

# 10 Digital Strategies Shaping The Future Of Nonprofit Growth



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# Agenda Title

- 10 MIN** Welcome & Introductions
- 10 MIN** Top 3 Challenges Nonprofits Face
- 25 MIN** Growth Trends: Attention, not Impressions
- 15 MIN** Questions & Share Back



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# Meet the Speakers



**Kate Lesniak**

**Principal Strategist  
HubSpot for Nonprofits**

Kate is HubSpot's Principal Strategist for Nonprofits, a program that engages, supports, and scales nonprofits on HubSpot.



**Cameron Ripley**

**CEO  
Community Boost**

Cameron is the CEO of Community Boost, a digital marketing agency that exists to empower social ventures changing the world.



**COMMUNITY BOOST**



## COMMUNITY BOOST

WE EXIST TO  
EMPOWER SOCIAL  
VENTURES CHANGING  
THE WORLD

400+

Nonprofits Directly  
Supported

\$40 MM

Donation Revenue  
Supported

>40,000

NPO Leaders Registered for  
Nonprofit Marketing Summit

60

Rockstar Team  
Members

 charity: water

SOLES4SOULS



All Hands and Hearts  
SmartResponse



# The human attention span has dropped to **8.25** **seconds.**

That's 1 second LESS than a goldfish...

*2015 Attention Span Study By  
Microsoft Canada*



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The average American  
consumes

**11 hours**  
of media a day.



*Nielsen Company's Total Audience  
Report 2018*



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# How Can Nonprofits Capture Attention?

Today, tech evolves at lightning speed. What worked to drive revenue and growth last year, may not work the same this year.



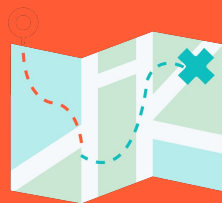


“What do you struggle with the MOST when it comes to your digital marketing efforts?”



### Time

45% of respondents said time was their biggest limiting factor.



### Budget

23% said budget limited their growth.



### Education

12% said lack of tech education was their biggest challenge.

# THE MARKETING GAP:

The Demands of what is now required for Nonprofit Growth has fundamentally changed.

In today's world, nonprofit leaders biggest challenges are now more of a marketing problem than a development problem - yet most causes are run by leaders that came up through development not modern marketing.



Outdated  
Strategies



Disconnected  
From Audience



Trouble Driving  
Growth

# How Are Nonprofits Driving Growth?



# Nonprofits are expecting 2022-2023 to be a year of strong growth.



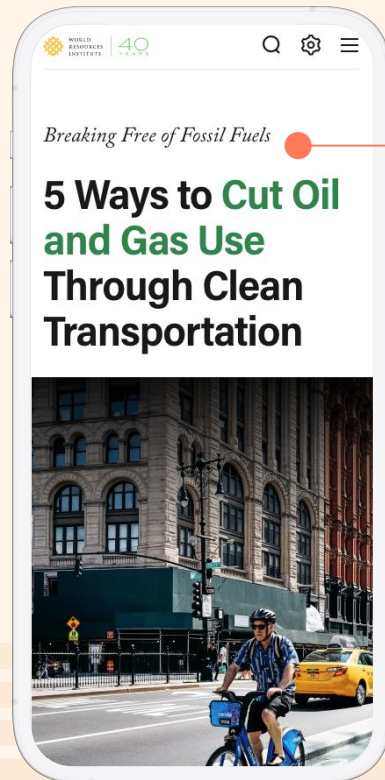
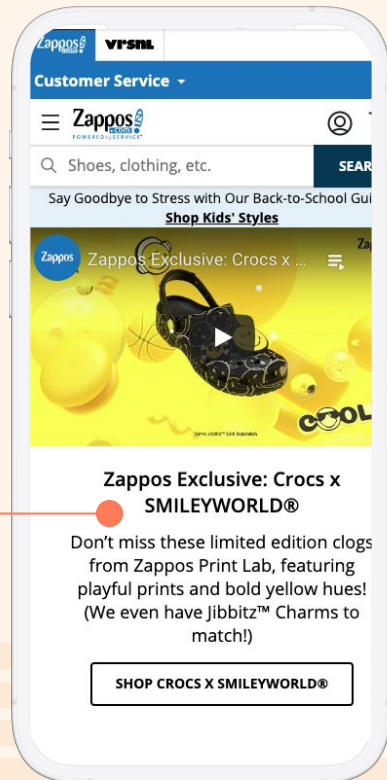
- **43% of nonprofits** are expecting a 4-14% increase in annual revenue.
- **13% of nonprofits** are expecting a 15%+ increase in annual revenue.



