

# IDEAS. WORK. RESULTS.

Strategic Insights On:

**Nonprofit**

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## Nonprofit

Perhaps the most rewarding part of our jobs is giving back to our community and helping nonprofit organizations make an even bigger impact on the lives of others. We have a passion for cause-related marketing, and it shows in the work we have done. We invite you to review our nonprofit case studies showcasing our efforts for those who have put their trust in us.

We hope you enjoy this content and evok's commitment to nonprofits. If you would ever like to be a guest writer or suggest blogs for us to write, please contact us at [info@evokad.com](mailto:info@evokad.com).



## 6. Post Planner

Like Buffer and Hootsuite, you can schedule and monitor the content you've created for your nonprofit on Post Planner, but their specialty is their discovery board. This feature lets you analyze relevant social feeds to discover content your followers are sure to love. It offers engagement predictions and advanced scheduling capabilities, so your feed is curated to convert. This intertwines with Canva to share your visuals for just a low cost of \$3/month for three profiles.

## 7. Crowdfire

A surefire way to grow your follower base, Crowdfire taps into new audiences for your nonprofit on Twitter and Instagram using its copy followers feature. For example, if your nonprofit raises funds and awareness to help save endangered elephants, Crowdfire will help you find other people online that are interested in similar causes.

## 8. Hashtagify

How do #know what hashtags attract the most views? Type in hashtags related to your nonprofit and let Hashtagify do the work. This tool will tell you how popular the tag is as well as other related hashtags your audience might be using.

## 9. Google Analytics

Know your audience. Google Analytics is the smart marketing tool to figure out what social platforms are driving the most traffic to your site. As a nonprofit, that means you can use it to track your user engagement, whether it be via donations, email sign ups or event sign ups. Through tracking, you'll be able to see what clearly is working for your organization and what isn't.

## 10. Sprout Social

Sprout Social maintains official partnerships with LinkedIn, Facebook, Twitter, Instagram, Google+ and more to ensure it remains the most trusted social media management tool out there. Its key function is the social inbox, which places all the messages from every platform into one inbox making it easier to ensure you've responded to everyone.

Try these out today and let us know how they worked for you. Need more insights on marketing your nonprofit this year? Read up!



# INTEGRATING STORYTELLING INTO YOUR NONPROFIT MARKETING STRATEGY

## Digging Into the Limitless Potential of Storytelling For Nonprofits

As long as humans have been around, we have been telling stories. From cave paintings to Renaissance-era literature and today's emoji hieroglyphics, storytelling is engrained into the very fiber of our beings. And this natural instinct to share our experiences also makes us highly receptive to the power of stories and their ability to touch, teach and inspire us.

Needless to say, it wasn't long before brands began tapping into that power and made storytelling part of their marketing strategies. From memorable protagonists like Dos Equis' "Most Interesting Man in the World," to watching young love grow over a stick of gum, we're much more likely to remember and connect to a story or character than a product or slogan. In fact, content has proven to be 22 times more memorable when woven into a narrative.

For nonprofits, organizations dedicated to making a positive impact on their communities, the power of storytelling presents an entirely new realm of possibilities. Your organization is quite literally changing lives with the work you do, and storytelling is the perfect vessel for sharing your impact.



*Storytelling for Nonprofits—Interview with evok's Director of Client Services*

## Nonprofit Storytelling: How Your Organization Can Tell a Great Story

We are all storytellers. Whether we realize it or not, we have all played the role of the narrator—from recounting a career highlight during an interview to sharing tales of adventure from a summer abroad. We are programmed to give our stories structure by introducing characters, giving listeners background information and presenting the challenges or obstacles preventing the hero of the story from achieving their mission, even when that mission is convincing your boss to implement flex hours.

Storytelling as part of your nonprofit marketing strategy doesn't stray too far from the way we would naturally share a story. There's an organic structure to the way we craft narratives that, when woven into your organization's mission, is unstoppable.

First, every story needs a hero. Sharing your nonprofit's impact starts with introducing a character your audience can identify with. This can be someone your organization has helped or works to help. What makes them unique? What are they hoping to accomplish or overcome?

