



# Change the Channel!

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*Multi-Channel Marketing for Your Next Fundraising Campaign*



# Wait, Who Are You?

## Abby Jarvis

*Nonprofit Education Manager*

- + Nine years at Qgiv
- + Passionate about turning research and nonprofit best practices into easy-to-understand resources
- + Also an amateur beekeeper, gardener, and fairy-tale writer



# What the heck is “multi-channel marketing?”

It's the practice of **simultaneously marketing** a product, campaign, or program through **different types of media**.

# What's In a Multi-Channel Marketing Plan?

A multi-channel marketing campaign will generally include marketing on:

- + Your website
- + Social media
- + Paid search & SEO
- + Retargeting ads
- + Print pieces
- + Direct mail
- + Phone calls
- + Text messaging
- + Fundraising and donation processes





# What Is Your #1 Most Effective Fundraising Channel?



- + Our website and online donation form
- + Direct mail fundraising appeals
- + Social media fundraising
- + Text-based fundraising



# Choosing & Using Different Channels

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# Choose Your Channels



You don't have to be on every available channel!



Spend your efforts where you know donors hang out.



Evaluate existing channels—can you retire any of them?



Evaluate your goals. Will adding a channel make a difference?

# Choose Your Channels

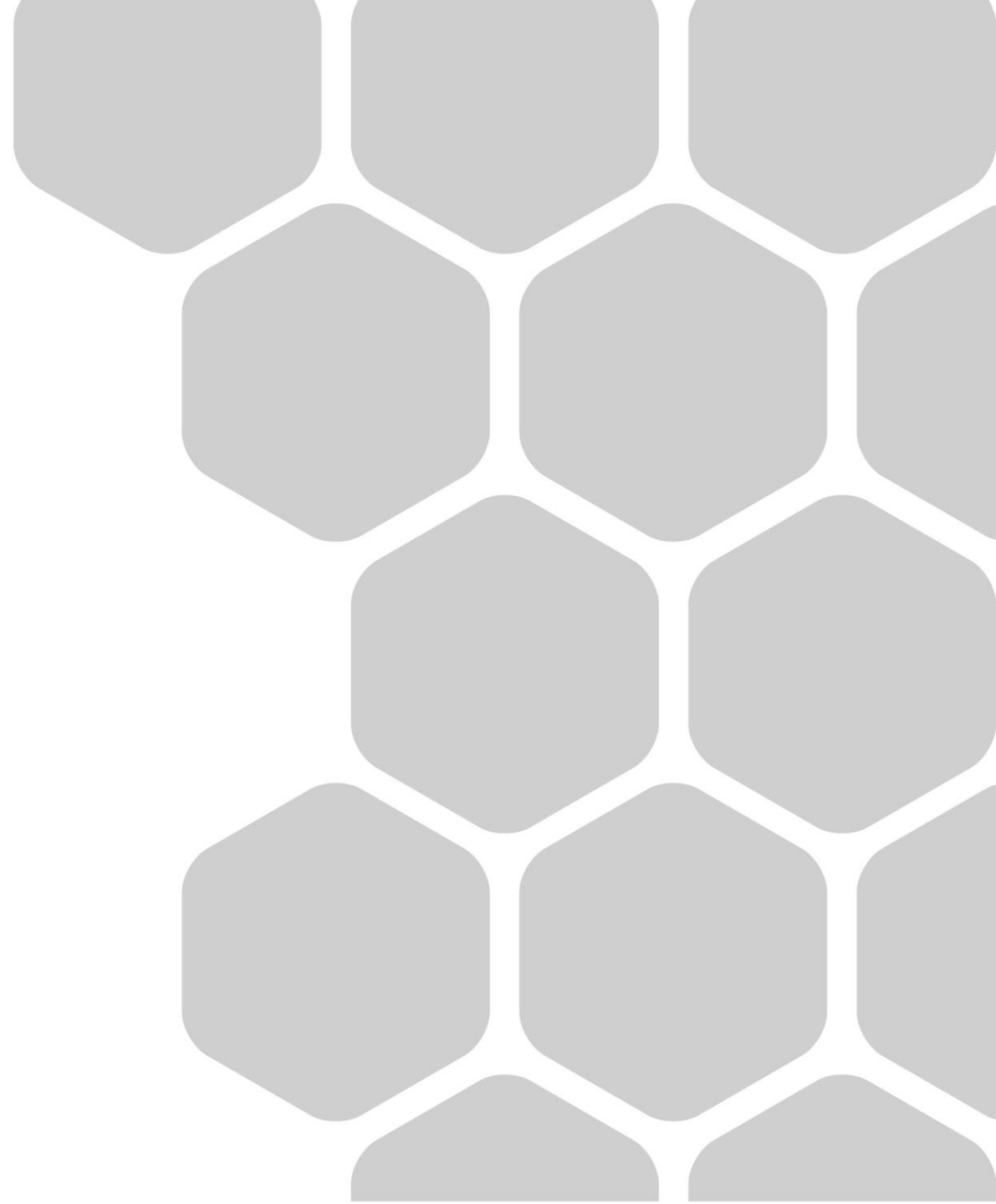
Spreading yourself too thin is bad for your health... and for your campaign's health.

- + You'll burn yourself out
- + It's **hard to do a good job** on a platform you hate
- + Channels that aren't popular with your donors will **take up your time** and give you **poor results**



