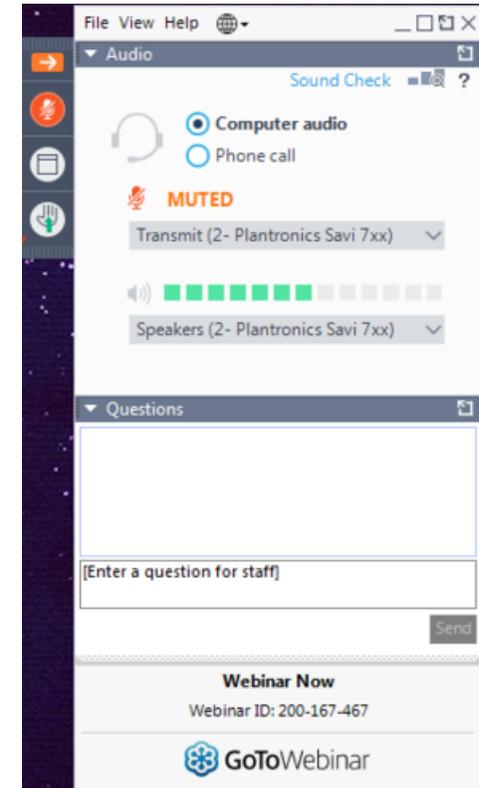


Welcome to RKD Group's Webinar:

Digital Media: A Layered Strategy for Year-End Giving

We want your questions and comments!

Send your questions and comments by clicking this section of your panel





Emily Zipko

Associate Director of Digital Strategy

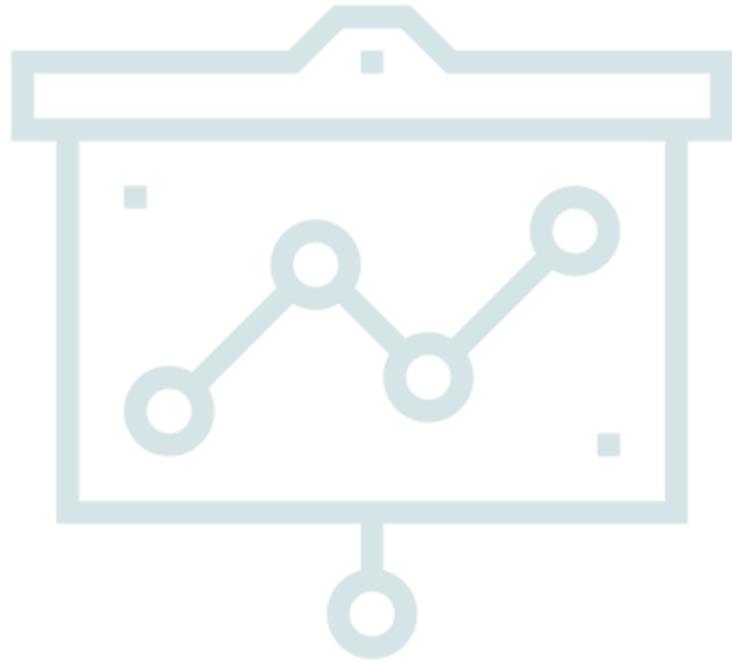
Digital moves fast, and Emily's cool, calm demeanor will help you keep up. She will help you see the big picture of digital performance, guiding strategies that optimize web experiences, email marketing, digital media and optimization. Emily will provide strategic management of your web efforts, working alongside the team to tell your story on devices of all shapes and sizes.



Alexis Shankle

Digital Media Manager, Strategy

Alexis' role is to make sure your digital media targeting is spot-on, specifically for using social media as a marketing channel. She is an expert at Facebook fundraising, and she will ensure your advertising messages align with your organic social media posts. Alexis brings more than five years of experience in social, and she is proud of her work helping a wide variety of nonprofits accomplish their goals.



Poll: When does your organization begin media promotion for year-end giving?

