

# State of Nonprofit Marketing: 2024 Report Insights

Presented by: Bradley Martin

Wednesday, May 29 | 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.



# Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.





# 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.



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



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# Today's Speaker



**Bradley Martin**  
Vice President of Growth Marketing , Feathr



# About Me

- **Bradley Martin**  
VP of Growth Marketing,  
Feathr
- From Nashville, TN
- Husband to Mandie and  
Dad to Liam, Luca,  
Lawson, and Emmie
- Digital Marketer for 15  
Years - Last 7 working with  
Nonprofits



# 2024 State of Nonprofit Marketing

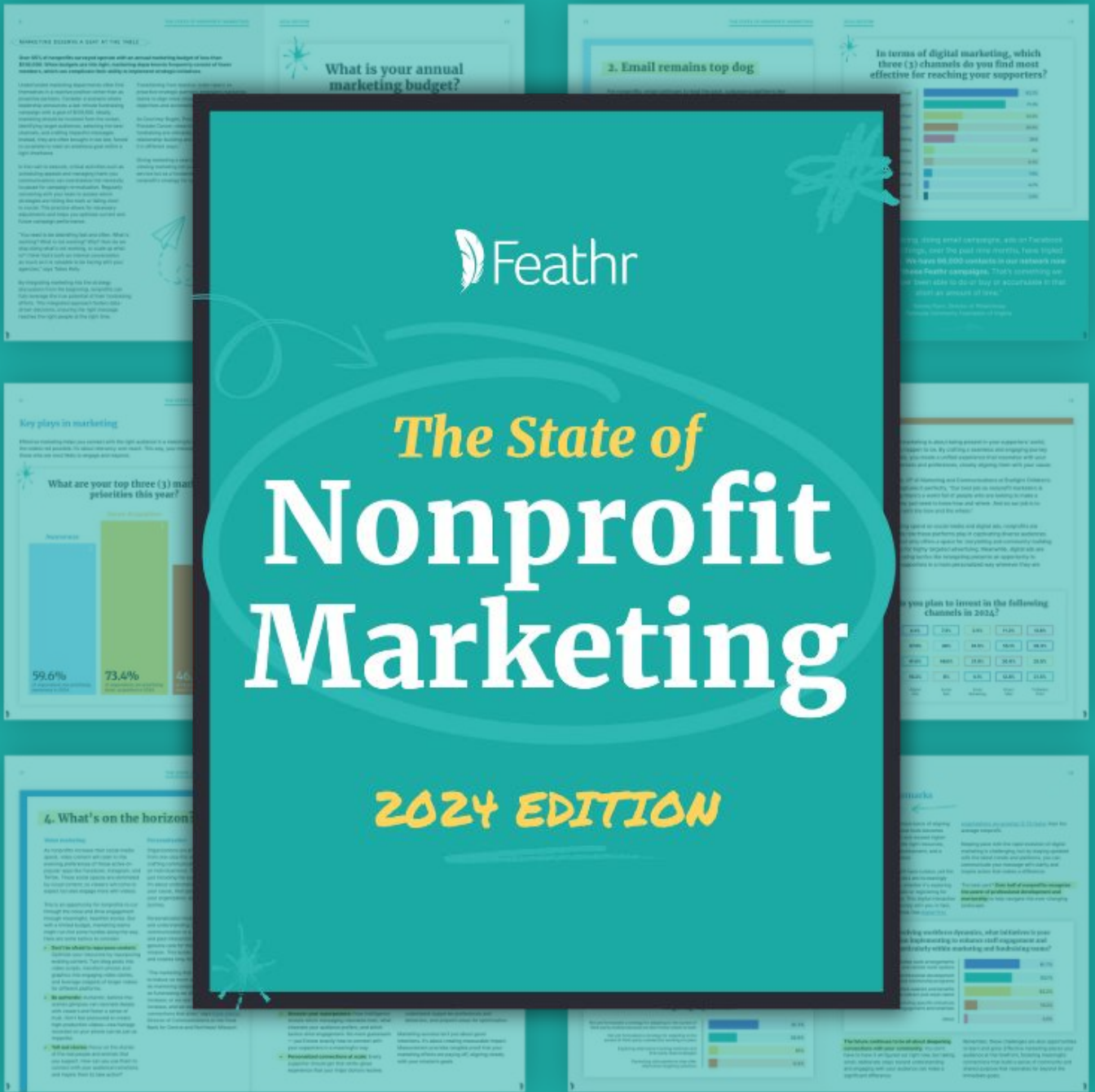
→ 446 respondents

→ 14 questions on priorities, initiatives, and plans

→ Top challenges?

→ Main priorities?

→ New investments?



POLL QUESTION



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**What is Your Primary Focus  
with Your Marketing this  
Year?**







