LEVEL UP YOUR DIGITAL:
Strategies & Best Practices to Increase ROI

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PRACTICAL WISDOM FOR NONPROFIT
ACCIDENTAL TECHIES

Hi there!

Maureen Wallbeoff
Nonprofit Digital Strategist
& Technology Coach

- ✓ **More than 15 years working inside and alongside nonprofit organizations**

- ✓ **Resident of Cape Cod**

- ✓ **I help growing nonprofits experience wildly successful technology projects (by any means necessary)**

- ✓ **I've done it the hard way so you can do it the easy way!**

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Our Agenda

- Digital Engagement Program Ingredients
- Improving Your Approach
- Setting Collaborative Goals
- Open Q & A

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Quick Poll:
Have you ever heard this statement…

"We've got our online engagement programs all figured out!"

What We Want It To Be Like

Just click your heels together three times and say, "My organization has set reasonable performance goals for our digital channels and we are working together effectively to achieve them!"

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What It Often Feels Like

What It Should Feel Like

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The Secret to Getting a Good ROI?

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Digital Engagement Elements:

What Do You Really Need?

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Essential Tech for a Decent Digital Program

DONOR DATABASE A place to store information about your supporters. The "database of record". May be a full CRM.

EMAIL MARKETING Send email blasts, newsletters, appeals and other communication to specific audiences.

EVENT MANAGEMENT Promote events, collect attendee data and money, manage tickets and inventory.

MULTIMEDIA CONTENT Videos and podcasts. May host and distribute multimedia content in multiple places.

ONLINE FUNDRAISING Allows supporters to make secure donations online. May include Peer-to-Peer and Crowdfunding.

SOCIAL MEDIA Content on Facebook, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, and Twitter. Can include fundraising.

SURVEYS Secure method of collecting data about your supporters, their interests, and their communication preferences.

WEBSITE The main place to share content and information with the general public. May include blogs.

Let's Think About It Differently!

To Get ROI, You Need:

- **Supporters**
- **Content**
- **Channels**
- **Actions**

SUPPORTER TYPES

Inactives: Are on the email list, or have looked at your social media pages, but have not engaged yet.

Listeners: Follow on social media channels but rarely engage.

Spreaders: Like and share content from social media channels or emails.

Evangelists: Engage beyond the digital world by attending events.

Instigators: Join in the work as a champion, volunteer, or donor.

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WHAT'S THE VALUE OF A SUPPORTER?

2,500 in your email list.

Last year's email donation total was $10,000. 2,500/$10,000=0.25

Your subscriber value would be 25 cents per person.

Your email list would be worth $10,000.

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HOW DOES YOUR ORGANIZTION THINK ABOUT SUPPORTERS?

- Do you know *all the ways* that someone is connected to your organization?

- Does everyone get *the same content* over the same channels?

- Are different departments *communicating separately* to the same people?

CHANNELS

The average nonprofit uses at least 10 channels to communicate with their supporters!

- Website
- Facebook
- Twitter
- Email
- Search Ads
- Direct Mail
- Instagram
- TikTok

- Snapchat
- YouTube
- Pinterest
- Facebook Ads
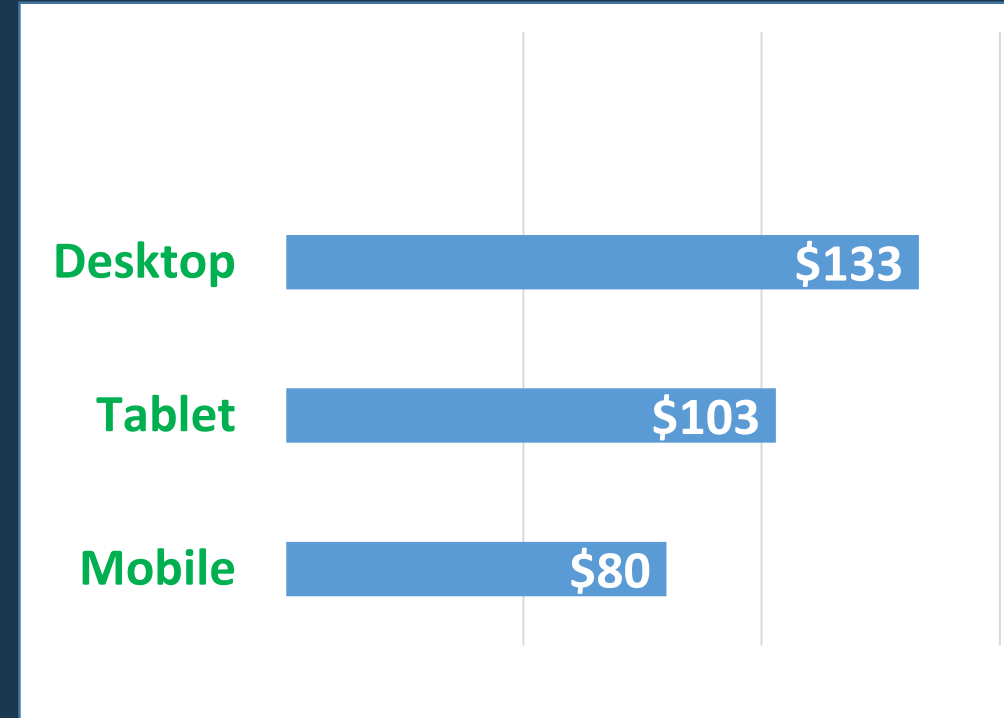- LinkedIn
- Podcasts
- Phone
- Livestreaming

