## MARKETING FOR THE MODERN NONPROFIT

Julia Campbell www.jcsocialmarketing.com



#### ABOUT ME

Mom of 2

Massachusetts native

Peace Corps volunteer

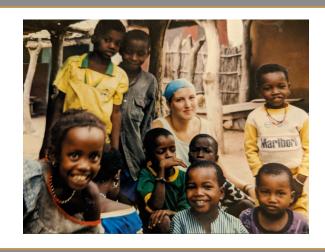
Author – Storytelling in the Digital Age: A Guide for Nonprofits

Author – How to Build and Mobilize a Social Media Community for Your Nonprofit in 90 Days

Reformed Development/Marketing/Duties As Assigned Director

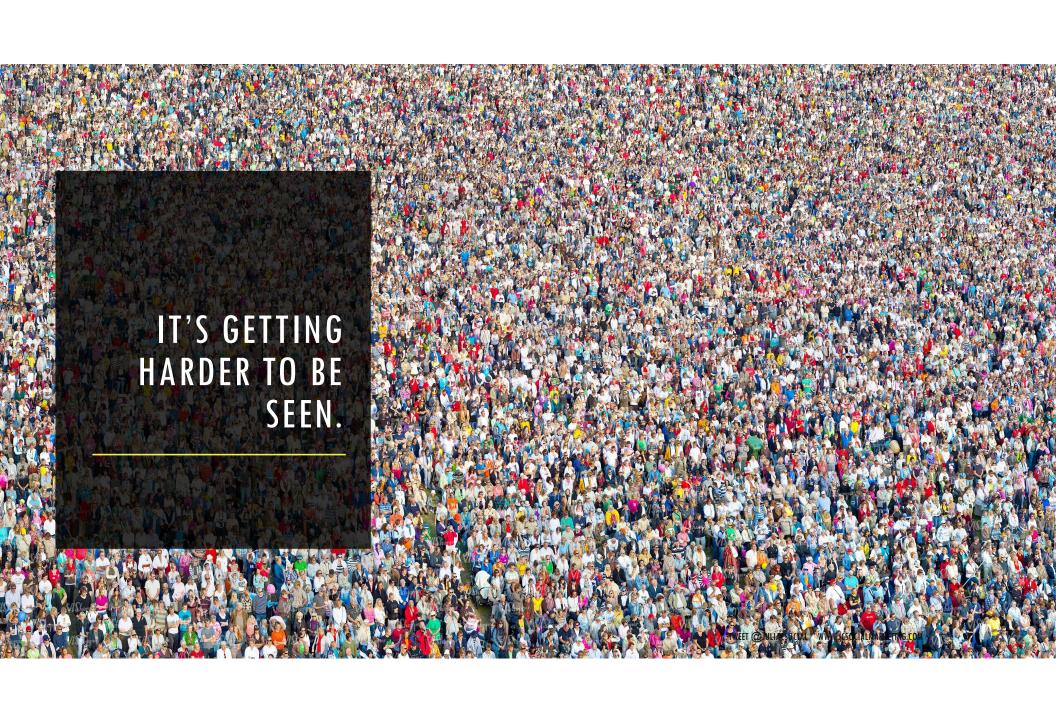








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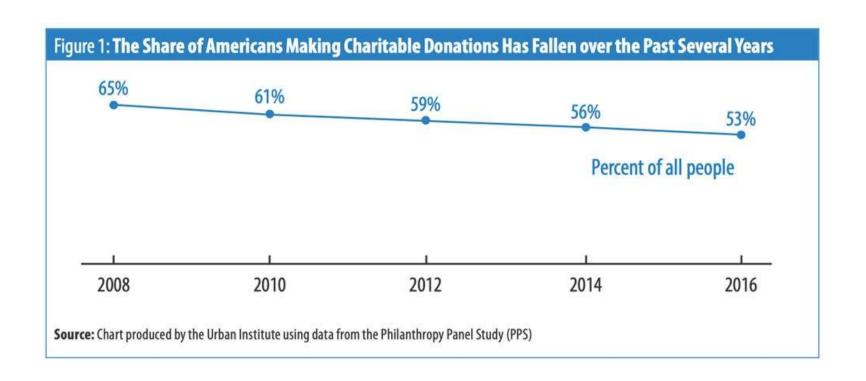
# PLAYING FIELD IS GETTING MORE CROWDED.



In 2000, Giving USA reported that there were around 688,600 charities in the United States.



