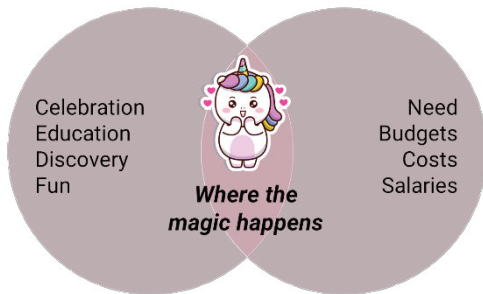




DIGITAL FUNDRAISING AND MARCOMM MAGIC SESSION HANDOUT

THE BIG TAKEAWAYS

Utilize the Growth Funnel to Break Down Silos
Coordinate Tactics and Messaging Across Departments
Create a Shared Campaign Calendar
Plus: Stats to Prove This Works



Department priorities may differ.

MarComm? Typically focused on program promotion, education and events.
Development? Budgets and organizational needs.
The magic? When the two come together for a cohesive strategy to communicate with prospects and donors.



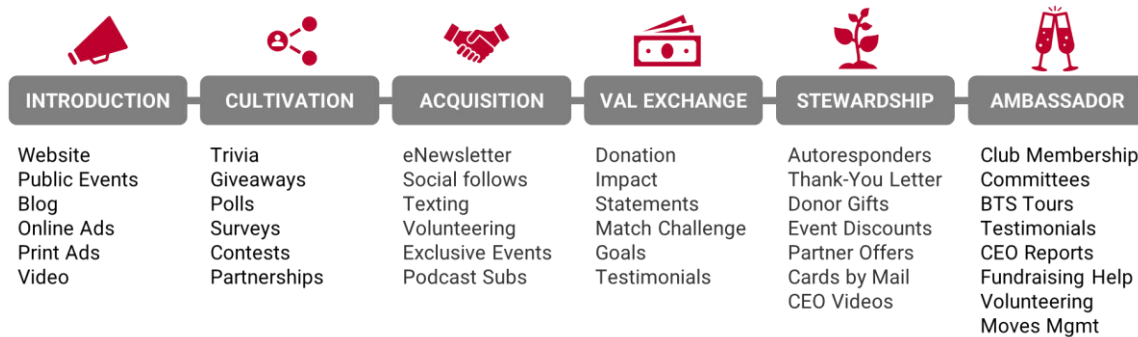
Growth Funnel: A framework with a defined set of stages to guide users along a journey utilizing *intentional touchpoints* to enhance and strengthen relationships with the goal of *converting prospects to partners*.

MarComm: attract and engage audiences
Development: renewal, retention, stewardship of donors

Elements to help with campaign development: Branding, value proposition, impact statements, mail vs. email copy, audience segmentation, content for website landing page, social, paid ads, autoresponders.

GROWTH FUNNEL TACTICS

A review of some of the many tactics used at various levels of the growth funnel.



THE GIGANTIC CALENDAR EXAMPLE!

A 30-day engagement and revenue campaign that includes a variety of multi-channel tactics.

30-Day Lion's Den Campaign Calendar Template																															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Platform Tools	Website	Landing page for the "The Lions of Summer" newsletter, events, trivia, game book, blogs, and video																													
	Donation Form	Donation form with matching challenge																													
	Email - Campaign	Lion's Den email #2					Lion's Den email #2										Lion's Den email #3														
	Email - Newsletter	Lion's Den email #2					Lion's Den email #2										Lion's Den email #3														
	Social	Campaign promo					Event & trivia promo					Campaign promo in monthly newsletter					Event & book promo					Book & Trivia promo					Match donation				
	Video						Zookeeper video										Event & book promo					Zookeeper video									
	Live-streaming																														
	Podcasts																														
	App																														
	Marketing	Paid Ads - Meta	Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia													
Paid Ads - IG		Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
Paid Ads - Twitter		Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
Paid Ads - LinkedIn		Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
Paid Ads - Google		Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
Paid Ads - Bing		Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
Paid Ads - YouTube		Ad for Kid's Day event					Ad for zookeeper video					Ad for gamebook					Ad for trivia														
Paid Ads - Partners																															
Website House Ads		Website ads for campaign (Rotate elements and donations)																													
Website Popups		Popups for Lion's Den newsletter signup																													
Print Magazine		Campaign promo in monthly magazine																													
Billboard																															
Posters		Promotional posters for campaign at local grocers and retailers (volunteer led)																													
TV Spots		Local TV station ads on-air and online																													
Radio Spots		Local radio station ads on-air and online																													
QR Codes	QR Code in all print materials																														
Communications	Direct Mail	Mail #1 - Campaign Launch										Mail #2 - Reminde																			
	Print Newsletter	Campaign promo in monthly newsletter																													
	Event - Live											Kid's Day Event																			
	Event - Virtual																					Virtual expert panel event									
	Text-to-Engage	Newsletter promo					Event & trivia promo					Event & book promo					Trivia promt														
	Text-to-Donate																														
	Thank You Letters																														
	Buckslips	Campaign promotion for newsletter, events, gamebook and trivia in all thank you letters																													
	Blog											Zookeeper Blog										Zookeeper Blog									
	Activities	Trivia	Lion trivia with chance to win "Lion's Den" keepsake kit																												
Quiz																															
Giveaway		"Lion's Den" game book download (games, facts, zookeeper stories, crafts)																													
Contest																															
Volunteer																															
Survey																															
Poll																															
Donor Benefits		Donors at \$50+ receive membership. Donors at \$200+ receive invite to special BTS event																													
Thank You Gifts																															
Campaign Elements		Campaign Goal																													
	Deadline																									Match deadline on the 30th					
	Matching Challenge																														
	Impact Statements																														
	Impact Reports																														
	Partners	First American Bank Matching challenge																													
	Testimonials - Print																														
	Testimonials - Video																														
	Segmentation																														
	Board Involvement	Board member packet: Social post promotion and postcards																													
Volunteer Assistance	Volunteers to distribute promotional posters locally																														

ADDITIONAL RESOURCES

NextAfter Online Fundraising Institute

- Combine mail with Facebook ads for a 150% revenue increase
- Utilize "priming" articles before a campaign for a 195% revenue increase
 - <https://www.nextafter.com/blog/advanced-guide-to-integrated-fundraising/>

Ballantine 2020 Direct Mail Trends Report

- Use digital methods with direct mail to increase response by 28% vs. 5-9%
 - <https://www.ballantine.com/2020-direct-mail-fundraising-trends-keeping-your-head-above-water/>

DMAW Multi-Channel Donor Communications

- Increase donor retention to 67% with offline and online efforts vs. 43%-36% respectively
 - <https://www.dma.org/blog/multi-channel-donor-communication-an-essential-strategy-for-nonprofit-marketers/>

GET EVEN MORE TIPS AND TRICKS!

Sign up for Jen's monthly newsletter: charityjen.com/signup

