

onecause® | WEBINAR



5 STEPS TO CONVERTING Online Followers *into Donors*



Wednesday, March 15, 2023
1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT

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HighSpirits Marketing

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HOSTS



Dawn Lynn Lego (she/her)

Director, Brand Engagement &
Channel Marketing
OneCause



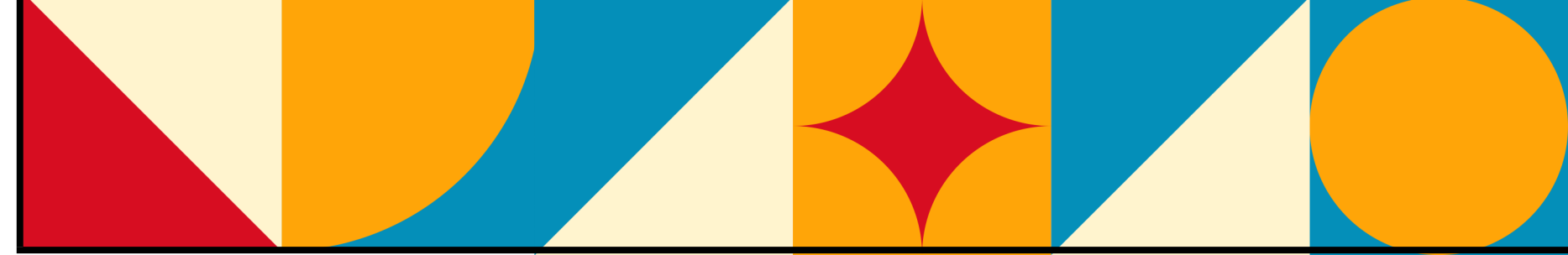
Adora Drake (she/her)

Senior Marketing Consultant
HighSpirits Marketing



Introduction:

- Practices to create an effective message that converts online audiences into donors.
- Techniques to leverage your message to spark engagement online and offline.
- Methods to nurture prospective donors and make the ask, at the ideal time.



