



The Fundraiser's Guide to Digital



Your road map to more
effective digital fundraising.

Thursday September 8th &
Thursday September 15th, 12pm

DAY 1




The Fundraiser's Guide to Digital

Digital Fundraising Strategy 1

Telling your story in a digital world.



- 
- Demystifying Digital
 - Finding your place in The Digital Landscape
 - Understanding your digital donors
 - The power of digital storytelling
 - Integrating your message



THE DIGITAL LANDSCAPE

MONTHLY VISITORS PER SITE*



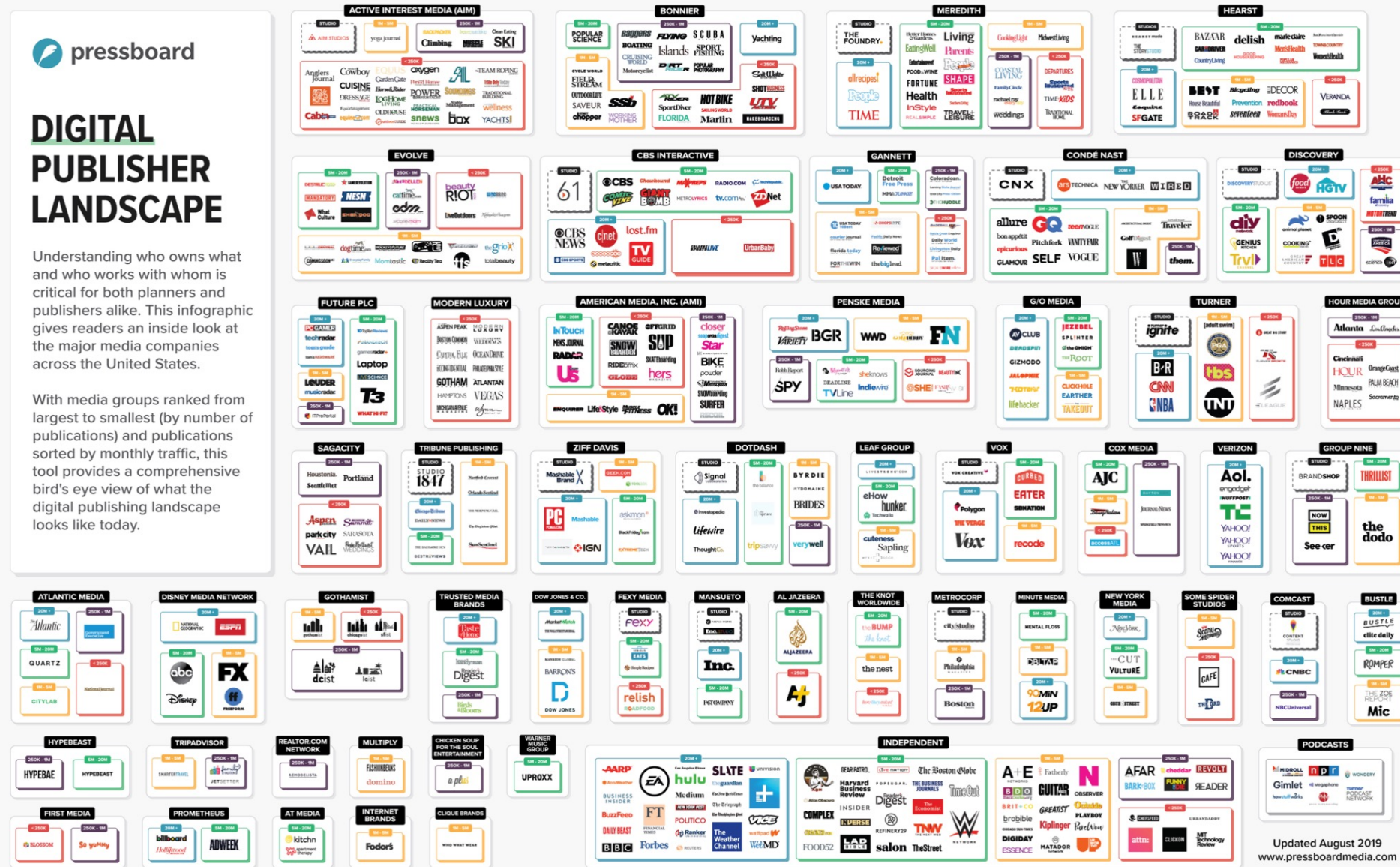
*Data obtained through SimilarWeb



DIGITAL PUBLISHER LANDSCAPE

Understanding who owns what and who works with whom is critical for both planners and publishers alike. This infographic gives readers an inside look at the major media companies across the United States.

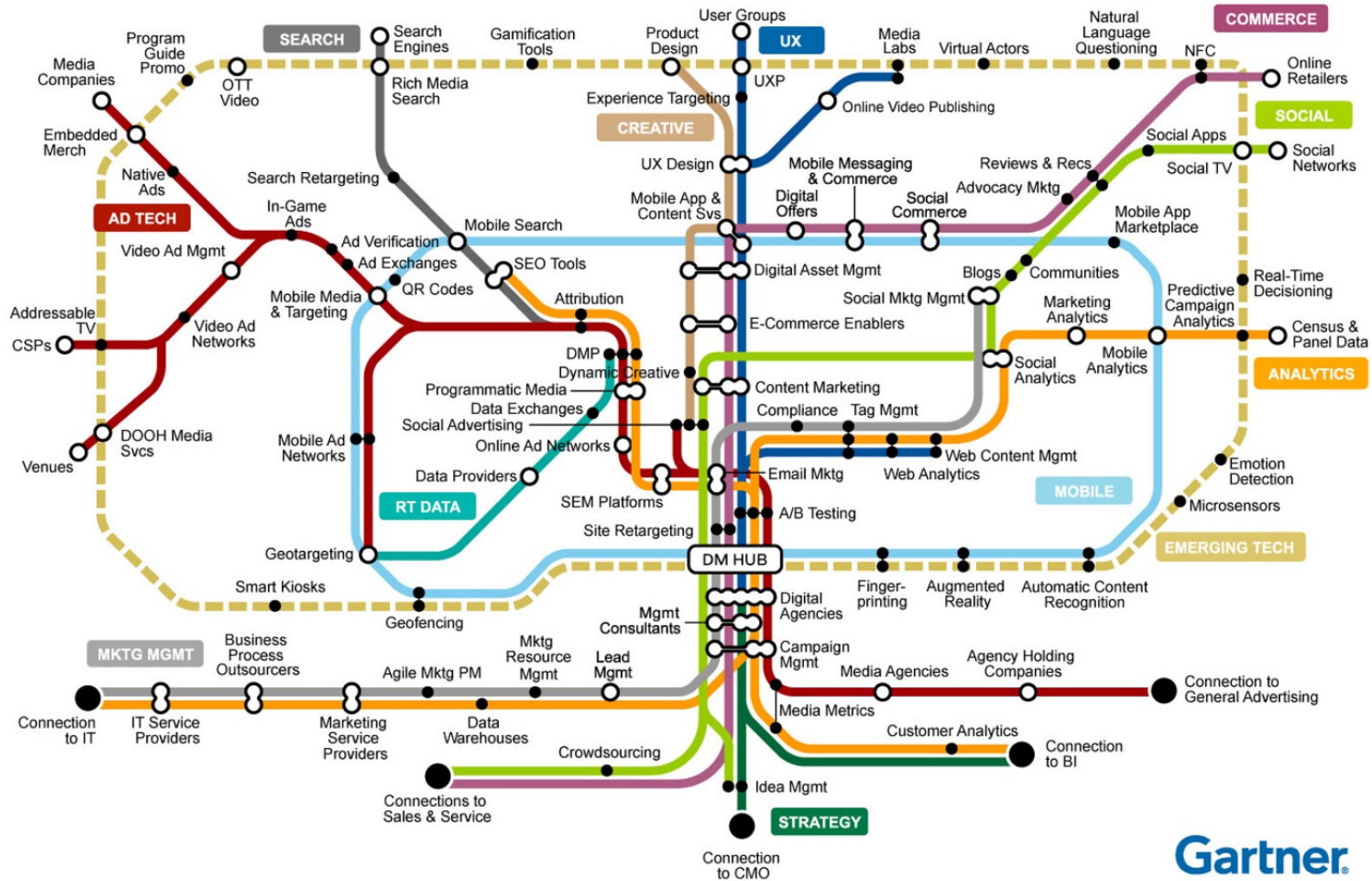
With media groups ranked from largest to smallest (by number of publications) and publications sorted by monthly traffic, this tool provides a comprehensive bird's eye view of what the digital publishing landscape looks like today.



