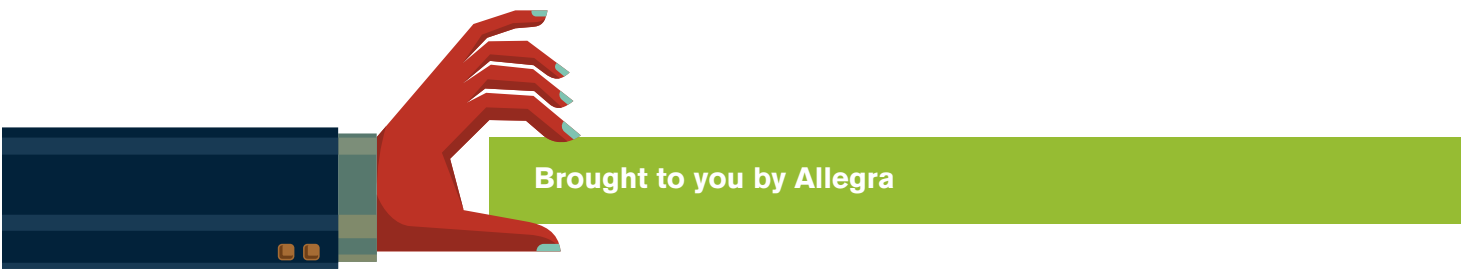




# 6 SIMPLE STEPS TO RESULTS-DRIVEN MARKETING CAMPAIGNS

A guide to effective and affordable  
marketing for nonprofit organizations





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# 6 Simple Steps to Results-Driven Marketing Campaigns

As a nonprofit professional, you're aware that your donors are being asked to support more and more charities and to do so more frequently. After all, the need is great. But just asking for support and expecting results is not enough.

For the greatest success, utilize the universal goal of marketing: **Get the right message to the right people at the right time using the right medium.**

As a nonprofit, you probably don't have a budget large enough to include all the marketing staff you could use. So this guide is designed to help you ensure your marketing campaigns are effective not only in raising funds, but in building the relationships that keep donors engaged as active supporters.

## 1. Set your objective.

The objective of most nonprofit communications is to cultivate donors and solicit donations. A goal like that requires tapping emotional triggers that make donors and potential donors feel valued. A great technique to

accomplish this is personalization. That's why fundraising pros always include a letter, the most personal of all print communications.

Personalized campaigns fare better. According to PODi (Print on Demand Initiative), relevance can generate a 300% better response! So address your communications to a living, breathing person, and include content that's relevant to them. And once you have their attention, make sure you emphasize the importance of their contribution.

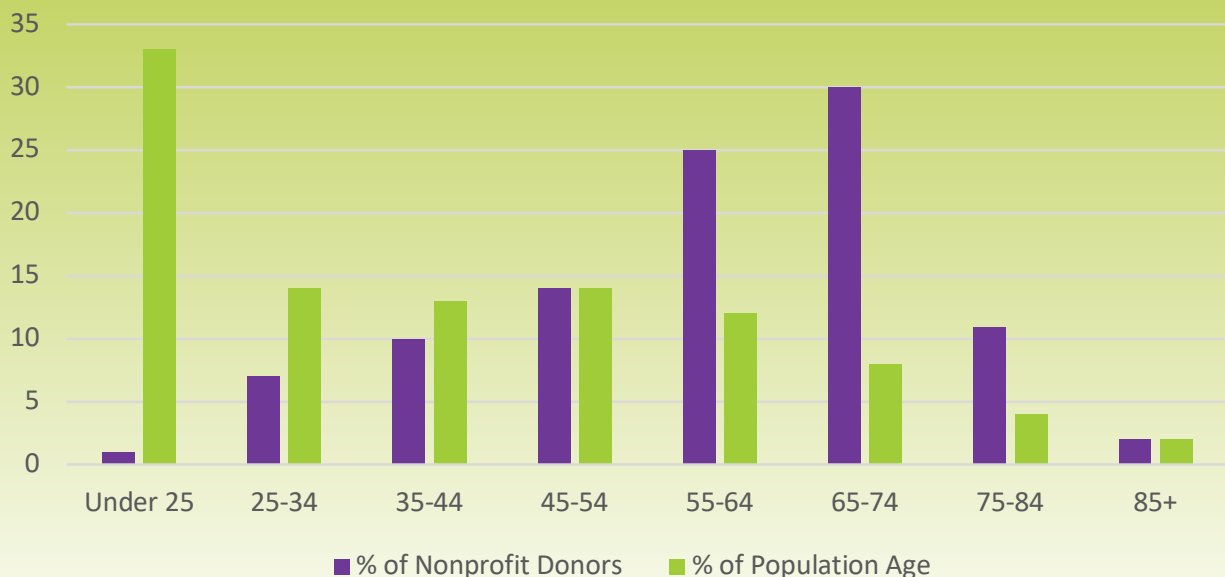
## 2. Define your market.

