

# Digital overload

Maximizing your online media



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Helping nonprofits  
grow beyond

# Topics

- Online giving - industry overview
- Maximizing your website
- Driving website traffic
- What you should be doing
- Next steps

According to an 2008 American Express study, **28%** of people who gave offline said they couldn't locate a donation website, didn't know that they could make a gift online, or didn't think of it. The study found that three factors motivate donors to give online: convenience, speed, and the ability to react quickly to some urgent need.

# Online giving: Nonprofit industry overview

- Giving online is still growing despite the economic climate. Revenue from online giving grew 21% in 2009 over 2008.
  - 65% of nonprofits had positive YOY online revenue growth
- The final three months of 2009 saw the most online revenue, accounting for 46% of the total for the year. December, alone, accounted for 30% of revenue and 18% of the volume in number of transactions.
- The average gift online in December 2009 was \$244.17, a decrease of 2% from December 2008. However, online giving in December 2009 grew 32% when compared to December 2008.

*Source: Blackbaud 2010*

## Industry overview, cont.

- The average online donation for all of 2009 was \$144.72, 5% decline from 2008. However, the online channel still remains higher than other methods of fundraising in terms of average gift.
- Online giving continues to motivate small donations. However, Blackbaud found that nearly 75% of the nonprofits in its analysis did receive at least one online gift of \$1,000 or more in 2009.
- The study found that three factors motivate donors to give online: convenience, speed, and the ability to react quickly to an urgent need.

# Maximizing your website's potential

- Make sure your current website meets all state and local requirements
- Provide multiple options for people to donate (not just online)
- Make sure your website donation page is simple and easy to use
- The donation button should be top of the fold on your home page
- Include testimonials from real donors and photos (video or audio if possible)

