

COMBINING ONLINE FUNDRAISING AND MARKETING TEAMS TO CONQUER THE WORLD WIDE WEB

KEY SPEAKER

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CharityNet  **USA**

WELCOME!

- CharityNet USA: A “One-stop” resource center for nonprofit organizations nationwide!
- Key Speaker: Melanie M. Swift, MNM

MOST COMMONLY ASKED ?S

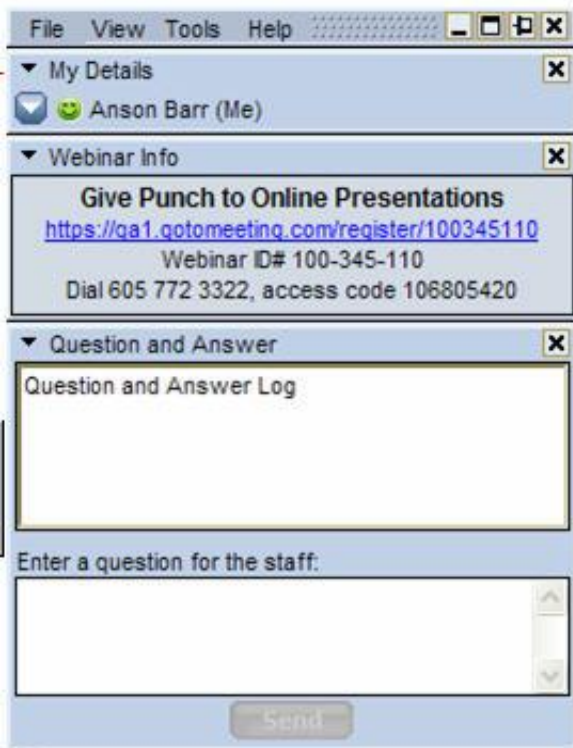
- Will the webinar slides be available for download?

Yes

- Will the webinar be recorded and available on-demand?

Yes

ASK QUESTIONS – GET FEEDBACK!



AGENDA

- I. Marketing in the Nonprofit Sector
- II. Internet Fundraising
- III. Marketing and Fundraising as a Combined Effort
- IV. Online Marketing Strategies
- V. Online Fundraising Strategies

MARKETING

- Continuous diagnosis and analysis of changing needs of customers, clients, and constituents and devising strategies to meet their needs.
- Creation of an appropriate image for a product, service, or organization.
- Planning, implementation, and control of decisions in the areas of product offering, distribution, promotion, and pricing.

MARKETING IN THE NPO SECTOR

- Successful marketing strategies allow nonprofits to accomplish their missions, meet their programmatic goals, and achieve long-term financial stability
- Focuses on identifying the needs of constituents and satisfying those needs over time.

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PROMOTION

Nonprofits can promote themselves in various ways:

- Free or paid advertising
- Organized word of mouth campaigns
- Newsletters
- Press Releases
- Flyers/Brochures
- Web presence

INTERNET FUNDRAISING

The Internet's appeal as a new mechanism for soliciting charitable donations stems from many sources, including:

- The ability to access more people than most organizations have historically been able to reach.
- The relatively low expense.
- The (perhaps) higher disposable income demographic reached in comparison with most marketing methods.

INTERNET FUNDRAISING

There are some common pitfalls as well, including:

- It's hard to be noticed among all the others seeking attention on the Internet.
- There is the possibility of failure due to unfamiliar technical breakdowns or through misunderstanding how to use the mechanism effectively.

MARKETING AND FUNDRAISING AS A COMBINED EFFORT

- Marketing and fundraising are two halves of a whole. When they don't operate that way, the outcome of each team's efforts is far less than it could be.
- Marketing and fundraising efforts are both heavily focused on engaging the community in your organization's efforts.

MARKETING AND FUNDRAISING AS A COMBINED EFFORT

Utilize a **four-step process** to bring marketing and fundraising into a productive partnership, and create **Community Engagement Teams** rather than separate fundraising and communications or marketing departments.