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AVERAGE CHANNEL PERFORMANCE: WEBSITE

- **Nonprofits raised $0.83 per website visitor in 2018**
- **Overall, 1.0% of website visitors made a donation.**
- **The majority of website traffic came from mobile and tablets.**
- **The majority of donations were made on a desktop or laptop.**

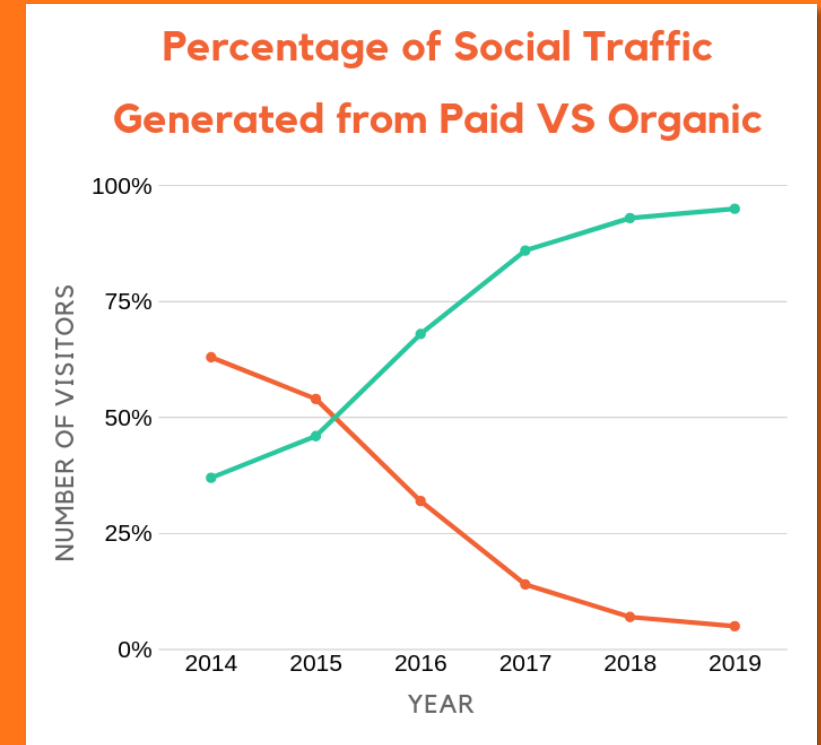**Desktop** $133
Tablet $103
Mobile $80

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AVERAGE CHANNEL PERFORMANCE: SOCIAL MEDIA

- For every 1,000 email addresses, nonprofits had an average of 806 Facebook fans, 286 Twitter followers, and 101 Instagram followers.

- For every $100 in online revenue, nonprofits raised $1.77 on Facebook.

- Each Facebook post reached only 4% of a nonprofit's fans.

