

Digital Marketing for Nonprofits : Communication



Erasmus+

Audience and Messages

In any marketing campaign, it is absolutely crucial to define your audiences and adopt clear mission and vision statements.

act:onaid

Vision	the right to a life of dignity, freedom from poverty and all forms of oppression.
Our Mission	To achieve social justice, gender equality, and poverty eradication by working with people living in poverty and exclusion, their communities, people's organisations, activists, social movements and supporters.
Our Values	<ul style="list-style-type: none"> • Mutual respect • Equity and justice • Integrity • Courage of conviction • Independence • Humility • Solidarity with people living in poverty and exclusion

Mission Statement =
What's wrong with the world and how you intend to fix it.

Vision Statement =
What the world will look like after you've finished changing it.

Oxfam International



- **Vision**
 - To work together internationally to enable people to exercise their rights and manage their own lives
- **Mission**
 - Programs to address the structural causes of poverty and related injustice
- **Values**
 - Right to an identity
 - Right to be heard
 - Right to a sustainable livelihood
 - Right to basic social services
 - Right to life and security

Messages should point to differentiation

- Take a journalistic approach to determine your “uniqueness”
- Get an outside insider's opinion. Call a volunteer and ask why he or she is involved with your organization and not with another one.

Put your audience first !

Avoid the kind of communication that centers on the organization (“you marketing”). Emphasize the benefits of what you are offering to people (“me marketing”).

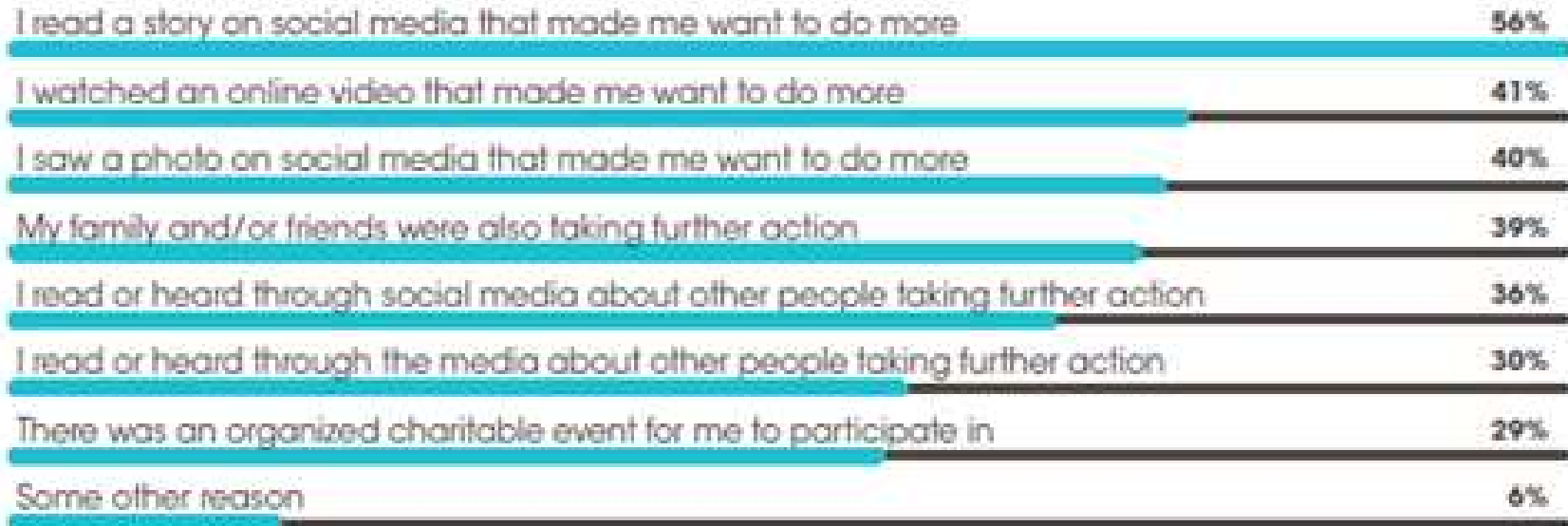
“Me Marketing !”



Storytelling and First-hand testimony

Storytelling is a powerful way of drawing attention to your organization and your issue. A personal, compelling story adds life to a complex issue. Storytelling can be performed by anyone in your group. First-hand testimony means the speaker must have a direct experience of the story. The second one is more authentic, the first one carries less emotions, but is easier to control.