By the end of 2020, they estimate there will be more than 1.7 million.



#### DONORS ARE OPTING OUT.

### TRUST IS DECIMATED.



Just one-third of Americans trust their government "to do what is right."



Only 42% of Americans trust the media (down from 47% a year ago).

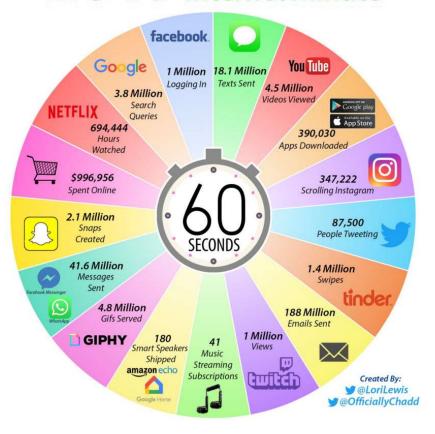


More than one-third of Americans said they had little or no faith in charities.

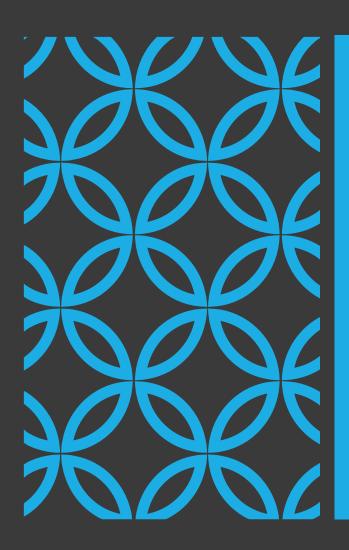


Sources: Edelman Digital, The Chronicle of Philanthropy

#### 2019 This Is What Happens In An Internet Minute



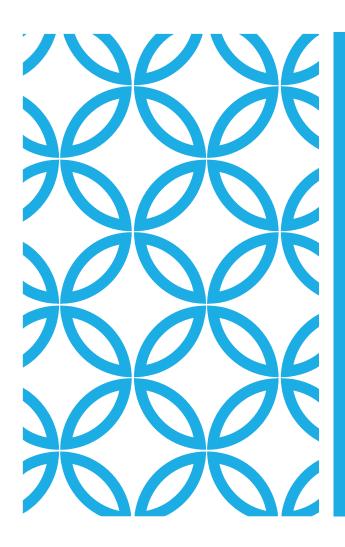




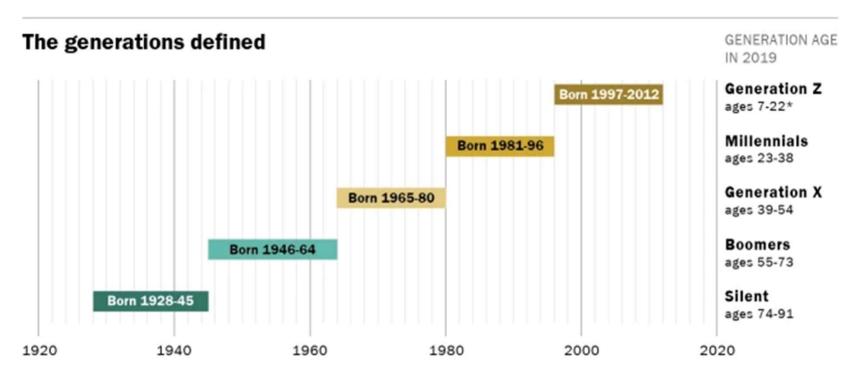
1. YESTERDAY'S TACTICS ARE BECOMING INCREASINGLY OBSOLETE, OUTDATED, AND INEFFECTIVE.







## 2. DEMOGRAPHIC SHIFTS ARE RESETTING DONOR EXPECTATIONS.



\*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

#### PEW RESEARCH CENTER



Younger generations tend to:



Want participation at a deeper level.



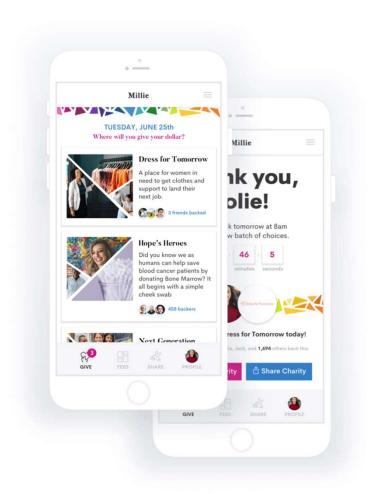
Expect personalization and a frictionless fundraising and donation experience (Netflix, Amazon).

