

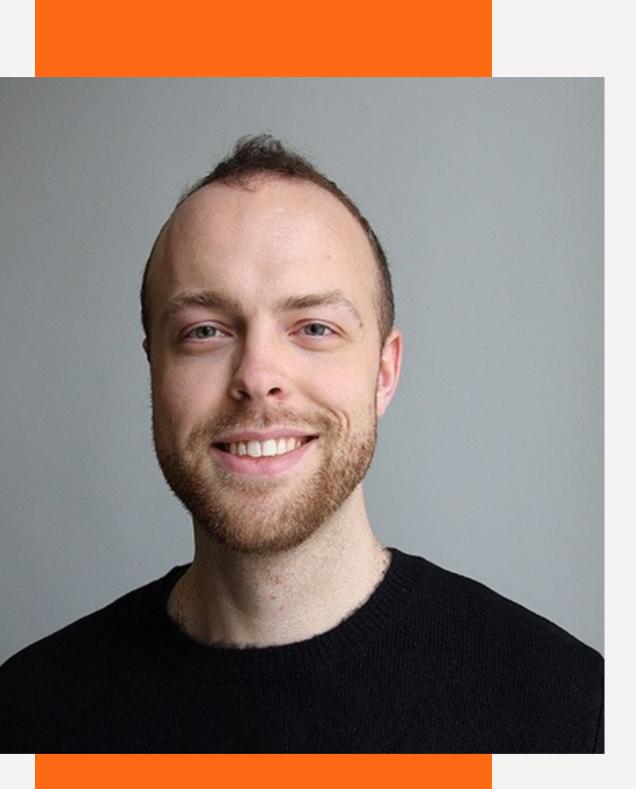
# WHERE ARE THE DONORS? **EARNING ATTENTION ONLINE IN 2022**

A breakdown of common issues faced by NPOs when trying to build brand and engagement with potential donors online.

## HI. I'M COLTEN.

### **Owner, Clickex Marketing.**

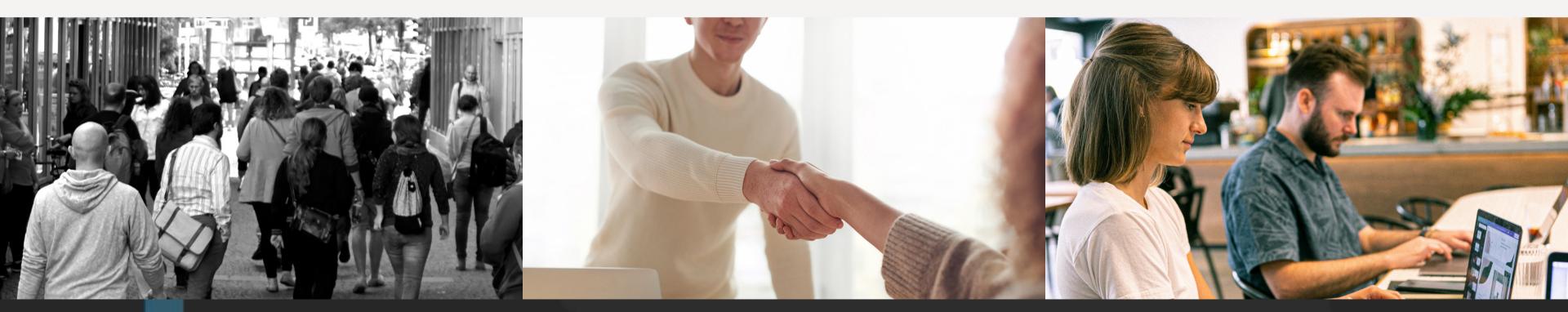
- Digital Marketing Consulting
- Website Design
- Growth & Management of Large Online Communities





## BUILDING COMMUNITY

- Active engagement



### • More than just a newsletter • 2 way communication • Organic promotion of your cause, your brand





### Only going after "key stakeholders" or "potential donors" means you're leaving 95% of your potential support and brand equity on the table.



# **BUILD AWARENESS & GROWTH** THROUGH ORGANIC DISTRIBUTION

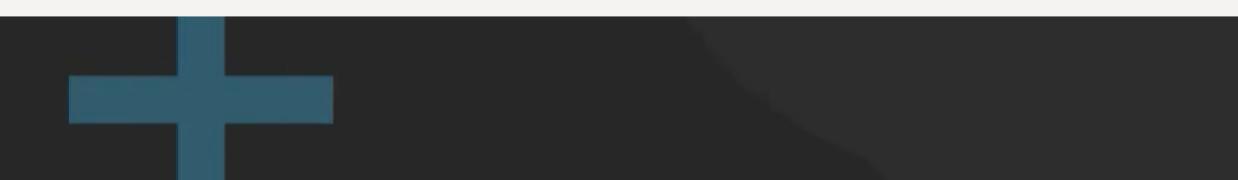
- 1. Target tangible brand and audience growth make it measurable
- 2. Get buy-in from publics beyond your core target
- 3. Earn media and distribution that moves the needle, without paying for it



## **TODAY'S TOPICS**

- 1. **3 Gaps:** Where are non-profits falling short in terms of earning attention online
- 2. **3 Strategies:** What are 3 actual strategies you can begin deploying this month to fix