Percentage of Social Traffic Generated from Paid VS Organic

(line chart with Y-axis labeled "NUMBER OF VISITORS" ranging 0% to 100%, X-axis labeled "YEAR" with values 2014–2019)

AVERAGE CHANNEL PERFORMANCE: EMAIL

- **Email messaging drove 13% of all online revenue in 2018.**

- **Email revenue decreased by 8% in 2018.**

- **The average revenue per email message sent was $45.00.**

Social Media 13%

Company Intranet 13%

Email 52%

Search 18%

News 4%
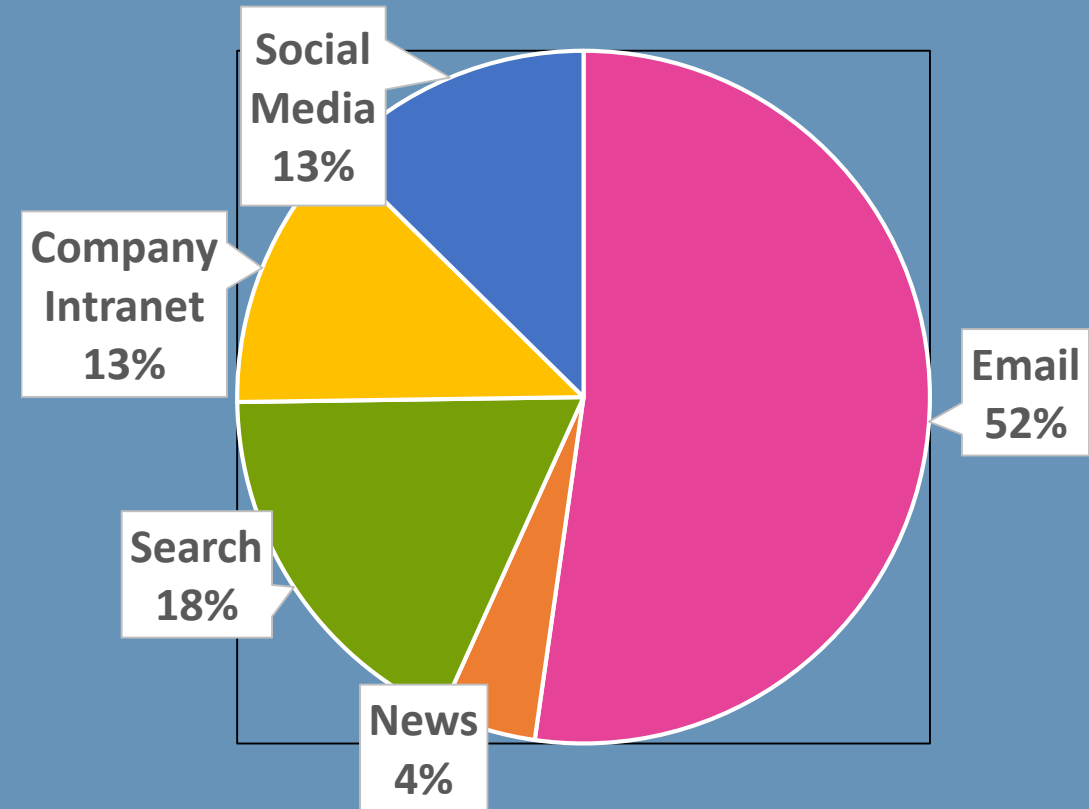
What channel do most US adults check first every day?
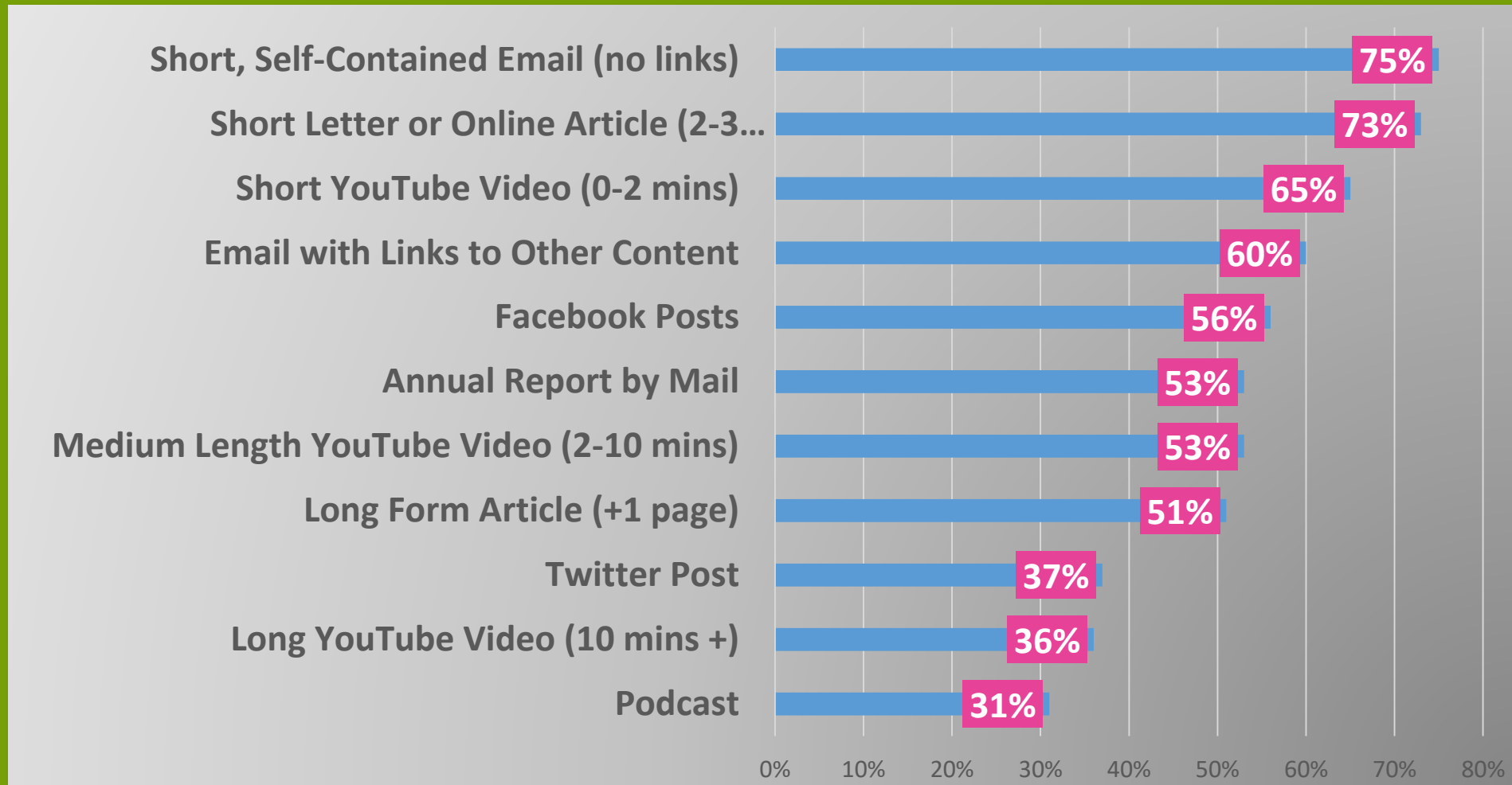
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DONOR CONTENT PREFERENCES