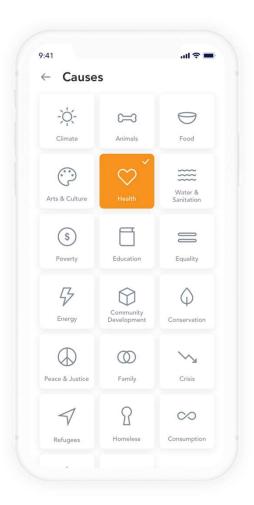


Want to be recognized for their contributions within their networks (not just a trophy or a t-shirt).

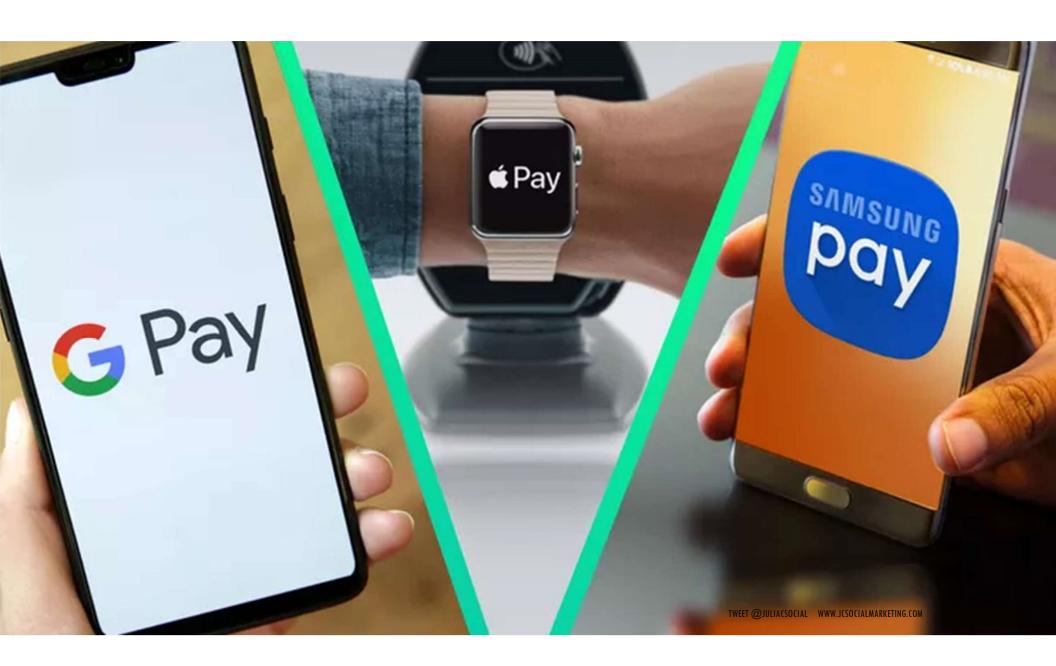
#### DONOR BEHAVIORS ARE SHIFTING.







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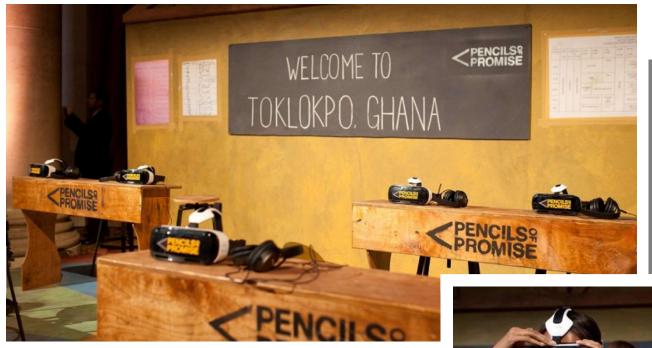
#### Pan-Mass Challenge Facebook Fundraising Jumps 5,348%, Yields 31,000+ New Donors





Billy Starr (center, red tie), the founder and Executive Director of the Pan-Mass Challenge, ... [+] JOHN DEPUTY / PROVIDED







Use your mouse on desktop, or finger on mobile, to drag the video left, right, up and down for a 360 view of the surroundings.