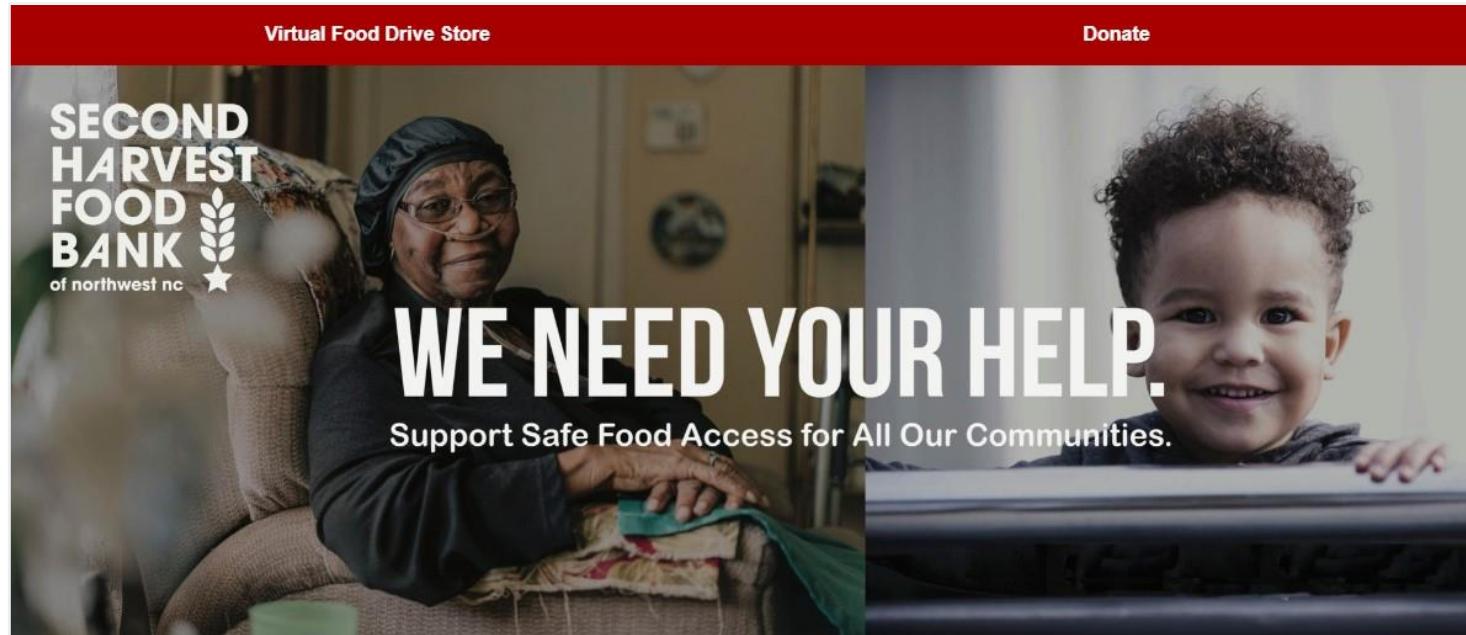


Your Website

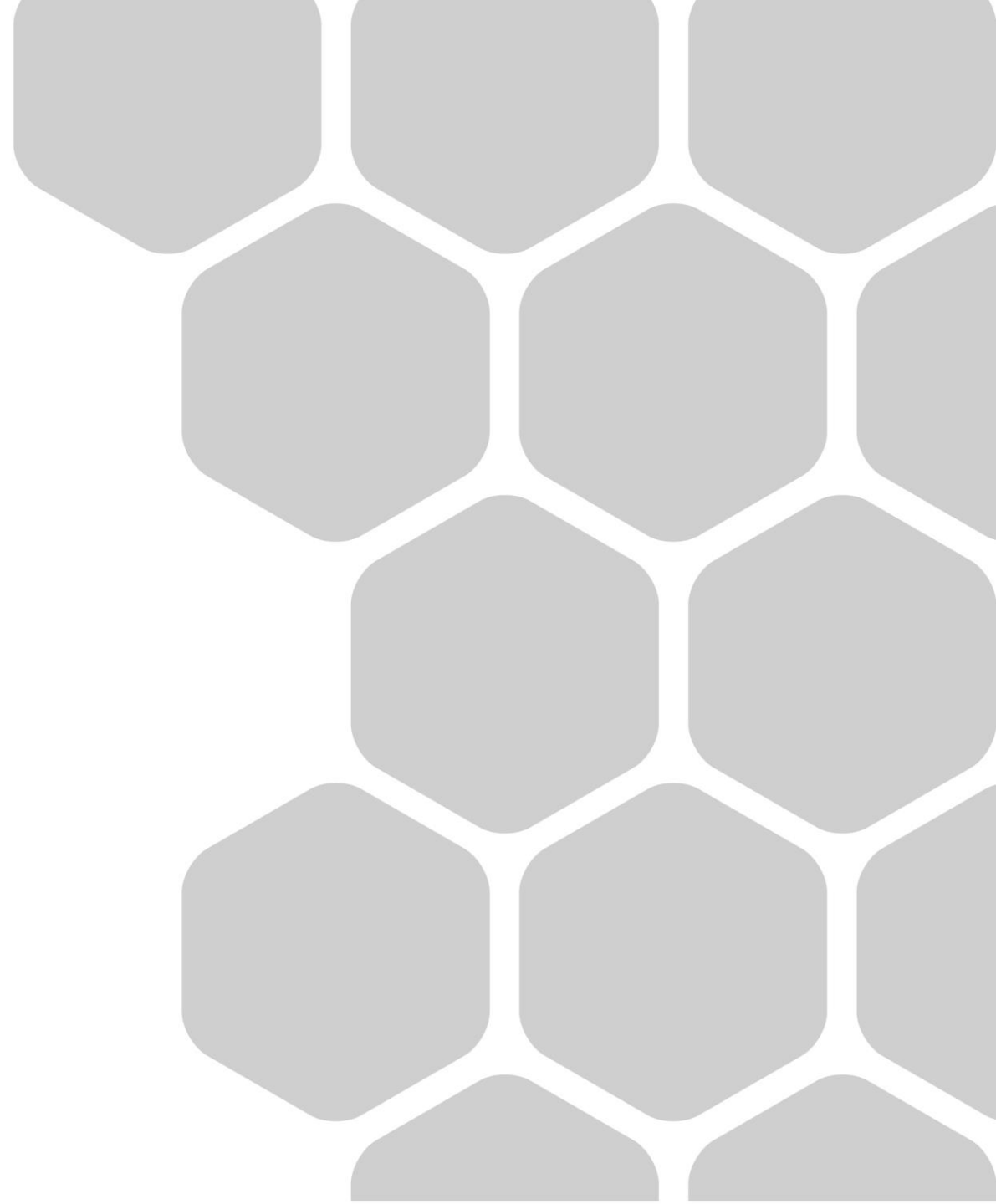


# Your Website

Your website is the hub of your online presence! Your content should be front and center, and information should be easy to locate and act upon.



Direct Mail



# Direct Mail

Direct mail is still a reliable fundraising channel, especially if you have lots of donors from the Baby Boomer generation.

Younger donors appreciate direct mail updates, too!



# Email Communications





# Email Communications

This is an ideal format for storytelling, but it's important to keep it short and scannable. Consider introducing your story, then linking to the full story.



**WE ARE ALL**  
*Brother Wolf*

A fractured pelvis, a broken rib, several painful bruises, cherry eye...and a wagging tail. **Meet Ginger, the eternal optimist.**

Ginger's road to recovery began when she arrived at a rural county shelter after being hit by a car. She was labeled a stray but no one came to claim her. The shelter began searching for a loving foster home where she could heal peacefully. **We reached out knowing one of our dedicated foster homes could provide the care Ginger so desperately needed.**



She arrived at Brother Wolf just as wiggly and sweet as could be. During her exam with our medical team, we discovered that Ginger had been shot, and that there **was still a bullet lodged in her body that had likely been there for years.**

Despite this and her many other injuries, Ginger's tail wagged excitedly. She completely charmed us all right from the start!

