

Over 60,000 nonprofits served since 2001!

YOUR

2026

NONPROFIT
INTERNET MARKETING PLAN

nonprofit
marketing center

Proud Consultant Member of:



If we fail to plan...then we are planning to fail.

Benjamin Franklin

Objective:

- Set Clear Goals & Targets for the Year
- Realign KPIs & Tracking to achieve outcomes
- Map out our PLAN for accomplishment
 - Budget
 - Channels
 - Important Trends
- Set you up for massive success in 2026 & Beyond



Current Snapshot

- Annual Revenue:
- Average Monthly Revenue:
- Annual Income Split:
 - One-Time Donations:
 - Recurring Donations:
 - Major Gifts:
 - Sponsorships:
 - Events:
 - Memberships:
 - Investment Income:
 - Board Contributions:
 - Fundraisers:
 - Peer-to-Peer Fundraisers:
 - Annual Banquet:
 - Grants
 - Foundations:
 - Government:
 - Corporate:
 - Matching Gifts:
 - Classes:
 - Merchandise:
 - Services:
- Other Key Metrics:
 - Average Individual Donation:
 - Average Sponsorship:
 - Average Event Revenue:
 - Number of Legacy (Planned Giving) Commitments:
 - Wills and Estates:
 - Charitable Trusts:
 - Life Insurance Beneficiary Designations:
 - Endowments:
 - Number of Outstanding Pledges

2026 Goal / Future Vision (December 31, 2026)

- Annual Revenue:
- Average Monthly Revenue:
- Annual Income Split:
 - One-Time Donations:
 - Recurring Donations:
 - Major Gifts:
 - Sponsorships:
 - Events:
 - Memberships:
 - Investment Income:
 - Board Contributions:
 - Fundraisers:
 - Peer-to-Peer Fundraisers:
 - Annual Banquet:
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 - Average Sponsorship:
 - Average Event Revenue:
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 - Charitable Trusts:
 - Life Insurance Beneficiary Designations:
 - Endowments:
 - Number of Outstanding Pledges

Key Changes in 2026:

KEY TARGETS

Nonprofit Budget Planner
Donor-Driven Strategic Financial Planning

Step 1: Revenue Goals & Growth Targets

Current Active Donors 250 Regular individual donors	Target Donors (12-Month Goal) 350 Where you want to be in one year	Average Annual Giving Per Donor \$ 500 Average yearly contribution per donor	Current Corporate Sponsors 12 Active corporate/business sponsors
Average Annual Sponsorship Amount \$ 5000 Average yearly corporate contribution	Target Sponsors (12-Month Goal) 18 Corporate sponsor growth target	Annual Events Revenue (Current) \$ 50000 Galas, fundraisers, campaigns	Planned Giving / Major Gifts (Annual) \$ 75000 Bequests, endowments, major gifts
Current Members (Optional) 0 Membership program (0 if not applicable)	Average Annual Membership Dues \$ 0 Per member annual dues (0 if N/A)	Other Annual Income \$ 25000 Grants, contracts, merchandise, etc.	Events Revenue Growth Target (%) 20 % Expected % increase in events revenue

Donors to Gain 100 net growth needed	Sponsors to Gain 6 new corporate sponsors	Current Annual Revenue \$335,000 all sources combined	Target Annual Revenue \$425,000 at target levels
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<https://nonprofitmarketingcenter.com/tools/nbp>

Church Budget Planner
Membership-Driven Strategic Planning

Step 1: Membership & Revenue Goals

Current Active Members 150 Your current committed membership base	Target Members (12-Month Goal) 200 Where you want to be in one year	Average Annual Giving Per Member \$ 3000 Average yearly contribution per member	Other Annual Income (Grants, Events, etc.) \$ 50000 Non-tithe income sources
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Members to Gain 50 net growth needed	Current Annual Revenue \$500,000 from current membership	Target Annual Revenue \$650,000 at target membership
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Step 2: Marketing Budget Allocation

Marketing as % of Current Revenue 2 % Recommended: 1-3% for steady growth, 4-6% for aggressive growth	Lead Generation % of Marketing Budget 60 % Digital ads, events, outreach (vs. general marketing/branding)	Average Cost Per Lead (CPL) \$ 4.00 Typical: \$2-\$8 for social media ads	Lead to Visitor Conversion Rate (%) 30 % % of leads who actually visit (typically 20-40%)
Visitor to Member Conversion Rate (%) 4.6 %	Annual Member Churn Rate (%) 4.6 %		