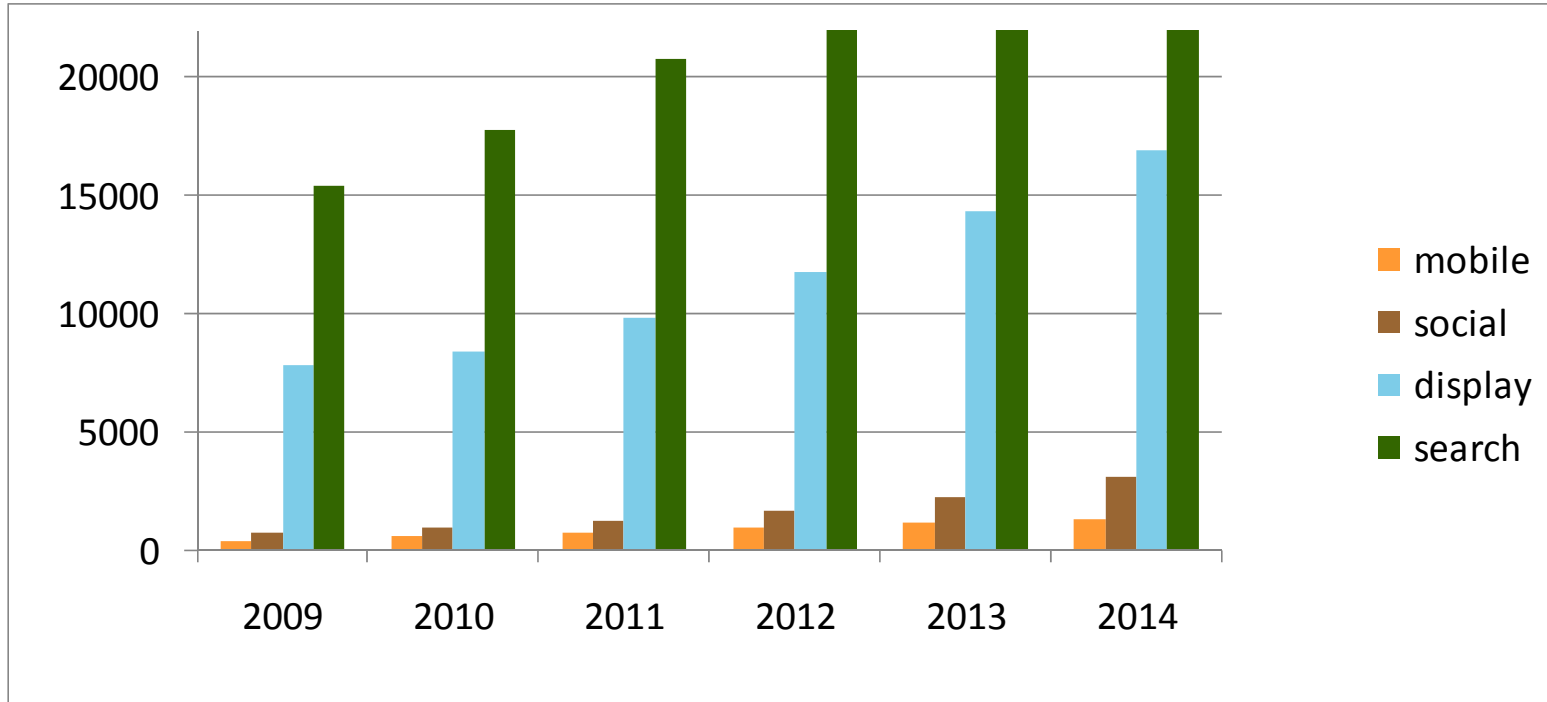
# Driving website traffic

- Have a marketing plan for online fundraising
- Explore and test multiple options within online media (each market is different)
- As you gain experience look to segment your online efforts to reach specific audiences
- How do I drive traffic?
  - Thru traditional print media, e-mail, online display, search engine marketing (paid & organic), social media, mobile marketing, radio text to give etc.

