

NONPROFIT WEBSITES

NONPROFIT INTERNET MARKETING MANUAL

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MARKET THE MESSAGE OF YOUR NONPROFIT ONLINE TO
INCREASE DONORS, MEMBERS AND VOLUNTEERS.

INTRODUCTION

Congratulations on downloading the Nonprofit Internet Marketing Manual! This guide was created specifically for nonprofit organizations that are seeking to market their message using the many ways the internet makes that possible. The bottom line is that if you are reading this, you want your nonprofit website to do MORE for you with LESS effort. But, most importantly, the strategy is designed to help you to consistently build a more effective, intentional web presence than ever before.

The manual is divided into easy-to-follow steps that anyone can use. However, we recommend involving senior leadership in the planning steps in this manual in order to actively collaborate and ensure that all of the needs of your nonprofit organization are addressed. Then, you can assign a team to execute the strategy from that point forward, working with creative professionals to do anything that they do not have the skills, knowledge, or time for.

We don't want to waste your time with tons of introductory content, so let's get started right away.

If you find yourself lost or feel that you need help creating the blueprint for your organization's web presence, skip to the information in the last section.

Let's begin.

CHANNEL 1: SEARCH ENGINE OPTIMIZATION (SEO)

The easiest way for someone to find your nonprofit's website is by searching for it on Google, Bing, or Yahoo and seeing it as one of the first websites in the search results. For most organizations, they measure placement by typing in the name of their organization and check to see if they show up. Although some of your audience will do that because they know who you are, most of your potential audience will not know to look for your name. Instead, they will look for search phrases that are related to the type of service, organization, cause, or events that identify you.

For example, if a woman thinks she might be pregnant, she will most likely not know the name of a pregnancy center that offers testing. So she will type in a phrase like "pregnancy test houston tx". The search results will provide her with several options to choose from and she will click on the one that seems most relevant to her search term and immediate need. The idea behind search engine optimization is to do everything it takes to make your website as highly relevant to specific search phrases so that it will show up as high as possible in the search results.

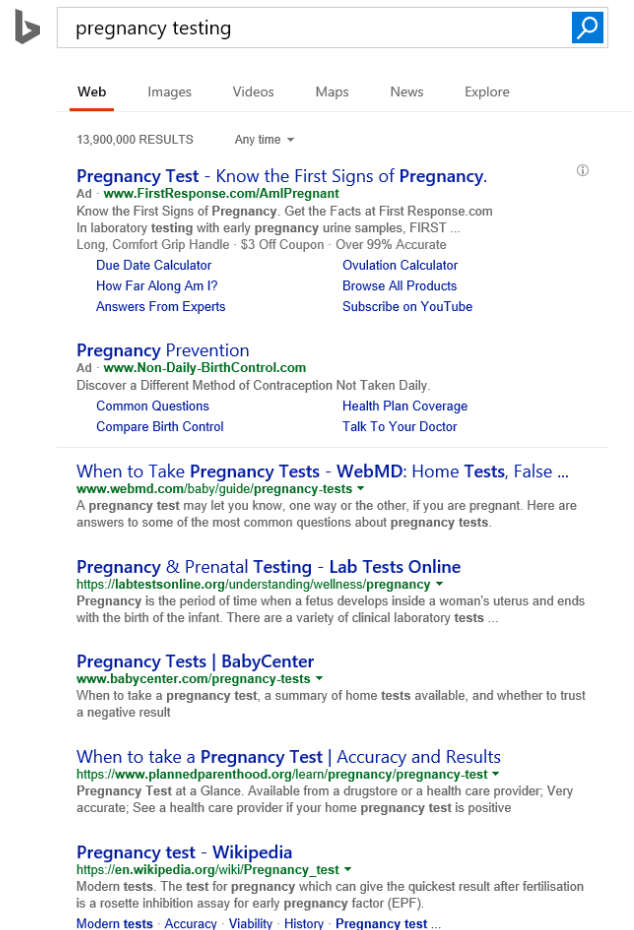


Figure 1 - Search engine optimization (SEO) works to provide you with the highest position in the search engine results.

DEFINE YOUR AUDIENCE AND WHAT PROBLEMS THEY HAVE

The first step in optimizing your website for search engines to find it highly relevant to your target search phrases is to understand who your audience is and what they are looking for in relation to what you offer. If you are a charity that feeds the homeless, your audience may be people looking to volunteer and contribute to efforts to combat homelessness in their community. If you are a church, you may be looking for people within the community seeking to visit a new church or those looking for answers to their questions about God.

Take your time to really think about who these people are and what language they would most likely use when looking for the type of answers, solutions and efforts you stand for. That language is what you will use to choose your SEO target phrases, not the language you would use to describe yourself. This is an extremely important concept to understand since search results are driven by the language and needs of the end consumer, not the person offering the service.

You may need to group these needs into different audience profiles, called **market personas**. Market personas are fictitious profiles you create and name in order to better envision your audience when you target your marketing efforts.

For example, you may create a market persona named Bob who is a 30-35 year old single male looking for a nonprofit effort to volunteer for. He is in a place in his life where he has a steady career and wants to give back to his community while making new friends. He makes \$40k per year and owns a downtown condo. Whenever you want to create an ad that targets people like Bob, think of him throughout the process and always ask yourself if what you are saying and displaying would appeal to him specifically. That is the power of creating market personas.

EXERCISE 1: DEFINE YOUR AUDIENCE

Describe your audience and build a few market personas below. Be sure to give each persona a name.

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Once you have taken the time to thoroughly understand your audiences, it's time to make a list of all the phrases you think they are most likely to type in when they are searching for the type of organization, cause, need, service, opportunities, events and impact your organization represents. Make as many as you can think of and come up with different compilations of those phrases.

Try to stay away from single words or phrases that are too ambiguous or general. For example, if you offer pregnancy testing, the word “pregnancy” may

be to broad, as it targets a number of different types of needs, not just that of pregnancy testing. But, the phrase “how do I know if I’m pregnant” is highly relevant and targeted.

EXERCISE 2: LIST OF SEARCH PHRASES

Make a list of potential search phrases your audience will type into search engines to find you.

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RESEARCH SEARCH PHRASES TO UNCOVER MORE PHRASES

Once you have exhausted every possible phrase you can think of, it’s time to do some research. What you want to learn from your research is the following:

1. Are the phrases you thought of actually being searched for?

2. What related phrases did you miss from your list?
3. Are some of those phrases more targeted and searched for more frequently each month?

In order to research your target phrase list, there are many tools on the internet you can use. Don't pay for any of the tools you find out there. Instead, go straight to Google and use their Keyword Planner tool. You can find it at <https://adwords.google.com/KeywordPlanner>. You will need to create a free AdWords account in order to use it, but the tool will give you the information you need to complete this step without any additional costs.

Google's Keyword Planner allows you to search for your entire phrase list at one time in order to find out how many times per month it is searched for. There are many different settings, including the ability to only see searches in a specific target geographic area. Play with the settings until you have the results you are looking to learn. Then move on to the next step.

Keyword Planner

Where would you like to start?

Find new keywords and get search volume data

- Search for new keywords using a phrase, website or category
- Get search volume data and trends
- Multiply keyword lists to get new keywords

Plan your budget and get forecasts

- Enter or upload a list of keywords to get forecasts
- **BETA** Get forecasts for campaigns or keywords from your account

Before you begin

[How to use Keyword Planner](#)

[How to see your organic data](#)

[Building a Display campaign? Try Display Planner](#)

Figure 2 - Google's Keyword Planner is a free tool you can use to validate and refine your list of targeted phrases.

CHOOSE YOUR TARGET SEARCH PHRASES

Once you have researched your phrases and determined that the working list you have is the best it can be, it's time to choose the top 5-10 phrases from that list that will be the primary focus of your search engine optimization efforts.

Many of our clients report getting phone calls from companies claiming to optimize their website for as many search phrases as they can think of. But consider what happens when you make everything on a checklist a priority. In effect, nothing is a priority because not everything is urgent. It is the same with search term selection. If you try to optimize for too many phrases, the result is a deoptimization for any specific phrase. There is a way around this issue, but we will get to that later.

For now, choose the top 5-10 phrases you believe your audience is typing into Google and start your optimizations with that focus.

EXERCISE 3: CHOOSE YOUR TOP 5-10 TARGET SEARCH PHRASES

Alright, it's time to narrow it down. Write down your top 5-10 search phrases based on what your research turned up.

CREATE HIGHLY RELEVANT CONTENT

In the past, search engines could be easily fooled into ranking websites high in the search results. You could simply repeat a phrase several times or link fake websites to your website to bump up your Pagerank score (a ranking algorithm Google now confirms is dead). But those days are gone. Search engines have become much more intelligent and now attempt to rank content based on its relevance to the search term and the likely intended purpose of the person searching.

Imagine that you had the task of determining whether or not three books were relevant to bears. You read the first one and find no discussion of bears anywhere. In the second book, the story is about a bear who falls in love. The third book is about the history of bears. Which would you rank highest? Without even looking at how many times the sites use the word “bear,” the third book is definitely the most relevant, followed by the second one. The first book would not even be recommended for learning about bears.

This is the way search engines think. So the burden of website owners is to create highly relevant content that they can recommend to people who have a need that your website fulfills. The most important page to do this with for your top 5 to 10 search phrases is your homepage.

Make sure that you do everything possible to use those phrases on the homepage, linking them to more information if necessary, but making sure to use them as prominently as possible. Include relevant information about those phrases on the homepage and link to pages that expound and reinforce that messaging. Also, be sure to title your website based on your most important 1-3 phrases, not your name. You can include your name, but let that be last in the title. So, if you have a nonprofit that provides housing to homeless mothers named Homes for Moms, your website title would not be “Homes for Moms Inc.” It would be something along the lines of “Housing for Single Mothers in Atlanta, GA – Homes for Moms.” This way, your title is search engine optimized and your main search phrase is the first thing someone looking for your services will see.

EXERCISE 4: WHAT ARE YOU MISSING?

Make a list of the information you are missing on your website to make it completely relevant and useful to people searching for your top 5-10 search phrases.

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USE ADDITIONAL PAGES TO TARGET MORE THAN 10 PHRASES

Once you've used your top search phrases to optimize your homepage and any pages relevant to those phrases, it's time to review the phrases that didn't make the top 5-10 list, but that are still important to your outreach efforts.

For these phrases, I recommend creating a page for each phrase, incorporating the exact search term into the page title and the website address of the page. For example, if your nonprofit teaches kindergarteners how to read, then you may have a page called "Reading Programs for Children in Kindergarten" and name the page address (also known as the page's URL)

<http://www.yournonprofit.com/reading-programs-for-children-in-kindergarten>.

