

WEBINAR

the Digital Revolution:

10 Digital Marketing Ideas
for Nonprofits

WED MAR 16th 1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT



HOSTS



Dawn Lego
Director of Brand Engagement &
Channel Marketing
OneCause



Evan O'Neill
Associate Director of Sales
Feathr



10 Digital Marketing Ideas for Nonprofits



Trusted by 1,000+ Nonprofits



0

Start advertising (online).

1

Retarget your
donation abandoners.



DONATE

ADOPT

Search

Support STC: Make a Donation to STC

Step 1 of 2

50%

Donor Information

Name *

First

Last

Address *

Street Address

Address Line 2

City

Country

United States

State *

Alabama

Zip Code *

DONATE MONTHLY

ONE-TIME DONATION

JOIN STC

ADOPT-A-TURTLE

RENEW MEMBERSHIP

TRIBUTE OR MEMORIAL

LEAVE A LEGACY

ENDOWMENT

GET INVOLVED



Recipes



FEATURED COLLECTION

Our Official List of the Best Food Network Kitchen Recipes

We tweaked these recipes until they were absolutely perfect — and feel 100% confident in calling them our “Bests.” Try them, and we bet you’ll agree.

Our Go-To Ingredients

SUPER SLOPPY JOES

SUPER SLOPPY JOES

GARLIC MASHED CAULIFLOWER

GARLIC MASHED CAULIFLOWER



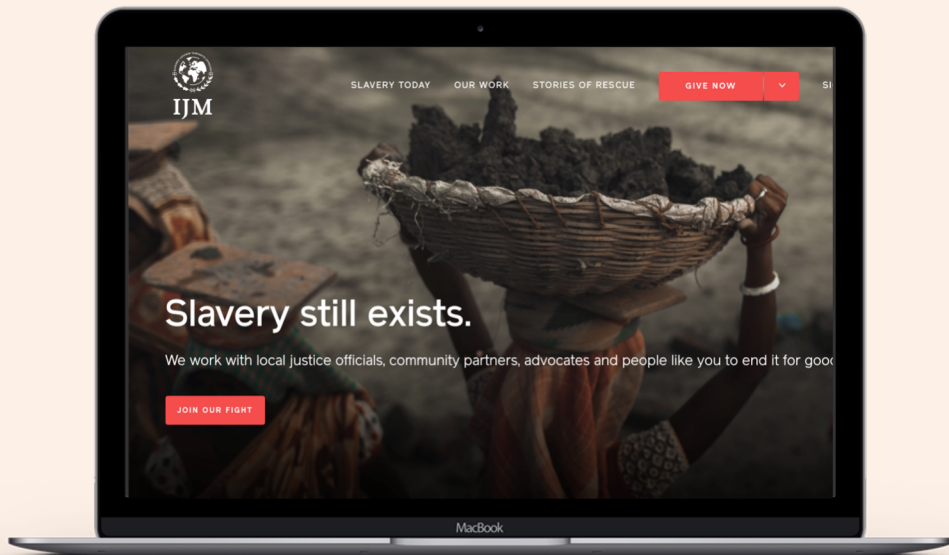
SEA TURTLE
CONSERVANCY

FORGET
SOMETHING?
The sea turtles
are waiting



FINISH DONATION

SEA TURTLE
CONSERVANCY



2

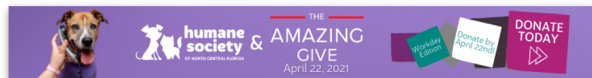
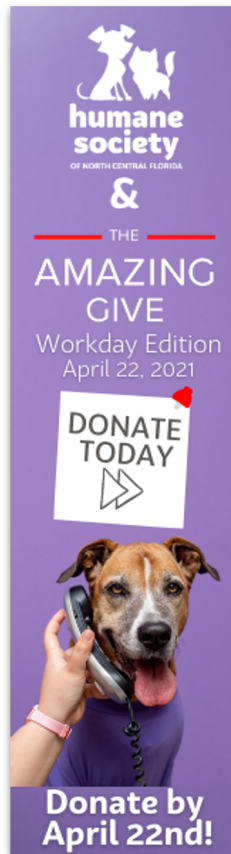
**Do more with your email list!
Run email mapping campaigns.**



Supercharge your local giving day

Email lists targeted:

- Recent & previous donors
- Former volunteers
- Previous event attendees
- List of unsubscribers!