Her caring foster mom invited her into a calm and peaceful house where Ginger's body could heal. Every day she goes for a slow walk in the neighborhood. Ginger is sweet and affectionate, and very high energy! **She loves to play, explore and meet new people.** She quickly learned the household routines and even waits at the door for her leash to be put on before going out the door. Ginger should be fully healed and ready for adoption by the end of February.

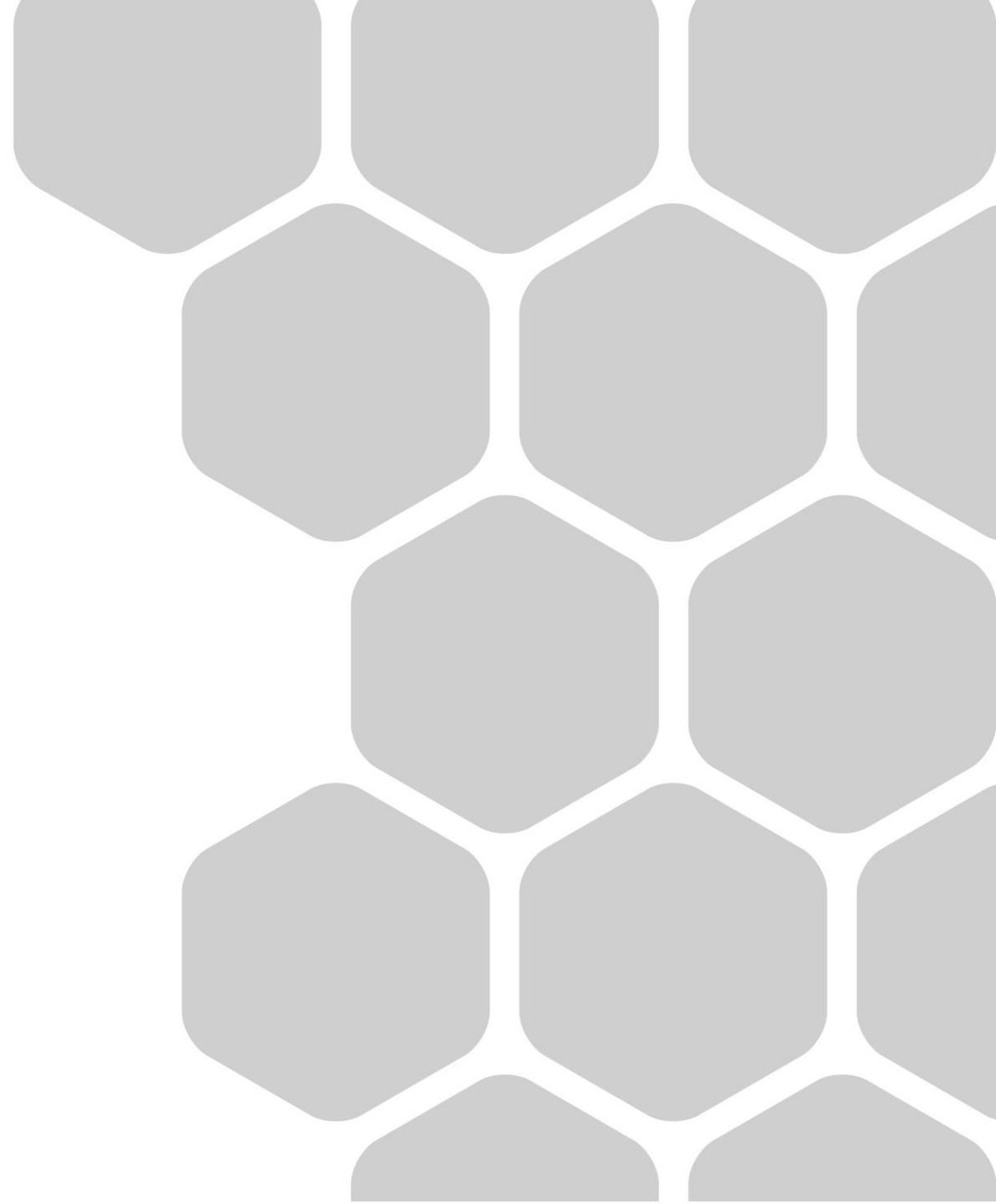


These incredible transformations are made possible by you, our dedicated supporters. Thank you for caring about animals like Ginger. **Because of you, her life is forever changed.**

Help us transform other animals' lives by donating, fostering, adopting or volunteering.

**Donate Today and help animals like Ginger**

# Social Media



# Social Media

Almost everyone is on social media these days! The Sprout Social 2019 Index found that about 83% of Americans had a Facebook account. That doesn't include other platforms!

- + Different generations favor different platforms! Target platforms where your ideal donors spend their time.
- + Quality > Quantity
- + You don't have to be everywhere!



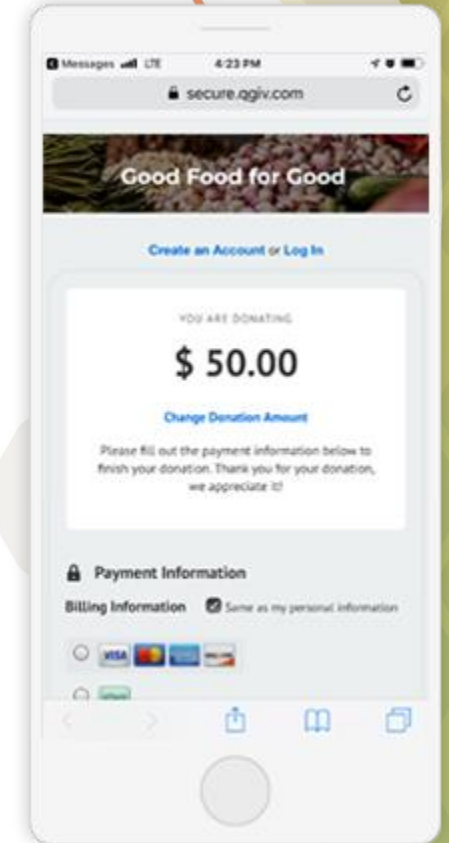
# Text Fundraising & Communications



# Texting: The Phone-al Frontier

90% of text messages are opened within 3 minutes. Most people respond in 90 seconds!

Because it's such a personal communication method, it can very quickly become intrusive or annoying.





# Choose Your Channels: Getting Started

Ask yourself:

- + Where do your donors **engage with you** most frequently?
- + What channels have been **successful in the past**?
- + What channels are you actively using that are **not working**?
  - + What can you change?
  - + Can you retire those channels?