- December
- November
- October
- Even sooner



**Why Invest in
Digital Media
for Year-End?**

Benefits to Investing

- Targeting capabilities for both prospecting and existing donors
- Reaching donors online – where they are
- Cost efficiencies
- Ability to capitalize on urgency

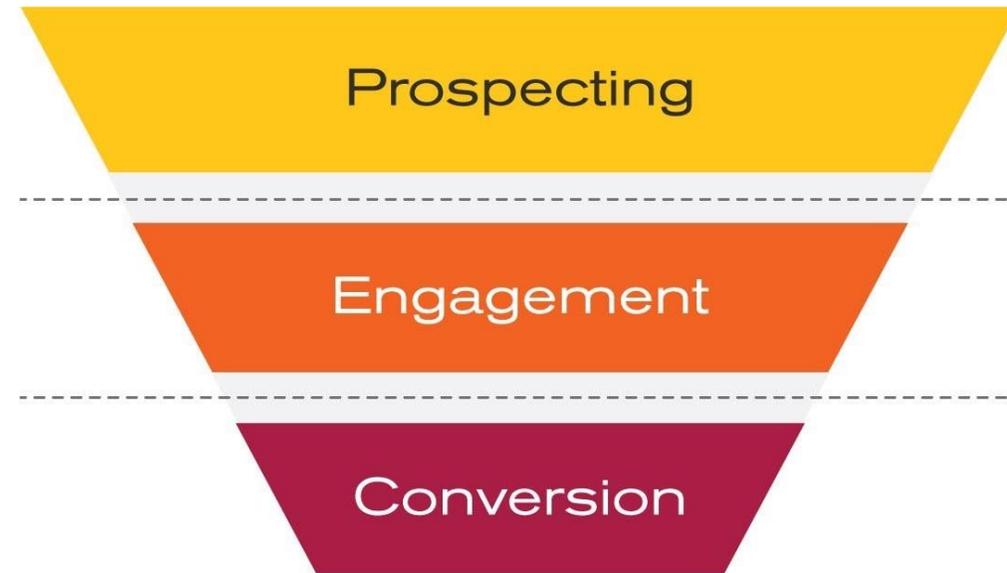


Putting a plan in place

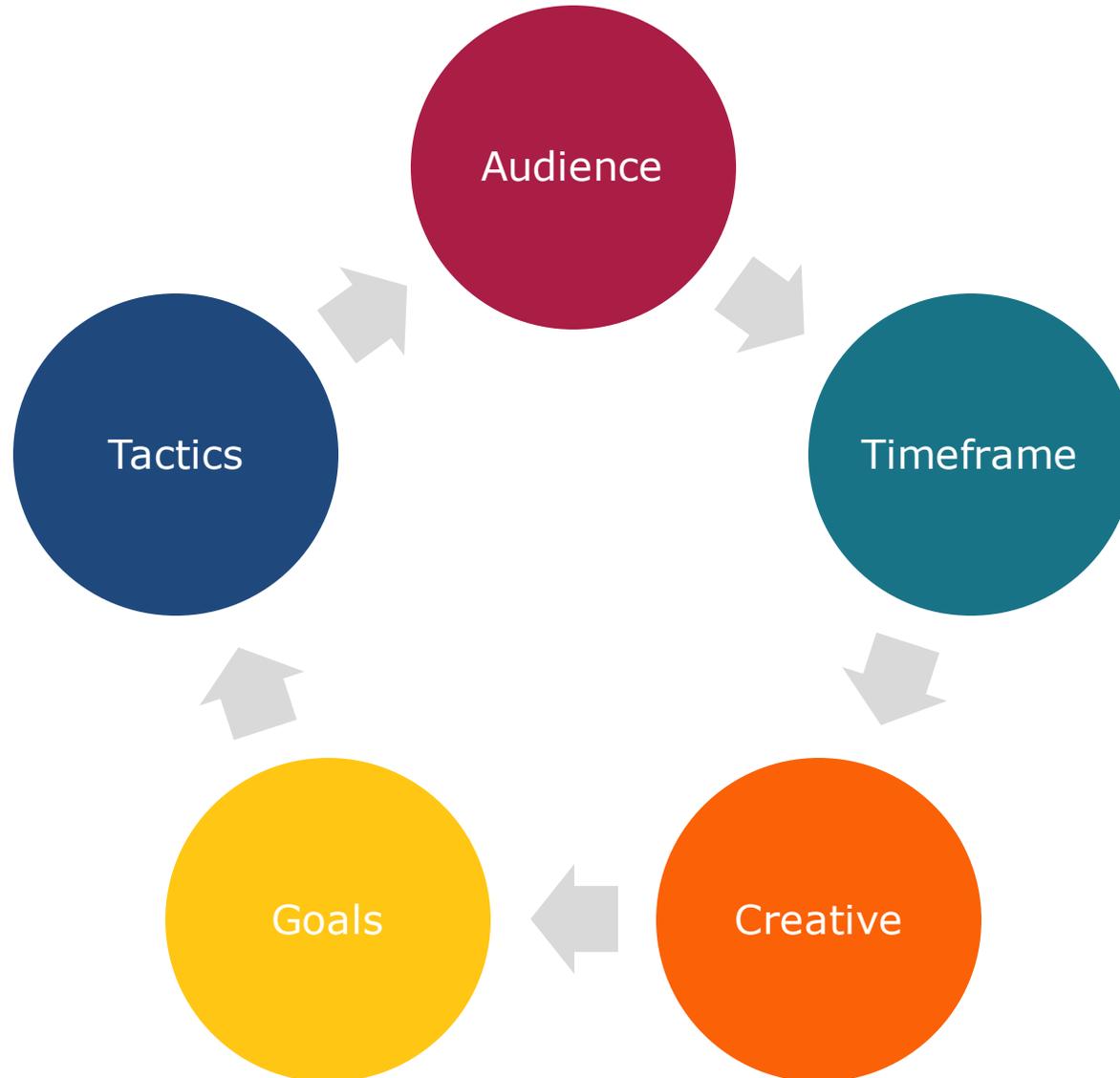
Start in October to drive results in December

