Minimal Budget, Maximum Impact: Marketing Tactics for Small & Medium Nonprofits

Bryan Cook, Lead Account Executive
OneEach Technologies

December 17, 2024

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

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CRM INTEGRATIONS

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EVENT MANAGEMENT

YOUR ORGANIZATION

TEXT FUNDRAISING

GIVI APP

AUCTION EVENTS

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Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

+ Attract new donors to support your cause and leave lasting impressions throughout their giving experience.

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oneeach technologies
a digital services company

OneEach Technologies is a nonprofit-focused digital services agency with over 25 years of experience helping nonprofits worldwide make a meaningful difference.

Today's Speaker

Bryan Cook
Lead Account Executive
OneEach Technologies

What we will go over:

- Nonprofit Marketing 101 and Creating a Strategic Marketing Plan
  - Assessing Current Efforts: Website, Email, Social Media
  - Understanding Your Audience
  - Build a 12-month editorial calendar
  - Boosting Your Email Marketing / Lead Magnets
- Partnering with "Industry" Influencers
- Securing Earned Media Coverage
- Q & A

Assessing Current Efforts

Audit your current initiatives:

- **Social media:** platforms, engagement, and audience.

- **Email marketing:** Open rates, click rates, and subscriber numbers.

- **Website performance:** Traffic, top pages, and conversion rates.

- **Performance and return of campaigns:** What's working? What's not?

Assessing Current Efforts:
Social media platforms, engagement, and audience.

What is a Social Media Audit?

A social media audit involves a thorough review of your organization's social media presence. It evaluates performance metrics, consistency, and opportunities for improvement to align with business objectives.

Social media audits will help you:

- Understand social media's impact on your goals.
- Maintain audience engagement and quality donor/community care.
- Identify new opportunities for growth and brand awareness.

Dig into your website and social media to evaluate what's working and to assess what could be improved based on data. I promise it's simple!

Assessing Current Efforts:
Social media platforms, engagement, and audience.

There are plenty of free downloadable spreadsheets or you can create your own, but I recommend one provided by Hootsuite in their social media audit blog because they also expand on some of the topics we will review [blog.hootsuite.com/social-media-audit-template]

The Basics - How to conduct a
Social Media Audit

Inventory Existing Profiles:
- List all active and inactive accounts, ensuring control of all profiles.
- Identify priority platforms based on traction.

Set Platform-Specific Goals:
- Define clear goals like increasing followers, engagement, or website traffic.
- Use metrics tied to these objectives, not hunches!

Ensure Brand Consistency:
- Check profile bios, images, and language for alignment with brand identity.

Analyze Performance Metrics:
- Use native analytics to measure engagement, impressions, and traffic.

Identify Top-Performing Posts:
- Look at engagement metrics to determine successful content formats (videos, educational posts, donation request posts, etc.).

The Basics - How to conduct a Social Media Audit

Track Social Media Traffic:
- Use tools like Google Analytics to link social activity to website traffic and lead generation.

Evaluate Audience Demographics:
- Understand your audience's age, gender, and preferences to refine messaging.

Explore New Platforms:
- Stay updated on emerging platforms (just look at the traction of TikTok or Threads over just the past few years!).

Set New Objectives:
- Use insights to create actionable goals, ideally supported by a SWOT analysis (strengths, weaknesses, opportunities, and threats) for each platform.

Share Audit Results Internally:
- Collaborate with your team!
- I can't stress this point enough, try to optimize cross-department efforts.

Key Benefits of a Social Media Audit:

Informed Decision-Making:
- Provides data to guide decisions like which platforms to focus on and what type of content performs best.
- Prevents impulsive changes by offering a clear picture of what's working.

Highlighting Organizational Impact:
- Reveals key wins like viral posts or follower growth, proving social media ROI.
- Helps communicate social media's value to board members if you want to leverage more efforts towards social media.

Time Savings:
- Identifies low-value activities to eliminate.
- Highlights high-performing strategies to prioritize, saving effort in the long run.

