

Get Connected

Non-Profit Edition

Cultivate support in your community by using these non-profit focused marketing tips.



KMJ



How it Works

As a nonprofit, you are based around collecting donations to help your cause and keep you in business.

Successful nonprofit marketing extends beyond getting more eyes on your campaigns or fundraising initiatives. It means grabbing the attention of people who feel passionate and ready to take action for your cause. Rather than targeting the masses and hoping your message resonates, strategize how you can connect with those who share your vision, values, and beliefs.

Organization Goals

- Generate donations online
- Increase event fundraising

Common Goal Pain Points

- Mission statement is not clear or does not explain how your non-profit helps the community.
- Brand awareness is low = low donations and event support

Get to Know Your Donors

Create donor personas for your organization to gain hypothetical representations of your ideal donors based on real information about your current and potential donor base.

Visual Storytelling

People donate when they feel a personal connection to a cause, and you can create that authentically through the meaningful content you offer as they interact with your brand.

Donor Psychology

Why do more people donate when a campaign is closer to reaching its goal? What motivates a donor to give a recurring gift instead of just a one-time donation? The psychological principles behind these questions provide you with insight into building relationships with target donors. When you know how and why your target donors behave the way they do, you can create content that they identify with and respond to.

Solutions

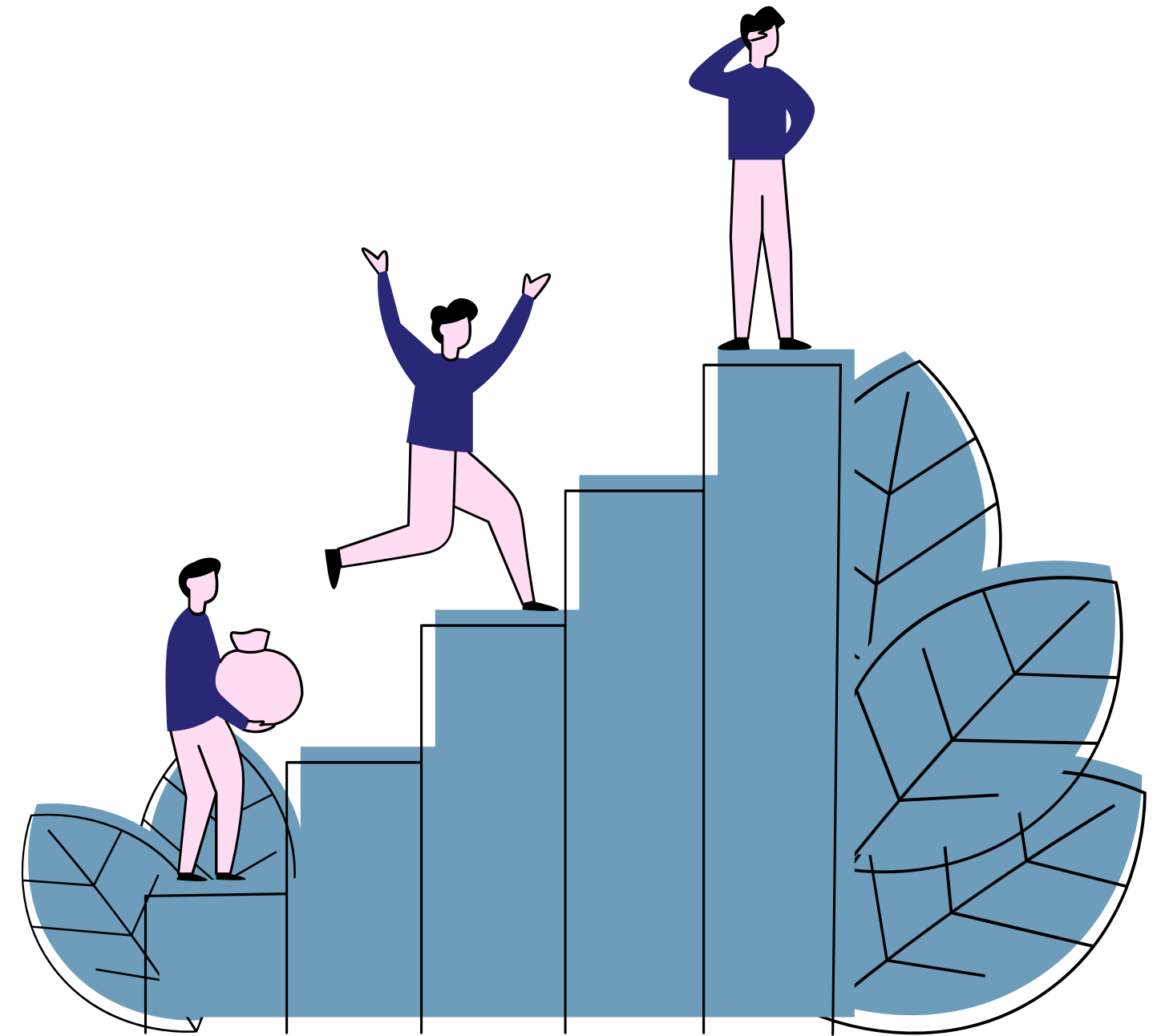
Implement these tactics to help increase brand awareness and donations.

