

# NONPROFIT MARKETING ON A BUDGET



## FREE ONLINE TOOLS TO BOOST DONATIONS AND AWARENESS



## THE GIANTS GIVE BACK

Microsoft and Google give roughly \$1 billion to help nonprofits promote their causes online each year



## GOOGLE FOR NONPROFITS

A suite of five tools that qualifying nonprofits can apply for and use for free



[Google.com/nonprofits](http://Google.com/nonprofits)

## G SUITE FOR NONPROFITS

Keep your team organized on the cloud.  
Includes unlimited email addresses on your domain, video conferencing, and 24/7 support.



## GOOGLE AD GRANTS

Get \$10,000 of in-kind Pay-per-click advertising on Google Search results every month.

Track online donations, sign-ups, and registrations.

To be considered, you need a Google Ads account (formerly known as Google AdWords), a Google non-profit account, and the customer ID from your Google Ads account.



## YOUTUBE NONPROFIT PROGRAM

Add donation cards and links to your videos.  
Includes access to YouTube Spaces and dedicated email support.



## GOOGLE ONE TODAY

A free app for mobile devices that features a different nonprofit project every day and makes it easy for people to donate.  
Streamline your nonprofit marketing with easy online fundraising, supporter communications, and a mobile app.  
You keep 100% of the donations.



## GOOGLE EARTH OUTREACH

Use custom mapping and location data to visualize your organization's impact and find new supporters.

Create new knowledge, raise awareness, or enable people to take action to change the world.



## ELIGIBILITY

You must be a nonprofit charitable organization in good standing, and meet the full eligibility requirements.

- Tax-exempt 501(c)(3) organizations
- Organizations, such as churches, that are automatically considered tax-exempt under [group exemption](#) must still obtain recognition of 501(c)(3) tax exemption from the IRS to qualify
- Must be validated by [TechSoup](#).

Some types of organizations are not eligible and will not be verified.

- Not a governmental entity or organization
- Not a hospital or healthcare organization
- Not a school, academic institution, or university
- Fiscally sponsored organizations are not eligible

[Google.com/nonprofits/eligibility](https://www.google.com/nonprofits/eligibility)

## FACEBOOK NONPROFIT TOOLS



[nonprofits.fb.com](https://nonprofits.fb.com)

## DONATE NOW BUTTON

See if your organization qualifies for a "Donate Now" button on your Facebook page.

Providing an easy and secure way for supporters to give to your cause can encourage more giving because it is convenient and visible.



## PAGE FUNDRAISERS

Use Facebook to raise awareness and drive donations for your nonprofit.

Whether your goal is to respond to a current event, raise money for a specific program or generally support your cause, your supporters can donate to your Fundraiser directly on Facebook in a few simple clicks.

Facebook charges no fees on donations.



## FACEBOOK LIVE VIDEO FUNDRAISERS

Do a Facebook Live event to share your experiences and engage supporters in real time.

Add a Donate Button to Live Video

Share your Impact



## SUPPORTER INITIATED FUNDRAISERS

Encourage supporters to start a birthday/holiday fundraiser.

Supporters can organize their own birthday or holiday fundraiser event, and, instead of receiving gifts, that person can direct people to make donations directly to your organization or set up an online giving site that accepts donations from friends and family.



## GIVING TUESDAY

Participate on Facebook during Giving Tuesday

Last year over \$45 million was raised for more than 47,000 nonprofits which included 473,000 individual donations.

This year Facebook and Paypal are teaming up to award \$7 million in matching funds



## FACEBOOK NONPROFIT RESOURCES

[donations.fb.com](https://donations.fb.com)



## AMAZON SMILE

Your organization can collect 0.5% of your supporter's eligible Amazon purchases.

Let your donors, clients, staff, and other supporters know that they can link their Amazon account to donate to your organization every time they buy something from Amazon.

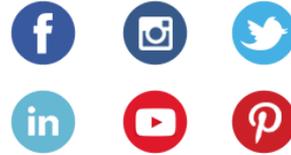
Easy to set up and is no extra cost to the buyer.



## GET SOCIAL



## SOCIAL MEDIA PLATFORMS



## WHY USE SOCIAL MEDIA MARKETING?

- Engage
- Build a Following
- Build Relationships
- Start the Conversation
- Build Credibility
- Provide Value
- Stay Top of Mind



## CHOOSING WHAT PLATFORMS TO USE

- Be discriminating
- Do what's right for your organization
- You don't have to do it all
- Do what you can do well
- Start small and build



## TOOLS TO MANAGE YOUR PRESENCE



## HOOTSUITE

Hootsuite offers Free limited plans (includes up to 3 social profiles for 1 user). Professional and Team plans begin at \$29 and \$129/month. 50% discounts available for nonprofits available on Professional or Team plans.

