



# The Fundraiser's Guide to Digital **2023**



## DAY 2

- How to acquire new and regular donors
- Getting the most out of your Google Grants
- Programmatic



# The Fundraiser's Guide to Digital

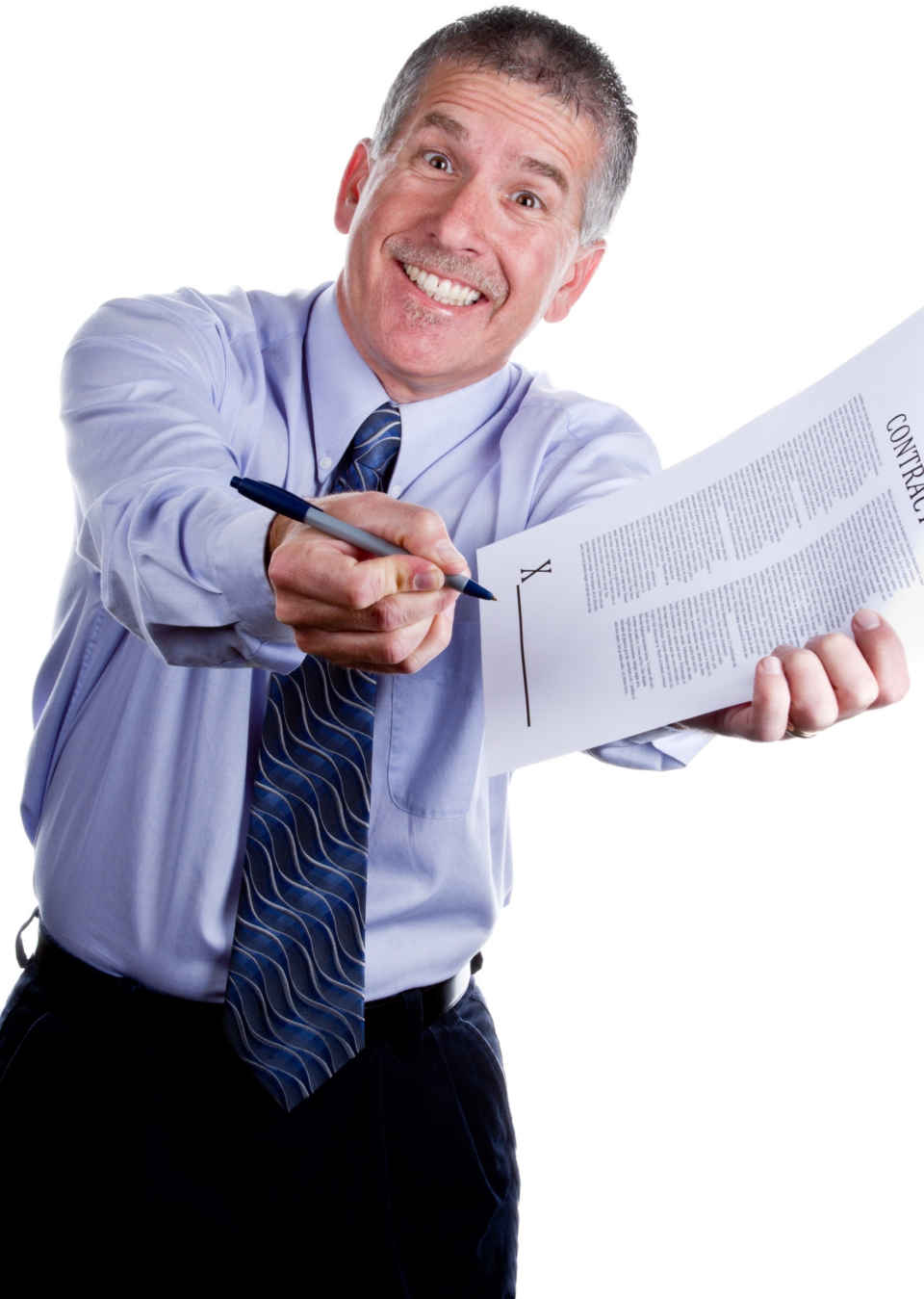
Starts Thursday Sept 21



Persuasion  
Republic



havas  
media



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**Conversion**

**Acquisition**

**Retention**

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**Shareholders. Funders. Family.**

**They don't just serve our needs.**

**We serve their wishes.**

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**Finding the people, who want to help.**

**Finding out how they want to help.**

**Making it easy for them to help.**

**Be patient.**



# Acquiring New and Regular Donors on Digital.

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## 3 Simple Guidelines

- You need to talk to them & let them talk to you. Constantly.
- You need to make them feel involved.

Agency. Connection. Identity.

- It's all about the feeling.