Have you asked your donors what type of content they want?
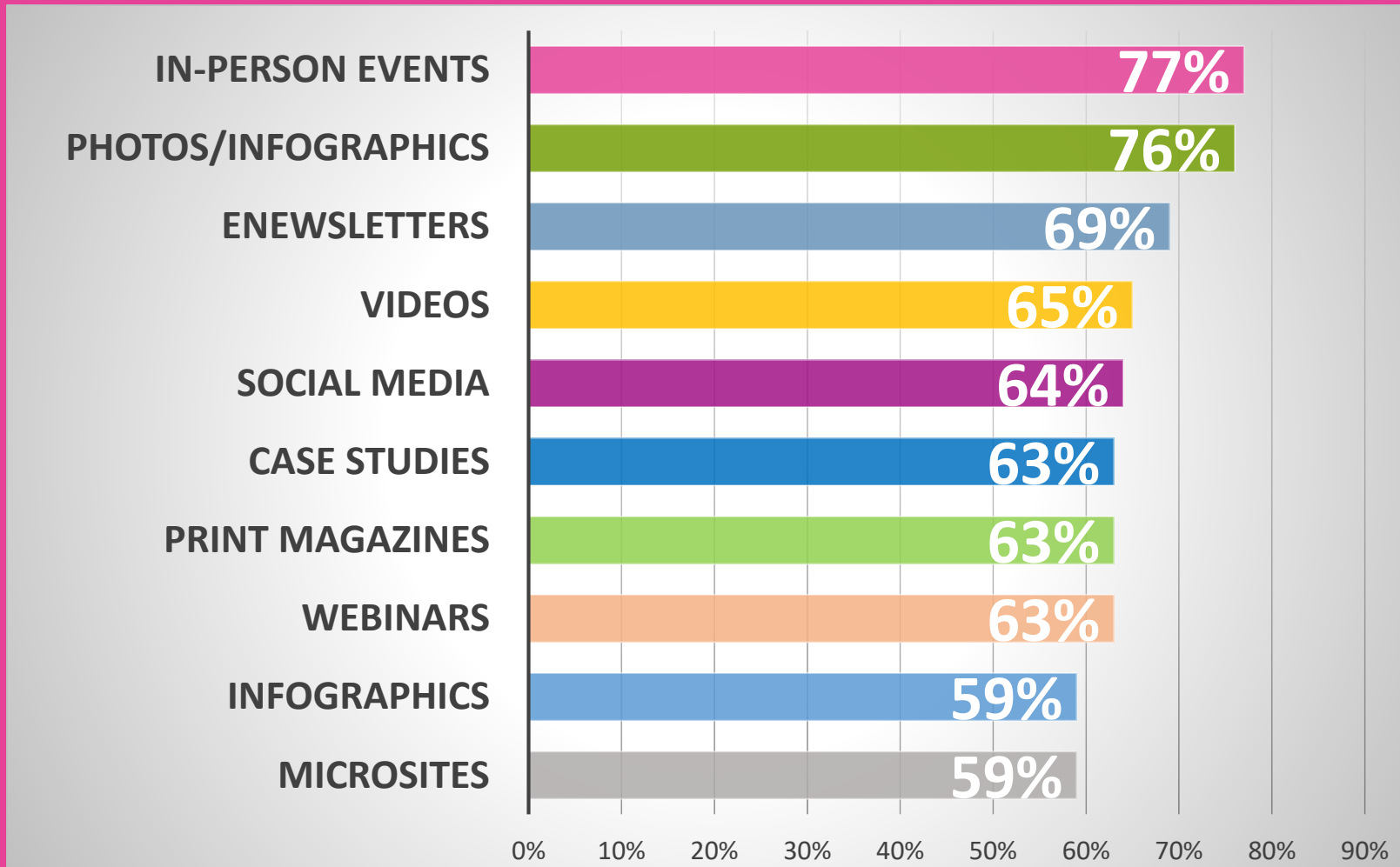
How well is your content performing?

