



# 7 Digital Marketing Ideas to Boost End-of-Year Fundraising



- Husband, #boydad
- Curious, builder, conversationalist
- Outdoors, podcasts, adventures
- Passion for social impact & nonprofits
- Marketing at Feathr





# Trusted by 1,200+ nonprofits and counting.





**BEST  
BUY**



**NO PARKING**



## Typical playbook

- Nothing
- Everything
- Ad Hoc

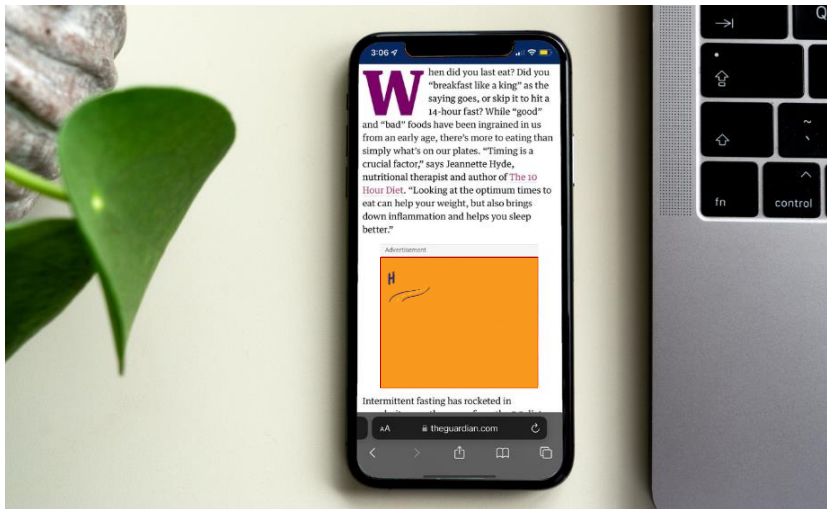
*UNRELIABLE MAGIC*

## Growth playbook

- Practical
- Responsive
- Measurable

*PURPOSEFUL MARKETING*

# Hope & A Future raises \$32k through digital end-of-year campaign



\$4,410

TOTAL  
AD SPEND

\$32,282

TOTAL  
DONATIONS

7.3X

ROAS

84,581

NET-NEW  
AUDIENCE





# 7 Digital Marketing Ideas to Boost End-of-Year Fundraising

REMINDER

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**Attention is the  
most valuable currency.**

REMINDER

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**Your competition goes  
beyond other nonprofits.**





**1**

Retarget ads to  
your “shopping cart  
abandoners”.



DONATE

ADOPT

### Support STC: Make a Donation to STC

Step 1 of 2



#### Donor Information

Name \*

First

Last

Address \*

Street Address

Address Line 2

City

Country

United States

State \*

Alabama

Zip Code \*

DONATE MONTHLY

ONE-TIME DONATION

JOIN STC

ADOPT-A-TURTLE

RENEW MEMBERSHIP

TRIBUTE OR MEMORIAL

LEAVE A LEGACY

ENDOWMENT

GET INVOLVED



## Recipes



FEATURED COLLECTION

### Our Official List of the Best Food Network Kitchen Recipes

We tweaked these recipes until they were absolutely perfect — and feel 100% confident in calling them our "Bests." Try them, and we bet you'll agree.