TREND #1

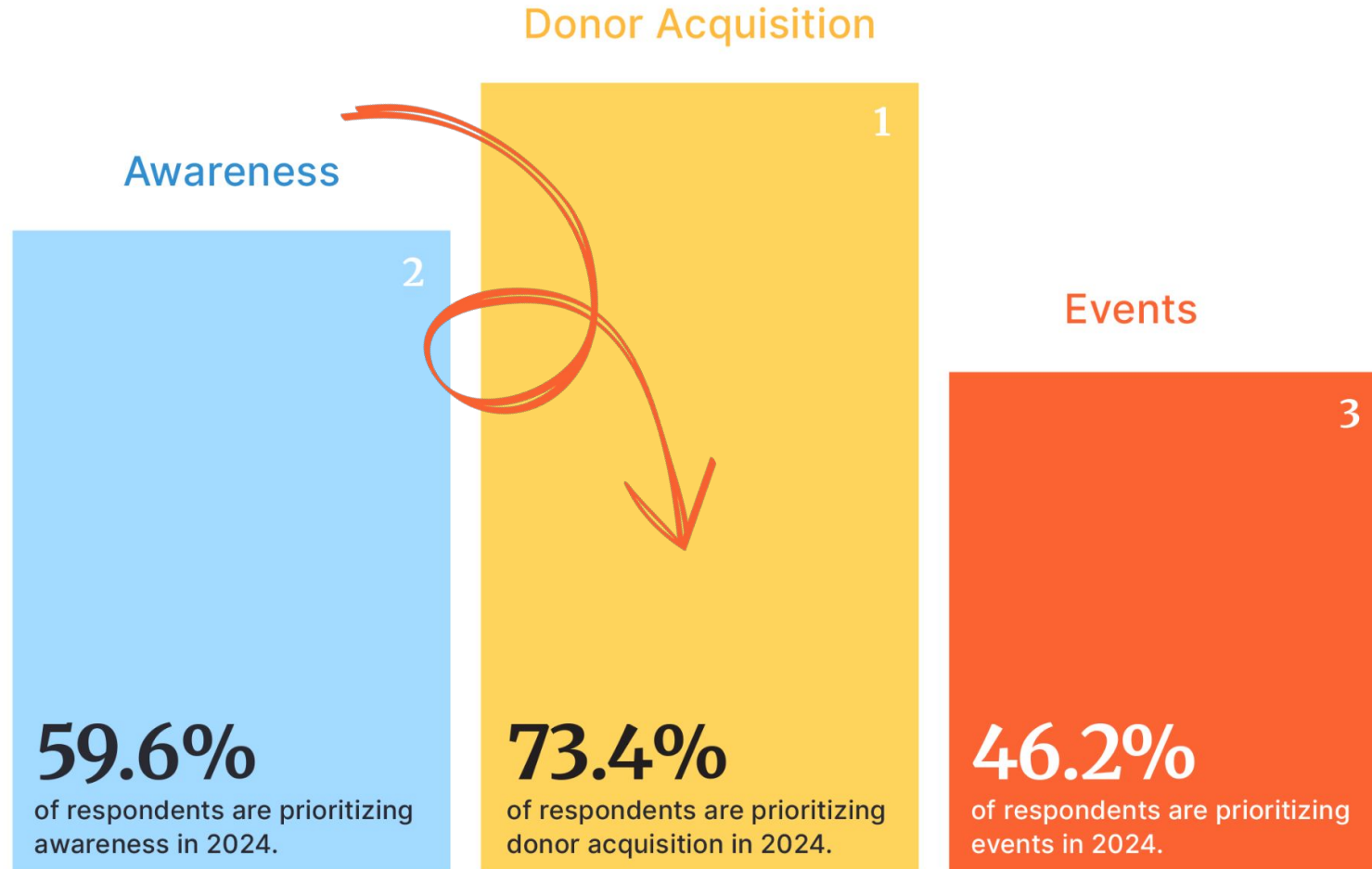
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# Donor Acquisition is the Primary Focus of Marketing





# What are your top three (3) marketing priorities this year?



POLL QUESTION



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**Where Will You be Increasing  
Your Spend in Marketing  
Channels this Year?**





TREND #2



**Organizations are Increasing  
their Investment in Digital  
Ads and Social Media Ads**





# How do you plan to invest in the following channels in 2024?

Cutting Back	4.4%	7.3%	2.5%	11.2%	13.8%
No Change	37.9%	36%	61.5%	55.1%	39.3%
Increasing Investment	41.6%	48.6%	31.9%	20.9%	25.5%
N/A	16.2%	8%	4.1%	12.8%	21.5%
	Digital Ads	Social Ads	Email Marketing	Direct Mail	TV/Radio/Print