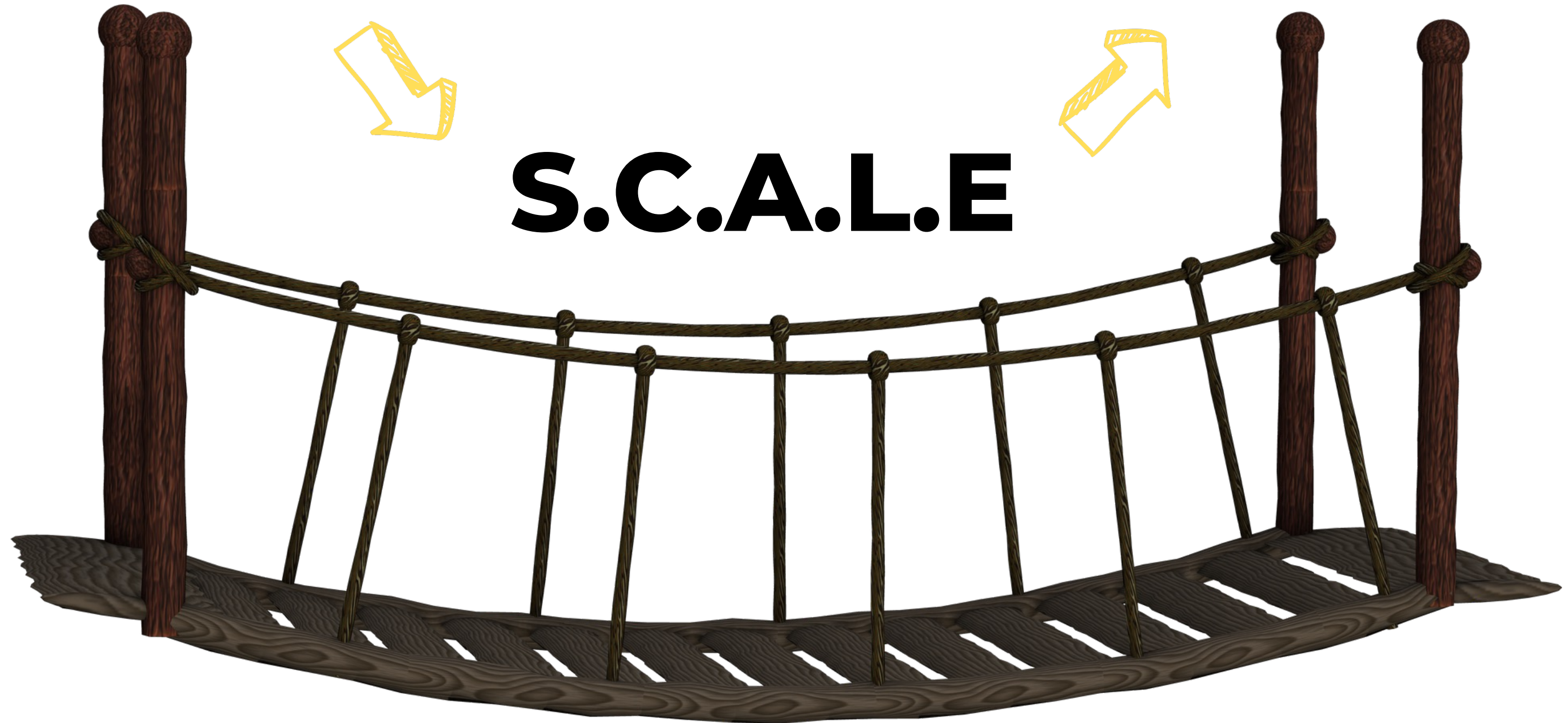
About Me

- Background
- Marketing Focus
- Who do I work with?



Marketing

Donation



SCALE METHOD



SOCIAL MEDIA



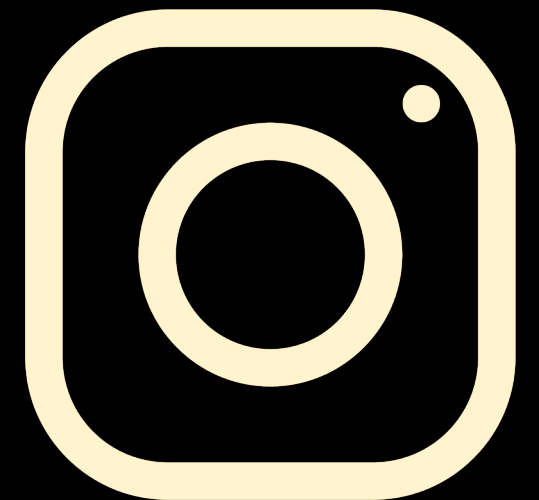
Tiktok



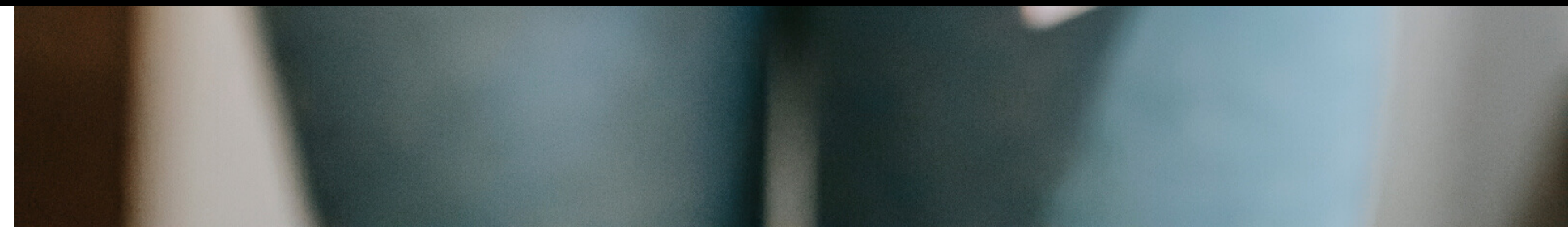
Twitter



Pinterest



Instagram



Messaging That Converts

01

Identify your target audience: Knowing who your audience is and what motivates them to donate can help you craft messaging that resonates with them.

02

Your messaging should be clear, concise, and highlight the impact that donations can make. Use storytelling techniques to make your message more relatable and emotionally engaging.

03

This should be a direct ask for a donation or a specific action that you want your followers to take. Make it easy for them to donate or take the desired action by providing a link or clear instructions.





Understanding Your Target Audience

Past donation
behavior

location

Age



Occupation

Interest

History

Income

Why Would “Followers” Donate?