Updated August 2019
www.pressboardmedia.com

Gartner Digital Marketing Transit Map

The digital sphere is always evolving. Gartner for Marketing Leaders keeps the CMO and her team connected to the research, so they can keep the competition guessing. For more information: gartner.com/dmtransitmap



Gartner.

● Off-line Connection ○ Vendor Station ● Product Station

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THE DIGITAL TRANSFORMATION LANDSCAPE





ANYTHING ON SCREEN

- Email
- Social Media
 - Facebook
 - Instagram
 - YouTube
- Website

Understanding your digital donor

- Young & old
- They don't think of themselves as digital donors
- They care and they want to help
- Donor shares control of what they see and when they see it
- They can interact with it
- They can share it

Finding your place in the digital Landscape

Know who your donors are

Your data is key. Segmentation. Testing

Know what channels they use

Analyse and test your channels.

Know what each channel can and can't do

Know how they complement each other

Get Help



THE POWER OF DIGITAL STORYTELLING

It's live

It's tangible

It's emotive

It's immediate

It's personal

**329.8% lift in
personalising
the envelope of
email.** NextAfter



Always On Full Funnel

AWARENESS

Generate interest in the brand

CONSIDERATION

Get people to think about
you over the competition

CONVERSION

Encourage action

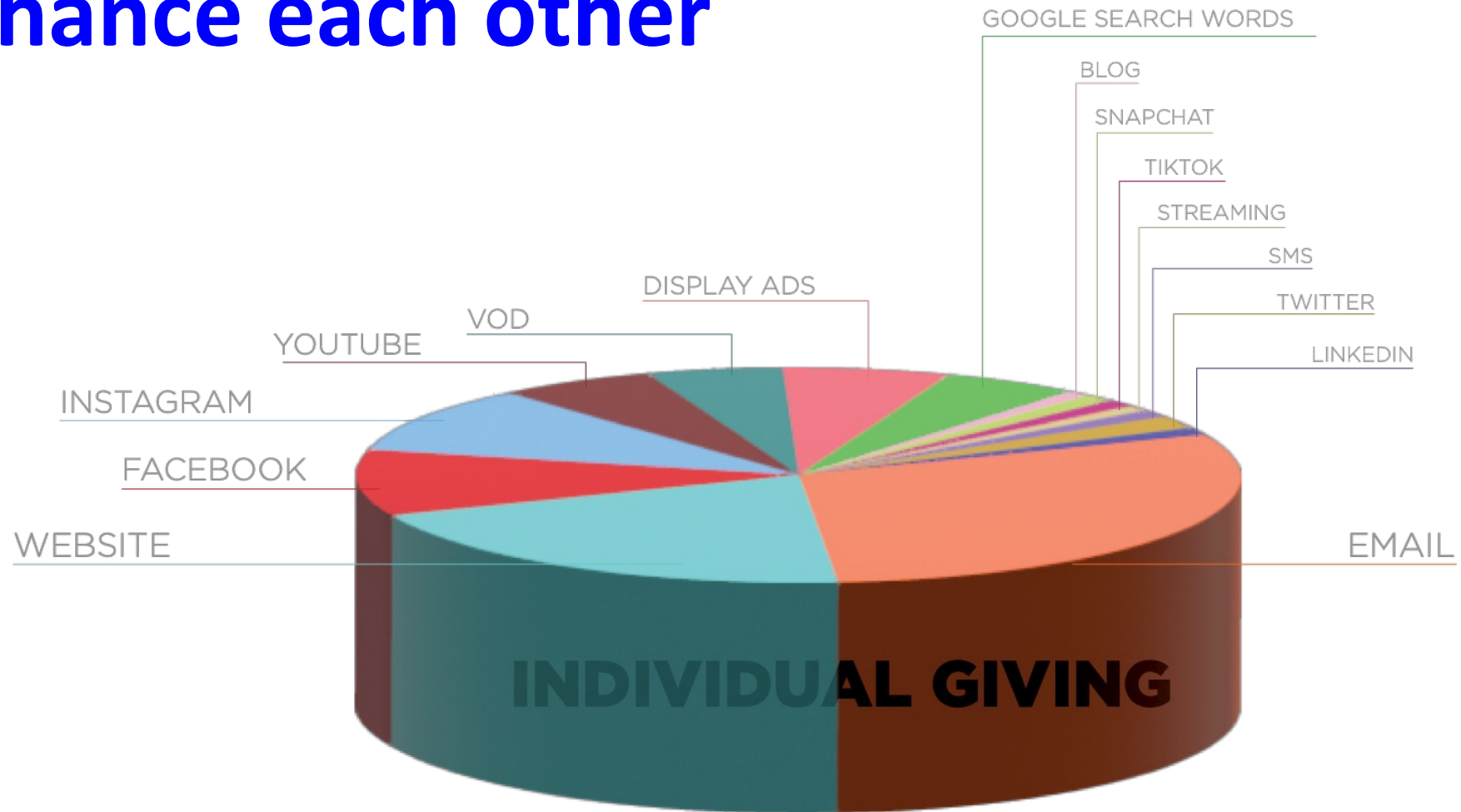
Integrated Campaigns

Use shared imagery, language, messaging.


Mirror campaigns across your channels.

Integrate at source.

All connected All enhance each other



If undelivered please return to: Focus I
CHY 7220



**Born into
homelessness.
The damage could
last a lifetime.**

**This Christmas, the greatest gift
you can give a child is a home.**

FOCUS
Ireland

Renter Focus Home Fund	Ballinacorney Dublin
L	CEADU/AS 10319

**Over 2,000 children
in Ireland tonight,
with your
support,
spend the most
formative days
of their lives
in hotel
hubs.**



Sr Stan

Direct Mail Envelope

Keep it simple

Keep it integrated

Keep it personal



The Fundraiser's Guide to Digital

Social Media

Fully utilising the tools at your fingertips.



TODAY'S TOPICS

The power of social media

Meta's organic fundraising tools

Meta's paid for fundraising options

Tiktok fundraising tools

Twitter fundraising tools

Best practices

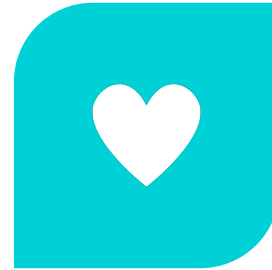
THE POWER OF SOCIAL MEDIA



SHOW UP
INTRUSIVELY IN YOUR
AUDIENCE FEEDS



MAKE YOUR BRAND
HUMAN AND
CONVERSATIONAL



BUILD EMOTIONAL
BOND



CREATE DEMAND

META'S ORGANIC FUNDRAISING TOOLS

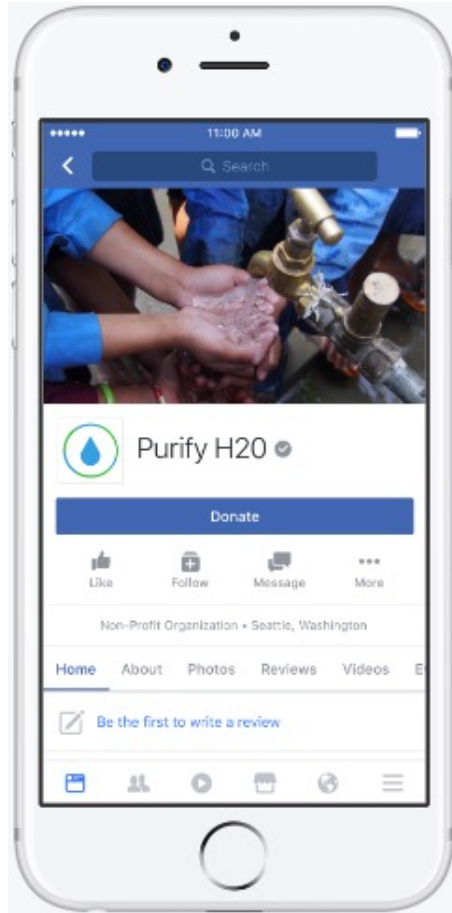
There are two avenues to collect donations using Facebook charitable giving tools:

- Charities can collect donations through their charity Facebook Page or Instagram Profile.
- Supporters collect donations on a charity's behalf.