# 1. Start with the people you know.

- Have you told all your story?
- Have you let them get involved?
- Set up a comprehensive series of emails for all supporters.
- Bespoke series of emails for new donors.  
Aim for 12- 20 automated emails.

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## Keep the conversation going.

- One a week.
- Tell all your story. You have more content than you know.
- Newsletters. 1 email with 4 topics V 4 emails with 1 topic each.

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## More is more.

The more people understand about you, the more they can engage, the more likely there are to give.

More likely to set up regular donation if they've made one or more cash donations.

## Include:

- Stories. Beneficiaries and staff.
- Surveys.
- Quizzes.
- Insight content.
- Ask regularly.
- Reminders.

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**You want your donor to:**

See the need

See the impact

Feel the **Joy**

Feel the **Love**

## 2. Find some new supporters.

### The approach



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## Make their path easier.

- The user experience matters.
- Test how they respond to content.
- Test your landing page and your donation page.
- Test as much as you can content, form, opt-in, buttons.
- Implement the changes.

## Test your testing.

- Assess whether your data systems are able to tell you what you need to know.
- You need to be able to track the leads and donations that come from specific ad sets and other channels.
- Make the small changes.
- Explore outside support. Call us with any questions.



## Make your testing plan.

- 4-6 weeks.
- Test something new every two weeks.
- Make the small changes.
  - Turning off poorly performing ads.
  - Add new copy and images to ads to find what works best.
- Plan the next set of tests.

### 3. Ask.

- Be regular.
- Communicate regularly.
- Ask regularly.
- Include 1 - 2 cash asks early in the journey.
- Include asks in footers of other emails. Including Thank You's.
- Demonstrate the need for regular gifts.

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## 3 Things you can do today.

- Add an ask to the footer of your next email.
- Run one test. However small. Social. Ad. EDM.
- Remind yourself why you do this work & why your supporters donate.

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The secret to  
Acquisition, Conversion, Retention.

It's all about the feeling.



# The Fundraiser's Guide to Digital **2023**

Getting the most out of  
your Google grants.



# Intro



**Fiona Murray**

Head of PPC

Fiona has been working in the digital industry for 6 years and specialises in Paid Search.

In her current role, Fiona leads the paid search team and is responsible for developing PPC strategies, conducting campaign analysis and delivering award winning campaigns.

# Introduction to Search

# What is paid search?



Google Ads is a paid advertising platform that falls under a marketing channel known as pay-per-click (PPC), where you pay per click on an ad.

Reach new donors online with Google Ads.

Show up when people search for what you offer.

Set a budget that works for your organisation.

You can find info on Google grants and eligibility [here](#).

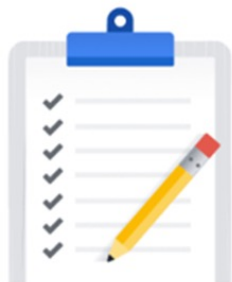
Get started with Ad Grants [here](#).



1

## Apply for Google for Nonprofits

Once we've verified your organization's eligibility, you'll be able to activate Google Ad Grants. Your organization must hold valid charity status in your country. See [eligibility requirements](#) and apply for Google for Nonprofits.



3

## Launch a Successful Ad Grants Campaign

Once your activation request has been approved and you've accepted the email invitation to your Ad Grants account, you can begin setting up your first campaign!

Head to our [step-by-step video series](#) to plan, build, and launch your first digital marketing campaign with Google Ad Grants.

2

## Activate Ad Grants

You will need to use the same login email for your Google for Nonprofits and Ad Grant accounts.

Sign in to [Google for Nonprofits](#), click "Active Products" then "Get Started" under Google Ad Grants, and fill out the assessment by clicking the eligibility form link. Click "Activate" to submit your organization for review.



## 1 Answer a few questions to determine your eligibility

Before continuing, make sure you have the following:

- Your organization's [nonprofit registration number \(EIN in the US\)](#)
- Your organization's physical address
- Your organization's online contact information

