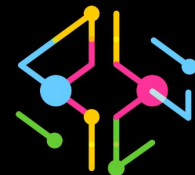


DIGITAL MARKETING

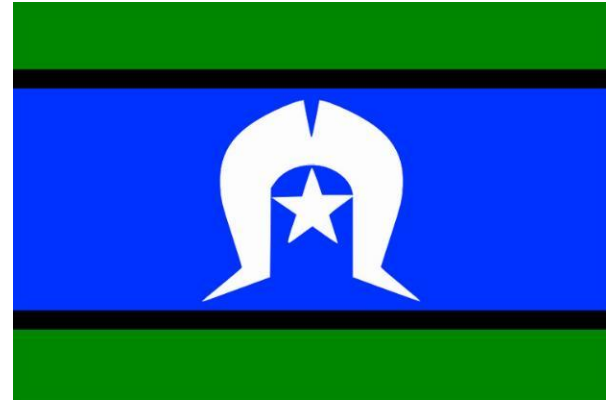
TO ATTRACT FUNDERS & SUPPORTERS

Adam Pulford & Nina O'Connor with Marcus Harvey - September



Digital
Innovation
Festival

We acknowledge the traditional custodians of the land
and pay our respects to Elders past, present and
emerging.



Digital Transformation Hub

Technology to transform non-profit operations



Assess overall readiness

Take this 10 minute quiz to learn your organisational readiness across these five areas.

Take Digital Quiz →

Digital Guides



Expert advice



Case studies



Training resources

Technology discounts for not-for-profits

Five domains structure the technology jungle



Tech Foundations

PCs, network, servers, telephony, email, file sharing and collaboration infrastructure



Information Systems

Systems that support delivery of your services, measure your impact and corporate systems



Digital Marketing

Website, email/social media outreach, content production and fundraising systems



IT Management

IT strategy/planning, budgeting, governance, run activities and disaster recovery/business continuity



Cybersecurity

Keeping your information safe with thorough information security & device management systems and processes

WORKSHOP FOCUS

Delivering an engagement strategy using online tools to:

- Connect with potential clients
- Build your supporter base
- Raise funds

I'm a media and campaigns consultant who has over 10 years' experience working across social and environmental justice campaigns.

Until recently, I worked in Engagement at non-profit Climate and Health Alliance. I also worked for VEOHRC and Greens MPs.

I stood as a Greens candidate in the 2019 Federal Election. In 2020, I was elected to Moreland City Council.



Adam Pulford
(he/him)



Nina O'Connor
(they/them)

I'm a digital strategist who has worked across leading progressive movements in the US and Australia.

I specialise in building the capacity of movements and organisations to run excellent digital engagement and fundraising programs.

Over the last decade, I've worked with a number of leading organisations including Change.org US, the Australian Greens, GetUp!, the Aboriginal Legal Service in NSW, Time'sUp & the People's Climate Movement US.

ENGAGEMENT STRATEGY



ENGAGEMENT STRATEGY

An organisational strategy developed to successfully engage supporters (or customers) through the lifetime of their involvement.

CONTEXT SETTING

Is this relevant for you and your organisation?

ENGAGEMENT STRATEGY

FRAMEWORK

ACQUISITION

ENGAGEMENT

CONVERSION

ACQUISITION

- Who are your supporters?
- How are you onboarding these new supporters?
- What is the value of your new supporters?
- Are you being authentic in the acquisition and onboarding process?

ENGAGEMENT

- Are you giving supporters opportunities to play an **active role** in achieving your mission?
- Are you providing a **diverse range** of engagement opportunities?
- Are you engaging in an **ongoing** way?

CONVERSION

- Are you actually asking people to contribute?
- Is there an opportunity for you to 'upsell' existing donors?
- How are you showing donors that you value their contributions?



CASE STUDIES : TACTICS AND TOOLS

CASE STUDY | CAHA



CLIMATE AND
HEALTH
ALLIANCE

SITUATION

The new 'Nine' Newspapers approached us with the opportunity to pay to get our work covered in a new advertising piece on climate change:

As Discussed, At Nine Publishing, we are running a Special Feature campaign on "Climate Change Awareness In Australia" publishing in both The SMH & The Age.

The cost of one feature is \$5,500 + GST, per publication. If you take more than one feature, or run in both publications, we can offer you a package deal rate.

