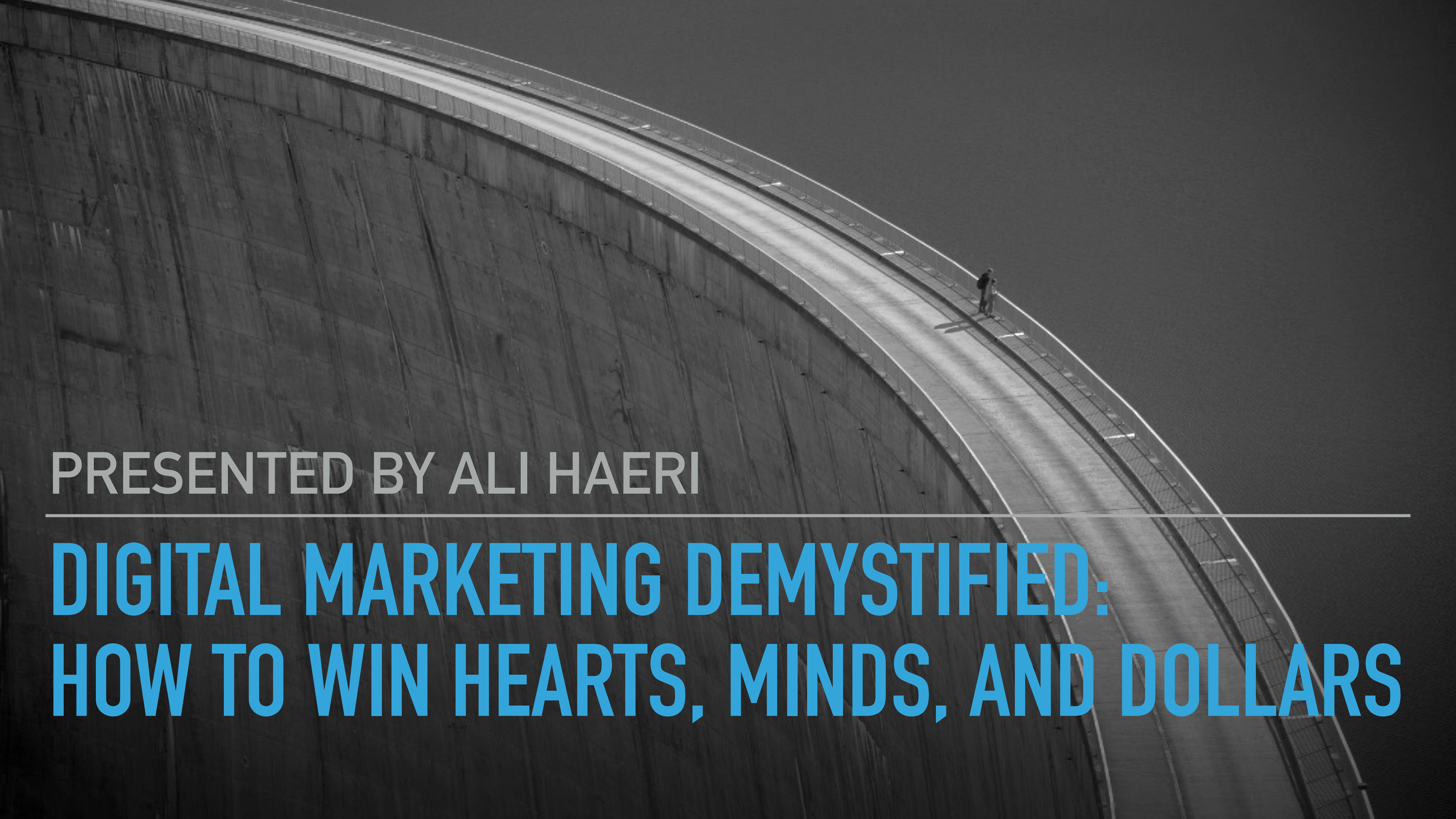




PRESENTED BY ALI HAERI

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

DISCLAIMER

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

- ▶ Director, Product Marketing at SteelHouse
- ▶ Los Angeles County Community Action Board member
- ▶ Instructor at UCLA Extension
- ▶ 10+ years marketing experience