Next, it's time to define the obstacles your hero is facing. What stands in the way of their health, happiness or well-being? How can your organization help them overcome these conflicts?

As the plot thickens, think of the actions by your organization, donors or volunteers as the climax of your story. This is when you'll get to showcase your efforts and how you take on challenges, from planning and hosting a fundraising gala with over a thousand attendees to providing a safe space for women and children in need. It's your chance to shine as a nonprofit.

Finally, there's the impact your organization was able to make. How has your work changed your protagonist's life? Is there more work to be done? If this story is just the start of the fight for your organization, it's also an opportunity for your audience—your donors, supporters and volunteers—to get involved and become a part of your story.

### 3 Ways to Share Your Nonprofit's Story Impact Stories on Your Site or Blog

Case studies have long been a favored way for nonprofits to showcase results following a specific campaign or event. Implementing the storytelling structure above, your organization can turn a typical case study into an impact story more likely to connect with your audiences on a deeper, emotional level.

Charity Water puts this theory into practice with the impact stories on their site, focusing on specific schools, clinics, communities and individuals their organization has helped or is working to help.

charity: water    WHY WATER?    OUR WORK    ABOUT US    DONATE    FUNDRAISE    SIGN IN

## STORIES

Our time in the field gives us a personal view on what it's like to get clean water for the first time. The mothers, children and communities that we've met inspire our ideas and, often times, solutions. Every one of them has a story worth sharing.

Learn how we're working to tackle the issue of sustainability and fund mechanics programs.

[READ THE STORY](#)

## Interview-Style Videos

We've sung the praises of video content over and over, but this medium is particularly effective for nonprofit organizations. Our agency saw this in action on a recent campaign for Devereux, a nonprofit dedicated to helping kids and teens facing adversity. To present the organization's impact and share the stories of those they have helped, we created emotionally charged videos using an interview-style format.



*Watch this video and read the full case study.*



## Snippets through Social Media

There's no fixed rule for when you can begin sharing your story. In other words, your organization doesn't have to wait until a campaign has completed its run or an event has taken place to put your story out there. Thanks to social media, that process can begin much earlier with behind-the-scenes shots of event setup, volunteer spotlights and more. You can even use social platforms like Instagram to share quick, on-the-spot stories, like Pet Alliance of Greater Orlando does for the dogs and cats available for adoption at their shelters.

Whether you're putting these three ideas into action or developing your own strategy, there are countless ways to integrate storytelling into your nonprofit marketing and share your organization's impact with the world. And once you understand the role stories play in reaching your nonprofit's objectives, their potential is limitless.

*See this post on Instagram.*



# WHAT NONPROFIT MARKETERS NEED TO KNOW IN 2018

## How to Execute Successful Nonprofit Marketing Strategies

Nonprofit and charity organizations used to rely heavily on boldface names and savvy fundraising experts to promote their nonprofit causes. Today, they are experiencing many difficulties when it comes to staying relevant or competing. The digital age is tough, and potential donors get an overload of requests for money through various channels and platforms.

Nonprofit marketers and branding experts are the ones that help nonprofits create marketing strategies that are effective in this day and age. They enable their voice to be heard far away, explain their purpose and help them connect with the public on an emotional level. Here's what nonprofit marketers need to keep in mind to create successful nonprofit marketing strategies in 2018.

## The Challenge of Targeting Millennials

Millennials make up the largest proportion of Internet use, but on the other hand, they're financially less powerful than their parents at the same age. But with their constant connectivity, winning their attention is difficult. Marketers should focus on improving their millennial targeting for better results. Here's how:

- **Separate age groups.** Break them down into different age groups: 18-21, 22-25, 26-35.
- **Create customer personas and a custom journey for each one.** Highlight their income levels, their concerns and hopes, and how they share and consume media.
- **Keep an eye on trends** that affect them.
- **Engage with millennials** via email marketing and social media platforms. Ask them what they want and what they like. Find out their preferred channels of communication and use it to reach them.

## Small Marketing Budgets

Marketing budgets often get cut whenever nonprofits encounter budget problems. The only solution for a small marketing budget is to work smarter because nonprofits need marketing so they can differentiate themselves from the competition.