Special Features Include:

- One on One interview with a Journalist
- Exclusive mention in the editorial
- All Graphic Design included
- A credible, trustworthy environment in which to advertise
- Print + Online editions Included
- PDF copy of full page ad/editorial emailed by sales consultant after publication
- Digital links to the editorial and advert emailed by sales consultant after publication

ENGAGEMENT



Climate and Health Alliance @healthy_climate · Oct 7, 2019



THREAD:

Last week CAHA rec'd a call from @TheAge & @SMH telling us they were planning a series on climate change. We got excited thinking they'd just joined the #CoveringClimateNow initiative and were now going to cover climate in the way it deserves. We were wrong.



2



104



94



Climate and Health Alliance



@healthy_climate

Replying to @healthy_climate @theage and @smh

They weren't calling us about a special series investigating the most critical issue of our time. They were calling us about an advertising feature, giving non-profits like us the 'opportunity' to buy coverage of our work on climate for the cool price of \$5,500 per paper.

Age.

We would like to offer you the opportunity for Climate and Health Alliance to be featured in this series consisting of the following topics:

- A credible, trustworthy environment in which to advertise
- Print + Online editions Included
- PDF copy of full page ad/editorial emailed by sales consultant after publication



Climate and Health Alliance @healthy_climate · Oct 7, 2019



It shouldn't be up to non-profits like us to bear the cost of critical climate coverage. While @TheAge & @SMH are not yet part of @CoveringClimate, other outlets are, like @Guardian & @Croakey, and they frequently cover climate without asking us to pay.



1



14



27



Climate and Health Alliance @healthy_climate · Oct 7, 2019



We hope that @TheAge, @SMH & all outlets will start covering the climate crisis with the depth it deserves. In the meantime, if you want to support us in building a powerful health sector movement for climate action, please chip in what you can now at



caha.org.au

Climate action is good for our health



2



15



33



Climate and Health Alliance @healthy_climate · Oct 7, 2019



We'll put it to good work towards achieving our vision (and not spend it on the advertorial, we promise!).



1



6



14



ENGAGEMENT

The Guardian

Nine has last-minute change of heart over climate advertorial

Amanda Meade



Papers spruik ad exposure in series with 'credible journalists', then pull it. Plus: Ita under Bolt's skin

But one of the not-for-profits approached was not impressed by Nine's commercial approach "in the middle of a climate crisis" and at a time when more than 250 newsrooms are boosting their climate coverage in the global initiative [Covering Climate Now](#).

"It's a struggle to get the climate crisis properly reported," Climate and Health Alliance's executive director, Fiona Armstrong, said.

"It is rare to see a news story on the health impacts of climate change, which are already affecting the lives of people in Australia, and around the world, every day.

"There is no way we could afford the \$10,000 we were told it would cost to get our work covered in both papers."



Climate and Health Alliance
@healthy_climate



Replying to @healthy_climate @theage and @smh

It shouldn't be up to non-profits like us to bear the cost of critical climate coverage. While [@TheAge](#) & [@SMH](#) are not yet part of [@CoveringClimate](#), other outlets are, like [@Guardian](#) & [@Croakey](#), and they frequently cover climate without asking us to pay.

ENGAGEMENT

Getting your work and issue covered in the media provides an important 'moment' for your organisation. We tried to make the most of this:

- Referred to Guardian article in petition
- Used screenshot of article in email to supporters
- Shared article on social media, with petition
- Shared article with funders and donors in donor updates

ACQUISITION

Simple petition page on existing website:

BREAKING: OUR CHANCE FOR BETTER CLIMATE COVERAGE

Nine Publishing, the new owners of the Age and Sydney Morning Herald, has just cancelled its climate advertising feature after we went public that they were asking non-profits like us to pay for climate coverage, instead of adequately covering the biggest threat our health and society has ever faced. [1]

Right now Nine is feeling immense public pressure to cover the climate crisis properly -- so this is our chance to get them to [commit](#) to more and better climate coverage. **Can you sign our petition calling on Nine to join the [Covering Climate Now](#) initiative and do just that?**

[1] [Nine has last-minute change of heart over climate advertorial](#), The Guardian, Friday 11 October

Nine Publishing: please join the Guardian, Croakey and 350+ media outlets globally and commit to more and better coverage of the climate crisis by signing up to [Covering Climate Now](#).

1,102 signatures

Will you sign?

First Name

Updated supporters with call to action:



Climate and Health Alliance
@healthy_climate

...