# Choose Your Channels: An Example

Lakeland Food Pantry is preparing a campaign. Here's their channel list:

**Direct mail appeals** ✓

Always successful for them

**Email appeals** ✓

Also very successful

**Facebook** ✓

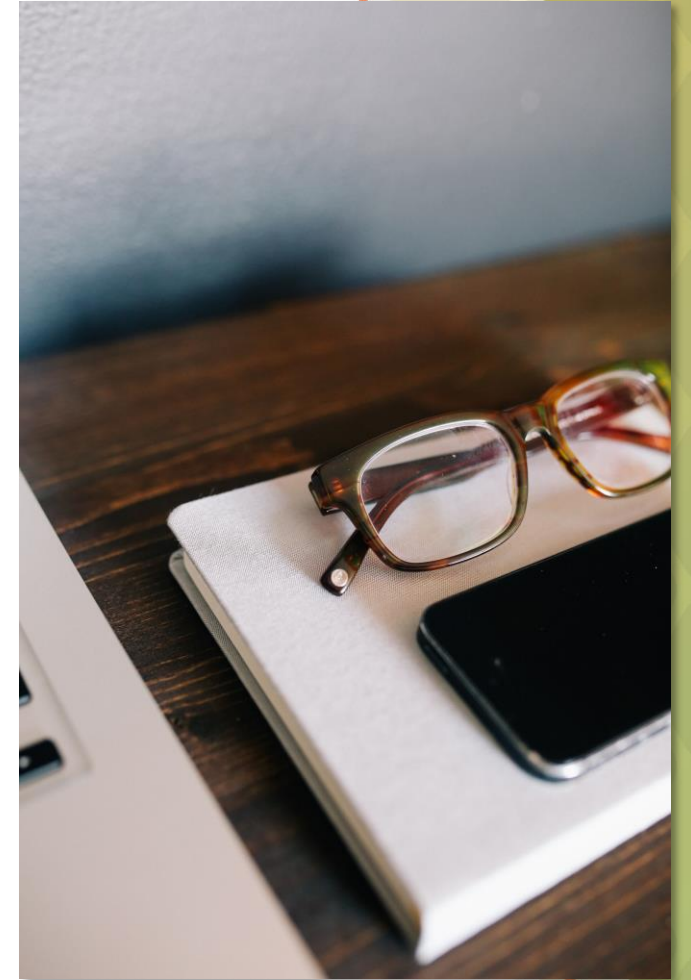
Lots of engagement and decent donation activity

**Instagram** ✓

Great for engagement but not for appeals

**Twitter** ✗

Never successful





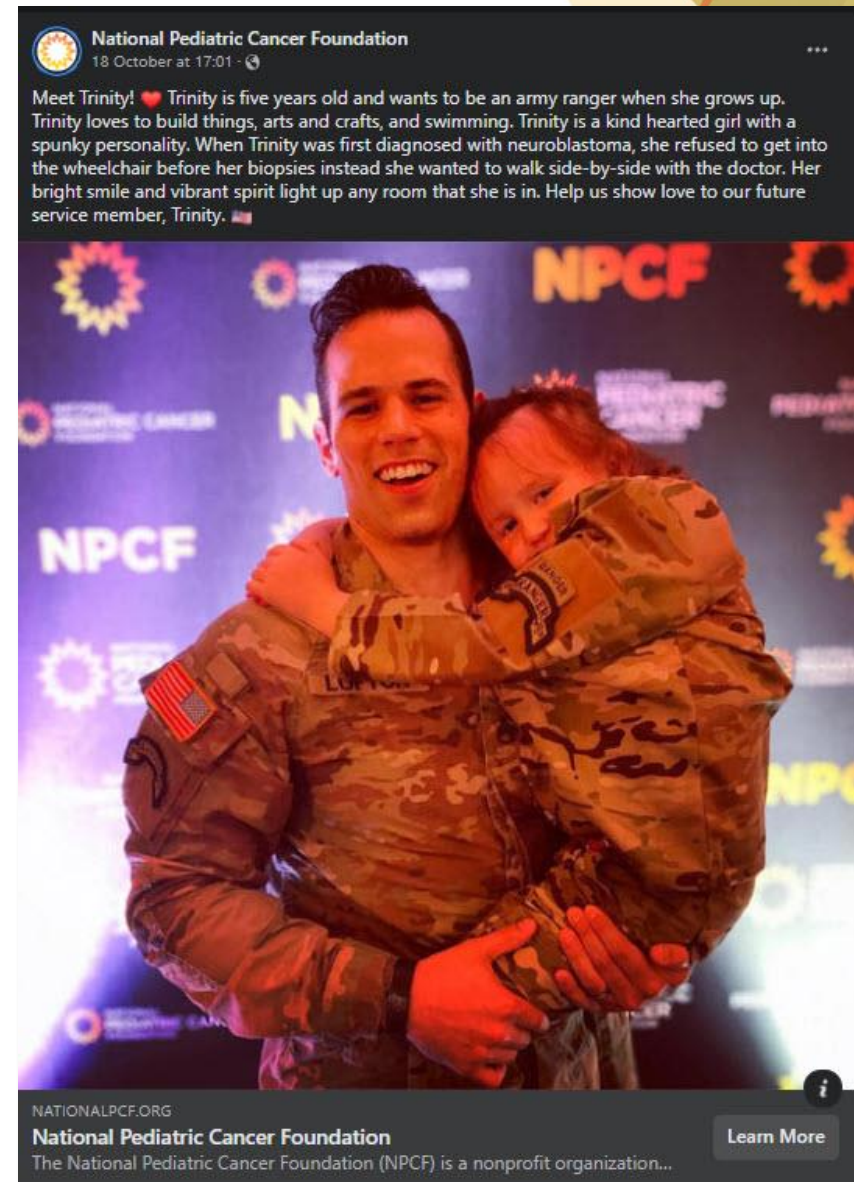
# Tip #2: Learn What Your Donors Like

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# Learn What Donors Like

Before you start planning your campaign, get a feel for what your donors like and engage with.

- + You'll create better, **more engaging content**
- + You **won't waste your time and resources** creating content that never gets good traction
- + Donors will see more of **what they like** and more of **what inspires giving**



# Learn What Donors Like: Getting Started

Ask yourself:

- + Which of your **past appeals** have been most successful?
- + What **stories** have resonated best with your audience(s)?
- + What **pieces of content** have gotten the most traction?
- + What **engagement strategies** have been most successful?