This step usually takes about 10 minutes

Begin

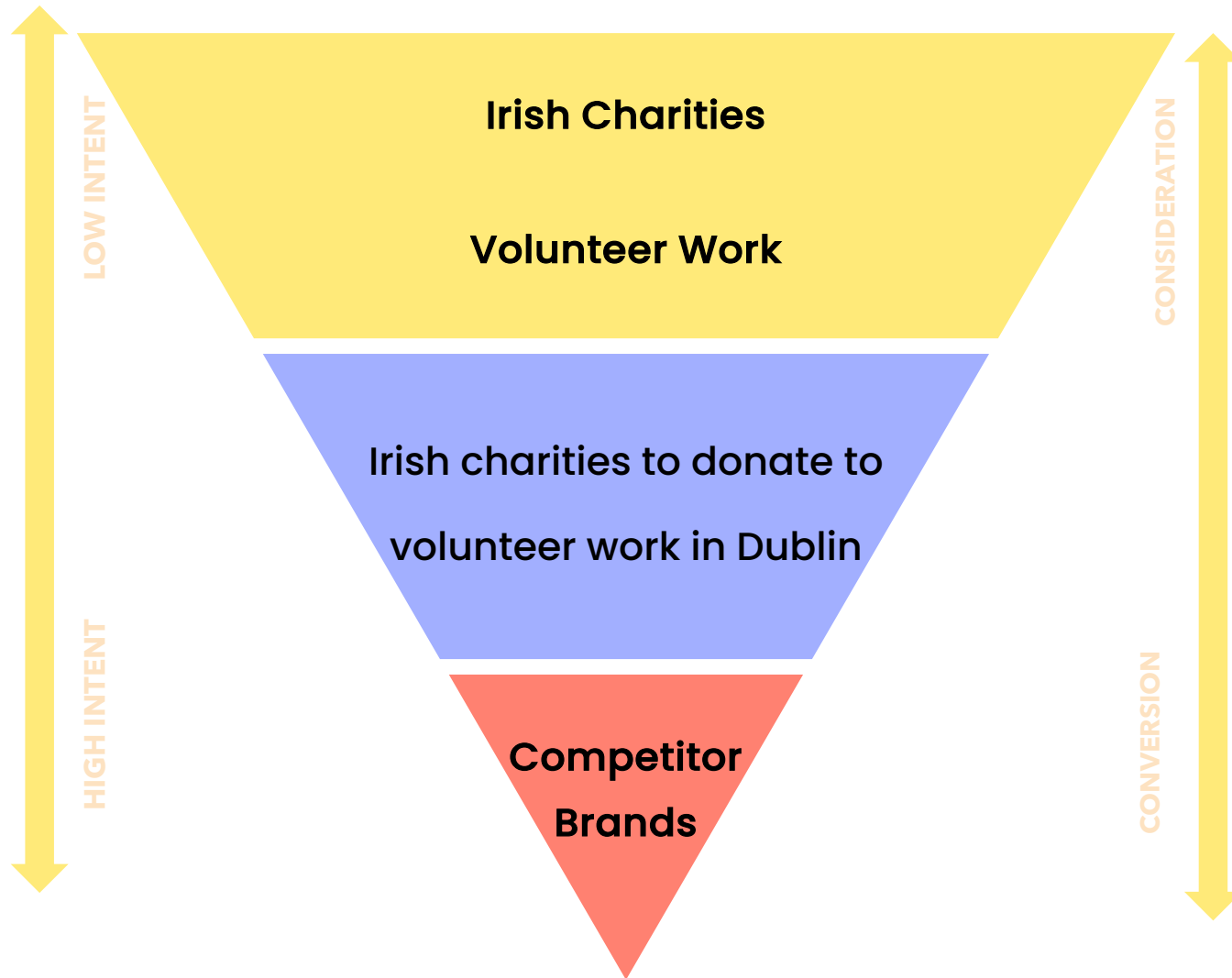
## 2 Wait for verification

This takes about 2-14 business days. You can go to your account page anytime to check the status.

## 3 Activate products

Once you receive confirmation that your organization has been verified, you'll be able to activate Google products and start using them

# Presence at all stages of the journey

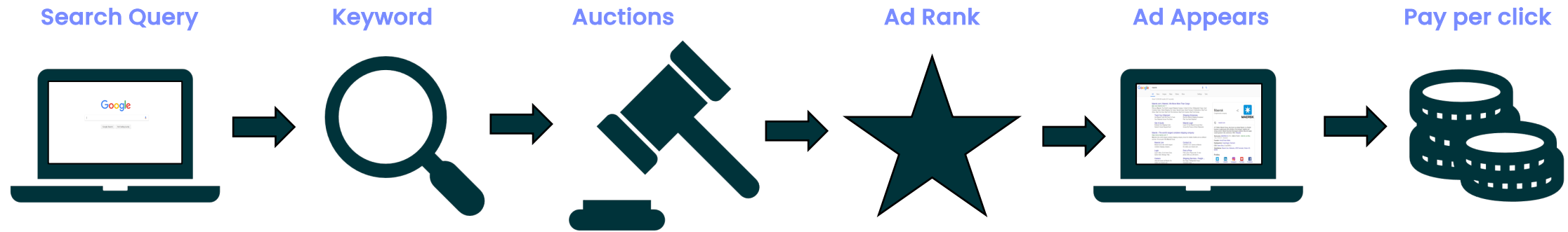


Upper funnel generic keywords to drive awareness and support and maximise reach.