Assessing Current Efforts:
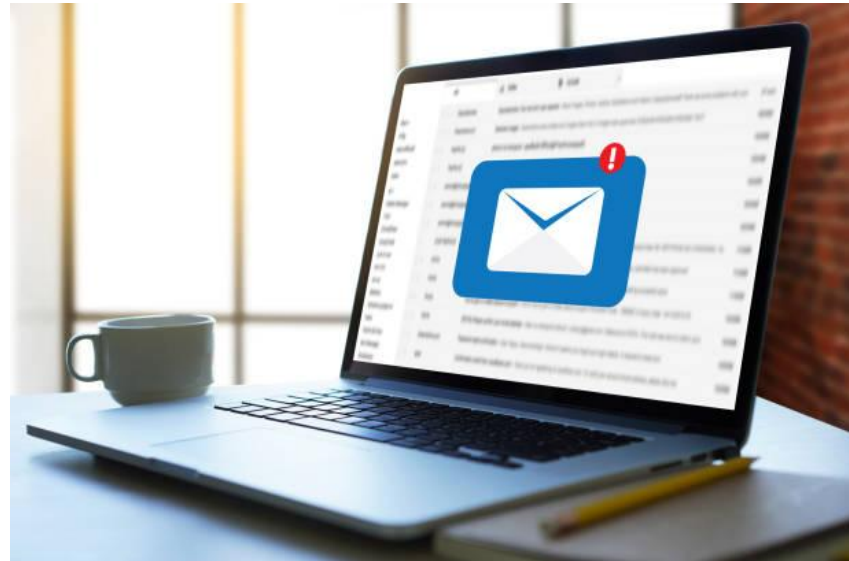## Email marketing: Open rates, click rates, and subscriber numbers.

Email marketing still stands out as one of the most effective ways to reach prospective donors and key audiences like volunteers, especially if you are on a limited budget.

By leveraging the accessibility of a platform people typically check very frequently, data shows it's still typically the top performing avenue for driving engagement.

Assessing Current Efforts:
Email marketing: Open rates, click rates, and subscriber numbers.

Fun fact: Did you know the two largest email marketing platforms have discounted rates for nonprofits? Make sure you are not paying full price!

- Constant contact offers 20-30% off depending on your payment plan
- MailChimp offers 15% off to all nonprofit organizations
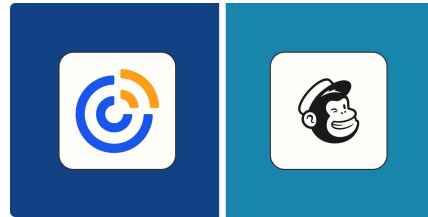
Also look to see if your organization has a partner program - some have free tools available

Assessing Current Efforts:
Email lists: Open rates, click rates, and subscriber numbers.

The Basics - Do's and Don'ts for Nonprofit Emails

Get to the point
- The average time reading an email is 8-9 seconds, meaning most skim and focus on the key points.

Don't do long, drawn out emails
- Provide brief overviews that get the necessary points across effectively.

Make donations easy
- Have direct, easy to see calls to action.

Don't force extra steps
- Don't make them jump through hoops - the less steps required, the better.

Be upfront and visible
- People want to know how their money is being spent. Be transparent so donors know their donations matter.

Don't be pushy
- Don't just constantly ask for donations. Long term donor engagement is created through targeted, high quality content.

Say "Thank You"
- It's the little things that really make all the difference sometimes.
- If you land the donation, show your gratitude to make them a lifetime donor.

Don't turn your messaging negative
- Strive to have positive messaging for potential donors and volunteers. Negative language will have a negative effect on both new and existing donors.

Assessing Current Efforts:
Email lists: Open rates, click rates, and subscriber numbers.

Nonprofit Email Marketing Statistics

- **Only 68% of nonprofits utilize email marketing**. Of those, 41% send newsletters monthly, 27% quarterly, 17% twice monthly, 10% weekly, 3% twice weekly, and 2% send daily.

- **48% of donors cite email as their preferred method of hearing updates and appeals from the organization.** Direct mail was the second most preferred channel at 21%, followed by social media (17%), text messaging (8%), and phone calls (2%).

- 63% of nonprofits use personalization in their email marketing and emails with personalized subject lines are **26% more likely to be opened.**

- Personalized calls to action **convert 202% better** than default calls to action.