The length of the address does not matter. This page is strictly so that the search engines will index them and recommend them to people online looking for that resource. For them, it's just a click.

This technique is part of a larger strategy called longtail search marketing, most of which works very well with how search engines determine relevance. But it is the combination of titling, relevance and linking from other pages that make this tactic really powerful for ranking high in search results.

EXERCISE 5: LONGTAIL PAGE LIST

Make a list of additional pages that should exist on your website in order to fully address your list of 5-10 search phrases.

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SUBMIT TO GOOGLE WEBMASTER CONSOLE AND BING WEBMASTER TOOLS

Once your website is optimized and ready for the best search engine ranking possible, it's time to let Google and Bing – the two largest search networks in the world – know your site exists.

One way to be listed within the top search engines is to simply let them find you. Post a link to your website somewhere and just let the internet spiders crawl around and find you. But if you want more control over the time it takes for Google and Bing to see you, sign into their webmaster consoles and manually submit your website to them. Google's console is called the Google Search Console, located at <https://www.google.com/webmasters/>, and Bing's console is

called Bing Webmaster Tools, located at <http://www.bing.com/toolbox/webmaster>.

At each of these services, you can add your website to Google and Bing respectively. You will have to go through the step of authenticating your ownership of the site, which is mildly technical. But with the help of your webmaster, it's quick and easy. Once you submit your site, you will actually be able to see how well your website is doing on each search engine, what phrases you are coming up under, and much more.

ADD YOUR LOCATION TO GOOGLE AND BING MAPS

This next step is critical if your nonprofit organization has a location and a local scope to its services. Both Google and Bing have location listings that you will want to add your organization's address to if this is the case.

For Google, go to <http://www.google.com/business>

For Bing, go to <http://www.bingplaces.com>

Add your locations to both places to be included in maps and local search results. This will enhance your visibility on the search engines and their related tools.

CUSTOMIZE YOUR LOCATION AND SOCIAL NETWORK PAGES/ACCOUNTS

Once you create your listings, you will need to customize all of your location pages with logos, images and listing information such as hours of operation, short and long descriptions of your organization, and more. Also, although we will get into social media later on in this manual, it's important to note that customization of your pages and social media accounts is extremely important. The entire purpose of showing up on location listings and social media is to provide an opportunity to embed your brand into the mind of your audience. If that brand is diminished by a half-done local listing or social media page, you have lost the

opportunity you were working so hard for. In many cases, you can actually leave a negative impression in the mind of someone you meant to engage.

Take the time to pretty up your pages. It is worth the minutes of extra effort to keep your brand congruent with everything else you are doing, especially your website.

INSTALL GOOGLE ANALYTICS INTO YOUR WEBSITE

This final step is not technically a search engine optimization tactic, but helps you to measure your efforts. You may already have traffic statistics through your website host, but we recommend installing Google Analytics as well in order to provide a more intuitive and deeper understand about the visitors to your website. With Google Analytics, it goes much further than counting website visitors. You can see everything from where they are coming from to what they are interested in.

Web statistics can be very confusing to go through if you try to understand every nuance of the reports. But if you simply use it as a tool to track your progress and traffic goals, understand the behavior of your visitors, and understand more about who they are, Google Analytics will help you do exactly that.

CHANNEL 2: PAY-PER-CLICK (PPC) ADVERTISING

Pay-per-click advertising is a way to start traffic to your website fast. In fact, done correctly, you could have traffic to your website within hours. The difference between pay-per-click advertising and organic search engine optimization is that, unlike SEO, you don't have to wait until the search engines index you or your social posts go viral. You can simply pay for placement of your advertisement, targeting specific search phrases and bidding for the price you are willing to pay if someone clicks.

The top three major PPC networks are Google AdWords, Bing Marketing and Facebook Advertising. Our manual will focus on these three to create your starting PPC advertising campaign. For most nonprofits, they represent more than enough to get started. But, before we move forward, let me break down the significant differences between them.

Google Adwords: This is the largest, most popular pay-per-click network. Google dominates almost 70% of the searches on the internet today. The advantage of advertising with AdWords is the obvious traffic volume. Secondly, if you outbid your competition for search phrases, you can be at the top of Google's ads within minutes. On the flipside, AdWords has a steep learning curve and can be expensive if you don't manage your campaign properly.

Bing Marketing: Bing represents over 20% of the total search traffic. That's still quite a bit of eyeballs. Clicks tend to be cheaper and the customer service is fantastic. On the downside, you do have lower search traffic and scaling your campaign may hit a wall once you start spending serious money. But remember, search engine marketing is very precise advertising, reaching people at the moment they are searching for answers, products, services and help. So Bing may be more than adequate for your organization, especially if Google is a bit out of reach or as a companion to your Google advertising.

Facebook Ads: Facebook allows for some of the most precise targeting of people anywhere. The social network has over a BILLION users, more than 50% of which are active on a daily basis. On the downside, because of the fact that you are interrupting users while they are doing something very unrelated to your message, you have a lower rate of clicks and conversions. You also need to constantly refresh your ads once people within your target group start seeing it too much.

CREATE GOOGLE, BING AND FACEBOOK ACCOUNTS

In order to get started with each network, you will need to open up a free account with the ones you intend on marketing with. Each network will take you through a process of creating your free account and then adding your first campaign. You can choose to simply back out of the process at that point and wait for later, or proceed with your first campaign. We'll talk more about campaigns in a second.

For now, let's provide you with the exact places to go on the internet to open those accounts:

Google AdWords: <http://adwords.google.com>

Bing Marketing: <http://bingads.microsoft.com>

Facebook Ads: <http://www.facebook.com/ads>

Once you finish the process of adding your first campaigns, each network will prompt you for a credit card to place on file. Once you add your payment method, your ads will be live. Each network waits until a certain amount accumulates before charging your credit card.

But before you rush ahead too far, let's cover some important essentials. Doing this incorrectly can cost you tons of money in the wrong direction. Let's dive in with an understanding about the structure of pay-per-click ads and what each part of that structure does.

CREATE CAMPAIGNS, AD GROUPS AND ADS

Pay-per-click campaigns are organized into a very specific structure. This structure allows you to control different parts of your campaign independently. Let's do a quick overview of what that structure looks like.

- Campaign
 - Ad Group
 - Ads
 - Keywords

Campaigns are essentially containers for one or more ad groups. They allow you to control who you are targeting with your ads, set a budget for all of your bids within the campaign, and focus your efforts around that budget. For Facebook, a campaign contains spending limits and the type of objectives and buying settings you choose.

Ad Groups are containers for ads and keywords. They hold the settings for how the ads within the ad group show up when the keywords that are added to it are typed into a search engine. For Facebook, there are no real keywords to choose. Instead, your daily budget settings, audience targeting, and ad scheduling information is held in this area.

Ads and Keywords are within ad groups. They are the most basic components, although they contain many different settings and options. To keep it simple, you write ads to go within your ad groups and choose search phrases that you want those ads to appear under when people type in those search phrases. For Facebook, you don't choose keywords. The ads are shown based on your ad group's audience targeting settings.

Let's cover some of the essentials from both the search networks and Facebook ads. We're going to start with the ads first, then work our way to keywords and then, finally, to bidding strategies and landing pages.

AD COPY WRITING FOR PPC

Everything starts with the ad. If you're not accustomed to advertising language, **ad copy** is the text of your ad, or *what it says*. To begin, we need to know what we want to advertise to those who we want to click on our ad. Start by thinking about your specific appeal, offer, or resource.

- Are you promoting a specific giving campaign?
- Are you recruiting volunteers?
- Are you looking for more people to serve?
- Are you looking for members?

Once you've determined what the goal is for your campaign, it's time to choose a compelling headline and start writing your article. Remember that your target prospect is the hero of the ad. Identify the problem that hero is having right now and start your headline with that in mind.

For example, if you are targeting pregnant women for pregnancy testing, your headline will address that. Here are some possibilities:

- Free Pregnancy Testing for Unexpected Pregnancies
- Find Out If You're Pregnant – Fast and Confidential
- Learn About Pregnancy Symptoms – How Do You Know?

These three headlines reach out to the hero's top priority and present a possible solution that they must click on to learn more about. This is the type of effect you want to have in order to position yourself as the person with the answer to their need.

Next, we need to follow up with text that will draw their interest further and build a desire to click. The best way to do this is to add a fact that will interest them and a benefit that will entice them. For example, here is a possible body for the first headline above:

Free Pregnancy Testing for Unexpected Pregnancies

You don't have to wonder anymore. Fast, confidential testing and options.

Learn more. <http://www.prcnaples.org>

The last line contains a **call to action**. Calls to action are clear instructions to your prospective visitors that guide them into performing whatever action you want them to perform in response to your ad.

Within each ad group, be sure to create at least two ads to test against. For our clients, we usually only change one thing about the second ad in order to know for sure what caused the different response. We continue doing that periodically to improve the ad over time.

With that formula in mind, let's move on to keywords.

EXERCISE 6: WRITE THREE ADS

Take a few moments to practice writing ads. Write three advertisements. The first two lines are for the headline and the second two are for the actual ad text. Do not include the website address you are sending visitors to.

Ad #1

Ad #2

Ad #3

RESEARCH AND CHOOSE THE PROPER KEYWORDS TO BID ON

Researching keywords for PPC is much the same as the process of search engine optimization (*see the Research Search Phrases to Uncover More Phrases section of Channel 1*). Both Google and Bing have keyword planning tools. Google's can be located at <https://adwords.google.com/KeywordPlanner>, and Bing's tool can be found at <https://bingads.microsoft.com/Research/KeywordPlanner>. Both tools provide you with the ability to use an initial list of keywords to discover search trends and bids. You can also uncover more phrases you did not even think about and add them to your list.

In the beginning, list out as many search phrases as possible and every way they can be typed in. But be cautious to keep your search phrases very targeted. Stay away from one-word or general search phrases that could result in your ad being seen and clicked on by people who are not interested in what you offer. This can result in hundreds, even thousands, of dollars in wasted clicks.

Once you are ready with your keyword list, you are ready to determine what sort of bidding strategy and keyword match type you need to use to **inside** the best targeting and at the most affordable rate.

EXERCISE 7: YOUR MOST TARGETED PHRASES

Write down what you believe are the top 10 most targeted search phrases for your PPC campaign. These should be the top 10 things people are typing into

search engines to find your organization without knowing who you are beforehand.

BIDDING STRATEGIES, MATCH TYPES, AND HOW TO PREVENT WASTEFUL CLICKS

When you create your campaigns, you will need to make several decisions. Some of them will affect who you are targeting, how much you will be spending, and what networks you will be including. But when it comes to choosing a **bidding strategy**, most people get lost. A bidding strategy is an algorithm that tells the ad network how to adjust your bids automatically depending on your goals. There are several types of flexible bidding strategies available, but we will go over the most popular ones.

