARSHIPS**

You can help drive the achievement gap by supporting a deserving student in our monitoring program and providing a scholarship with a monthly gift of \$83 for four years or a one-time gift of \$332.

**GIVE \$250 ART SUPPLIES**

Teachers often spend money out of their own pockets to ensure students have the special materials needed to inspire creative thinking. A gift of \$250 can provide an essential art supply for an entire classroom.

**GIVE \$600 LITERACY**

Access to books is the best way to foster a student's love of reading and improve reading performance. With a gift of \$600 you can provide a culturally relevant membership library for 245 students or \$3.50 can fund library resources for each elementary grade level.

**GIVE \$1,250 SCHOOL & CLASSROOM ENVIRONMENT**

Providing teachers with funding for engaging classroom opportunities promotes better academic results for students. This can support an immediate school or classroom emergency request. \$1,250 is a teacher's average grant request.




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Donation Forms | Event Registration  
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# Hillsborough Education Foundation Donation Form - Tomorrow

 Sign in

### Choose Your Gift

Your gift will help strengthen public education

One Time

Monthly

\$35


\$83

\$250


\$600





\$1,250


Other


 Multiply your impact. Make it Monthly!

☒ Add a little extra to help with fees (\$12.50)

 Give \$262.50



Powered By 

 Sign in

### Your Details

Have an account? [Sign In](#) to speed things up!

#### What's your name?

First Name  
Kimberly

Last Name  
Funk

☐ Don't share my name publicly

#### Let's get your details, Kimberly.

Email  
kimberly.funk@qgiv.com

Your receipt will be sent to this email. Make sure to double-check for typos.

Address  
207 Bartow Road

Apartment, Suite, Etc. Optional


City  
Lakeland

State  
Florida


Zip Code  
33801


Country  
United States

☒ I would like to get news and updates from Hillsborough Education Foundation!

 Back

Continue

Powered By 

 Sign in

### Payment Details





All transactions are secure and encrypted.

TOTAL GIFT  
\$262.50

[Change](#)

#### Credit Card

Card Number



Exp. Date

CVV

#### Billing Address

☒ Same as Mailing Address

207 Bartow Road  
Lakeland, Florida 33801  
US

#### Remember Me Next Time


Add a password to save your details and history:

Create Password


Option


Re-enter Password

Option

 Back

Give \$262.50

Powered By 








# Discussion


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mm:ss

mins:  secs:  type:

▼

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped ☒

The image shows a digital timer interface. At the top, there are four large black 'n' shaped digits representing 'mm:ss'. Below these are three buttons: 'Start', 'Stop', and 'Reset'. To the right of the buttons are labels 'mins:' and 'secs:' followed by input boxes containing the values '2' and '0' respectively. Further right is the label 'type:' followed by a dropdown menu currently showing 'None' with a downward arrow. At the bottom, there is a small red timer icon, the text 'Breaktime for PowerPoint by Flow Simulation Ltd.', and a checkbox labeled 'Pin controls when stopped' which is checked.

# Website





# Meet the Speaker



## Hilary Engelbrecht | Director of Fundraising Services, DNL Omnimedia

Hilary joined the DNL team with over ten years of digital fundraising experience on both the nonprofit and agency side. As our Director of Fundraising Services, she enjoys bringing fundraising strategy & technology together to give life to new and innovative campaigns.



# What We're Covering

1. Typical Website Redesign Process
2. Considerations for a Website Redesign
3. Mini Website Design Audit

Co-founded in 2006 by Carl Diesing & Joe Landsman, DNL OmniMedia works exclusively with nonprofit organizations. TeamDNL's 21 employees are made up of individuals from the nonprofit and for-profit world and bring over 130 years of experience in their respective fields.

You want to change the world. We can help.