POLL QUESTION



**In Terms of Digital Marketing,  
Which Channel Do You Find  
Most Effective?**





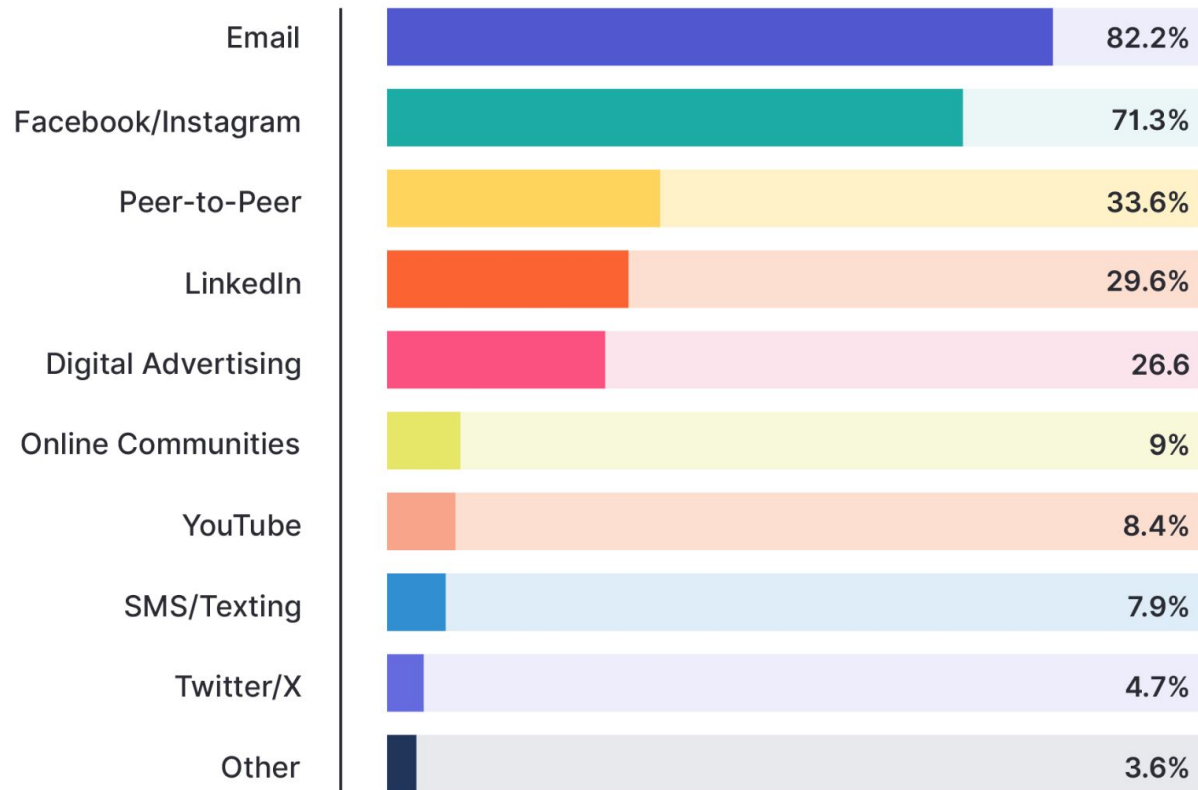
TREND #3

# Email is Still the Most Effective Digital Marketing Channel





## In terms of digital marketing, which three (3) channels do you find most effective for reaching your supporters?