56% of those that support nonprofits on the Social Web confirm that compelling storytelling is what motivates them to take action on behalf of nonprofits



Source: Waggener Edstrom

Define your Communication Channels

- Organizational website
- Social media
- Paid advertising
- Press-releases
- Newsletter
- Direct mail
- Special events
- Brochures
- Annual report

How Americans Learn About Causes⁷



Traditional Media (TV, Newspapers, Magazines)

70%



Social Media & Online Channels

47%

Clearly, there is a connection between social media and people's awareness of and connection to causes – even if the fundraising results are lagging.

Activity On Social Media By "Cause Champions"⁸

49%



Talking to others about the organization or cause

43%



Joining a cause group on Facebook

39%



Donating money

37%



Asking someone to add a cause logo to a social profile

35%



Signing a petition

Source: Stanford Social Innovation Review

Branding

The first communications challenge for any nonprofit organization is to find an appropriate name or branding. It is crucial in relation to how your issue will be defined in the public debate. It must be 'catchy' and memorable so as to build trust and credibility.



Successful Brands



charity: water



Digital Campaigning

The Internet has transformed civic engagement and activism. It is a low-cost channel that allows you to organize it in various formats. In comparison to offline campaigns, more people can be reached. It is also proactive rather than passive.

Digital Campaigning

The aim of a social media marketing strategy should be to increase cost efficiency, not necessarily reduce expenses.

The optimum use of social media may indeed require an investment in training, as the use of social media for professional purposes is quite distinct from having an account for personal purposes.

A digital campaign should be led by communication experts rather than IT technicians.

Essential Online Tools

- Email



- Social Media



- Online Advertising



2017 GLOBAL NGO ONLINE Technology Effectiveness Ratings

4,908 NGOs • 153 COUNTRIES • 6 CONTINENTS

Global NGOs Agree the Following Tools Are Effective for Online Communications & Fundraising



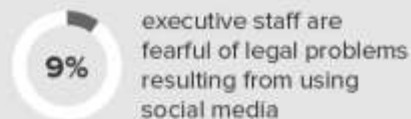
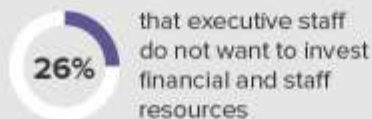
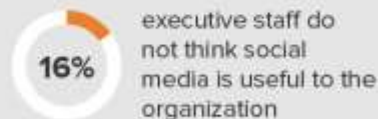
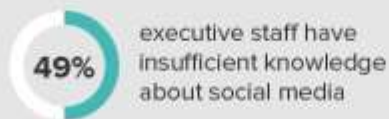
Global NGOs Agree That Social Media is Effective



Why Executive Staff Do Not Prioritize Social Media



66% say that executive staff support prioritizing social media in their online communications and fundraising strategy



Email

Email is the best tool to mobilize supporters and raise money. It has the highest response rate of any other digital medium.

Be careful: Emails can be intrusive. You need to have your recipients' permission in order to contact them via email.

Email is the main fundraising tool



Source: Salsa Labs

Sending Emails

The usual emailing systems tend to put your email on “promotions” or “junk”, or even block you from sending multiple emails.

A clever and inexpensive way to overcome this issue is through using specialized services such as MailChimp.



Audience and Messages

MailChimp

A platform for email marketing

Statistics for MailChimp

- 62 million newsletters
- 300 million automatic messages
- 200 billion emails sent
- 42 million emails opened
- 3 billion clicks



Our 2015 Annual Report | MailChimp, <http://mailchimp.com/2015/>

Benefits

- Create & send campaigns
- Supervise your audience growth
- Get campaign stats
- Add new subscribers
- Check latest activity



Free of charge

Up to 2.000 members - 12.000 emails per month

- Email templates
- Lists building – Segmentation
- Personalization
- Reports
- A/B Testing