**About Us**

OUR WEB DESIGN PROCESS



Discovery and Scope



Creating Wireframes



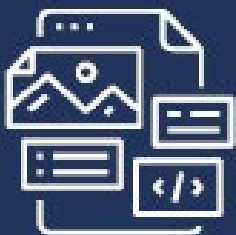
Visual Design



Site Development



Launch Prep



Testing and Launch

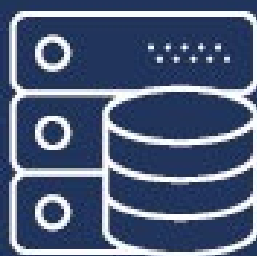
PREPARING FOR YOUR WEB DESIGN PROJECT



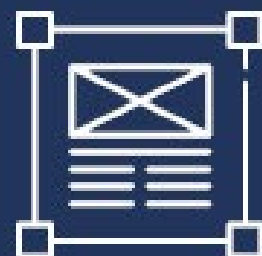
Kick-Off Meeting



Goals



Hosting Environment



New Brand Assets



Implementation Plan



Structure and Strategy



Integrations



New Functions

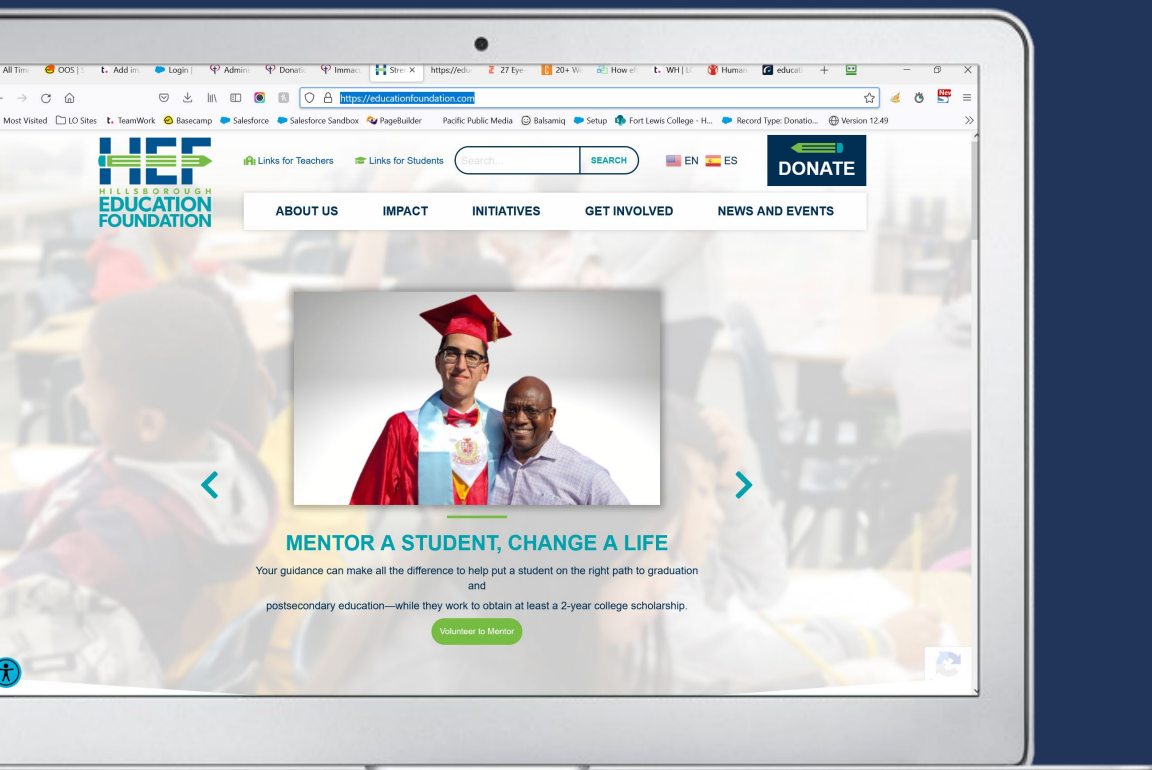


**Thanks!**

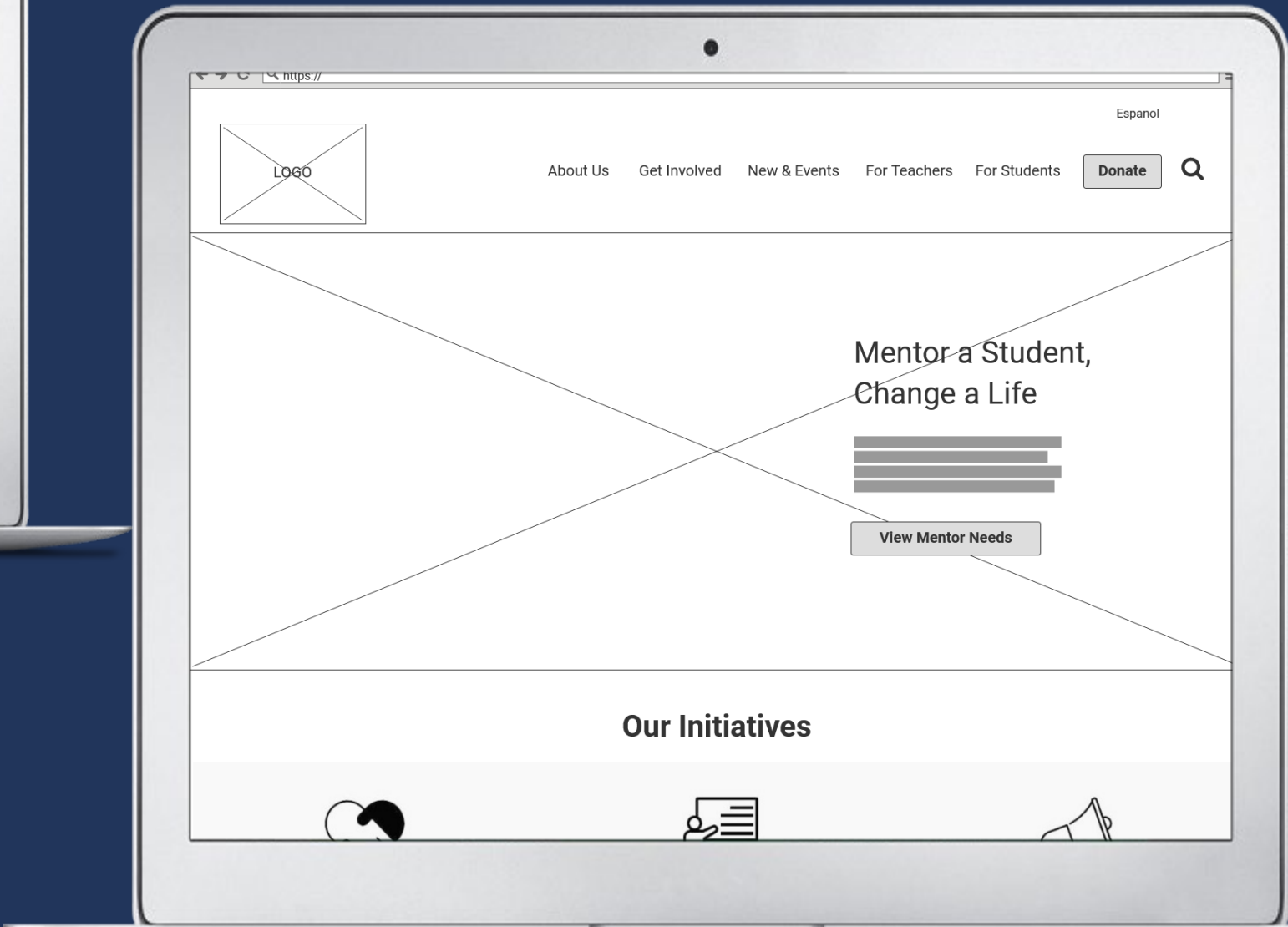


**Try This:** When you first view this page:

- How long does it take to find the organization name?
- Does your eye immediately focus on one thing or jump around?