3

Geofence ads to the places
your donors live, work, & play.



► Show Places (3)

File

high-income-neighborhoods_gainesville - places_template.csv

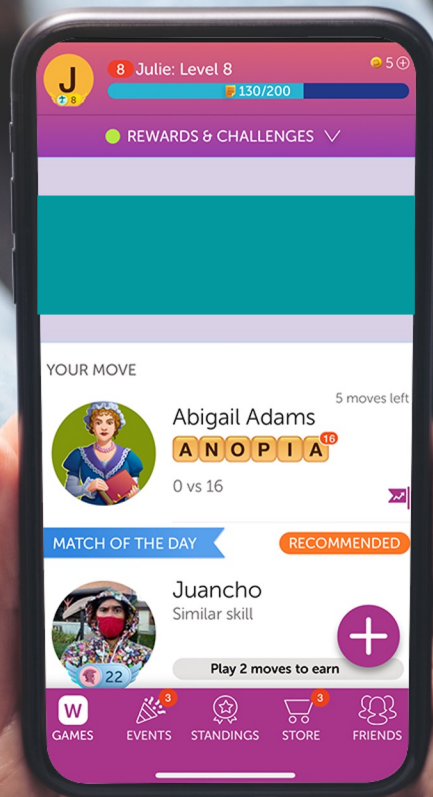
Name (required)

Radius

Units



GRACE



Geofencing Ideas

- Country clubs, yacht clubs, golf courses
- Expensive neighborhoods
- Churches & places of worship
- Festivals, concerts, sporting events
- University campuses
- Other nonprofit fundraisers 🙄

4

**Boost your social posts to
get better reach.**

GRACE

4.8k followers

GRACE Market

hello@gracemarket.com

Message

gracemarketph

Open now

Edit

Add

Add

Photos

WISH LIST WEDNESDAY

GRACE

BEARD 1 YEAR

COLD NIGHT SHELTER OPEN

JANUARY 2-3

12,273

FIRST

Privacy · Terms · Advertising · More · Meta © 2022

Post Insights

This #WishListWednesday our front-line staff and volunteers are asking for your help in replenishing o...

Published by Sprout Social · 22h ·

Post Impressions 362

Post Reach 362

Post Engagement 24

Distribution

Average performance as your other posts within 22 hours of publishing. [Learn more](#)

Interactions

Reactions 8

Comments 1

Link Clicks 6

Shares 3

Other Clicks 6

\$50 boost

About the ad



GRACE Marketplace
Sponsored • Paid for by ACCHH/GRACE
ID: 720034375125629

...

GRACE is thrilled to present our five-year report, "Ending Homelessness is Possible." The report describes our programs, services, community impact, financials, and - best of all - the exciting work ahead!

Special thanks to our pals at [Fracture](#) for covering the cost of printing these reports for our birthday celebration last week!

...



GRACE Marketplace

[Learn More](#)

Data behind the ad

🚫 Inactive

Jul 9, 2019 - Jul 16, 2019

ID: 720034375125629



Amount spent

The estimated total amount of money spent on an ad during its schedule.

[Learn more](#)

📅 Amount spent

<\$100 (USD)

Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

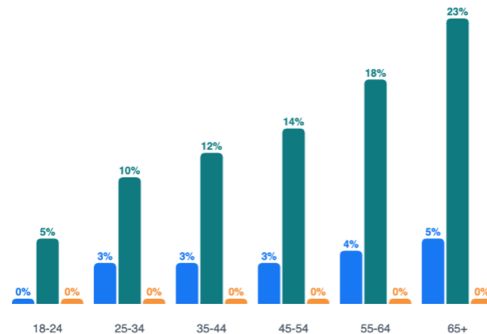
👁 Impressions

1K - 2K

Who was shown this ad

The age and gender breakdowns of people who saw this ad.

Men Women Unknown



5

**Apply for the Google Ad
Grant and try paid search.**

Google Ad Grants

\$212

Average
donation
value

\$5k

Donations in
60 days

+400

Conversions
in 60 days



CASE STUDY

Google Ad Grants drives a \$212 average donation value for Days for Girls.