Mid funnel generic keywords to capture consumers searching for highly relevant terms.

Low funnel Brand & Competitor keywords to capture high intent traffic & drive conversions.

# The Bidding Process



Someone searches for something

Advertisers identify keywords they want to bid on and pair them with ads

Advertisers bid on keywords. Google determines which ad is shown based on ad rank

**Ad rank** is a combination of max bids, quality score and format impact. Quality score is based on factors such as landing page experience, ad relevancy

Ad appears as a search result

Only pay when someone clicks on your ad

# How is Ad Rank calculated?

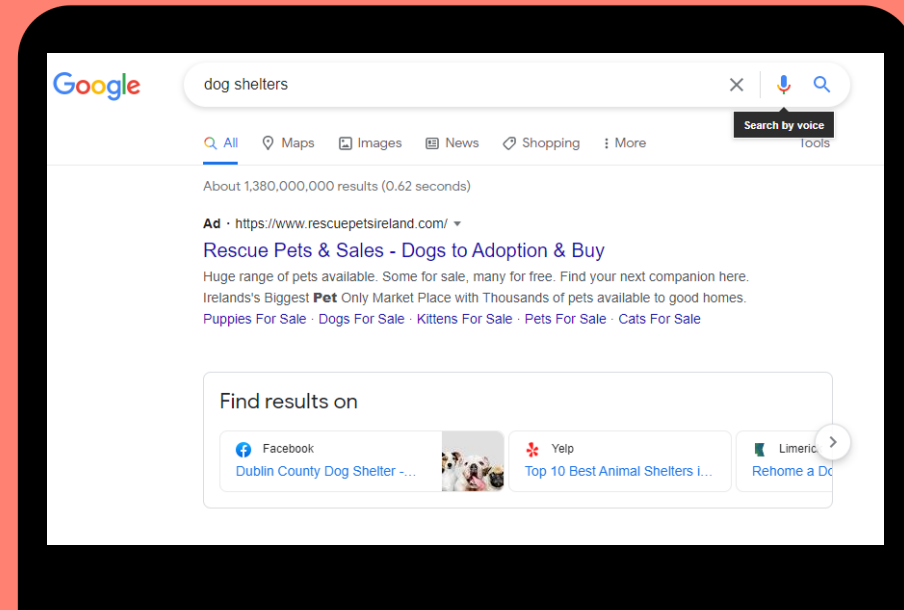
**Ad Rank** is determined by the **Quality Score** and **Bid**.

The Quality Score is evaluated based on expected CTR, ad relevance and landing page relevance



# How to build a PPC Campaign and enhance Ad Rank

1. Choose Your Campaign Type
2. Create Goals & Metrics
3. Perform Keyword Research
4. Campaign & Ad Group Structure
5. Compelling Ad Copy