Paid

Unlimited e-mails + additional features

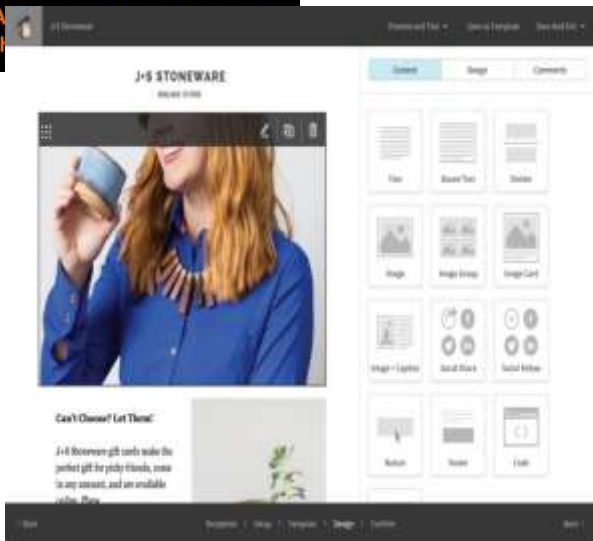
Pay Per Subscribers / per month

- 501 – 1.000 = €12.26
- 2.800 – 5.000 = €40,87
- 5.801 – 10.000 = €61,31

PayAsYouGo

- 7.500 e-mail = €122,61

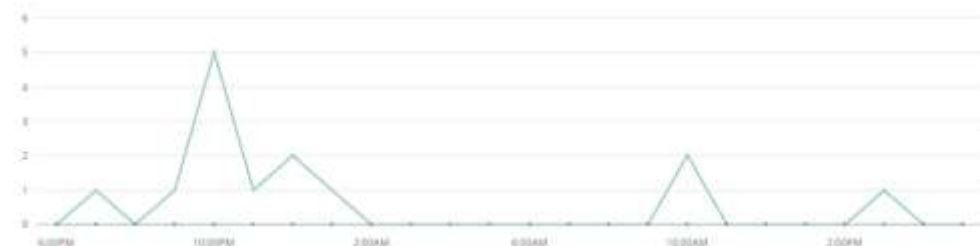
User friendly



28 Opened	3 Clicked	0 Bounced	1 Unsubscribed
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Successful deliveries	67 100.0%	Clicks per unique opens	10.7%
Total opens	43	Total clicks	3
Last opened	5/4/16 3:54PM	Last clicked	5/4/16 3:54PM
Forwarded	0	Abuse reports	0