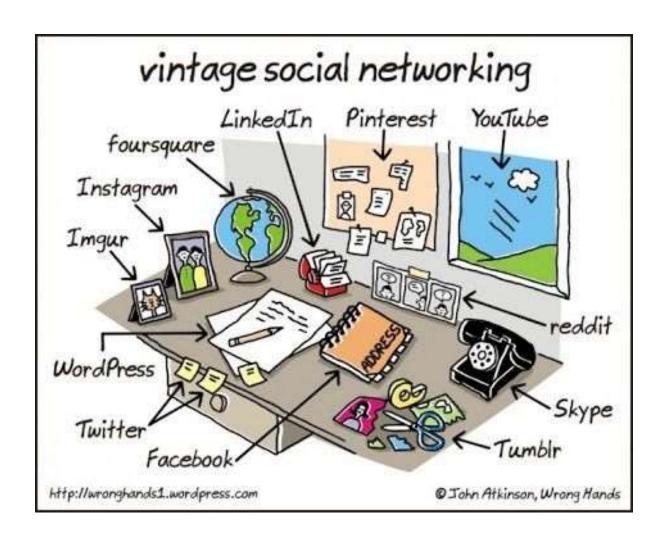


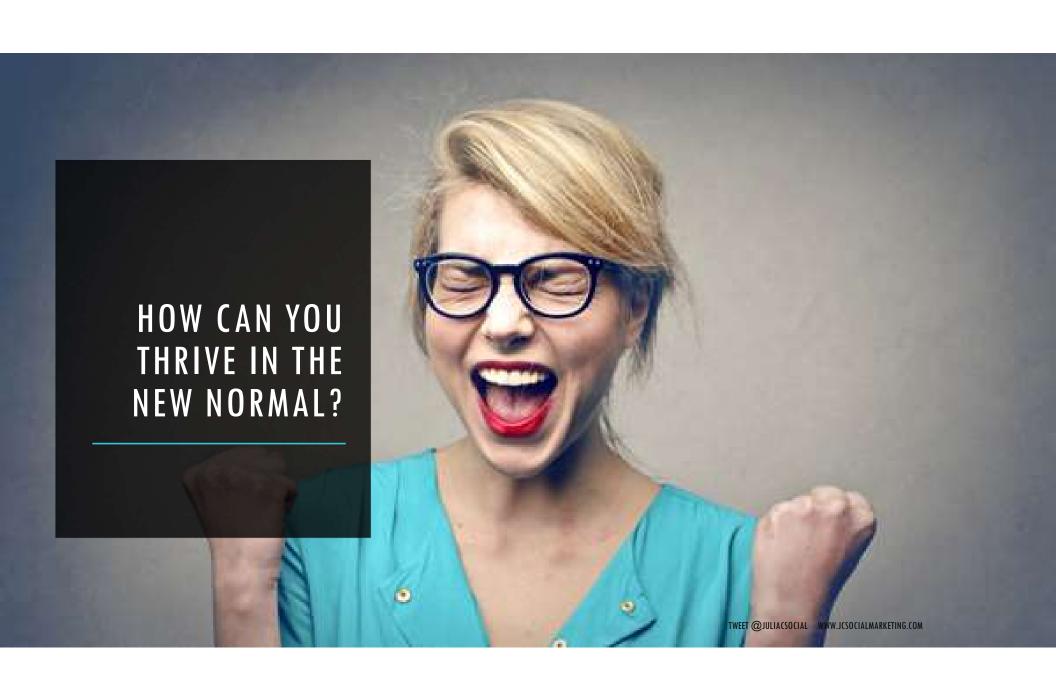
Can you spot the beautiful hilltops of Madagascar, the vibrant tuk-tuks in Bangladesh, or the all-important school buildings in Zambia?



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ARE YOU INVESTING
YOUR TIME, ENERGY, AND
RESOURCES TRYING TO
CUT AND PASTE THE OLD
WAYS ONTO THE NEW
WORLD?
OR ARE YOU PLANNING
FOR TOMORROW?





### THE NEW PATH TO SUCCESS



Understand what works in marketing — and what doesn't.



**Know who it's for** – and who it's not for.



**Invest** in the best tools, tech, and talent to do the job.



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MARKETING IS NOT:

Buying mailing lists.

Spamming reporters with press releases.

Rebranding.

Logo and website design.

Billboards.

Promotional videos.















#### Jim's most awesome blog post!!!

THIS IS MY BEST BLOG POST EVER!!!!