*Charities in selected countries are eligible to use charitable giving tools on Facebook. [Learn more](#) about eligibility.



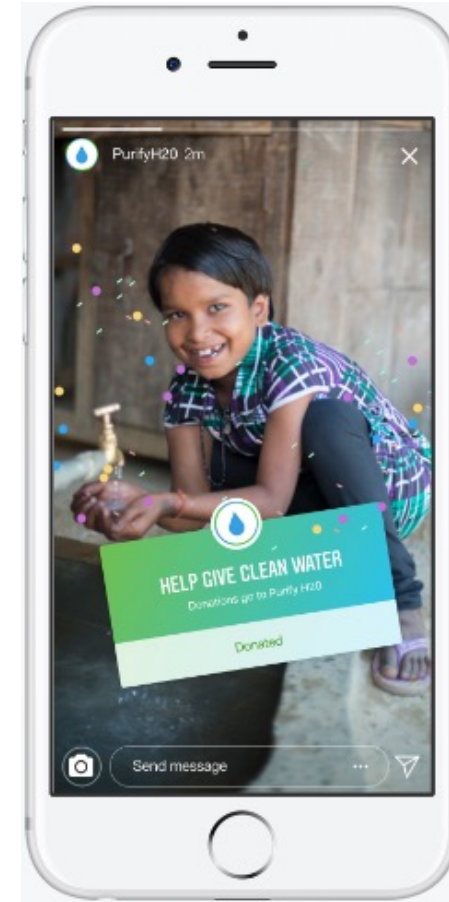
Page fundraiser



Post and Page donate button



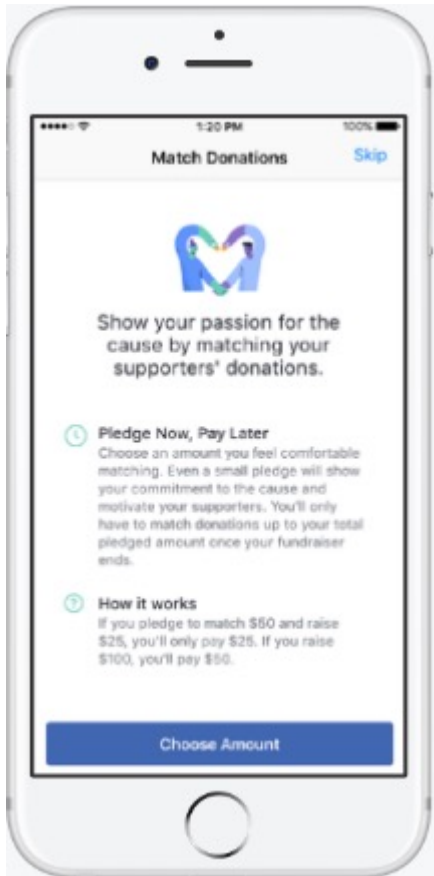
Live video with Donate button



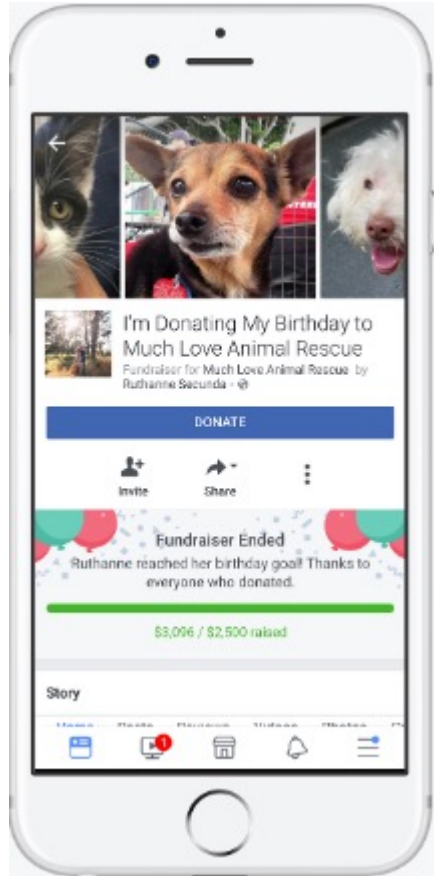
Donation sticker in Instagram Stories



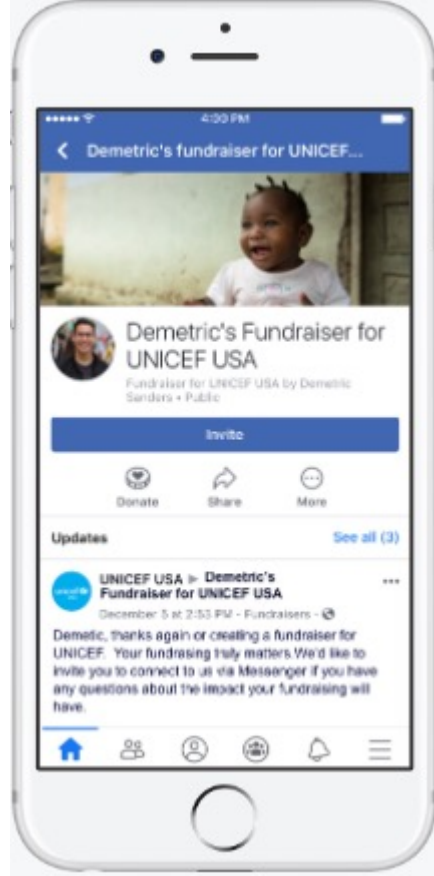
Instagram profile donate button



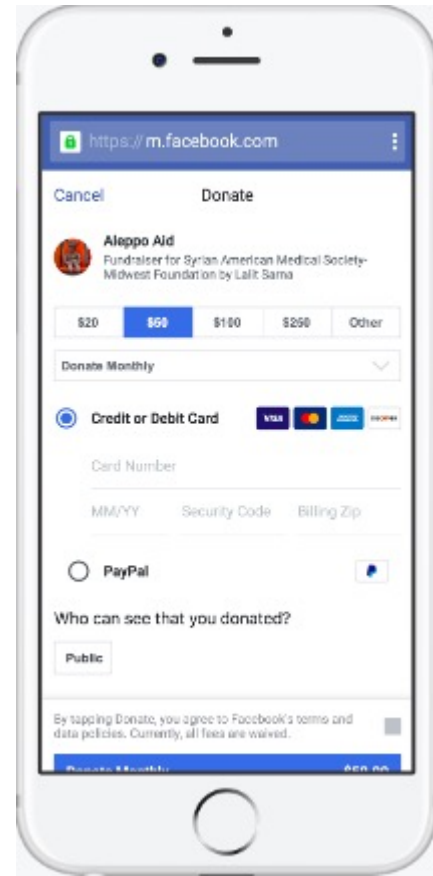
Fundraiser matching



Birthday fundraisers



Fundraiser thank you



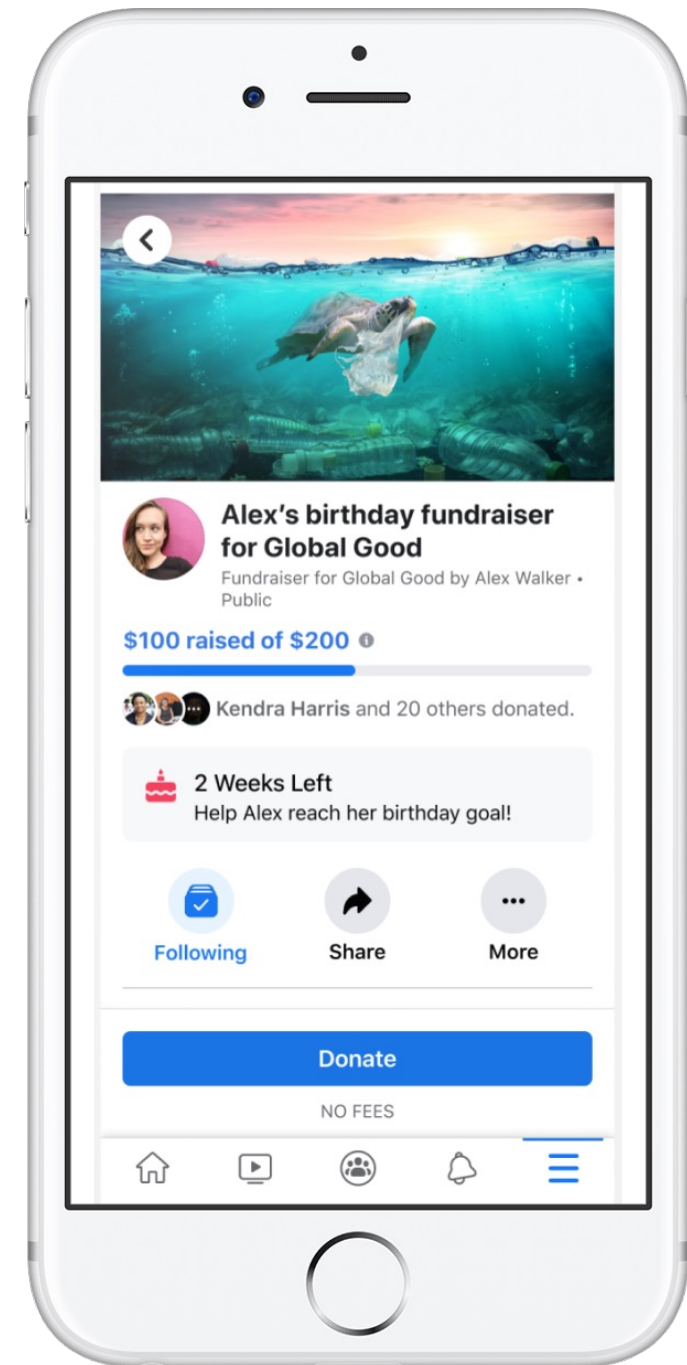
Recurring donations



Profile frames

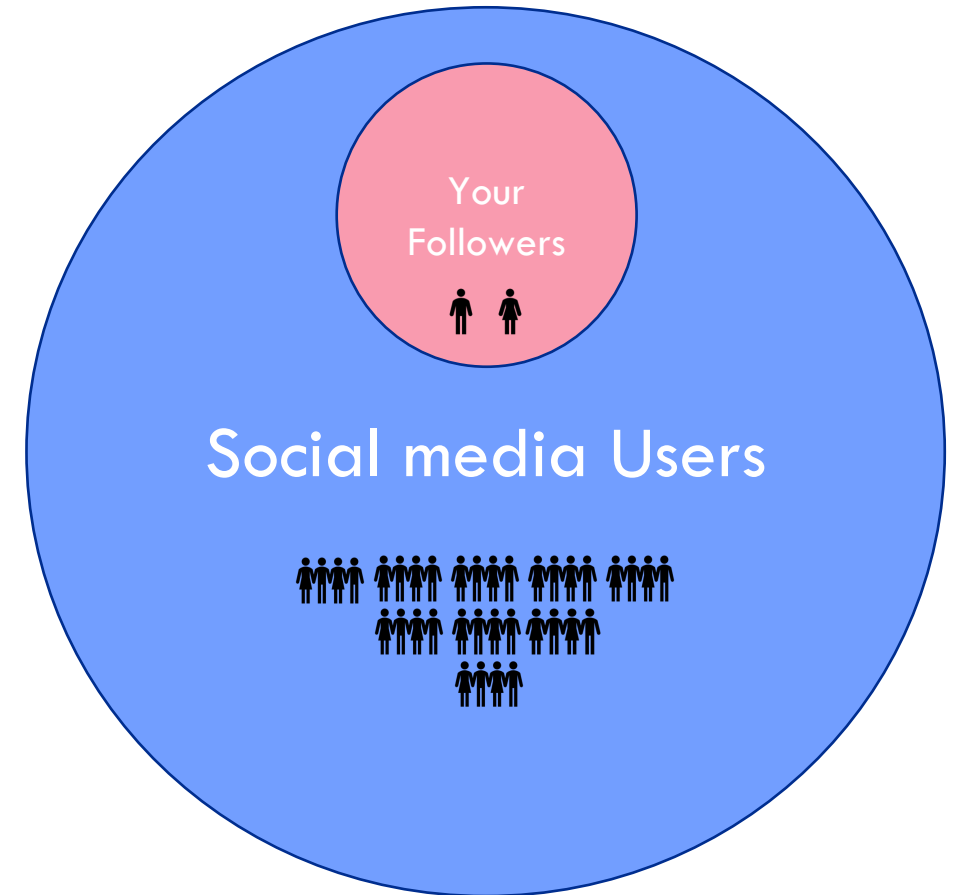
HOW TO APPLY FOR META'S CHARITABLE GIVING TOOLS

- Check that fundraising is [available in your country](#)
- Check the [eligibility requirements](#) for Facebook's fundraising tools
- [Sign up](#) for Facebook and Instagram fundraising tools
- To allow fundraising for your nonprofit on Facebook, [sign up to accept donations](#) on Facebook
- [Register](#) with Meta pay



META'S PAID FOR FUNDRAISING TOOLS

- Using the organic tools provided by Meta will allow you to reach out to your existing followers.
- Amplify marketing strategies using ads to:
 - reach out to new audiences who might not be familiar with your nonprofit;
 - gauge interest and generate engagement with campaigns optimized for engagement;
 - increase website visits with campaigns optimized for traffic;
 - recruit new volunteers or drive newsletter subscriptions with lead generation ads;
 - increase donations and your return on investment with conversion ads.



GRANULAR TARGETING OPTIONS

- With accurate targeting, you can get closer to achieving your goal, whether it's getting people to donate to your organisation or volunteer for your cause. You can further target your Ad delivery with these three audience selection tools:
 - Core audiences (interests, life stages, behaviours, education, job titles etc.)
 - Custom audiences (54 types)
 - Lookalike audiences
- Segmentation = personalized campaigns

[Interests](#) > [Additional interests](#)

Charitable organization

Donation

Fundraising

[Interests](#) > [Hobbies and activities](#) > [Politics and social issues](#)