Thanks to digital marketing, there are many online mediums and channels that make marketing cheaper than ever. Use these tools to determine your target audience, plan your marketing strategy, analyze campaign results, and use the data to optimize it better. Leverage your previous donor details, segment them and determine the best ways to re-engage with them.

## **Tough to Differentiate from the Competition**

Most nonprofit marketing is different from other types of marketing because there's no product or service you need to sell.

One way to stand out from the crowd is to keep up with new tech solutions in marketing to adopt new strategies. For example, keep track of general trends in the nonprofit world, new marketing creations and the latest social media features. Also try partnering up with another organization to cross promote, find sponsorships, or set up your own fundraiser events where you'll meet volunteers, donors and supporters.

Nonprofit marketing challenges keep popping up, so you'll have to remain adaptable. Create plans, timelines and keep track of your marketing campaign results. If something changes, don't be afraid to go back and revise. This is what's necessary to stay ahead of the competition in 2018.



# 4 FREE AND EFFECTIVE MARKETING STRATEGIES FOR NONPROFIT ORGANIZATIONS

## Expand Your Nonprofit's Marketing Reach With These Free Strategies

As a nonprofit organization, one of the biggest challenges you may face when raising awareness for your cause is a lack of funds in your marketing budget. From professionally produced TV spots to billboards on the side of the highway, marketing costs can add up quickly, but if you want to get the attention of potential donors and volunteers, you need to get your message out there.

Fortunately, with research and a bit of creativity, your organization can tap into a whole world of free or almost free marketing opportunities. Keep reading for four ideas to get you started.

### Publish Blogs on Your Website

Seventy percent of consumers would rather learn about a company through content than ads. For nonprofits on a tight budget, this is great news. While blogging does call for an investment of time, writing content fits into just about any organization's budget.

The object of your blogs should be to provide potential donors, supporters and volunteers with valuable information, whether it's findings from the latest research study on your cause or top ways they can get involved with your organization from the comfort of their homes. And your content doesn't have to just live on your site. Sharing your blogs on social media may draw people to click on your links and check out the rest of your website. Once there, they can learn about your organization and help support your activities.

### Keep Your Social Media Fresh

We've talked about how to make your next fundraiser more successful through the power of social media, but these platforms can keep you connected to your supporters year-round with little to no hard costs to your marketing budget. Posting photos, information, links, updates and sharing your blog content will help people who have the same interests as your organization find you. Plus, if your message resonates with them, they may also share your posts and expand your reach even further.

### DIY Video Content

With incredibly powerful cameras built right into most of our phones, producing engaging video content for your nonprofit is more accessible than ever. More than 500 million hours of video are watched on YouTube every day - it's time for your organization to take over some of that time.

When it comes to creating your own video content, start simple by capturing testimonials from those your organization has helped or interview your supporters to find out why your mission matters to them. As more people watch and share your content, your organization's message will spread.

## Engage Your Supporters

One of the most effective free promotional strategies for nonprofit organizations is engaging and nurturing your current volunteers, donors and supporters. Instead of focusing all your marketing efforts on reaching new audiences, step back and show your appreciation of those who have already shown support for your cause with mentions on social media or video interviews for your YouTube channel. You can also engage your supporters as ambassadors of your message, asking them to spread the word about your organization among their family, friends and colleagues.

Effective nonprofit marketing doesn't have to cost a lot of money. With creativity, flexibility and dedication, your message can reach more people than ever before while spending less.



# THE ROLE OF SOCIAL MEDIA IN PROMOTING YOUR NEXT FUNDRAISING EVENT

## Drive Fundraiser Awareness, Attendance and Donations

Social media has fully transcended from a mere home for digital interactions to a results-driving business tool. It's time for your nonprofit to get in on the action.

If you're planning your organization's next fundraiser, here's how to tailor your social media strategy to drive attendance and donations at your upcoming event.

Starting from Scratch on Social?