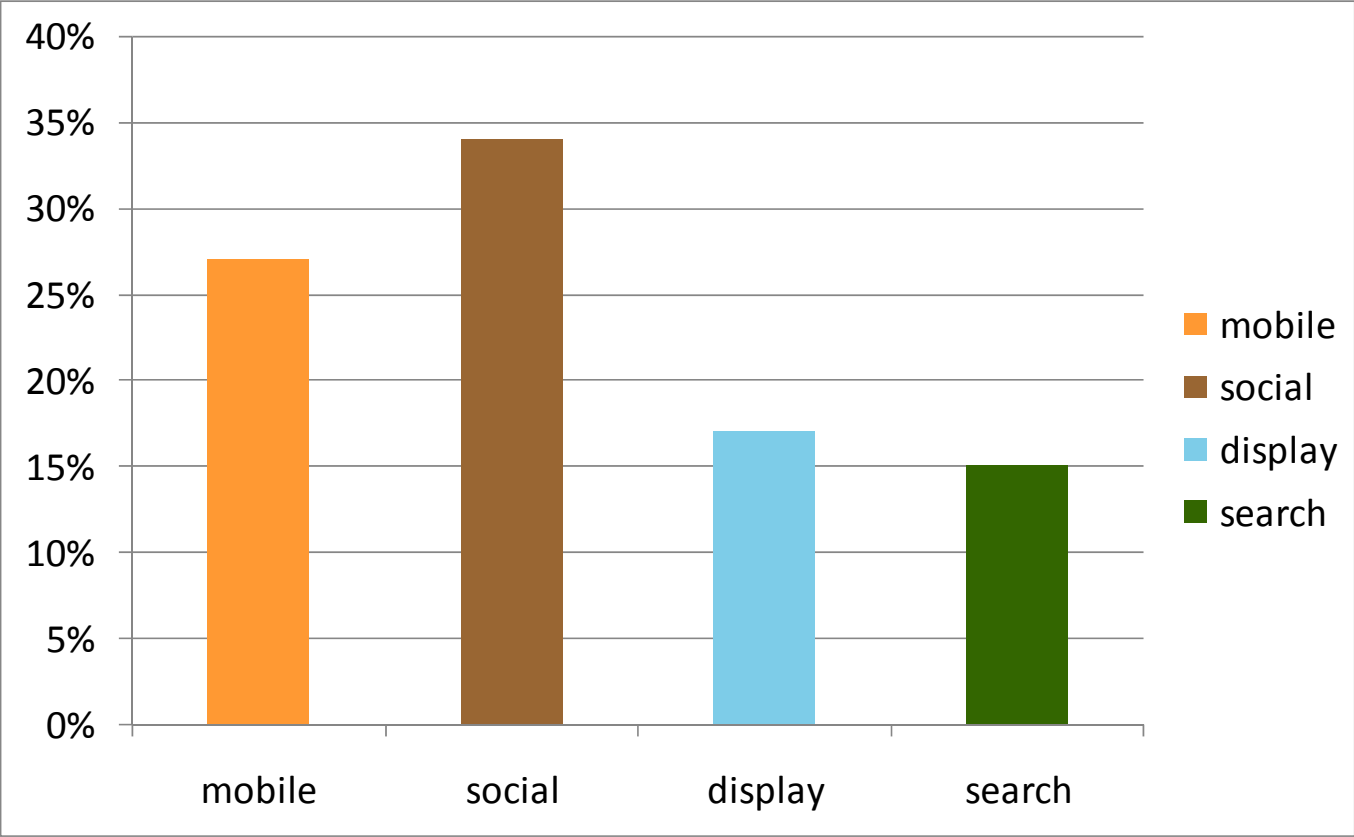
## Where you need to be

- Performance-based display ads (CPC): Currently make up 58% of all banner ads; this is expected to increase to 66% by 2014
- Search Engine Marketing: Advertisers are optimizing their efforts to show a true ROI and this channel is showing strong growth (look beyond Google in 2010)
- Social Media: 64% of advertisers are using some form of social media to connect with supporters online (customers, donors, prospects)
- Mobile channel: Over the next five years (aided by 4G networks expanding) channel is positioned for 24% growth for each of the next five years

# Projected spend by channel in millions



# Annual projected advertising growth in 2010



## Display ads (banners)

- Great vehicle to align with offline marketing efforts
- Impression-based (CPM) ad spend is decreasing due to weakness of ROI
- Performance-based ads represent majority (58%) of ad spend in general market and can be optimized for positive ROI
- Can buy based on CPC, CPL, CPE, CPA or CTR (also revenue share, but not common)
- Recommend testing different types of creative for banners (e.g., rich and video)
- Proper tracking is imperative when optimizing campaigns

# Search Engine Marketing

- Cornerstone of most online marketing efforts
- Complements organic search
- Great for driving traffic to your website
- Align keywords with current marketing plan and events
- All markets behave differently, keep changing and expanding your keyword list
- Look beyond Google! Yahoo has been showing strong response for recent Haiti Earthquake
- Make sure you have clear tracking set up to monitor conversion

Mel Trotter Ministries

Donate now to provide food and shelter for those in need

[www.meltrotter.org](http://www.meltrotter.org)

# Social media

- Great way to reach current donors and prospects to create a viral aspect to your campaigns
- 97% of organizations/companies engaged in social media are not making money off their efforts
- 80.2 million people in North America visit social media websites on a monthly basis
- Low cost of entry (it's free in most cases!!)
- Quickest way to get the word out to current donors in times of crisis
- Test multiple sites (Facebook, MySpace, LinkedIn, Twitter etc.) - What's hot in your market?



## Mobile (Be ready!)

- Extension of your organization's website in a mobile-enabled format
- Can also include display ads on current mobile websites
- North American mobile web usage increased 110% from December 08 to December 09
- Month of December research shows 2.25 billion mobile page views worldwide
- Mobile still represents only 1.26% of all online activity (expected to double in 2010)
- Emergence of 4<sup>th</sup> Generation (4G) networks will enable rapid growth in channel
- Text to give is just the beginning

## Next steps

- Online giving is increasing every year – it's here to stay
- Be sure your website is user friendly and makes donating as easy as possible
- Make sure you are consistently driving traffic to your website
- Invest in three or four different types of digital marketing and keep optimizing your efforts
- Track as much as possible in order to tie back into a ROI
- Watch what others in the industry are doing

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# Thank You