I SPENT MORE TIME POSITIONING ALL THESE STUPID
FUCKING BUTTONS THAN I DID WRITING THE ACTUAL
POST. BUT I AM A WORLD-RENOWNED MARKETER AND
THI S IS HOW IT'S DONE!! ALSO IF YOU ENJOYED THIS
POST BE SURE TO LIKE IT ON FACEBOOK!









































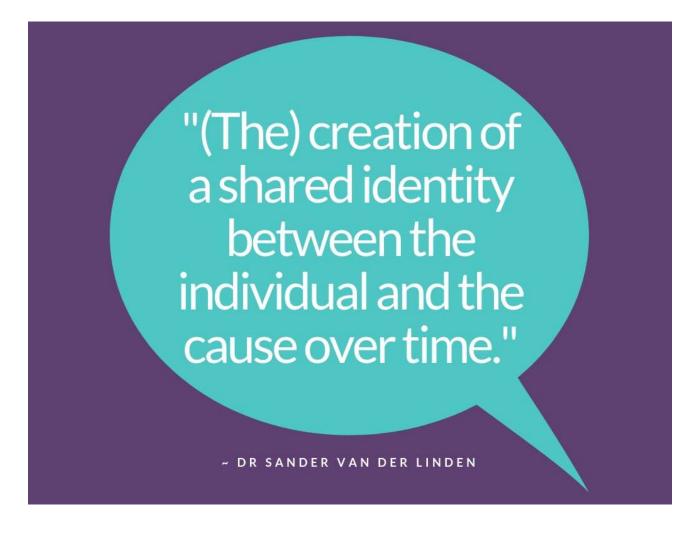




PRETTY

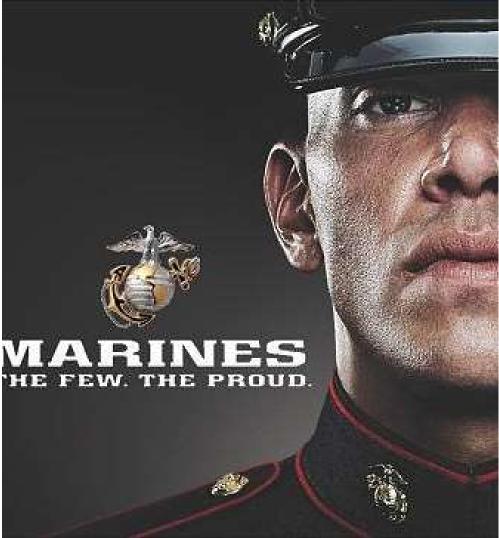
SIMPLY SAYING "WE EXIST" IS NOT MARKETING.











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#### MARKETING IS BEING REMARKABLE.

Your CDs have been gently taken from our CD Baby shelves with sterilized contaminationfree gloves and placed onto a satin pillow.

A team of 50 employees inspected your CDs and polished them to make sure they were in the best possible condition before mailing.

Our packing specialist from Japan lit a candle and a hush fell over the crowd as he put your CDs into the finest gold-lined box that money can buy.

We all had a wonderful celebration afterwards and the whole party marched down the street to the post office where the entire town of Portland waved 'Bon Voyage!' to your package, on its way to you, in our private CD Baby jet on this day, Sunday, December 11th.

I hope you had a wonderful time shopping at CD Baby. We sure did.

Your picture is on our wall as "Customer of the Year". We're all exhausted but can't wait for you to come back to CDBABY.COM!!

Thank you once again,

Derek Sivers, president, CD Baby





### GIVE (HILD MARRIAGE THE FINGER #ENDCHILDMARRIAGE

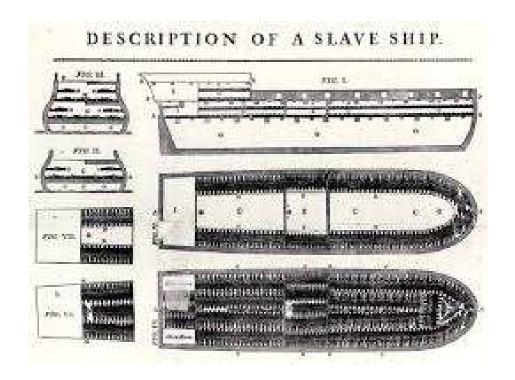


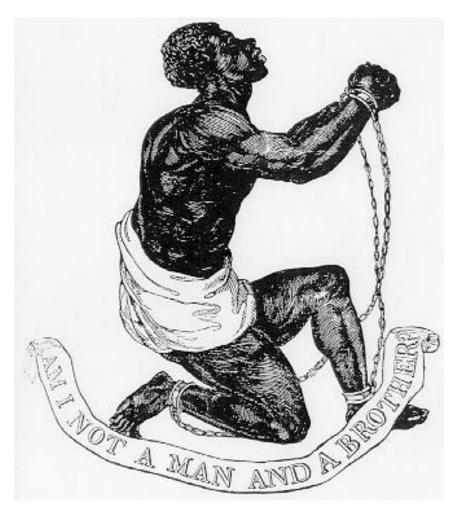












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feedingamerica "When Hurricane Maria was approaching, we went and stayed with my grandfather farther inland. The hurricane brought water all the way inland, and our houses flooded. Mud and water reached up to the top of the door frame and washed everything away.

