What questions are you asking as you plan for 2023?

**Share your comment with "Everyone" in Zoom chat

→ Husband, #boydad

→ Curious, builder, conversationalist

→ Outdoors, podcasts, adventures

→ Passion for social impact & nonprofits

→ VP of Marketing @ Feathr

Trusted by over 1,200 nonprofits & associations.

Feathr

How to Use the Nonprofit Marketing Framework to Accelerate Fundraising

Community is your most valuable growth ⚡ lever

Community is your most valuable growth ⚡ lever

Frameworks 🏷️ are shortcuts to solving complex challenges

Most nonprofits rely on magic ✦ not marketing.

Typical playbook

➔ Nothing

➔ Everything

➔ Ad Hoc

UNRELIABLE MAGIC

Growth playbook

➔ Practical

➔ Responsive

➔ Measurable

PURPOSEFUL MARKETING

Growth is a result of ...

PROGRAMS
reach, results, revenue

What's working? Why?
What's not? Why?
Impact vs. time-to-value

PEOPLE
fit, focus, future

Abilities? Best work?
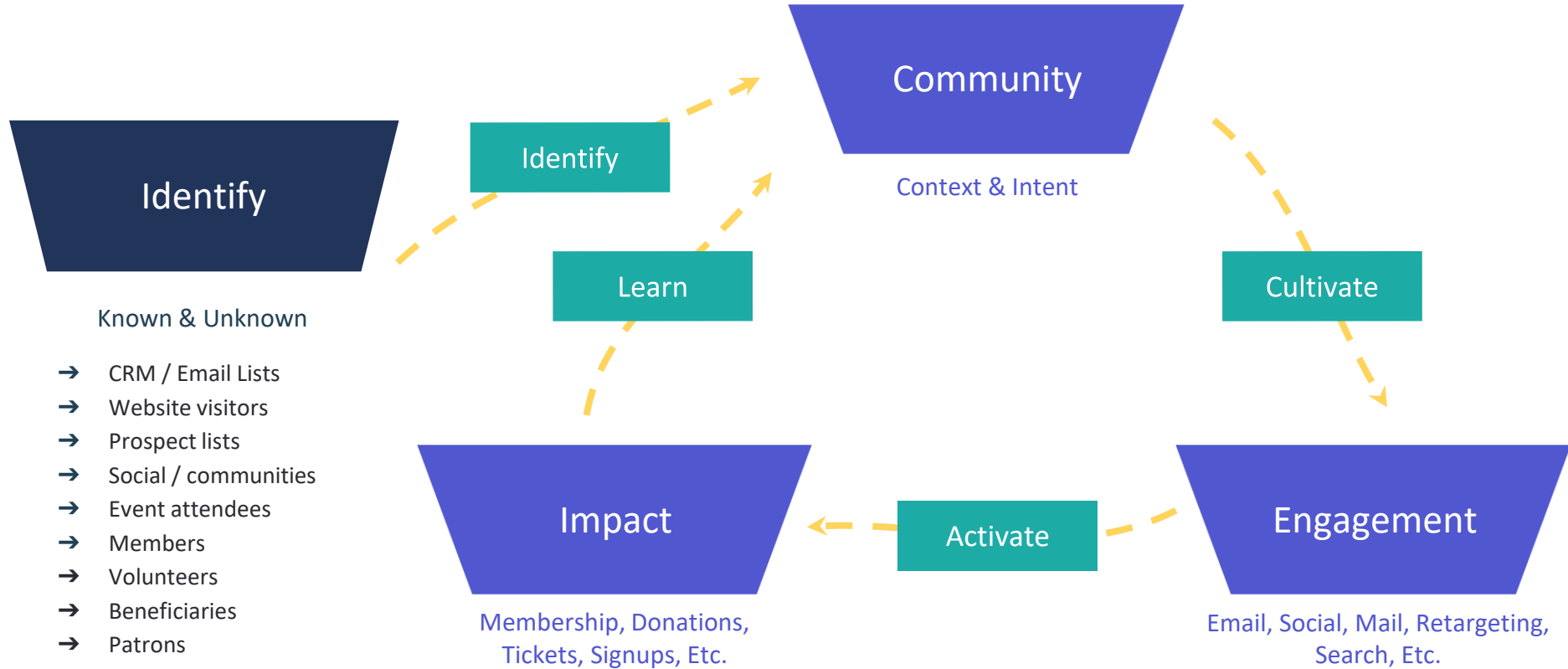Align OKRs, remove
distractions
Develop growth plans

PROCESS
collaboration, cadence

Where are bottlenecks?
Manage work async?
Accountability rhythms
Tooling / SOPs needed?