UPDATE: [@TheAge](#) & [@SMH](#) owners Nine Publishing has cancelled its climate advertorial! They're feeling public pressure to cover climate properly: can you sign our petition calling on Nine to join [@CoveringClimate](#) & commit to more & better climate coverage?
caha.org.au/nine



Climate and Health Alliance @healthy_climate · Oct 7, 2019

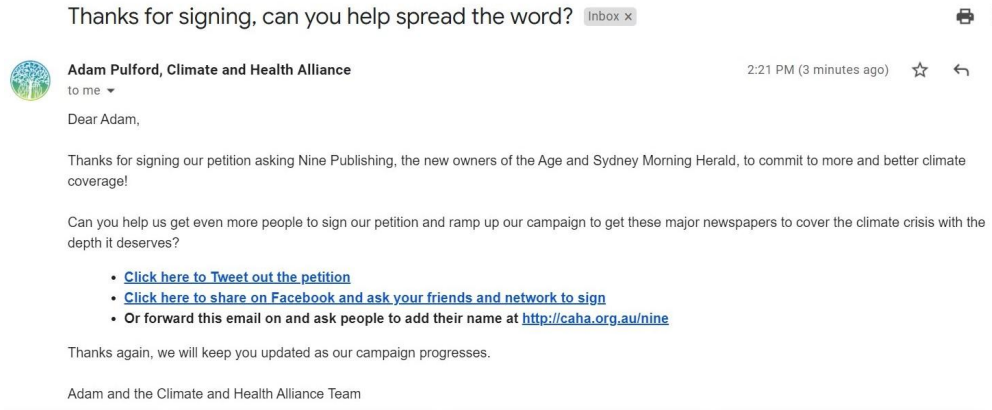
THREAD:

Last week CAHA rec'd a call from [@TheAge](#) & [@SMH](#) telling us they were planning a series on climate change. We got excited thinking they'd just joined the [#CoveringClimateNow](#) initiative and were now going to cover climate in the way it deserves. We were wrong.

[Show this thread](#)

ACQUISITION / ENGAGEMENT

Every person who signed got an auto-reply asking them to share on social media or by forwarding on the email:



We used a Tweet Generator to make it easy for people to share on Twitter, tagging our account so we could amplify:



CONVERSION

CLIMATE ACTION IS GOOD FOR OUR HEALTH

We are building a powerful health movement for climate action, because **climate action is good for health**.

Ahead of the next federal election, we are supercharging our health movement to highlight the health benefits of climate action.

Climate change is already affecting our individual and collective health, here and now. But the voices of health professionals can make a real difference. As a society, we care about our health, we trust health professionals and we listen to health advice. **When it comes to climate, health voices work.**

Can you help boost the climate-health movement to amplify health voices nationwide?

AMOUNT YOUR INFO PAYMENT

1

2

3

One-time

Monthly

\$33

\$77

\$125

\$280

\$555

Other

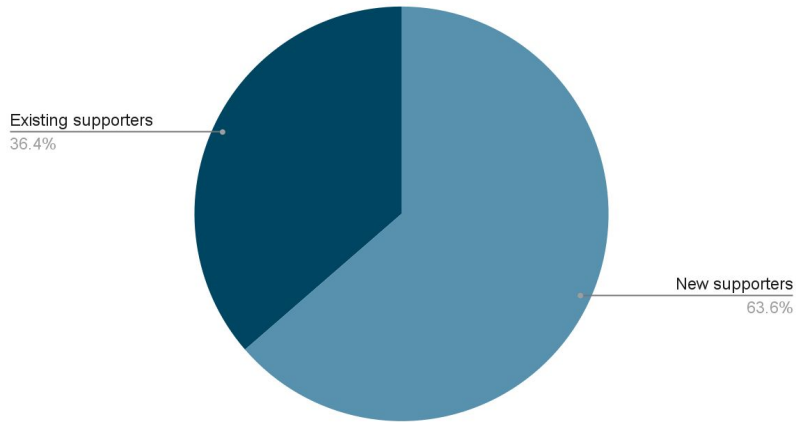
Soft ask: petition page redirected people to donate page after signing.