Charity and causes

Lookalike (IE, 1%) - Donors 180d

Lookalike (IE, 1%) - Donors 30d

Lookalike (IE, 1%) - Donors 7d

Lookalike (IE, 1%) - Donors 90d

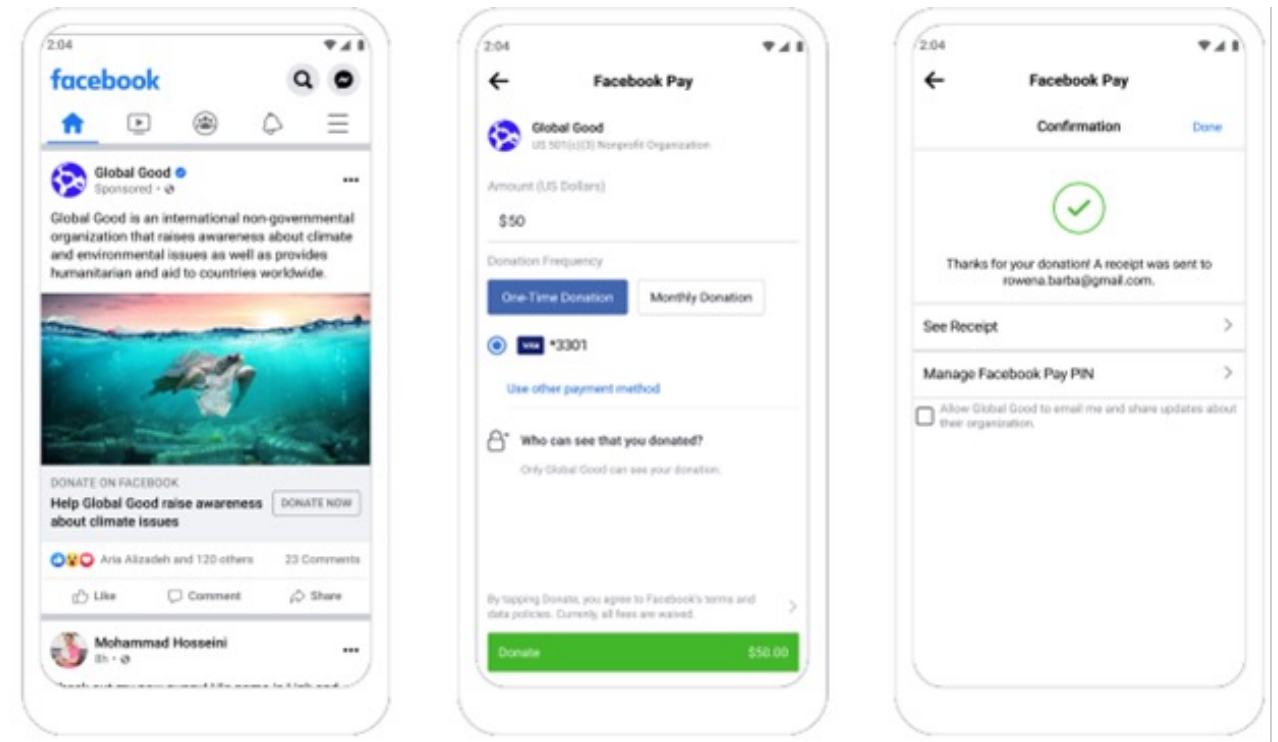
TARGETING BY DONORS LISTS

- Leverage first-party data to target users collected from other sources; for example, your newsletter subscribers or existing donors.
- You can upload customer lists in different file formats like MS Excel or import customer lists from third-party services like Mailchimp.
- Before uploading, the list should be hashed for security.

The screenshot shows the 'Prepare Your Customer List' interface in Facebook Audience Manager. On the left, a sidebar titled 'Create Audience From a List' has five steps: 'Prepare List' (selected), 'Select List Type', 'Add Customer List', 'Map Identifiers', 'Upload', and 'Confirmation'. The main content area is titled 'Prepare Your Customer List' and features a tip box: 'Easily Update Customer Lists' with the text 'Now, after you create a Customer List Custom Audience, you can update it in Audience Manager by replacing your customers with a new list. This will also update any ad sets and Lookalikes that use it, and won't reset your campaign learning phase.' Below the tip is a link 'Update Existing Customer List Custom Audience'. The section 'How to Prepare Your Customer List' explains that the list is a CSV or TXT file and that identifiers are hashed. It provides three buttons: 'Import from Mailchimp', 'Download File Template', and 'See Formatting Guidelines'. Under 'Include at least one main identifier', there are buttons for 'Email', 'Phone number', 'Mobile Advertiser ID', 'Facebook App User ID', 'Facebook Page User ID', 'First Name', and 'Last Name'. Under 'Include more identifiers', there are buttons for 'City', 'State/Province', 'Country', 'ZIP/Postal Code', 'Date of Birth', 'Year of Birth', 'Gender', and 'Age'.

ON-FACEBOOK DONATION ADS

- On-Facebook Donations ads provide your supporters a seamless donation experience by bringing the advertising donation transaction onto the Facebook app.
- On-Facebook Donation Ads will enable you to measure your return on ad spend (ROAS) within Ads Manager.
- Your donors will also have the opportunity to opt-in to sharing their contact information with you in a privacy-safe way if they choose, so that you can reach them via your CRM in the future.



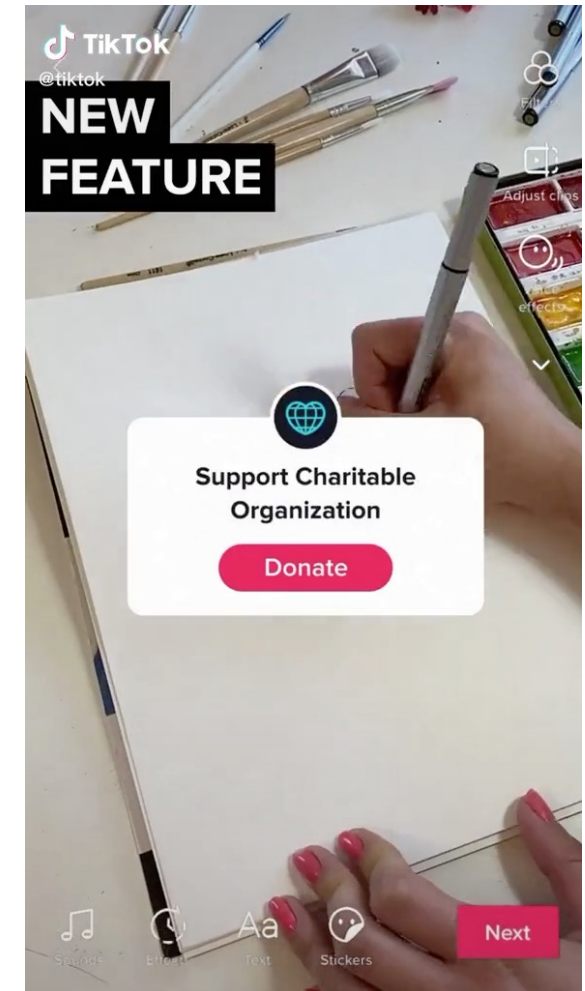
TIKTOK FUNDRAISING TOOLS

4 things to remember about marketing on Tiktok:

- It's primarily an entertainment platform
- TikTok is fully sound on, always
- Authenticity over aspiration
- TikTok users respond better to native-style content
- The ad account needs to be whitelisted as an Government/NGO account to run cause-based campaigns

ORGANIC FUNDRAISING TOOLS

- Raise funds with Donation stickers;
- Experiment with your organic content and promote the best performing videos with Spark Ads.



SIGN UP VOLUNTEERS AND MONTHLY GIVERS THROUGH LEAD GENERATION

- With advanced dataset and instant form features, Lead Generation is an effective solution to engage users and drive results by generating leads seamlessly.
- Lead Generation starts by making it easy for users to fill out a form and provide their information (e.g. Name, Email, Phone) in order to signal their interest in your charity.

6:19

TikTok For Business

TikTok For Business

TikTok's Ready Set Grow Summit for Small and Medium Businesses

Ready Set Grow is TikTok's first ever Small and Medium Business Summit—designed to empower, educate, and inspire entrepreneurs and business owners. The summit will feature a variety of content, including live panels, expert advice, and more. The summit is free to attend and will be held on October 15th from 10am to 12pm EST. Sign up now to secure your spot!

Confirm the details you'd like to share with us:

What is your job title?