# Challenges

## Extraction

Marketing as an attention grab and fast follow.



## Reciprocity

Marketing as an interactive and informed process.



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# 2 Types of Strategies



## **5 Foundational Strategies**

Know the landscape's evolving rules and how to maximize your strategy within them.

## **5 Traction-Building Strategies**

Build on these strategies across platforms.



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# Foundational



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# Make privacy a reciprocal experience.

	Definition	Examples
<b>Zero-party data</b>	Individual-level data explicitly given to you directly from your audience	<ul style="list-style-type: none"><li>• Email preferences</li><li>• Topic or product interests</li><li>• Account preferences</li></ul>
<b>First-party data</b>	Individual-level data collected from your audience on your own channels	<ul style="list-style-type: none"><li>• Email engagement</li><li>• Website activity</li><li>• Purchase history</li></ul>
<b>Second-party data</b>	Individual-level data acquired from a trusted partner aka someone else's first-party data	<ul style="list-style-type: none"><li>• Co-marketing efforts</li><li>• Customer reviews</li><li>• Loyalty programs</li></ul>
<b>Third-party data</b>	Aggregate data collected from one or more sources	<ul style="list-style-type: none"><li>• Browsing activity (via cookies)</li><li>• Demographics</li><li>• Survey responses</li></ul>





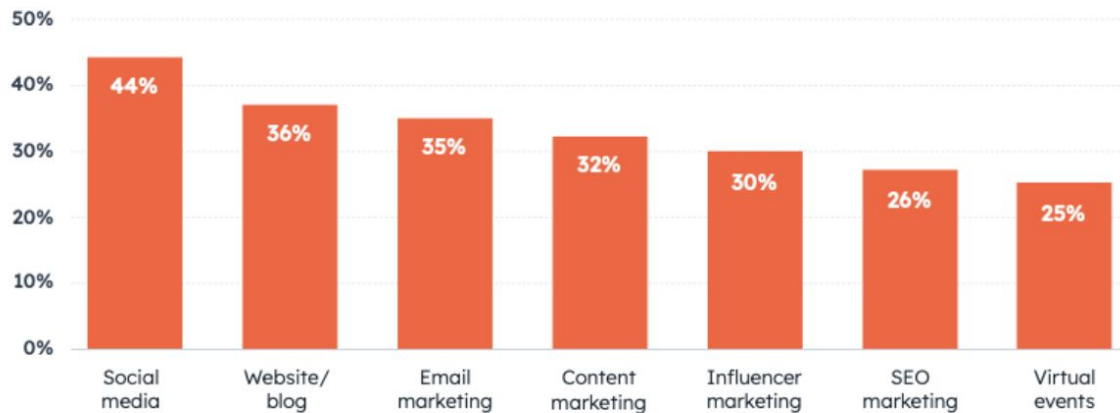
Focus on  
leveraging zero  
and first-party  
data—especially  
via email.



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Focus on  
quality, not  
quantity, on  
your website.

Top Marketing Channels in 2022



Website tools like  
progressive forms  
and chatbots can  
deepen  
relationships with  
visitors.

**iGNiTE**

POLITICAL POWER IN EVERY YOUNG WOMAN



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# Invest in SEO

## SEO is the Long-Term Play

There is 5.6 billion searches on Google every day. 60% of clicks go to the top 3 sites on the SERP.

## Develop a Winning Strategy

Most nonprofits do not have an actual SEO strategy and are not consistently optimizing for algorithm changes.