My house is completely destroyed. I'm just trying to put our life back together." - Deborah. To support families like Deborah's, visit the link in our profile.

cillasflowers kickzstartnonprofit ♥ ♥ ♥

quickwitsocial ♥ ♥







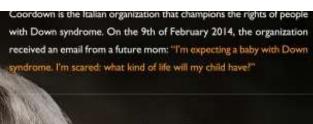


317 likes

AUGUST 23

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I as is to like or semestant



deome awareness campaig

On World Down Syndrome Day, Coordown replied with a YouTube video. In the video, young adults with Down Syndrome respond to the mom's fears explaining all the ways her child will enjoy a full and fulfilling life.

The campaign attracted extensive global media coverage and, on the week of World Down Syndrome day, it was the world's most shared campaign (#1 on Viral Video Chart).





"15 people just changed

## PUT THIS INTO ACTION.

What is unexpected?

What is timely?

What is provocative?

What are people talking about?

What will grab my attention?

What stories can we share that will resonate?





## STEP 2: KNOW WHO IT'S FOR AND WHO IT'S NOT FOR.

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You find the people who want to be found. You talk to them in the way that they want to be talked to. And you take them on the journey that they want to go on.

~Seth Godin~

SPAM — AND TRUST — ARE BOTH IN THE EYE OF THE BEHOLDER.



### WHO IS THIS FOR?

What do they believe in?

What do they feel strongly about?

What problem are they looking to you to solve?

Why do they believe in your unique solution?

What kind of resources do they want from you?

Where are the knowledge gaps?

What are common misconceptions and myths?





### **MANIFESTO**

WE BELIEVE YOUR BODY IS YOUR OWN. IF IT IS NOT, YOU CANNOT BE TRULY FREE OR EQUAL. WE INSIST ON THE BASIC RIGHT TO LIVE FULL, HEALTHY LIVES, MAKE OUR OWN DECISIONS, AND RECEIVE THE CARE WE NEED, WHEN WE NEED IT.

WE ARE BUILDING A WORLD WHERE EVERYONE HAS THE FREEDOM AND OPPORTUNITY TO CONTROL THEIR OWN BODIES AND THEIR OWN FUTURES-REGARDLESS OF RACE, GENDER, INCOME, ZIP CODE, OR IMMIGRATION STATUS.

TOGETHER, WE ARE A MOVEMENT AND WE ARE UNSTOPPABLE.

### HOW TO ATTRACT THE RIGHT PEOPLE

Don't be afraid to take a stand for what you believe in. Your cause means something.

Show off your personality and your voice. What makes you human?

Demonstrate what sets you apart and makes you different from the pack.

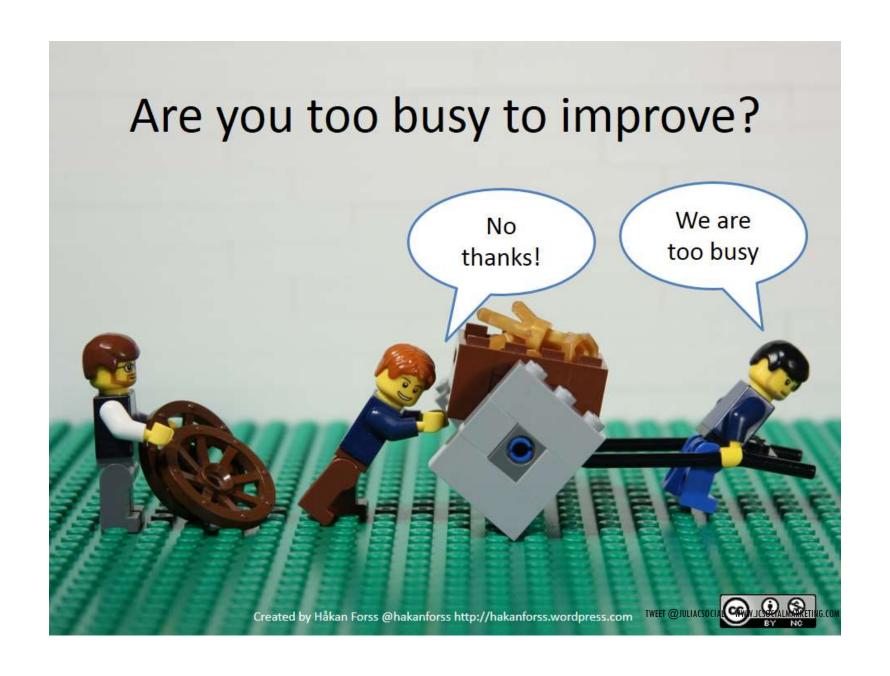
Figure out what is unique about you and showcase that.