As we review these bid strategies, keep in mind that these are Google AdWords specific. Bing tends to copy what AdWords does but does not always have everything just yet. So, we will assume that these strategies are either present in both networks, or coming soon to Bing.

Enhanced PCP: This strategy is great for targeted high-converting clicks. Google helps you target high-converting clicks and your conversion rate should increase. But be careful for increased costs and make sure you are checking your statistics carefully. Sometimes, the algorithm doesn't work as well as you might expect it to. Overall, use this strategy when increasing conversions to your website is the top priority.

Target Search Page Location: This strategy is great for getting your ad to the top of the search engine results. Your ads enjoy higher visibility and potentially a higher click-through rate because of their prominent position. But be careful for increased ad expenses and keep in mind that there is no guarantee that higher positioning will produce more highly-qualified clicks. Use this when you want immediate brand exposure and are ready to meet the demand of incoming clicks and actions.

Target CPA: This strategy is great for ensuring that your conversion cost stays within a certain cost range. This is the most automated way to run your PPC campaign. It helps you keep your cost per acquisition (CPA) direct at the number you specify. However, if you do not set a proper maximum bid, your cost per bid can skyrocket. In addition, if you fail to monitor your campaigns properly, you could end up decreasing the effectiveness of your advertising over time. Use this strategy if you have a clear cost target and you want to spend less time tweaking your bids. Also, keep in mind that this option will not be available until the PPC network gathers enough information to make this a success.

Target Outranking Share: This strategy is best when you want to outrank competitors. It increases your search visibility over your competitor and allows you to take market share from them by specifically targeting them. But keep in mind that this strategy is significantly more expensive than the other bid strategies. Furthermore, it does not help you to obtain targeted traffic and conversions to your website. Only use this strategy if you want to gain a temporary edge over a few competitors.

Maximize Clicks: This strategy is best when you want to get as many clicks to your website as possible. This is the most straightforward and basic strategy and the

most efficient for generating traffic to your website fast. However, remember that the clicks may not be of the best quality or targeted enough to meet your goals. So you will need to produce many more clicks to see results. Use this strategy if you want to generate immediate traffic without spending too much time maintaining your bids. This is also a good initial strategy to help Google “learn” who clicks and converts before switching to a more targeted strategy.

Target Return On Ad Spend: This strategy is best when you want to target a specific return on investment. This strategy goes beyond normal conversion and attempts to maximize your ROI. It is geared toward selling products and services and can take out the pain of figuring out the right balance between what sells a lot and what brings in the most revenue. But it requires a more sophisticated algorithm to work and it’s not useful for most websites. Use this strategy only if you are offering products on your website, such as resources and promotional items. This strategy helps to measure your return on investment by tracking traffic and purchases, giving the PPC network the data it needs to know who to send to you and what products to recommend to them.

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Now that you understand bid strategies, let’s talk about another aspect of PPC campaigns that affect your budget in a major way - keyword **match types**. Match types define how Google and Bing use your search phrase to trigger your ads by asking the question, “How specific should I be?”

There are four general match types in PPC advertising:

Broad match: This match type is the default for the search phrases you add to an ad group. It searches everything from the phrase itself to misspellings, synonyms, related searches, variations of the words, and even the individual words in the keywords. This is the riskiest type of match type and can result in overspending your budget in very little time because it is the least targeted of them all. Use broad match sparingly, always preferring any of the other match types unless your search term is incredibly industry specific.

Example: pregnancy test, homeless volunteer opportunities, churches in tampa

Modified broad match: This match type adds an element of specificity to the broad match type. It uses a plus symbol (+) to specify that one or more words in the phrase (or a close variation of it) must be present in the search in order to show the ad. This makes this match type very flexible, but you still run the risk of nontargeted clicks due to some unforeseen combination of words that people are searching for. So, monitor them carefully.

Example: +pregnancy test, homeless +volunteer opportunities, +churches in +tampa

Phrase match: This match type specifies that only the entire phrase or a close variation of it with the words in the same order should trigger your ads to show. This offers a high level of targeting, with the flexibility of including close variations. Most of your search phrases should be of this match type. To make a search phrase a phrase match type, simply enclose it in quotation marks ("").

Example: "pregnancy test", "homeless volunteer opportunities", "churches in tampa"

Exact match: This match type is the most specific of them all. It specifies that a search term must match the phrase exactly or be some close derivative of the exact phrase with all words in that order. Use exact match for phrases in which the words are not generally switched around in any way, especially if the phrase is industry specific, scientific, or only correct that way. Make a phrase an exact match type by enclosing it in brackets ([]).

Example: [pregnancy test], [homeless volunteer opportunities], [churches in tampa]

Between understanding bid strategies and match types, you can truly control your spending closely with PPC advertising while targeting your ads appropriately. When we create ad groups, we typically start everything as a phrase match and work from there. Sometimes, when the product, service, or effort is niche enough, we will use broad match with modifiers. But, unless your organization and the terms used to find you are extremely specialized, you will NEVER want to use broad match for your PPC campaign without a very large budget. It is intended to drive tons of traffic to your website, but the traffic is extremely untargeted. Modifiers help with that issue, but we recommend sticking to phrase and exact match exclusively in the beginning until you have a control to test

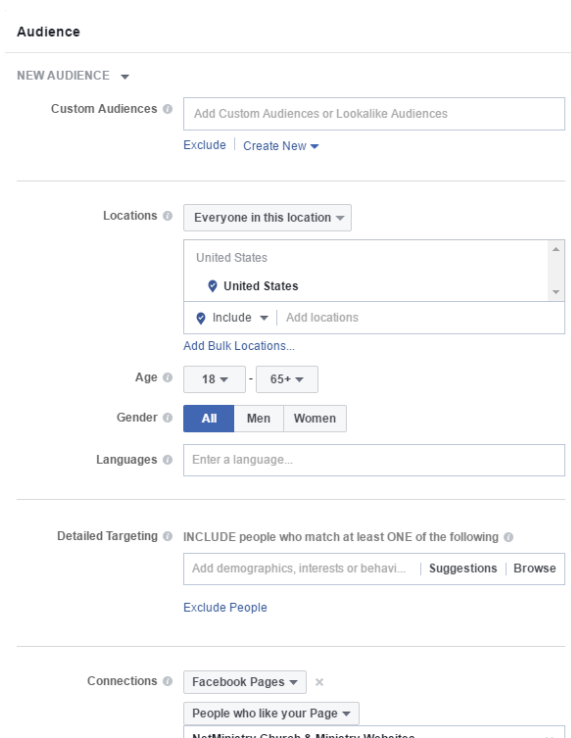
against. Then you can start playing with broad match if you have the extra budget to spend.

UNDERSTANDING FACEBOOK AUDIENCE TARGETING

Unlike Google and Bing, Facebook does not use search phrases to target your ads. The social network uses the information it has gathered about its users and serves your ads based on demographics, interests, region and several other factors. It offers the most targeted advertising on earth, which makes it a popular network for brands all over the world. However, because your ads are being shown to people who may not necessarily be searching for your type of nonprofit activity, offer, service, or event at the moment they see your ad, the click-through for your campaigns will be much lower than the search engines.

When you create your ad groups, you will be prompted each time to create an audience or choose from one you have already created. The basic choices include locations, ages, genders, languages, interests and connections to pages. But, using Facebook's advanced tools, you can dive even deeper, such as marital status, recent purchases and more. It's actually kind of scary what Facebook knows about people – including you!

Once you've determined who your audience is using Facebook's ad group audience settings, Facebook uses the behavior of those engaging with your ad to continually optimize your clicks and help you to perform better over time. However, be aware that Facebook ads do reach a ceiling for response and start to diminish in response and effectiveness thereafter.

A screenshot of the Facebook Audience Targeting interface. The top section is titled 'Audience' and has a dropdown menu for 'NEW AUDIENCE'. Below this is a 'Custom Audiences' section with a text input field 'Add Custom Audiences or Lookalike Audiences' and buttons for 'Exclude' and 'Create New'. The 'Locations' section has a dropdown for 'Everyone in this location' and a list of locations with 'United States' selected. Below this is an 'Age' section with a range from '18' to '65+'. The 'Gender' section has buttons for 'All', 'Men', and 'Women'. The 'Languages' section has a text input field 'Enter a language...'. The 'Detailed Targeting' section has a dropdown for 'INCLUDE people who match at least ONE of the following' and a text input field 'Add demographics, interests or behavi...'. Below this is a button for 'Exclude People'. The 'Connections' section has a dropdown for 'Facebook Pages' and a list of pages with 'People who like your Page' selected.

Exercise 7: Audience Interest

Write down a list of things your audience(s) are most likely interested in other than your organization. Think about the type of people they are and what their lives most likely consist of. You don't have to be perfectly correct. This is simply an exercise that will help you to get into the head of your audience.

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INSERT CONVERSION TRACKING TO MEASURE CRITICAL ACTIONS

The miraculous thing about online advertising is how easy it is to track the effectiveness of just about everything you do. All three of the major PPC networks have **conversion tracking** systems. What this means is that they provide you with a snippet of HTML code to place on your website to help them track people who click over from your ad and determine what actions they perform afterwards.

For example, if you are using conversion tracking, Google knows when someone who clicks on your ad performs an action you want them to perform, such as

purchasing a ticket to your event, signing up for a newsletter, or registering as a volunteer. Some of the networks can even tell if a person clicked your phone number with a mobile device and called you.

The reasons for conversion tracking are incredibly important to understand. First, conversion tracking allows the networks to tell you how well your ads are performing AFTER the click. For example, you could have an ad that is getting hundreds of clicks, but no one is signing up after the fact, while another ad is getting half the clicks but resulting in a 25% sign up rate. Conversion tracking also helps the networks to learn about your audience and optimize your campaign to show your ads only when those most likely to click search for you. Some networks can actually adjust your bids based on your conversion tracking information, predicting when you should increase it for better positioning or in order to avoid spending your money on prospects that most likely will not perform any trackable action.

Another great reason for conversion tracking is a strategy called **retargeting**. Retargeting allows for visitors for your site who clicked on your ad to be tracked and added to a group that starts seeing ads for your website until they perform a specific action. For example, you can set up a retargeting campaign for visitors who visit your event page but do not register. The networks can then feed another to that group which directs them back to the page to register, or to an entirely different presentation to try another approach. This helps to convert leads that would have otherwise gone away and never returned.

In order to implement conversion tracking on Google and Bing, simply click on TOOLS and find CONVERSION TRACKING. Follow the instructions to set up your tracking code and copy/paste the code you are given into your website's template. For Facebook, conversion tracking is called a CONVERSION TRACKING PIXEL.