Segmentation

Segment your communications to build donor relationships.

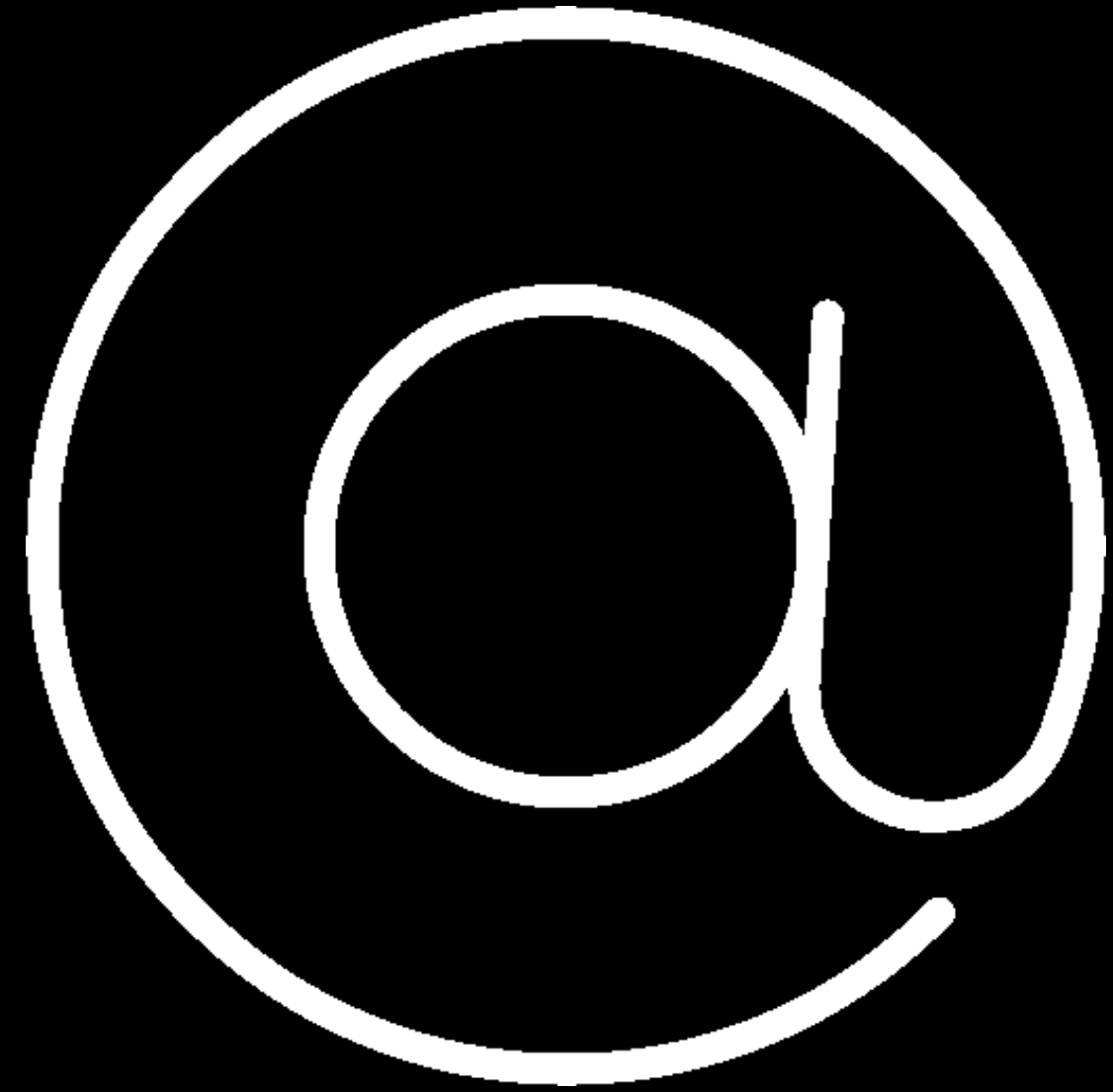
Not every supporter has the same connection to your nonprofit. You can't communicate with your monthly recurring donors in the same way you're talking to a first-time donor. You want to show donors that you're paying attention to them to deliver more personalized messages that are relevant.