1. START FROM THE TOP

- Your organization's executive director, supported by the board, must be the one to guide the two teams into active collaboration and ensure they stay there.
- Ask the leaders of your organization to outline the top three actions an ardent fan of your cause would take in order to support you in a given month.
- Discuss how your marketing and fundraising staff can work together to encourage that big fan to follow through on those three actions.

2. ARTICULATE SHARED PRIORITIES

- These priorities serve as the core of a common agenda.
- As long as your marketing and fundraising teams have distinct goals, they won't be effective partners. How could they be, each pointed in its own direction?
- Marketing and fundraising teams each have specific responsibilities, but **work closely together to advance their shared priorities**—building and strengthening relationships with key supporters, and generating revenue.

3. IDENTIFY WHAT'S WORKING

- It is essential to analyze what's working—from each “side”—and do more of it.
- Ask your marketing team to identify the top three successes from the fundraising team, and to integrate those approaches into its own work—and vice versa.
- Don't forget to identify what isn't working, and do less of it.

4. BUILD ON REAL SUCCESS STORIES

- Identify compelling, well-honed, and widely shared and discussed successes as the glue of your fundraising and marketing conversations.
- When the same strong stories are used by both marketing and fundraising teams, your organization wins via increasing awareness, building engagement and boosting positive responses and actions.

ONLINE MARKETING STRATEGIES

An attractive and dynamic website is at the heart of your online marketing:

- Animation/Flash
- Photos/Video
- News/Events
- Branding
- Information Architecture
- Banners
- Blogging
- Electronic Donation Functionality
- Database Functionality—Info Capture
- Social Media Connections
- Search Engine Optimization

ONLINE MARKETING STRATEGIES

Develop a program of online marketing communications:

Once you have a reasonable number of people on your email list, establish some way to reach them on a regular basis. The most common way to do this is through an **email newsletter**.



Keep your supporters up to date on events, programs, sponsorship opportunities, and more.

ONLINE MARKETING STRATEGIES

Extend your online marketing with social media:

- Social media is becoming more important as the search engines are now using "social signals" to determine your organization's search ranking.
- Even if your audience is older, you will find that many of them are on the Internet, use email, and have Facebook profiles.
- Cover the basics: Facebook, Twitter, and Google+.
- The other basic piece of social media is a blog. You need to be constantly creating content that you can promote via your social networks.

ONLINE MARKETING STRATEGIES

Integrate your online marketing with your offline communications:

- Include your website's URL on every piece of printed material that you provide to supporters, donors, volunteers, and media.
- That means every brochure, business card, catalog, annual report, press release, fundraising letter, thank you letter, volunteer application, and event flyer.
- Use offline marketing to drive your online marketing.

ONLINE FUNDRAISING STRATEGIES

- Online fundraising is the fastest growing area of fundraising.
- It is not enough to just put a “donate now” button on your website.
- Your online fundraising strategy should include a number of ways to reach your supporters.

ONLINE FUNDRAISING STRATEGIES

Many sites on the web offer resources to buttress your online fundraising efforts.



Google for nonprofits



ONLINE FUNDRAISING STRATEGIES

- AMAZON SMILE
- BBB WISE GIVING ALLIANCE
- CHARITY NAVIGATOR
- CHARTING IMPACT
- FUNDRAISING FUNDAMENTALS
- #GIVINGTUESDAY
- GOOGLE FOR NONPROFITS
- GUIDESTAR
- NETWORK FOR GOOD
- YOUTUBE NONPROFIT PROGRAM

RESOURCES

- CharityNet Nonprofit Services
 - 501c3 Prep
 - Grant Writing/Corporate Sponsorships
 - Fundraising
 - Strategic Planning
 - Website Development
 - Graphic Design
 - Marketing
 - Bookkeeping & Accounting
 - Consulting

Q & A

- Contact Us

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