



From Clicks to Donations: How Tactical Digital Marketing Can Boost Your Fundraising Efforts

Presented by: Stephanie Tippitt, BDI Agency

Thursday, May 18 | 2:00-3:00 p.m. EDT



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



A little housekeeping...

We're recording this webinar!



All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!

Feel free to ask questions!



Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software

Powerful Fundraising Technology + Nonprofit Service Provider

We know the value of relationships and are proud to connect you with BDI, a member of our partner network.



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer
Auctions | Integrations & Data



BDI is a full-service, omni-channel,
marketing and fundraising agency for
nonprofits.



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Today's Speaker



Stephanie Tippitt
Vice President of Digital Strategy – BDI Agency

As the VP/Digital Strategy for BDI, she uses her experience to guide clients through digital development such as website optimization, email marketing, data-driven analytics, and tracking paid digital media and new media trends. She regularly coaches internal and external teams on digital marketing strategies to reach more donors and generate increased revenue.



BDI

RELEASING GENEROSITY

www.bdiagency.com

From Clicks to Donations:
How Tactical Digital
Marketing Can Boost
Your Fundraising



- 1. Why digital is essential for growth**
- 2. How to build a digital strategy that gets results**
- 3. Leverage organic and paid media**
- 4. Optimize email campaigns for donations**
- 5. Measure success and boost ROI**





WHY DIGITAL IS ESSENTIAL FOR GROWTH



Why digital is essential for growth

- ✓ Reach more potential donors
- ✓ Cost effective
- ✓ Measurable results
- ✓ Builds brand awareness

There were **311.3 million** internet users in the USA at the start of 2023, when internet penetration stood at 91.8 percent.

There were **235.1 million** users aged 18 and above using social media in the USA at the start of 2023, which was equivalent to 88.6 percent of the total population.



source: <https://datareportal.com/reports/digital-2023-united-states-of-america>



BUILD A DIGITAL STRATEGY



Build a digital strategy

- ✓ Define your goals
- ✓ Know your audience
- ✓ Use data to optimize your strategies
- ✓ Test and iterate. Test everything!
- ✓ Choose your digital platforms carefully
- ✓ Develop a multi-channel approach

Practical tip: Knowing your audience is key to success. If you know your audience, you can tailor your message to their needs and interests. This is especially important for digital marketing, where you can reach a large audience quickly and easily.

- Revenue
- Awareness/Impressions
- Reach specific segments
- Website traffic
- Form completions
- Downloads



Choose your platforms carefully

The screenshot shows a donation form with the following elements:

- A progress indicator at the top with four circles, the first of which is filled.
- The title "Choose Your Gift" below the progress indicator.
- Two tabs: "One Time" (selected) and "Monthly".
- Four buttons for donation amounts: "\$50" (selected), "\$100", "\$175", and "Other".
- A promotional banner: "Multiply your impact. Make it Monthly!" with a sun icon.
- Two checkboxes:
 - I would like to dedicate this donation to someone
 - I'd like to help cover processing costs - add to my transaction ?
- A large orange "Give" button.
- Payment logos for VISA, American Express, Discover, PayPal, and a generic card icon.
- Text at the bottom: "Powered By Qgiv".

- ✓ Website CMS
- ✓ Donation Platform
- ✓ Email Marketing (ESP)
- ✓ Tracking Tools
- ✓ Text-to-Give
- ✓ Social Listening

The math matters

1000 leads to a donation page x 13%
conversion rate x \$150 average gift = **\$19,500**

1000 leads x 17% conversion rate x \$150
average gift = **\$25,500**

That is a **31% increase** in revenue on the
same ad spend!



Multi-channel marketing



GI VING TUESDAY
DECEMBER 1

GIVE NOW >

#GivingTuesday: The perfect day to give back by providing meals, shelter, clothing and care for homeless neighbors!



\$50 \$75 \$150 GIVE NOW >

#GivingTuesday is an incredible day! It recognizes how powerful it is to give back to our community by supporting ministries that come to the rescue of men and increasing numbers of women and children in need.

It feels so good to give back! And each time you do, you give more than you realize to people who are hungry and homeless - help, healing and hope.

As you know, hope has been in short supply this year as many of your neighbors have lost their jobs and livelihoods during the COVID-19 crisis. That's why it's more important than ever to join together as a community and give back to those in need!

Your #GivingTuesday gift will share the blessings of food, safe shelter and much more with those in our care here at the Bay Area Rescue Mission.

- Hot meals - **1 meal is just \$2.05**
- Beds + blankets
- Hygiene items
- Clothing
- Medical care
- Counsel + prayer
- Job training
- Best of all, a chance to be transformed through God's love!

Give more on #GivingTuesday by supporting our ministry to local hungry and homeless! What better way and day to give back and bless others?

Thank you, and God bless you!