RESULTS

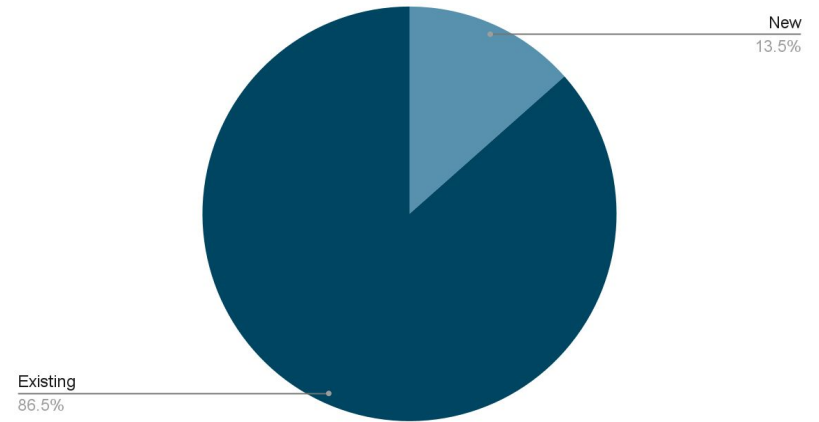
Within days, we'd gotten over 1,000 signatures -- 700 new to our database.

This increased our database from about 4,500 contacts to 5,200.

Signatories



Total supporters



CONVERSION

- Followed up with soft donate ask, saw some donations coming through
- Being a smaller org, we folded these people in our general database fairly quickly: expanding our pool of supporters we could engage with by over 10%
- Over coming months, I noticed new supporters, acquired through this petition, taking further action with us: signing up as regular donors, coming to our Fundraising Dinner etc

TAKE-AWAYS

- **Be responsive to moments:** when you see an opportunity, pounce!
- **Use social media / smaller groups to test out appetite** for a campaign / issue with supporters before investing more staff time / budget in
- **Engagement doesn't have to be expensive**, we just used staff time and existing resources
- **Use free online tools:** Facebook Share, Tweet Generator
- **Different tactics can amplify each other**

CASE STUDY | TIME'S UP

The logo for the 'TIME'S UP' movement is displayed on a black rectangular background. The text 'TIME'S' is written in a large, white, serif font. Below it, the word 'UP' is written in the same font, but the 'U' is replaced by two thick, horizontal white bars, creating a stylized 'U' shape.

TIME'S
== UP

**Safe, fair, [REDACTED]
and dignified work
for women [REDACTED]
of all kinds.**

**TIME'S
==UP**

ENGAGEMENT GOALS

- Deliver a robust fundraising program
 - Administrative costs
 - Legal Defense Fund
- Deliver low-risk and sustainable income stream
- Activate supporters at key moments to push for legislative, cultural and workplace changes.
- Primarily online

AUTOMATIONS

- Acquisition – Optimising the onboarding process by developing a **Welcome Series**
- Acquisition & Conversion – Develop **workflows** in your CRM

WELCOME SERIES

ESTABLISH A 'PERCEPTION OF NEED'

TIME'S UP Now <hello@timesupnow.org>
to me ▾

17:06 (2 hours ago)



**TIME'S
UP**

Dear Friend,

Thank you for joining TIME'S UP in the fight to change culture, companies, and laws.

It's going to take all of us standing together and demanding that work be safe, fair, and dignified for women everywhere to realize our vision. Thank you for joining us in this important work.

Our work is fueled by people like you. Make a contribution to TIME'S UP and help us fight to change culture, companies, and laws.

We are so grateful that you're on our team. We're in this for the long haul, and we're glad you are, too.

The TIME'S UP Team

**TIME'S
UP**

ACQUISITION

Using Facebook Ads Manager to find high-value new supporters.

ACQUISITION PROGRAM

1. Run a series of Ads to test value propositions, copy, images and audiences
2. Develop a baseline CPA (Cost Per Acquisition)
3. Determine your budget
4. Set up automations/a version of this to ensure once someone signs, they are onboarded

AD TESTING EXAMPLE

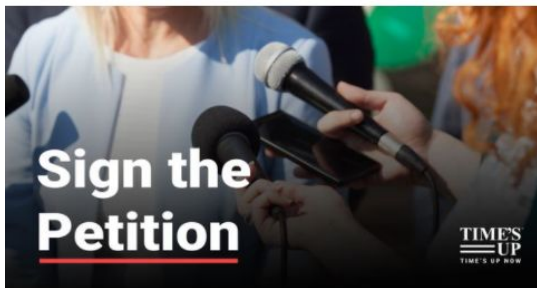


TIME'S UP

Sponsored • Paid for by TIME'S UP

ID: 396674144836367

Send a message to journalists and opinion editors: When it comes to covering women candidates, you must actively work to be anti-racist and anti-sexist in your reporting. <http://times.upnow.us/haveherback> #WeHaveHerBack