Content Type	Percentage
Short, Self-Contained Email (no links)	75%
Short Letter or Online Article (2-3...	73%
Short YouTube Video (0-2 mins)	65%
Email with Links to Other Content	60%
Facebook Posts	56%
Annual Report by Mail	53%
Medium Length YouTube Video (2-10 mins)	53%
Long Form Article (+1 page)	51%
Twitter Post	37%
Long YouTube Video (10 mins +)	36%
Podcast	31%

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HOW EFFECTIVE IS YOUR CONTENT

Content Type	Effectiveness
IN-PERSON EVENTS	77%
PHOTOS/INFOGRAPHICS	76%
ENEWSLETTERS	69%
VIDEOS	65%
SOCIAL MEDIA	64%
CASE STUDIES	63%
PRINT MAGAZINES	63%
WEBINARS	63%
INFOGRAPHICS	59%
MICROSITES	59%

(x-axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90%)

Have you measured the performance of your stories across different types of content?

How well do these statistics align with your experience?

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ACTIVITIES BY CHANNEL

CHANNEL	ACTIVITY
WEBSITE	Promote campaigns & events, tell your story, inspire trust, take online donations, email sign up.
FACEBOOK	Share video, pictures & news, take donations, encourage Facebook birthday fundraising, say thank you, hold a conversation, direct message communication. Go live.
EMAIL	Share news, send surveys, ask for donations, tell your story, say thank you.
TWITTER	Share quotes, run polls. Use hashtags.
INSTAGRAM	Tell stories. Make them personal (staff, volunteer, participant, board).
SNAPCHAT	Post often (3 times per day). Deepest reach with Gen Z. Let an influencer take over your account.
YOUTUBE	Tell an impact story. Share video from an event. Make a public service announcement. Take donations.
LINKEDIN	Find board members and staff. Add sponsored (paid) updates. Share blog posts. Shout out your team.
PODCASTS	Find new audiences. Provide resources. Share stories. Interview collaborators.
PINTEREST	Find new audiences. Inspire and educate. Share content from your other channels.