The key word here is targeting. Targeting the right people. Who and where are they? What do they think of you? Who else is competing for their dollars? Targeted campaigns are always preferred over blanketed advertising, and they are easier on a tight budget, which as a nonprofit, you undoubtedly have.

Your three targets are current, past and prospective donors.

By defining the characteristics of those whom you want to reach – pet owners in a specific geography with a household income between x and y, for example – you

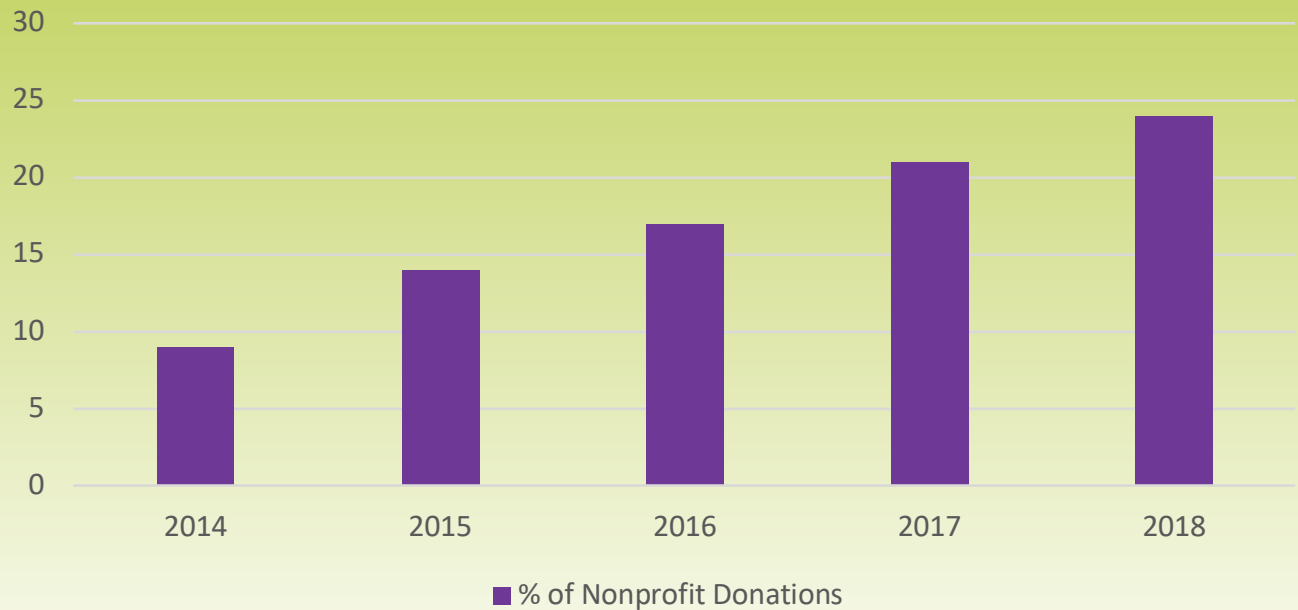
### Nonprofit Donors Broken Down by Age



Source: *The Burk Donor Survey, How to Raise More Money in a Changing Giving Environment*, Penelope Burk, Cygnus Applied Research, Inc., December 2018



## How Much of Nonprofit Donations is Mobile Giving?



Source: *Charitable Giving Report, How Fundraising Performed in 2018*, Steve MacLaughlin, Blackbaud Institute for Philanthropic Impact, February 2019

can source a mailing list for targeted donor acquisition campaigns that yield the best results.