Reason 1

They feel **emotionally connected** to the cause. This emotional connection can come from various sources, such as personal experience, shared values, or a compelling story. Donors are more likely to give if they feel a personal connection to the cause and believe that their contribution can make a difference

Reason 2

Trust and transparency: Donors want to know that their donation will be used for the intended purpose and will make a significant impact. Being transparent about how donations are used, providing regular updates on progress, and offering accountability can help build trust and confidence in the organization. This can lead to repeat donations and word-of-mouth referrals to friends and family.




Story Telling

- Show your audience who you are with video, photos, and infographics
- Go live on your social media pages with real life people who have benefitted from your organization
- Share your information with partners and other media outlets
- Sponsor events
- Create an easy way for current members can share their experiences with your organization



feedingamerica  • [Follow](#)



feedingamerica  Catherine "Lulu" Branham is usually the first person people see at the Monacan Indian Nation Food Bank. "When they come, I say that I love them," she said.

Lulu often greets clients with a hug, and she makes sure newcomers feel welcomed.

"The food bank feels like home," she said. "It's a special place to me."

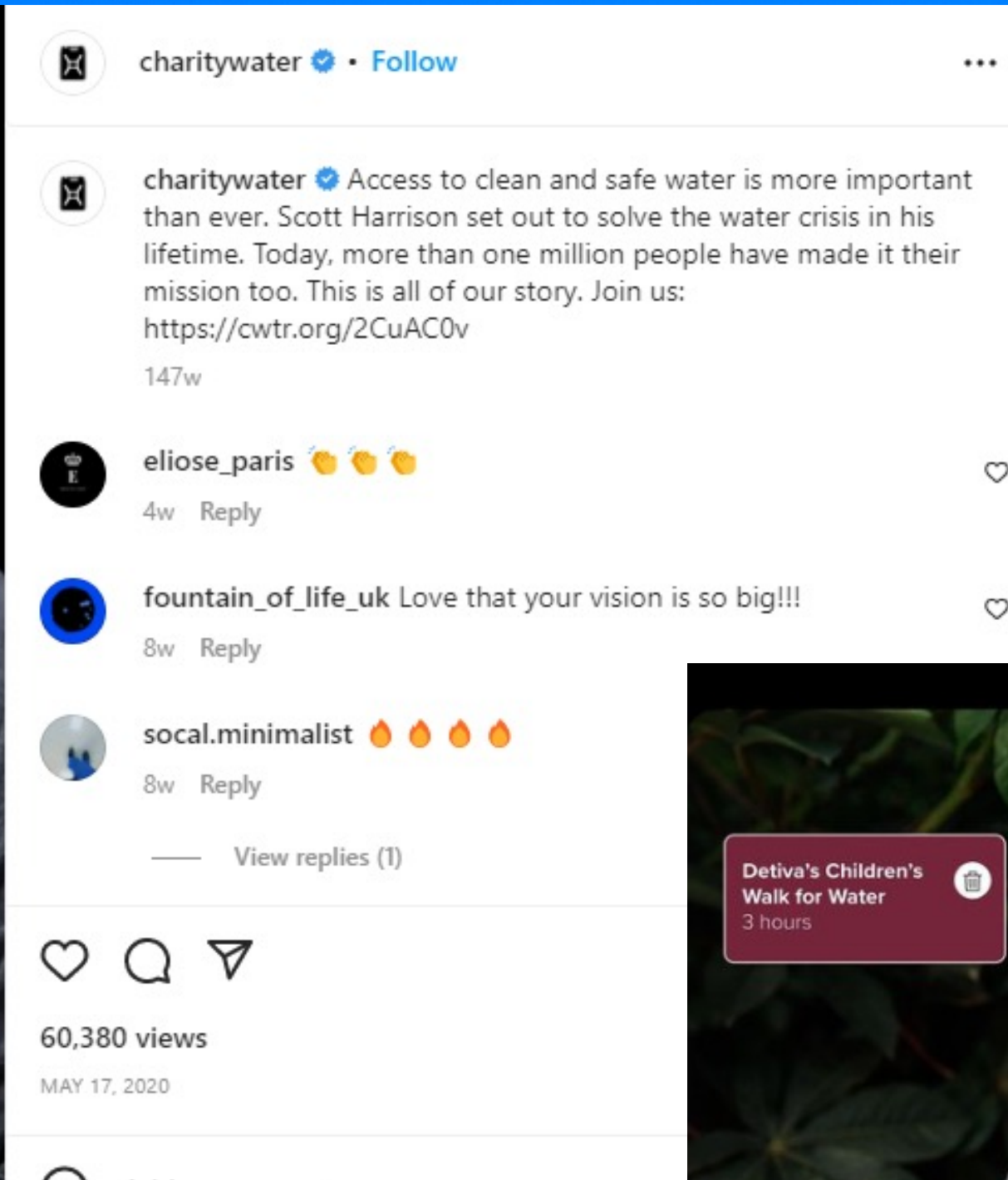
Lulu, who has Down syndrome, is a loving, warm person. She had always hoped for a job where she could interact with people, like being a greeter at a local store. Seeing the need for food assistance increased in her community, Lulu was thrilled to find part time work at the food bank where her mother and sister also work.