CXO/EVP

SVP/VP

Senior Director/Director

Senior Manager/Manager

Next

Customizable Background Image

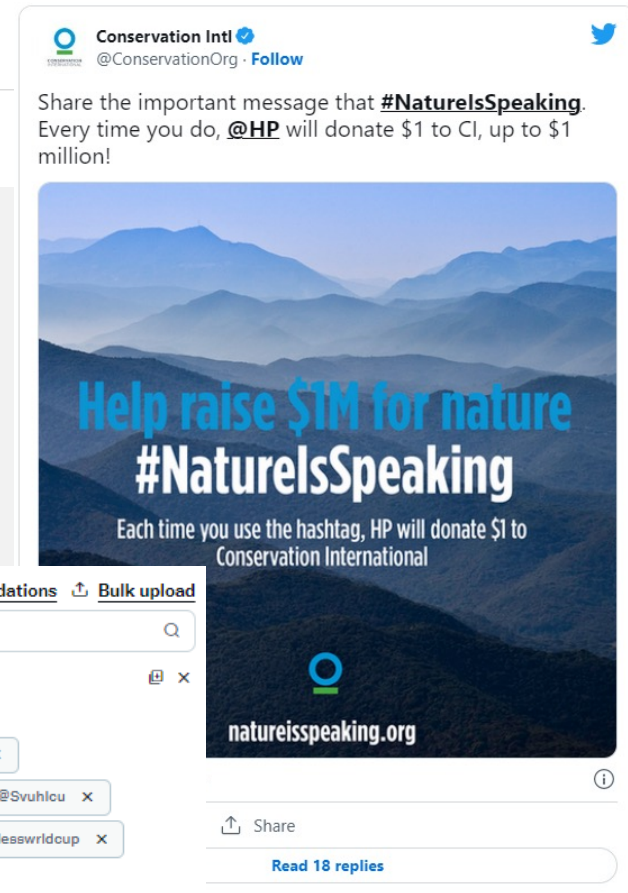
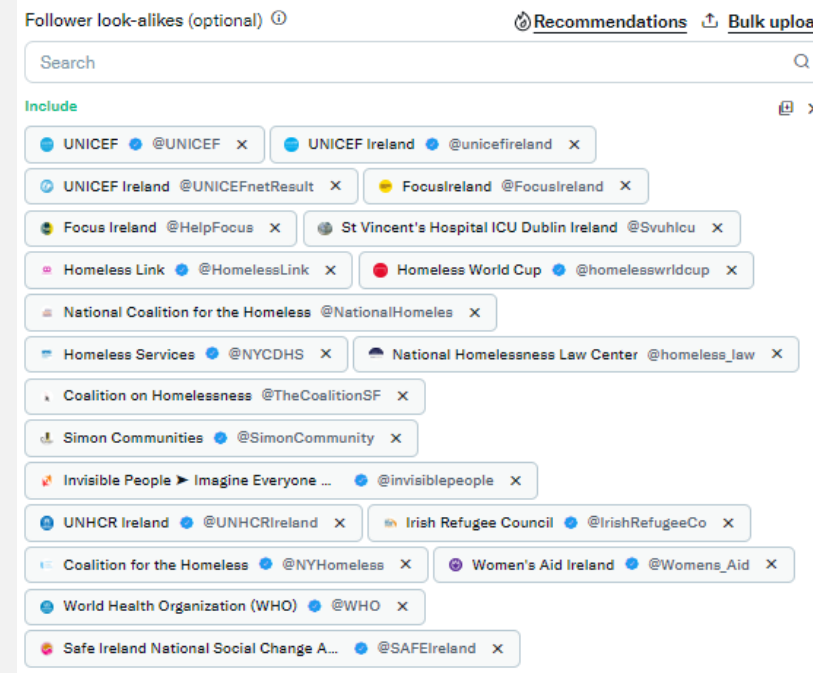
TWITTER FUNDRAISING TOOLS

4 things to remember about marketing on Twitter:

- Real-time news and information
- Twitter is built on communities
- It's all about conversations
- Don't ignore negative comments
- You have to register for cause-based advertising to be eligible to run ads about social equity or environmental causes

ORGANIC & PAID FUNDRAISING TOOLS

- Rally donors around specific hashtags and trends using keyword-targeted Promoted Tweet campaigns
- Create a Twitter Moment
- Leverage Twitter granular targeting such as followers lookalikes, keywords, hashtags, interests, conversation topics and events.
- Use Twitter's Lead generation cards to expand your email audience.



BEST PRACTICES

Maintain an active presence all year-long with an always on approach

WHY?

The top reason millennials and Gen Z may not donate is due to a poor social media presence. Research also found that Gen Z prefers to donate via Facebook, social media, texting, or mobile apps

Leverage hashtags such as #GivingSeason or #GivingTuesday to amplify reach

WHY?

Hashtags help nonprofits optimize, find more engaged audiences, and identify opportunities for future campaigns

Keep up the momentum throughout the campaign by posting fundraising updates and milestones

WHY?

Gen Z and millennials want to receive updates from nonprofits at least monthly

Authenticity is key. Creatives featuring people speaking directly to the camera and UGC perform better

WHY?

9 in 10 people value user-generated content (UGC) over branded promo emails or other content. People trust each other

Thank donors and cultivate your relationships

WHY?

Research on nonprofits and crowdfunding found that celebrating donations (particularly first-time donations on crowdfunding platforms), and including "Thank-You"s from the campaign significantly reduces donor attrition rates



The Fundraiser's Guide to Digital

Owned Media / SEO

How to expand the power of your digital



SEO & OWNED MEDIA

Search Engine Optimisation (SEO) is the process of enhancing the visibility of Owned Assets.

- With SEO you will build **long lasting performance improvements** and a better understanding of your audience.
- **Conversion Rate Optimisation** will show how donors engage with a webpage post-click and how to improve their experience.
- Optimising a website will lead to **stronger conversion rates** across all digital acquisition channels.

75% of people never scroll past the first ten results of a Search Engine

Webpages ranking in Position 1 have a 32% Click Through Rate

DANIEL GRIMES



Head Of SEO

Bio –

Daniel has been working in the Digital industry for 7 years and specialises in Technical & Data focused SEO.

In his current role he is responsible for the Owned Media strategy and services across SEO, CRO & Organic Social.

TODAYS AGENDA



UNDERSTANDING
THE SEARCH
ENGINE RESULTS
PAGE



SEARCH QUERIES
AND CONTENT



USER EXPERIENCE
AND
CONVERSION
RATE
OPTIMISATION



QUESTIONS



SERP (Search Engine Results Page)

- Search Query** - ‘How to Donate to animal shelters’ – Google treats this term as a ‘problem’
 - The results are the ‘solution’ that Google believes is relevant to what was typed into the search bar.
- The Local Pack** - shows organisations that are located near the user, which are seen as relevant.
 - If a ‘**location**’ is included in the search term, it will change results to target that specific area.
- People Also Ask** – Shows similar questions people that search this term are likely to search.
- Rank 1** – This websites page was seen as the most likely to answer the **Search Query**, while also matching other factors such as location.
 - Pages/Websites are shown in order of relevance.

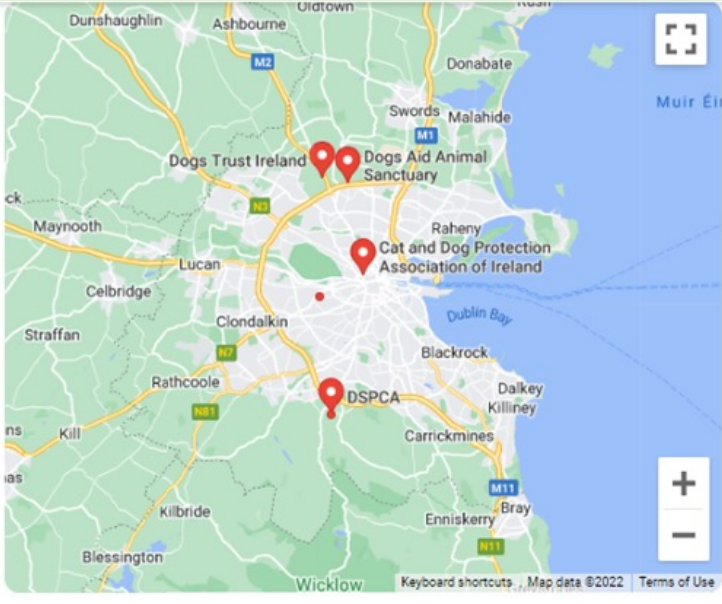
how to donate to animal shelters

Dogs Trust Ireland
4.6 ★★★★★ (817) · Animal shelter
16.1 km · Finglas, Dublin 11, County Dublin · (01) ...
Closed · Opens 2 p.m. Fri
"I urge everyone to donate as much as they can to keep this place running."