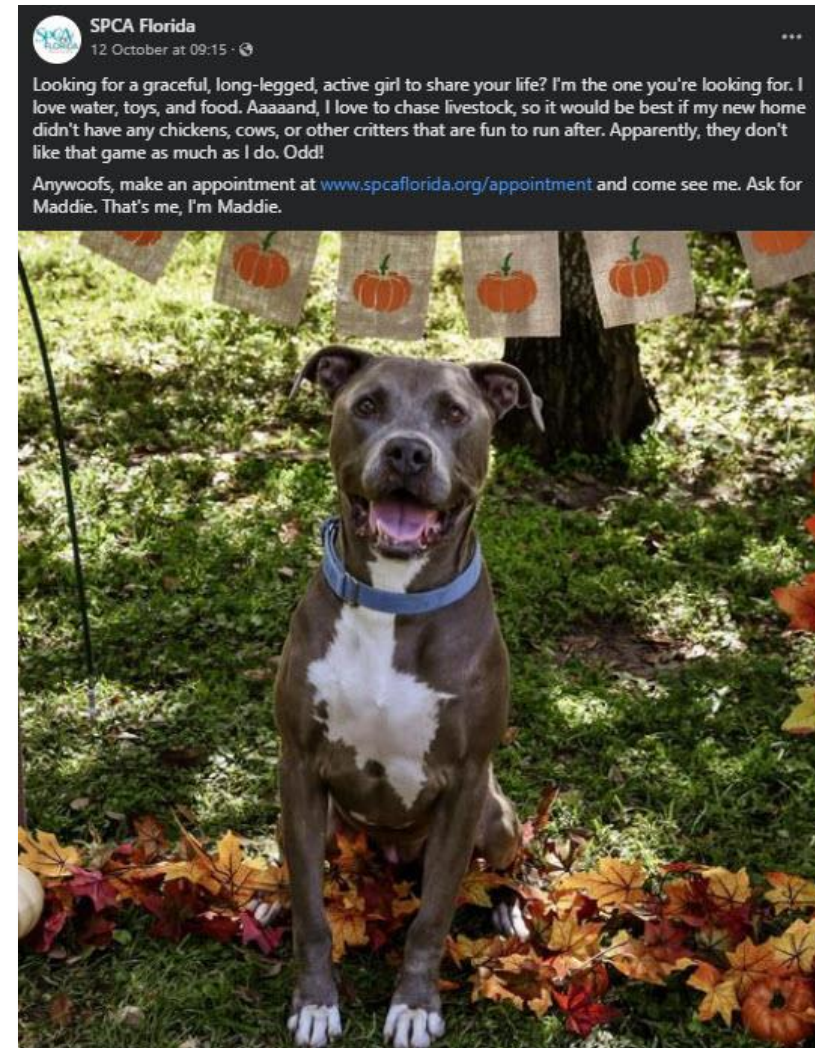
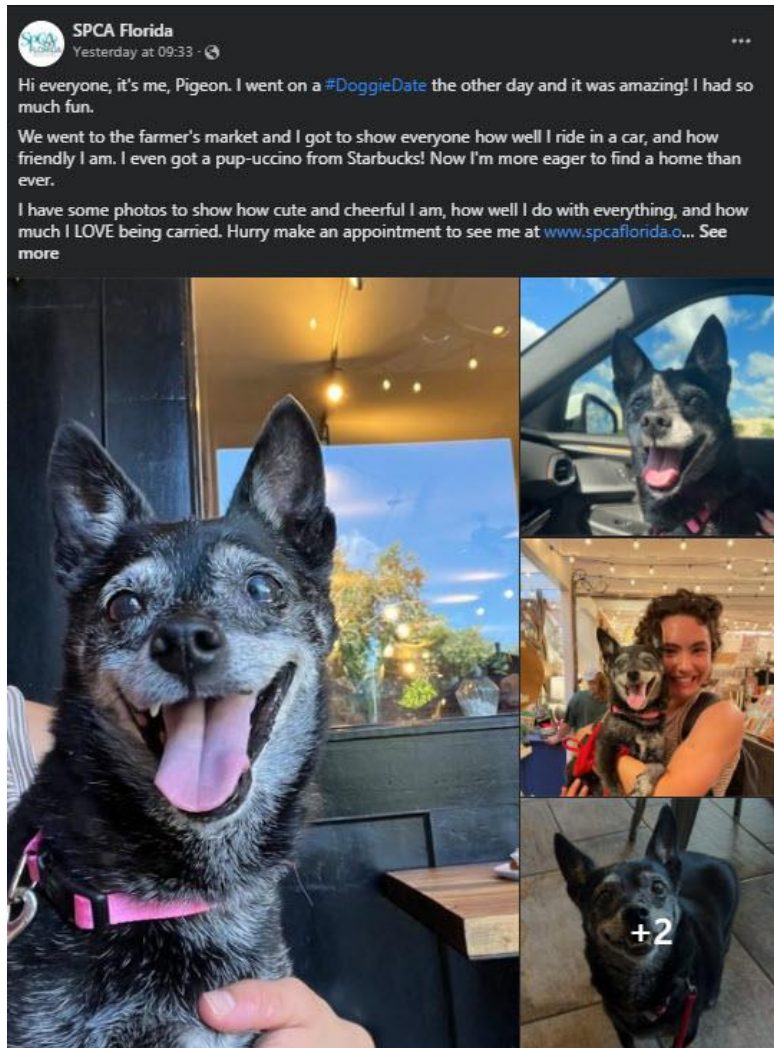
# Learn What Donors Like: Getting Started

Once you understand what's performed well in the past, take time to identify:

- + Common themes that are popular
- + Engagement trends and patterns
- + Popular asset types
- + Shared posting elements (day, time)
- + Any other trends or patterns