While brands have been leveraging the power of social media for years, there are still some organizations who have yet to make a play. If your nonprofit hasn't carved out your social media presence yet, these are three tips for getting started:

- 1. Keep your profile name clear, on brand and consistent across platforms.** You want it to be as simple as possible for a person searching for your nonprofit on social media to find you, so keep your profile names easily recognizable. If your organization's name has already been taken, consider adding your city, country or another easy to remember differentiator instead of numbers or symbols.
- 2. Get everyone in your organization involved.** With engagement-focused algorithms, simply having a social presence is no longer enough to keep your organization visible. You'll need to build a highly engaged social following, and while that doesn't happen overnight, encouraging members of your organization to follow and share your posts may give you a head start. From volunteers to board members, these people are already your brand's advocates and will likely be eager to share your message with their family and friends.
- 3. Use multiple platforms but only the ones appropriate for you.** Your nonprofit doesn't need to have a presence on every single social channel in existence—not only is that unmanageable, it's ineffective. Instead, choose two to three platforms to promote your organization and upcoming events depending on who your audience is and where they spend their time online. If you're not sure where to start, Facebook, Twitter and LinkedIn are three key players worth checking out.

Whether your social presence is second to none or you're just getting the hang of hashtags, these three steps can help you promote your fundraiser for a bigger turnout and bigger donations.

### **Create a Facebook Events Page For Your Fundraiser**

Your fundraiser's Facebook Events page acts as an open invitation to every member of your community. It's a hub to lead people back to when posting about your upcoming event on social media, offering key details about your fundraiser and an option for potential guests to RSVP right then and there.

When creating your event's page, be sure to include every piece of relevant information your guests might need—registration links, dress code, schedule of events, etc. As your event draws closer, share updates and sneak peeks right on your event page to keep your audience engaged and looking forward to your fundraiser.

### **Use a Unique Hashtag on All Event-Related Posts**

Hashtags allow social media users to quickly sort through millions of posts to find the topics they are most interested in. Creating a clear, concise and unique hashtag for your fundraiser allows your followers to track any posts about your event or join the conversation themselves. Plus, once your event has passed, activity on your hashtag can help you measure the success of your social efforts, as well as provide a bank of user-generated content (photos, videos, etc. from your event captured by guests or donors) you can use to keep your social presence going strong.

### **Create a Social Media Content Strategy**

If you have a content calendar for your social media accounts, draft a few posts promoting your event to the mix to spark and keep your followers' interest in your fundraiser. Remember, you'll have a fraction of a second to catch your audience's attention – get creative.

Hosting a silent auction? Share a few of the items up for grabs. Getting your venue ready for the big day? Snap some photos for your feed. These posts should act as a way to get potential guests excited about your fundraiser and encourage them to share your event with their own social circles.

Don't have a social media content strategy? Not sure what that even means? You're not alone, and it's not too late—we can help.



**Creating Your Nonprofit Media Kit**

Think about what creative piece will catch the attention of your potential sponsorship. It could be in the form of a direct mail piece, an email or maybe even a video. When our agency partnered with the National Mobility Equipment Dealers Association to solicit corporate sponsorships for the organization's National Mobility Awareness Month promotion, we combined traditional and nontraditional marketing elements with a custom video card.

If you're stuck in a creative rut or you don't have an in-house marketing team, consider hiring an advertising or marketing agency to help research, plan and create the powerful marketing materials you need to land great corporate sponsorships.



## SHOW YOUR NONPROFIT'S SOCIAL MEDIA WHO'S BOSS

### The First Step to Determining Your Nonprofit Social Media Strategy Is Picking the Right Channel

As you know, gone are the days where you can post a status or tweet a picture just when you feel like it. These days, the nonprofit industry and all industries for that matter must have a social media marketing plan in place with strategies and tactics to engage with their followers and ultimately influence them to donate.

You have to focus on the right social media channel for your industry, and right now, YouTube has been gaining traction in the nonprofit industry. This channel is a great way to drive donors to your ultimate call to action of donating. And the best part that brings music to your ears—it's free.

### Social Media Tips for Nonprofits

Back in 2010, Ogilvy Public Relations Worldwide came together with Georgetown University's Center for Social Impact Communication and found that most American's first interaction with a nonprofit was not through social media. A mere 18 percent of respondents first became involved with a nonprofit because of their social media accounts.