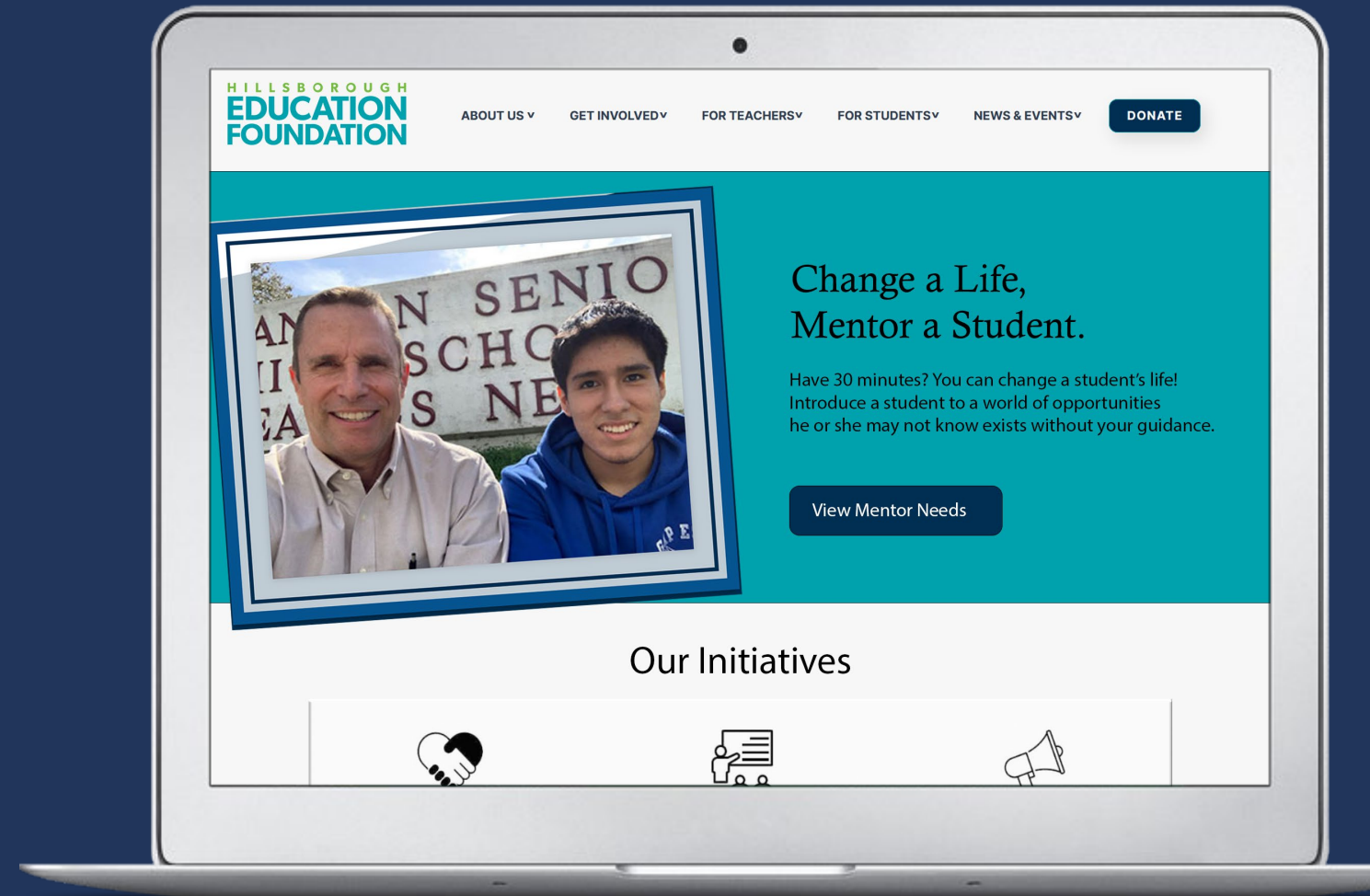


**Pro Tip:** A wireframe lays out what is going to be on the page and where. Our clients help build wireframes! Creating wireframes saves time and money during the design & development phases.



## Key Changes:

- Cleaner logo leads to higher name recognition on load.
- Navigation focuses on actions & most popular pages instead of just highlighting informational pages.
- Down arrows inform user there's more underneath each navigation item.
- #1 Goal front and center to focus audience.
- Photo over background color adds interest from standard sites.
- Our Initiatives invites users to scroll to additional visuals or animations.
- High contrasting colors are easier to focus and read.





# Discussion

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00:00

# Paid Search, Organic SEO, Facebook & Display Advertising



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions

# Meet the Speaker



## Stephanie Tippitt | Vice President of Digital Strategy, BDI

With more than 20 years' experience in digital media and cross-channel marketing, Stephanie has spent her career helping clients realize the potential of digital. She guides clients through digital development, such as website optimization, email marketing, data-driven analytics, and tracking, paid digital media, and new media trends. Prior to joining BDI, Stephanie led her own digital design firm, and had marketing roles with Fortune 500 companies in the Insurance, Education, and Service industries

## **Golden Rule of Marketing:**

Deliver the right message to the right person  
at the right time – *on the right channel.*

A layered digital marketing program  
will help you do that!