Conversion tracking codes and pixels are usually placed in the HTML code of your website's template. For some tracking strategies, you will only place the tracking code on the page after the visitors perform the action you are trying to get them to take. But most of the current systems just have you place the code in your

website's template, then define more settings within their conversion tracking system that helps you to track multiple goals. The safest bet is to simply follow the instructions on the screen and allow them to guide you through the process.

CREATE A AND B VERSIONS OF YOUR ADS TO TEST AD COPY RESPONSE

The beauty of ad groups is that they allow you to create as many ads as you wish within one group. While you don't want to go crazy adding tons of unrelated ads into your ad group, you definitely want to create two slightly different versions of your ads in order to test response.

To implement an A/B split test, simply write your first ad. Then, create a second ad that is identical to your first ad with just one slight variation. Change the headline or a few words only. The idea is to allow for the testing of small ideas to help make your campaign more effective over time. Periodically, visit your ad stats, remove the versions that are low performers and continually try to create variations of the winners to improve your ad performance.

With any advertising you do, always test multiple variables in order to continually improve the response and effectiveness of your online advertising. Measure the results carefully, then modify your campaigns to try new ways to beat your best performing ads.

EXERCISE 8: A/B SPLIT TESTING

Create two slightly different versions of an ad you would run. For example, change only the headline or a specific word for which you want to test the effectiveness.

Ad A

Ad B

CREATE LANDING PAGES FOR VISITORS WHO CLICK ON YOUR ADS

For your pay-per-click ads to be as effective as possible, the pages that your visitors land on are extremely important. These pages, called **landing pages**, provide those who click on your ads with a continuation of the message that was in the ad they clicked on. A common mistake is to send them to your homepage, where visitors are typically presented with several options to click on. Instead, best practice dictates that you create a different landing page for each ad, or to at least point each ad directly to the page on your website that talks about whatever is being advertised in your ad.

Your ads should follow the AIDA (attention, interest, desire, action) formula. Create a clear headline that reinforces your ad, followed by a brief explanation, key benefits and a call to action. Including video will help improve your conversion rate dramatically. Your call to action should be a button, form, phone number to call, or any other immediate response system to capture that lead.

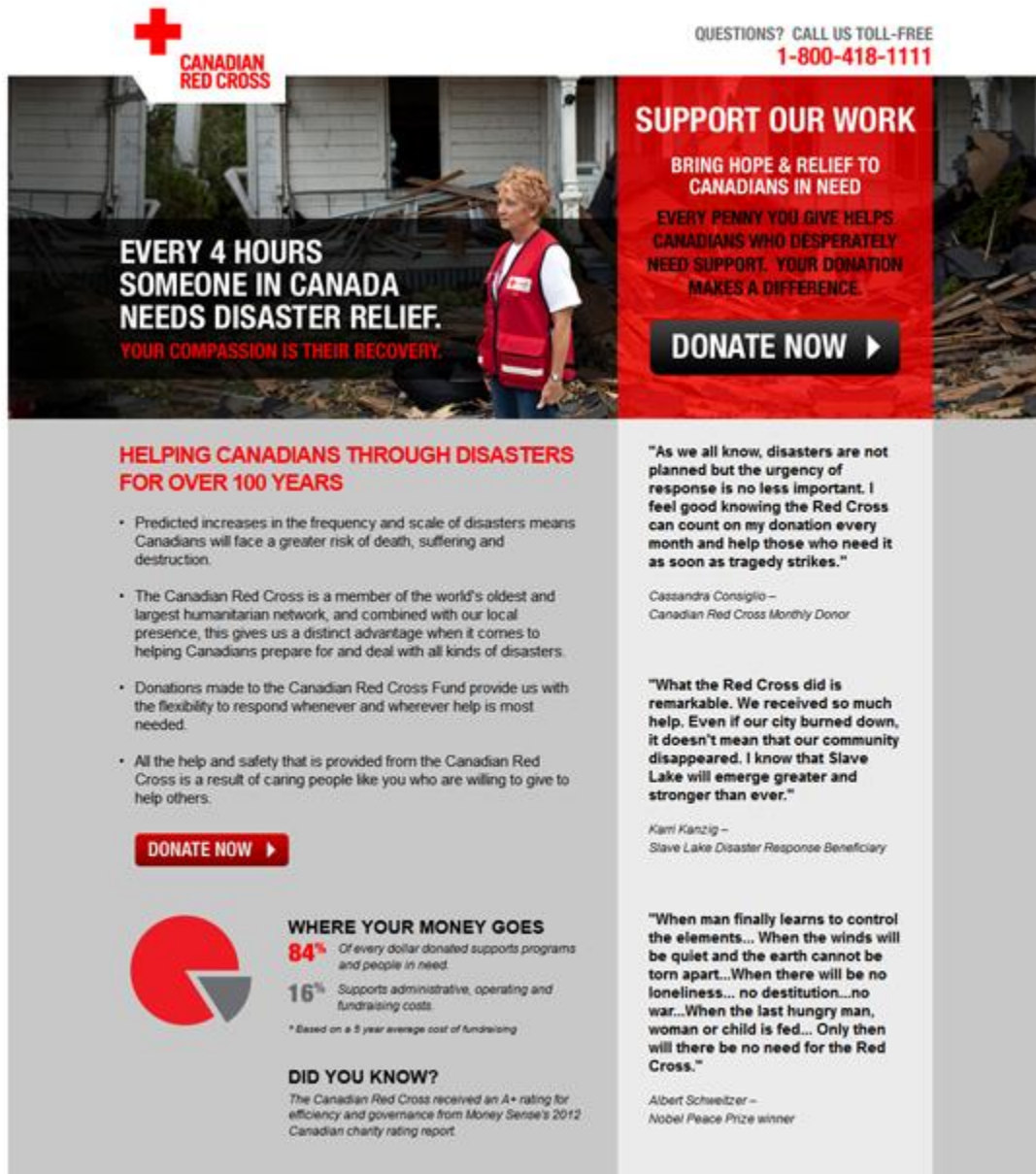
For efficiency and consistency, integrate your favorite CRM or lead automation software with your landing pages to ensure that someone or something follows up with every lead. Be sure to implement conversion tracking to allow the PPC networks you are advertising on to gather data and optimize your campaigns.

This is the full circle of PPC advertising – from campaign creation to following up and closing leads. Every nonprofit needs to create this process for recruiting,

donation solicitations, volunteer recruitment, offering resources, event registrations, and much more.

EXAMPLES OF LANDING PAGES

Here are two examples of good, effective landing pages.



The landing page for the Canadian Red Cross features a hero section with a background image of a woman in a red vest standing in front of a damaged building. The text in the hero section reads: "EVERY 4 HOURS SOMEONE IN CANADA NEEDS DISASTER RELIEF. YOUR COMPASSION IS THEIR RECOVERY." To the right, a red box contains the text: "SUPPORT OUR WORK BRING HOPE & RELIEF TO CANADIANS IN NEED EVERY PENNY YOU GIVE HELPS CANADIANS WHO DESPERATELY NEED SUPPORT. YOUR DONATION MAKES A DIFFERENCE." Below this is a "DONATE NOW" button. At the top right, it says "QUESTIONS? CALL US TOLL-FREE 1-800-418-1111". The main content area is divided into two columns. The left column is titled "HELPING CANADIANS THROUGH DISASTERS FOR OVER 100 YEARS" and lists four bullet points about disaster relief. Below the list is another "DONATE NOW" button. The right column contains two quotes from donors and beneficiaries. At the bottom left, a pie chart titled "WHERE YOUR MONEY GOES" shows that 84% of every dollar goes to support programs and 16% goes to administrative costs. Below this is a "DID YOU KNOW?" section mentioning an A+ rating from Money Sense. The footer includes the Imagine Canada logo and text about the Canadian Red Cross's membership in the Imagine Canada Ethical Code Program.

QUESTIONS? CALL US TOLL-FREE 1-800-418-1111

EVERY 4 HOURS SOMEONE IN CANADA NEEDS DISASTER RELIEF. YOUR COMPASSION IS THEIR RECOVERY.

SUPPORT OUR WORK
BRING HOPE & RELIEF TO CANADIANS IN NEED
EVERY PENNY YOU GIVE HELPS CANADIANS WHO DESPERATELY NEED SUPPORT. YOUR DONATION MAKES A DIFFERENCE.

DONATE NOW

HELPING CANADIANS THROUGH DISASTERS FOR OVER 100 YEARS

- Predicted increases in the frequency and scale of disasters means Canadians will face a greater risk of death, suffering and destruction.
- The Canadian Red Cross is a member of the world's oldest and largest humanitarian network, and combined with our local presence, this gives us a distinct advantage when it comes to helping Canadians prepare for and deal with all kinds of disasters.
- Donations made to the Canadian Red Cross Fund provide us with the flexibility to respond whenever and wherever help is most needed.
- All the help and safety that is provided from the Canadian Red Cross is a result of caring people like you who are willing to give to help others.

DONATE NOW

WHERE YOUR MONEY GOES
84% Of every dollar donated supports programs and people in need.
16% Supports administrative, operating and fundraising costs.
* Based on a 5 year average cost of fundraising

DID YOU KNOW?
The Canadian Red Cross received an A+ rating for efficiency and governance from Money Sense's 2012 Canadian charity rating report.

"As we all know, disasters are not planned but the urgency of response is no less important. I feel good knowing the Red Cross can count on my donation every month and help those who need it as soon as tragedy strikes."
Cassandra Consiglio – Canadian Red Cross Monthly Donor

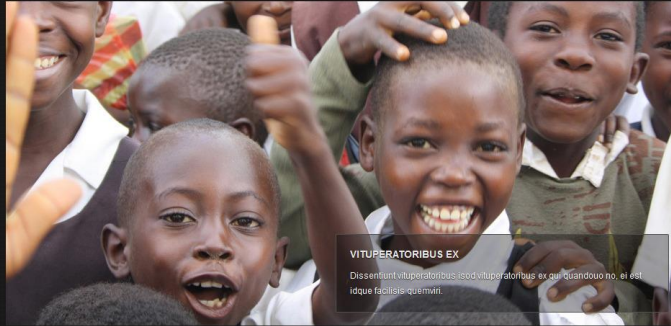
"What the Red Cross did is remarkable. We received so much help. Even if our city burned down, it doesn't mean that our community disappeared. I know that Slave Lake will emerge greater and stronger than ever."
Karl Kanzig – Slave Lake Disaster Response Beneficiary

"When man finally learns to control the elements... When the winds will be quiet and the earth cannot be torn apart... When there will be no loneliness... no destitution... no war... When the last hungry man, woman or child is fed... Only then will there be no need for the Red Cross."
Albert Schweitzer – Nobel Peace Prize winner

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“ Investing in children education is more likely to prevent all inter-generational cycles of poverty and yield high economic and societal returns. — Please call us : +1 900 911 17 ”



Vocibus interpretaris conclusionemque ad mei vis.