Dogs Aid Animal Sanctuary
4.7 ★★★★★ (164) · Animal shelter
15.1 km · Dublin 11 · 087 294 4310
Closes soon · 4 p.m.
"Volunteer or donate here to really help out!"

DSPCA
4.7 ★★★★★ (1.2K) · Animal rescue service
5.6 km · Mount Venus Rd
Closed · Opens 12 p.m. Tue
"First of all, shelter with lots of love to give to animals in need!"

More places →



People also ask :

- What can I donate to my local animal shelter?
- How can I help local animal shelters?
- How do I donate to Ispca?
- What is the best charity for animal rights?

Feedback

https://www.dspca.ie › donate

Donate - DSPCA

Passionate About Animals Since 1840. Your donation will help to: Rescue, Rehabilitate & Rehome animals that come into our care.

TIPS TO APPEAR ON THE SEARCH ENGINE RESULTS PAGE (SERP)

PROVIDE ANSWERS TO AUDIENCE SEARCH QUERIES ON-SITE

01.

REFERENCE BUSINESS NAME, ADDRESS, PHONE NUMBER ON-SITE

04.

CREATE CONTENT THAT IS SEEN AS VALUABLE (EDUCATIONAL)

02.

KEEP PAGE LOAD TIMES UNDER 2 SECONDS

05.

CREATE A GOOGLE MY BUSINESS ACCOUNT

03.

BUILD 'AUTHORITY' WITH GOOGLE

06.



UNDERSTANDING THE
SEARCH ENGINE
RESULTS PAGE



SEARCH QUERIES AND
CONTENT



USER EXPERIENCE
AND CONVERSION
RATE OPTIMISATION



QUESTIONS



HOW TO FIND SEARCH QUERIES



-
- A screenshot of the Google search bar with the text "donate to animal" entered. Below the search bar, a list of suggestions is displayed, each preceded by a magnifying glass icon. The suggestions are:
- donate to animal - Google Search
 - donate to animal shelter
 - donate to animal charity
 - donate to animal rescue
 - donate to animal shelter near me
 - donate to animal welfare
 - donate to animal shelter in someone's name
 - donate to animal aid unlimited
 - donate to animal cruelty
 - donate to animal charity in someone's name

A great technique to find search queries for free is by partially writing into **Googles Search Bar**.

- The suggestions are the top searched queries in your area in relation to what you have already wrote into the bar.
- By adding an asterisk * before a word, Google will show results that have something between the words at the start of your search and the word with the asterisk.

-
- A screenshot of the Google search bar with the text "How to *charity" entered. Below the search bar, a list of suggestions is displayed, each preceded by a magnifying glass icon. The suggestions are:
- how to **start a charity**
 - how to **raise money for charity**
 - how to **register a charity**
 - how to **start a charity foundation**
 - how to **raise funds for charity**
 - how to **donate furniture to charity**
 - how to **donate a car to charity**
 - how to **donate to charity**
 - how to **check a charity**
 - how to **run a charity**

ADDITIONAL TOOLS

Answer The Public and Also Asked



Keyword Surfer – Chrome Extension highlights similar keywords and estimated monthly search volume.

Keyword Surfer

Clipboard

Keyword ideas

Keyword	Similarity	Volume	Star
charities ireland	60%	1300	★
irish charities	55%	1000	★
charity in ireland	50%	1300	★
charities in ireland for the homeless	50%	720	★
charities in ireland list	50%	210	★
charity ireland	45%	1300	★

Paid Tools such as Ahrefs and SEMrush – Limited Free Versions

Terms match	Questions	Also rank for	Also talk about
donate to ukraine 1.4K	how to donate to toy show appeal 200	ulsterbank anytime 17K	ireland 121K
donate blood 900	how to donate to ukraine from ireland 200	pieta house 8.5K	google analytics 20K
climb with charlie donate 800	where can i donate clothes for ukraine refugees near me 150	irish cancer society 6.9K	us 5.1K
i donate 700	how to donate to ukraine 100	red cross ireland 6.5K	mental health 4.9K
donate eggs ireland 700	where to donate old toys ireland 90	irish red cross 6.2K	cookies 4.8K
View all 4,275 >	View all 1,234 >	View all 251 >	View all 48 >

USER INTENT

Over 90% of all Search Queries fall under one of 4 categories, and these categories can be aligned with the conversion funnel – assign audience search queries to their intent and find it's place on-site to help boost visibility.

	Category	Query	Intent
Awareness	INFORMATIONAL	What is.. How.. Why should...	Answers for a question or further details
Interest	NAVIGATIONAL	Dublin Dog Sanctuary Near me...	Looking for a specific website or location
Consideration	COMMERCIAL	Dublin Dog Sanctuary reviews... Best Animal Charities in..	Solutions, comparisons or reviews
Intent	TRANSACTIONAL	Donate to....	Purchase/Download/Sign-up, etc
Conversion			

CONTENT CALENDARS

Map intent based keywords onto the website – a content calendar is a good way to provide visibility at this stage and plan pages that could be created or optimised based on terminology/intent.

The **H1 should contain the keywords you wish to highlight**, along with introducing the content piece to the reader.

This query should be answered within the first 125 words, with the first paragraph being direct and to the point – this will allow your content to be seen as **a solution to the user query and increase visibility**.

October 2021	URL	H1	Tag	Allmap Anchor Text	Contextual Links	Progress	Date Complete	Sent	Sent Date	Revisions	Completed By
Advice	/ready-to-adopt-a-dog/	How to know if you are ready to adopt a dog	Advice Adoption	Adopting a dog	Adopting a dog Dog Breeds	Complete	30/09/2021	Yes	04/10/2021	Edited Alt Text	Kate
Donate	/donating-everyday-objects/	Everyday objects that you can donate for a Dog Sanctuary	Donation	Donating objects	Donating About Us	Complete	08/10/2021	Yes	11/10/2021	Edited Alt Text	Kate
Health	/pet-insurance/	Should my dog have pet insurance	Health Advice	Pet related expenses	Pet Expenses Adopting a Dog	Complete	14/10/2021	Yes	19/10/2021	Edited Alt Text	Kate
Advice	/adopting-a-shelter-or-rescue-dog/	Things to consider before adopting a shelter or rescue dog	Adoption Advice	Rescue Dogs	Rescue Dogs Adopting a dog	Complete	18/10/2021	Yes	18/10/2021		Kate

It is important to space out the production and posting of content so that Search Engines can see your website is being regularly updated.

PUTTING IT ALL TOGETHER

- Discover what your audience is searching for – **Search Queries/Intent**.
- Use your research to start **planning content that answers the ‘queries’ users have**, using a content calendar can help here.
- **Create a visual layout of the content** – this helps to ensure you have the answer to the query within the first 125 words. The rest of the content should support this answer.
- Make sure that you are **writing for the user** and content is meaningful.
 - Google has recently released a new algorithm focusing on the quality of content.
- Always keep in mind the end goal, which is the user. What do you want to tell them, how you want to guide them further through the site.

H1 – How to know if you are ready to adopt a dog?

Tag - | Advice | | Adoption |

Alt – Animal adoption process

Allmap Anchor Text – Adopting a dog

URL within blog subdirectory - /ready-to-adopt-a-dog/

How to know if you are ready to adopt a dog? – H1

If you think [adopting a dog](#) may be right for you but are not sure if you would make a good adoptive owner, we have put together a quick guide to help you decide if this is the right decision for you.

The first step is understanding that dogs who need a new home come in an array of sizes, shapes, and personalities, they can also have very different needs. It’s important to do your homework to find a pet whose needs best match your own lifestyle.



Why do you want to adopt? – H2

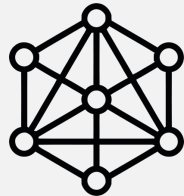
Many people adopt a dog because their kids want a pet or because they want their children to experience the joys and responsibilities of dog ownership. Others adopt because they want to help a dog in need, or because a previous pet has passed away and they miss the companionship that a dog offers. As reasonable as these goals may seem, none of them should be the sole reason behind your decision to adopt a pet. Above all else, you must fully understand what [caring for a particular dog entails](#) before deciding to adopt them.