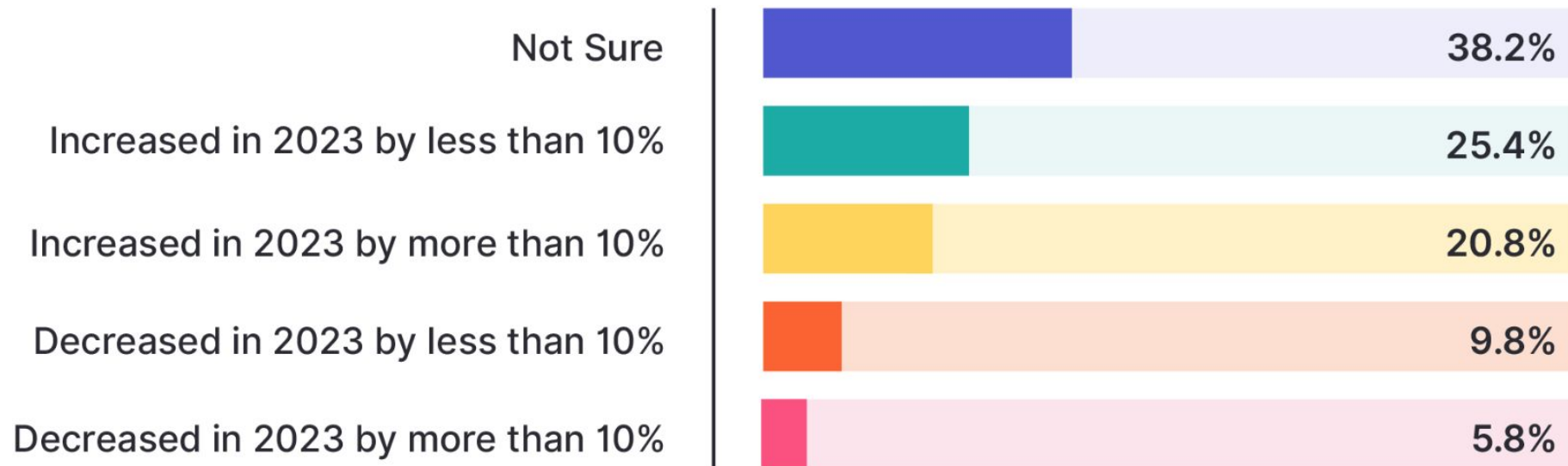


# Other Trends



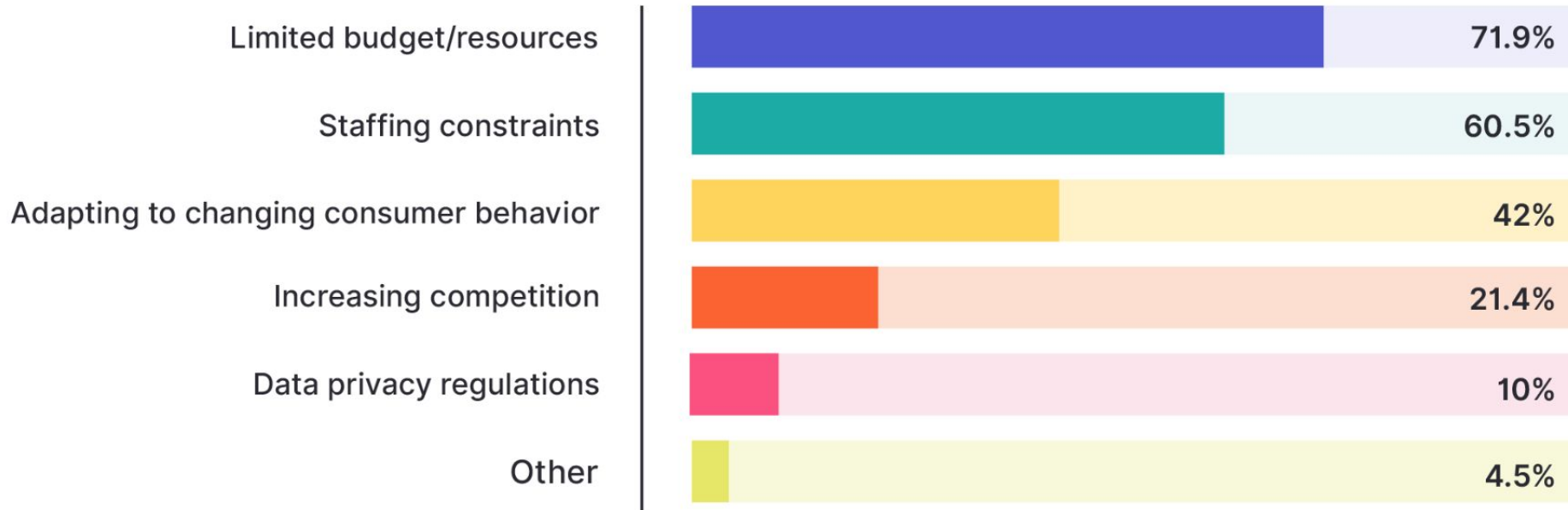


# How did your online giving grow / decline between 2022 and 2023?



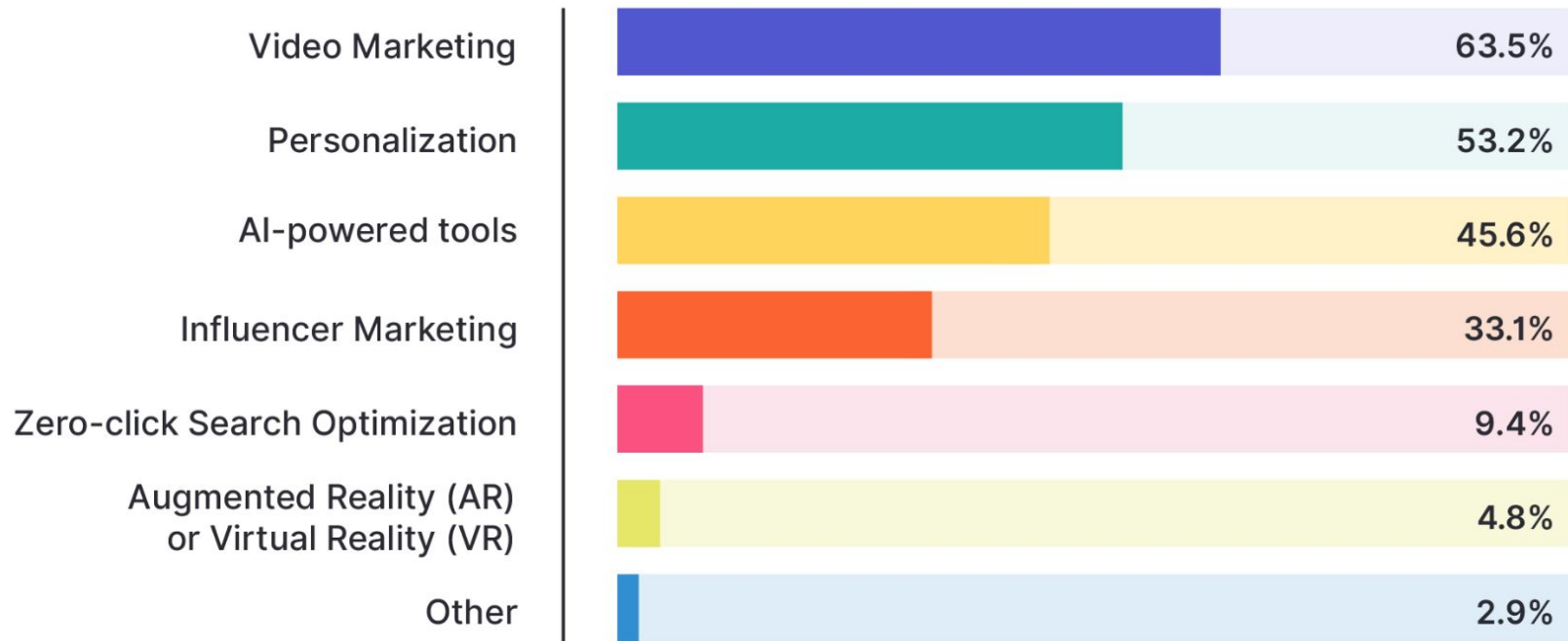
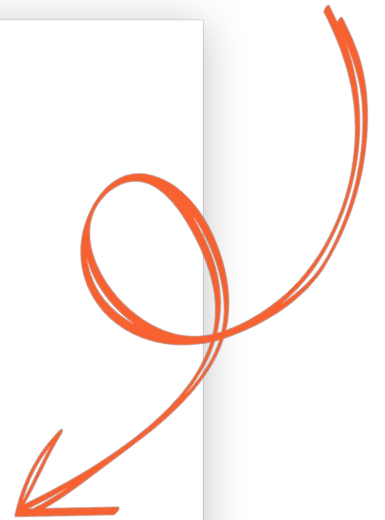