# Learn What Donors Like: An Example





# Learn What Donors Like: An Example

September 14: Request for newspaper for housetraining puppies

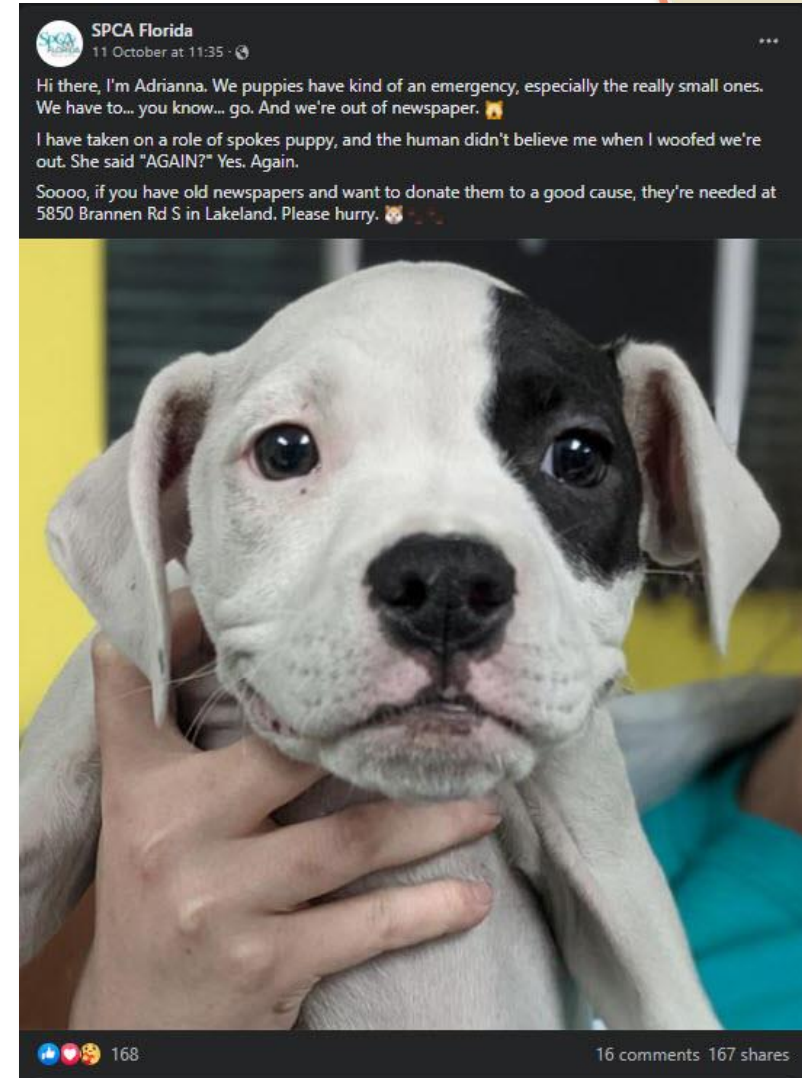
- + Request comes from staff
- + Image is a stock photo
- + 23 likes
- + 30 shares



# Learn What Donors Like: An Example

October 11: Request for newspaper for housetraining puppies

- + Request comes from puppy
- + Image is of a real shelter puppy
- + 168 likes
- + 167 shares





# Tip #3: Create Versatile Content

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# Create Versatile Content

Get the most out of your work! Focus on creating content that can be used multiple ways on multiple channels.

- + You'll **get a better return** on the time and resources you spend creating content
- + Your messaging is **stronger and more memorable** when you share it in different ways and in different places
- + You can still **fill a content calendar** with the same number of posts!



# Create Versatile Content: Getting Started

Ask yourself how you can get the most mileage from different pieces of content:

- + What assets take the most time to create?
- + Which of your marketing channels require the most time or resources?
- + What types of content do you feel could be the most versatile?



# Create Versatile Content: Getting Started

## Instead of...

Writing long Facebook statuses

Exclusively streaming live video

Taking new photos for every post

Creating brand new content for every donor newsletter

## Try...

Creating blog posts you can share across different channels

Creating a single video (or series of videos) you can use different places

Scheduling one or two photo shoots that include lots of pictures

Including snippets of blog articles and other resources, then linking to your site





