




MARKETING, MEDIA, AND MONEY: STRATEGIES TO INCREASE YOUR MISSION'S VISIBILITY

LACEY FETCKO, FREELANCE FUNDRAISING CONSULTANT
MARIA POLINSKY, LITERACY PITTSBURGH

1

MARKETING, MEDIA AND MONEY

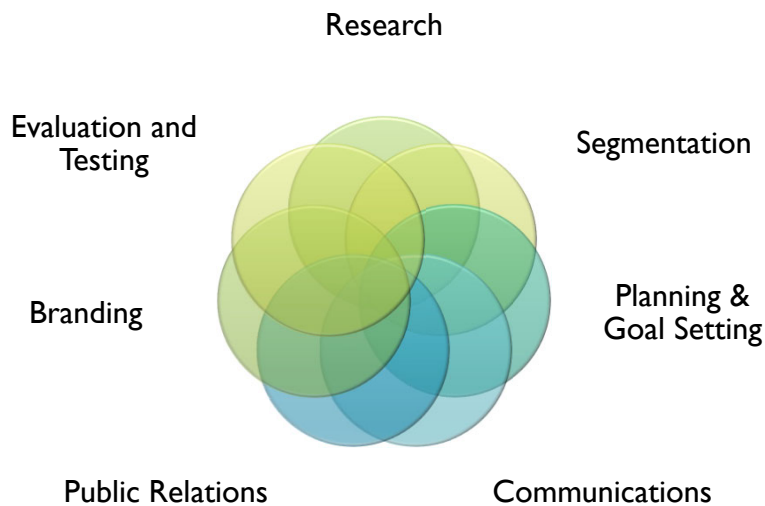
-  PLANNING
-  INTEGRATED EFFORTS
-  DONOR COMMUNICATION
-  STRATEGIES

2

WHAT IS MARKETING?

- Understanding what your audience needs and values
- Communicating how you satisfy those needs
- Creating a dialogue