The Nonprofit Marketing Framework

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Identify

Known & Unknown

➔ CRM / Email Lists
➔ Website visitors
➔ Prospect lists
➔ Social / communities
➔ Event attendees
➔ Members
➔ Volunteers
➔ Beneficiaries
➔ Patrons

Identify

Learn

Community

Context & Intent

Cultivate

Impact

Membership, Donations, Tickets, Signups, Etc.

Activate

Engagement

Email, Social, Mail, Retargeting, Search, Etc.

Marketing funnel

Awareness
→ Word of Mouth
→ Keyword Search
→ Geofencing
→ Lookalike Audiences
→ Events

Engagement
→ Retargeting
→ CRM / Email Mapping
→ Organic / Paid Social
→ Direct Mail / Offline
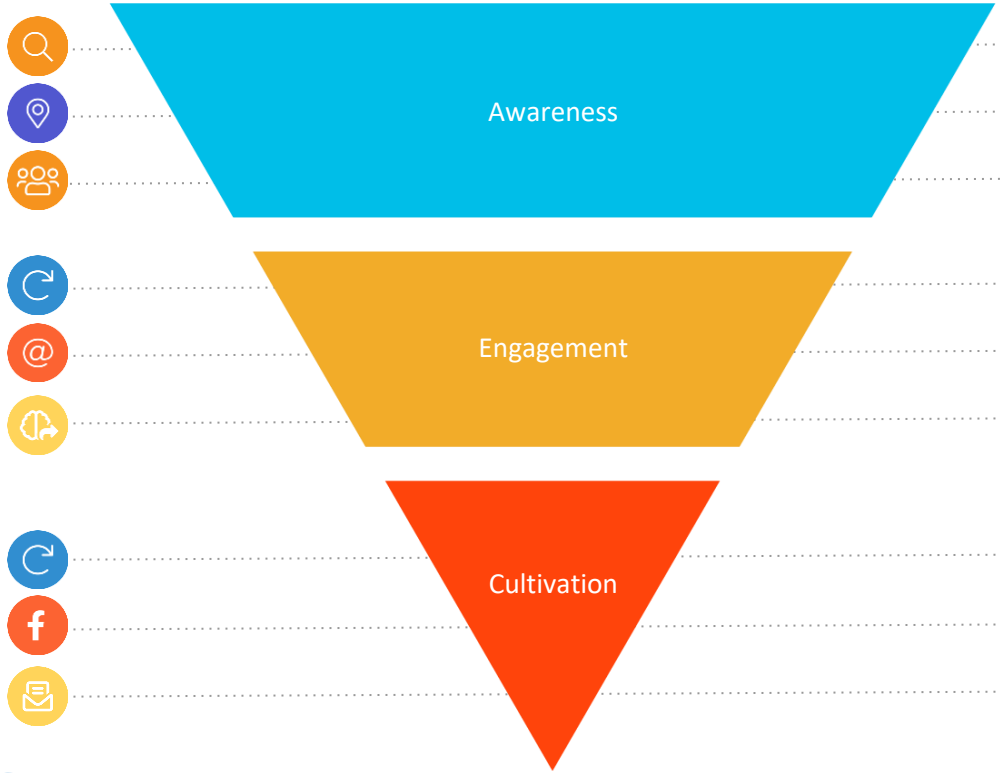→ SMS Messages

Conversion
→ Retargeting
→ Intent-Based
→ Smart Email
→ Personal Outreach

Awareness

Engagement

Cultivation

Image by rawpixel.com on Freepik

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Example Segments / IDs

→ Active supporters

→ Members

→ Website visitors (known + unknown)

→ Event attendees

→ Target beneficiaries (based on prior engagement or target locations)