Mission

Days for Girls increases access to menstrual care and education by developing global partnerships, cultivating social enterprises, mobilizing volunteers and innovating sustainable solutions that shatter stigmas and limitations for women and girls. The organization has reached more than one million women and girls in over 120 countries around the world.

Marketing Goals

The organization relies on their Google Ad Grants account to raise awareness for their cause and reach users looking to support and empower women around the world. Google Ads are also used to raise funds, promote ecommerce orders, increase call volume and drive email subscriptions to cultivate donor relationships.



nonprofit supporting environmental conservation



All



News



Images



Videos



Shopping



More

Tools

About 106,000,000 results (0.61 seconds)

Ad • <https://preserve.nature.org/donate>



We Only Have One Earth - Help Tackle Climate Change

The Earth Needs You Now More Than Ever. Your **Support** Can Make a Difference for the Future. The Science is Clear. Donate Now to Help Tackle Climate Change. Build Healthy Cities. Protect Nature. Protect Our Only Nature. Save Endangered Species.

6

A/B test your messaging with different landing pages.

TEXT APPEAL



A Special Story of Hope this Christmas

A Message from Buckner President Albert L. Reyes

About a year ago, I came across a Christmas story of a young lady who had recently been adopted. After years in the foster system, she now had a forever family.

This family was taking Christmas pictures in a photographer's studio. Immediately, as soon as the picture was over she jumped out of her seat, ran behind the photographer into the dark area of the studio, and got real quiet. A moment or so after that you could hear her crying.

Naturally her mom went over to find out what was wrong.

"Why are you crying? What's wrong?" She said, "Well, Mom, it's just that all of my life, foster families that I was with would ask me to sit over to the side so they could take their family picture at Christmas." She said, "Today is the first time that I've been allowed to be in the Christmas photo with the family."

As I read that story, I just had to take a break. It just knocked me off my feet. I couldn't help but think of just how wrong it is to not be included. I remember all the times that my own family would take Christmas photos and there was never a question of who would be in the picture.

This is what Buckner does.

We provide families for children so they can be in the family and, naturally, be in the picture. For 137 years, Buckner has consistently provided a Christmas experience for thousands of children that otherwise would have gone without. We're able to do that because of people like you, generous donors who make contributions to make family possible for children that are vulnerable and in need.

There are Christmas stories that can be created, but we can't do it without your help. I'm going to invite you to join us and make a generous gift, perhaps your best gift in a while, this Christmas so that we can shine hope into the lives of children who we serve.

This Christmas, when you do make a gift to Buckner, your donation will be doubled due to a matching gift from a generous donor that shares your heart for children.

But, your gift must be received by December 31 to be doubled, and to qualify for a tax deduction for 2016.

Please make a gift using the secure form below

Donation Information

Amount:

\$ 25	\$ 50	\$ 100
\$ 250	\$ 500	

OR

100% of your gift will go directly to support ministry programs

Due to strategic investments and careful stewardship of gifts we are able to produce adequate income to cover administrative costs. This means that 100% of your gift will go directly to support ministry programs.

VS

VIDEO APPEAL



A Special Story of Hope this Christmas

For most people, this season is a time for family and celebration. Unfortunately, that is not always the case for many children that live each day with an abusive family or an uncaring foster system. However, there can be hope for many of these children.

Please take 2 minutes to see one particular child that found hope and love at Christmas.



At Buckner, we want to create more stories like this. Our mission is to bring hope and stability in the midst of turbulence to vulnerable and at-risk children. But this is only made possible by people like you, people that want to care for these children that need it most.

When you give to Buckner International, you are placing children on a trajectory to living full, healthy, happy lives—in Jesus' name.

Please give a generous year-end gift. When you do, your donation will be doubled due to a matching gift from a generous donor that shares your heart for children.

Your gift must be received by December 31 to be doubled, and to qualify for a tax deduction for 2016.