Lorem ipsum dolor sit amet, ex unum nominati cum, ne ubique nominati reprimique pro, ius ut prima paulo eloquentiam.

GIVE YOUR DONATION

OR

BUY FROM OUR STORE

HELPING CHILDREN



Odio nominati in bonorum volumus temporibus sit alqui. Fabellas quæsto ut mei, ne inani choro scribentur eam. Cu albus malisset splendide suavitatis.

MEET OUR WISH KIDS



Odio nominati in bonorum volumus temporibus sit alqui. Fabellas quæsto ut mei, ne inani choro scribentur eam. Cu albus malisset splendide suavitatis.

STUDENT EDUCATION



Odio nominati in bonorum volumus temporibus sit alqui. Fabellas quæsto ut mei, ne inani choro scribentur eam. Cu albus malisset splendide suavitatis.

FOR BETTER LIVING



Odio nominati in bonorum volumus temporibus sit alqui. Fabellas quæsto ut mei, ne inani choro scribentur eam. Cu albus malisset splendide suavitatis.

HOW YOU CAN HELP US FUNDRAISE

☒ Just one time donation ☐ I'd prefer to give monthly donation

One time donation \$100

Lorem ipsum dolor sit amet, mei ex numquam debitis. Dicta erem id nec, mazim officis quaerendum id his.

DONATE US NOW

OR

BUY FROM OUR STORE

About us

Our programs

Recent activities



GET TO KNOW US

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VESTIBULUM ULTRICES LACUS A LOREM DICTUM CONSECTETUR



OUR SPONSORS



BROWSE PAGES

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ABOUT OUR ORGANIZATION
GET NEWEST PRESS RELEASE
KNOWING OUR PROGRAMS
HELP US BUY OUR MERCHANDISE
GALLERY OF ACTIVITIES
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Sweetest building No 23, City, ST 15210
Jakarta - Indonesia
Phone (001) 1234 9999
Fax (001) 1234 8888
www.websitename.com

DROP US A MESSAGE



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START YOUR CAMPAIGNS AND MEASURE RESULTS REGULARLY

As we've stated several times before, make sure you make use of any mechanisms you have available to measure performance of your campaigns from the very beginning. The more data you have, the better decisions you can make in order to maximize your advertising budget. Use conversion tracking to allow the PPC network to partner with you and optimize your campaigns. But be sure to keep an eye out for ways to improve things yourself as you cannot completely trust algorithms and software to know the nuances of your industry.

COMPARE PERFORMANCE AND MAKE ADJUSTMENTS

Once you have enough data, compare that data to previous days, weeks and months. Learn to spot trends in the data that point to problems to solve or hidden nuggets that can be capitalized on. For example, if you see an ad that has a high click-through rate but no lead conversions, it could point to an ad that is not targeted properly or a landing page that is malfunctioning.

Determine your optimal cycle for reviewing your PPC results and making modifications to your campaigns accordingly. Ultimately, you are in the driver's seat of your campaigns. Make the most out of your budget and drive target traffic to your website like never before.

CHANNEL 3: SOCIAL MEDIA MARKETING

No modern internet marketing manual would be complete without a walk through of social media marketing. Facebook has over one billion users, more than half of which use the service every day. Other networks like Twitter, LinkedIn, Instagram and Pinterest provide still more opportunities to connect with users from all walks of life. These networks are learning more about their users every day and putting options in the hands of nonprofits to more precisely target prospective members, donors, volunteers and supporters with the click of a button.

Well, maybe more than just a button...

DETERMINE WHAT SOCIAL MEDIA PLATFORMS ARE BEST FOR YOUR EFFORT

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Every social platform is different – sometimes drastically different. They differ in size, purpose, connection, demographics and many other characteristics. Let's briefly review some of the most popular network nonprofits used in the United States.

Facebook: This social network is the largest website in the world. With over one billion members, the site serves as a hub for connections and advertising for people around the world. Users exchange posts, comments, images, links, videos and more with friends and family. The core strategy for this network is to create a Facebook page for your nonprofit and use it to connect with other Facebook users, providing news, information, entertaining content and engaging posts that spawn conversation and engagement.

YouTube: This social network focuses on the sharing of video content. Like Facebook, the network has over one billion members. Uploading and sharing videos is free. Users spend their time looking for videos or watching embedded videos from YouTube on other websites. The core strategy for this network is to

post videos that are useful and compelling, tagging them properly to ensure they are found by internet searchers looking for them.

Twitter: This social network focuses on chat through the use of words and phrases preceded by hash symbols (#). Users can monitor chat feeds, user accounts and trending topics. They can post, respond, or simply read the tweets coming through the feed. The core strategy for this network is to create a compelling feed of information and conversations using hashtags searched for and responded to by other users while engaging in chats within those hashtags.

Instagram: This social network allows users to post pictures, videos and stories to share with other users who follow their feed. Users can also comment on the posts and search the network, primarily through the use of tags preceded by the hash symbol (#). The core strategy for this network is to post regularly, tagging your images, vidoes and stories with popular, relevant tags while searching for related content and liking/commenting on it.

LinkedIn: This social network allows professionals to connect based on a number of different factors such as employment, expertise and location. Each user expands his network by adding friends they know, then allowing LinkedIn to introduce them to friends of friends. Users can also post comments, links, media and resources to other users. The core strategy for this network is to first fully complete your user profile with well-worded information about you, then periodically post help content for other users. You can also introduce yourself to friends of friends in order to expand your circle of influence.

Pinterest: This social network allows you to “pin” pictures and information you like from all over the web. Users’ pin boards are then searchable throughout Pinterest, allow users to re-pin the pins of other users as well as add them to their friends list. The core strategy of Pinterest is to create helpful, niche pins with great comments that other users can find and connect with.

Armed with these brief summaries, the first step is to choose which networks are best for you. What networks will allow you to provide your donors, volunteers, community, board of directors and members with value beyond what your

website can do with minimal effort and a manageable volume of regular upkeep to make it successful?

EXERCISE 9: CHOOSE YOUR SOCIAL NETWORKS

Make a list of the social networks that are best for your organization. If you have one in mind that is not in the list above, feel free to write it down as well.

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CREATE USER ACCOUNTS AND PAGES

Once you've decide which networks are for you, it's time to sign up for those services. Below are the web addresses for each service we have reviewed. Keep in mind that there are hundreds of other social networks in the world. These are simply the top networks in the United States.

- Facebook: <http://www.facebook.com>
- YouTube: <http://www.youtube.com>
- Instagram: <http://www.instagram.com>
- Twitter: <http://www.twitter.com>
- LinkedIn: <http://www.linkedin.com>
- Pinterest: <http://www.pinterest>

Creating your account with every one of these services is totally free. Just visit the links above and sign up now.

EXERCISE 10: CREATE YOUR SOCIAL MEDIA ACCOUNTS

Go to the websites of the social media networks that you listed in the previous exercise and create your organization's accounts and/or pages now. When you are finished, check DONE below.

_____ Done!

CUSTOMIZE YOUR ACCOUNT AND PAGES WITH YOUR BRANDING

Once you have created your accounts and pages, it's time to customize them. For each network the process is different. Some of them, like Facebook, have elaborate settings that you can go through. Others, like Twitter, have a very simple way to set up your account and customize the way your account looks when viewed by other users.

Learning how to customize each network is beyond the scope of this manual, but below are some links to videos to start you on the right path.

- **For Facebook:**
https://www.youtube.com/results?search_query=setting+up+a+facebook+page
- **For YouTube:**
https://www.youtube.com/results?search_query=setting+up+a+youtube+channel
- **For Instagram:**
https://www.youtube.com/results?search_query=setting+up+an+instagram+account

- **For Twitter:**
https://www.youtube.com/results?search_query=setting+up+a+twitter+account
- **For LinkedIn:**
https://www.youtube.com/results?search_query=setting+up+a+linkedin+profile
- **For Pinterest:**
https://www.youtube.com/results?search_query=how+to+set+up+a+pinterest+account

Each of these links is to a search on YouTube for the latest vidoes available.

SEED YOUR ACCOUNTS AND PAGES WITH PIECES OF WEBSITE CONTENT

Once you create and customize your social accounts and pages, you will need to seed them with a few entries so that people you invite will not think that your account is just another empty page.

Start with your own website. Find items, areas, blog posts and other content you can quickly share on the networks of your choosing. If you have something you'd like to share that is not on your website, publish it to your website first, then share it on social networks. This way, your website becomes the authoritative source for everything you share.

You can share things that are not on your website. But keep in mind that the entire purpose of social media is to drive them back to something on your website. So every time you send them somewhere else, you are losing your potential supporter and they may never come back to give you another chance.

Your content should benefit your target audience. Focus on content quality not quantity. Make each post matter and count on reposting that content multiple times over time unless it is timely. Not all of your friends, fans and followers will see it the first time... Or the second time. Don't be afraid to reuse content.

EXERCISE 11: FIND SHAREABLE CONTENT

Look around your website and find pages that make great shareable content. Write the titles of those pages below. If you do not find any, write down the title of pages or blog articles you want to create in order to share them on social media.

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BEGIN BY INVITING FRIENDS, FAMILY, CONSTITUENTS, MEMBERS AND VOLUNTEERS

Your first fans and friends on social media should come from the circle of people you know. This starts with those within your organizations, your friends and family, and their friends and family. Don't be afraid to ask people you know to like and follow your social media pages. It's free, so there is no harm or risk in asking.

As your friends and family join, be sure to thank them publically on your page and encourage them to invite more people. Add new, good quality, shareable content to drive the excitement and engagement up. But keep it relevant and useful.

Keep in mind that likes, fans and followers are not necessarily what they seem. The reality is that a small percentage of them will ever do anything other than click a button. On networks like Facebook, what is shown to your page fans is severely limited due to Facebook's feed algorithm. So be sure to measure success with measurable goals that have more to do with engagement and visits to your website than increasing your like count.

CREATE A SCHEDULE FOR POSTING TO EACH NETWORK

Your organization should only open accounts on social networks that it intends to maintain. You can choose to start with just one or two networks and grow from there. But every social network you decide to use must be on a posting schedule in order to maintain a consistent flow of content. Otherwise, you'll find yourself doing what my friend Pam Moore calls "drive-by social networking." That's when you post in bursts when you remember to then disappear once other tasks have consumed your time.

Create a specific schedule based on (a) the frequency you think your audience will want to hear from you and (b) how often you can create or find new content for posting. Someone in your organization should take the time to answer messages sent through your social channels as well as participate in online discussion groups and chats. This is why you should limit the number of channels you start with and scale once you have those channels mastered.

