


Content Marketing & Analytics for Nonprofits

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November 19, 2019



What We'll Cover

Aligning

- Aligning your fundraising goals with marketing strategy

Engaging

- Telling stories that engage donors

Reaching

- Reaching your audience

Measuring

- Measuring Success



Aligning Marketing with Goals

Fundraising goals

What is your campaign schedule?

How are they paced?

Do you have a yearly
communications schedule?

Tool:

Digital Calendaring ([example](#))

We use Google Calendar



Aligning Marketing with Goals

Increase public awareness of
your mission

- What are your core messages?
- How do you embed these messages into your communications strategy?

Tool: Messaging document- value proposition, vision, mission, objectives and goals

[Nonprofit MarCommunity](#)



Aligning Marketing with Goals

Grow your audience or base of advocates.

How well do you know them and their needs?

What problem are you solving for them?

Tools: [Audience Personas](#)

[Audience surveys](#)



Engaging Your Audience

Connect with your audience

- What problem do you solve?
- What is your expertise?
- What is unique about your organization?

Tool: SWOT
(Strengths/Weaknesses,
Opportunities/Threats)

[Score Blog post](#)



Engaging Your Audience

Use what you know to create authentic stories

- [Profile donors](#)
- Success Stories [NTEN.org](#), [GreatNonProfits](#),
- Events [Firespring](#)

Tools: Use video, images of real events and people, blog posts, social posts



Reaching Your Audience

What social platforms does your audience use?

What time of day are they there?

What are they looking for?

Tools:

- [Google Analytics](#)
- [Email analytics](#)
- [Social analytics](#)



Measure
success

Build Measurable Campaigns

Measure Reach and Engagement

Test content styles

Tools:

- [Marketing scorecard](#)
- [A/B testing](#)



Conclusion

- Build sustainable relationships with your audiences for sustainable fundraising, volunteering and brand recognition.
- Build measurable campaigns that show what is working and what isn't.



Thank you.

Questions?

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