## Become a Thought Leader in Your Space

Create impactful content that ranks for high quality keywords.

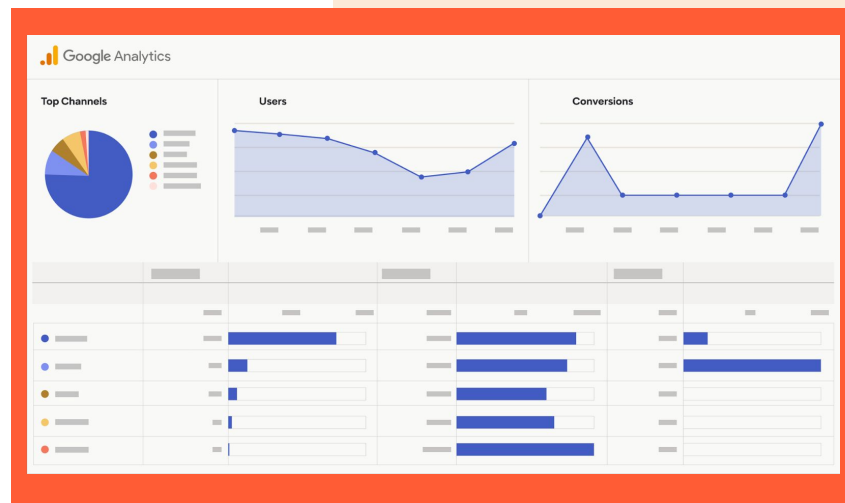


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# Effective Tracking: GA4

Google is sunsetting UA and will be pushing all users to the fully new platform Google Analytics 4 in 2023.

<TIP> Setup GA4 asap and run simultaneously with UA.



# Effective Tracking: Offline Conversions + CAPI

Offline conversion tracking gives you visibility into who has seen your ads but gave through another channel.

If you are running ads in 2022 it is the only way to most accurately measure your ROI and optimize your ads.

At minimum, be sure to do offline conversion tracking. At best, be sure to setup a Conversion API.

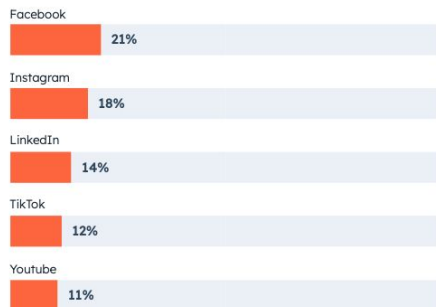
Performing Animal Welfare Society saw a 25% Increase in Total Donation Revenue from Offline Conversions.



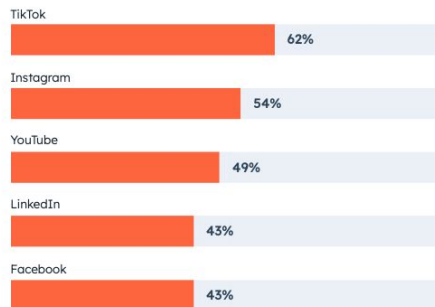
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# Match creative content to the platform.

Which social media platform has resulted in the biggest ROI this year?



Which social media platform do marketers plan to increase their investment in for 2022?



● Low ROI ● Average ROI ● High ROI

Memes



Infographics



VR or AR (augmented reality)



Live audio chat rooms



Short form videos



Long form videos



Interviews/podcasts



Live videos/streaming



Ephemeral (disappearing)