SECURE.EVERYACTION.COM

Sign the petition: Drop your sexist and racist political coverage

[Learn More](#)



TIME'S UP

Sponsored • Paid for by TIME'S UP

ID: 396674144836367

Take action to tell journalists & opinion leaders: it's unacceptable to use sexist language to describe women candidates. <http://times.upnow.us/haveherback> #WeHaveHerBack



SECURE.EVERYACTION.COM

Put the news media on notice: No more racist and sexist political attacks

[Learn More](#)



TIME'S UP

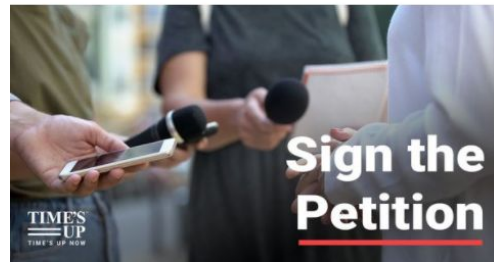
Sponsored • Paid for by TIME'S UP

ID: 396674144836367

Questions asked of women candidates that would never be asked of men:

- Can you balance family and work?
- Do you really think you could do this job?
- Are voters ready for a woman in this office?

Ahead of the VP debate, tell journalists they have a responsibility to drop ...



SECURE.EVERYACTION.COM

Tell the news media: Keep sexist political attacks out of your election coverage

[Learn More](#)

**TIME'S
UP**

TAKEAWAYS

1. Ad testing can be really cheap. Test, test test!
2. Define your audience
3. You want high value supporters, not the cheapest supporters
4. An onboarding process is crucial

ENGAGEMENT

The strongest organisations are built with ongoing and authentic engagement. This engagement should:

1. Give supporters an active role to play in your mission
2. Deepen their relationship with your organisation
3. Build confidence that together we can make a difference

ENGAGEMENT CALENDAR

Using engaging and relevant campaigns/moments to build buy-in, connect with and convert supporters to donors.

ENGAGEMENT TOOLS



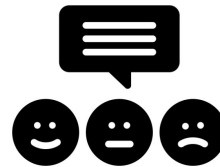
Sign a petition

TAKE SURVEY

Fill out a survey



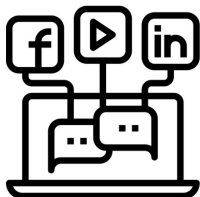
Volunteer



Tell us what you think



Buy merchandise



Share on social media

Tell us your story



Come to an online event



Buy a ticket

CONVERSION

Donate asks embedded throughout the acquisition and engagement processes.

- Mini email campaigns | building towards a goal and a deadline
- Monthly donor focus | ensuring sustainability
- Donate landing pages
- Personalised asks (eg. most recent donation, average donation, etc)
- Always report back
- **Fundraising isn't dirty**

SUMMARY

- No matter your organisation's size, capacity or budget, there are practical things you can do right now to increase engagement
- Think about the whole picture of your supporter journey - from acquiring, engaging and then converting them into donors
- Use automations to save time and improve engagement
- Make the most of key moments
- Be authentic when communicating with your supporters
- Ask for help: involve your supporters in your work and mission

Useful resources

- » Digital Marketing capability assessment: <https://digitaltransformation.org.au/survey/page/digital-marketing>
- » Getting started on social media guide: <https://digitaltransformation.org.au/guides/digital-marketing/getting-started-social-media>
- » Getting started on email marketing: <https://digitaltransformation.org.au/guides/digital-marketing/getting-started-email-marketing>
- » Planning your online communications: <https://digitaltransformation.org.au/guides/digital-marketing/planning-your-online-communications>
- » How to accept online donations and grow your fundraising: <https://digitaltransformation.org.au/guides/digital-marketing/how-accept-online-donations-and-grow-your-fundraising>
- » Digital Marketing training: <https://digitaltransformation.org.au/guides/digital-marketing/digital-marketing-training>
- » All Digital Marketing Guides <https://digitaltransformation.org.au/guides/digital-marketing>
- » Book an expert consult: <https://digitaltransformation.org.au/book-expert>
- » Tweet Generator: <https://codepen.io/sandradudley/full/KMqJNR>

Questions and Discussion