# First things first:

## **Analytics and tracking**

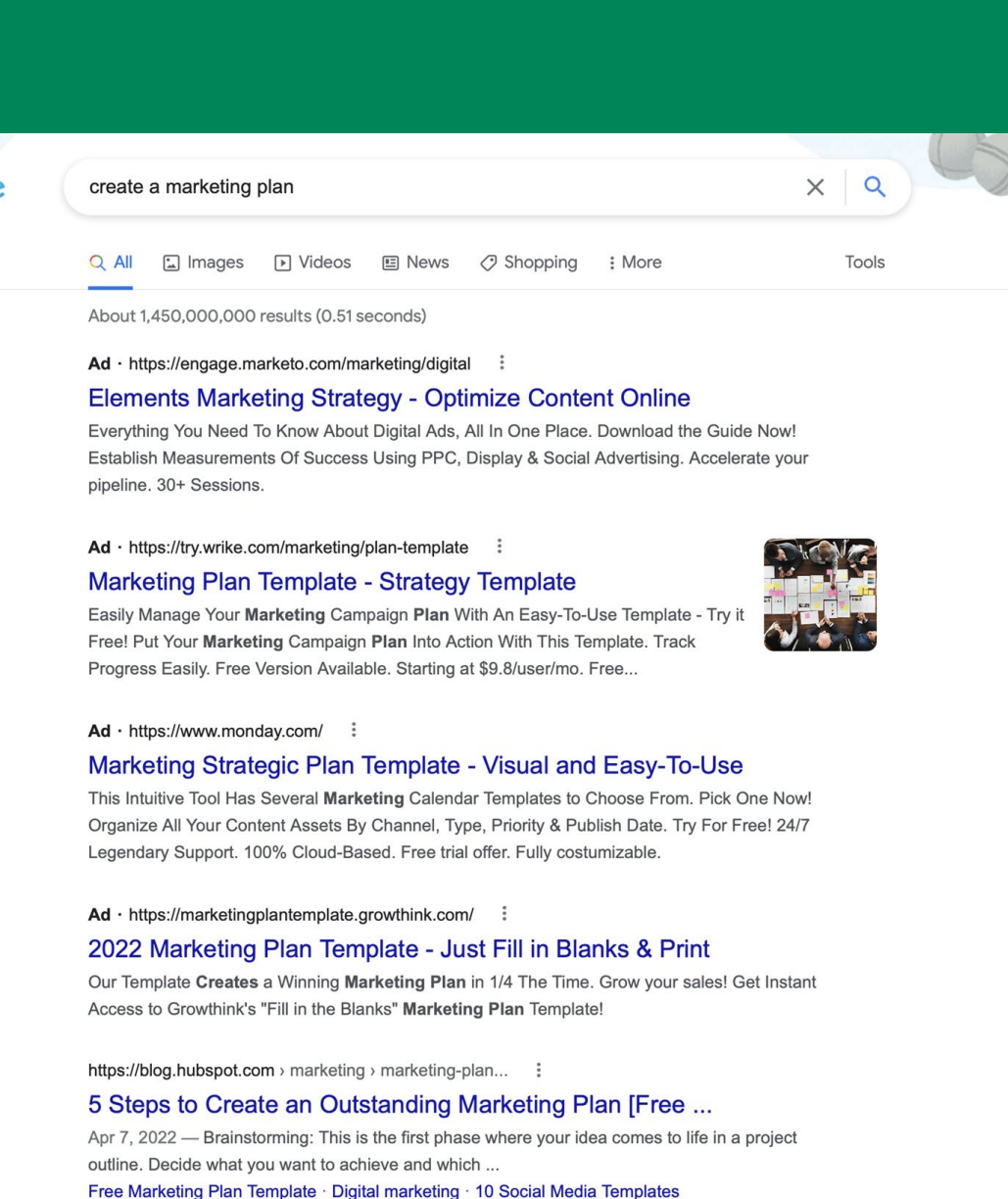
- ✓ Google Tag Manager
- ✓ GA4 Installation
- ✓ Google Search Console
- ✓ Google Data Studio
- ✓ Website Audit



Next we begin to build the layers of your paid media program using **Paid Search** and **Paid Media Ads**.

Paid Search, Facebook, & Display are great channels to use for brand awareness and fundraising. They can deliver the largest amount of impressions in your market.

# Paid Search



- ✓ Drive traffic to website
- ✓ Drive donations
- ✓ Generate interest in upcoming events
- ✓ RSA vs. Expanded Ads
- ✓ Image Extensions
- ✓ PPC Specialist



# Google Grant

## Google Ad Grants

- ✓ \$10,000 a month of free advertising
- ✓ Ideal for the organization's branded terms
- ✓ Can be used for both awareness and fundraising goals and should test the maximize conversion bid strategy

# **Paid Google Ads**

- ✓ Google gives priority to paid ads over Grant
- ✓ Can secure the higher value search terms not available on Grant
- ✓ Can include remarketing display and YouTube ads

# BING ads



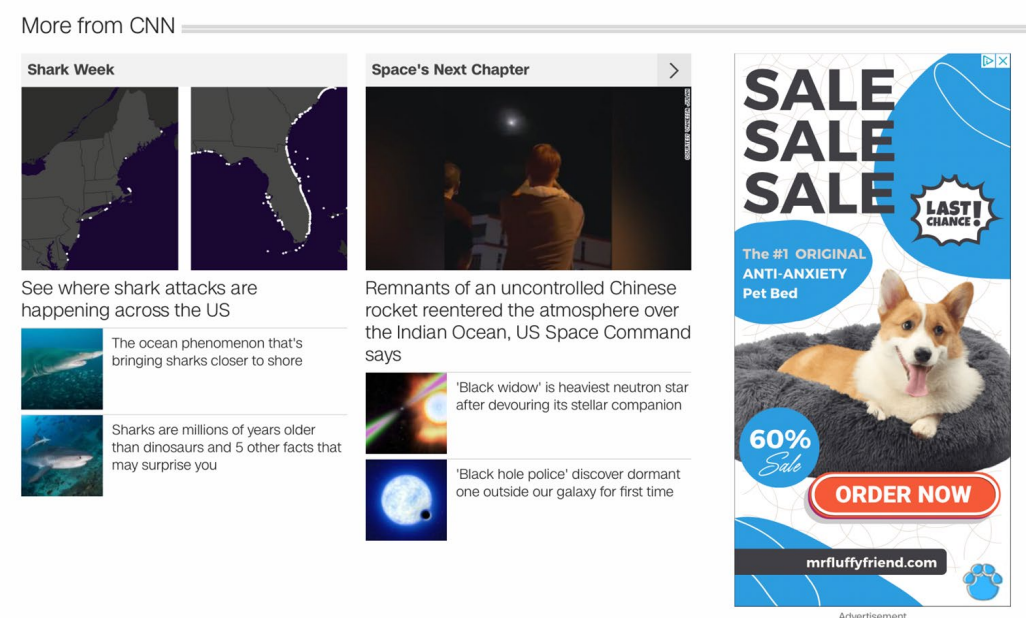
- ✓ Lower search volume
- ✓ Comparable ROI and conversion rates to Google in the older demographic

There is a **limited amount of search volume** available  
in your target market.