Beyond demographic information, targeted lists can pinpoint philanthropic-minded individuals based on past donor behavior or interest and participation in cause-related events. List segments include environmental, youth causes, arts/culture, health/wellness, animal causes, educational donations and much more.

### 3. Determine the right media mix.

Base your choice of media on the frequency you can deliver your message with the least amount of waste. (We'll define waste as communications that were not received or read because they were not targeted to the proper audience or address.)

According to the ANA DMA Response Rate Report 2018, direct mail is a frequent and successful marketing tactic for nonprofits:

- 75% of nonprofits use direct mail in their marketing campaigns.
- Postcards have a 12% response rate using a house file and a 10% using a prospect file.
- Letter-sized envelopes have a 10% response rate using a house file and a 4% using a prospect file.
- Oversized envelopes have a 11% response rate using a house file and 11.5% using a prospect file.

Email is an inexpensive way to stay in touch in a proactive way that can help you build long-term equity with your target audiences. Direct mail and email can work independently or together, which is when they pack a more powerful punch.

Personalized URLs (PURLs), while a newer media, are great for creating a personalized giving site, building two-way relationships, deepening understanding of donors, gaining instant feedback and adding measurability.



Blackbaud Institute for Philanthropic Impact found that 29% of online donations on Giving Tuesday were done from mobile devices.

While direct mail, email and PURLs are all effective, there are other media you can add to your mix: magazines, phone calls, inserts and search engine marketing. All have their plusses and minuses, so remember to determine the right combination to create the least waste.

#### 4. Deliver the right message.

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No matter what message you're sending – a request for donations, a message to volunteers or something else altogether – all messages should include:

- A clear call to action
- A sense of urgency
- Multiple response mechanisms

Some thoughts for different fundraising messaging include enclosure of free information or a free gift, a pledge program or monthly giving club, an emergency appeal, charter membership and friend-get-a-friend programs, matching gift or memorial gifts, and popular seasonal requests.

*The Burk Donor Survey* shows strongly that donors want to know their money is being used responsibly, and they want to know the results of their last donation before they're asked to make additional donations. One way to deliver messages about your effectiveness is with a frequently updated website that specifies:

- Why you're raising money
- How funds will be raised and applied
- Clear and articulate outcomes
- Your recent track record with gifts – what has been accomplished with funds raised in the past year, etc.
- How donors can make a gift – show all options, not just a link to another page on the website

There's no reason you can't also use newsletters, emails and thank-you notes to share this type of information, but websites make for easy, more frequent updates.

#### 5. Identify the right time.

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Sometimes intense marketing at the right time can generate a better return than marketing throughout the entire year. Loads of factors can be considered, but what your donors want should always be prominent. When would they want to receive an appeal? An emergency request? Is it possible you have some donors that only want to receive requests once a quarter or once a year?

Over-solicitation is the number one reason why donors stop giving. Blackbaud Institute for Philanthropic Impact found the first-year donor retention rate for offline donors was 29% and 22% for online donors. Survey respondents defined over-solicitation as "being asked to give again before satisfied about what happened with the last gift."

With this in mind, consider scheduling some of your campaigns after releasing results or after the release of your annual report.

#### 6. Analyze the results.

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One of the most important reasons for tracking your results is to gain knowledge about how you can improve your future marketing campaigns. Before you can begin, you'll need to know what you're measuring. Take a look at your entire communications stream and all communications channels and ask yourself how many times you solicit, thank, inform and invite.

Some commonly-used benchmarks include the number of inactive donors re-engaged, referrals, Facebook "likes," website traffic, dollar value of the average donation and overall revenue.