### Our Go-To Ingredients



SUPER SLOPPY JES

SUPER SLOPPY JES



GARLIC MASHED CAULIFLOWER

GARLIC MASHED CAULIFLOWER



SEA TURTLE  
CONSERVANCY

FORGET  
SOMETHING?  
The sea turtles  
are waiting

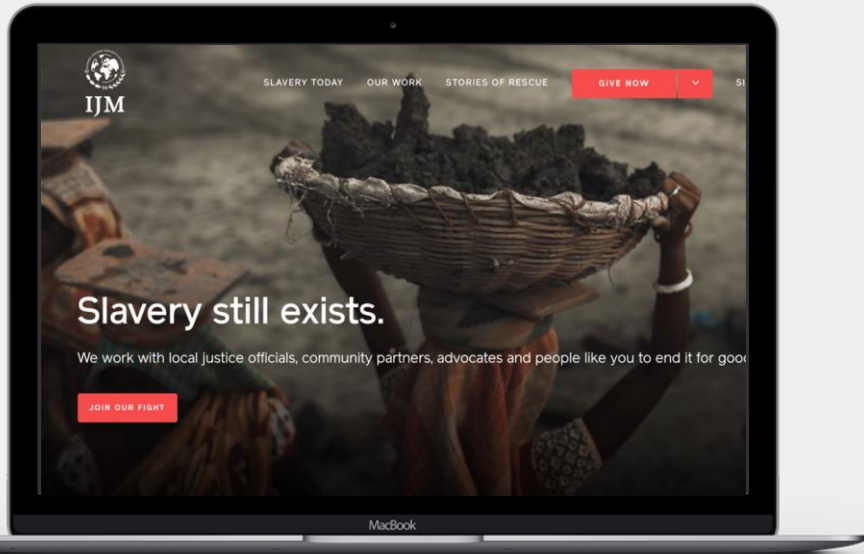


FINISH DONATION

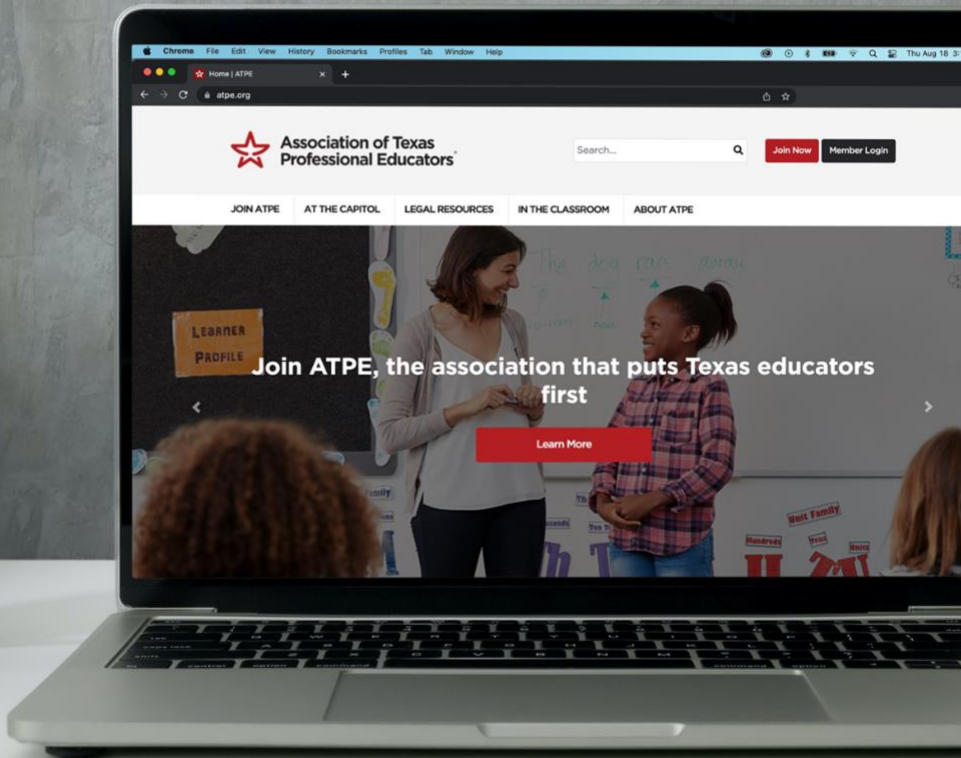
SEA TURTLE  
CONSERVANCY















Use “CRM Retargeting”  
to reactivate donor  
lists with ads.