After search, additional paid media channels are  
needed to help expand your reach.

# Display Advertising

- ✓ Annual ads with Display Banners and Native
- ✓ Campaign focused ads
- ✓ Retargeting Ads
- ✓ Geofencing
- ✓ Page Context AI



# Display Advertising

## KPIs (Key Performance Indicators)

- ✓ ROI / Attribution revenue
- ✓ Video views / website traffic
- ✓ CTR (Click through rate)
- ✓ CPM (Cost per thousand)

# Display Advertising

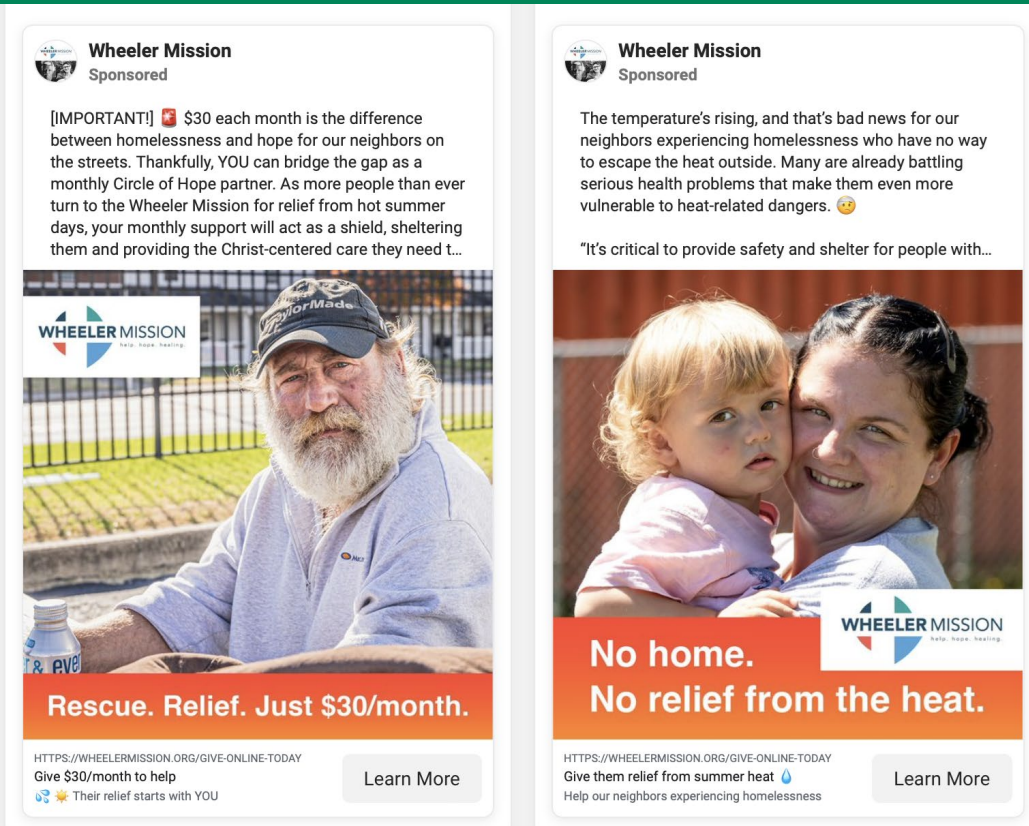
## Creative formats

- ✓ Static Ads
- ✓ Animated GIF ad
- ✓ Video Ads
- ✓ Native
- ✓ A/B Testing



# Paid Facebook Ads Ad Strategy

- ✓ Fundraising, awareness, events, retargeting, & email acquisition
- ✓ Multiple audiences (active donors, lapsed, volunteer, events, email, demo, & interest selects. Page engagement, remarketing, look alike)



# Paid Facebook Ads

## Ad Strategy

- ✓ A/B tests
- ✓ Facebook tracking & measurement
- ✓ 7 day click/1 day view attribution window



# Thanksgiving Dynamic Results

Nov 5, 2021 - Nov 25, 2021

Image	Impressions ▾	Clicks	CTR
Facebook Image #1	421,680	2,106	0.50%
Facebook Image #2	264,186	1,350	0.51%
Facebook Image #3	202,190	810	0.40%
Facebook Image #4	168,203	640	0.38%

Image #1



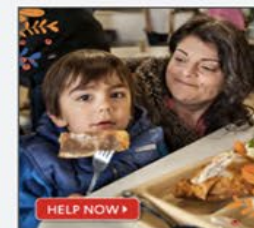
Image #2



Image #3



Image #4



Copy ▾

This year was tough. Many of our neighbors are still trying to recover from losing jobs... homes... or even hope. But YOU can give them the help that leads to a better life! It all starts with a plate of delicious, nourishing food for just \$X.XX per meal.

So many men, women and children will come to the Mission in search of a hot meal, safe shelter and life-changing help this Thanksgiving season – we expect to serve XX,XXX meals! If you don't help them, who will?

Your gift today will help us be ready to care for everyone who walks through our doors. Make a difference in their lives by serving up hope for the holidays. Please give now.

How can a meal change a life? "I had nowhere to go." "I was living on the streets." "I was cold and so hungry." Thankfully, anyone facing these struggles can come to the Mission for a nourishing meal... 🍲

The love and kindness guests enjoy at the Mission often encourage them to stay in our care and rebuild their lives on solid ground! ❤️❤️ You can help our neighbors experience God's love that transforms lives from hurting to hope-filled – and it often starts with a meal for just \$X.XX.

Caring people like YOU can provide meals... share hope... and change lives this Thanksgiving. 🍲 Give now!

For our neighbors struggling with hunger and homelessness, Thanksgiving is just another day to survive. But YOU can give them reason to celebrate! Just \$X.XX provides a nourishing meal... which could be the first step toward new life. Give hope & help now!