24-hour performance



Reports

Monthly Update - July 2013

Overview Activity Links Social E-commerce Conversations Advanced

Tools4dev 1

Campaigns

Lists

Reports

Autoresponders

Search

52 Recipients

List: tools4dev updates Delivered: 8/7/13 1:02PM

Subject: July update from tools4dev View Email · Download · Print · Share

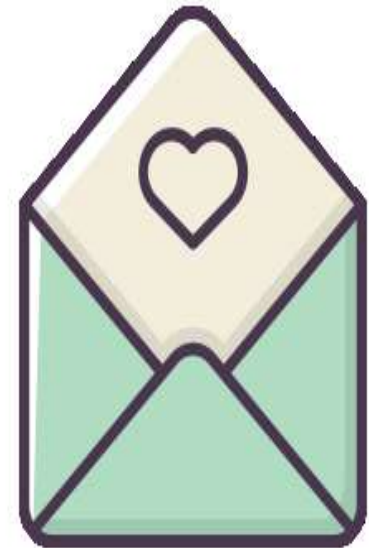
Open rate: 55.8% **Click rate: 30.8%**

List avg: 41.8% List avg: 21.2%

Industry avg: 21.2% Industry avg: 2.7%

Additional benefits

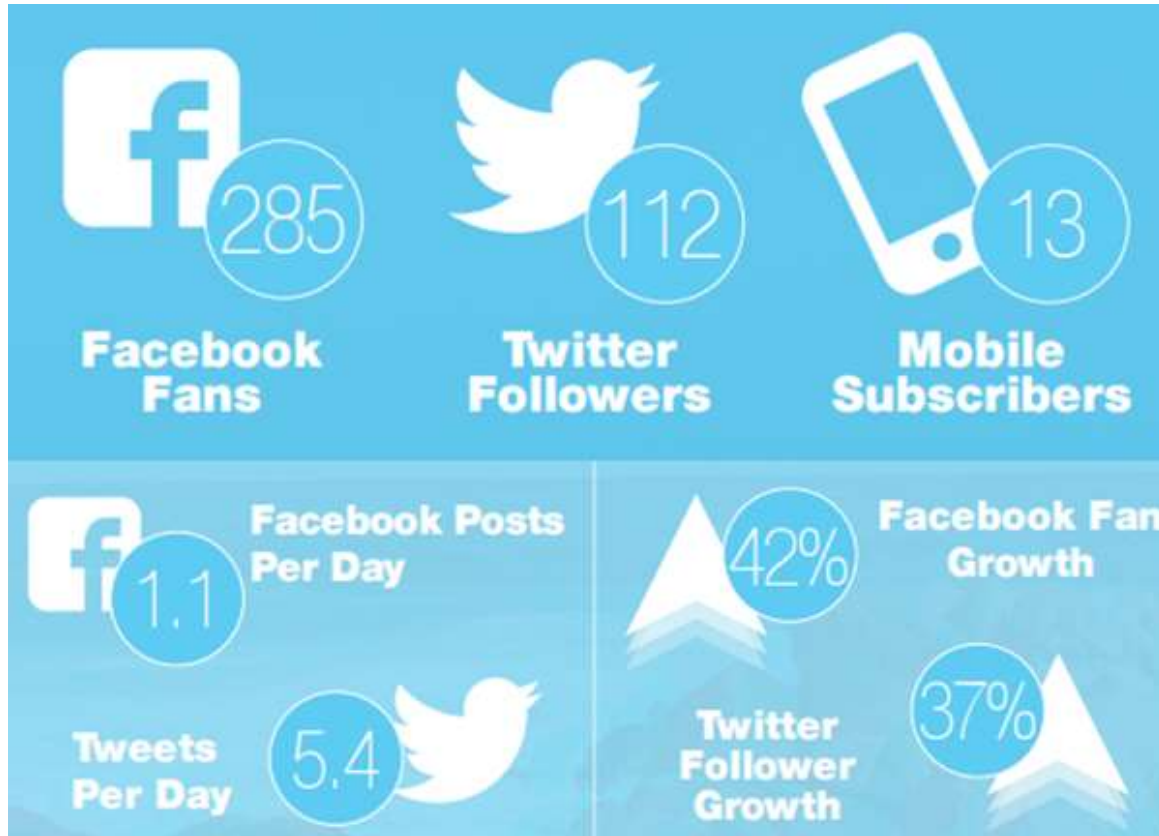
- Importing mailing lists (+),
Re-using mailing lists (-)
- Automations
- Connection with other tools
- Communication with Google Analytics
- Spam filters



Social Media

While emails are private, social media offer a public stage that can greatly help to mobilize supporters. Facebook, Twitter and Instagram score higher than emails in terms of engagement.

For every 1,000 email subscribers, nonprofits have 285 Facebook Fans, 112 Twitter Followers, and 13 Mobile Subscribers (US)



Source: M+R

Social Media

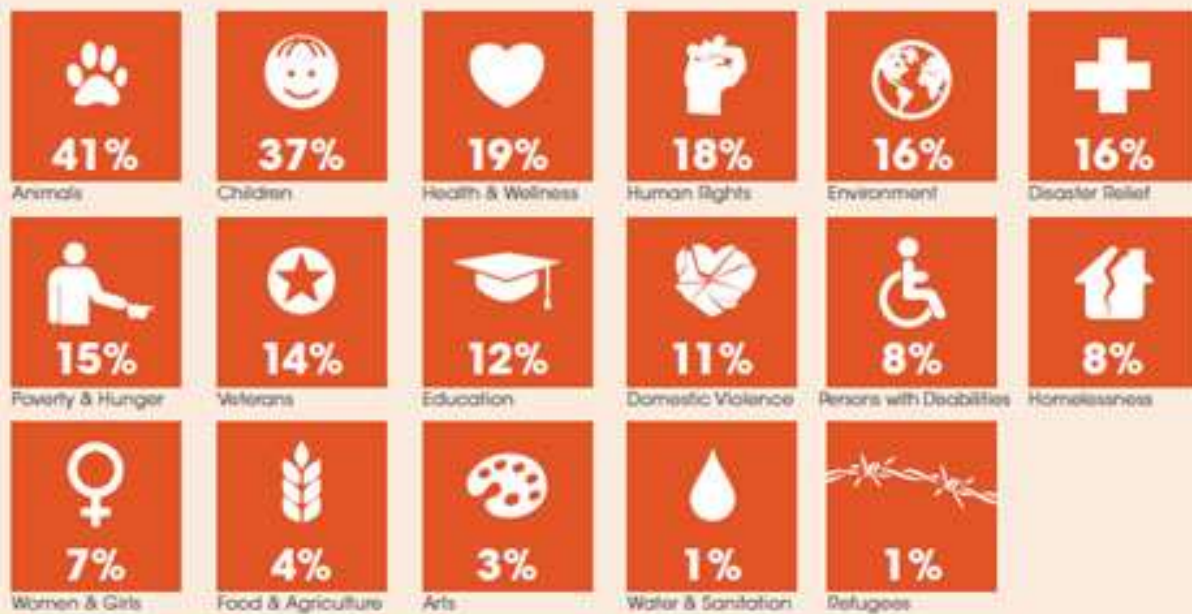
The first aim of a social media campaign should be to establish connections and foster relations with like-minded people and organizations.