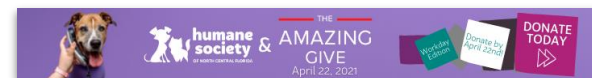
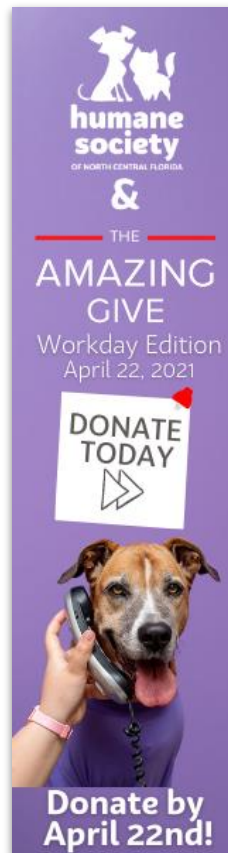


EXAMPLE

# Supercharge your local giving day

## Email lists targeted:

- Recent & previous donors
- Former volunteers
- Previous event attendees
- List of unsubscribers!



Geofencing ads to the  
places your donors live,  
work, & play.



3



► Show Places (3)

**File**

high-income-neighborhoods\_gainesville - places\_template.csv

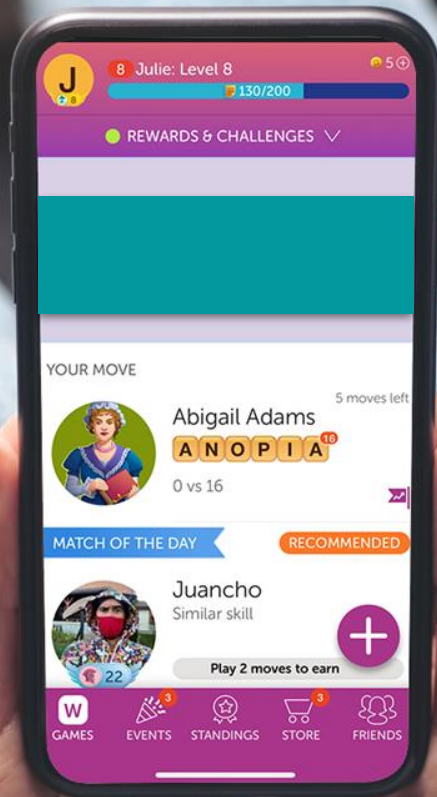
**Name** (required)

**Radius**

**Units**

 ▼

# GRACE







51° Epsom, NH

54° Cambridge, MA

Today

Hourly

10 Day

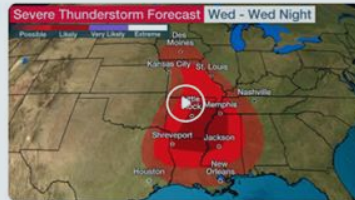
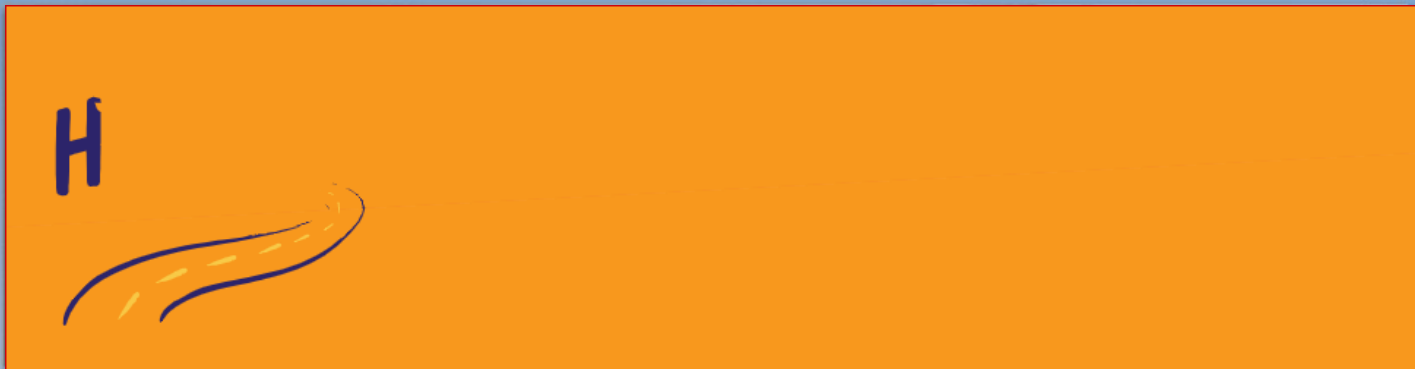
Weekend