MARKETING CHALLENGES FOR NON-PROFITS TODAY

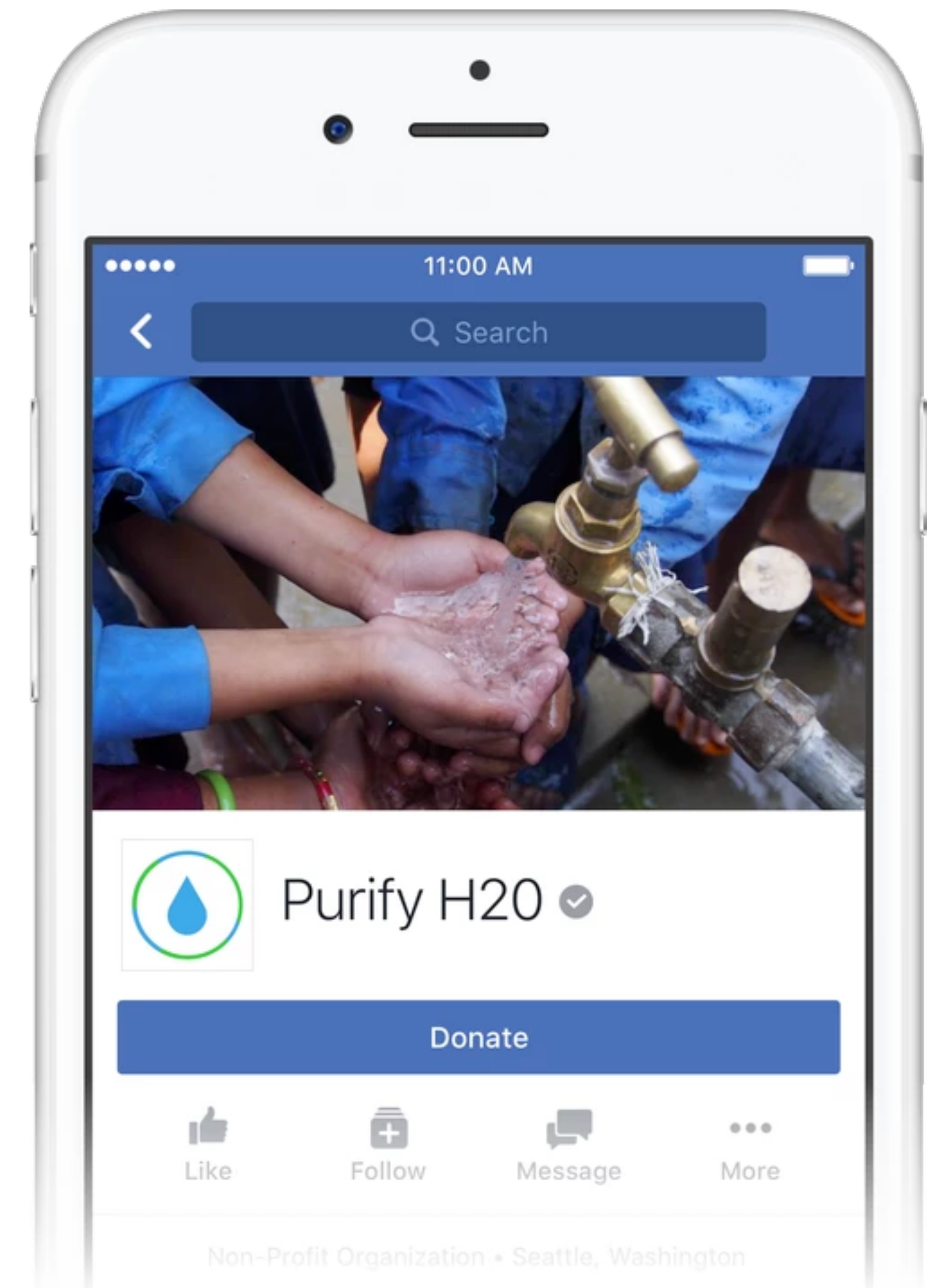
- ▶ Under-funded
- ▶ Under-staffed
- ▶ Under-appreciated

I NEED HELP FUNDRAISING.