- Subject lines comprising **6 to 10 words** achieve the highest open rate at 21%.

- Only 38% of nonprofits delete **unengaged subscribers** on a regular basis.

- **35%** of nonprofits that send email fundraising appeals raised the amount of money that they expected, **34% raised more**, and only 31% raised less than they expected.

- **26% of donors say that email is the tool that most inspires them to give.**

Nonprofits have an average open rate of 28.59% and an average click rate of 3.29%.

[nptechforgood.com/101-best-practices/email-marketing-statistics-for-nonprofits]

The Basics - Nonprofit Website performance

A website is the cornerstone of a nonprofit's digital presence, serving as the central hub for **communication**, **engagement**, and **support**.

Your website is arguably the most valuable tool that you have for your organization. It's a vital tool for achieving your mission as well as the primary route for the general public to view your:

- Credibility
- Essential Resources and Information
- Donation and Fundraising Needs
- Awareness and Outreach
- Impact
- Volunteer and Community Engagement Opportunities

Just as you audit and track your social media and email marketing, you need to audit and optimize your website performance.

Assessing Current Efforts:
Website performance: Traffic, top pages, and conversion rates.

The Basics - Understanding Website Metrics

To audit and optimize your website performance, you will need to know the basics of what the metrics mean and where you ideally want those metrics.

- **Bounce rate:** The percentage of visitors who leave a website after viewing only one page.
  - **Nonprofits average a 60-70% bounce rate.**
    This is not great – a good bounce rate is between 40% or below.
- **Conversion rate:** The percentage of visitors to a website who complete a desired action, such as filling out a form, signing up for a newsletter, or completing a donation.
  - **Conversion rates will vary based on the action but the average conversion rate for a nonprofit donation page is 12%.**
- **Organic traffic:** Website traffic generated by unpaid search results.
  - **Around 44% of website traffic for nonprofits comes from organic search.**
- **Device traffic:** Website traffic based on mobile/tablet compared to desktop/laptop users.
  - **52% of nonprofit website visits come from mobile users, while 48% come from desktop users.**

Assessing Current Efforts:
Website performance: Traffic, top pages, and conversion rates.

The Basics - Optimizing Website Metrics

Once you have identified the key metrics you plan to focus on or identify areas for improvement, you need to track and optimize your website for the best user experience.

Fortunately, you can monitor your web performance easily with the proper tools and the most universally known and free option is Google Analytics [analytics.google.com]. Google Analytics has walk-through tutorials on analytics and you can also find expert walk-through videos on YouTube for almost any topic you need to know. This will help you:

- **Monitor site speed**
    - Use the page load speed report to identify slow-loading pages, which can lead to high bounce rates and dissatisfied visitors.
- **Track conversions and goals**
    - Set up goals to track user behaviors like webpage views, time spent on a page, or specific events.
- **Discover backlink opportunities**
    - Google Analytics can help identify referral sites, which are important for SEO and conversions.
- **Identify and optimize your lowest performing webpages**
    - Use Google Analytics to see how your webpages rank in organic searches, and identify the lowest-performing ones.

- **Identify your top converting pages**
    - Focus on pages with high donation conversion rates and rework your SEO to drive more traffic.
- **Track search queries**
    - Use the on-site search terms report to see which keywords people are searching for on your site.
- **Identify high-performing pages and keywords**
    - Use the *Behavior and Acquisition* reports to identify which keywords are driving traffic to your site and which pages retain users the longest.

Assessing Current Efforts:

What's working? What's not? What's the new goal?

Analyzing your metrics

Measuring the success of your nonprofit can be tricky since there is no concrete way to measure the positive impact you have on your community. Thankfully, once you identify your baseline metrics and can establish achievable goals, you just need to monitor progress.

Once you've audited your efforts, it's time to set goals. **SMART goals**:
Specific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound—provide clear direction.

For instance, instead of saying, "*We need more donors*," say, "*We aim to increase donors by 100 within six months by enhancing our email campaigns.*" This specificity helps you track progress and stay focused.

Assessing Current Efforts:

What's working? What's not? What's the new goal?

Analyzing your metrics

If you're having trouble identifying primary goals, ask yourself:
*What does success look like for your organization?*

Then work backward on how to achieve it.