→ Volunteers

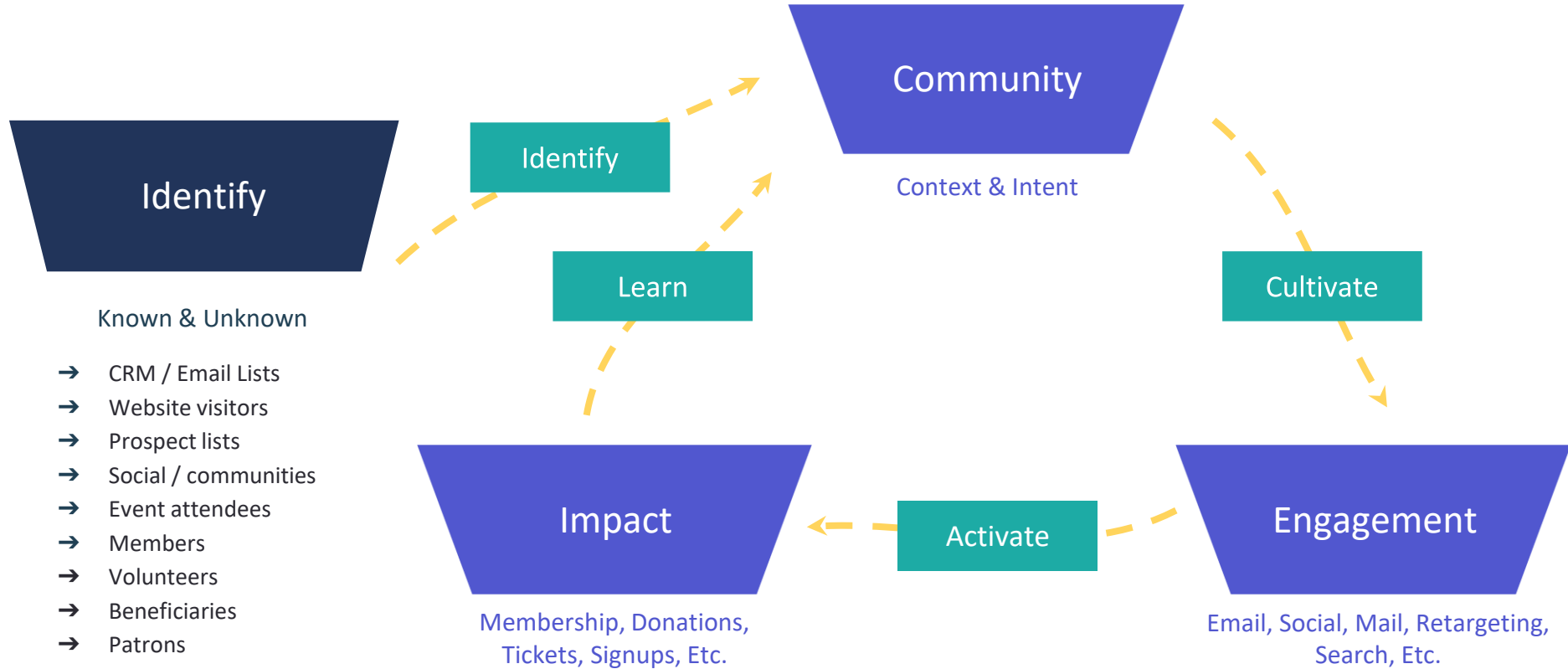→ Patrons / visitors

→ Lapsed supporters / participants

What you know about your community drives campaigns

The Nonprofit Marketing Framework

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➔ Content
➔ Channels

2

Marketing funnel

Awareness

➡ Word of Mouth

➡ Keyword Search

➡ Geofencing

➡ Lookalike Audiences

➡ Events

Engagement

➡ Retargeting

➡ CRM / Email Mapping

➡ Organic / Paid Social

➡ Direct Mail / Offline

➡ SMS Messages

Conversion

➡ Retargeting

➡ Intent-Based

➡ Smart Email

➡ Personal Outreach

51° Epsom, NH
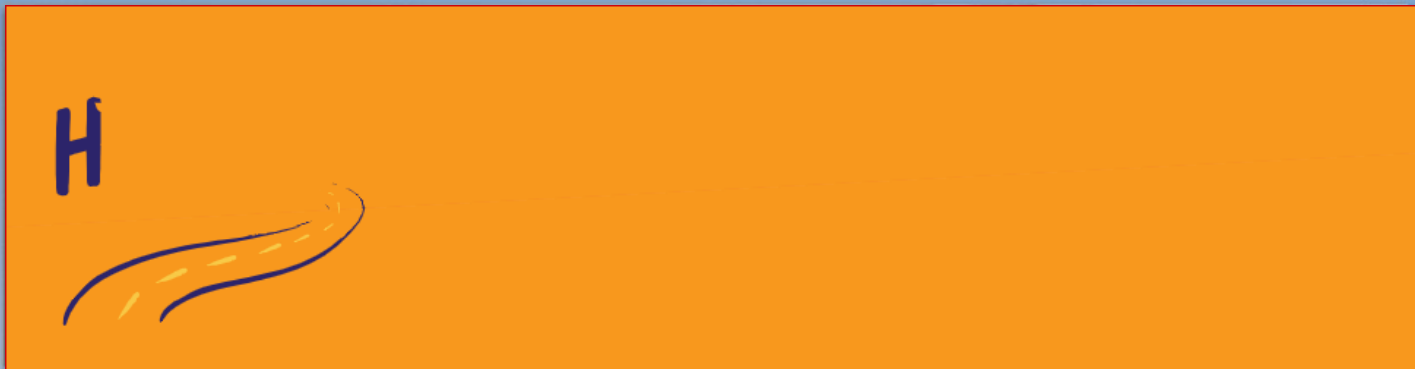
54° Cambridge, MA

Today | Hourly | 10 Day | Weekend | Monthly | Radar | ▶ Video | More Forecasts ▼

H

Severe Thunderstorm Forecast Wed - Wed Night

Tracking, Timing Today's Severe
Threat

Relevancy over reach

