



CLICKEKX MARKETING

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

- More than just a newsletter
- Active engagement
- 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 CONSPICUOUS PUBLIC BUY-IN

SYMPTOMS

Great donor relationships, low general awareness

Decent newsletter readership, low signup volume

Social media has a low interaction rate

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

The public may be aware of your cause, but not the "heart" of it

Your relationship with your donors is more financial than synergistic

You don't have a process for continuously driving your narrative

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 no way to "make a difference" for average people on your website or social media

Average members of the public don't have a standardized way for their actions to be impactful or celebrated

Every action online users can take requires them to email or phone someone on your team (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	SOLUTION
Gap #1: No <u>Conspicuous</u> public buy-in	Earn user-generated content with a video capture tool (eg. Ziggeo).
Gap #2: Not enough story telling	Create and own the platform that will tell your narrative by running a podcast (anchor.fm).
Gap #3: Limited paths to action for the public	Run contests or quizzes and issue digital badges and certifications for people to display and share.



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