PROFESSIONAL	TEAM	BUSINESS	ENTERPRISE
\$29 <sup>mo</sup>	\$129 <sup>mo</sup>	\$599 <sup>mo</sup>	Contact for pricing
10 social profiles Unlimited scheduling 1 user	20 social profiles Unlimited scheduling 5 users	35 social profiles Unlimited scheduling 5 users, up to 10	Custom Solutions
Free 30-Day Trial	Free 30-Day Trial	Request a Demo	Request a Demo
<b>Free features, plus:</b>	<b>Professional features, plus:</b>	<b>Team features, plus:</b>	<b>Customizable features:</b>
<ul style="list-style-type: none"> <li>• Bulk scheduling</li> <li>• Robust analytics</li> <li>• Unlimited RSS integrations</li> <li>• \$500 per month ad spend limit to boost posts</li> </ul>	<ul style="list-style-type: none"> <li>• Custom analytics reports</li> <li>• Team assignments</li> <li>• 1 Custom Branded URL</li> <li>• 1 Hootsuite platform certification</li> </ul>	<ul style="list-style-type: none"> <li>• Analytic data exports</li> <li>• Publishing approvals</li> <li>• Premium App Integrations</li> <li>• Custom Branded URLs</li> </ul>	<ul style="list-style-type: none"> <li>• Accelerate the results of your social media strategy by giving teams the platform, advice, personalized training, and advanced analytics they need to be effective.</li> </ul>

## BUFFER

Buffer offers Starter Plans at \$0 and \$15, and Business Plans at \$99, \$199, and \$299 each. 50% discount to all registered nonprofit organizations. All they need to see is your official documentation, such as a copy of your 501(c)(3).

Let's get you started with Buffer  
Find a plan that is right for you

	Starter Plans		Business Plans		
	Free	Pro	Small	Medium	Large
Monthly price	\$0	\$15	\$99	\$199	\$399
Social accounts	3 total	8 total	25 total	50 total	150 total
Additional team members	0	0	5	10	25
Scheduled posts per social account	10	100	2000	2000	2000
Social networks	●●●●●	●●●●●●●	●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●●●

## ENGAGE WITH EMAIL MARKETING

Studies continue to prove that email marketing is still one of the most effective digital marketing tactics available.

Email marketing results in an average of \$40 of revenue for every \$1 spent, making it immensely powerful for budget-limited non-profits.



## EMAIL MARKETING PLATFORMS



## MAD MIMI

Pick a Plan & Go!

45 million emails sent daily for over 125,000 customers. Upload, download or connect anytime. Learn more about our plans.

Basic Individual	Pro Small Business	Silver Business	Gold Big Business
\$10/mo	\$42/mo	\$199/mo	\$1,049/mo
500 contacts	Unlimited contacts	50,000 contacts	500,000 contacts
Sign Up	Sign Up	Sign Up	Sign Up

Checklist: Questions

- What if I change my mind?
- What if I'm not working with you, what then?
- What if I need my plan changed?
- What do I need to get started?
- What do I need?

## MAILCHIMP

Free	Grow	Pro
Get your business up and running.	Level up with features that grow with you.	Add more power to your marketing with advanced tools that enterprise businesses use.
START FOR <b>\$0</b>	START FOR <b>\$10</b> /MONTH AND UP	START FOR <b>\$199</b> /MONTH AND UP
<a href="#">Start Now Free</a>	<a href="#">Sign Up Now</a>	<a href="#">Sign Up Now</a>
	<a href="#">Calculate your price now</a>	<a href="#">Calculate your price now</a>

## MAILCHIMP

Mailchimp offers a 15% discount to nonprofits and charities.

YOUR SUBSCRIBERS	TOTAL SUBSCRIBERS	EMAILS PER MONTH	MONTHLY COST*
100	\$ 0,000	0,000	Free
Mailchimp Pro	\$ 900	Unlimited	\$15.00
YOUR PLAN	\$10.00/month*		
	501-1,000	Unlimited	\$5.00
	1,001-1,500	Unlimited	\$20.00
	1,501-2,000	Unlimited	\$30.00

Only sending emails occasionally? Pay per use

## CONSTANT CONTACT

Nonprofit organizations can prepay and save up to 30%.