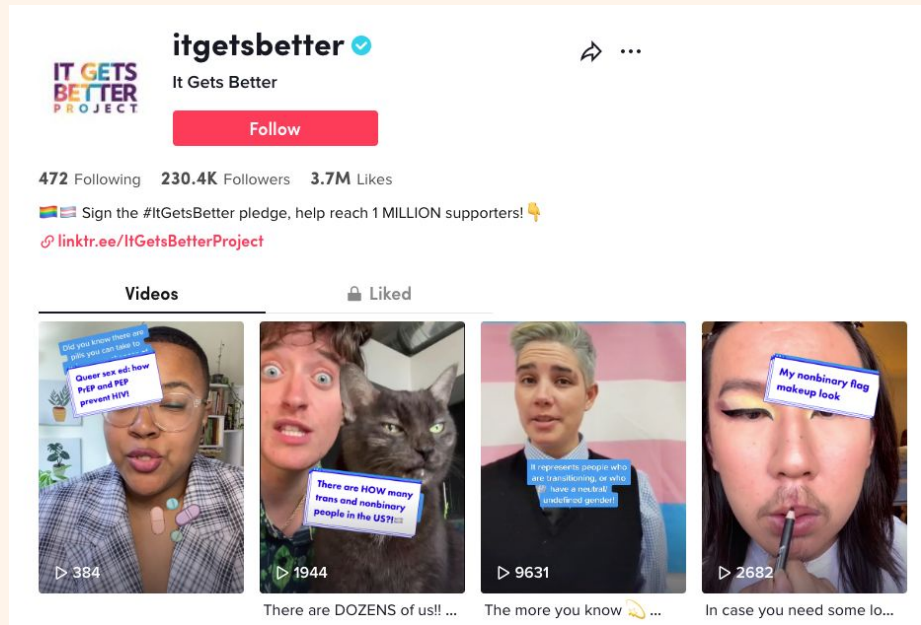
User generated content



0 10 20 30 40 50 60 70 80 90 100



# Identify the right KPI for the platform.





## Recap: Foundational Strategies

Consider each of these foundational strategies as they build on each other for a depthful, reciprocal user experience.

1. Leverage the new era of privacy to ask openly, and craft experiences based on answers.
2. Use website content, and conversion points, to deepen relationships, rather than only drive SEO.
3. Setup GA4 to run concurrent to Universal Analytics.
4. If running paid ads, run offline conversion tracking reports and explore setting up CAPI.
5. Make less content. Match creative to the platform.



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# Traction



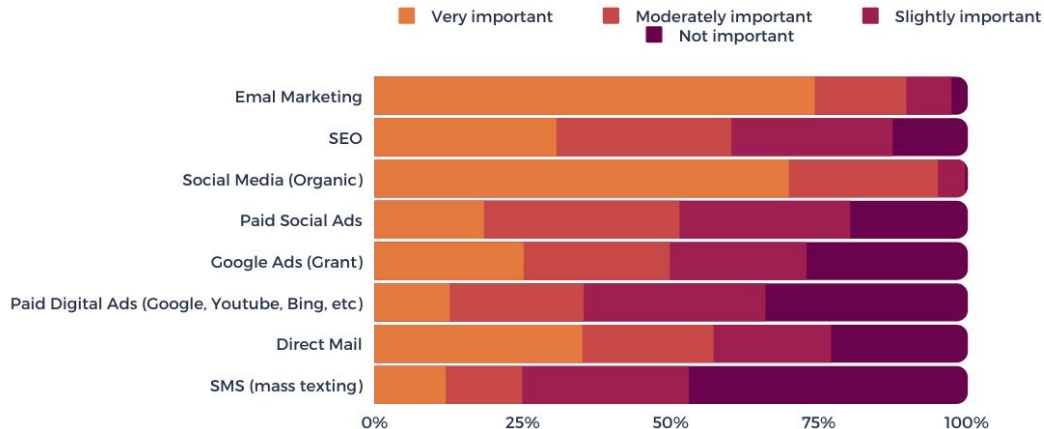
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# Diversification



According to the 2022 Nonprofit Acceleration Report, a wide selection of marketing channels is directly linked to an increase in revenue. If 2021, taught us anything, it is you can't put all your marketing eggs in one channel basket and must diversify.

It is more important than ever to constantly test and grow results in multiple marketing platforms and channel opportunities.



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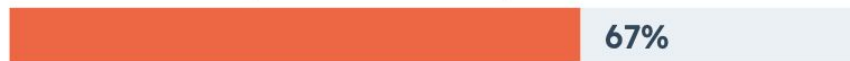
Take the time to  
build influencer  
partnerships.