Please make a gift using the secure form below

Donation Information

Amount:

\$ 25	\$ 50	\$ 100
\$ 250	\$ 500	

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Image Credit: NextAfter

7

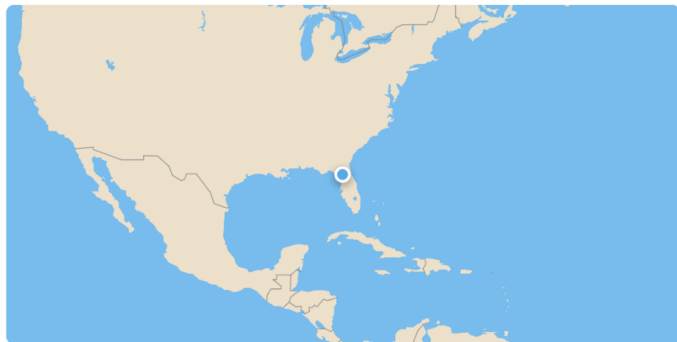
Use website analytics to reverse engineer the user journey.

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	11,528 % of Total: 100.00% (11,528)	10,964 % of Total: 100.00% (10,964)	13,846 % of Total: 100.00% (13,846)	74.61% Avg for View: 74.61% (0.00%)	1.46 Avg for View: 1.46 (0.00%)	00:00:39 Avg for View: 00:00:39 (0.00%)
1. Direct	5,788 (48.70%)	5,585 (50.94%)	6,412 (46.31%)	90.24%	1.28	00:00:18
2. Email	2,614 (21.99%)	2,452 (22.36%)	2,900 (20.94%)	43.10%	1.70	00:00:40
3. Organic Search	1,628 (13.70%)	1,276 (11.64%)	2,348 (16.96%)	68.14%	1.68	00:01:29
4. (Other)	1,057 (8.89%)	1,004 (9.16%)	1,182 (8.54%)	83.16%	1.25	00:00:16
5. Referral	297 (2.50%)	223 (2.03%)	383 (2.77%)	72.58%	1.67	00:02:01
6. Paid Search	269 (2.26%)	227 (2.07%)	321 (2.32%)	63.55%	1.70	00:00:54
7. Social	233 (1.96%)	197 (1.80%)	300 (2.17%)	76.33%	1.55	00:01:07

DT David Trull

Location

Most recent geographic coordinates for this person.



i Info

Save Changes

External ID

a6a5a6465292be61ff4230551f8cc67d

Name

David Trull

@ Email Address

david.trull@feathr.co

Occupation

Activity

All breadcrumbs for this person.

Select flavors...



Received email

Jan 12th '22, 3:33 pm

David Trull received an email

Marketing Trends in 2022

Hi David! With 2021 in the books, it's time to look ahead to what 2022 has in store for nonprofit marketing. The Feathr team has compiled a nifty list the top trends in nonprofit marketing that...



Show raw data



Viewed page

Dec 21st '21, 7:37 pm

David Trull viewed a page.