Rev. John M. Anderson
Executive Director

P.S. Your #GivingTuesday gift really will give more! More help to hungry and homeless Bay Area neighbors. More healing for people who are still struggling to rebuild their lives because of this devastating pandemic. More hope for those taking the first steps to change their lives. [Please share your blessings by giving now!](#)



Give more on #GivingTuesday >

FOLLOW US    



Bay Area Rescue Mission
1714 Woodward Avenue
Richmond, CA 94801

Add us to your address book

(510) 218-4888 - Contact Us



GI VING
TUESDAY
DECEMBER 1

Your #GivingTuesday gift is a chance to share the blessings of food, safe shelter and much more with those in our care here at the Bay Area Rescue Mission.

Your support is more critical than ever as people in our community are still trying to rebuild their lives after the unexpected losses they've suffered during the COVID-19 pandemic.

A hot meal for just \$2.05 will feed hungry and homeless people from our community. A night of shelter is only \$5.86.

Give all this and more by giving your #GivingTuesday gift now!

Give back on this special day! Make your #GivingTuesday gift and bless others right here in the Bay Area who so desperately need our help during this very difficult year.

Choose your gift

\$50.00

\$75.00

\$150.00

Enter Amount

GI VING TUESDAY

YOU CAN BE A
HOMETOWN
HERO

Help our struggling
neighbors
on Giving Tuesday!



Your #GivingTuesday gift is a chance to share the blessings of food, safe shelter and much more with those in our care here at the Bay Area Rescue Mission.

So many people in our community are desperately hoping to rebuild their lives... but they can't do it without YOUR help!

- A hot meal for just \$2.05 will feed one hungry and homeless person from our community.
- A night of shelter can give someone a safe place to sleep and an invitation to rebuild their life for only \$6.27
- A gift today will also provide faith-based counseling, job training and an opportunity to experience God's love!

Give all this and more by giving your #GivingTuesday gift now!

Give back on this special day! Make your #GivingTuesday gift and bless others right here in the Bay Area who so desperately need our help after a year that's been so hard.

Choose your gift

\$50.00

\$75.00

\$150.00

Enter Amount

Financial Accountability

The Bay Area Rescue Mission is a non-profit 501(c)(3) organization that relies on private, tax-deductible donations to feed, shelter and care for our community's poor, hungry and homeless men, women and children.

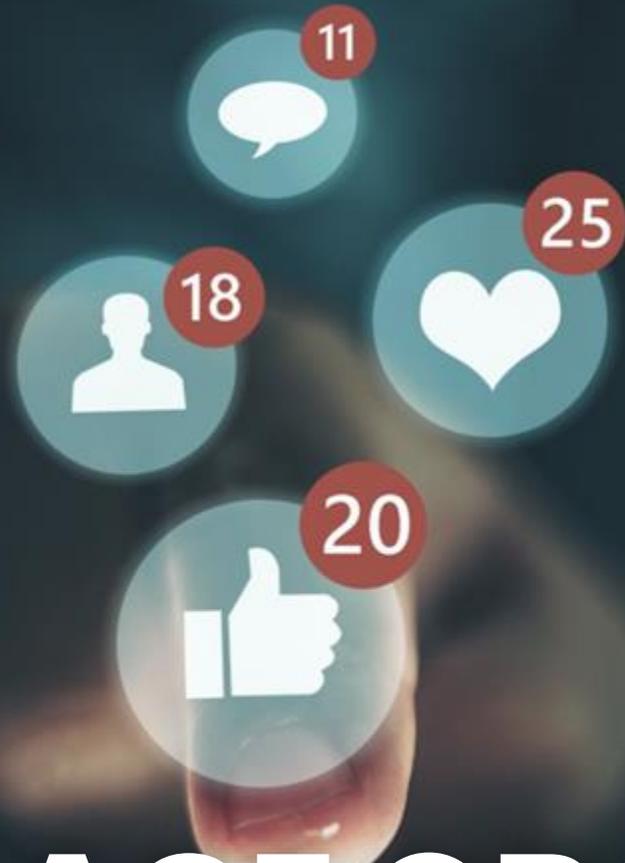
No third parties will have access to your information.

To make a gift by phone, please call (510) 218-4888.

To make a gift by mail, send to: Bay Area Rescue Mission P.O. Box 1112 Richmond, CA 94802

We also now accept PayPal for donations: [Donate via PayPal](#)





LEVERAGE ORGANIC & PAID SOCIAL



Organic and paid work together and can boost performance of both

- ✓ Create a social media content calendar
- ✓ Coordinate the content on organic to support paid ads



2023

JANUARY

MONTH AT A GLANCE

 [National Poverty Awareness Month](#)

National Slavery & Human Trafficking Prevention Month

1 - New Year's Day

4 - Spaghetti Day

9 - National Law Enforcement Day

11 - Human Trafficking Awareness Day

14 - National Vision Board Day

15 - Bagel Day

16 - Martin Luther King Jr. Day

Find this and other social media kits (in green on the calendar) each month in the BDI Library!