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Email Outreach

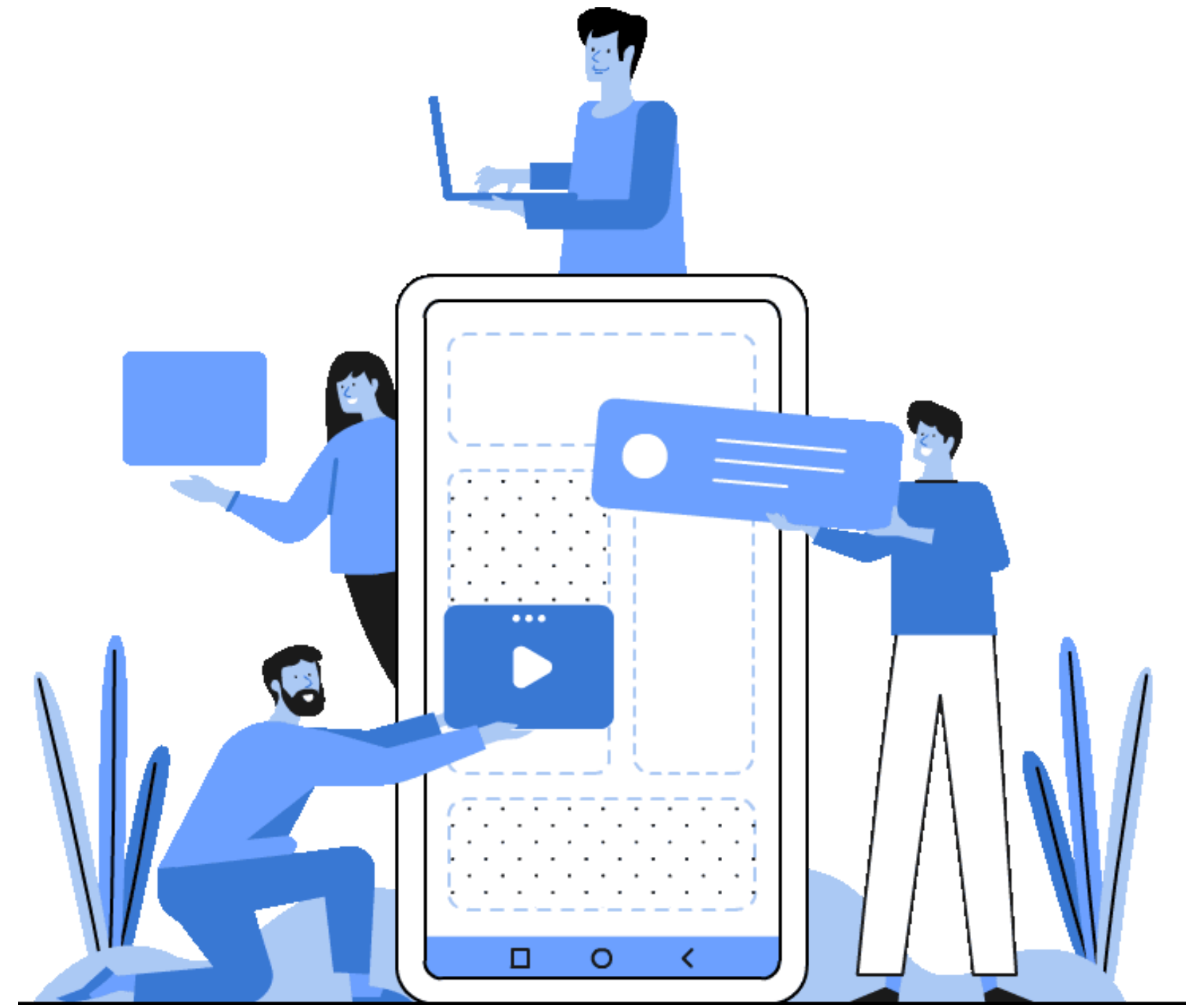
Adjust email outreach to
prioritize donor privacy.