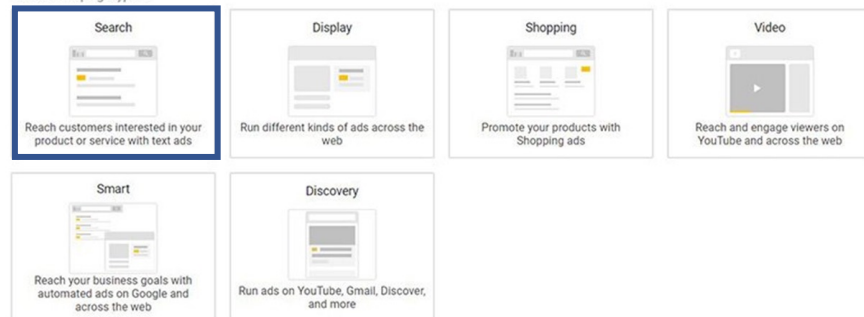
# Chose the right campaign type

## CAMPAIGN TYPE



Google Ads

Select a campaign type

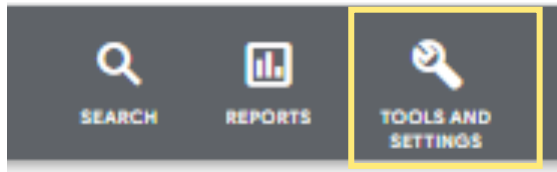


## KPI

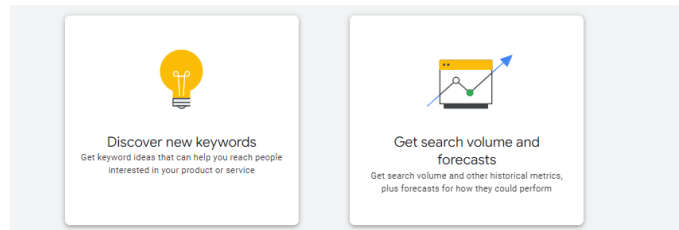
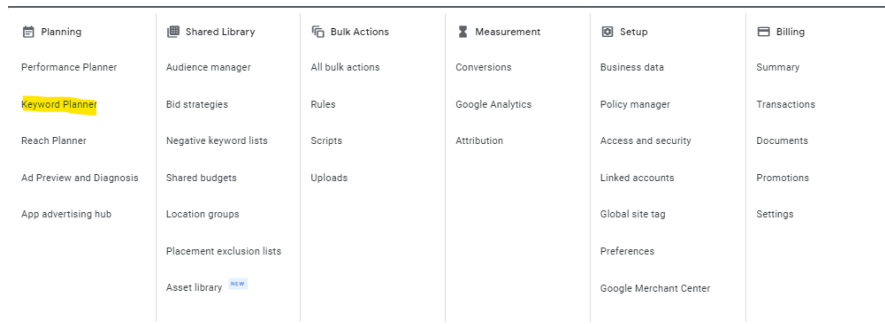
- **Leads** - Encourage relevant customers to express interest in your services by signing up for a newsletter or providing their contact information.
- **Website traffic** - Drive potential customers to visit your website.
- **Conversions** - Drive donations and engage with people who have already contacted you or are close to making a conversion decision.

# Key word planner – How To

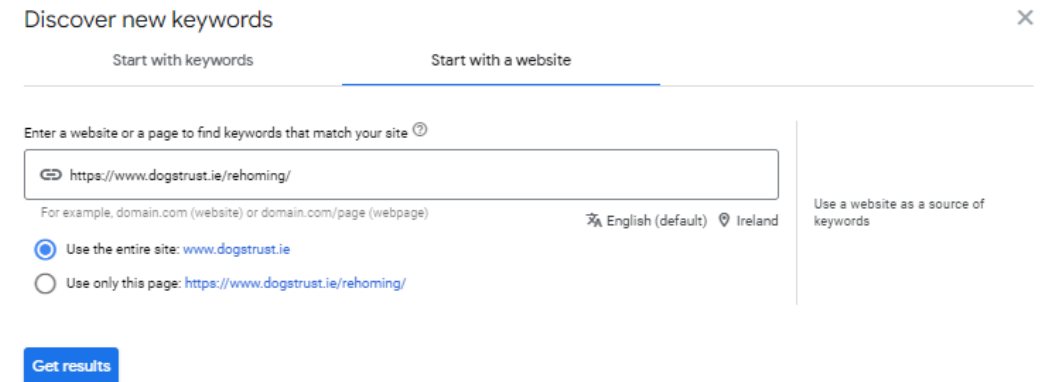
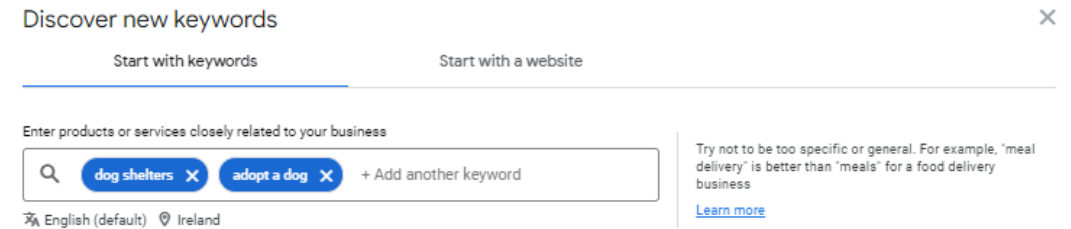
- Click on Tools & Settings on the top right hand of your Google ads account.



- Tools & Settings > Planning > Keyword Planner > Discover New Keywords.