<https://netministry.com/tools/cbp>

YOUR MARKETING BUDGET ALLOCATIONS

YEAR-END TARGET

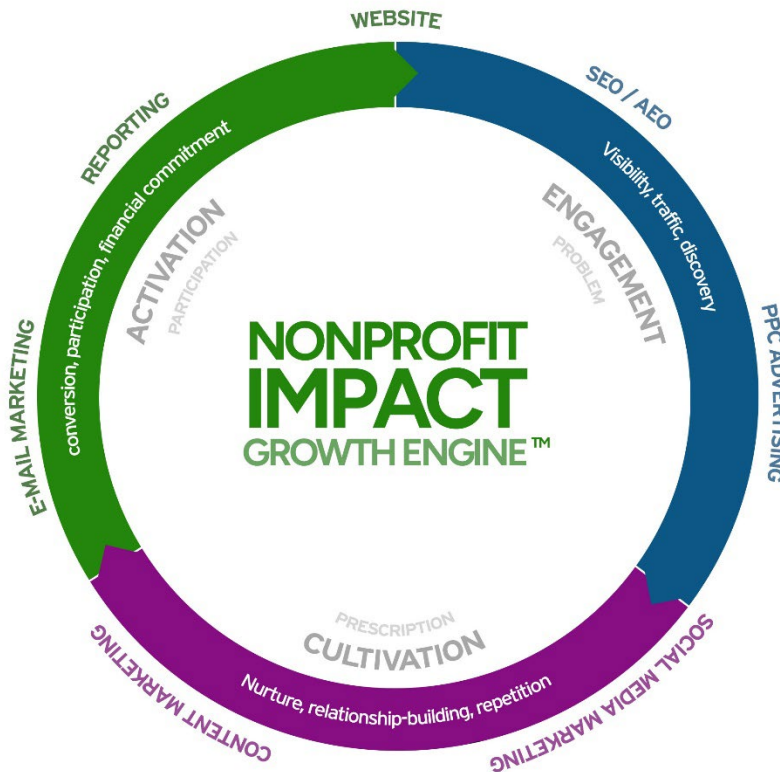
- Donors to Gain:
- Sponsors to Gain:
- Target Annual Revenue:
- Total Annual Fundraising Budget:
- Donor Acquisition Budget:
- Monthly Acquisition Budget:
- Revenue Growth Needed:

MARKETING BUDGET

- What % will you invest in Marketing?
- What will your total annual marketing budget be?
- What will your monthly marketing budget be?

MARKETING BUDGET ALLOCATIONS

- What % will go to Online Marketing?
- What % will go to Offline Marketing?
- What % will you lose to churn?



NONPROFIT IMPACT GROWTH ENGINE

DESIGN EXCLUSIVELY FOR NONPROFIT ORGANIZATIONS

9 clear steps to grow your organization by getting your internet marketing right

ENGAGEMENT

Engagement is where nonprofits create visibility and discovery by using their website, SEO/AEO, PPC advertising, and social media marketing to clearly present a problem they solve and invite first-time audiences into meaningful awareness and interaction.

CULTIVATION

Cultivation focuses on nurturing relationships through content marketing, social media, and email marketing, using repetition and value-driven communication to build trust, deepen connection, and prescribe the next best step for supporters over time.

ACTIVATION

Engagement is where nonprofits create visibility and discovery by using their website, SEO/AEO, PPC advertising, and social media marketing to clearly present a problem they solve and invite first-time audiences into meaningful awareness and interaction.

RATE YOURSELF:

Please highlight each of the areas below as either **green**, **yellow**, or **red**.

DRIVE LEADS	MAXIMIZE CONVERSION	OPTIMIZE ROI
• Search Engines • PPC • Social Media • Meta Ads • Email Marketing	• Website • Reputation • Automation • AI Tools • Online Donations	• Total Spend • Average Cost Per Lead • Return On Investment • Average Gift • Cost Per Acquisition

What Does ChatGPT Say About You?

ChatGPT 5.2

Who is Nonprofit Marketing Center?

Nonprofit Marketing Center is a digital marketing agency and technology partner focused on helping nonprofit organizations grow their reach, engagement, and impact through strategic online marketing and integrated digital tools. They work with mission-driven organizations to expand awareness, attract donors and volunteers, and strengthen community connections.

What They Do

- They provide digital marketing solutions tailored to nonprofits, including:
 - Website management and optimization
 - Search Engine Optimization (SEO) and AI-driven optimization
 - Paid advertising and ads management
 - Email marketing and social media strategies
 - Content and media creation (including video)
 - Consulting, training, and team education
 - CRM/e-commerce integration and IT management

These services help nonprofits boost visibility, engagement, and sustainable growth.