# What challenges do you foresee in achieving your marketing goals this year?





# What emerging marketing trends are you investing in addressing in the upcoming year?

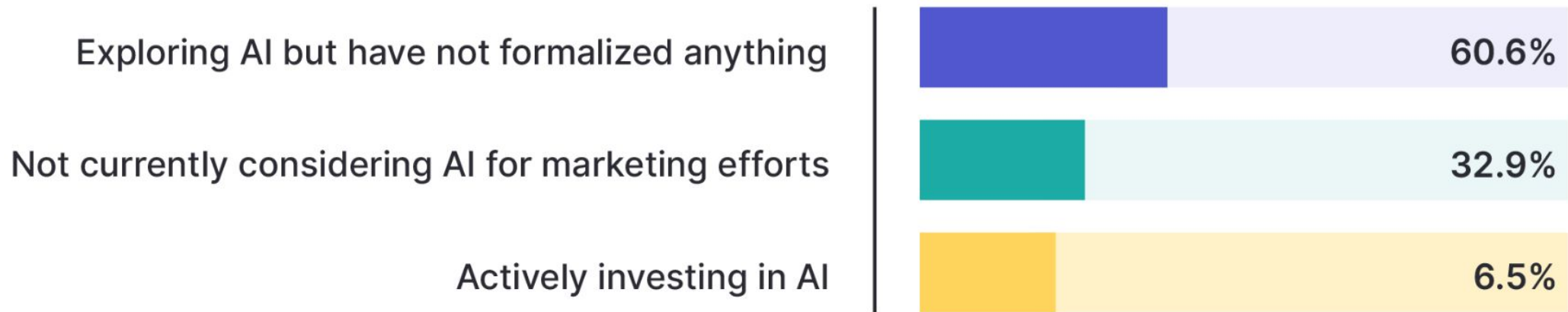




EXIT



## How is your organization approaching the adoption of artificial intelligence (AI) in its marketing efforts, if at all?



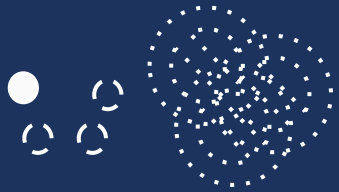
*“... there are so many bright, shiny objects. Some are great. Some are a flash in the pan ... Nonprofits need to keep doing the basics really well and keep doing the channels that they know are working well.”*

- Taylor Shanklin, Barlele



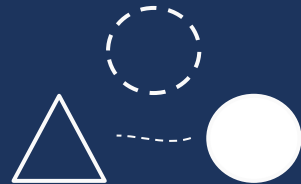


# Nonprofits are facing 4 primary challenges as they seek to grow impact ...



## **CHANGE**

is now constant and it's difficult to keep up



## **COMPETITION**

for attention is fierce driving up costs



## **CONFUSION**

in reporting and what efforts really work



## **COMPETING**

priorities; understaffed and under-resourced





## Typical marketing

- Nothing
- Everything
- Ad Hoc

## Good marketing

- Audience-first
- Automated
- Omnichannel
- Measurable

## INSIGHT

Your audience is more than your email list. It's important to gain a deeper understanding of your audience and invest in building a broader reach.





# Define Your Audience Segments

Data ▾

## Explore

People Activity Stream

## People

Select a preset

- All People  Active People  New People  Leads  Ads  Pages  Custom

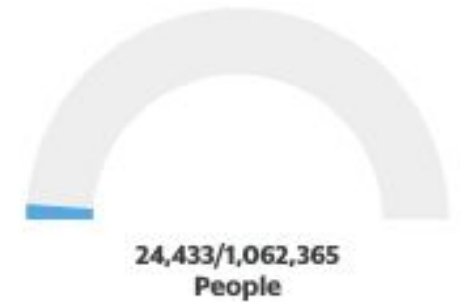
Create Segment from filters

Showing people that match **any** of the following filters, looking at data **from any time**.