ACTIVITIES BY SUPPORTER TYPE

CURRENT STATE	STEP ONE	STEP TWO
SOCIAL MEDIA FOLLOWER	Subscribe/Learn	Share/Attend/First Gift
SUBSCRIBER	Learn/Share/First Gift	Sustainer/Volunteer
EVENT ATTENDEE	Subscribe/Share	First Gift/Sustainer/Volunteer
FIRST TIME DONOR	Subscribe/Share	Attend/Sustainer/Second Gift
SUSTAINER	Subscribe/Share	Attend/Volunteer/Renew
VOLUNTEER	Subscribe/Share	Attend/First Gift

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Improving Your Approach

To Go Fast, Go Alone
To Go Far, Go Together

Go Fast: Every Person for Themselves!

No coordination between departments:

- **Data Silos**
- **Turf Wars**
- **Redundancies**
- **Unmanaged Systems**
- **Email Collisions**
- **Unable to report on performance**

Result: Diluted message; disappointed constituents.

Go as A Team: Buddy Up

People begin to coordinate:

- Hold meetings to plan campaigns.
- Cross-promotion.
- Make agreements about timing.
- Provisional tries or pilot programs.
- Reuse of content.
- Some performance analysis.

Result: Increased efficiency; insight into supporter behavior.

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Go Far: Digital is an Organizational Priority

<u>Strategy, people, and technology work together to reach specific goals:</u>

- Holding a long-term vision.
- Priorities are clearly identified.
- Investment is made in people and their skills as well as in software.
- Experimentation is encouraged.
- Decisions are rooted in data.

Result: All channels work together toward a shared goal.

Quick Poll:
Are you a solo player, working in a digital duo, or living the dream in a tech-forward organization?

With Other Teams

Focus on sharing content, communication, and tagging your supporters:

- Create a communication or editorial calendar.
- Decide who is responsible for different systems and tasks.
- Share collateral – images and designs can be used on every channel.
- Chop up the content - one email appeal can be spread out into small bites that are appropriate for each channel.
- Get trained on Google Analytics or pay to have it set it up.

Keep It Simple

Most situations call for an *adequate solution* over an *optimal solution.*

When in doubt, go for the native solution. Change your process, not the platform.

Remember that you don't need to build everything at once – create a parking lot for great ideas as they pop up during other projects you're working on.

It may take a while to get into a groove. Grab a 15-minute update meeting every week to stay in sync.

With Leadership

Focus on setting a digital strategy and use the tech that supports it:

- Map your digital strategy to your overall organizational goals (it's easier to start with an annual plan than a 5-year plan).
- Define your top audiences and the engagement goals for each one.
- Create an action plan that leverages the systems you have now.
- Explore automation and other timesavers.
- Get real about your data.
- Avoid shiny object syndrome.

Think About Better Data

- We all know you need to focus on getting your arms around performance data, supporter data, and conversion pathways.

- What reports and dashboards do you use now? Will you need new ones?

- Think about your audiences – what data will you need to collect from them? What groups, segments, interests, tagging will you need?