EXERCISE 12: CREATE A POSTING SCHEDULE

Write down what days, times, weeks and intervals you intend to post new quality content to your various social media accounts.

POST HELPFUL CONTENT, FOCUSING ON YOUR AUDIENCE

When you are using social media as an individual, it's natural to focus on your own life, thoughts, feelings and favorite things. That's what it exists for. But for your nonprofit organization's social presence, the focus must change substantially.

Whether it's a Facebook page, a Twitter feed, or an Instagram account, the focus of your social presence is about making your donors, volunteers, members and people you want to help the heroes of the story. Focus on posting information that is helpful, engaging and even entertaining. Most of all, keep it relevant to why they connected with you in the first place.

The best content to post is content you create. Pictures of events, brief posts about wins your organization has, and even announcements and discussion questions all fuel online conversation and interaction. Determine your organizations's social voice and what you want people to think about you as a result of your social posts. Then post in ways that are consistent with that goal.

Remember that the goal is not to amass millions of followers. I know that goes against everything you have probably heard, but followers, fans and friends mean nothing in the end. You are looking for engagement, and that will only come from a small subset of those fans, friends and followers. But, that's all you need – a few core people who find your social presence helpful and use it on a daily basis to remind themselves of what you are going.

EXERCISE 13: WHAT HELPS YOUR AUDIENCE?

Make a list of topics and categories of information you believe to be helpful to your audience. Think of as many as you can.

MAKE USE OF PUBLIC AND PRIVATE FACEBOOK

Facebook has a feature that is tremendously helpful in building brand loyalty around a common interest and discussion. This feature is called a **Facebook group**. When you create a group and invite people to it, you are inviting them to a continual discussion, one that you moderate and lead. The larger that community grows, the more influence you have over a vast array of topics and opinions.

Create public groups for free-for-all discussion and commentary, mostly driven by the community itself. Create private groups for invite-only, more exclusive communities where you want to control access to and limit the people who can be a part of that ongoing discussion. For example, we have a private group on Facebook for nonprofit leaders called the Nonprofit Leader Insiders group. It's limited to people who are active in leading the direction of a nonprofit to any capacity. Go and join our group now by visiting:

<https://www.facebook.com/groups/nonprofitinsiders/>

EXERCISE 14: EXCLUSIVE FACEBOOK GROUPS

If you were to create public and private groups for your audience to communicate with yourself and each other, what would they be named? Write it down below.

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____ Yes, I joined the Nonprofit Leader Insiders Facebook group!

MEASURE TRAFFIC FROM YOUR SOCIAL MEDIA TO YOUR WEBSITE

The main goal to keep in mind is driving traffic back to your website in order for people to take action in some sort of way. Social media has a way of sucking you in, wasting the days with stray conversations and distractions. Sticking with your goal of preparing your website for the actions you want people to take from social media is a crucial part of this entire strategy.

Measure the traffic that is coming from social media using Google Analytics and look at what visitors are doing when they get there. Don't just send people to your homepage. Send them to specific pages of your website that have calls to action and a presentation that convinces them to take that action. Have forms and calls to action next to the blogs and articles you share from your website.

Make sure event registrations are possible on the pages of your website that contain the details of those events.

Build your social media channels as outposts designed to bring people to your website – your organization’s online headquarters. That moves people from the distraction and noise of social media to your controlled and deliberate presentation.

That is what causes action, not fans, friends, or follower counts.

PROMOTE POSTS THAT PRODUCE GREAT TRAFFIC TO YOUR WEBSITE

When you see a post that really resonates with people visiting your social accounts and pages, causing them to take the actions you want them to take, amplify the effect by boosting the post.

However, when you boost your posts, be sure to pay attention to the audience you are boosting to. There are several choices that include just boosting to people who already like your page to extending the post to others who fit a specific profile. Be strategic about your boosting, evaluating those settings for each post individually.

Also, keep in mind what percentage of your connections will see your unboosted post as opposed to the boosted one. For example, on Facebook only 5-10% of your page fans will see an unboosted post. Boosting it will increase that percentage substantially.

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ANSWER MESSAGES THAT ARE SENT TO YOU

All social media channels will have the ability to send and receive private messages from other users. That is the purpose of social networking. However, not answering those messages can cause your page to receive a negative reputation. At best, neglecting your incoming messages can work against your entire goal of making connections in the first place. This is why we recommend

only taking on as many social networks as you have the internal resources to adequately maintain.

Answer your private messages in a timely fashion. Reply to public comments in a way that is consistent with your brand, image and messaging. Be a flesh-and-blood person behind the impersonal social media engine and help people connect to you as a human being.

KEEP YOUR POSTS ENGAGING, ENTERTAINING AND/OR INFORMATIVE

Remember to keep content focused on providing value to your social media followers. Create content. Find resources. Share ideas. Solicit feedback. But be sure to keep focused on what your fans, friends and followers are there for.

However, every 12-15 posts, don't be afraid to mix in very direct calls to action.

These can be donation solicitations, calls for volunteers, event promotions and other posts that call for your community to do something very specific. You've earned it after providing so much value.

Be honest, sincere and to the point. Never underestimate the intelligence and passion of your audience. Likewise, don't be discouraged by their lack of response to calls to action. It takes time to build trust and relationships. But social media also has another wildcard that works against you. Users are not there to interact with you. They are checking the status of friends and family, searching for event directions, and debating about issues in the thousands of groups and pages they are on. Your message is just one of many competing messages in a vast world of social conversations.

To make matters worse, people are checking their social accounts in between important things in their lives. Bathrooms and breakrooms are full of people looking down at their phones, checking for the latest updates before running back to their busy lives. It's easy for your message to be drowned out. So just remember to be patient, be persistent and provide value. It's a marathon.

CHANNEL 4: E-MAIL MARKETING

Out of all of the channels you can use to market and grow your web presence, building a significant e-mail list and using it to regularly communicate with donors, supporters, members and your community is the most important aspect of internet marketing. E-mail is far from dead, and still remains the number one way to control the rise and fall of website traffic and transactions easily and predictably.

It's also the most underutilized channel in this guide among nonprofit organizations. We know of organizations that have elaborate social media strategies and budgets, but never send out one e-mail. When that happens, you've relinquished control of your list to those networks and progress will always be capped by their editorial controls and algorithms.

On the other hand, e-mail is a channel your organization fully owns. You can communicate as often or as infrequently as you want. It affords you the ability to communicate directly with your audience instantly. When paired with a powerful CRM that can help you segment your lists properly, e-mail marketing can become your most powerful and important channel of online communication.

Chances are it is your most important channel right now. You may simply be ignoring it and losing funding, opportunities and connections every day.

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HOW MANY E-MAIL LISTS DO YOU WANT TO MAKE AVAILABLE?

The power of e-mail marketing is not solely in sending out mass messages. It's in segmenting your list(s) in a way that provides subscribers with the most relevant information that matches their interest. Once again, remember that they are the heroes when it comes to marketing. So your e-mail marketing must add to that narrative in some way by inspiring them, provoking them, educating them and ultimately inspiring them to action.

There are multiple ways to segment your list. A common way is to simply have multiple lists that a person can subscribe to. For example, you can have a donor list, a volunteer list, and a general e-mail updates list. Visitors to your website could choose the lists they want to be on and subscribe to each list individually as desired. If you have multiple lists, you will want to use one platform to manage them all. That platform should automatically merge subscriber records into one and manage all subscriptions from that central profile for each subscriber.

Another way to segment your list is by slicing one big list into segments by querying it. For example, if you have a large list that contains contacts that are categorized by donors and volunteers, you can simply search for all volunteers in the database and send to them. Instead of multiple subscriptions, they simply have one subscription to your list that allows you to customize what they receive based on the information you have on file about them.

Whichever way you choose, the main objective is to send subscribers only information they will be interested in. Otherwise, your subscribers will grow fatigued and eventually unsubscribe from your list.

EXERCISE 15: CREATE YOUR E-MAIL LISTS

Make a list of the e-mail lists or segments of your current list that you feel you need to be communicating with regularly.

CREATE MEASURABLE GOALS FOR EACH E-MAIL LIST

Each e-mail list must have a clear objective in order to keep it focused and to measure results accurately. For example, the primary objective of a volunteer e-mail list may be to remind them of volunteer opportunities and events. Given that objective, the measurement of success for that list is (a) how many volunteers you had sign up through your website and (b) how many arrived on time and reliably as a result of the event reminders.

Try to have 2-3 goals you want to measure per list. Resist the urge to just blindly send mass e-mails without a clear goal and a good idea of what a return on investment looks like. Your time, effort and the tools you use are all worth money and human resources. Don't waste your efforts sending useless e-mail newsletters and updates that serve no purpose other than to "keep in touch" with your supporters. Plan ahead and make every touch count.

EXERCISE 16: GOALS FOR EACH LIST

What are your goals for communicating with each list? Write them below.

DESIGN THE E-MAIL TEMPLATE AND CONTENT FORMAT FOR EACH MAILING LIST

The next step in setting up your e-mail marketing channel is to design the e-mail template and determine how content will be formatted in order to make it as easy to read and conducive to clicks as possible.

There are several schools of thought about how e-mails should look. Do you create a highly graphical email to come across more professional? Do you make it look like a hand-typed email so that your audience will be more likely to open and read it? There really isn't any one definitive answer to what your e-mail should look like. You must evaluate each e-mail and list to determine what the best approach would be. But, one thing is for sure, you want to stay consistent in order for your subscribers to recognize your e-mails among the thousands they receive each month.

Start by designing the outer template, which is equivalent to a "letterhead" in many ways.

Where will your logo be placed? Do you want to include links to areas of your website? Your template will surround the content area of every e-mail, bringing consistency to the branding and look of each one.

