DIGITAL MARKETING DEMYSTIFIED: HOW TO WIN HEARTS, MINDS, AND DOLLARS

PRESENTED BY ALI HAERI
The opinions expressed in this presentation are solely those of the presenter, and they do not reflect in any way those of the institutions to which he is affiliated. These include SteelHouse and the Los Angeles County Community Action Board.
ABOUT THE PRESENTER: ALI HAERI

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- Los Angeles County Community Action Board member
- Instructor at UCLA Extension
- 10+ years marketing experience
MARKETING CHALLENGES FOR NON-PROFITS TODAY

- Under-funded
- Under-staffed
- Under-appreciated
I NEED HELP FUNDRAISING.
The biggest challenge for companies is telling a compelling story – non-profits are full of them.

Facebook Fundraising Tools

- Donate button
- Fundraisers functionality
- Application process: nonprofits.fb.com
CROWDFUNDING

- The big players
  - Razoo (4% + transaction fees)
  - CauseVox ($55/mo + 4.5% fee)
  - Indiegogo (5% + transaction fees)
  - CrowdRise ($5 of every $100)
- Focus your efforts, don’t make it open-ended
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GOOGLE

- Google AdWords Grant
  - $10,000 USD of in-kind advertising every month
  - Application process: google.com/nonprofits
- Google One Today
  - No transaction fees
  - Tie donations to impact
NEED IDEAS? GO TO REDDIT

- r/NonProfit
- Run your fundraising ideas by the community
- Community of like-minded people to answer your questions
- Support group
MARKETING TOOLS FOR OTHER NEEDS

- Volunteer recruitment
- Seek special skills and services
  - Example: Asian Youth Center

“AYC’s Emergency Food Program has provided culturally-appropriate food to low-income, immigrant, and at-risk families in need for over 14 years.”
I need to increase engagement.
THE POWER OF VIDEO

- Ultimate story-telling medium
- YouTube
  - Donations functionality
- YouTube Spaces
SCHEDULING SOCIAL MEDIA

- Free up your resources to do more important things
- Buffer
  - buffer.com
- 50% off all plans for non-profits.
  Email: hello@respond.buffer.com
WHAT CAN WE DO?

Community Action Board Members
THE ROLE OF COMMUNITY ACTION BOARDS/AGENCIES

- CABs need partner agencies to succeed to ensure best CSBG ROI
- Encourage partner agencies to take on interns – young talent looking to help at no cost