So, what are we doing wrong? How do we best utilize our social media? According to the study, most nonprofit social media campaigns heavily focus on giving out information rather than fostering a dialogue and encouraging people to take action.

If you want to hit the ball out of the park with these two key points, add YouTube into your nonprofit social media strategy. Through YouTube, you can find your audience and connect with new audiences, converse with them, bring others into the conversation and drive them to take action.

### Putting a Face to the Cause with YouTube

Today's your lucky day because nonprofits and activism are one of the fastest growing categories on YouTube—it accounts for more than 4 billion views on the site. And your nonprofit can help get that view count up.

Create social challenges and encourage supporters to upload their own videos, like the viral Ice Bucket Challenge from the ALS Association. Implement contest marketing with video challenges and offer a grand prize. Share real stories of who you support to connect with donors on a personal level.

And the icing on the cake—YouTube has a donate button on the page that pushes donors to act immediately with an online donation rather than to navigate away from the webpage to your website.

Get out there, strategize, record, upload and help those who need it most.



## EMOTION, MOTIVATION, DONATION: TELLING NONPROFITS' IMPACT STORIES

You have every statistic on the meals your nonprofit has packaged over the last year, the homes it's built, and the kids it's sent to school. You also know that when today's donors dig deep, they want to see that their donations aren't getting shallow results. It's easy to focus on selling the stats of your impact to your audience but relying on a quarterly report to speak for your nonprofit ignores a core aspect of why it exists in the first place: the human element.

Blog posts, videos and any other easily shareable mediums are great ways to show off what your nonprofit does via social media and share an impact story with the world.

### **The Protagonist of Your Impact Story**

Give your audience a central figure to root for. The "heart" of your nonprofit isn't an administrative team or a particularly effective drive for donations – it's a single child, family, school or other party whose story embodies exactly what your group stands for. Your organization may help thousands, but it's the story of one that will convey the emotion needed to motivate donors.

Talk to those whose lives have been changed by your organization and relate them to your potential donors. Perhaps the single mother wanting to give her family the Christmas they've been dreaming of lives in a neighborhood not unlike their own. Maybe the child halfway across the globe wants nothing more than the equipment to play the same schoolyard games that their children do. Stories like these evoke feelings of simultaneous sympathy and empathy—a reader or viewer feels sympathetic when seeing a fellow human being in distress and finding common ground between a donor and beneficiary generates empathy as they see themselves in the other party's shoes.

### **How Did Your Nonprofit Step in?**

This is where the story becomes that of the protagonist and your nonprofit. Outline the rising action of what brought this individual and your organization together, keeping the audience's relationship with the protagonist in mind.

Let your blog post or video be a vehicle for your beneficiary to tell their own tale of how they found themselves in need of help. Let them genuinely explain the climactic moment that took them to your nonprofit.

Now, it's time to show where your organization jumped in to help. Notice how this isn't an opportunity to tell how you made an impact in the protagonist's life—rather, let your post show what you made happen. This is a great time to employ photos of the children of that single mom overjoyed on Christmas morning or the neighborhood kids on another continent happily playing a soccer game that your donors helped finance.

Your nonprofit has a phenomenal story to tell. Don't let its humanity get lost in numbers and spreadsheets.



# CREATIVE AND EFFECTIVE WAYS TO THANK YOUR DONORS

Being a nonprofit organization can be tough at times. Not only are you working at the behest of those less fortunate, but also much of your overhead is predicated on the charity of others, especially donors.

Economic anxiety aside, donors are starting to look toward the nonprofits they support for more acknowledgement of their donations, which means nonprofits need to be creative and effective to truly show their gratitude and keep donors on their list. So, here are some creative ways to keep donors content, while still being able to provide the best services for those you've sworn to help.

