



Maximize Year-End Fundraising: 8 Nonprofit Digital Marketing Strategies

Presented by: Noah Barnett, Feathr

Tuesday, November 14 | 2:00-3:00 p.m. ET



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



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.



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software

Powerful Fundraising Technology + Nonprofit Service Provider

We know the value of relationships and are proud to connect you with Feathr, a member of our partner network.



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer
Auctions | Integrations & Data



Feathr is the nonprofit marketing platform
purpose-built to help mission
and membership organizations unlock more



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

Today's Speaker



Noah Barnett
Vice President of Marketing – Feathr

Noah Barnett is the vice president of marketing at Feathr, the digital marketing platform built to help nonprofits create more engaging digital experiences and expand their impact. Over 1,500 mission-based and membership-based organizations trust Feathr to improve their reach, results, and ROI!

SPARK QUESTION



What's your #1 priority / goal
for end of year in 2023?





The Nonprofit Marketing Platform

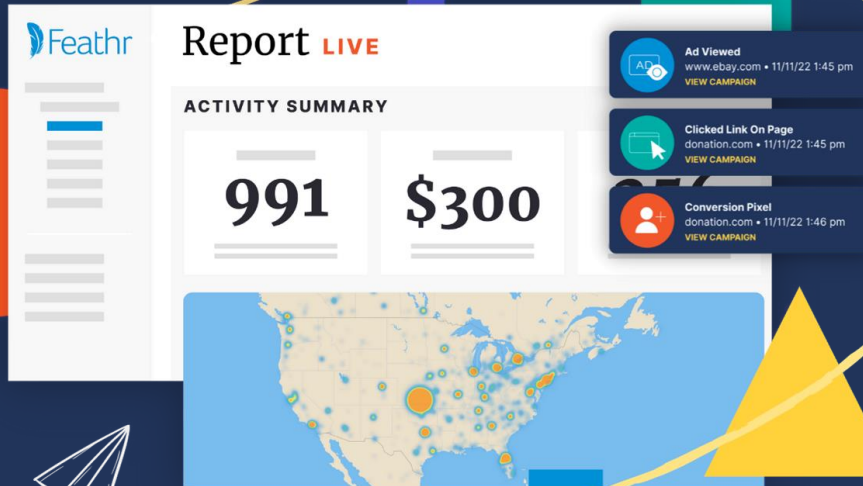




AUTOMATION | EMAIL | ANALYTICS

MARKETING IS Good.

Feathr helps you run and report on integrated marketing campaigns with easy-to-use advertising, email, and digital engagement tools.



Trusted by over 1,500 nonprofits & associations.





8 Nonprofit Marketing Strategies for Year-End Fundraising



"We have to devise a means of making known the facts in such a way as to touch the imagination of the world."



The world is not ungenerous, but unimaginative and very busy."