Plan	20	45	70	95	125	195	225	295	315	335
Standard	\$1.00	\$1.50	\$2.00	\$2.50	\$3.00	\$4.50	\$5.00	\$6.50	\$7.00	\$7.50
Advanced	\$1.50	\$2.25	\$3.00	\$3.75	\$4.50	\$6.75	\$7.50	\$9.75	\$10.50	\$11.25
Enterprise	\$2.00	\$3.00	\$4.00	\$5.00	\$6.00	\$9.00	\$10.00	\$13.00	\$14.00	\$15.00

## TIPS FOR EMAIL MARKETING

**Craft a compelling subject line**

This is the main way you'll be able to convince people to open your email. Try split (A/B) testing your subject lines to find what works with your audience.

**Keep copy simple and digestible**

Get to the point. No one is going to take the time to read a novel, but if your copy is compelling, short, and easy-to-digest (think lists/stats!) then people are much more likely to read it.

**Use compelling images and/or video to tell the story and appeal to your consumer's emotions**

## MAKE YOUR STORY COMPELLING WITH VISUALS



## USE PHOTOS TO TELL YOUR STORY

A single image has the power to convey an entire storyline in an instant.

**Choose photos that grab the attention of the viewer.**

**Use photos that create an emotional impact. (Human faces are the best.)**

**Images offer a simple, cost-effective way to grab people's attention and show them why they should care.**



## TIPS FOR IMPACTFUL PHOTOS

### **Create Context**

People will attach greater emotional value to images that show why your actions matter.

### **Offer a Fresh Perspective**

Stand out from the crowd by offering a new perspective or presentation of the problem.

### **Get Personal**

We feel connected to the story when we can empathize on an individual level with its characters.

### **Reveal the Conflict**

Conflict is the force that drives a story. Stories of people who have defied the odds gets viewers rooting for the character, and in turn, rooting for your cause.

### **Pull Back the Curtain**

Use visuals to tell the story of what goes on behind the scenes at your nonprofit.

### **Be Consistent**

Consistent visuals help nurture familiarity and trust with your nonprofit while inconsistency can cause disconnect between viewers and your visuals.

## STOCK IMAGES

Investing in professional photos is best.

**If you can't take have professional images taken, find good stock images.**

Shutterstock

iStockPhoto

Dreamstime

Adobe Stock

Pexels

## VISUALS ON SOCIAL MEDIA

Visuals are especially effective on social media.

Instagram, for instance, is a platform driven entirely by visuals.

On Twitter, tweets with images receive 150 % more retweets than those without.

Facebook posts with images receive 162% more interactions than the average post.

## AWAKEN EMOTIONS THROUGH VIDEO



Follow the Frog <https://youtu.be/3ilk0l3srLo>

## THE POWER OF VIDEO

Video awakens one's and has the power to spread to enormously large groups of potential donors.

Emotions are ultimately what drive people to act

Video can do wonders to increase content engagement and clickthrough rates

## TOOLS FOR CREATING VIDEO

You can create great videos for social media without all those bells and whistles.

Use your Smart Phone

Facebook Live

Slide.ly

Promo Video

Adobe Spark

## DESIGN TOOLS



## CANVA

Create high-impact social media graphics and marketing materials.

Canva offers its premium version free to registered nonprofits.



## ADOBE CREATIVE CLOUD

Adobe offers nonprofit pricing discounts in our VIP (Value Incentive Plan) and TLP (Transactional Licensing Program) programs globally.



**FLEXIBLE PURCHASING OPTIONS**

<b>Creative Cloud plans and pricing</b> All plans include creative services, license management, security, and support.	Single App plan US\$339/mo per license for one desktop app All Apps plan US\$799/mo per license for all desktop apps	Single App plan US\$439/mo per license for one desktop app All Apps plan US\$999/mo per license for all desktop apps
<b>Adobe Stock</b> Add creative royalty-free image licenses to any Creative Cloud plan	Get 10 images each month starting at US\$29/mo	Get 888 648-2990 for pricing
<b>Volume discounts</b>	Available for file licenses Call 888-648-2990	Available for large organizations Call 888-648-2990
<b>Membership terms</b>	Annual contract paid monthly or quarterly or choose prepaid term from 1 to 3 years Call 888-648-2990	Value Incentive Plan (VIP) with term length options up to 3 year Enterprise License Agreement (ELA) paid annually
<b>Payment options</b>	Credit card, PayPal, purchase order	Purchase order

## THANK YOU!

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