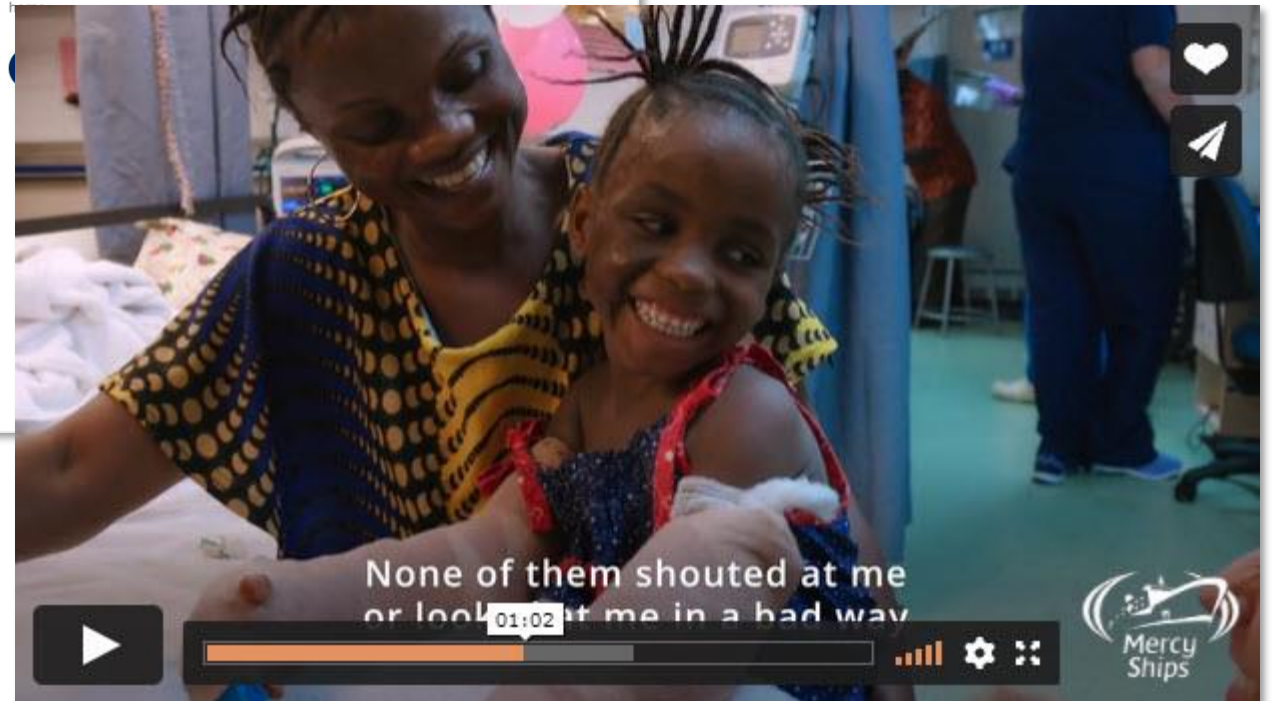
# Create Versatile Content: An Example



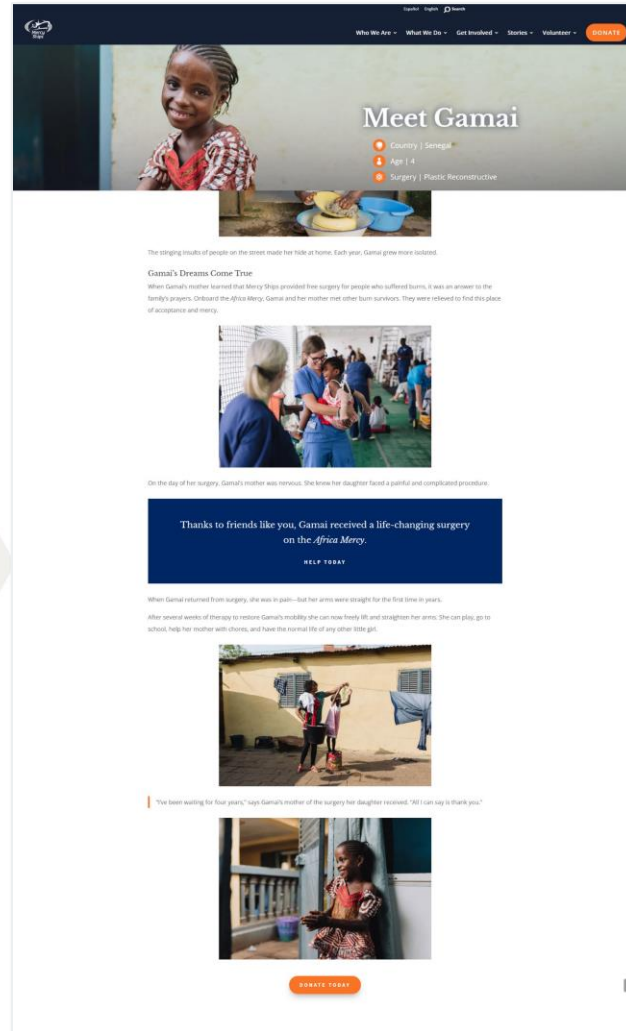
## Lives Changed

### Gamai's Story

Gamai wanted to play, go to school, and even help her mother around the house — but scars from burns she received when she was younger left her unable to straighten her arms. And insults from people on the street made her want to hide at



# Create Versatile Content: An Example



**Meet Gamai**

- Country | Senegal
- Age | 4
- Surgery | Plastic Reconstructive

The striking results of people on the screen made her smile at home. Each year, Gamai grows more confident.

**Gamai's Dream Come True**

When Gamai's mother learned that Mercy Ships provided free surgery for people who suffered burns, it was an answer to the family's prayers. Onboard the *Africa Mercy*, Gamai and her mother met other burn survivors. They were relieved to find this place of acceptance and mercy.

On the day of her surgery, Gamai's mother was nervous. She knew her daughter faced a painful and complicated procedure.

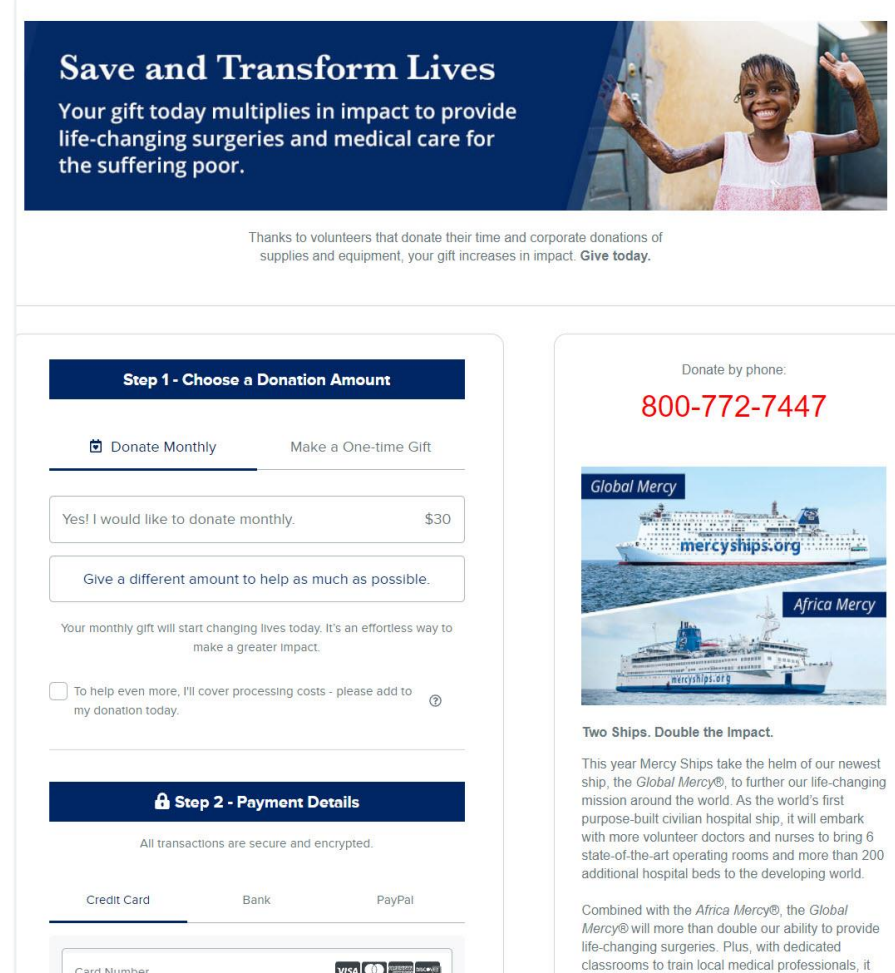
Thanks to friends like you, Gamai received a life-changing surgery on the *Africa Mercy*.

HELP TODAY

When Gamai returned from surgery, she was in pain—but her arms were straight for the first time in years. After several weeks of therapy to restore Gamai's mobility she can now freely lift and straighten her arms. She can play, go to school, help her mother with chores, and have the normal life of any other little girl.

"I've been waiting for four years," says Gamai's mother of the surgery her daughter received. "We can say I thank you."

**DONATE TODAY**



**Save and Transform Lives**

Your gift today multiplies in impact to provide life-changing surgeries and medical care for the suffering poor.

Thanks to volunteers that donate their time and corporate donations of supplies and equipment, your gift increases in impact. **Give today.**

Donate by phone:  
**800-772-7447**

**Global Mercy**

**Africa Mercy**

**Two Ships. Double the Impact.**

This year Mercy Ships take the helm of our newest ship, the *Global Mercy*®, to further our life-changing mission around the world. As the world's first purpose-built civilian hospital ship, it will embark with more volunteer doctors and nurses to bring 6 state-of-the-art operating rooms and more than 200 additional hospital beds to the developing world.

Combined with the *Africa Mercy*®, the *Global Mercy*® will more than double our ability to provide life-changing surgeries. Plus, with dedicated classrooms to train local medical professionals, it

**Step 1 - Choose a Donation Amount**

☒ Donate Monthly ☐ Make a One-time Gift

Yes! I would like to donate monthly. \$30

Give a different amount to help as much as possible.


Your monthly gift will start changing lives today. It's an effortless way to make a greater impact.

☐ To help even more, I'll cover processing costs - please add to my donation today. ?