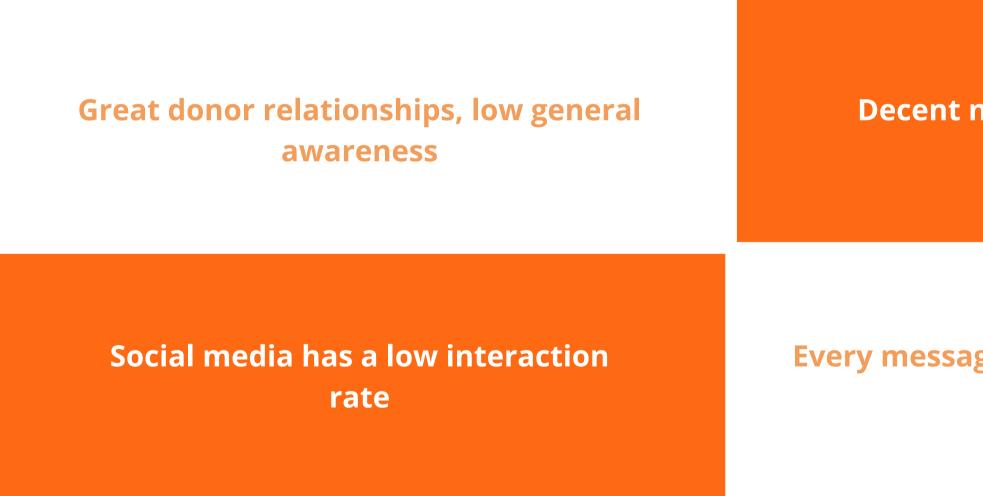
these gaps and see real results (including corporate partnership)





## GAP #1: NO <u>CONSPICUOUS</u> PUBLIC BUY-IN

### **SYMPTOMS**



Decent newsletter readership, low signup volume

Every message comes outwards from your organization

### WHAT YOU WANT TO SEE INSTEAD:

- User generated content about your cause
- Local business promotion
- An active community of engaged voices



### **BRASS TACKS STRATEGY**

Earn user-generated content with a video capture tool (eg. Ziggeo).

Promote this across social media and access new communities.

Tie it to your overall narrative and leverage these new assets frequently on all your platforms.





### **EXECUTION PROCESS**

1. Create a video capture page for users to visit and capture their videos. 2. Run a simple Facebook/Instagram Ads or LinkedIn Advertising campaign (as low as \$10/day) to drive targeted traffic to the page. 3. Capture videos & email leads. 4. Distribute user generated content on YouTube, Instagram, Twitter, LinkedIn, and TikTok.



## GAP #2: NOT ENOUGH STORY TELLING

### **SYMPTOMS**



Your relationship with your donors is more financial than synergistic

The public is unaware of your successes or your challenges

## WHAT YOU WANT TO SEE INSTEAD:

- Coherent understanding of your organization's narrative held by stakeholders and the public
- Dynamic interaction with your narrative with people closest to it
- Measurable growth in outside audiences hearing your story



### **BRASS TACKS STRATEGY**

Create and own the platform that will tell your narrative by running a podcast.

Leverage existing stakeholder relationships to grow the podcast audience.

Use your podcast content as another piece of your storytelling toolkit.

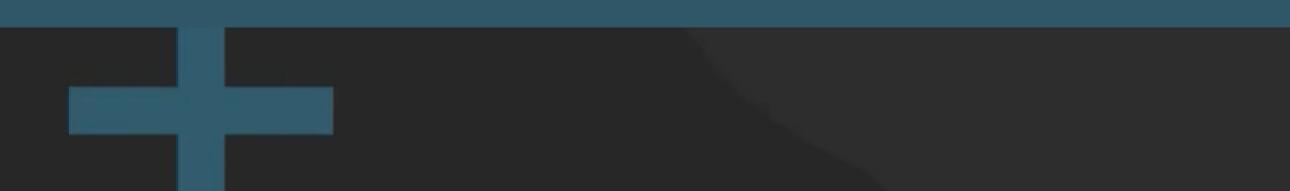


### **EXECUTION PROCESS**

1. Create a free podcast on anchor.fm 2. Line up twenty 15-20 minute episodes with your best donors or stakeholders.

- 3. Ensure each episode has a rough outline that pertains to your core narrative.
- 4. Record, publish, distribute, and ask your guests to share with their networks.

5. Pull video and/or audio snippets from these episodes, transcript them, and distribute on social media.





## GAP #3: LIMITED PATHS TO ACTION FOR THE PUBLIC

### **SYMPTOMS**

Your options for "getting involved" are only: 1. Donate 2. Volunteer 3. Work Here	There is difference" your web
Average members of the public don't	Every action onl
have a standardized way for their	them to email o
actions to be impactful or celebrated	tean

e is no way to "make a ce" for average people on website or social media

online users can take requires ail or phone someone on your eam (high friction)

### WHAT YOU WANT TO SEE INSTEAD:

- Active engagement with your organization from people who aren't beneficiaries or financial supporters of your organization
- Public recognition of low-friction channels to support your cause



### **BRASS TACKS STRATEGY**

You can foster an audience of supporters who may otherwise not have time/financials to support:

Run design, story, or other creative contests for the general public to engage in.

Run quizzes with social share result-unlocks to promote more active engagement.

Issue digital badges, certificates of support to those that engage with your program frequently.





## **EXECUTION PROCESS**

1. Create your contest or quiz parameters, and build out the necessary landing page(s) on your website. 2. Design a digital badge and/or a digital certificate for people to display on their online profiles, LinkedIn pages, etc. 3. Collect submissions, encourage social shares, and publicize it. Allocate some type of benefit, recognition, or access to badge holders.



### SUMMARY

# There are simple, low- (or no) cost ways to build better public awareness and engagement. This awareness can help lead to more donor buy-in and publicity.

GAP	
Gap #1: No <u>Conspicuous</u> public buy-in	Earn user-gene
Gap #2: Not enough story telling	Create and ov narrative by
Gap #3: Limited paths to action for the public	Run contests o and certificatio

### SOLUTION

erated content with a video capture tool (eg. Ziggeo).

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or quizzes and issue digital badges ons for people to display and share.





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