- Eglantyne Jebb, Founder
Save the Children





1

Preparation Matters

Typical marketing

- Nothing
- Everything
- Ad Hoc

UNRELIABLE MAGIC

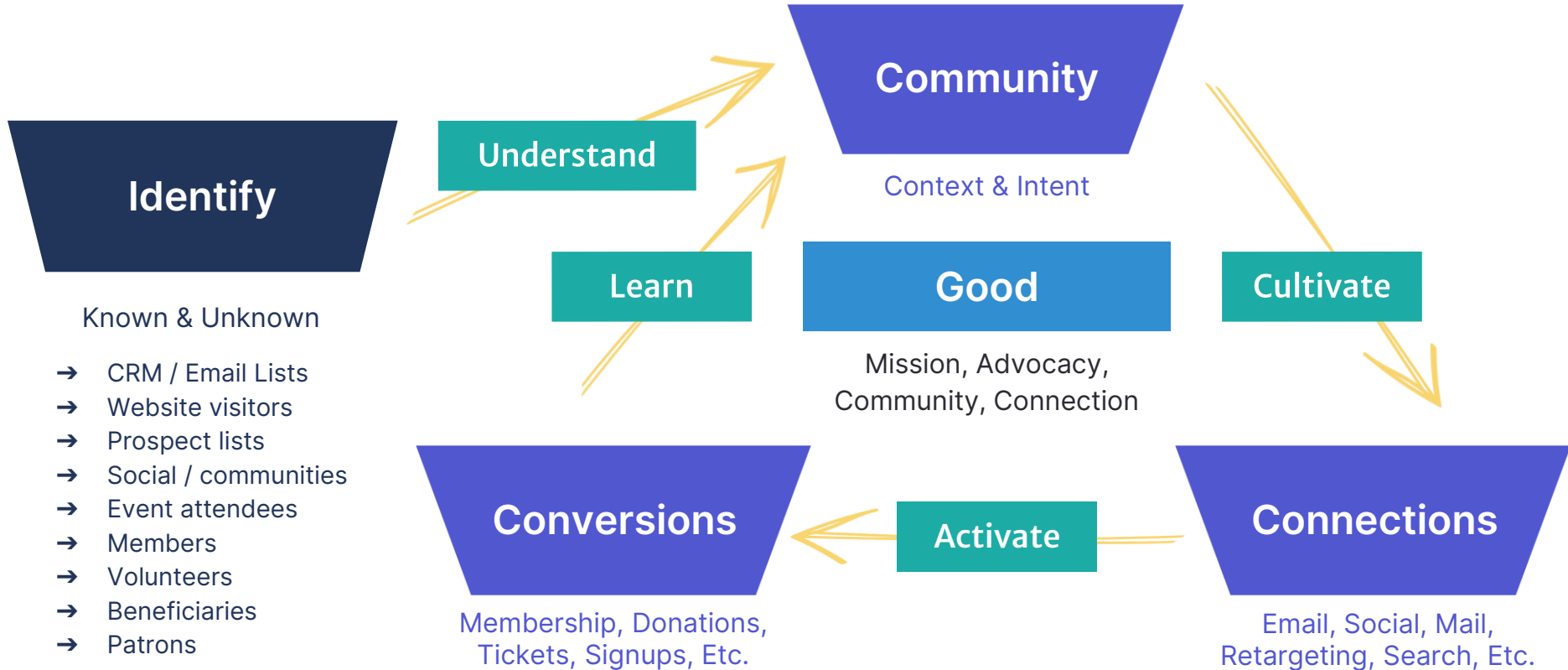


Good marketing

- Community-first
- Responsive
- Omnichannel
- Measurable



The Good Marketing Framework



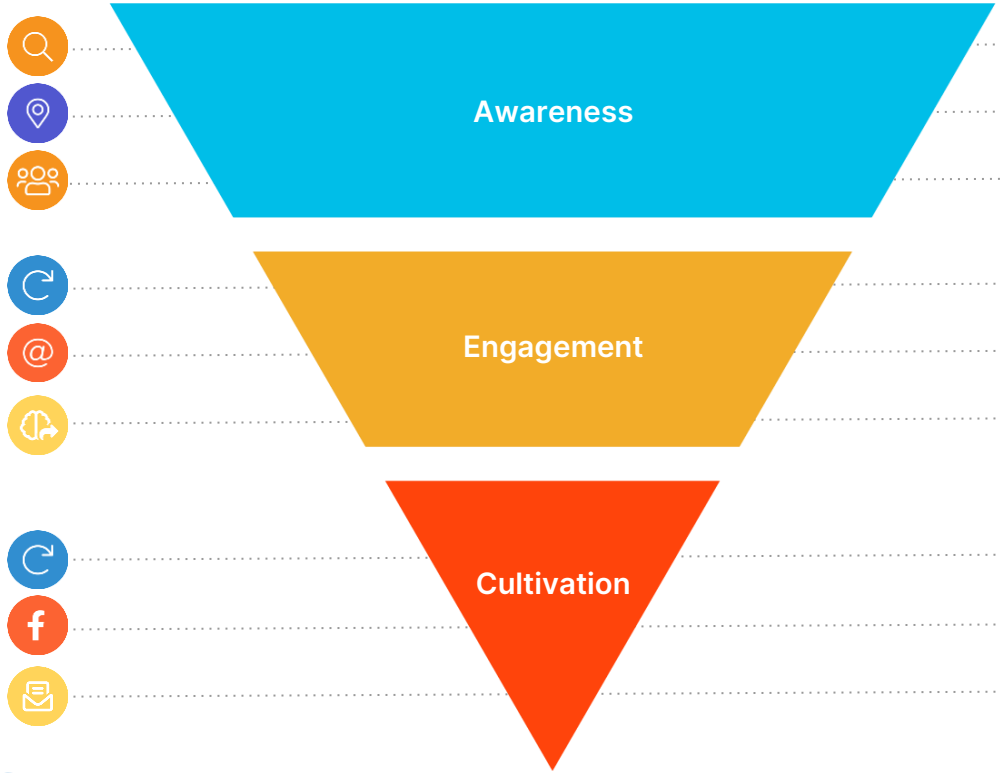
“If we think of end-of-year campaigns as the performance — all the hours of practice and meeting with the band and practicing your own scales and practicing the song — that’s the year-round thing. It’s not one time you practice the song.”

– Chandler McFarland, Feathr





Hyper Segmentation





EMAIL PERFORMANCE

List Segmentation

→ Engagement

→ Behaviors

→ Interest

→ Intent

→ Relationship



Segmentation Types

Engagement


Lifetime giving
Frequency
Volunteers
Members
Beneficiaries
Lookalikes

Behaviors

Website visitors
Email engagement
Advertising clicks
Event attendees
Recent volunteer / visitor

Interest

Motivation
Prior Support
Topic Alignment



This requires you to collect ongoing input / feedback from your community



3

Email marketing is still
the #1 digital channel



TREND #3

**We rely heavily on email, for
good reason**



What channel/s are your most important?



- 54% designated email as their most important marketing channel, and another 32% put it in either spot two or three.
- All in all, 86% gave email a podium finish, which was far above any other channel



M+R Benchmarks found that for every 1,000 fundraising emails an organization sent, they raised \$78 in support. They also saw the already high average open rates for nonprofits increase even further to 22% during 2022

“... there are so many bright, shiny objects. Some are great. Some are a flash in the pan ... Nonprofits need to keep doing the basics really well and keep doing the channels that they know are working well.”

– Taylor Shanklin, Barlele

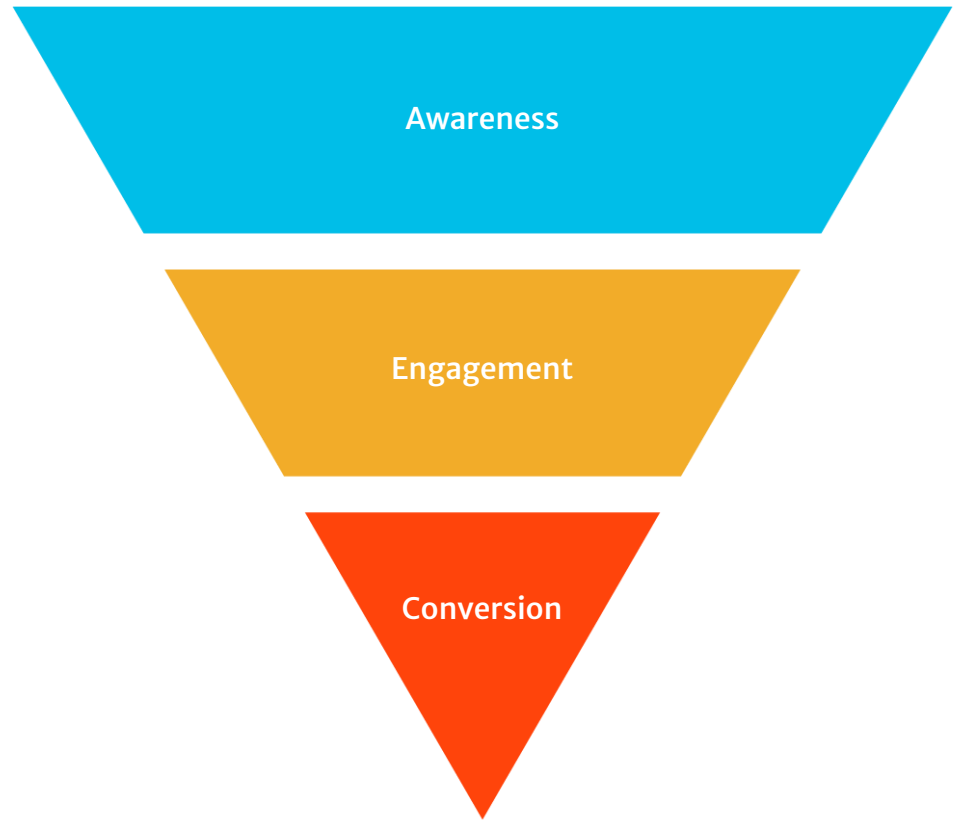




EMAIL PERFORMANCE

Key Success Metrics

- Delivery
- Engagement
- Click through
- Replies
- Conversions
- Revenue



REMINDER

What you choose to measure
directly impacts performance
optimization.