SUN	MON	TUE	WED	THU	FRI	SAT
 1 New Year's Day	 2 Cold Weather (BDI social media kit)	 3 Spaghetti Day	4	5	6	7
8	 9 National Law Enforcement Day	 10 Looking Ahead (BDI social media kit)  Winter Emergency Shelter (BDI social media kit)	 11 Human Trafficking Awareness Day	12	13	 14 National Vision Board Day
 15 Bagel Day	 16 Martin Luther King Jr. Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

January Spotlight: National Poverty Awareness Month

Raise awareness about the needs of your neighbors living in poverty -



OPTIMIZE EMAIL



**First, let's answer the question:
Are we sending too much email?**

No!



According to the M+R 2023 study, nonprofits sent **60** email messages per subscriber in 2022, including **29** fundraising appeals. **Email accounted for 14% of all online revenue.** Email should be a mainstay in your digital fundraising program and we recommend concurrent email acquisition campaigns to grow your file.



Optimize email for fundraising

- ✓ Personalize and segment
- ✓ Mobile first
- ✓ Test, analyze, repeat
- ✓ Create a variety of email content

Fundraising
Advocacy
Success stories
Impact
Events
Volunteers
Newsletters
Latest News
Press Releases
CEO/Director
Letters

GI VING TUESDAY

NOVEMBER 29

GIVE NOW ▶



GI VING
TUESDAY

Goal: \$50,000

\$50 ▶

\$75 ▶

\$150 ▶

GIVE NOW ▶

Today, you can do some good in our community! Here's how: **Give to help our homeless neighbors find help, healing and hope...** and help Bay Area Rescue Mission meet our Giving Tuesday goal to raise \$50,000.

More people than ever are struggling with homelessness, poverty, substance abuse and mental health issues – including our neighbors. **As a community we MUST rally together to help one another!**

We need people like YOU to join together and meet our goal to **help solve the growing crisis of homelessness** in our community.

Can we count on you, Friend?

Your Giving Tuesday gift will offer life-changing programs and services to those in our care. You'll provide hot meals for just \$2.09 each, safe shelter, clean clothing, medical care, counseling, job training and other care. Best of all, you'll give someone a chance to be transformed through God's love!

Thank you for giving generously on Giving Tuesday to help transform the lives of our hungry and homeless neighbors. God bless you!

Bram Begonia
President/CEO

Give hope on GivingTuesday ▶

DOUBLE MY IMPACT ▶

See the difference you'll make with your
Giving Tuesday gift!

DOUBLE YOUR IMPACT \$10,000 Giving Tuesday Challenge!

I'LL GIVE NOW ▶

Great news, Ashley! Giving Tuesday is here... and a generous donor has given \$10,000 to care for people turning to the Mission for help right now.

Now they're challenging you and other generous people in our community to **MATCH THEIR GIFT** FOR A TOTAL OF \$20,000 FOR NEIGHBORS IN NEED.

By helping during this incredible matching challenge, you'll be part of the solution for people struggling with homelessness, addiction, abuse and poverty. **People like AI...**

How will you
help AI this
Giving Tuesday?

GI VING
TUESDAY



Your generous support will go toward providing immediate and long-term help like hot meals, safe shelter, daily essentials and life-changing care. **Your gift will help people like AI survive... and thrive!**

Let's make the most of this \$10,000 matching challenge – **give now to DOUBLE your help for hurting neighbors!**

With gratitude,
G. David Scott
CEO/Executive Director

YES, DOUBLE MY IMPACT ▶



Measuring success and improving ROI

- ✓ Set clear goals and KPIs
- ✓ Track and analyze data
- ✓ Test and iterate





Delivra



KPIs

- ✓ Donation page conversion rate
- ✓ Website conversion rate
- ✓ Revenue
- ✓ Click through rate
- ✓ Conversion rate
- ✓ Average Gift
- ✓ ROI/ROAS
- ✓ Impressions served
- ✓ Website traffic metrics
- ✓ Email opens, clicks
- ✓ Rev per email
- ✓ Cost per click
- ✓ Cost per conversion



Example of a test and launch strategy



Practical Tip: Grow your Monthly Giving Program!

According to M+R, revenue from monthly giving increased by 11%, and accounted for 28% of all online revenue in 2022.



DIGITAL STRATEGY
KEY
TAKEAWAYS



From Clicks to Donations: How Tactical Digital Marketing Can Boost Your Fundraising



- ✓ Audit your digital platforms – are they performing at industry benchmarks?
- ✓ Use multiple digital channels to reach your audience and build frequency
- ✓ Include the monthly donor offer everywhere!
- ✓ Create a combined (organic & paid) social media content calendar



From Clicks to Donations: How Tactical Digital Marketing Can Boost Your Fundraising



- ✓ Build an email marketing program with varied content that cultivates your donor audience
- ✓ Put a priority on analytics, tracking & testing
- ✓ Use several KPIs in addition to ROI to measure success

THANK YOU!



BDI

RELEASING GENEROSITY

www.bdiagency.com

Stephanie Tippitt, VP Digital Strategy
stippitt@bdiagency.com

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

+ contactus@qgiv.com

+ 888-855-9595

For more information on BDI Agency, please contact:

+ bdi@bdiagency.com

+ 626-359-1015



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.

Questions?



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