The Nonprofit Marketing Framework

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Context & Intent

Identify

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Cultivate

Known & Unknown

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Impact
Membership, Donations,
Tickets, Signups, Etc.

Activate

Engagement
Email, Social, Mail, Retargeting,
Search, Etc.

3

Activate

➔ Measurement
➔ Testing Framework

"It depends ..."

Three (3) Types of Tests

Trying
***

Testing new things (lack controls) to learn and benchmark results for future pilots or experiments.

Pilot
***

Organized tests of new things with clear hypothesis on expected results within a predetermined time frame.

Experiments
***

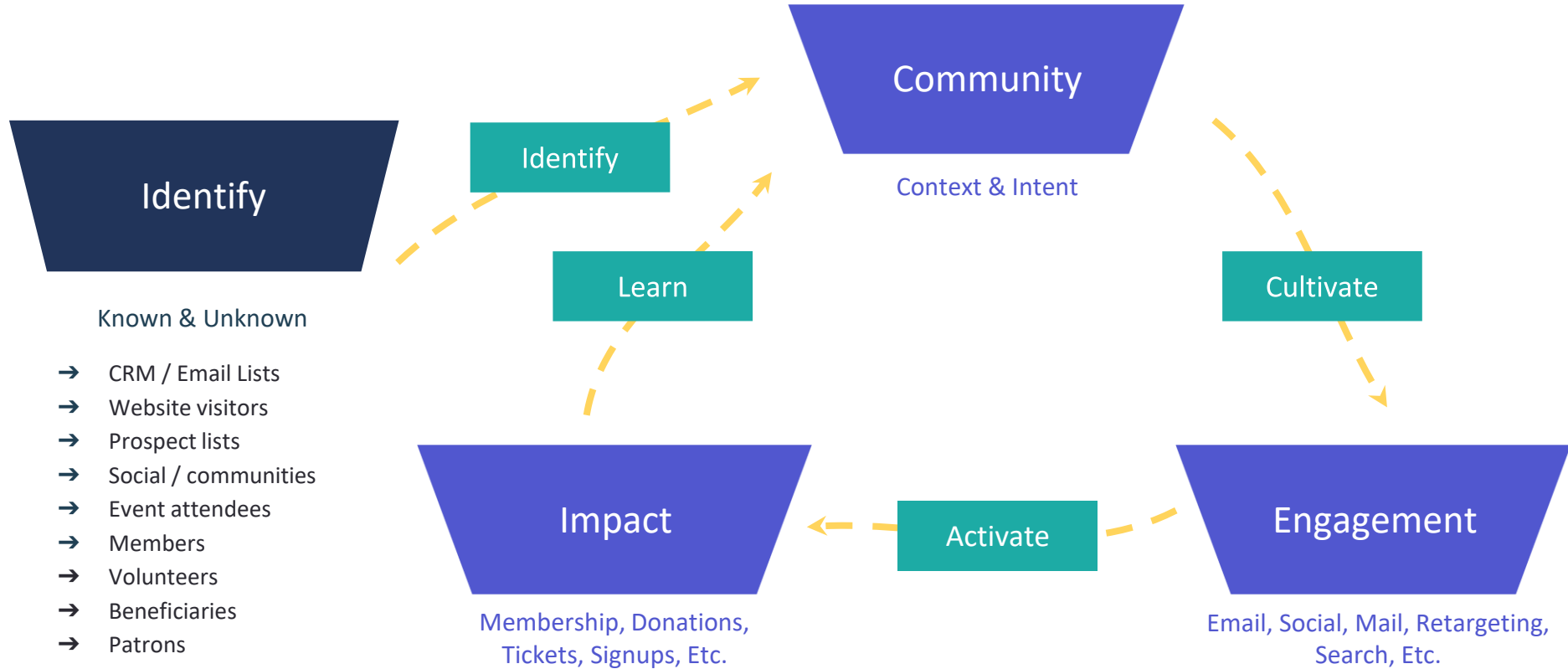Variable testing that includes a hold out or control group to determine if a specific test performs better.