### Which types of influencers are marketers working with?

Nano influencers (1-10K followers)



Micro influencers (10-100K followers)



Macro influencers (100K-1M followers)



Mega influencers (1M+ followers)



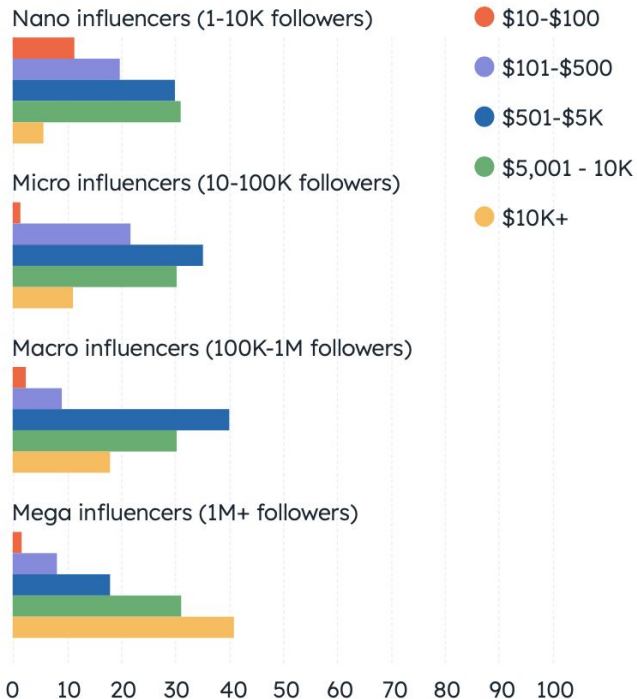
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# Budgets don't have to be a barrier.

**Tip:** Focus on identifying influencers within your nonprofit's budget.

**Tool:** ForYou page, Challenges, Franchises (extensions of a viral hit)

## Influencer Marketing Spend by Influencer Audience Size



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**TONI TONE** ✓

@tOnitOne



Instagram is trying so hard to compete with TikTok that they're trying to become another TikTok. If I wanted to see video after video from random pages I don't follow, I wouldn't be on Instagram. Do what we need from you, and bring back the photos of our actual friends!!!

7:38 AM · Jul 24, 2022 · Twitter for iPhone

**52.3K** Retweets

**3,497** Quote Tweets

**334.7K** Likes

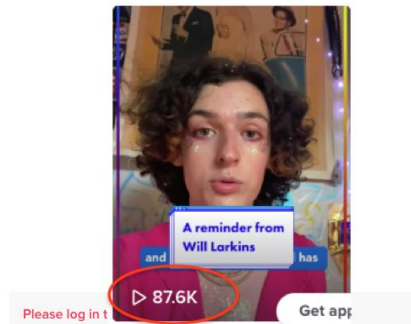
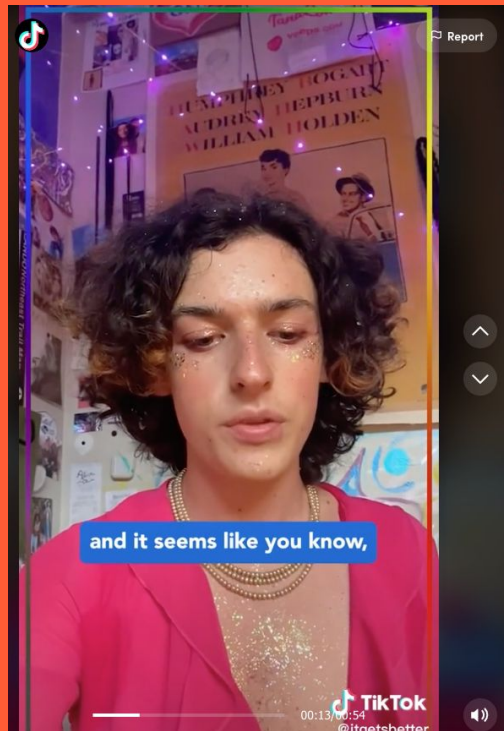


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# Influencer + Member = Massive Impact

**Tip:** Focus on identifying what voice you need to hear from, and then identify influencers within your nonprofit's budget.