URL starts with https://www.feathr.co/products + ×

URL starts with https://www.feathr.co/blog + ×

+ Add Filter



# Find Similar Audiences

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**

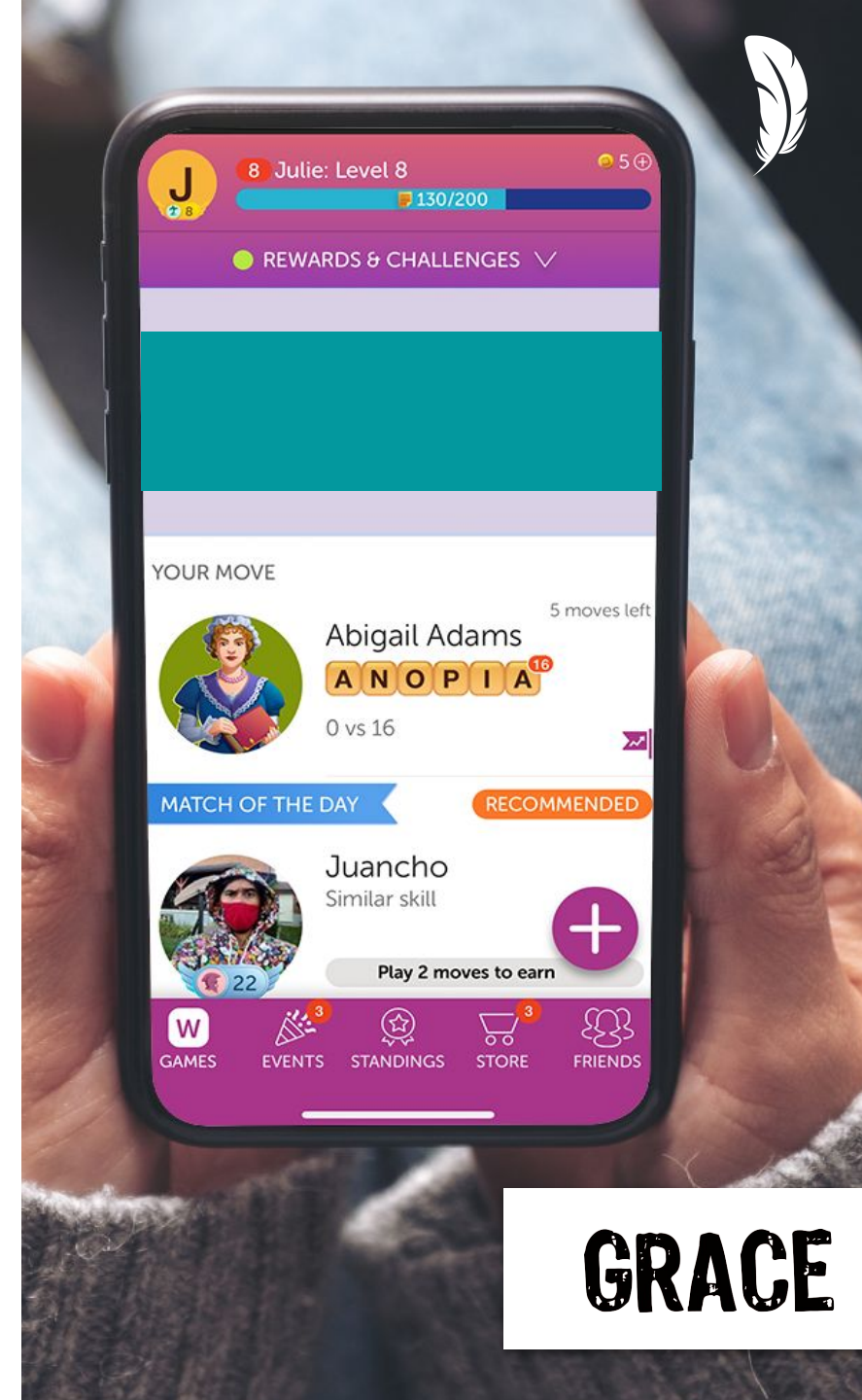
Search for and choose a data set to target (required)