Impressions

Clicks

CTR

953,865

4,046

0.42%

799,895

3,330

0.42%

843,179

3,352

0.40%

# Paid Facebook Ads

## Ad Types

- ✓ Dynamic ads with multiple images & text
- ✓ Video
- ✓ Carousel
- ✓ Traffic
- ✓ Email Acquisition lead form

# Organic SEO

<https://edfoundationac.org> ⓘ

## The Education Foundation: Home

The **Education Foundation** of Alachua County is a non-profit organization in Gainesville that works alongside the Alachua County public school system to invest in ...

[Senior Scholarship](#) · [The Education Gala](#) · [Supporting The Education...](#) · [Our Team](#)

<https://educationfoundationpbc.org> ⓘ

## Education Foundation of Palm Beach County info ...

Serving the Needs of Students, Teachers and Schools in the Finest School District in the State of **Florida**. EFPBC believes that all persons are entitled to ...

[What We Do](#) · [Who We Are](#) · [Red Apple Supplies](#) · [Events & News](#)

<https://educationfoundation.com> ⓘ

## Hillsborough Education Foundation: Strengthening Public ...

We are an **education foundation** dedicated to ensuring every student receives a quality education, so we can invest in our future.

You've visited this page 2 times. Last visit: 7/29/22

<https://edfoundationsrq.org> ⓘ

## Education Foundation of Sarasota County

The **Education Foundation** of Sarasota County is here to enhance the potential of students, promote excellence in teaching, and inspire innovation.

<https://www.educationfoundationmc.org> ⓘ

## Education Foundation of Martin County - Home

Welcome to the **Education Foundation** of Martin County. We bring learning to life!

- ✓ Publish fresh content often. Google rewards quality, relevant content.
- ✓ Build on page SEO on landing pages & posts
- ✓ Conduct Keyword research improving the on page SEO



# Organic SEO

- ✓ Build off page SEO by collaborating with partners securing backlinks and cross posts.
- ✓ Create your Google Business Profile
- ✓ Favorite tools: YOAST SEO and Keywords Everywhere on Chrome.

Grow your fundraising program with *integrated, consistent messaging across all channels – online and offline.*



## Summary:

- ✓ Build a foundation in analytics, tracking, and reporting
- ✓ Accelerate your growth by using layered strategies in Paid Media and Paid Search
- ✓ Include several KPI's outside of the ROI to measure success
- ✓ Optimize your SEO with both on page and off page strategies



**BDI**

RELEASING GENEROSITY

[www.bdiagency.com](http://www.bdiagency.com)

**Stephanie Tippitt**

[stippitt@bdiagency.com](mailto:stippitt@bdiagency.com)

# Social Media





# Meet the Speaker



Ryan Thomas | President, Oneicity

Ryan spent almost a decade in healthcare technology, working to leverage and improve how people use technology to get things done smoothly and effectively. His ability to put himself in the shoes of the person “on the other end” and understand their wants, concerns, and motivations has translated to helping non-profit organizations connect with donors, build relationships, and raise more funds. Ryan develops and executes fundraising campaigns through direct mail, email, social media, digital ads, and holiday campaigns



**Remember: YMMV**

# Your Mileage May Vary

- Very few universal best practices in *any* channel—not just social media
- Test!
- Remember your budget

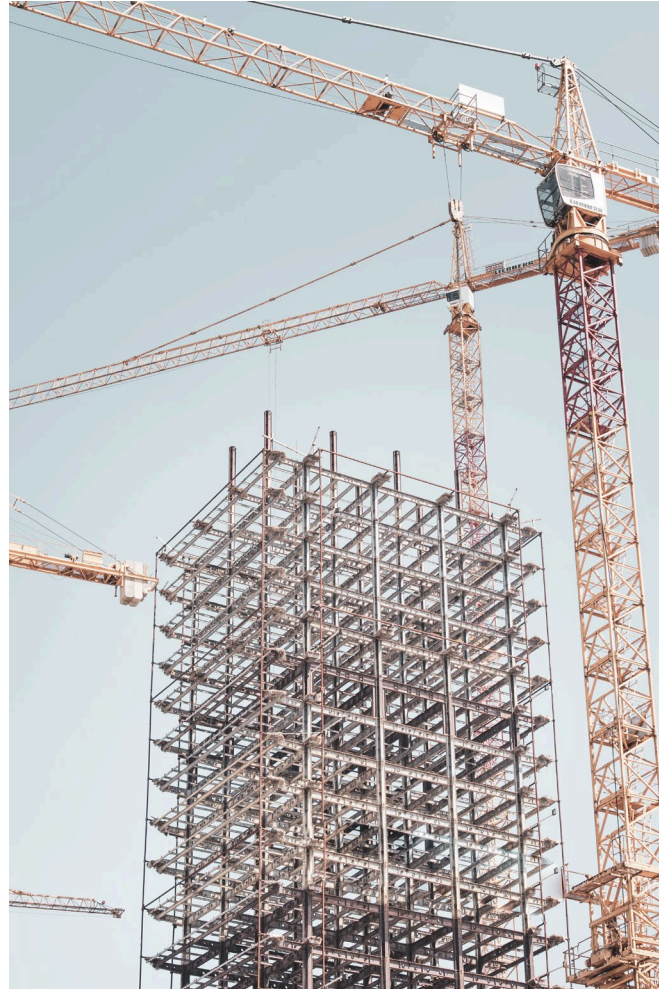
# “How do I know it’s working?”