**Tool:** TikTok



IT GETS BETTER PROJECT.®



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# Leverage free ad spend: Google Ad Grants

- \$10K/mo in Free Search Ads
- Receive \$329/day to run
- Consistent Traffic w/ Search Intent
- Send thousands of qualified visitors to your site every single month.
- Get Approved in Less Than a Week
- This is not your average grant. Get digital ads up and running quickly.

59% of the fastest growing nonprofits are planning to use the Google Ad Grant.



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# Case Study: Love Justice International

## Mission

- To end human trafficking and protect the world's most vulnerable people.

## Goal

- Increase brand awareness and drive donations.

## Solution

- Protected branded search terms by creating a Branded campaign and running paid Google Ads along with the Ad Grant.

## Results: Jan. 13 - May 26, 2022

- **53% Increase in Overall Donations**
- **63% Increase in Overall Site Traffic**
- **438% Increase in Site Traffic from the Ad Grant after Starting w cBC**



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# Leverage free ad spend: Microsoft Ad Grant

**\*New\*** \$3,000/mo Microsoft ad grant for approved nonprofits.

- 7.2 billion monthly searches
- 37% PC market share
- 44 million searchers not reached on Google
- 60% impression share
- \$1.54 average CPC
- Audience skews older
- Income skews higher
- No policy restrictions
- Default search engine for Alexa

**CASE STUDY:**  
Cancer Research  
Institute  
YE Fundraising Support

**5.5x ROAS**

\$17,176 Total Ad Spend  
\$94,471 Website Donation Revenue  
428 Website Donations  
334,701 Impressions  
8,138 Clicks  
\$2.11 CPC



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# Invest in digital ads: Meta

## Year Round Momentum

Run ads continuously to build momentum and build on your retargetable engagement.

## Personalize Your Messaging

Changes have limited interest targeting, so use relevant messaging w/ refined targeting & personalization.

## Keep Users on Platform

iOS14.5 allows people to opt out of tracking. There is a lot of benefit to run ads in platform to create audiences we can more easily retarget and convert.

**55% of the fastest growing nonprofits are planning to use paid social advertising in 2022.**

## CASE STUDY:

**Jewish Family and Children's  
Services  
Ukraine Response Campaign**

**8.35x ROAS**

\$6,130 Total Ad Spend  
\$51,157 Website Donation Revenue  
329 Website Donations  
8.35x Return on Ad Spend  
4 Frequency Average  
\$430K+ in Total Online Giving

# Invest in digital ads: Google + Youtube

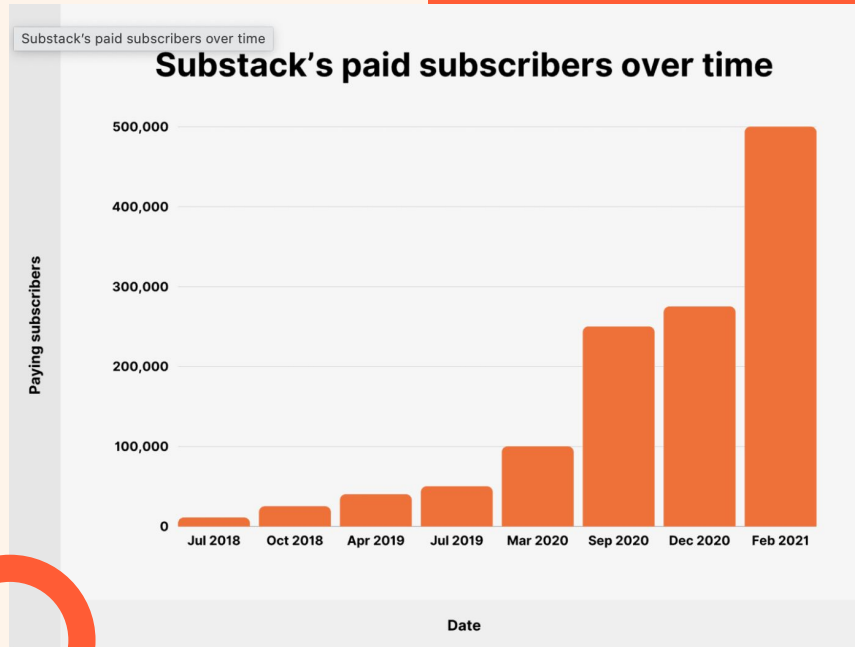
- Paid Google Search Ads are a must test.
  - Ad Grants show up for approx 10% of the time for searches, vs. Paid Search shows up approx 60% of the time.
  - 1 + 1 = 3. Ad Grants + Paid Search ads are better together.
- Video is king, and Youtube is the 2nd most visited site in the world.
  - The average cost-per-click for Google Display is typically 50% less than paid search and impressions can be as cheap as \$0.001.