<sup>1</sup> *The Burk Donor Survey, Where Philanthropy is Headed in 2016*



As a nonprofit organization, your day is spent taking great care of your donors and supporters. Sometimes, that means you have little time left over at the end of the day to take care of your own organization ... and bring in new donors or supporters. The good news is there are tested and proven marketing tactics to keep your organization thriving and doing its great works. Find out what they are and how to use them in these two examples of successful marketing campaigns for local nonprofit organizations.

## Marketing Case: Fundraising Campaign Merits Attention

**Client:** A national women’s organization with more than 3 million youth and adult members worldwide.

**Situation Overview:** Seeing a decline in donations, the organization sought expertise in creating a campaign that would prompt donations from alumni and begin to develop a database of donors for future campaigns.

**Marketing Recommendation:** The recommendation was a multi-channel, cross-media campaign. It appealed to the memories and emotions of former organization members in an effort to get them re-engaged and ultimately, make a donation to support today’s participants. Working from a client-provided list of approximately 3,000 names, the campaign segmented recipients by age and employed the following mediums:

- Variable data direct mail
- Email (initial and follow-up)
- Web (personalized landing pages)
- Social media (Facebook cause page, YouTube video)
- Telemarketing

The variable data direct mail piece featured prominent women of the community that are members of the organization. The call to action drove recipients to a personalized URL (PURL) or personalized landing page that greeted them by name and solicited secure, online donations. Telemarketers reached out to those who

indicated they wanted to donate but were reluctant to do so online. The campaign also made use of social media to nurture future relationships.

**Measurement:** The campaign results were positive. Of the 3,000 who received the direct mail piece, 4.9% visited their PURL. Among the respondents, 31% made a donation, and the average donation increased from \$50 to \$250 per person. What’s more, they gained over 80 referrals from a “refer a friend” function in support of their goal to grow their list for future fund-raising efforts.

## Marketing Case: Multiple Channels Draw Parents to Private School

**Client:** Private, nonprofit Montessori school

**Situation Overview:** The school’s emphasis on the Montessori principle makes it unique in the community. However, there are several other public, private and parochial school options. Previous marketing efforts have been inconsistent, primarily newspaper advertising and lawn signs. The parent association now wants to adopt a more strategic marketing plan – but the budget is limited.

### Goals:

- Increase community awareness and interest in the school.
- Grow open house attendance by 25 to 30%.
- Increase enrollment by 10% for the upcoming school year.



**Target Market/Audience:** Families with children ages 3-11 and an annual household income of more than \$70K, located within five targeted zip codes. Total size of target market: 2,800 families.

**Marketing Recommendations:** A program that uses strategic channels to meet their multiple objectives. With such a well-defined list of prospects, direct marketing was the first strategic recommendation. A personalized introductory letter from the school principal was sent to each targeted household. The call to action was to attend the school's open house. To stimulate response, reduced or waived registration fees were offered to parents who enrolled children at the time of the open house. A reminder postcard was sent a few weeks prior to the open house.

Generating referrals is another very effective way to help reach their goals. An ongoing program of monthly emails is being sent to current parents, keeping them informed of the school's activities and accomplishments – while reminding them to recommend the school to others. (Word-of-mouth endorsement is the most trusted form of advertising.)

**Measurement:** The campaign delivered a 100% increase in open house attendance. Ongoing communications continue to be tracked along with referrals to support the goal of increasing student enrollment.

## Discover how Allegra can help with all of your marketing and print projects.

As you can see, there are many marketing options open to you. But you also face a growing list of challenges: fewer inside resources in people, time and dollars, and increased competition in the marketplace. All can influence the development of a successful marketing program.

That's why the help of an experienced marketing and print provider like Allegra can be a vital asset when you're planning and executing your marketing activities. Sit down with one of our experienced consultants to determine the best strategy for turning your marketing plan into long-term relationships with volunteers and donors.

### Ready to Get Started?

Contact your local Allegra, or find your nearest location at [www.allegramarketingprint.com](http://www.allegramarketingprint.com).