EXAMPLE



Measurement Impact

Revenue Per Email

Direct CTA

Higher efficiency

Short-term

Email Revenue

Integrated

Better results


Conversational

Overall Revenue

Multichannel

Holistic results

Longer feedback loop



Optimization requires clear constraints and accountability. Higher impact doesn't mean best.



Digital Advertising



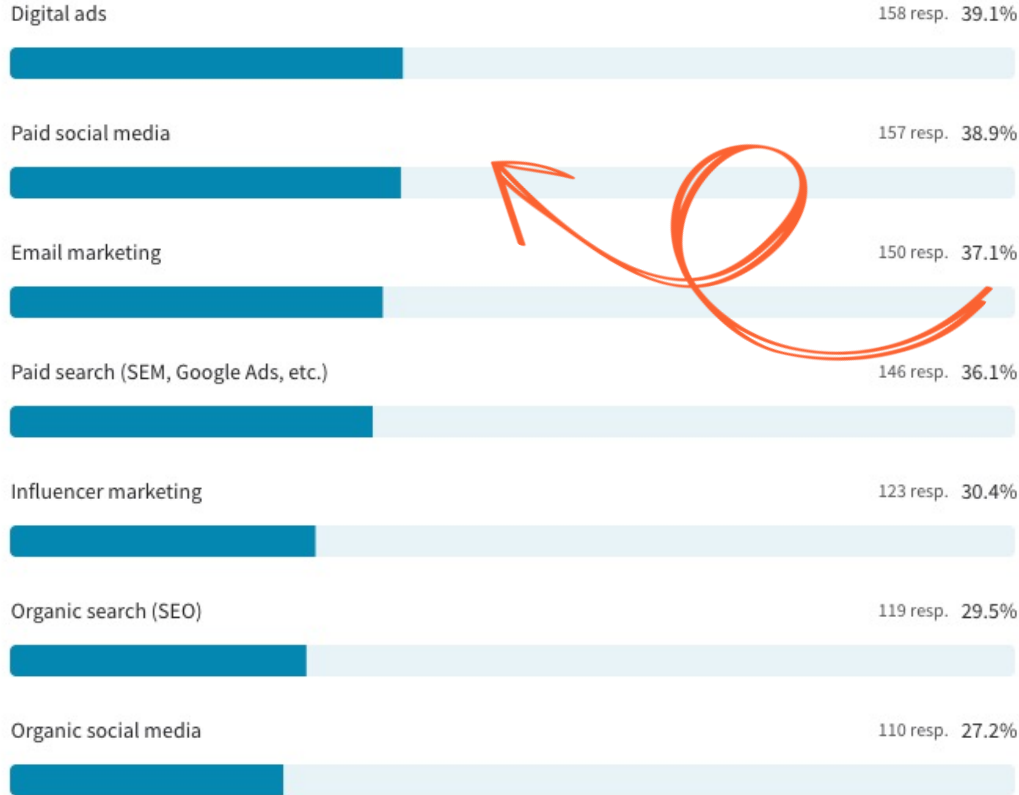


TREND #4

We're doubling down on
digital, especially advertising



What digital channels are you investing in?



Less than 7% said that they would decrease their digital spend in 2023 while over 50% said they would increase the budget.

“Stories raise more money, raise more awareness, more reach and engagement than any other form of content.”



- Julia Campbell, Nonprofit Marketing Consultant



Where are you allocating advertising budget?

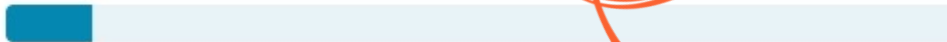
Digital (Social, Display, Search) 282 resp. 69.8%



Partnerships 47 resp. 11.6%



Direct Mail



TV / Radio / Print



Other 21 resp. 5.2%



In 2022, digital advertising had a 66% budget allocation



Build an audience from scratch that matches characteristics of your existing donors: income demographics, purchase history, industry affiliation, location, and more.

Mode

Auto Custom

Category (optional)

Choose a category to narrow your search

Demographic

Thirdparty data set

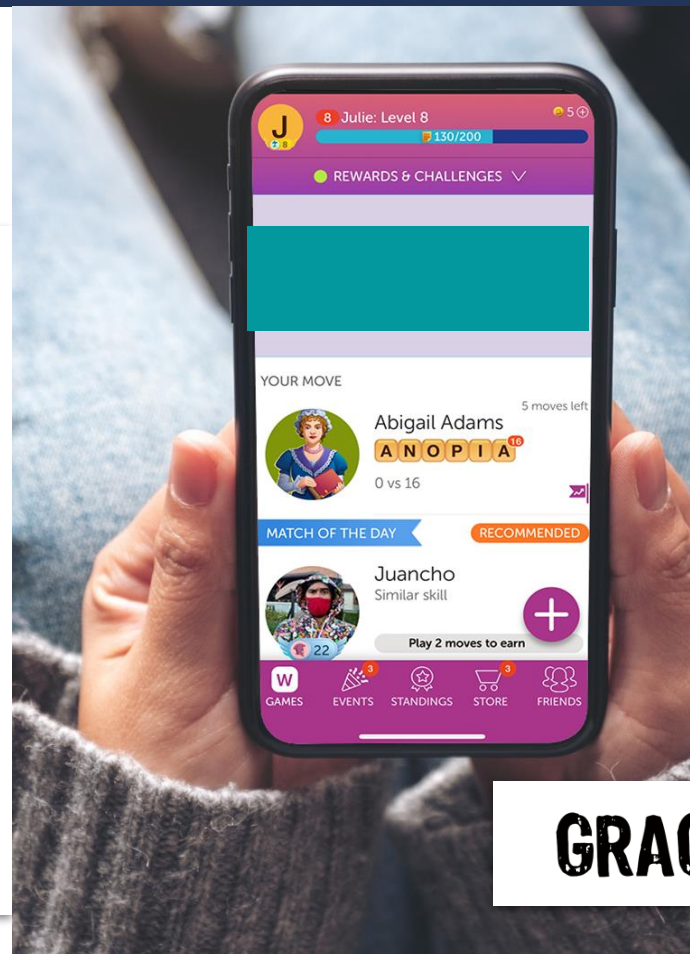
Search for and choose a data set to target (required)

Retiree

\$100-\$200K Income, Age: Retired (65+), Established Wealth - Suburban Retirees: L63 | 5559100 Users
Economic Cohorts > \$100-\$200K Income, Age: Retired (65+), Established Wealth - Suburban Retirees: L63
This category contains people who have been segmented into groups based on the estimated economics of their household. Households in this segment are comprised of suburban retirees whose income is \$100K - \$200K and whose age is 65 or greater.