**44% of the fastest growing nonprofits are “very likely” to try paid digital ads for fundraising like Google, YouTube and Bing.**



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Make email  
personal, and  
not just for the  
recipient.



# Develop newsletter products that connect, not just ask.



*FROM THE DESK OF  
Alicia Kennedy*

I'm a writer based in San Juan, Puerto Rico. I send out a weekly essay on issues in food, from politics and climate change to culture and labor, and a weekly podcast. Paid subscribers receive "From the Kitchen," a weekly recipe dispatch.

Thousands of paid subscribers

Subscribe

Let me read it first >

## The Main Event, by stacy-marie ishmael

Who do we stand for? Who do we decline to fall for?

Launched 4 years ago

Invite Only

Already a member? [Sign in](#)



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## Recap: Traction Strategies

Explore traction strategies as needed, and as the team has capacity.

1. It is imperative to diversify your marketing channels and build the muscle to try new channels faster.
2. Use website content, and conversion points, to deepen relationships, rather than only drive SEO.
3. Utilize the Google Ad Grant as soon as possible and be on the lookout and apply for Microsoft Ad Grants.
4.  $1 + 1 = 3$ . When you are ready to scale test and invest in paid ads including: Meta ads, Paid Google Search ads, Display & YouTube ads.
5. Email is more personal than ever: For everyone. Use it!



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**63** Sessions **80** Speakers **20000** Nonprofit Professionals

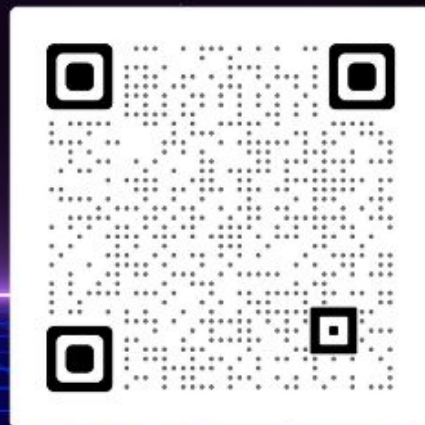


# **FUNDRAISE TO THE FUTURE >>>>**

***The Future of Your Nonprofit Starts Here.***

**AUG 16 - 18 2022**

***NONPROFITMARKETINGSUMMIT.ORG***





# Questions?

## HubSpot for Nonprofits

**Apply for Hubspot for  
Nonprofits Today!**

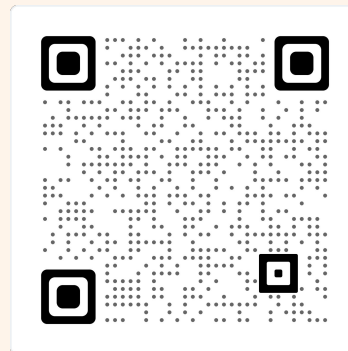
Save 40% on a tool that scales your marketing, improves SEO, simplifies reporting, and engages core audiences, — all in one place!

**[Hubspot.com/nonprofits](https://Hubspot.com/nonprofits)**



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**Free Digital Marketing  
Gamplanning Session!**



Let's gameplan how you bridge the marketing gap at your nonprofit + scale revenue and impact!

[communityboost.org/lets-talk/](https://communityboost.org/lets-talk/)



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# Thank you



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