Know who you are as definitively as who you are not.

Know you want to attract as well as who you do not.







### BE STRATEGIC.

Who are you trying to reach?

What action do you need them to take?

Which platforms are they on?

Where do they spend time online and off?

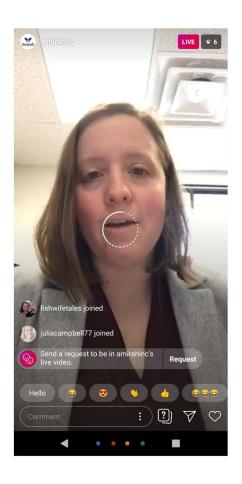
What tools and tech could you use to reach a new audience and deepen connections with your existing community?



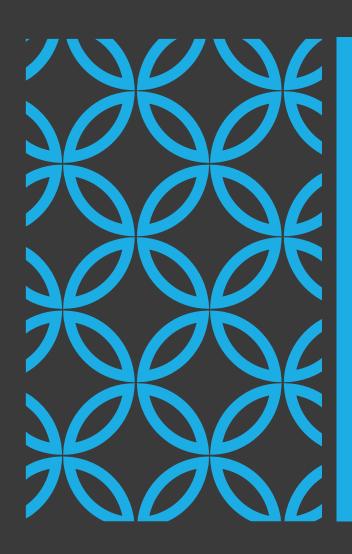


Mandy always wanted to do a Bob Ross cosplay/paint stream so she chose to host it as part of her third Extra Life fundraiser. Thanks to her fun idea and donors, she was able to raise \$1,260. Nice job and moves, Mandy!

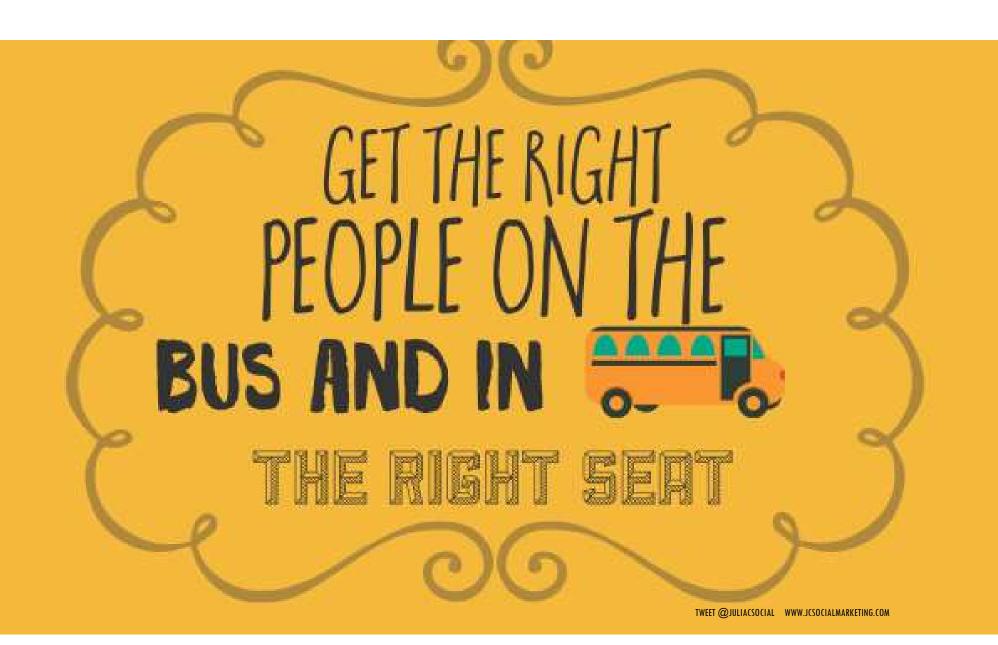








# INVEST IN THE TECH AND THE TOOLS BUILT FOR TOMORROW, NOT FOR TODAY.



## FUNDRAISERS (AND DONORS) ARE LEAVING IN DROVES.



The multi-year retention rate of donors averaging 45.5%.