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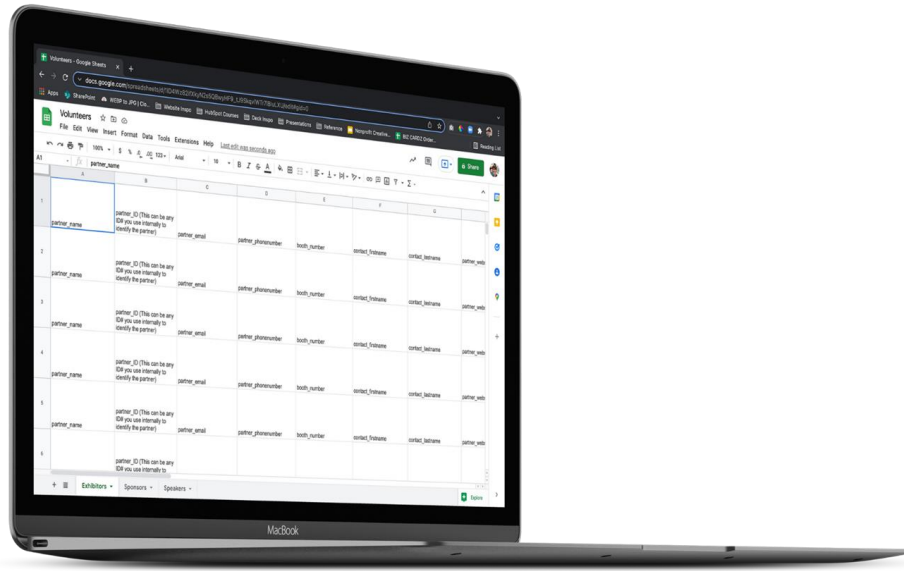
\$100-\$200K Income, Age: Retired (65+), Upscale Retirees: L60 | 2368800 Users
Economic Cohorts > \$100-\$200K Income, Age: Retired (65+), Upscale Retirees: L60
This category contains people who have been segmented into groups based on the estimated economics of their household. Households in this segment are comprised of upscale retirees whose income is \$100K - \$200K and whose age is 65 or greater.



GRAC

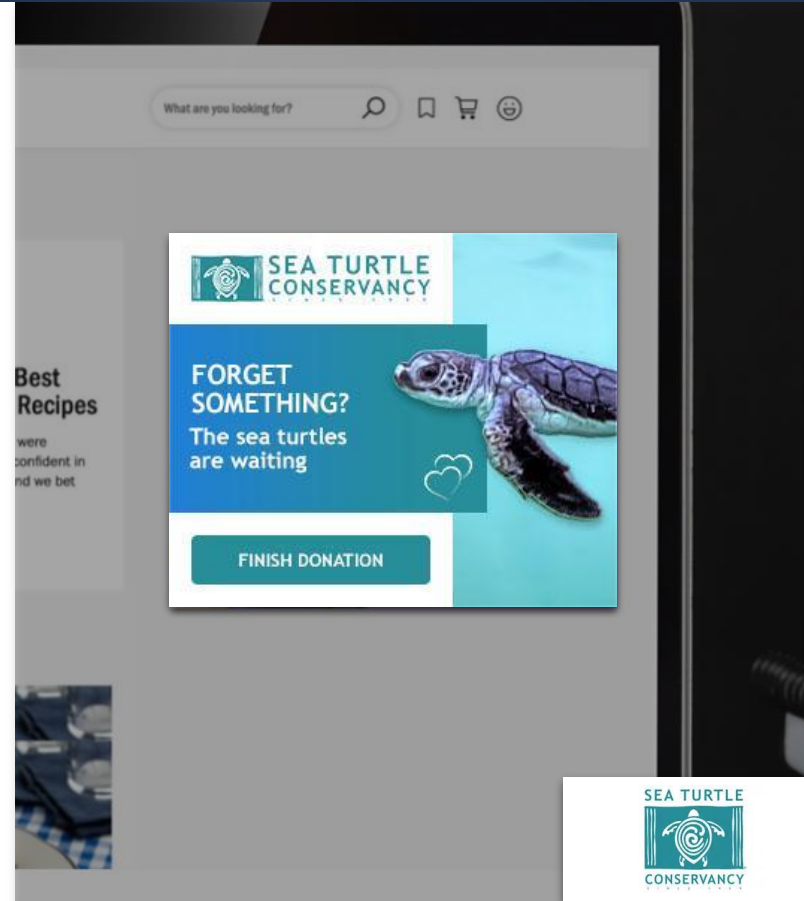
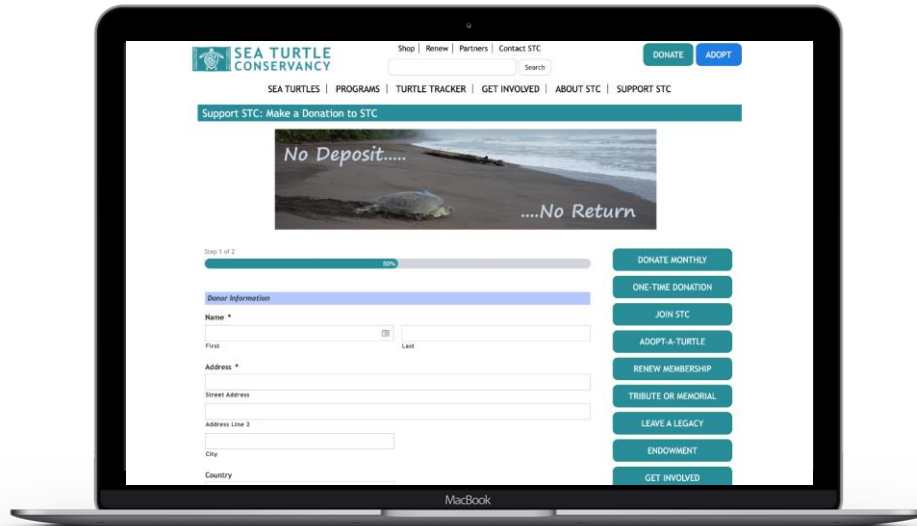


Serve online ads to 60-80% of people not opening your emails. Donors, prospects, volunteers, members, etc.





Target people who started to fill out your form, but didn't finish.