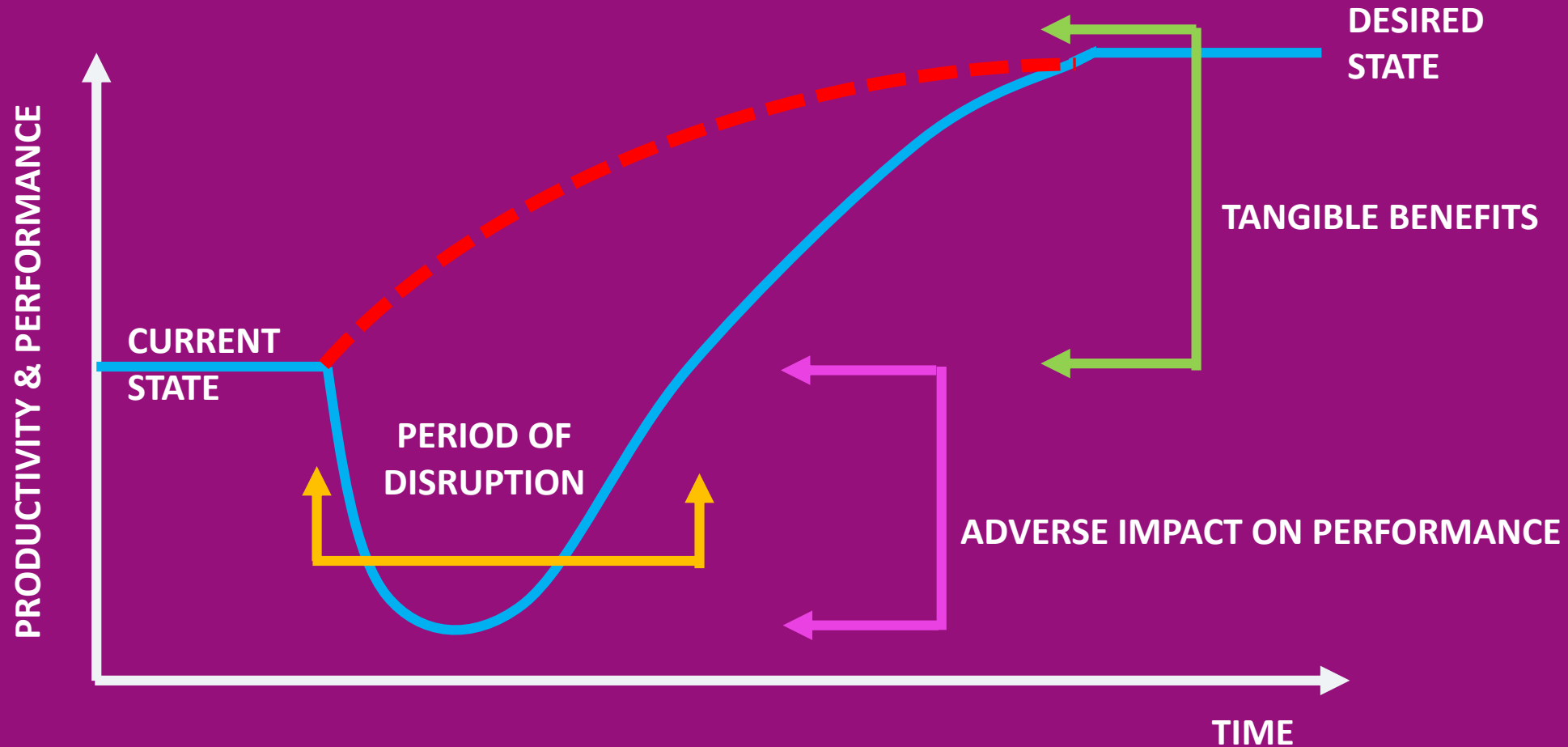- Consider campaign, event, and sponsor data needs too!

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Change is Hard. Here's Why: The J Curve

PRODUCTIVITY & PERFORMANCE

TIME

CURRENT STATE

DESIRED STATE

TANGIBLE BENEFITS

PERIOD OF DISRUPTION

ADVERSE IMPACT ON PERFORMANCE

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With Your Board

Focus on helping them understand your digital engagement strategy:

- Use the Zoom Out (in ten years) Zoom In (next six months) approach.
- Present your strategy as taking advantage of growth opportunities and operational efficiencies.
- Frame your investment as giving you a competitive advantage.
- Educate them about paid ads (sponsored content, search ads, paid ads).
- Report back regularly and share your progress/lessons learned.
-

Info to Share:
How Much Do Nonprofits Spend On Tech?

ORGANIZATION SIZE CATEGORY	ORGANIZATION BUDGET RANGE
Small	<$1M
Medium	$1M - $5M
Large	$5M - $10M
Very Large	>$10M

TECH BUDGET BY ORGANIZATION SIZE

Organization Size	Average Annual Tech Budget
Small	$7,595
Medium	$45,184
Large	$101,064
Very Large	$235,445
Average	**$98,668**

TECH INVESTMENT AS % OF OPERATING BUDGET

Organization Size	Average Annual Tech Budget
Small	13.2%
Medium	4.8%
Large	2.8%
Very Large	1.5%
Average	**5.7%**

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Open Q & A

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Tame Your Nonprofit Tech!

➢ **Want to get the deck and a free Tech Action Plan?**
Write a #1 on your business card and I'll send them to you.

➢ **Sign up for my email list and get free tips twice per month:**
Write a #2 on your business card and I'll sign you up.

➢ **Interested in getting some help with your "digital stuff"?**
Write a #3 on your business card and get a free consulting call with me.

➢ **Get live help every Friday at 12:30 ET on my Facebook page:**
facebook.com/accidentaltechie

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