This is usually attained through the generation and diffusion of information and resources (e.g. multimedia content).

An organization may be predominantly preoccupied with other objectives such as fundraising. However, a uni-dimensional strategy that focuses exclusively on such objectives and neglects the need to generate and diffuse information and other relevant content, may appear too aggressive and counterproductive.

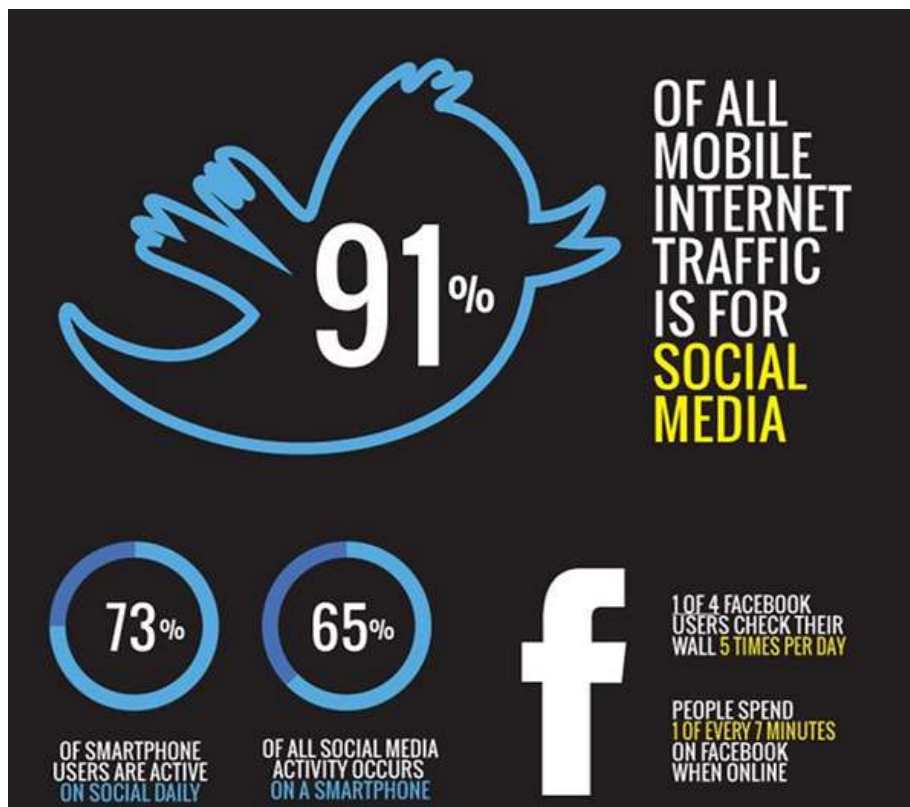
POPULAR CAUSES ON SOCIAL MEDIA

A major goal of many organizations and causes today is to spark conversation among social media supporters. So which causes are succeeding the most at this today?



Source: Avectra

65% of all social media activity occurs on a smartphone (US)



Source: MobileCause

To get comfortable with social media requires much effort

Those who are not familiar with social media will need more than training; they'll need convincing that social media are relevant to the organization's mission.

Social Media is not One Person's Job

Social media produce the best results when used across all departments of an organization.



Start Slowly

Adopting social media may be hard for staff and volunteers. Some people are eager to try new things, others are less so. Assess which medium might offer the best opportunity. You may need outside help or training to do this. Inform, measure, revise, and start again. It's one step at a time.

Social media should be viewed as part of marketing development

- Social media **are part** of marketing development, communication, outreach and advocacy strategy.
- Meet people in person !
- Organize networking events !
- Demonstrate !
- Act !

To decide which social medium to use, you need to answer three questions:

- What do you want to accomplish?
- Which goals do you want to reach?
- How much time and money can you spend?

Review your Communication Strategy

You should regularly review your digital marketing results to verify that your initial goals have been met, or to determine if you need to change course.



Additional resources

- <http://www.seerc.org/atsiv/vle/>
- <https://www.facebook.com/trainingNGOs/>
- www.ngotraining.eu

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