5

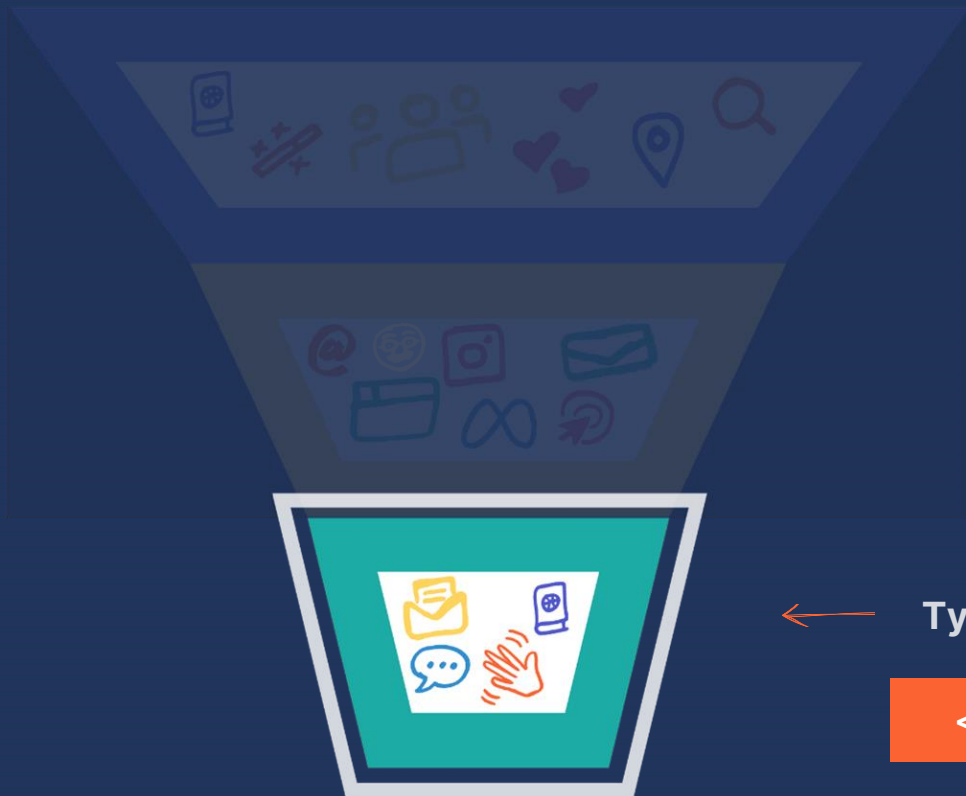
**Retargeting expands
impact of other channels**

Closing The Connection Gap

People You
Want to Engage

People You
Should Engage

People You
Already Engage



Typical Marketing

< 50% Connection

REMINDER

Most people will **NOT** 🙄
engage with your emails.