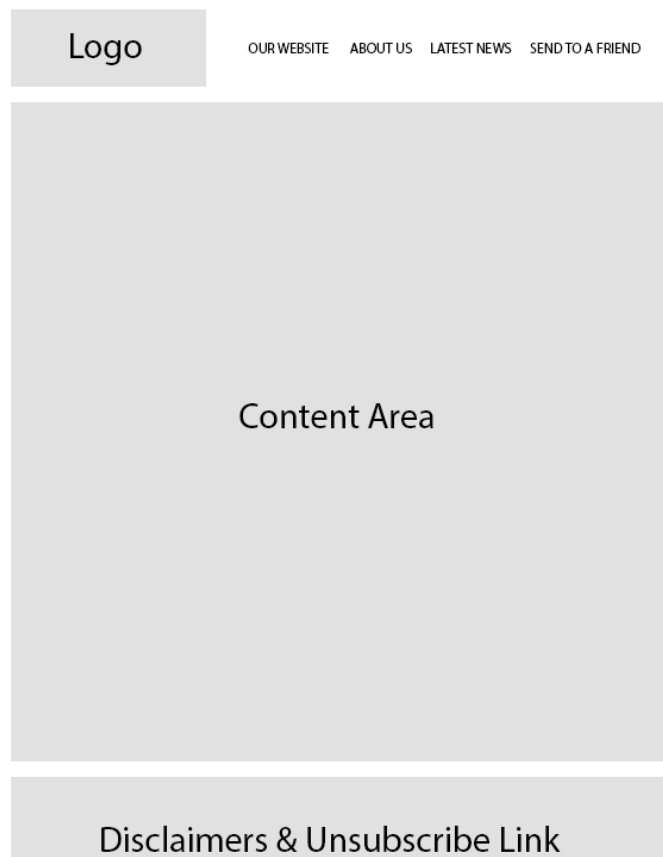


Figure 3 - Create a clear, simple e-mail template.

Figure 3 shows a wireframe of an e-mail template. At the top of the template, you will see a place for the logo and links back to the website. Underneath is the content area where the body of your updates will go. Finally, at the bottom, there is an area for disclaimers, contact information and an unsubscribe link (or instructions). This is the basic anatomy of an HTML e-mail blast.

Next, define how you want your content to be structured within the content area of your template. Here is where the puzzle pieces begin to come together. Create a format that puts all the important information toward the top of the e-mail and fits in all of the updates you want to include. Limit most information on the newsletter to summaries with links to your website that contain more information. Make one value-packed item the most prominent piece.

Let's look at an example. Figure 4 expands our e-mail template and adds the format of the content to the design. In this e-mail template, we will include our latest 3 blog entries from our website, the next 3 upcoming events, a donate button, and an appeal. As you can see, we've

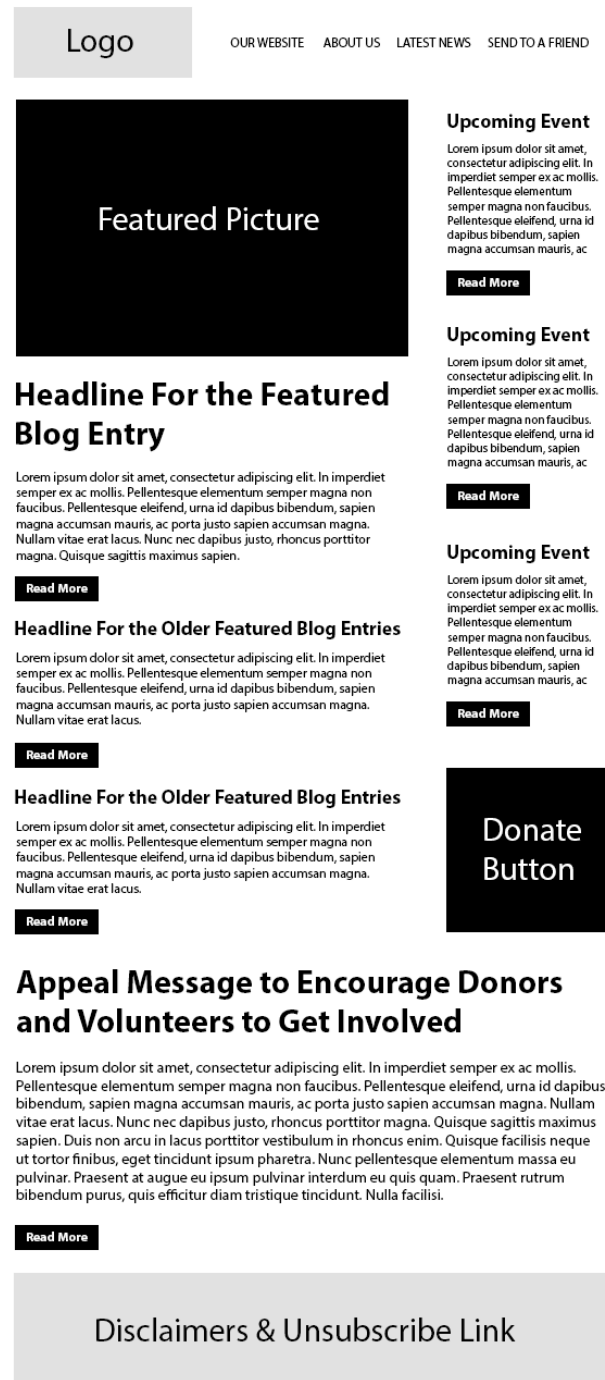


Figure 4 - Organize your content to be easy to understand.

organized the content to provide subscribers with a very quick look into what is new, upcoming and important without overloading them too much. Size, emphasis, location and accessibility all work together to give the subscribers a useful e-mail update with several hooks back to your website.

Figure 5 shows a final design for this e-mail template and content format.

A Quick Word About Spam

It's at this point that we should probably address the issue of spam. Spam is defined as unsolicited e-mail, mostly commercial and promotional messages that flood our inbox daily. But, what I find surprising is that nonprofit leaders don't always know that their solicitations and e-mail blasts to thousands of e-mails from a list they "inherited" is also considered spam. Any e-mail that is sent to a person who has not specifically requested communication from your

organization and is not a hand-written personal communication attempt is considered spam. It does not matter whether or not a person complains. It is still spam.

It is also spam if you continue sending an e-mail to someone who has requested to be removed from your list. So, having a very clear unsubscribe link at the bottom of your e-mail that leads to a system that automatically removes them is

NONPROFIT WEBSITES
OUR WEBSITE ABOUT US LATEST NEWS SEND TO A FRIEND

Donor Banquet

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MAKE A DONATION

Over 2 Million Pounds of Food Distributed

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Meet Our New Director, Trinity Gomez

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Feed 10 families with as little as \$100 with matching grant ending this month.

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Figure 5 - A Finished E-mail Update Design

absolutely necessary.

ADD YOUR LISTS AND TEMPLATES TO E-MAIL LIST MANAGEMENT SOFTWARE

The next part of the process is fun. Choose a mass e-mail service provider that will allow you to upload your lists and construct your template within their platform.

Normally, your e-mail lists will need to be saved in CSV (comma separated values) format. Upload each list to their system, being careful to upload the proper files to the proper list and flagging any data that needs to be flagged correctly. Undoing this process can be very time consuming and tedious.

Once your lists are uploaded, add your template. This process can range from very simple to very complicated. My recommendation would be to hire a professional HTML/CSS coder to construct and test your template correctly. Some tools will allow you to use a click-and-drag type of interface while others will require you to code the template. One way or another, get your template loaded into their platform and you will be ready to send your first e-mail update in minutes.

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RECOMMENDED MASS E-MAIL SERVICE PROVIDERS

Below is a list of some of the most commonly used resources that we feel comfortable recommending to you. Visit each website and learn about how they work before making a decision about who to use.

MailChimp: <http://www.mailchimp.com>

Constant Content: <http://www.constantcontent.com>

AWeber: <http://www.aweber.com>

Nonprofit Websites: <http://www.nonprofitwebsites.com>

My company offers mass e-mail services as part of our website management, donor management and e-commerce management platform.

AUTOMATE YOUR E-MAIL UPDATES AND USE CONTENT FROM YOUR WEBSITE

One of the biggest reasons organizations do not send out their e-mail updates in a timely manner is because of the tedious nature of the process. Writing content is not everyone's forte. Some people would love to write, but the amount of grammar and spelling errors in what they write makes it difficult to quickly send things out without a proofreader, not to mention the process of adding the content to the update using the software your platform provides you. It's enough to make anyone bump the task down on the priority list under the last minute.

The best way to avoid this is to automate the creation of your newsletter. Our platform, for example, allows us to tell our system to add specific content from your website to the newsletter instead of making you do it manually. All you do is keep your website updated, and our system sends the newsletter out with summary information automatically. See if your favorite mass e-mail service provider has a similar feature and make use of it.

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CREATE AN EDITORIAL CALENDAR AND SENDING SCHEDULE FOR EACH LIST

Once everything is set up, you will need to predetermine when and with what frequency to send to each of your lists. However, sending is not the only task. An editorial calendar breaks down each piece of content you need for each update and provides a deadline for creating or finding the content, proofing and correcting it, assembling it into your mass e-mail software, and the actual step of clicking the "send" button.

Try to give yourself a few days for each phase, timing it so that your update is always ready to send at least a week before the final send date. This will provide your organization with an editorial flow that stays ahead of schedule instead of

making your e-mail updates yet another last-minute fire. Once your team gets into the flow of it, editorial calendars will become a natural part of your organization's culture.

EXERCISE 17: CREATE YOUR E-MAIL UPDATE EDITORIAL CALENDAR

Write down what days of the month you will write and collect your e-mail content, create your e-mails, proofread and test them, and send them to each list.

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CREATE A SAMPLE LIST AND SEND A SAMPLE E-MAIL UPDATE TO YOURSELF

It's time to test your settings. Sign in to your sending software and create a test list. Add yourself and anyone helping you on the list as subscribers. Create and send a test e-mail in order to go through the entire process once. Look at your e-mail on multiple devices and across multiple e-mail service providers. Make any adjustments you deem necessary and repeat the process until you are happy with

the outcome. Going through this exercise will prevent you from experiencing the terrible panic of sending an e-mail to dozens, hundreds, or thousands of people that looks terrible.

Save your list for future testing and do not be afraid to use it each time you create a brand new e-mail to send. Testing your communication is critical as technology changes over time and different providers may render your design choices differently. Sending allows you to see and anticipate those things before your subscribers do.

MEASURE THE SUCCESS OF E-MAIL MARKETING BY RESPONSE THEN STATS

There are several stats to know about. You will want to know how many **recipients** the e-mail went to. You'll want to know how many of them were detected as read by the recipient, called the **open rate**. You will also want to know if people clicked on any of the links, called the **click rate**. You will also want to know how many were returned for any reason, called the **bounce rate**.

But the ultimate statistic you can obtain is called the **success rate**. No, you won't find that on a chart somewhere. It's something that you must judge yourself. You must ask yourself if the e-mail you sent out achieved its purpose. Did it produce the volume of event registrations, donations, or website traffic you intended? At the end of the day, you must measure your success by tangible results, not percentages of digital actions. What real-world consequence did sending the e-mail have on your organization?

Once you've answered that question, then the rest of the statistics matter as they may help provide you with details as to why the e-mail succeeded or failed. Statistics are great, but only when they correlate to the end result.

CHANNEL 5: CONVERSION OPTIMIZATION

Building traffic to your website is hard work. It takes everything working together in concert to drive visitors to where you want them to go. But what if you do everything right and attract thousands of people to your website each month and nothing happens? No donations or pledges. No online registrations. No made connections. No new volunteers. What is going on?