Assume you're wrong. Your goal is to find out how wrong as quickly as possible

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Learn

➜ New context & intent
➜ Learning log

4

EXAMPLE

Responsive Rhythms

Weekly
***

Monday Metrics

Priority Huddles

Weekly Wrap

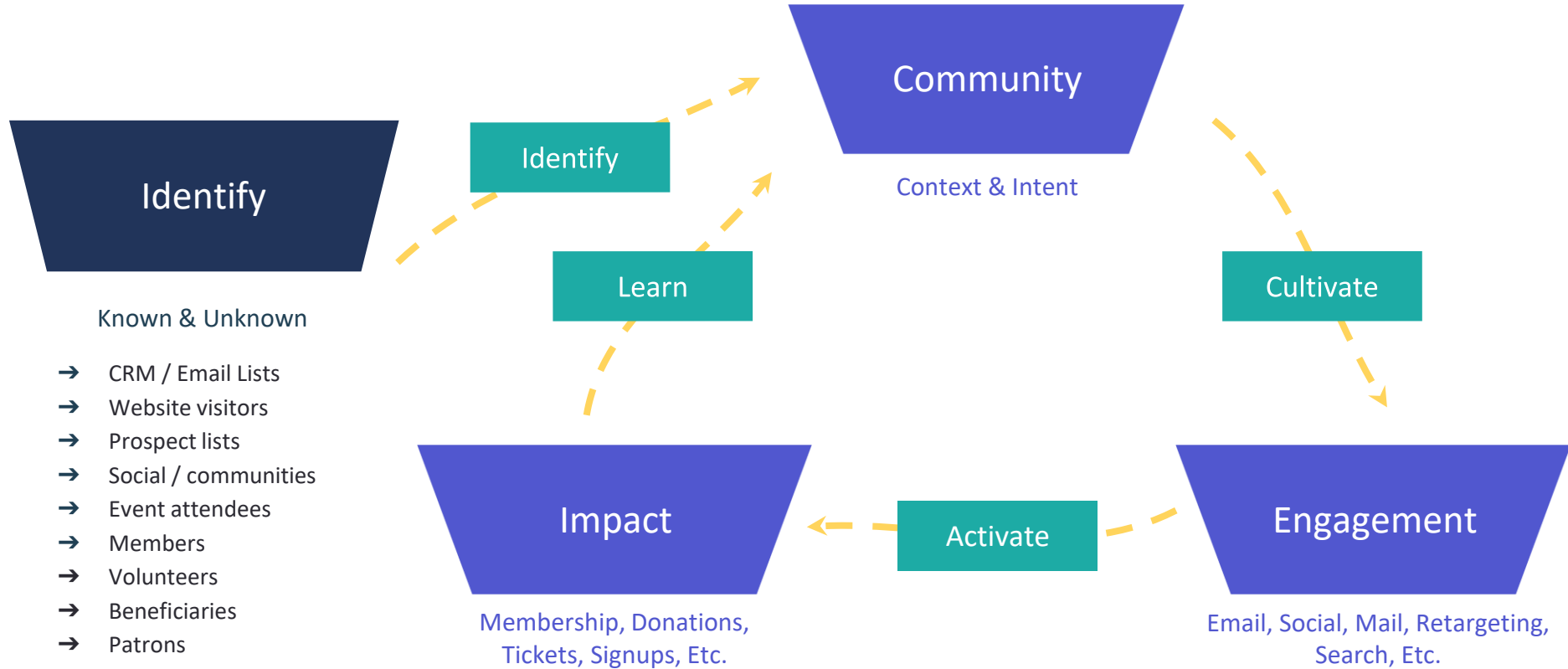## Monthly