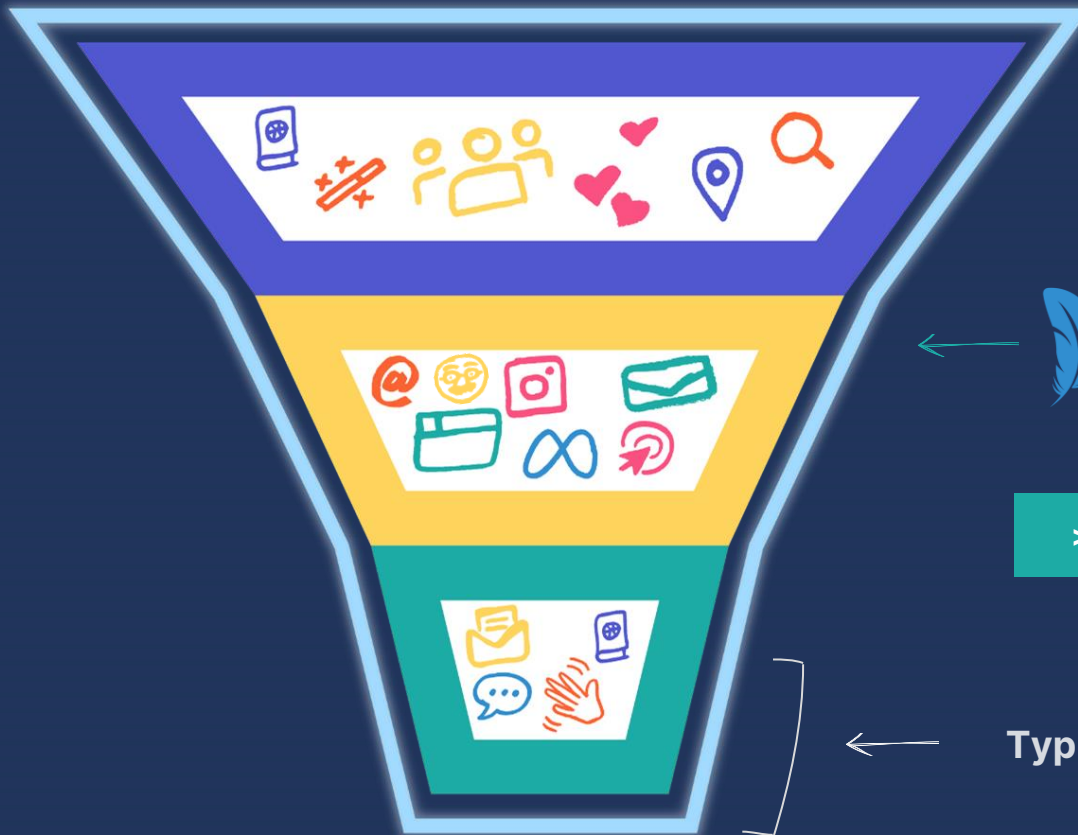


Closing The Connection Gap

People You
Want to Engage

People You
Should Engage

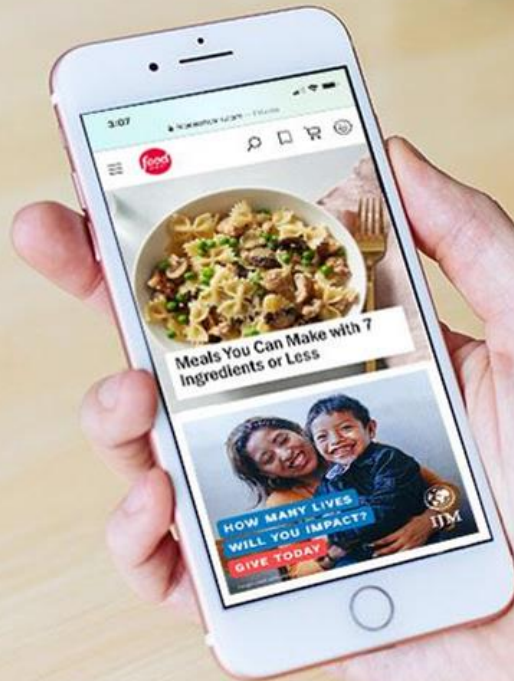
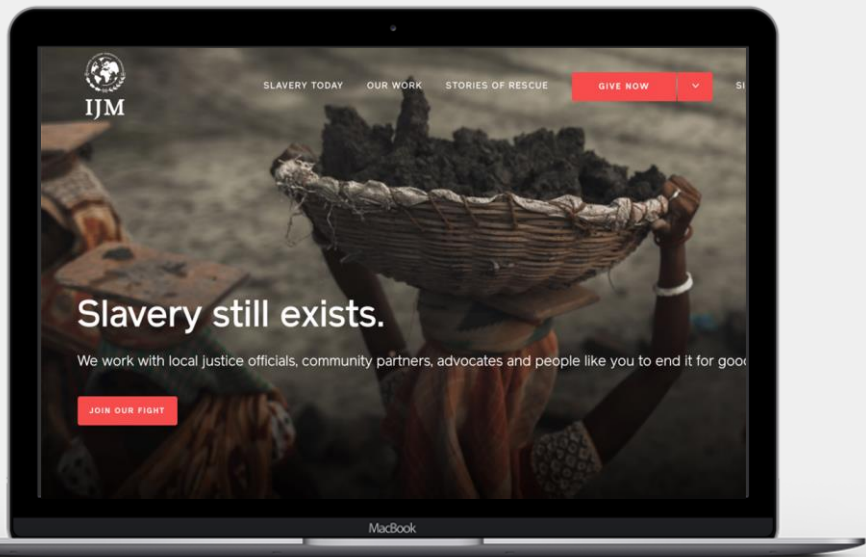
People You
Already Engage



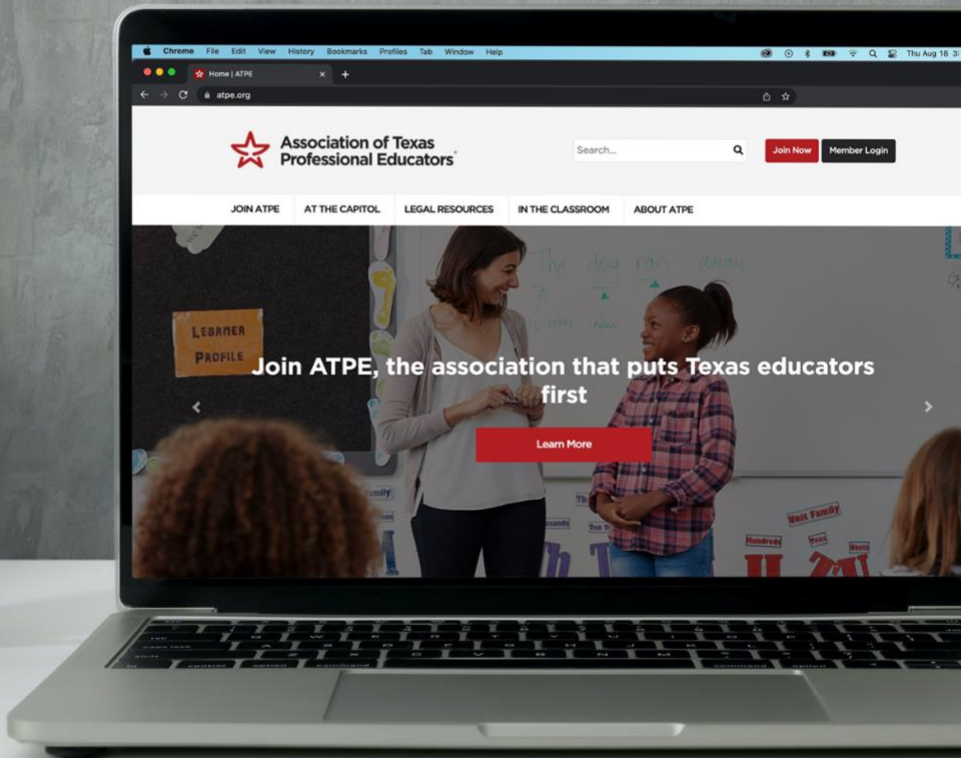
Feathr

> 130% Connection

Typical Marketing









Use “CRM Retargeting”
to reactivate donor
lists with ads

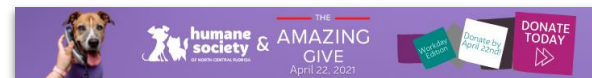
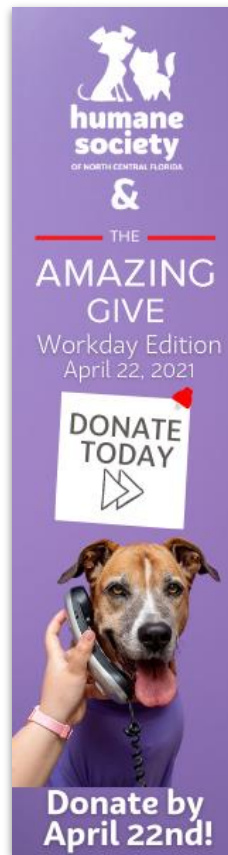


EXAMPLE

Supercharge your local giving day

Email lists targeted:

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



Geofencing & Search Intent Advertising for Acquisition



7



► Show Places (3)

File

high-income-neighborhoods_gainesville - places_template.csv

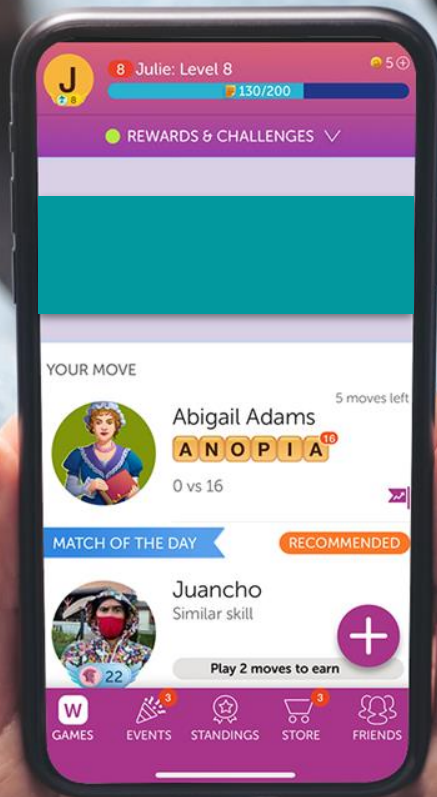
Name (required)