Non-Profit Marketers

SOCIAL MEDIA FOR 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



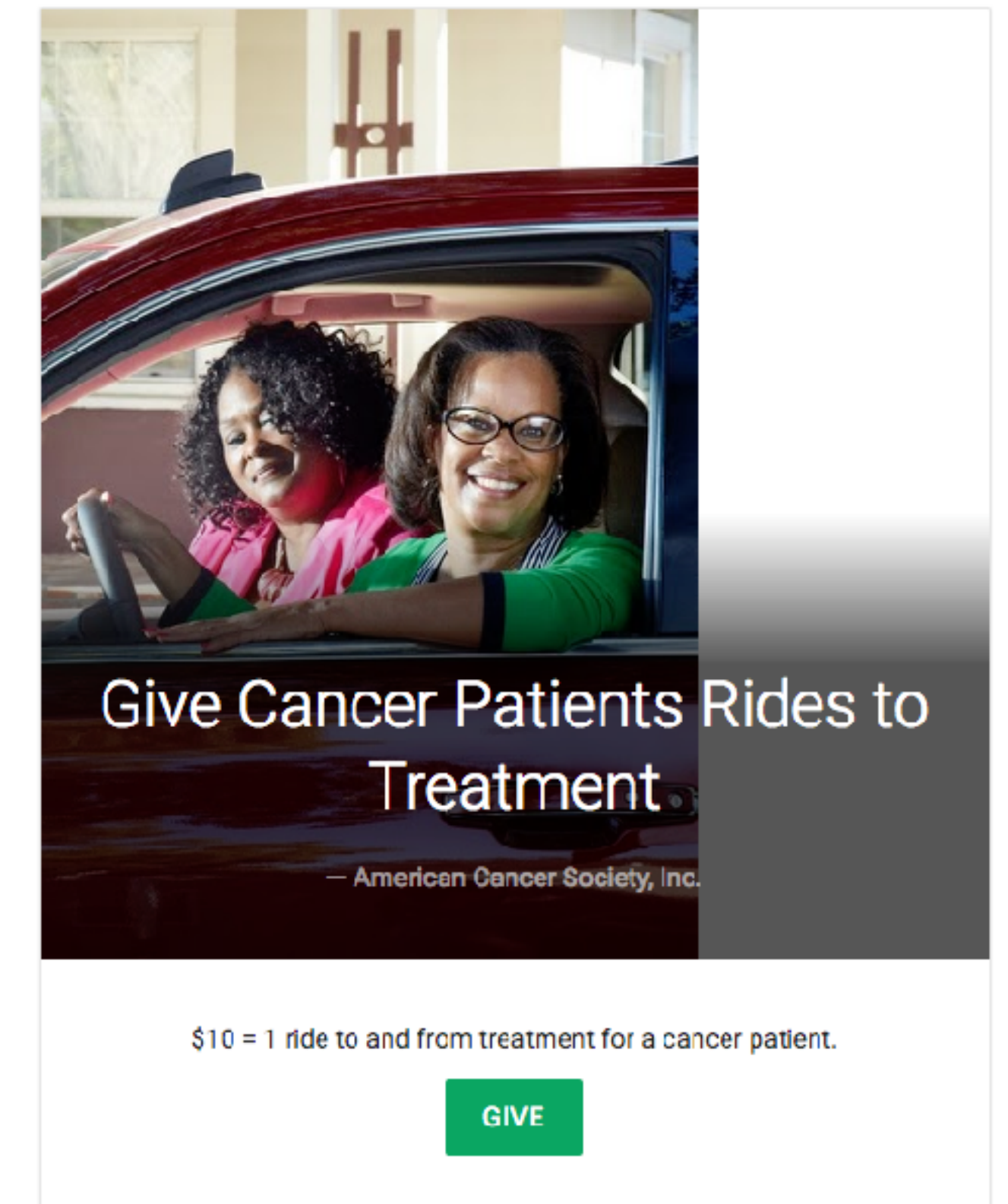
CROWDFUNDING

- ▶ 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

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

Cure Diabetics - Diabetes Research Institute - diabetesresearch.org
Ad www.diabetesresearch.org/ ▼
Research Focused on a Cure. Make a Difference - Donate Now!