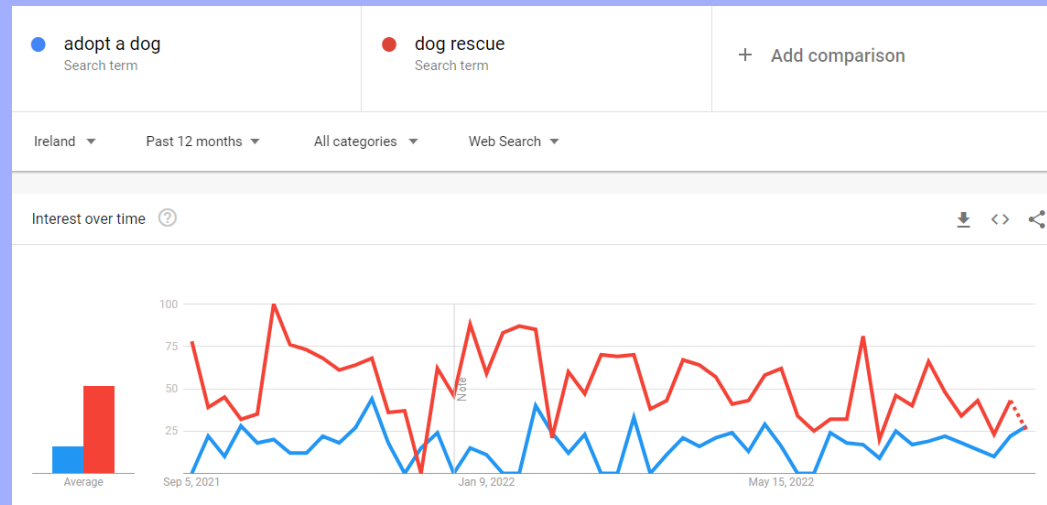


- Enter the product your selling and click get results or enter your website or a specific landing page. If your product/service is broad you can filter the results by entering your website.



# Additional Keyword Research

## Google Trends



- adopt a dog near Dún Laoghaire, Dublin
- adopt a dog dublin
- adopt a dog ireland
- puppies for adoption dublin
- adopt a dog cork
- dogs trust
- dogs trust adopt a dog
- adopt a dog limerick

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- Google search suggestions for the query 'adopt a dog':
- adopt a dog near Dún Laoghaire, Dublin
  - adopt a dog dublin
  - adopt a dog ireland
  - puppies for adoption dublin
  - dogs trust
  - dogs trust adopt a dog
  - adopt a dog cork
  - adopt a dog limerick
  - dogs for sale
  - puppies for sale
  - rescue dogs
  - dog adoption



**Google Ads**  
**Account:** Dublin  
Dog Sanctuary

**Campaign 1:**  
Brand

**Campaign 2:**  
Generic

**Ad Group 1:**  
Dublin Dog  
Sanctuary

**Ad Group 3:**  
Dublin Dog  
Sanctuary -  
Sponsor

**Ad Group 1:**  
Rescue/ Adopt

**Ad Group 2:**  
Dog Shelters

**Ad Group 3:**  
Sponsor

**Keywords:  
(Exact & Phrase  
Match)**  
Dublin Dog  
Sanctuary  
Dublin Dog  
Sanctuary Donations  
Donate to Dublin  
Dog Sanctuary

**Keywords:  
(Exact & Phrase  
Match)**  
Dublin Dog Sanctuary  
Sponsorship  
Dublin Dog Sanctuary  
how to Sponsor

**Keywords:  
(Exact & Phrase Match)**  
Rescue a dog  
How to rescue a dog  
Adopt a dog  
Where to adopt a dog  
Adopt a puppy  
Adopt a dog near Dun  
Laoghaire

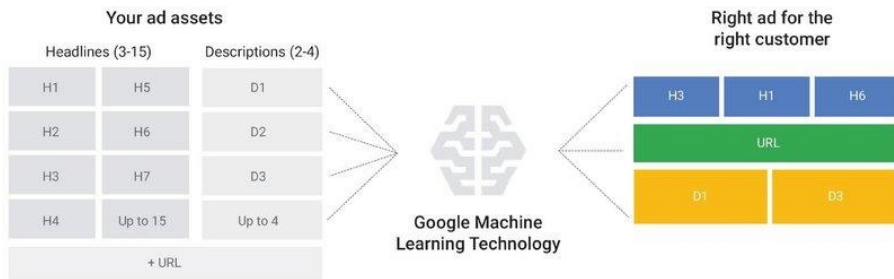
**Keywords:  
(Exact & Phrase Match)**  
Dog shelters  
Dog shelters in Ireland  
Dog shelters in Dublin  
Dog shelters to donate  
to

**Keywords:  
(Exact & Phrase)**  
Sponsor a dog  
Dog sponsorships

# Write Great Adcopy

## Responsive Search Ads

Responsive Search Ads in Action



- Responsive search ads let you create an ad that adapts to show more relevant messages to your customers.
- Reach more potential customers with multiple headline and description options that give your ads the opportunity to compete in more auctions and match more queries.
- Increase ad group performance by attracting more clicks and conversions that your existing text ads aren't capturing because responsive search ads help you compete in more auctions.

## Grant Account Limitations:

The restrictions of a grant account include:

The \$10k monthly budget is split into a daily budget (\$329), this means that if your budget runs out on any given day your ads will stop displaying. Likewise, if you don't spend the daily budget then your free ad spend does not roll over to the next day.

Paid ads automatically rank higher.

Non-text-based campaign types and remarketing are not permitted in a grant account.