## Get Creative with Your Gratitude

Personalization will be the key to your success. Below are five easy and creative ways to sincerely and personally give donor recognition:

1. Think outside the box—or maybe inside the box. When a donor donates for the first time, send a welcome package with a thank you card, a brochure about your nonprofit and a personalized, branded item like a pen and notebook.
2. Mail a hand-written donor thank you letter. Receiving a hand-written letter in the mail always adds a personal, heart-warming touch.
3. Send an anniversary card or email. When it comes around to a donor's anniversary of giving donations, let them know you recognize and appreciate their commitment with a card or email.
4. Post on social media about your donors. Individually highlight and tag your donors on a weekly basis to showcase them to your following and their following.
5. Make personal phone calls. Donors like to know where their money is going. Call them to express your gratitude and tell them how their money is helping.

## Effectiveness Is Next to Timeliness

The next step to tackle is timeliness. Timing is vital for thank yous. A physical thank you card or letter should be sent out within two days to two weeks. Any time after that, it loses its sincerity.

"All gifts should be acknowledged. It's only polite," Ken Burnett, author of *Relationship Fundraising* and chairman of the U.K.-based Cascaid Group says. "Plus, a prompt and appropriate 'thank you' leads to bigger gifts. The lady who sends you \$10 today may in the future leave you a bequest of her house in Key Biscayne, Florida. But only if you are nice to her."

Additionally, you should set up automatic email replies to online gift donations. Any online donations should receive an instant thank you.

Being an effecting nonprofit means more than just raking in the donor dollars, it also means operating with a level of sincerity and care than separates you from others.



## WHY YOUR NONPROFIT NEEDS THE INTERNET OF THINGS (IOT)

The term “Internet of Things” (IoT) has been going around the web a lot, but what exactly does it mean? The Internet of Things is products and systems that are integrated together through the web including phones, smart watches, refrigerators, and anything else with an app or integrated service. By the year 2020, it is projected that over 26 billion physical, tangible objects will be connected to the Internet.

The cross between hardware, software, and real world usher in a new era of interconnectivity and automation of everyday objects like never before. Look at the emerging “smart house”, which enables its tenant to lock their doors and turn on their oven without even being at home. Technology like this, which enables data transfer from one device to another, can serve as a great tool for nonprofits to gather data on their members, donors, and their causes in pursuit of increased donations.

### **Personas and Data Processing**

The data gathering process helps nonprofits build an accurate donor persona, which allows organizations to better present their cause to the correct demographic. In the past, donors just gave their money and expected that the nonprofit would do great things with it. But today, donors expect to see specific data on their donation’s impacts.

People and businesses want to see proof that their donations are seeing results. With more millennials giving to nonprofits, they want transparency and open communication with the organizations they trust with their donations. Nonprofits are seeing this need and are getting more involved with IoT technologies to collect data and give proper reporting to its members and donors.

Nonprofits can also use IoT to help their organizations run more efficiently. Many nonprofit hospitals use IoT to help patients remember their preventative care appointments by sending reminders to their phones and other connected devices.

This simple reminder helps the hospital save lives. Sufficient preventative care reduces the need for emergency reactive care. Today’s technology is available to help track patients’ blood pressure, calories, fitness activity and even blood sugar data.

## Connecting the IoT

Connection and communication with donors are important and are easier to accomplish with the help of tools like mobile apps, social media, email campaigns, and special events. It is important to employ as many of these as possible to engage with your members. Going mobile is more important than ever as over 85% of Americans use a mobile device as an extension of their computers. Going mobile allows your nonprofit to reach your members in many ways, including:

- Making websites mobile friendly and accessible to potential donors
- Mobile messaging to communicate with your members
- Online donation options through your mobile device or texting donations
- Mobile apps for members to access information about your organization

## Importance of Going Mobile

Today's world is a busy one, and people's time is very valuable. The easier nonprofits make it for people to donate, the better. Also, better communication with your members allows them to stay informed of what your needs are so they can donate and volunteer. The more information you give about what is needed in your organization, the more your members will respond and help. The Red Cross raised \$43 million in just a few days through their "Text to Give" campaign to raise money for the victims of the 2010 Haiti earthquake.

What you need to do now is look at your budget and the needs of your nonprofit. Work with an advertising agency like evok to help create the mobile friendly website and copy for mobile devices.

Then create a strategy of using IoT to improve your fundraising either by mobile, email, or social media to give easy access to your members for donating their time and money.