- Every metric is relevant
  - Impressions, comments, likes, reach, followers, clicks, income, etc.
- Don’t choose **one**
  - Evaluate multiple metrics
- Changes make it harder to attribute

# “What do I post?”

- Don't be “that” brother-in-law
- Always remember why people follow you
- Build to the ask

# Message Scaffolding

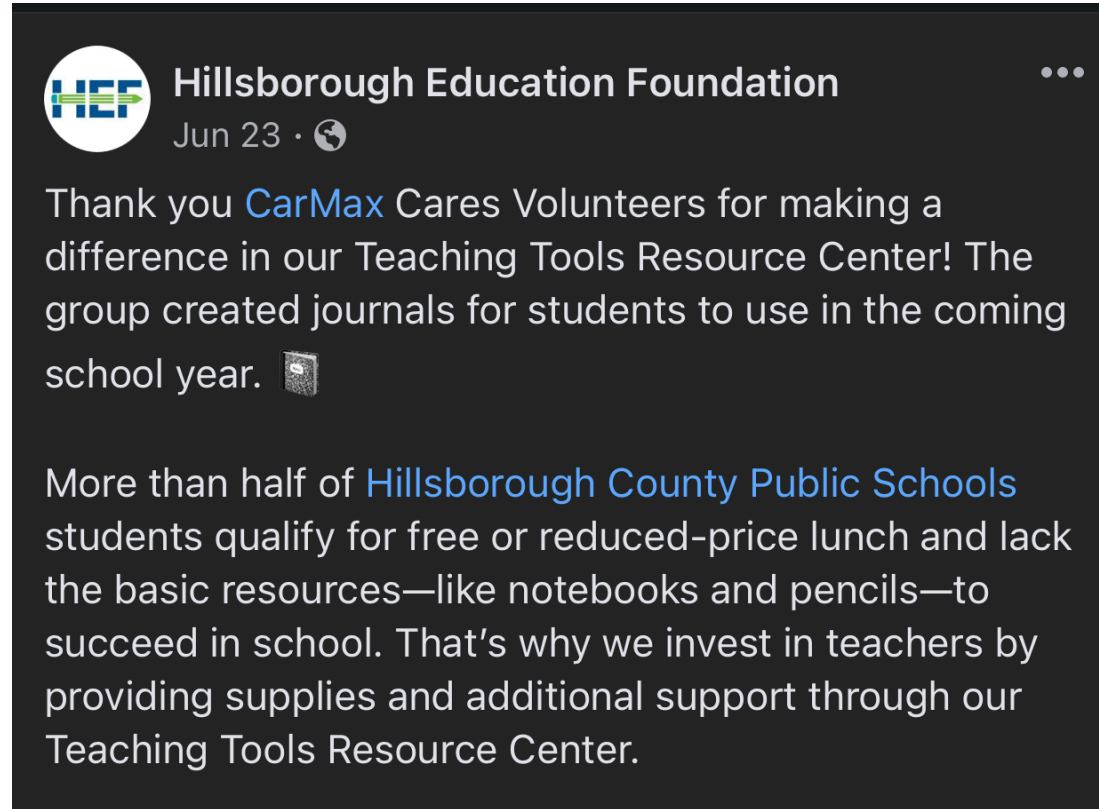


# Message Scaffolding

- Problem
  - What problem is your organization fighting?
    - Many kids in Hillsborough County don't have a chance at successful education
- Solution
  - How is your organization solving the problem?
    - Ensuring students have the supplies they need, and teachers have funding for innovative ideas
- Participation
  - How can followers partner with you?
    - Giving \$35 to provide a backpack filled with school supplies
- Consequence
  - What are the consequences of not addressing the problem?
    - Kids who don't get a good education are more likely to stay in the cycle of poverty

# Examples

# Message Scaffolding: Problem



# Message Scaffolding: Solution


**Hillsborough Education Foundation**  
Jul 15 · 🌐

🔊 Hillsborough County Public Schools teachers and principals 🔊 the application window for Hillsborough Education Foundation's 2022-2023 School and Classroom Enrichment Grants is now open!

Have a fun, innovative idea to get your students engaged and excited to learn but don't have the budget? Visit our portal now to submit your project to be considered for our first round of funding! 💰

Check out [EducationFoundation.com/ClassroomGrants](https://EducationFoundation.com/ClassroomGrants) for more information and to get started on your application!



**Hillsborough Education Foundation**  
4d · 🌐

✎ Our Teaching Tools Resource Center is packed on opening day as Hillsborough County Public Schools teachers get ready to head back to school!

✎ Teachers at our highest needs schools can shop for free school supplies and other classroom resources twice per semester—that's an annual average of \$1,700 in school supplies their students need for academic success!

✂ Last year, thanks to the generosity of donors, we distributed a record \$4.1 million in supplies, which shows the need to support our most vulnerable students is greater than ever.

📖 If you'd like to help stock our shelves & support students and teachers, there are several ways to get involved:

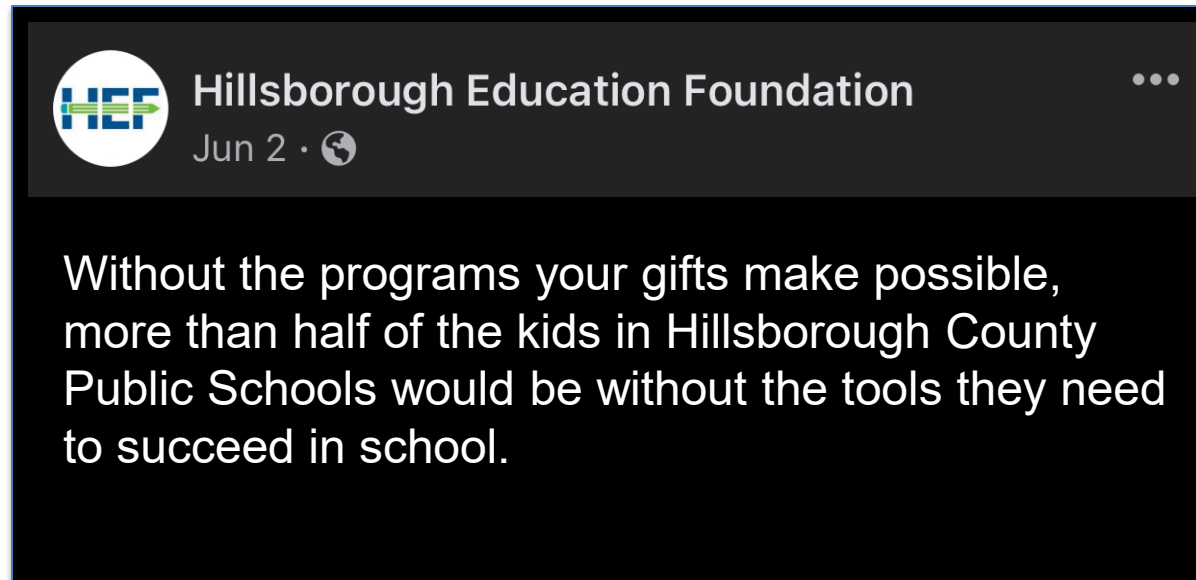
- ✎ Host a Supply Drive
- ✎ Shop from our Amazon Wish List: [amzn.to/3yninnS](https://amzn.to/3yninnS)
- ✎ Donate online & we can buy the most-needed items in bulk