Monthly

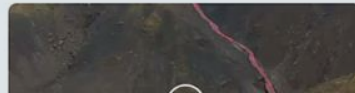
Radar

Video

More Forecasts



Tracking, Timing Today's Severe Threat



Advertisement

R+Co

All You Need is Good Hair



IDEAS

# Geofencing Ideas

- Country clubs, yacht clubs, golf courses
- Target neighborhoods (postal codes)
- Churches & places of worship
- Festivals, concerts, sporting events
- Conferences



**Take your paid  
social efforts beyond  
boosted posts.**



**4**

# GRACE

4.8k followers

GRACE Market

hello@gracemarketplace.com

Message

gracemarketplace.com

Open now

Post Insights

This #WishListWednesday our front-line staff and volunteers are asking for your help in replenishing o...  
Published by Spread Social · 22h ·

Post Impressions	Post Reach	Post Engagement
362	362	24

**Distribution**

Average performance as your other posts within 22 hours of publishing. [Learn more](#)

**Interactions**

👍	❤️	😂	😱	😭	😡
8	0	0	0	0	0

Reactions 8

Comments 1

Link Clicks 6

Shares 3

Other Clicks 6

Privacy · Terms · Advertising · Meta © 2022



\$50 boost

## About the ad



**GRACE Marketplace**  
Sponsored · Paid for by ACCHH/GRACE  
ID: 720034375125629

...

GRACE is thrilled to present our five-year report, "Ending Homelessness is Possible." The report describes our programs, services, community impact, financials, and - best of all - the exciting work ahead!

Special thanks to our pals at [Fracture](#) for covering the cost of printing these reports for our birthday celebration last week!

...



GRACE Marketplace

[Learn More](#)

## Data behind the ad

🚫 Inactive

Jul 9, 2019 - Jul 16, 2019

ID: 720034375125629



### Amount spent

The estimated total amount of money spent on an ad during its schedule.

[Learn more](#)

📅 Amount spent

**<\$100 (USD)**

### Impressions

The number of times an ad was on a screen. May include multiple views by the same people. [Learn more](#)

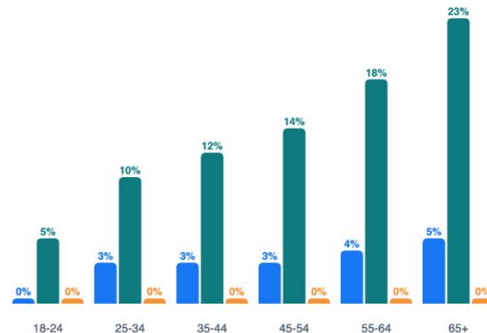
👁 Impressions

**1K - 2K**

### Who was shown this ad

The age and gender breakdowns of people who saw this ad.

Men Women Unknown



## Ad creative

2 recommendations

Select the media, text, and destination for your ad. You can also customize your media and text for each placement.

[Learn more](#)

## Media

18 Placements

Edit



**Feeds, In-stream videos, Overlay ads in reels**

9 Placements



**Stories and Reels, Apps and sites**

6 Placements



**Right column, Search results, Instant articles**

3 Placements



## Primary text

Tell people what your ad is about

## Headline

You Deserve Better Return

## Description · Optional

Read about IJM worked closely with Feathr's Implementation Services team to launch three programmatic advertising campaigns through Feathr's ad platform, helping them raise

## Optimize text per person

Enabled

## Destination



Website



Facebook Event

Ad preview

18 placements

View more variations

Share



Facebook

Feeds

Feathr  
Sponsored ·

Feathr  
**You Deserve Better Return**

LEARN NOW

FEATHR.CO  
**You Deserve Better Return**  
Read about IJM worked closely wi... [LEARN MORE](#)

Like Comment Share

## Feeds

## Stories and Reels

Ad rendering and interaction may vary based on device, format and other factors.