***

Retrospectives

Priority Check-in

Quarterly
***

PPP Review

Audience Feedback

POT Refactor

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3 Example Campaign Types
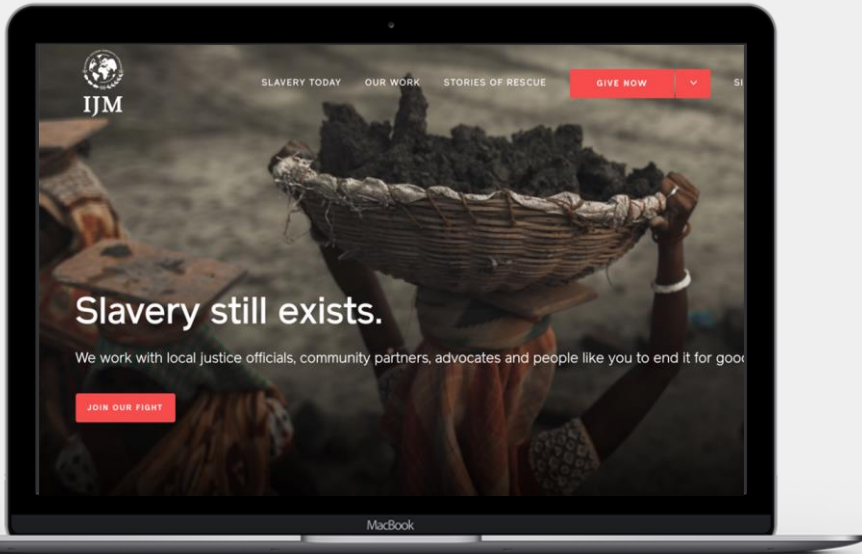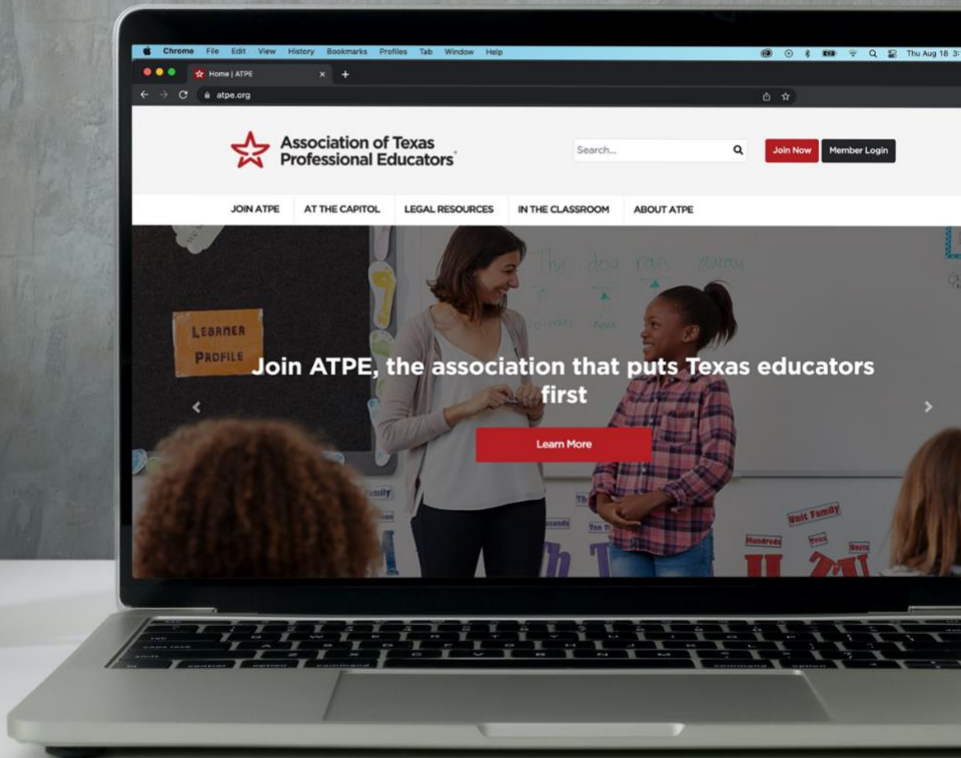
Reactivate donor segments within your CRM