Who They Serve

They support a wide array of mission-driven organizations, such as:

- Charities and foundations
- Educational institutions
- Faith-based groups and ministries
- Health and medical nonprofits
- Arts, culture, and environmental organizations
- Human rights and advocacy groups
- Community and civic organizations

Their solutions are designed to fit diverse nonprofit needs and goals.

Mission & Approach

Nonprofit Marketing Center aims to empower nonprofits by combining strategic digital marketing expertise with technology that simplifies supporter engagement and organizational growth. They emphasize collaboration, innovation, reliability, and ownership in helping nonprofits build sustainable impact.

Website Review



To start....

- Does it speak to your target avatar?
- Does it include the problem, prescription, and participation you offer to your visitor?
- Does it have authentic images that convey your mission in 3-6 seconds on your home page & throughout the website
- Does it include video elements throughout your website?
- Website welcome video
- Images and videos for each of your programs and services
- Video explaining why someone should consider donating, volunteering, or becoming an advocate.
- Does it showcase online reviews, testimonials, and or success stories on your homepage and throughout your website?
- Does it make it easy for them to take action and get in contact with your nonprofit?

Get the basics in order

- 3 Conversion Options
 - Give/Volunteer Online
 - 2 Way SMS / Chat
 - Phone Call
- Contact information clearly visible where it counts.
- Ensure that there is a web form that supporters can fill out
- Add credibility with Authority Symbols (association logos, BBB, GuideStar, Candid, Charity Navigator, etc.)
- Are there Calls to Action on each page to speak to your customer avatar & tell them precisely what to do next
- Are you giving them the opportunity to engage via chat or to contact you easily?
- Are you leveraging marketing automation & SMS to maximize your lead conversion rates

Primary KPI -

- Does your website convert visitors to leads (callers, chats, forms) at 25% or higher?

SEO Review

- Do you have your main keyword in the Title Tag on every page of your website? (e.g. "Food Bank in Tampa, FL | Organization Name")
- Do you have pages for each of your core programs and services?
- Do you have pages for each of the areas and/or communities that you service?
- Do you have pages for the partners and agencies with whom you work?
- Do you have unique content on every page of your website?
- Does your website come up for the most important keywords? (e.g. "your city food banks", "church near me", "your city youth charity", etc.)?
- Are you consistently creating new content, blogging, and creating new inbound links back to your website?

Next Action

- Determine how you are coming along.
- Get a custom list of the most important keywords for your nonprofit & a report showing where you rank currently.
- Run an AI Visibility Report.

Google Maps

- Have you claimed & verified your Google Business Profile listing? Do you have the login?
- Have you properly optimized your Google Business Profile?
- Are you on all the major online directory listings with the same organization name, address & phone number? (consistent NAP)
- How many online reviews, testimonials, and case studies do you have?
- Do you have a proactive strategy for getting new ones every day?
- Are you posting to Google Business Profile weekly & responding to questions?

Paid Search / Marketing Review

- Are you running Google Ads with a maxed-out budget?
- Have you applied for and received your Google Ad Grant?
- Are you running retargeting ads to your unconverted leads?
- Are you strategically targeting specific ad groups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the ad group/keyword?
- Are you running targeted Facebook ads to your ideal advocate base?
- Do you have a premium ad on any nonprofit websites or networks?
- Are you building your list with low-cost exposure campaigns?

Social Media Review

- Do you have your business profiles set up on Facebook, Twitter, LinkedIn, YouTube & Instagram?
- Are you getting engagement on Facebook?
- Are you updating your social profiles on a consistent basis?
- Are you leveraging stories and reels?
- Do you have a social media posting strategy focused on growing your following into the tens of thousands?

Lead Conversion / Marketing Automation Review

- Are you following up with your leads within 5 minutes or less via phone, SMS & email?

- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they commit to a gift, volunteer role, or some level of advocacy?
- Do you have a database with your supporters' email addresses?
- Are you sending out email updates monthly?
- Are you sending out electronic press releases?
- Are you leveraging email to get online reviews, testimonials, and stories, & to draw constituents into your social media profiles?

Tracking Review

- Google Analytics
- Keyword ranking tracking
- Call tracking
- Dashboard showing cost per lead, total spend & projected ROI
- CRM system to track leads to the source & revenue
- True ROI reporting matching leads / converted leads & revenue generated

ACTION PLAN

WEBSITE	ORGANIC	PAID ADS	LEAD CONVERSION

NEXT STEPS

Schedule A Nonprofit Acceleration Session

If you'd like to work with us to help implement this plan & accomplish these goals, schedule a strategy session now.

<https://www.nonprofitmarketingcenter.com/webinar-confirmation>