**5**

**Apply for the  
Google Ad Grant and  
try paid search.**

# Google Ad Grants

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\$212

Average  
donation  
value

\$5k

Donations in  
60 days

+400

Conversions  
in 60 days



## CASE STUDY

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Google Ad Grants drives a \$212 average donation value for Days for Girls.

### Mission

Days for Girls increases access to menstrual care and education by developing global partnerships, cultivating social enterprises, mobilizing volunteers and innovating sustainable solutions that shatter stigmas and limitations for women and girls. The organization has reached more than one million women and girls in over 120 countries around the world.

### Marketing Goals

The organization relies on their Google Ad Grants account to raise awareness for their cause and reach users looking to support and empower women around the world. Google Ads are also used to raise funds, promote ecommerce orders, increase call volume and drive email subscriptions to cultivate donor relationships.



nonprofit supporting environmental conservation



All

News

Images

Videos

Shopping

More

Tools

About 106,000,000 results (0.61 seconds)

Ad · <https://preserve.nature.org/donate>

## ✔ We Only Have One Earth - Help Tackle Climate Change

The Earth Needs You Now More Than Ever. Your **Support** Can Make a Difference for the Future. The Science is Clear. Donate Now to Help Tackle Climate Change. Build Healthy Cities. Protect Nature. Protect Our Only Nature. Save Endangered Species.






**A/B test your  
messaging with different  
landing pages.**

**6**

## Text appeal



### A Special Story of Hope this Christmas

#### A Message from Buckner President Albert L. Reyes

About a year ago, I came across a Christmas story of a young lady who had recently been adopted. After years in the foster system, she now had a forever family.

This family was taking Christmas pictures in a photographer's studio. Immediately, as soon as the picture was over she jumped out of her seat, ran behind the photographer into the dark area of the studio, and got real quiet. A moment or so after that you could hear her crying.

Naturally her mom went over to find out what was wrong.

"Why are you crying? What's wrong?" She said, "Well, Mom, it's just that all of my life, foster families that I was with would ask me to sit over to the side so they could take their family picture at Christmas." She said, "Today is the first time that I've been allowed to be in the Christmas photo with the family."

As I read that story, I just had to take a break. It just knocked me off my feet. I couldn't help but think of just how wrong it is to not be included. I remember all the times that my own family would take Christmas photos and there was never a question of who would be in the picture.

This is what Buckner does.

We provide families for children so they can be in the family and, naturally, be in the picture. For 127 years, Buckner has consistently provided a Christmas experience for thousands of children that otherwise would have gone without. We're able to do that because of people like you, generous donors who make contributions to make family possible for children that are vulnerable and in need.

There are Christmases that can be created, but we can't do it without your help. I'm going to invite you to join us and make a generous gift, perhaps your best gift in a while, this Christmas so that we can share hope into the lives of children who we serve.

This Christmas, when you do make a gift to Buckner, your donation will be doubled due to a matching gift from a generous donor that shares your heart for children.

But, your gift must be received by December 31 to be doubled, and to qualify for a tax deduction for 2016.

**Please make a gift using the secure form below**

**Donation Information**

Amount:

\$ 25	\$ 50	\$ 100
\$ 250	\$ 500	


OR

**100% of your gift will go directly to support ministry programs**

Due to strategic investments and careful stewardship of gifts we are able to produce adequate income to cover administrative costs. This means that 100% of your gift will go directly to support ministry programs.

VS.

## Video appeal




### A Special Story of Hope this Christmas

For most people, this season is a time for family and celebration. Unfortunately, that is not always the case for many children that live each day with an abusive family or an uncaring foster system. However, there can be hope for many of these children.

Please take 2 minutes to see one particular child that found hope and love at Christmas.

**A special message from Buckner President Albert L. Reyes**



At Buckner, we want to create more stories like this. Our mission is to bring hope and stability in the midst of turbulence to vulnerable and at-risk children. **But this is only made possible by people like you, people that want to care for these children that need it most.**

When you give to Buckner International, you are placing children on a trajectory to living full, healthy, happy lives—in Jesus' name.