Radius

Units

 ▼

GRACE





51° Epsom, NH

54° Cambridge, MA

Today

Hourly

10 Day

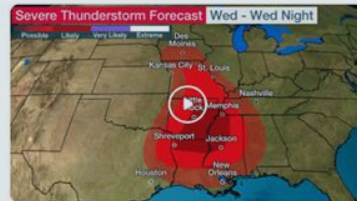
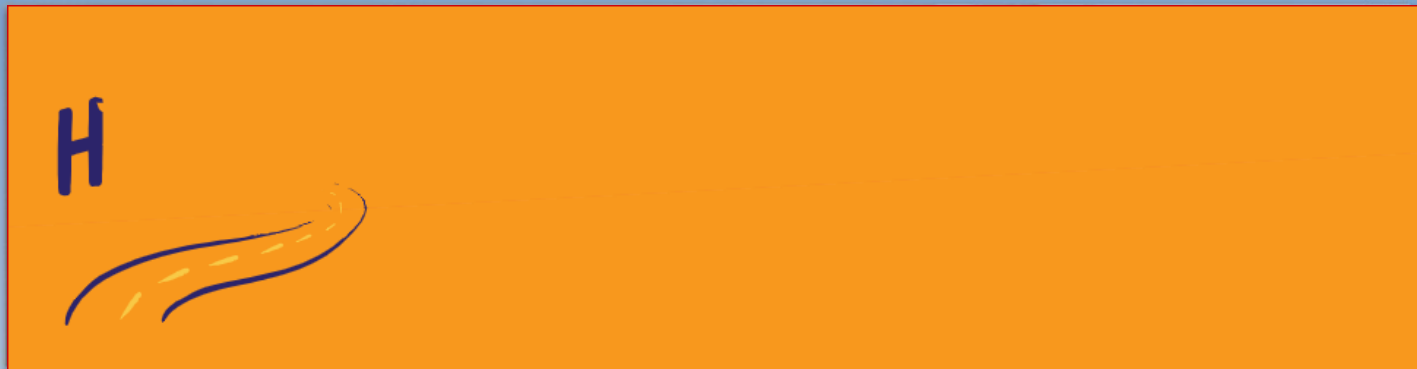
Weekend

Monthly

Radar

Video

More Forecasts



Tracking, Timing Today's Severe Threat



Advertisement

R+Co

All You Need is Good Hair



IDEAS

Geofencing Ideas

- Country clubs, yacht clubs, golf courses
- Target neighborhoods (postal codes)
- Churches & places of worship
- Festivals, concerts, sporting events
- Conferences



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.



SEARCH INTENT

Intent Types

- Cause alignment
- Look-a-like affinities
- Location based
- Shopping behaviors
- Like organizations



**Use omnichannel
marketing to expand
reach and ROI.**

(aka email x digital x offline)



8

Awareness Campaigns



JUDE



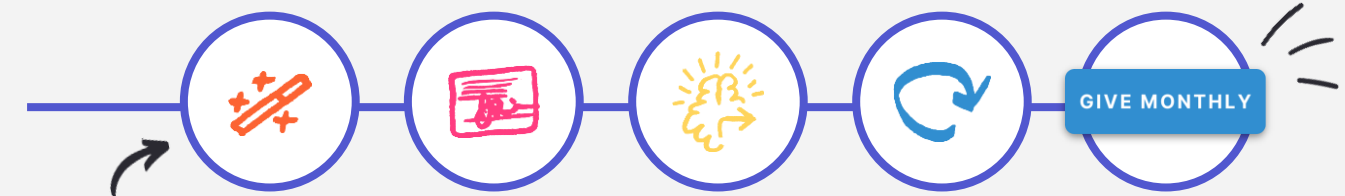
Prospective Beneficiary



KAT



Prospective Supporter



**COLORADO WOMAN, BIZ OWNER,
INCOME > \$\$\$, OUTDOORSY**

News Site

The desktop layout features a search bar at the top right with a magnifying glass icon. Below it, a large red banner contains the text "nomi network" and a "Learn More" button. To the right of the banner is a column of text. Below the banner, another "nomi network" banner is visible with a "Free Report" button. Annotations include a blue circle with a magnifying glass icon labeled "Keyword Search" pointing to the search bar, and a blue circle with a smartphone icon labeled "Historical Geofencing" pointing to the "Learn More" button.

Keyword Search

Historical Geofencing

News Site

The mobile layout shows a "nomi network" banner with the text "Create an empowered workplace for all women" and a "Join Our Mission" button. The banner includes an image of a woman in a hard hat. An annotation consists of a blue circle with a pencil and plus signs icon labeled "Affinity" pointing to the banner area.

Affinity

Cultivation Campaigns



FRANCIS



Active Supporter



ALY



Website Visitor



Social Media



Meta Retargeting

Hunger Action Month

FEEDING AMERICA THE FOOD BANK

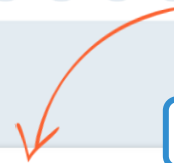
Food shouldn't be an impossible choice.

END HUNGER

Donate Now



Single Send Email



Single Send Email

#HUNGERACTIONMONTH

We Can End Hunger Together

September is Hunger Action Month® and The Food Bank is asking our community to take action to end hunger.

For many in Missouri, a daily meal can often be an impossible choice between food and other critical needs—like medicine, utilities or childcare. It is not the choice of what to eat. The choice is if they eat.

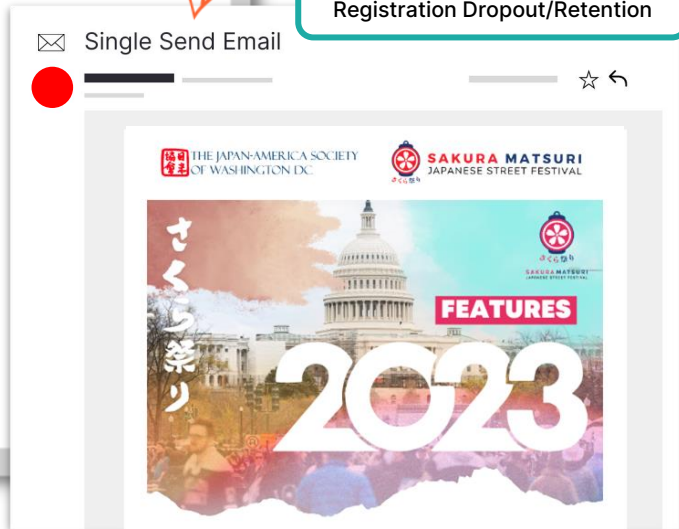
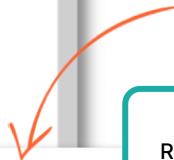
News Site



Site Retargeting
Registration Dropout



Single Send Email
Registration Dropout/Retention



Site Retargeting
Early Blrd - All Visitors

Keep it practical.
Start small. Focus.