Give Cancer Patients Rides to Treatment

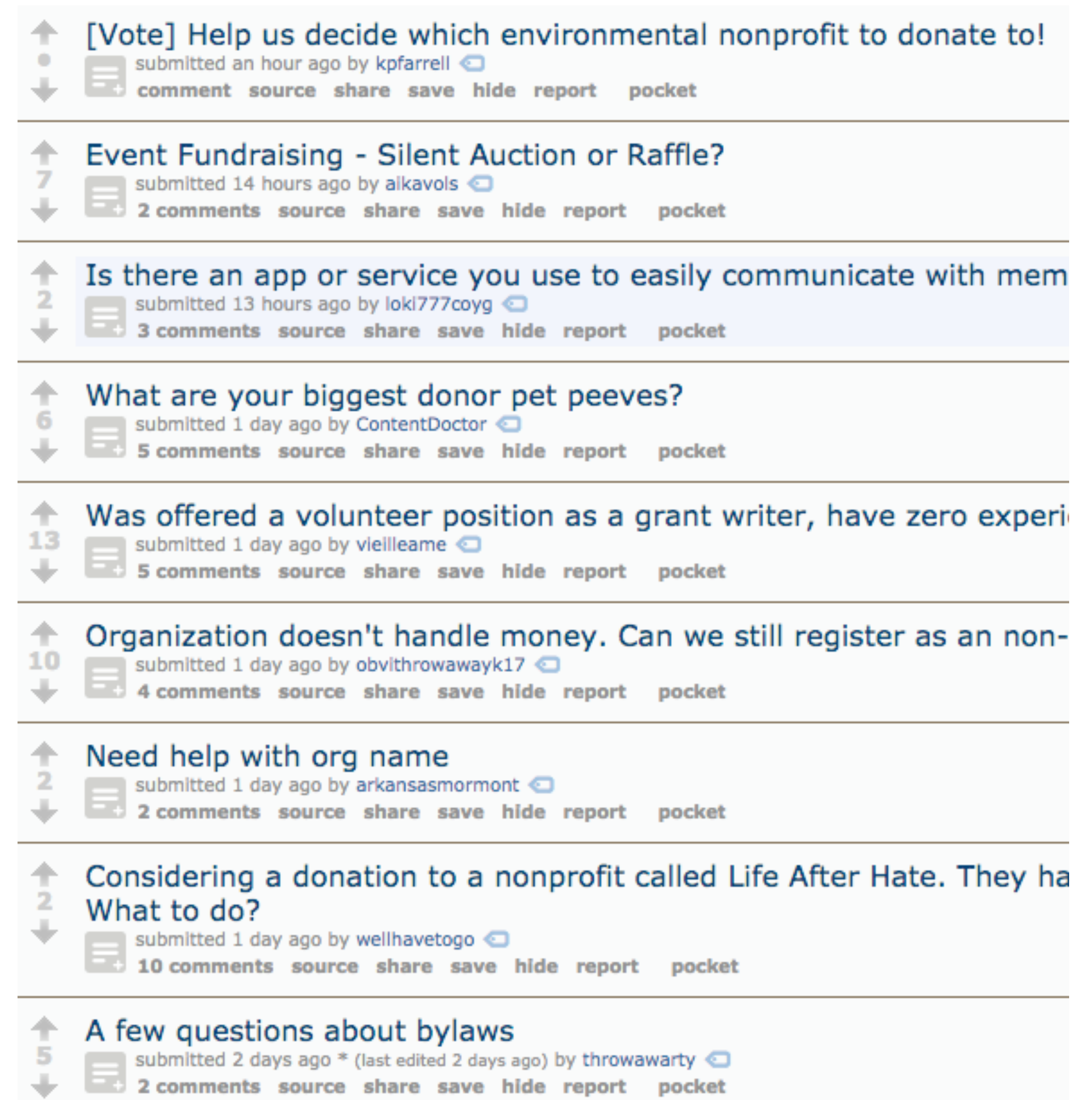
— American Cancer Society, Inc.

\$10 = 1 ride to and from treatment for a cancer patient.

GIVE

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



A screenshot of the r/NonProfit subreddit interface. It displays a list of posts with their titles, submission times, authors, and engagement metrics (votes and comments). Each post also includes a set of action links: comment, source, share, save, hide, report, and pocket.

Post Title	Submitted	By	Votes	Comments
[Vote] Help us decide which environmental nonprofit to donate to!	submitted an hour ago	kpfarrell	7	2
Event Fundraising - Silent Auction or Raffle?	submitted 14 hours ago	alkavols	7	2
Is there an app or service you use to easily communicate with mem	submitted 13 hours ago	loki777coyg	2	3
What are your biggest donor pet peeves?	submitted 1 day ago	ContentDoctor	6	5
Was offered a volunteer position as a grant writer, have zero experi	submitted 1 day ago	vielleame	13	5
Organization doesn't handle money. Can we still register as an non-	submitted 1 day ago	obvithrowawayk17	10	4
Need help with org name	submitted 1 day ago	arkansasmormont	2	2
Considering a donation to a nonprofit called Life After Hate. They ha	submitted 1 day ago	wellhavetogo	2	10
A few questions about bylaws	submitted 2 days ago	throwawarty	5	2

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.