Because of this restrictions, there is the option to run a standard account (paid) alongside the grant account during key periods for your charity. Standard accounts are a great way to extend your impact and access additional features such as remarketing, image ads, and video ads. The accounts will not compete with one another because Ad Grants ads appear only in positions below paid ads. Within a standard account you will also be able to run Google's newest campaign type – Performance Max.

# Performance Max Campaigns

## Introducing: Performance Max

A new campaign type in Google Ads that maximises high-quality lead generation performance across all Google inventory using automation and machine learning.

- ✓ Finds high-quality leads no matter where they are across the Google Ads network.
- ✓ Optimal machine learning to find the next most profitable auction for your campaign goals and drive stronger ROI.
- ✓ Additional features to guide machine learning and ramp up.
- ✓ Unlock time to focus on strategic performance drivers.



Performance Max combines best-in-class automation technologies across bidding, targeting, creatives and attribution to help you drive growth in conversions and value. Tailor your ads in real-time to reach consumers with relevant and meaningful experiences at scale—no matter what channel or device they're on.

- Gmail
- Display
- Discovery
- YouTube
- Search
- Maps

1

# Introduction to Programmatic

# Intro



**Cian McCarthy**

Programmatic Executive

Cian has been working within the digital industry at Havas for 1 year and specialises in Programmatic advertising.

Cian's role focuses on pre-campaign strategy and planning, in-campaign optimisations and post-campaign analysis.

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1

Introduction to  
Programmatic

2

Planning

3

Targeting  
strategies

4

Ad formats

5

Reporting

6

Future trends

# What is programmatic?

Programmatic is the use of **technology** and **data** to buy targeted audience segments and advertising placements in real time and at scale, across websites and apps

This includes **display, video, audio** and most recently **OOH** inventory

It's about using an **automated system** to help make media buying decisions

Benefits of programmatic buying:

- **Efficiency** – Saving **time** and **money** through **automation**
- **Precision** – Using data to reach the **right audience** in the **right place**
- **Scalability** – Access to vast levels of ad inventory and audience data, across various devices





# Ways to buy programmatically

## Open Auction

**Open Auction** is the most scalable, and involves buying audience segments across the web

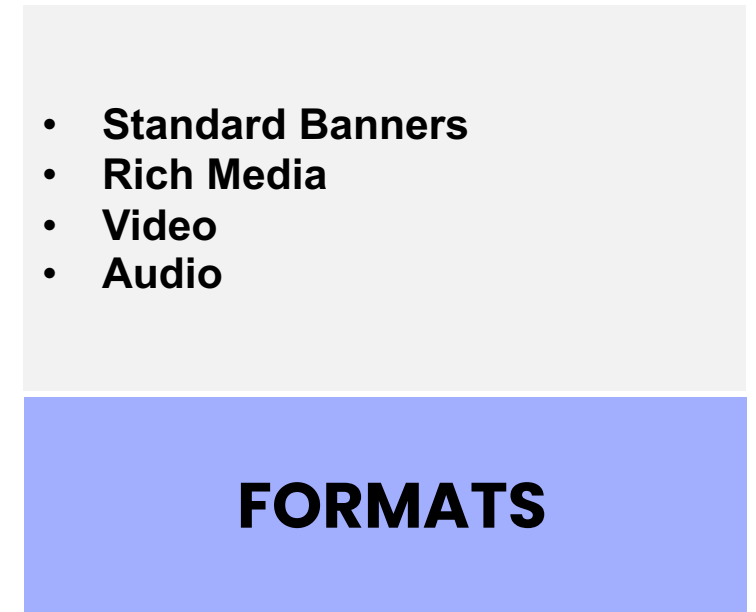
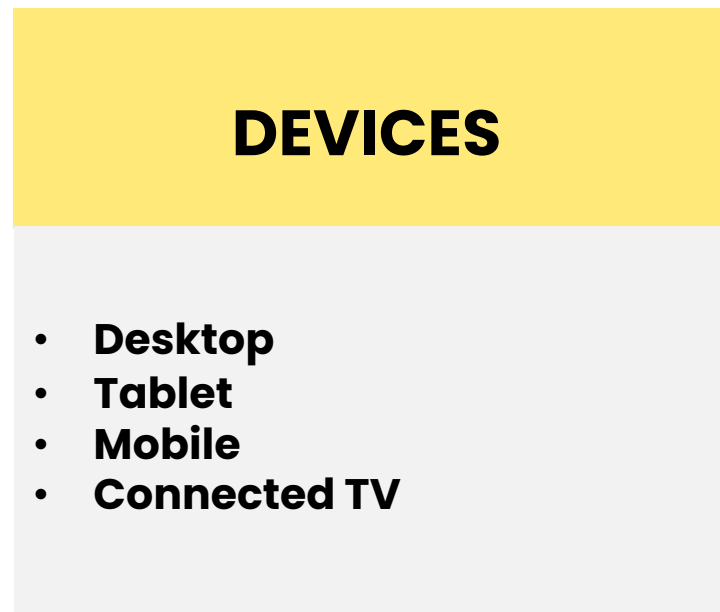
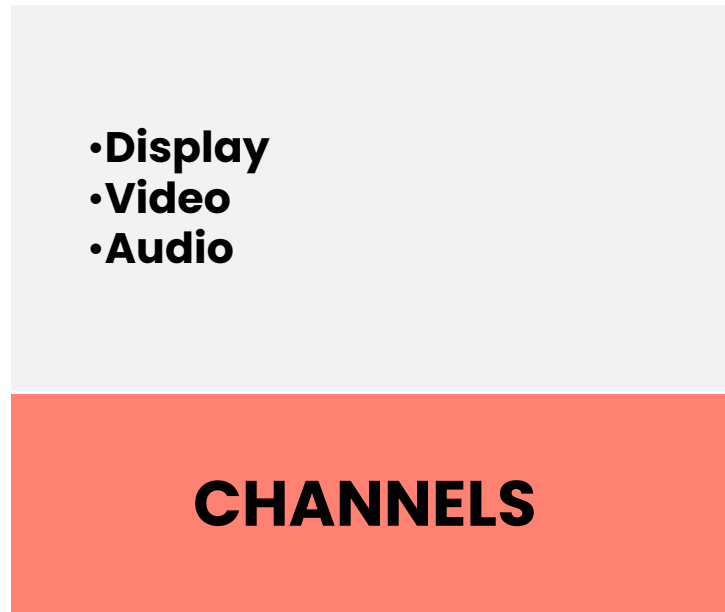
## PMP Deals