Is now the right time for you to adopt a dog? – H2

Even if you have done the research on caring for your chosen dog breed, now may not be the most appropriate time for you to adopt a pet. Things to keep in mind are; if your children are extremely young, it may be best to wait a while before adopting. Kids younger than six years of age typically



UNDERSTANDING THE
SEARCH ENGINE
RESULTS PAGE



SEARCH QUERIES AND
CONTENT

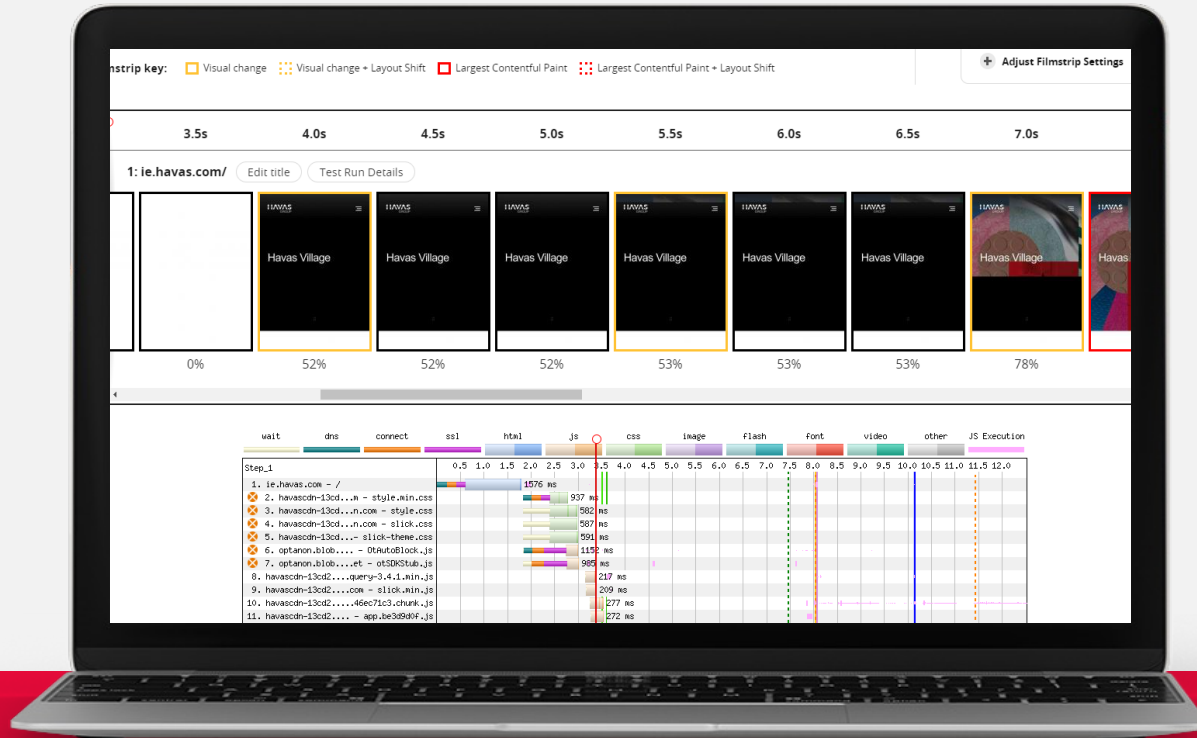


USER EXPERIENCE
AND CONVERSION
RATE OPTIMISATION



QUESTIONS

LOADING SPEED OF A WEBPAGE IS A MAJOR FACTOR IN USER EXPERIENCE & CONVERSION RATE



53% of Mobile site visits are abandoned if pages take longer than 3 seconds to load

Loading speeds within 2.4 seconds has an average conversion rate of 1.9%

Website with a loading speed of 5.7+ seconds have a conversion rate of 0.6%.

USEFUL SPEED TEST TOOLS

- <https://www.webpagetest.org/>
- <https://www.seoptimer.com/>
- <https://gtmetrix.com/>
- <https://pagespeed.web.dev/>

Use on pages with high exit rate/bounce rate or focus pages for campaigns.

Send details to development team who can provide more insights.



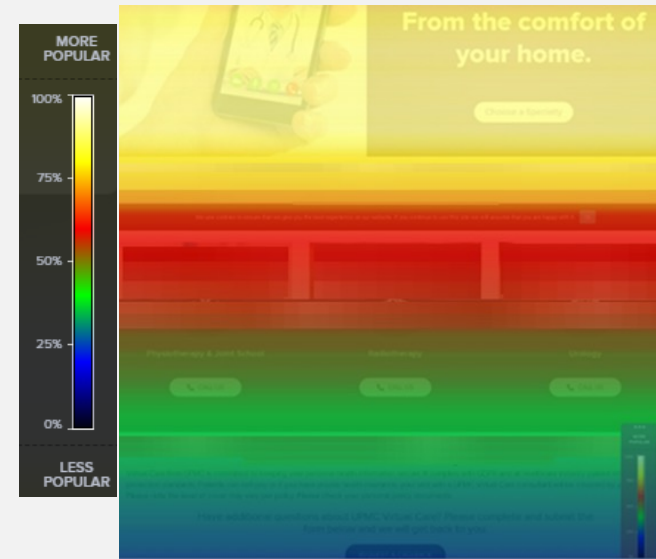
HEATMAPS

Heatmap tools such as **Crazy Egg**, **Microsoft Clarity** and **Hotjar** allow for insights into how users view and interact with a page.

- Highlighting if key areas are being seen by users
- Shows if users are interacting with non-interactive elements, getting frustrated and leaving.
- Can highlight differentiating behaviour between New Vs Returning Users.

Changing a buttons placement to a highly seen area can lead to an increase in conversion rate within a short time frame.

Scroll-Maps



Shows what areas are the most viewed and areas that are rarely seen by users on-site.

The colder the colour, the less users who see that section of the page.

Interactions



Brighter colours show where users are clicking more frequently.

Some heatmaps even number areas by how frequently they are interacted with compared to other elements on-page.

4 TIPS TO IMPROVE YOUR DONATION BUTTONS SUCCESS

1 Use Contrasting Colours

The button should stand out from the rest of the page.

2 Make the Button Bigger

Than the other elements on-page to highlight it's importance – but not too big.

3 Font Should be Legible & Text Should be Direct

4 Keep 'Above the Fold' & Include on Every Page



Donation Page Best Practice

- All form entries are visible without scrolling
- All forms are viewable to start – users are less likely to complete a donation if multiple steps are required
 - If you do require multiple steps, keep this less than 3 and show user progress.
- Allow Custom donation amounts – users are more likely to engage when they can fill in their own donation.

Name & email | Address | Payment

Your donation (required)
€ 40

First Name (required) | **Last Name** (required)
Daniel ✓ | Grimes ✓

Email Address (required) ⓘ
daniel.grimes@havasmedia.com ✓

Phone Number (required) ⓘ
+353 1 000 0000

Proceed to address

Focus Ireland

- Really good and direct.
- Doesn't fully fit on the page.

My Donation

Single Donation | Regular Donation

How much would you like to give?

€40 | €75 | €250

€ 32923

My Details

Email *

Title * | First Name *

Last Name *

IRELAND

Start typing your address...

County

Phone number

We would like to keep you updated about our work and the difference you are making to...

Payment Method

Payment Platform 100% Secure

MAKE A PAYMENT BY CARD | MAKE A PAYMENT WITH PAYPAL

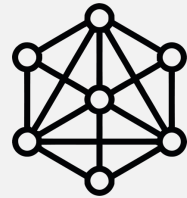
1234 1234 1234 1234

MM / YY | CVC

DONATE



UNDERSTANDING THE
SEARCH ENGINE
RESULTS PAGE



SEARCH QUERIES AND
CONTENT



USER EXPERIENCE
AND CONVERSION
RATE OPTIMISATION



QUESTIONS





The Fundraiser's Guide to Digital

Questions?



The Fundraiser's Guide to Digital

Thank You.