3

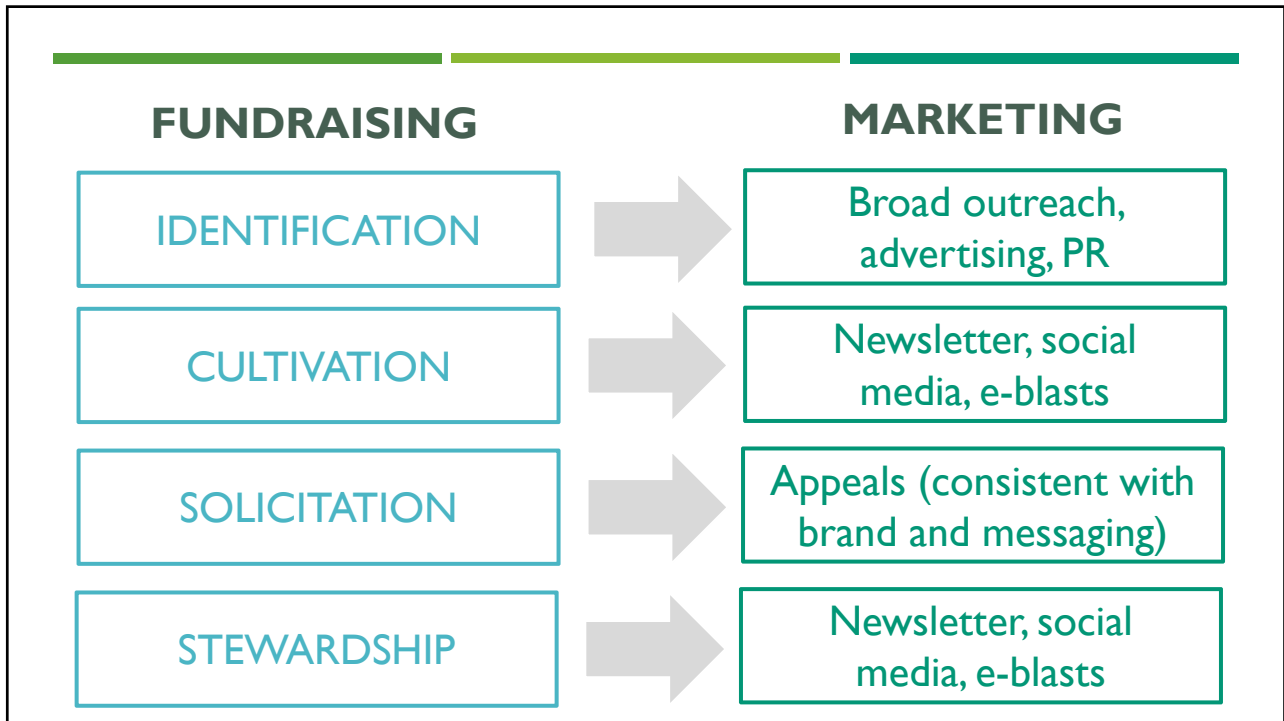


4

MARKETING SHOULD ALWAYS ANSWER...

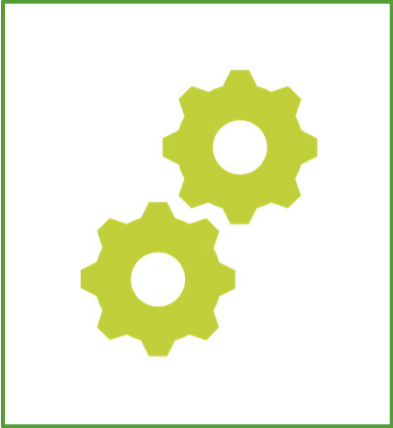
WHAT'S IN IT FOR ME?

5



6

CREATING AN INTEGRATED PLAN



Who should be part of the conversation?

Who are you trying to reach?

What are the priorities?

What is the key message/theme?

What platform/tools will you use?

What the timeline?

Who is responsible?

What will it cost?

How will you evaluate it?

7

PUTTING IT ALL TOGETHER

- Overview/Org Background
- SWOT Analysis
- Benchmarking
- Objectives
- Audiences
- Key Messaging
- Strategies
- Evaluation
- Budget
- Calendar

8

EXAMPLE STRATEGY

The Spark Online - Monthly Agency Newsletter

Audience: Partners, current and past donors, current and past volunteers

Rationale: Communicate student successes; behind the scenes view of programs

Metrics: Open rate: 30% (34% Avg); Click through rate 5% (4% Avg); Click to Open Rate: 16% (11% Avg)

Goal: Increase open rate by 5% by December 2019

Strategy: A/B testing of content; engage broader staff in content submission; use personalization; clean list

Budget: \$500 eNewsletter platform

Responsible: Marketing, Development, Program

Outcomes: To be completed later

9

EVALUATION

EMAILS	TRADITIONAL MEDIA	SOCIAL MEDIA	DEVELOPMENT
<ul style="list-style-type: none"> Open Rate Click Rate Click to Open 	<ul style="list-style-type: none"> Earned media placements New clients New volunteers New friends 	<ul style="list-style-type: none"> Likes Clicks Reach Impression Shares (Followers) 	<ul style="list-style-type: none"> New donors Donor retention Donor upgrades

10

EFFECTIVE DONOR COMMUNICATIONS



Donor communications aren't **really** about your organization. They're **really** about the donor.

- Tom Ahern

11

EFFECTIVE DONOR COMMUNICATION

- Donors feel valued
- Communication is two-way
- Easy to understand
- Personalized
- Break through the clutter
- Consistent messaging and brand
- Balanced frequency
- Builds conviction
- Segmentation
- Relevant/relatable content
- Call to action
- Keep big picture in mind
- Informed of successes

12

- Pick your platforms
- Similar content is ok in our experience
- Content is king
- People don't give to organizations, people give to people
- Timing matters
- Drive engagement and interaction
- Links on all communications (website, emails, training slides)
- Put links to website pages – helps SEO
- Fundraising – Facebook fundraising tool