Non-Profit Marketers

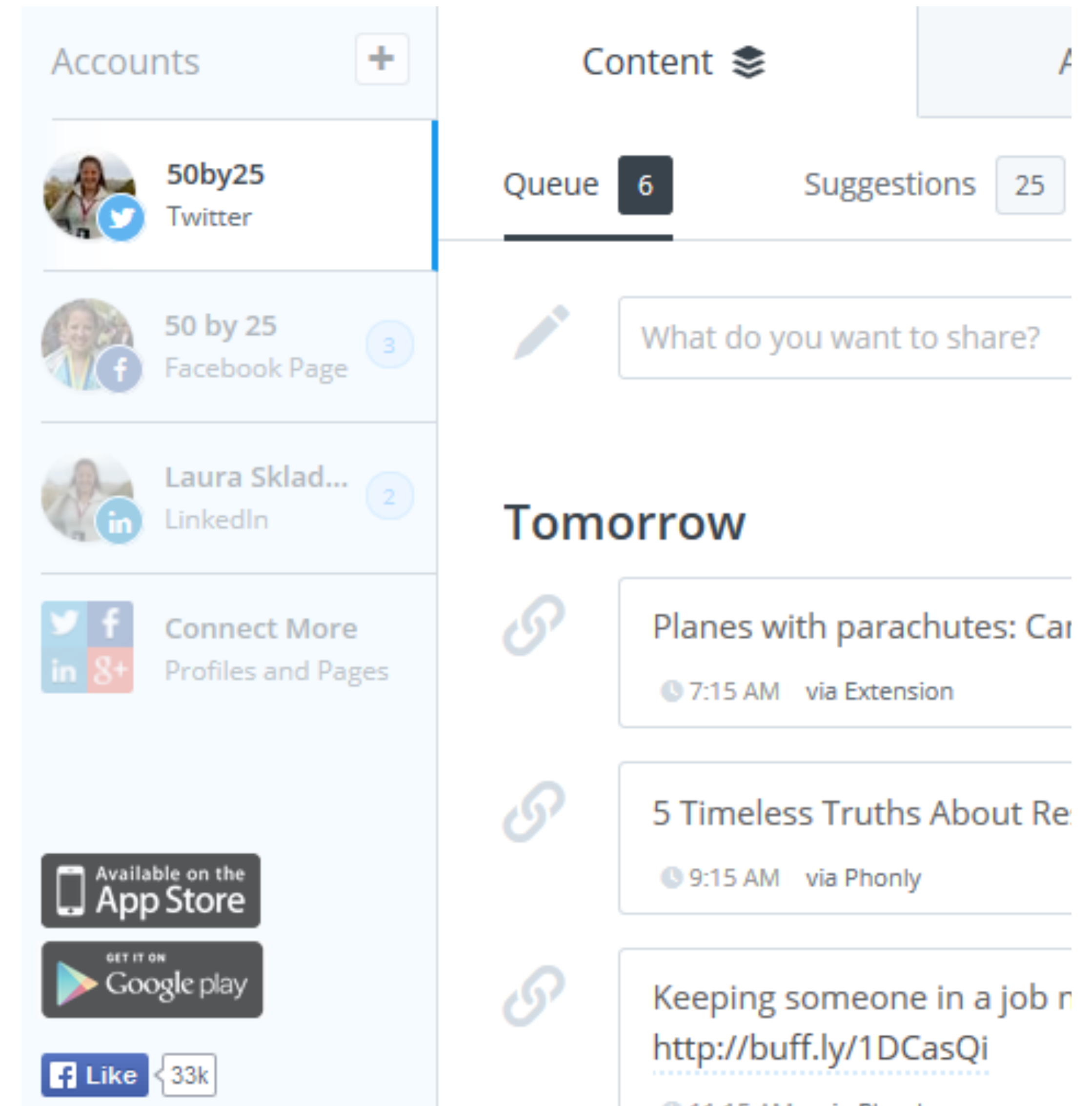
THE POWER OF VIDEO

- ▶ 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



TEXT



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