Help ensure students don't go without the essential tools they need to be engaged in their learning. Learn more at [EducationFoundation.com/](https://EducationFoundation.com/)

# Message Scaffolding: Participation



# Message Scaffolding: Consequence



# **Posts to Try (And Avoid)**

# 10 Posts You Should Try

- Behind the Scenes
- Ask
- Success Story
  - “John used to be here, and now he’s doing this.”
- Shocking relevant statistic
  - “45% of kangaroos are born without a sense of smell.”
- Infographic
  - “July felt like a busy month around here. And now we know why. Look at all you made possible [infographic of work done].”
- #ThankfulThursday
  - Perfect place to validate and appreciate volunteers or corporate partners
  - “It was definitely #ThankfulThursday when COMPANY came to help DO SPECIFIC THING. We’re so glad for their partnership!”

# 10 Posts You Should Try

- Urgent Need for Items
  - “Our coat closet is almost empty, and temperatures are going to drop this weekend! If you have any coats or sweatshirts in good condition, please bring them to the donation center.”
- Urgent donation post
  - “We don’t have to tell you that it’s blazing hot today—you’ve felt it. But there are people in our community who will be on the street in this heat, trying to survive. For \$25, you can provide a safe, air-conditioned place to rest, and opportunity to get cool water.”
- Live Video
  - “It’s lunchtime here in the tiger’s den!”
- Call for Volunteers
  - “More cats are in our shelter than ever before, and we need volunteers to help at bath time.”

# 3 Posts You Should Avoid



- Posts without any tie-in to your mission
- Engagement baiting
  - Asking people to comment with a certain term or phrase instead of a unique comment or idea
- Trends



Phone: 206.922.2411

Website: [oneicity.com](http://oneicity.com)

Blog: [blog.oneicity.com](http://blog.oneicity.com)

Facebook: [facebook.com/oneicity](https://facebook.com/oneicity)



# Email, Direct Mail & Text Messaging Appeals



Donation Forms | Event Registration  
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# Meet the Speaker



## Scott G. Patton | Senior Consultant, Donorly

Scott has worked as an administrative and fundraising professional in the nonprofit sector in-house and as a consultant for ten years. He enjoys serving a field that addresses challenges in the human experience. Favorite previous employers, clients, and boards include Seattle Opera, Curious Theatre, Arch Mission, and Music in the Mountains. Helping to build and maintain RIP Medical Debt's fundraising infrastructure has been one of the most rewarding opportunities in his career.

## TOUCHPOINTS

- 01 EMAIL
- 02 DIRECT MAIL
- 03 DONORLY CLIENT  
EXAMPLE
- 04 TEXT MESSAGING
- 05 WRAPPING UP

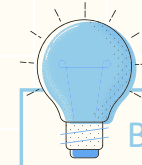


## EMAIL APPEALS

- Emails are cheap & immediate with few unpredictable elements
- Tracking engagement within your audience is easy as most software contains data analytics (TIP: A/B test subject lines and tone color to discover what works best for your donors!)
- Reliable channel for non-fundraising touchpoints
- You have the ability to segment by donor interest
- If people are NOT unsubscribing, you aren't sending enough emails
- Use your website to acquire new subscribers & keep solicitations separate from general communications except for special opportunities



# DIRECT MAIL



## BE SURE TO INCLUDE

- Most traditional and recognizable to donors
- Cuts through cluttered email inboxes
- Targets older donors who write checks
- Average return rate in sector: According to Direct Marketing Association, 4.4% (2-4% more likely)
- Send handwritten thank you notes!
- Allows you to segment by capacity, donation history and engagement to reduce your overall spend

## THINK ABOUT REMOVING

- Digital donors who give small amounts
- Lapsed donors by 3 years or more
- Monthly giving members

- Everyone for whom you only have a mailing address
- Routine annual givers
- Older constituents and those who write checks

## THINGS TO NOTE

- Include digital options in the mailer, such as a QR code that takes them to your website donation page.
- Some NPOs are moving away from Credit Card number fields in reply device

## DONORLY CLIENT EXAMPLE: 2021 EOY CAMPAIGN DIRECT MAIL APPEAL

Letters mailed: 17,000

Transactions returned via reply device: 408

Return rate: 2.4%

Mail Appeal Cost: \$18,756

Raised through reply devices: \$136,017

ROI: 625%

Investment Gain: \$117,261



# TEXT MESSAGING

- Inbound text messaging, donor acquisition
  - Radio and TV campaigns
  - Donors encounter your message through the media and are given a text code to donate from mobile phone. Great for new donor acquisition and identifying text-friendly donors.
- Outbound text messaging
  - Annual fund reminders
  - Include easy link to donate (URL, or instructions for Paypal, ApplePay, Venmo, etc)

## SOME THINGS TO CONSIDER

- Opt out info is a must
- On your website's digital donation form you can ask new donors to opt in to text messaging. This helps create cleaner initial text lists.
- Analyze donor response with emotional detachment
  - You will hear from at least one angry person; that does not mean you should never send text messages.
- Competition from political candidates and policy activists create fatigue, use sparingly

## LAST THOUGHTS

Multiple channels = success

Unified message

Thoughtful list maintenance

\*Donor research, analyzed by a human and informed by your donor relationship, underpins a lot of decisions around segmenting, messaging, and timing of solicitations. It's perhaps the easiest way to level up your solicitation strategy and can be applied to any campaign or appeal throughout the year.

# Questions?



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.

# Thank you for joining!

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