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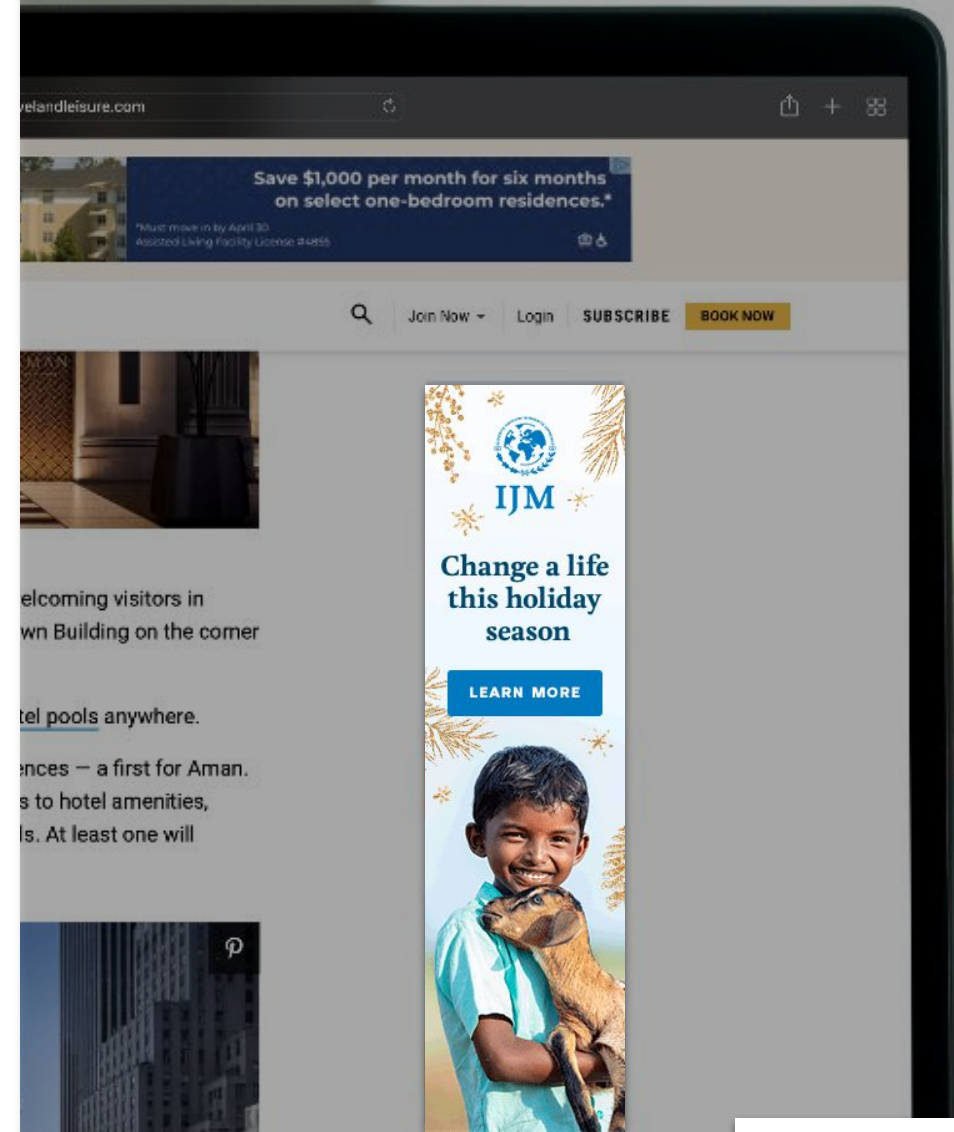
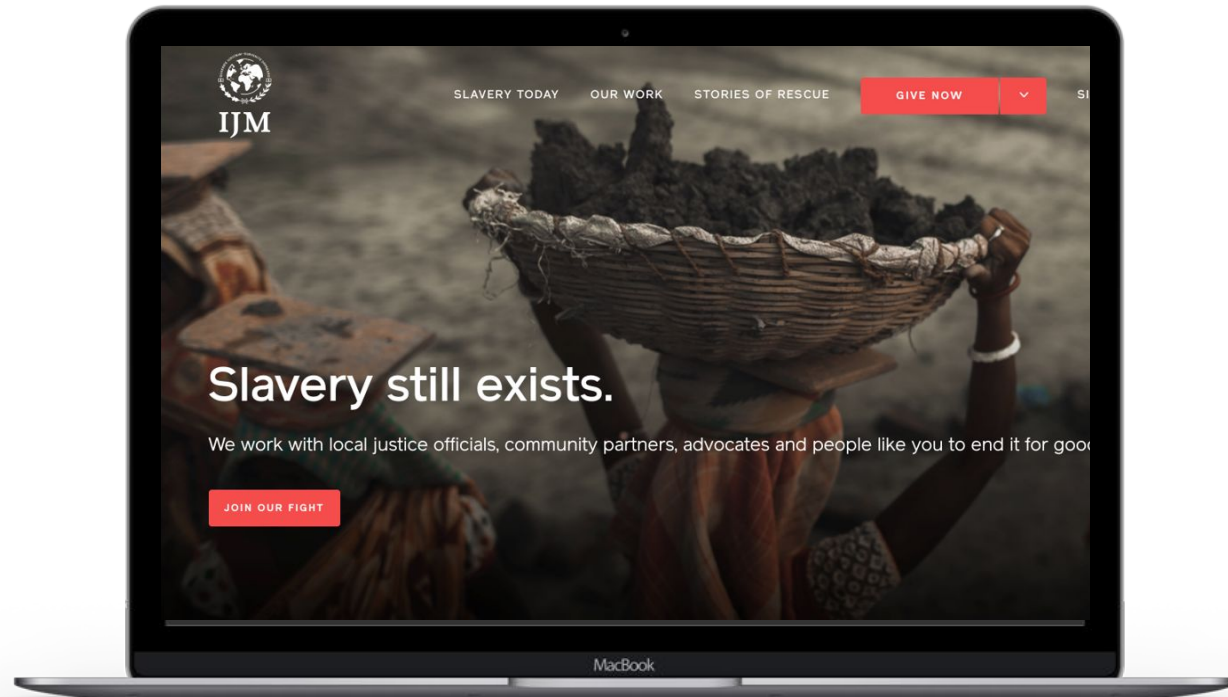
**\$100-\$200K Income, Age: Retired (65+), Upscale Retirees: L60** | 2368800 Users  
Economic Cohorts > \$100-\$200K Income, Age: Retired (65+), Upscale Retirees: L60  
This category contains people who have been segmented into groups based on the estimated economics of their household. Households in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



**GRACE**

# Run Ads to your Website Visitors

Serve targeted ads to people who visit specific pages on your website.