Break larger goals into smaller, actionable steps to make them manageable.

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Maybe it's growing your social media presence or boosting donations during a campaign - break those down to individual goals within those larger goals.

Note these goals are likely going to vary at different times or the year as well.
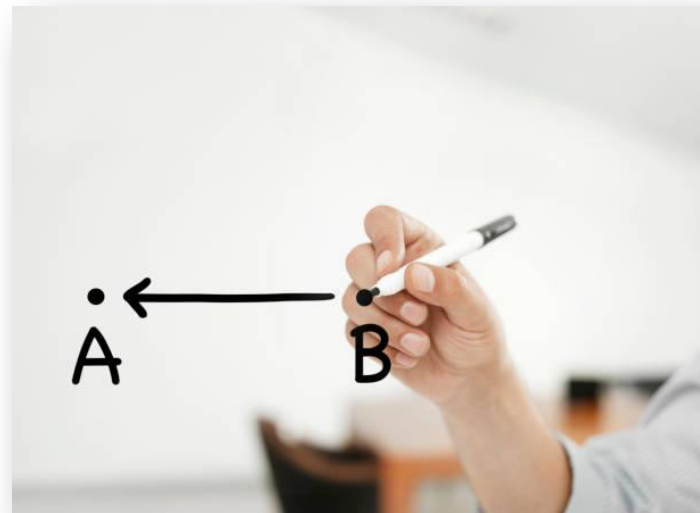
Know Your Audience

Demographics: Age, location, income, etc.

Understand your audience through research

How much do you know about you current donors, volunteers, community members?

If the answer is just name, email and phone number – you need to dive deeper!

Truly tailored nonprofit marketing requires intimately understanding your existing and potential supporters, volunteers, and those who you help. Conduct demographic and psychographic research to uncover details like:

- Location, age, gender, income level, education level

- Values, beliefs, interests, passions

- Where they consume media/content online and offline

This information can be obtained by utilizing the basics we've covered so far:

- What motivates them to engage and donate
- Gather data through surveys on your website, driving visitors from your email marketing and social media posts

- Request information from long and short term donors

- Use social analytics and google analytics for general information like location and age

Know Your Audience
Demographics: Age, location, income, etc.

Understand your audience through research

Try to identify their Motivations and _WHY_ your donor and volunteer audience supports your cause.

In my opinion, this is one of the most overlooked items in marketing because:
Everyone knows **HOW** they can support your cause...

and **WHAT** problem(s) can be solved by supporting your cause...

But if you can find out **WHY** they support you, you can build stronger, longer-lasting relationships and tailor your fundraising efforts accordingly.
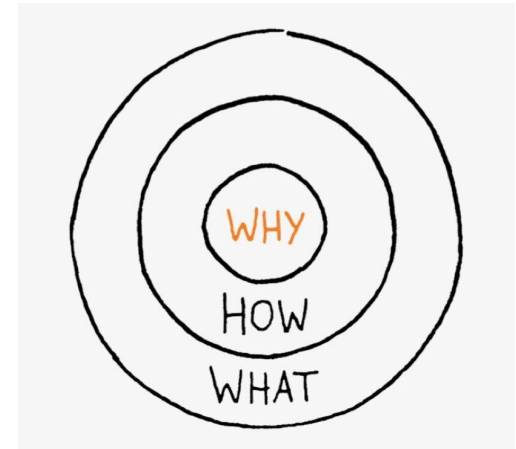
Know Your Audience

Demographics: Age, location, income, etc.

Understand your audience through research

How to find the WHY:

- Direct them to surveys
- Look at your data – What website pages do they engage most with? What social posts get the most engagement? What email topics get the highest open rates?
- Schedule one-on-ones with your donors
- Log feedback at events

Common WHYs:

- Personal connection
- Personal experience
- Community/social impact
- Emotional fulfilment
- Social recognition

Don't be afraid to ask your audience!
They support your organization. They should be more than happy to help your cause.

Know Your Audience

Demographics: Age, location, income, etc.

Understand your audience through fictional personas

Now that you have your audience data, you might want to consider doing something that will sound insane...

Create fictional personas.

Take that data and create **marketing personas**, also known as buyer personas.