In the mornings, she checks the refrigerators and freezers to make sure the food has not spoiled overnight. Then she prepares the paperwork for the clients who are scheduled to pick up food

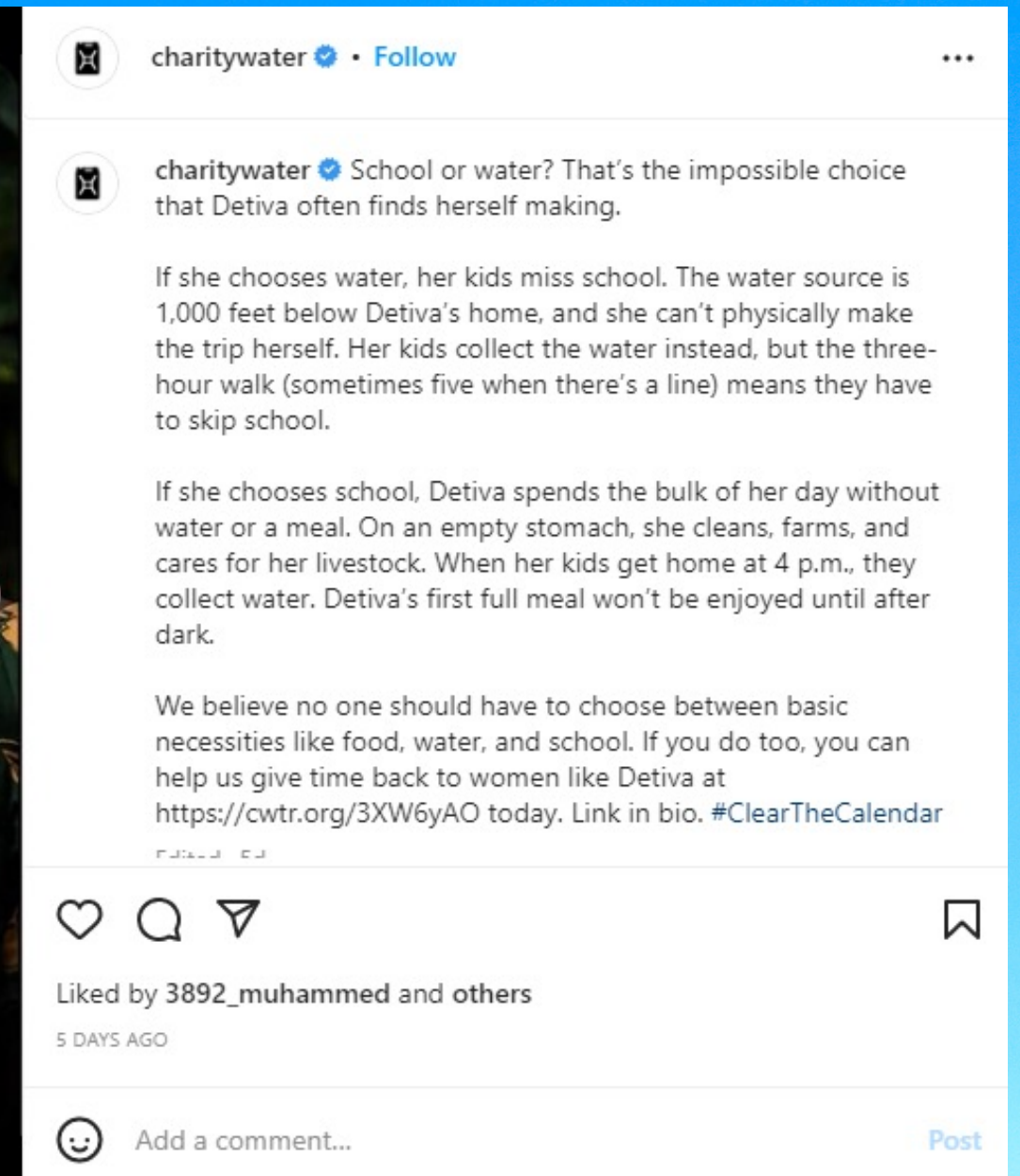


113 likes

1 DAY AGO



Video/Reel



Long-Form



unicef • Follow



unicef 3-year-old Ahmad from Syria was terrified on the night of the earthquakes.

He currently lives in a shelter - where UNICEF is providing water trucking services, diapers, soap and water purification tablets.

As we reach families in Syria and Türkiye, you can help by donating. Link in bio.

© UNICEF/UN0798524/Haddad

3d



mohd._kashf Hmm... If UN agencies are genuinely working on the ground then it deserve respect ❤️



1d Reply



a_ajay_j 🌱❤️



2d Reply



5,833 likes

3 DAYS AGO



Add a comment...

Post

Two Simple Ways To Lead Followers Into Your Organization

Event/Donation Page

The goal of a donation page is to make it easy and convenient for individuals to contribute to the cause or organization, and to encourage them to donate by emphasizing the importance and impact of their contributions.

Email Capture Page

The email capture page typically has minimal distractions and focuses on getting the visitor to take action and submit their email address. The information collected from an email capture page can be used to build a targeted email list.

Why Build An Email List?

An email list is a powerful tool for nonprofits to build relationships with supporters, drive donations and volunteerism, and engage in cost-effective and targeted marketing. By using email effectively, nonprofits can increase awareness of their cause, build a loyal and engaged audience, and achieve their fundraising and advocacy goals.





3 Types Of Lead Magnets

01

Quizzes, surveys, and polls

These are great ways to attract potential donors and collect valuable information about their preferences and interests.

02

Exclusive videos & Webinars

Helps you to attract potential customers, build your email list, and position your brand as a thought leader.

03

Special reports & Research studies