Context

Device

Desktop

Platform

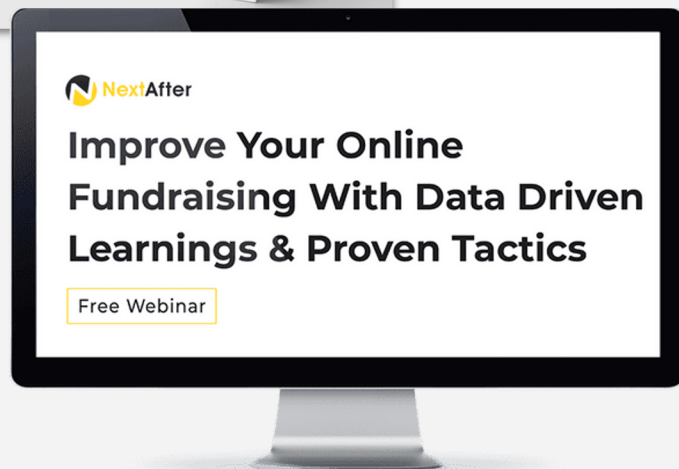
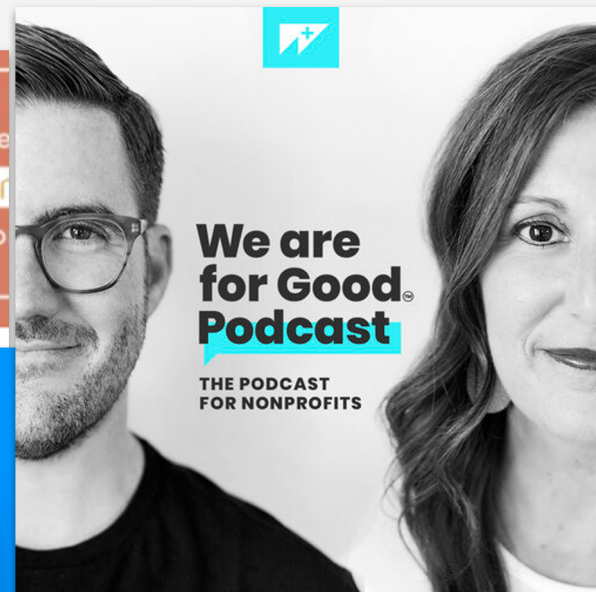
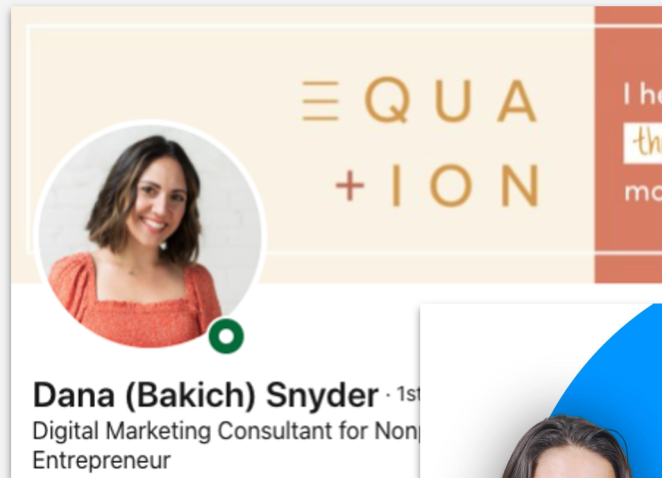
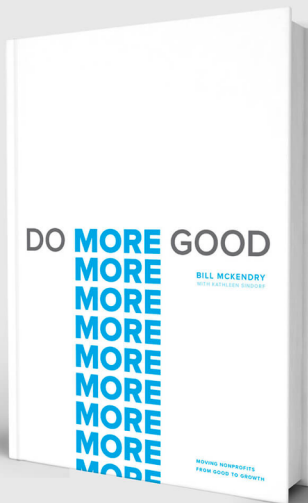
Apple OSX

Browser

Chrome

8

**Don't reinvent the wheel,
learn from the best.**



9

**Donate \$1 to your org. Now,
ask your dad. Now, your niece.**

Keys to look for:















- How quickly does the website load?
- How easy is it to find the donate page?
- How many required fields?
- How many clicks from start to finish? How long?
- Try different devices, screen sizes, internet connections (far from WiFi, weak cell signal).

10

**Treat email as a performance
marketing channel.**

Unique Opens [?]	3,295	Total Opens [?]	9,108	Unique Clicks [?]	298	Total Clicks [?]	512 5.62% CTR
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ROI [?]	\$12,459.75	Conversions	21 9.3% of 226 people in Goal segment
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Conversions Filter by								Export to CSV	Recalculate conversions	
Category										
Date	Name	Category	Goals	Value	Window	Timeline	Details			
Nov 22nd '21	 Sam Perine PCRF Single Send Email	Single	 PCRF Complet...	\$100.00	a minute	Show 	Details			
Nov 22nd '21	 Jerome Wilcox PCRF Single Send Email	Single	 PCRF Complet...	\$52.50	18 days	Show 	Details			
Nov 22nd '21	 Penny Kyle PCRF Single Send Email	Single	 PCRF Complet...	\$1,000.00	15 minutes	Show 	Details			
Nov 23rd '21	 David McFarland PCRF Single Send Email	Single	 PCRF Complet...	\$262.50	9 hours	Show 	Details			

Questions?



Thanks for joining!



evan@feathr.co



[linkedin.com/in/evangoneill](https://www.linkedin.com/in/evangoneill)



onecause®
POWERFUL FUNDRAISING SOLUTIONS

The Magic *of* 15 Seconds

*Leveraging TikTok for
Nonprofit Success*





onecause®

POWERFUL FUNDRAISING SOLUTIONS

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