These are fictional characters created to embody the characteristics and behaviors of your target donors, volunteers and those in need. These personas are developed based on research, data analysis, and observations of your target audiences.

They go beyond demographic information, delving into psychographics, motivations, preferences, and pain points. For example, this will help you understand how to structure your website for not only call to actions for donors, but how a visitor in need will navigate to your program resources.

Know Your Audience

Demographics: Age, location, income, etc.

Understand your audience through fictional personas

An article by **Survey Monkey** [surveymonkey.com/mp/buyer-persona] perfectly describes how this is important to better understand:

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Say you're planning a camping trip with three friends. To get each friend on board with your plan, you take three different approaches. With one friend, you share pictures of the beautiful location you've picked out. With another friend, you emphasize the short walk from the car to the campsite. With the third, you discuss the many opportunities to take photos and videos.

Just as you would emphasize different aspects of a trip to appeal to different friends, your business can emphasize different aspects of its products to appeal to different buyers. Buyer personas let you get to know your target customers like you know your friends, so you can talk to them about your products in a personal way that highlights the benefits that are important to them.

Build a 12-month editorial calendar

Planning goes a long way

Strategic planning is your roadmap to success. A 12-month editorial calendar keeps your marketing efforts organized and consistent:

Build a 12-month editorial calendar containing your.

- Blog topics

- Social media content

- Email campaigns

- Newsletters

- Webinars

- Event promotions

It's a great way to pre-plan the entire year, keep track of your editorial initiatives and **nonprofits with strategic plans have been shown to raise 50% more funds** - proof that a little planning goes a long way!

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by bloomerang

Build a 12-month editorial calendar

There are plenty of free editorial calendars available, but I personally really like this one from HubSpot:

[offers.hubspot.com/editorial-calendar-templates]

HubSpot	Blog Editorial Calendar			Need a better CMS and marketing automation software? Try HubSpot!	Click Here to Get Started with a Free Demo		
Publish Date	Due Date	Author	Topic/Title	Content/Details	Keyword(s)	Target Persona(s)	Offer/CTA
1/1/22	12/29/21	Ivelisse Rodriguez	12 Revealing Charts to Help You Benchmark Your Business Blogging Performance	Explain importance of blogging and how to benchmark your efforts to guarantee success	business blogging, blogging benchmarks	Marketing Mary	How to Get 100,000 Readers for Your Blog
1/2/22							
1/3/22							
1/4/22	12/30/21	Caroline Forsey	Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips with expert advice while promoting on-page templates	search engine optimization, SEO	Marketing Mary	On-Page SEO Template
1/5/22	12/31/21	Basha Coleman	9 Tips for Creating Quick Graphics for Your Social Media Posts	Provide tips and tricks to creating graphics without the burden of learning Photoshop	marketing graphics, social media graphics	Sales Leader Alex	Social Media Image Templates
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Boosting Your Email Marketing

Create Lead Magnets

One of the best tactics to rapidly grow your email subscriber list is to offer "lead magnets" to acquire contact information.

If you are not familiar with the term, **lead magnets** are resources or offers designed to collect contact information from potential supporters or donors.

You simply offer free resources like **guides**, **tip sheets**, **infographics**, or **exclusive event access** in exchange for an email address.

Boosting Your Email Marketing

Create Lead Magnets

Lead magnets will not only help your organization grow and boost engagement, but it also creates a **great opportunity to educate and inspire your audience** about the organization's mission, impact, etc.

For example, if you're an animal shelter, you could offer a 'New Pet Adoption Checklist.' Once you have their email, automation tools like Mailchimp or Constant Contact let you set up workflows.