SOCIAL MEDIA

PURPOSE:
CREATE
COMMUNITY

IDENTIFICATION
STEWARDSHIP
CULTIVATION

13

% of U.S. adults who use each social media platform





	 Facebook	 Instagram	 LinkedIn	 Twitter	 Snapchat	 YouTube
Total	68%	35%	25%	24%	27%	73%
Men	62%	30%	25%	23%	23%	75%
Women	74%	39%	25%	24%	31%	72%
Ages 18-29	81%	64%	29%	40%	68%	91%
30-49	78%	40%	33%	27%	26%	85%
50-64	65%	21%	24%	19%	10%	68%
65+	41%	10%	9%	8%	3%	40%

<https://www.pewinternet.org/2018/03/01/social-media-use-2018-appendix-a-detailed-table/>

14

<p>E-BLASTS</p> <p>PURPOSE: INFORM & INSPIRE ACTION</p> <p>CULTIVATION STEWARDSHIP SOLICITATION</p>	<p>Determine purpose – inform or ask?</p> <p>Good design – mobile and desktop</p> <p>Be careful with photos</p> <p>A/B Testing – subject, sender, content</p> <p>Segmentation</p> <p>Sign up on the website and at outreach events</p> <p>Link back to website</p> <p>Create lots of opportunities to click</p>
--	---


15

E-BLASTS	
	<p>Nonprofit average open rate: 33.86% (unique opens compared to total sent)</p>
	<p>Nonprofit average click rate: 3.89% (number of people who clicked compared to total sent)</p>
	<p>Average click to open rate: 11.48% (percentage who clicked as related to total who opened it)</p>
	<p>Personalized emails can deliver 6x higher transaction rates than non-personalized emails</p>
<p>https://www.getresponse.com/resources/reports/email-marketing-benchmarks.html https://marketingland.com/study-70-brands-personalizing-emails-missing-higher-transaction-rates-revenue-73241</p>	

16

- Easy to navigate, uncluttered
- Mobile friendly
- Maintained regularly
- Not a catch all
- Easy to make a donation
- Clear call to action
- Keep donors in mind

WEBSITE



**PURPOSE: OUTREACH, EDUCATE,
RELATIONSHIPS**

**IDENTIFICATION,
CULTIVATION, SOLICITATION,
STEWARDSHIP**

17



Purpose:
Awareness
Goodwill

Identification

GRASSROOTS OUTREACH

- Don't be afraid to say no.
- Track results.
- Set goals
- Create linkages with other organizations
- Volunteer activities
- Giveaways – easy way to get name out (AND help steward)

18

PRINT NEWSLETTERS


PURPOSE
INFORM
THANK

CULTIVATION
STEWARDSHIP


- YOUYOUYOU
- Call to action
- Skimmable
- Can be a fundraising tool IF properly done

19


PRINT VS. DIGITAL – THE NEUROSCIENCE!




75% brand recall vs. 44% for digital



21% less cognitive effort than digital



22% greater emotional intensity



32% greater long-term memory recall

<https://fivemaples.com/blog/neuroscience-reveals-direct-mail-raises-money-digital-2/>

20

DIRECT MAIL

■ Direct mail:

- Catalogs
- Brochures
- Newsletters
- postcards

- 90% of millennials believe that direct mail is a reliable form of advertising.

- Young professionals 18 to 34 have one of the best response rates to direct mail campaigns.

- 83% of baby boomers say direct mail is a trusted source of marketing and tend to have positive response rates to direct mail campaigns.

<https://blog.click2mail.com/articles/view/marketing-trends-for-2019-that-direct-mailers-can-cash-in-on>
<https://smallbusiness.chron.com/demographics-respond-direct-mail-66161.html>
<https://www.marketingcharts.com/industries/retail-and-e-commerce-20395>

21

APPEALS

PURPOSE:
INFORM
ASK

SOLICITATION

- Mesh with brand and overall messaging
- Strategic timing with communications
- Donor-centered - You You You
- Thank!
- Difference they are making
- Tap into values

22

- Enhance reputation among supporters
- Consistent brand and messaging
- Clear purpose
- Clear call to action
- Digital vs. print

ADVERTISING

**PURPOSE:
AWARENESS,
IMAGING**

**IDENTIFICATION
STEWARDSHIP**

23

EARNED MEDIA

**PURPOSE
AWARENESS
REPUTATION**

**IDENTIFICATION
CULTIVATION
SOLICITATION
STEWARDSHIP**

Tips

**We will leave this
to the experts!**

24