These studies/ reports help you attract potential donors, build credibility for your organization, and showcase the benefits your nonprofit has in your community with real world examples.



Email Nurture

CREATE A WELCOME SERIES

Describe who you are, your mission, and give them something valuable (an education piece, video training, or behind the scenes).

KEEP SUBSCRIBERS INFORMED

Let readers know about your progress, show photos from your most recent events, and what's working and what's not working. And most of all how can they get involved.

ASK FOR THE DONATION

Be clear about what you need and where they can assist you.



Email Welcome Series

EMAIL 1: WELCOME EMAIL

Welcome your lead to your organization and in the first sentence or two provide a link to the lead magnet you promised. Describe your organization.
DO NOT ASK FOR A DONATION.

EMAIL 2: PROVIDES ADDITIONAL VALUE TO AUDIENCE

Provide something that enhances your lead magnet. Ideas are links to additional reading material, video content, or testimonials.
STILL DO NOT ASK FOR A DONATION

EMAIL 3: SET EXPECTATIONS

Continue the lead magnet conversation BUT tell them they will begin getting emails with your newsletter and what the frequency will be.
ASK FOR A SMALL DONATION

How To Ask For The Donation

80/20 Rule

80% of your content should be focused on providing value to your audience and building relationships with them, while the remaining 20% can be focused on asking for the donation.

Define Specific Needs

Describe what your organization is currently working on, what are some of your goals, if they decide to donate where will the money go, and lastly how can they continuously see progress?

Call To Action

A good call to action should be clear, compelling, and relevant to the content of the email. It should create a sense of urgency or excitement for the reader to want to give.

Questions?

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Why Netflix is Stealing Your Donors

Strategies for Building a Recurring Donor Program

Wednesday, March 29, 2023

Nicholas Kristock

Founder/CEO KindKatch
and Fleece & Thank You



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