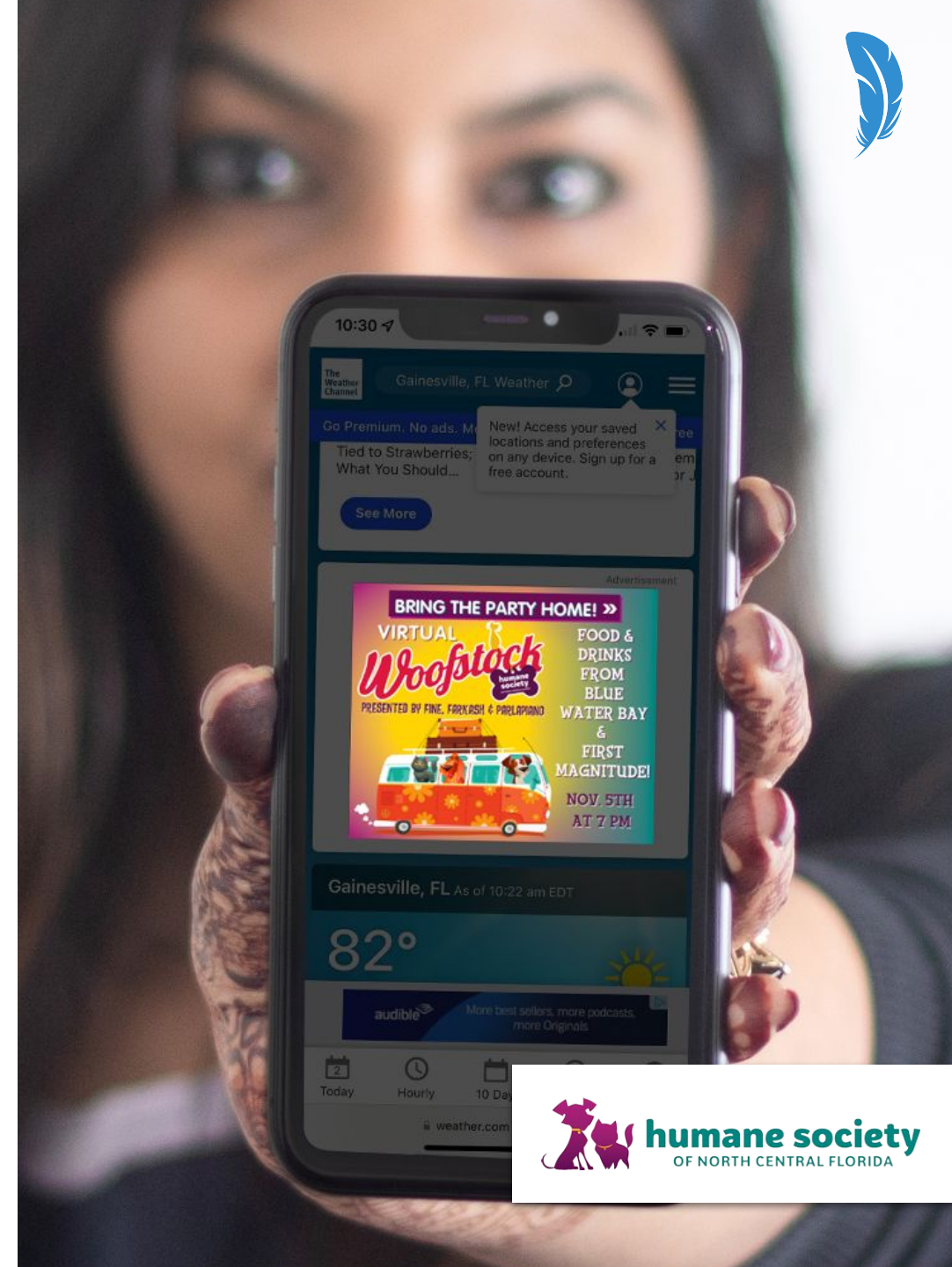
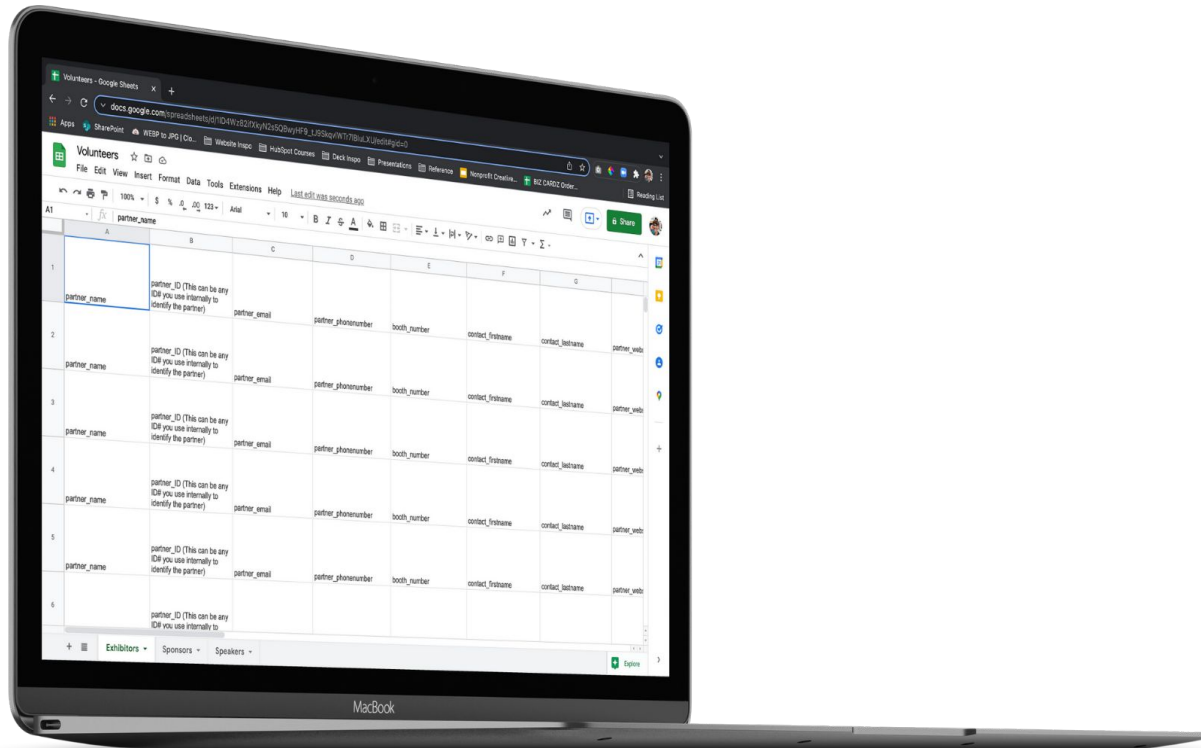
INSIGHT

Email is still effective, but it's becoming increasingly noisy.



# Use Your Email List to Run Ads

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



INSIGHT

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AI is here to stay, but it's not taking our jobs. Yet....







# Effective ways to use AI

- Use it as an idea generator
- Build reusable prompts
- Ask it to refine its responses
- Use it as an editor and grammar checker
- **Always** fact check it



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

– Julia Campbell, Nonprofit Marketing Consultant



# Thank you for joining!

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

- + [contactus@qgiv.com](mailto:contactus@qgiv.com)
- + 888-855-9595

For more information on Feathr, please contact:

- + [Bradley.martin@feathr.co](mailto:Bradley.martin@feathr.co)
- + [Feathr.co](https://feathr.co)
- + 352-519-3997



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