51% of fundraisers say they will leave their current nonprofit within 2 years.



30% of these fundraisers say they're planning to leave the fundraising trade altogether.

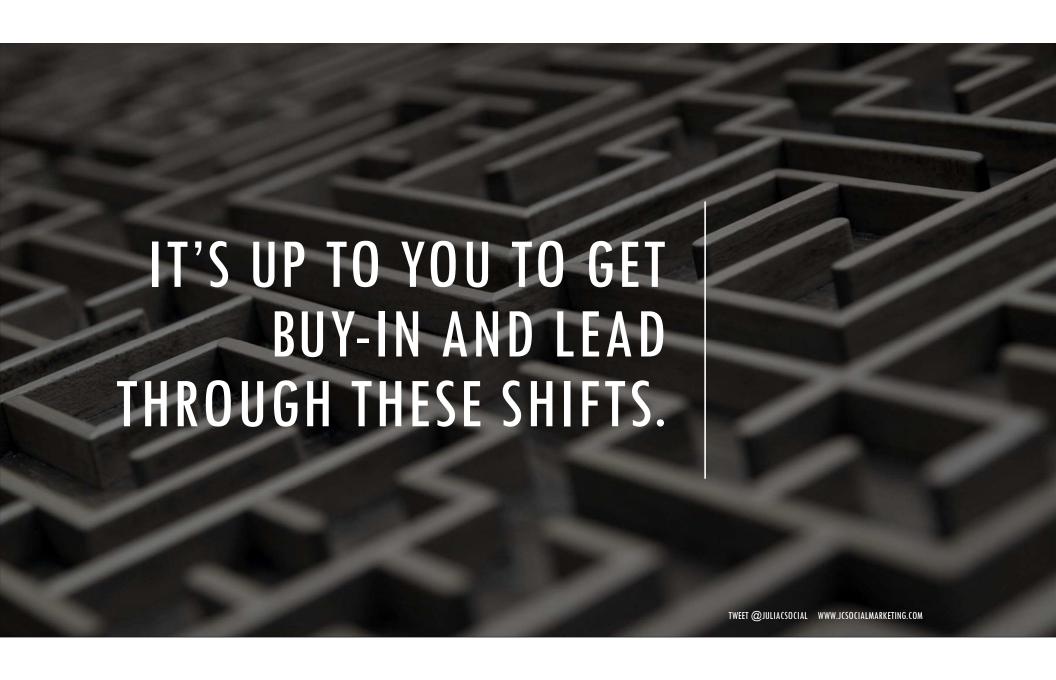


Source: The Harris Poll for The Chronicle of Philanthropy and AFP



THINGS NEED TO CHANGE DRAMATICALLY.

We must give talented, ambitious, creative people the discretion and budget to make their ideas a reality.







### BE A VISIONARY.

Create a clear vision for the change that you seek.

## COMMUNICATE WITH PASSION.

What you do with your vision after you create it will determine your success.

Communicate it frequently and powerfully.

Embed it within everything that you do.

Capture attention and interest with storytelling.

Share examples, facts, data, case studies.

Talk often about your vision for change.



### ADDRESS THE SKEPTICS.

This is not a pipe dream or shiny new objects. This is the future of marketing.

Assure them that you don't want to throw away what's working - you want to enhance it.

Address peoples' concerns and anxieties, openly and honestly.

Apply your vision to all aspects of operations – from training to performance reviews.

Tie everything back to the vision.



### CREATE A WORKABLE PLAN.

If you dare to try to inject change without a plan, a budget, and anticipated outcomes it won't work.

Be specific about what will be delivered.

Put together a short presentation with stats, examples, and potential opportunities.

Schedule time to share your findings with your Executive Team, Board, Fundraising Committee, key major donors, colleagues, etc.

Tie everything back to the vision.



LEAD THE CHANGE.



### QUESTIONS?

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Email: julia@jcsocialmarketing.com

**Get the Digital Storytelling Workbook:** 

Text the word WORKBOOK to 345345



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