35% of annual media budget goes to November/December

Work three layers of the funnel with different strategies

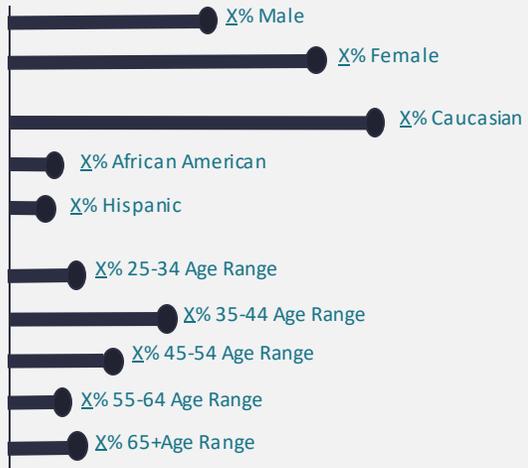


Parts of a Plan



Audience

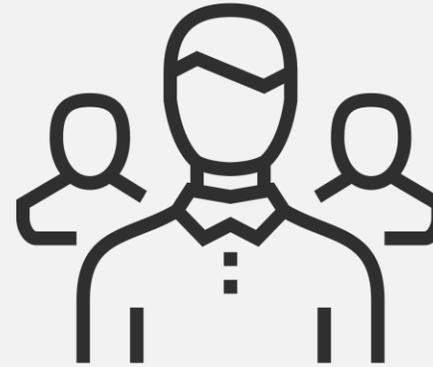
Geographic & Demographic



Interests & Affinities



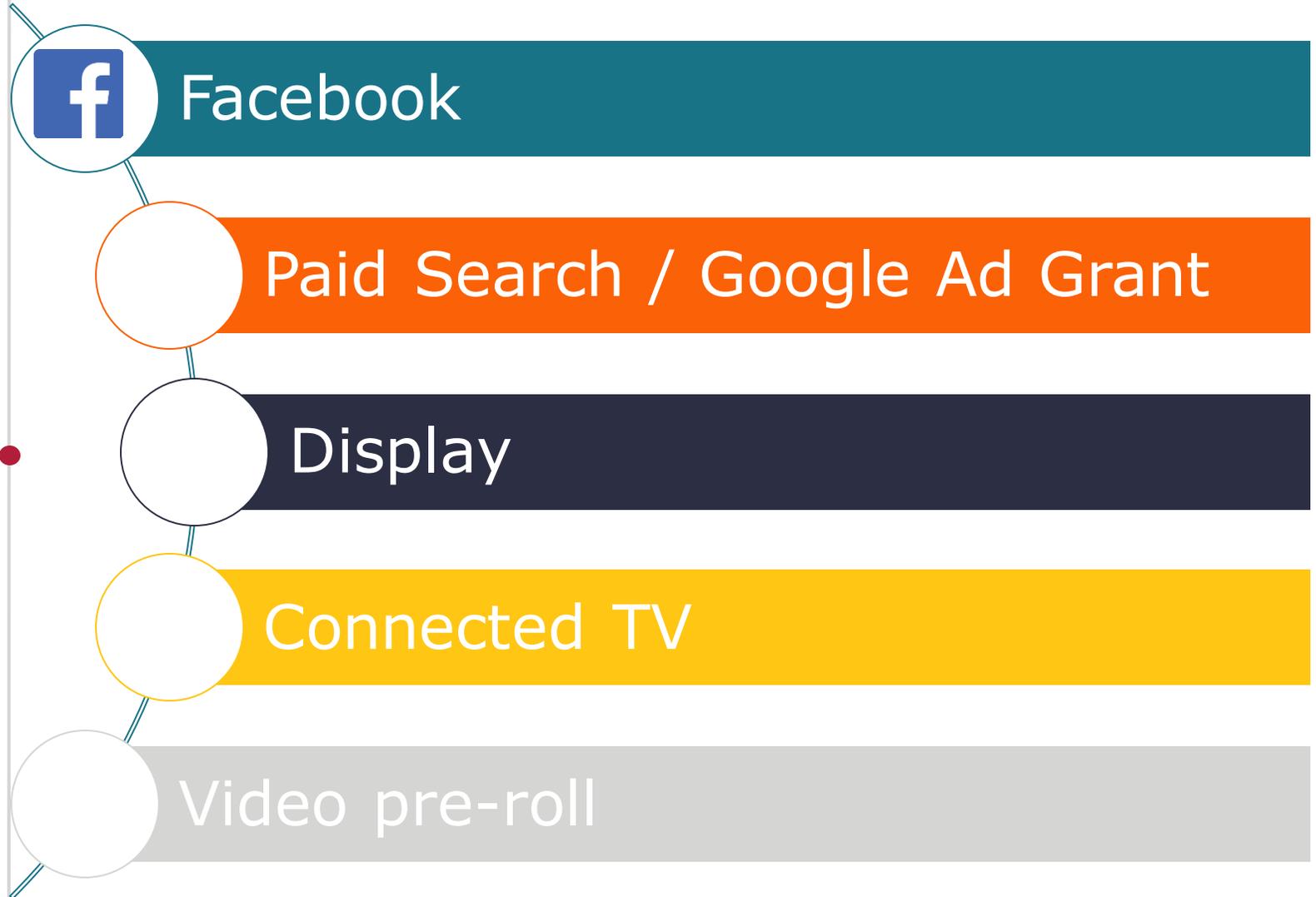
Lookalike