"Focus always wins!!"

9

REMINDER

**Attention is the
most valuable currency.**

REMINDER

**Your competition goes
beyond other nonprofits.**

REMINDER

**Take chances, make mistakes,
get messy!**





FREE RESOURCE OFFER

Nonprofit Digital Marketing Toolkit for Year-End

Get your copy of our EOY toolkit. This comprehensive toolkit offers nonprofits a clear path to effective digital marketing for year-end fundraising.



feathr.co/year-end-toolkit

Any questions?



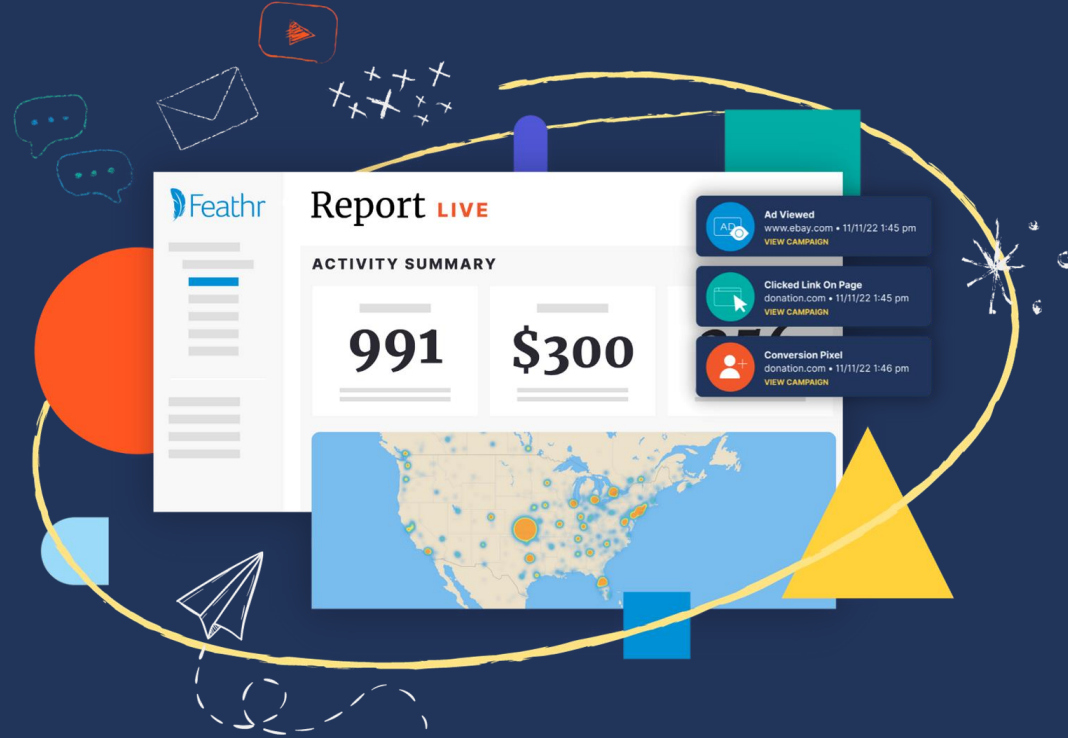


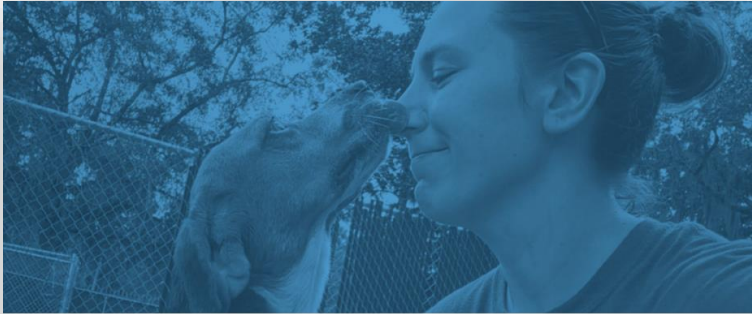
AUTOMATION | EMAIL | ANALYTICS

A large, light blue feather icon is positioned to the left of the main headline.

MARKETING IS Good.

Feathr helps your nonprofit **run** and **report** on integrated marketing campaigns that grow your community and unlock more impact.





Case Study: Humane Society uses retargeting ads to boost online donations with a 1,983% return on ad spend



Humane Society of North Central Florida

CHALLENGE

With an online community giving day ahead, HSNCF wanted to ensure that their organization would stand out from the nearly 100 other nonprofits participating, engage previous donors, and get as many donations as possible.

OUTCOME

HSNCF ran two retargeting ad campaigns with Feathr and for \$300 in ad spend, they brought in an estimated \$5,950 in donations. In addition to using Feathr for its own promotions, HSNCF now offers retargeting ad campaigns to its top-tier sponsors.

CASE STUDY

12-hour online giving day

- \$300 ad spend
- 119 donations
- 1,983% return on ad spend

[VIEW LIVE REPORT](#)



Case Study: IJM raises over \$100k with retargeting ads in year-end campaign

International Justice Mission



CHALLENGE

Despite economic uncertainty brought about by the pandemic, IJM wanted to drive more donations than ever for Holiday Gift Catalog 2020, a year-end campaign to raise funds for humanitarian causes around the globe.

OUTCOME

IJM worked closely with Feathr's Implementation Services team to launch three programmatic advertising campaigns through Feathr's ad platform, helping them raise \$109,500 in donations in just seven weeks.

CASE STUDY

End-of-year campaign

- \$7k ad spend
- \$109.5k raised
- 1,563% return on ad spend

[VIEW LIVE REPORT](#)



We have consistently grown our audience — and consistently had better and better results year-over-year because of Feathr. It's definitely worth the money. Ten fold.

NICOLE RODRIGUEZ
MARKETING & COMMUNICATIONS MANAGER
AMERICAN EPILEPSY SOCIETY



What's nice about Feathr is that you can aggregate everything together in one platform and have a unified approach, which saves me a lot of time and strategy work. Having it all in one place to see overall results is really useful.

JARED ARANGO
REGIONAL LEAD FOR PAID MEDIA
INTERNATIONAL JUSTICE MISSION



Thank you for joining!

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

+ contactus@qgiv.com

+ 888-855-9595

For more information on Feathr, please contact:

+ noah.Barnett@feathr.co

+ (352) 519-3997



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