**Step 2 - Payment Details**

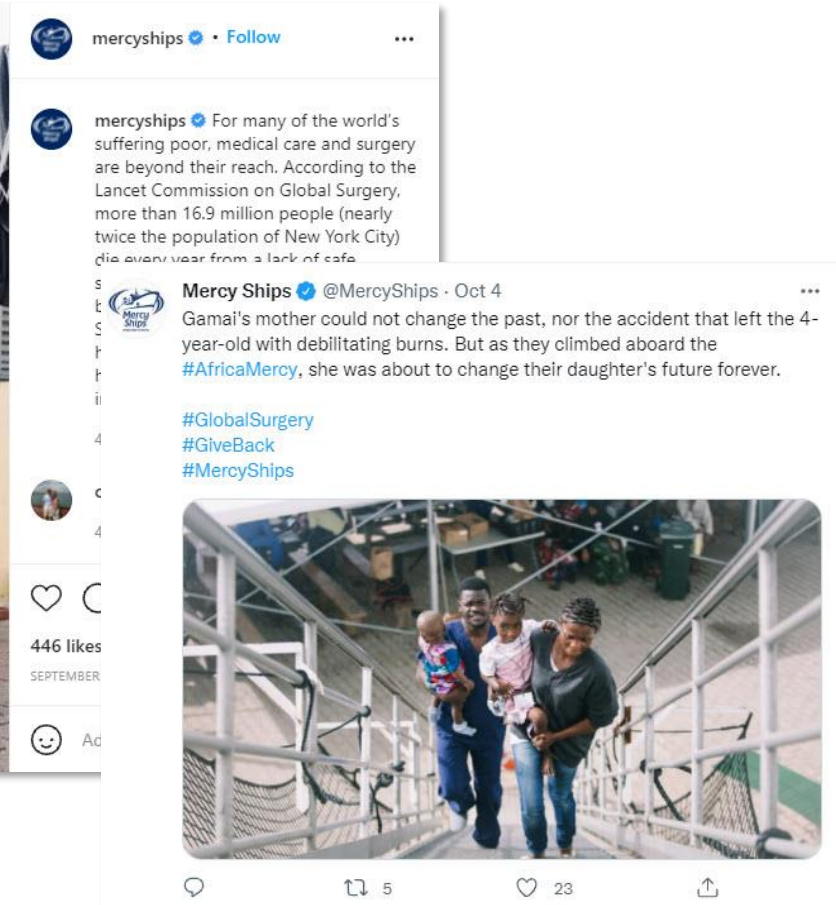
All transactions are secure and encrypted.

☒ Credit Card ☐ Bank ☐ PayPal

Card Number 



# Create Versatile Content: An Example





# BONUS: Add Content to Your Donation Form

Keep donors connected to the content that inspires them by including campaign elements on your donation form:


- + Include campaign photos at the top of your donation form
- + Reinforce your appeal with content at the top of your form
- + Add suggested donation amounts, then reiterate a donor's impact with impact statements and images

Choose Your Gift


One Time Ongoing


MOCA Cares  
Your gift helps provide comfort items to our survivor community. \$50



MOCA Scholar  
Your gift helps to educate the public and medical community. \$100



MOCA Supporter  
Your gift helps give support to our survivors and their families. \$250




MOCA Explorer  
Your gift ensures that ongoing research continues for ovarian cancer. \$500

Choose Your Gift

One Time Ongoing



Grocery Shopper \$25/week  
Provides four weeks of healthy groceries for someone in our community  
📅 \$100 gifted over 4 installments



Pantry Hero \$50/month  
Provides 170 hot meals to families in our shelter  
📅 \$300 gifted over 6 installments



# Review and Revise

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# Gauging Your Success

Once you've wrapped up your campaign, take a while to review your successes and opportunities for improvements.

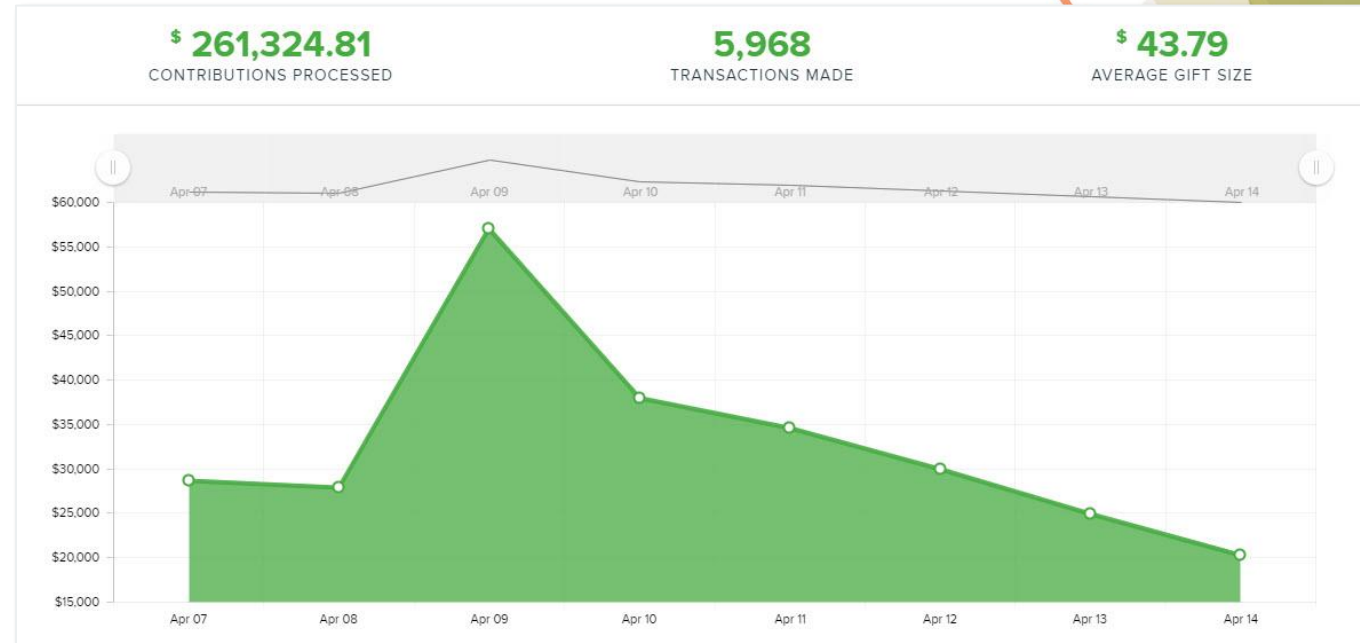
- + Did you hit your goal?
- + What worked? What didn't?
- + What will you change next time?



# Plan for the Future

Use what you've found to prepare for your next campaign!

- + Mimic what worked
- + Tweak what fell flat
- + Cut excess channels
- + Refine your audience







# Questions?

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