**PMP Deals** give us direct access to publisher's premium inventory, that may not be available through the open marketplace – not guaranteed

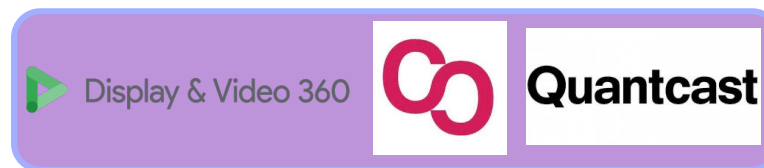
## PG Deals

**PG Deals** are guaranteed, meaning we get access to a set amount of inventory for a fixed price, agreed before the campaign – closest to a direct IO buy

# Channels, devices & formats



Buying  
Platforms



# TARGETING OPTIONS



## Geo & Demo

- Age groups
- Gender
- Locations



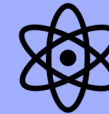
## In-Market

- Interest-based targeting, focused on intent to buy



## Contextual

- Categories
- Sections of websites



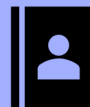
## Custom

- Custom Affinity / Intent, comprised of keywords, URLs, Apps
- Google builds niche audience to target



## Affinity

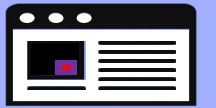
- Interest-based targeting, based on browsing history



## 1st party data

→ Retargeting

- Data collected from advertiser's site
- YouTube – people who have watched a video



Floodlight on site



Google Display & Video 360

# A full-funnel approach to programmatic

Programmatic has long proven to be an effective medium for reaching consumers across multiple touchpoints and at different stages of the customer journey, from **awareness**, to **consideration** and finally **action**.

Programmatic channels have different strengths and capabilities. By optimally utilizing channel and aligning them to an objective and KPI we can increase campaign relevance, engagement and action.

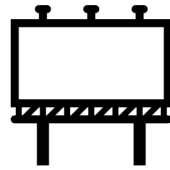
## Choosing the right channel for each stage of the funnel:

OBJECTIVE	CHANNEL	KPI	BUYING METRIC
Awareness	Display	Viewability	CPM
	Video	Completion Rate	CPM
	Audio	LTR	CPM
Consideration	Display	CTR	CPM
	Video	Completion Rate	CPM
	Audio	LTR	CPM
Conversion	Display	CPA	CPM
	Video	CPA	CPM
	Audio	-	-

# KEY INDUSTRY TRENDS



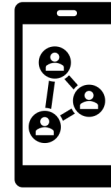
Deprecation of the Cookie and the implications on how we can target online users



Programmatic OOH Ads – A major innovation within this industry



Connected TV – Merging the Linear TV and Programmatic Video market's



Twitter/X are in the process of opening ads on the app to programmatic buying



# The Fundraiser's Guide to Digital **2023**

# Questions?



# The Fundraiser's Guide to Digital 2023

# Thank You.