Please give a generous year-end gift. When you do, your donation will be doubled due to a matching gift from a generous donor that shares your heart for children.

Your gift must be received by December 31 to be doubled, and to qualify for a tax deduction for 2016.

**Please make a gift using the secure form below**

**Donation Information**

Amount:

\$ 25	\$ 50	\$ 100
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**100% of your gift will go directly to support ministry programs**

Due to strategic investments and careful stewardship of gifts we are able to produce adequate income to cover administrative costs. This means that 100% of your gift will go directly to support ministry programs.

**Use multichannel  
marketing to expand  
reach and ROI.**

(aka email x digital x offline)



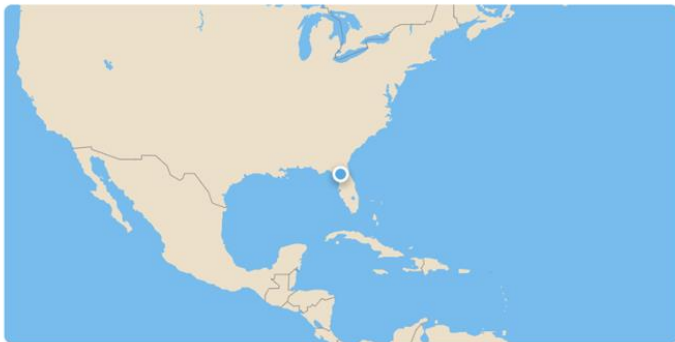
**7**

Default Channel Grouping	Acquisition			Behavior		
	Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>
	<b>11,528</b> % of Total: 100.00% (11,528)	<b>10,964</b> % of Total: 100.00% (10,964)	<b>13,846</b> % of Total: 100.00% (13,846)	<b>74.61%</b> Avg for View: 74.61% (0.00%)	<b>1.46</b> Avg for View: 1.46 (0.00%)	<b>00:00:39</b> Avg for View: 00:00:39 (0.00%)
1. <a href="#">Direct</a>	<b>5,788</b> (48.70%)	5,585 (50.94%)	6,412 (46.31%)	90.24%	1.28	00:00:18
2. <a href="#">Email</a>	<b>2,614</b> (21.99%)	2,452 (22.36%)	2,900 (20.94%)	43.10%	1.70	00:00:40
3. <a href="#">Organic Search</a>	<b>1,628</b> (13.70%)	1,276 (11.64%)	2,348 (16.96%)	68.14%	1.68	00:01:29
4. <a href="#">(Other)</a>	<b>1,057</b> (8.89%)	1,004 (9.16%)	1,182 (8.54%)	83.16%	1.25	00:00:16
5. <a href="#">Referral</a>	<b>297</b> (2.50%)	223 (2.03%)	383 (2.77%)	72.58%	1.67	00:02:01
6. <a href="#">Paid Search</a>	<b>269</b> (2.26%)	227 (2.07%)	321 (2.32%)	63.55%	1.70	00:00:54
7. <a href="#">Social</a>	<b>233</b> (1.96%)	197 (1.80%)	300 (2.17%)	76.33%	1.55	00:01:07

# DT David Trull

## Location

Most recent geographic coordinates for this person.



## Info

Save Changes

### External ID

a6a5a6465292be61ff4230551f8cc67d

### Name

David Trull

### Email Address

david.trull@feathr.co

### Occupation

## Activity

All breadcrumbs for this person.

Select flavors... 



### Received email

Jan 12th '22, 3:33 pm

David Trull received an email

### Marketing Trends in 2022

Hi David! With 2021 in the books, it's time to look ahead to what 2022 has in store for nonprofit marketing. The Feathr team has compiled a nifty list the top trends in nonprofit marketing that...



Show raw data



### Viewed page

Dec 21st '21, 7:37 pm

David Trull viewed a page.

### Context

#### Device

Desktop

#### Platform

Apple OSX

#### Browser

Chrome



**Any questions?**



# Thanks for joining!

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@ [noah.barnett@feathr.co](mailto:noah.barnett@feathr.co)

[linkedin.com/in/noahbarnett](https://www.linkedin.com/in/noahbarnett)