Supercharge your local giving day

Email lists targeted:

➔ Recent & previous donors

➔ Former volunteers

➔ Previous event attendees

➔ List of unsubscribers!

Reach audiences based on where your community lives, work, & play

3

▶ Show Places (3)

File

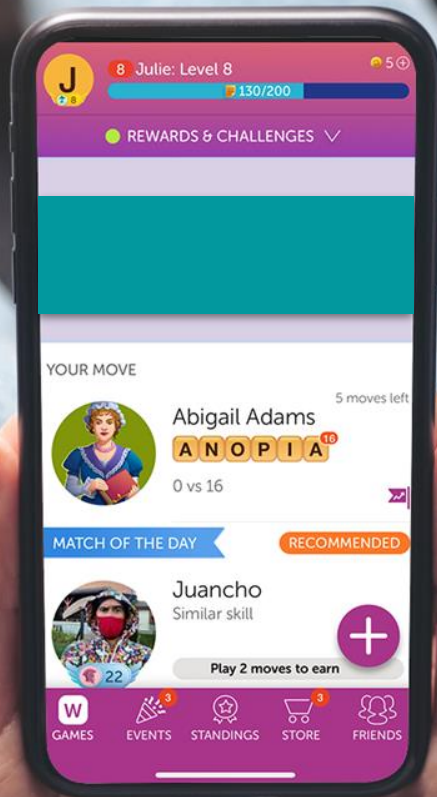high-income-neighborhoods_gainesville - places_template.csv

Name (required)

High-income neighborhoods

Radius | **Units**

| 1 | kilometers ⌄ |

Essential Campaigns

Retargeting Campaign

Retarget specific segments of your existing audience with ads across the web

Mobile Geofencing Campaign

Target mobile devices at a specific location during a specific time

Historical Geofencing Campaign

Target mobile devices that were at a specific location some time in the past

Single Send Campaign

Send a single, specific email message to a targeted segment of your audience.

Landing Page Campaign

Create a conversion-optimized landing page to use as a destination for someone interacting with your ads

Conversation Campaign

Launch a website survey that helps you learn about your visitors and create hyper-focused segments

Facebook Retargeting Campaign

Retarget segments of your existing audience with ads on Facebook and Instagram

Tracked Link Campaign

Track in Feathr the impact of your other marketing efforts by creating and distributing tracked links.

Facebook Email Mapping Campaign

Match a list of emails to serve ads on Facebook and Instagram.

Feathr

Feathr

4 Digital Marketing Trends Shaping 2023

Attention is the most valuable currency in today's economy.