Don't forget to send consistent, value-packed content - share success stories, updates, and upcoming events.

scratch
New puppy checklist

Home
- [ ] Dog bed
- [ ] Blanket
- [ ] Puppy pads
- [ ] Grass potty
- [ ] Mess cleaners
- [ ] No-chew spray
- [ ] Baby gate
- [ ] Toys

Health
- [ ] Brush
- [ ] Shampoo & conditioner
- [ ] Nail clippers
- [ ] Worming tablets
- [ ] Flea & tick treatments
- [ ] Toothbrush & paste
- [ ] Dental finger cloth
- [ ] Council registration
- [ ] Pet insurance/Saving plan

Food
- [ ] Your choice of food
- [ ] Training treats
- [ ] Occupier treats
- [ ] Food bowl
- [ ] Water bowl
- [ ] Feeding puzzle

Walking
- [ ] Collar
- [ ] Registration tag
- [ ] ID tag with your number
- [ ] Leash
- [ ] Poo bags
- [ ] Car harness

www.scratchpetfood.com.au

Boosting Your Email Marketing

Create Lead Magnets

Examples of Lead Magnets

Story Collections
Printable Calendars or Planners
Audiobooks
DIY Kit Lists (Hygiene kits, etc.)
E-books
Photo Albums
Merchandise
Webinars
Reports

Resource Lists
Podcasts
Stencils for Art Projects or Events
Exclusive Articles
Workbooks
Online Courses Exclusive
Videos/Interviews
Training Modules
Games/Puzzles
Case Studies

Quick-Reference Guides
Slide Decks from Past Presentations
Event Tickets
FAQ Guides
Infographics
Art and Craft Tutorials
Whitepapers

Health and wellness specific for YMCAs, Boys and Girls Clubs, Community Centers, etc.:
30-day gym trial
nutrition ebook
eCourse
Fitness workbook

Lead Magnets with Social Media

Leverage Your Lead Magnets

Don't stop at email, leverage your magnets on social!

Start by focusing on 1-2 platforms where your audience is most active so you don't spread yourself too thin.

Depending on the lead magnet, it might be best to work backwards on the target audience.

For example, if you're trying to target Gen Z and Millennials with a recent podcast, Instagram and TikTok might be your best bets.

Create visually appealing teaser content — think 10 second videos, infographics previews, or watermarked templates — **that links from the post to your lead magnet landing page.**

Even a simple 'behind-the-scenes' video at your nonprofit can resonate deeply with supporters.

Engagement is critical, too. **Don't just post** — reply to comments, share user-generated content, and participate in trending conversations.

Lead Magnets with Social Media

Leverage Your Lead Magnets

Don't stop at email, leverage your magnets on social!

Free scheduling tools like **Buffer**[buffer.com] or **CoSchedule** [coschedule.com/marketing-calendar] and free social media tools like **Hootsuite** [hootsuite.com/social-media-tools] can help you plan quality posts in advance, ensuring consistency even on busy days.

Remember, **quality** trumps **quantity** in social media.

Partnering with "Industry" Influencers

Influencer marketing isn't just for big brands—it's incredibly effective for nonprofits too.

Start by identifying influencers who share your mission or participate in an "industry" similar to your cause. For instance, a local food blogger might be perfect for a nonprofit addressing food insecurity.

Reach out with partnership ideas that benefit both sides. For example, you could:
- Co-host a webinar or podcast
- Collaborate on a social media contest
- Feature the influencer in your newsletter

Highlight how supporting your cause aligns with their personal or brand values. Remember, **it's not about the size of their audience—it's about engagement and shared purpose**. With the right partnerships, you can dramatically expand your reach and credibility.

Securing Earned Media Coverage

Earned media, like press coverage, builds credibility and can bring your nonprofit to a much larger audience.

Start by researching journalists who cover topics aligned with your mission. For example, if you work with underprivileged youth, look for writers covering underprivileged neighborhoods, schools or programs for children.

When approaching them to pitch your idea, personalization is key and that is why researching is important!
- Craft compelling, personalized pitches.
- Reference their past work and explain why your story is relevant.
- Offer media-ready resources like impactful stats, compelling human-interest stories, and professional-quality visuals.
- Offer to promote on your website, newsletter, and social platforms (specifically focus on the ones the approached media is most active on!)

For instance, a quote and photo of a child whose life has been changed by a program provided by your nonprofit can be incredibly powerful.

Once your story is published, promote it on your social media and email channels to maximize its reach.

Always remember...

KEEP IT
SIMPLE

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

+ contactus@qgiv.com

+ 888-855-9595

For more information on OneEach, please contact:

+ bryan@oneeach.com

+ oneeach.com/bryan

+ (480) 262-9068

+ <u>Download the eBook here</u>

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