If this is happening to you, chances are that your website is not conversion ready. This means that when you get people there, the website does not compel them to do anything. In some cases, I have seen websites confuse and even repel visitors. This is what conversion optimization addresses. It is the art and science of making changes to your website in ways that increase engagement and conversion. Although it's not really a "channel" in the correct sense, it's an important enough topic to discuss in its own section of this manual.

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ANALYZE EACH PAGE AND DETERMINE WHAT VISITORS SHOULD DO

Create a standard for yourself that every page should guide a website visitor to do something specific and unique. Even if you have a sign up form or links on your header and footer, the page itself should have some sort of resolution toward doing something related to its content.

Go through every page of your website and put it through this test:

1. What draws your eye on the page? Do those things reflect the main point of the page? Do they compel you to stop and read the page?
2. What generates interest after being drawn to the content?
3. What generates desire to do or be a part of something?

4. What tells you specifically the action to take once you are inspired by the other components to do something?

If you find that any part is lacking, add what you think is missing or rewrite the page entirely. Remember the order – attention, interest, desire and action. Take yourself through that process with what you write, the images you choose, and the points of emphasis you create.

Also, remember that an action isn't always filling out a form. It can simply tell them to call you or send an e-mail to an address. Be sure to explain exactly what they need to do and provide incentives for doing so, such as free gifts, videos and downloads.

CHECK THE TITLE AND MAIN HEADLINES

Be sure that your main headlines and page titles match the main subject you are focused on. This is important for search engine optimization as well as optimizing your conversions for the page. People need to feel like the page is clear and that they found what they expected to find on it.

Your titles and headlines are also part of the “attention” equation. Make sure that titles are short and accurately describe the page's focus. Headlines should reinforce the title, but create more of a draw into the content itself. Let's take a look at an example.

On the next page, you will find figure 6 which shows a page that demonstrates what titles and headlines are designed to do. Notice how the title of the page is not “Models” but “Looking for a Modeling School in Tampa?” There's a subtitle and then a red headline that leads you into the content. This is an effective way to lead visitors to exactly where you want them to go and what you want them to do.

The screenshot displays the TruModel website, which is designed for conversions. The header features the TruModel logo with the tagline "self-esteem · integrity · love · vision · poise · health" and a navigation menu with links: HOME, MODELING, ACTING, CHARACTER DEVELOPMENT, SCHOLARSHIP, SPONSORSHIP, FEEDBACK, FOR PARENTS, ABOUT US, and ENROLL ONLINE. The main content area is titled "Looking for A Modeling School in Tampa?" and includes a sub-header "TruModel trains girls and young women in the essentials of modeling and the fashion industry". The text describes the program's benefits, emphasizing that it teaches modeling and acting skills while focusing on personal growth. A sidebar on the right contains a form titled "RECEIVE FREE INFORMATION AND CONSULTATION" with fields for Name, Email Address, Phone Number, and a dropdown for "Why Are You Interested In TruModel?". A "Send My Inquiry" button is located below the form. A call-to-action at the bottom right says "Call Us Today! (813)300-3199". A large red arrow points from the "CONTACT US FOR A FREE CONSULTATION" text to the "Send My Inquiry" button. Social media sharing icons are visible at the bottom left.

Figure 6 - An Example of a Well Optimized Page for Conversions

ADD A LINK, BUTTON, OR FORM TO EVERY PAGE

As we've been discussing, each page should have a resolution to some sort of action. Create a form, add a link, or provide a button to click to go to the next step wherever they are. Sometimes that will just mean that you advance them to another page. Other times, you will take information from them right away. Still other times, you may just subscribe them to something.

Under no circumstances should any page be without a call to action. Think about it this way – each page should be able to stand alone. If a visitor doesn't go to any other page, they should still be able to interact with you from the page they did visit.

In figure 6, you will see a form to the right of the text. This form is what readers are directed to when they finish reading the content. But they can also see it as soon as they land on the page.

USE POWERFUL LANGUAGE TO INSPIRE AND PROVOKE

Content for your website should not be dry and clinical. It should be passionate, one-sided and have a definitive voice. Find any paragraph on any of your pages that doesn't drip with conviction for your mission and rewrite it to accurately tell the story. Your website is your representative – your PRESENCE – to the world. Visitors cannot see your face. They can't hear your voice. They can't know you personally. All they have is your words.

Be passionate, long-winded and convicted about your organization as you describe it to your website visitors. But remember to do it from the standpoint of what they are most interested in – their own hero story. Talk about what you can do for them and relate who you are to who THEY are.

CHANNEL 6: OTHER MARKETING METHODS

We've covered the most important marketing channels you need to know about in order to drive large amounts of consistent traffic to your website. These will account for most of your visits and success. But there are dozens of other methods you can use to amplify and add to these foundational channels.

SOLICIT RELATED WEBSITES AND ASK FOR LINKS BACK TO YOURS

Backlinks are an enormous help with several aspects of internet marketing. They used to be the cornerstone strategy for developing a high Pagerank, but Google phased Pagerank out years ago. Today, backlinks from related, authoritative websites are more meaningful for driving targeted referring traffic and building authority with the search engines through relevance.

Contact other website owners by email or phone and ask them for a link back to your website if you see that they are posting a list of helpful links.

PUBLIC PRESS RELEASES AND ARTICLES TO OTHER WEBSITES

Another strategy is to submit content that they can publish on their website with the condition of linking back to yours. Webmasters are always looking for content and what you give them could be exactly what they need. Submit press releases to press release distribution sites like <http://www.prwire.com>. Be sure to always link back to you within the body of the articles and press releases in case they forget to do so in the credits.

Linking to your website through content also helps the search engines to establish reference, context and an understanding about what subject matter your website

is relevant. Only share articles that involve the main topics that you are optimizing your search engine ranking for. Include words and phrases you are targeting in your press releases as well.

SUBMIT ARTICLES AS A GUEST BLOGGER TO BLOGS AND ONLINE MAGAZINES

Along with other websites, you can look for bloggers who have significant amounts of traffic to their website and offer to write as a guest blogger for their website. This provides you with an opportunity to establish yourself as a thought leader, drive additional traffic to your website, and establish even more of a reputation with the search engines. Be sure to link back to content on your website whenever possible using phrases that you are targeting.

POST YOUR WEBSITE TO INDUSTRY-RELATED DIRECTORIES

There are thousands of different directories on the internet for all types of industries. Search for directories related to your organization's core mission and general category. Add your site to those directories in the proper categories. Be sure to prewrite a short and long description of your website and organization for these submissions. The process is tedious but worth the effort as it will enhance your reputation with the search engines and provide another channel of web traffic from visitors looking for resources like you.

CREATE AN EXCLUSIVE FACEBOOK GROUP

Facebook groups are a great way to network and find people of like mind and mission. However, starting a Facebook group can be an adventure of its own. For example, a church can create a private group for members. An educational nonprofit can create a private group for participants in their program. Any nonprofit can create a private group for their board of directors.

Private Facebook groups make excellent places for mastermind groups, virtual board rooms, testing groups, membership bulletin boards, staff exchanges and exclusive leadership communities. The possibilities are limitless. You can moderate and control the discussion while sending people back to your website for references, materials and items that require their action.

ESTABLISH AUTHORITY BY OFFERING DOWNLOADABLE TOOLS

Giving away free stuff is a powerful marketing tactic on the web. But giving away free HELPFUL things is even more powerful. Create tools and resources that promote your cause, inform people about it, or provide them with self-help information they can use and share. Then promote those tools and resources and provide them for free in exchange for personal information, like e-mail addresses.

CREATE YOUR OWN ONLINE BROADCAST BY PODCASTING

Establish your voice online as an expert in your field by creating your own broadcast. Similar to having your own radio show, podcasting allows you to prerecord episodes and offer them for download for free online. This includes submitting your podcast for inclusion in the iTunes store. Tap into an enormous audience and broadcast your episodes on a daily, weekly, or monthly basis. Then rebroadcast them on your website and lead people to more information and downloads.

RUN DISPLAY ADVERTISING THROUGH VARIOUS DISPLAY NETWORKS

Along with text ads, good ol' fashioned banner ads are still alive and well. Add display campaigns to your online advertising and drive additional traffic to your site. Test different banners and graphics. Try different networks and test your results on each.

SUBMIT YOUR BLOG TO GOOGLE NEWS FOR INCLUSION IN ITS NEWS NETWORK

Google News is a great network to be a part of. Best of all, you simply need an RSS feed for Google to pick up your latest blog entries, press releases and articles after your initial application and acceptance to the network.

INCLUDE ALL OF YOUR WEBSITE AND SOCIAL MEDIA LINKS ON YOUR PRINTED MATERIALS

This offline strategy is very important. Take inventory of all of your print collateral and make sure that your website address is on everything. From business cards to letterheads, be sure to always include your website and e-mail address on everything you print. In this day and age, people look for that type of information when they want to learn more about you without contacting you directly.

CREATE SPECIALIZED TOOLS SUCH AS SURVEYS, ASSESSMENTS AND QUESTIONNAIRES

Different from the downloadable tools, the creation of tools that people can use on your website can be a great traffic generator. For example, a pregnancy center can build a tool that asks women questions and provides an assessment of whether they may be pregnant. A citywide initiative can create an interactive map that allows visitors to see statistics by clicking on a ZIP code. A denomination can create a spiritual gift assessment to be taken by visitors and shared with others.

You are limited only by your imagination. Be innovative and create tools and widgets that help people understand more about themselves, their communities, and your critical mission.

APPLY FOR A GOOGLE ADVERTISING GRANT

Many nonprofit organizations do not know that there is a grant that they may qualify for called Google Ad Grants. Under this program, your organization can receive up to \$10,000 per month in Google AdWords clicks. There are a few conditions and restrictions, but it can be huge for your organization. To apply for Google Ad Grants go to:

<https://www.google.com/intl/ALL/grants/>

CHANNEL 7: GET HELP BUILDING, ADVANCING AND MARKETING YOUR NONPROFIT WEBSITE

For most executive directors and organization leaders, the process of advancing and maintaining their website is the very last thing they have time for. Even if they can devote a full day to complete the website, someone must still write the content, design the graphics, post on social media, and update the entire website on a regular basis. This demands more human resources and time – the two most precious assets of any nonprofit organization – than they may have.

We understand these constraints and are ready to help with any portion of advancing and maintaining your website. Contact us today for a **Nonprofit Website Blueprint**, created specifically for your organization. We have helped more than 60,000 nonprofit organizations all over the world with planning, building websites, advancing and improving content, developing apps, designing landing pages and consulting. We want to serve you next.

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