Intent-based programs drive improved performance.
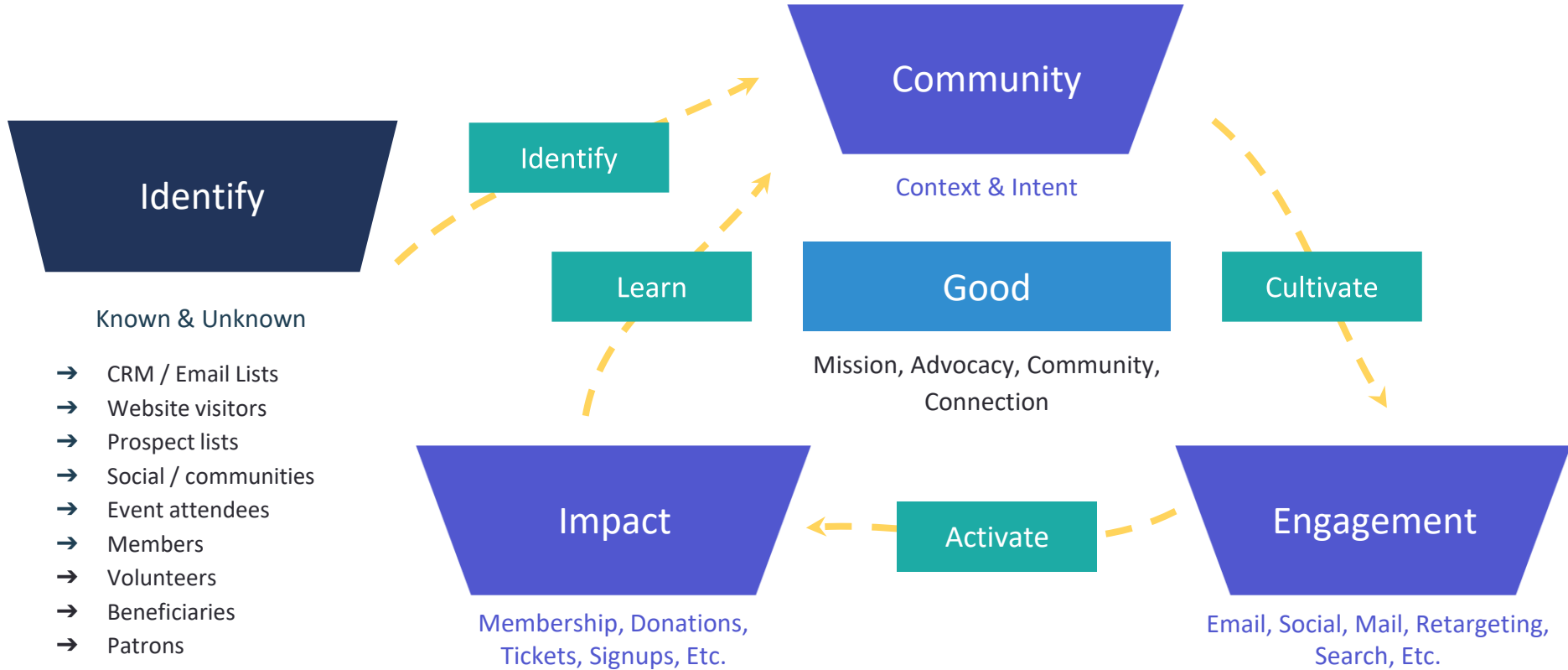
Multi-channel is a must, and increases ROI and LTV.

Nonprofits continue to invest more in digital advertising to reach their communities.

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Identify

Community

Context & Intent

Learn

Good

Mission, Advocacy, Community, Connection

Cultivate

Impact

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AUTOMATION | ADS | ANALYTICS

MARKETING IS
Good.

Feathr's nonprofit marketing platform helps you build purposeful connections with your community, and grow impact.

SEE WHAT'S POSSIBLE >>

We have consistently grown our audience — and consistently had better and better results year-over-year because of Feathr. It's definitely worth the money. Ten fold.

NICOLE RODRIGUEZ
MARKETING & COMMUNICATIONS MANAGER
AMERICAN EPILEPSY SOCIETY

What's nice about Feathr is that you can aggregate everything together in one platform and have a unified approach, which saves me a lot of time and strategy work. Having it all in one place to see overall results is really useful.

JARED ARANGO
REGIONAL LEAD FOR PAID MEDIA
INTERNATIONAL JUSTICE MISSION

AES®
AMERICAN EPILEPSY SOCIETY

IJM

Trusted by over 1,200 nonprofits & associations.

Take chances, make mistakes, get messy!

Any questions?

Thanks for joining!

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in **linkedin.com/in/noahbarnett**