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Mobile Responsive Donation Pages

Supporters want to interact with your organization from their smartphones. If you don't have a mobile-friendly donation page, odds are you might lose many donors midway through the process who pause to get in front of a desktop, to never return—or all the donors who just abandon the checkout process completely.



Establish Presence on Social

Chances are your nonprofit is active on social media. As social media platforms continue to evolve, opportunities for nonprofits do too.

- Host Live Rooms with other accounts to boost exposure
- Incorporate Stories Caption Stickers to increase accessibility
- Add links to your story to directly share campaign pages
- Run promotions that get seen with TikTok Ads Manager
- Use Online Catalogs to share merchandise for additional fundraising
- Learn new strategies, tips, and community-building tactics in the Creator Portal
- Boost interaction with Tweet Take to react to another post
- Use the Topic Tags Bar to interact with users interested in your cause
- Create or join a Twitter Community around your cause to share updates and fundraising initiatives



Brand Unity

Branding matters in nonprofit marketing—a lot. Use what you learn about your target donors to build a brand that welcomes and fuels their emotional drive to give. If you don't have a brand guide to follow KMJ can help you create one!



Brand Colors



Brand Messaging



Brand Logos & Mascots

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Personal Touch

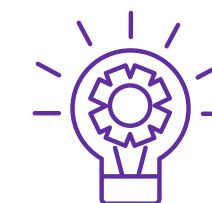
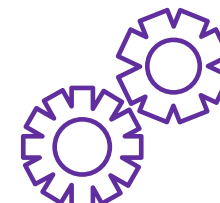
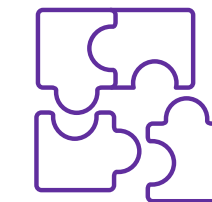
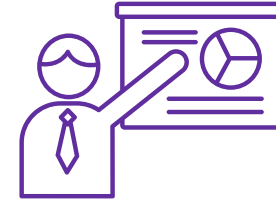
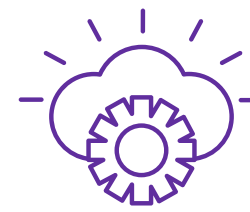
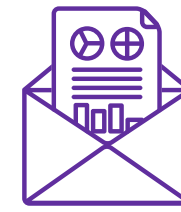
Nonprofit marketing is just as much about following up with donors as drawing them in. The main ingredient of donor retention is helping donors see themselves as part of the solution to the challenges you're tackling with a personalized thank you.

- Customize your thank you message and donation receipt to explain the impact of a specific donor's gift during a campaign or timeframe
- Add details that show donors their contributions make a tangible difference
- Add a personalized email in addition to your first thank you to establish a lasting conversation with your donors
- Demonstrate the impact a donor has with customized thank you notes from beneficiaries or team members

Resources

The internet is full of helpful resources (like this one) to learn more about marketing & how to use it to make your business more successful.

KMJ is one of them!



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