Donor File



Tactics



Prospecting

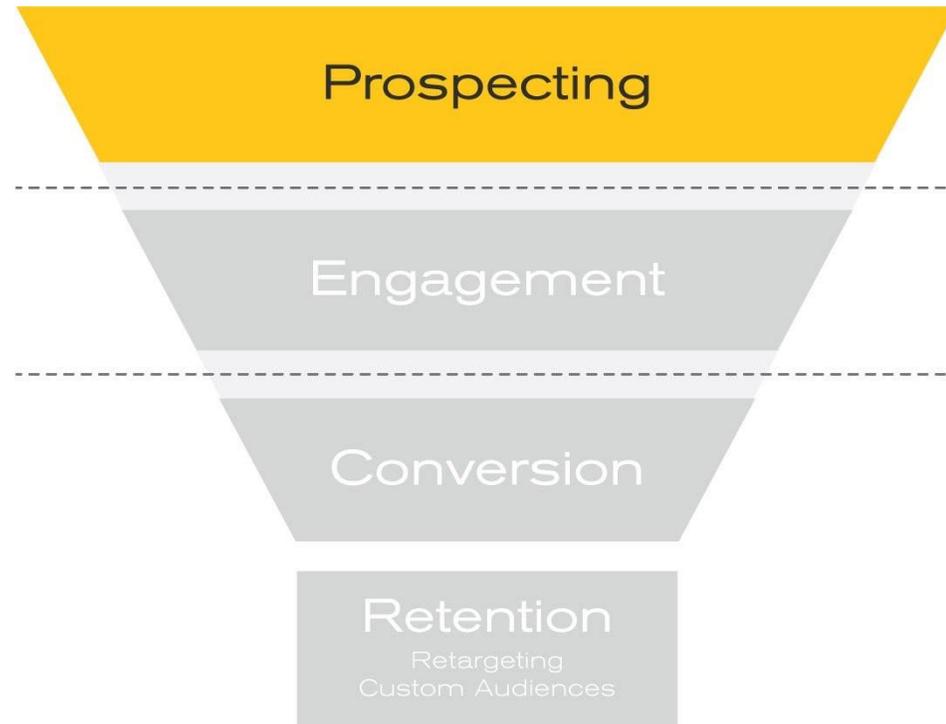
Audience: Interests/contextual targeting, demographics

Timeframe: Start in October, run through Dec. 31

Creative: Focus on brand and mission

Goals: Brand awareness and driving website visits

Tactics: Facebook, display, video pre-roll/in-stream, connectedTV



Engagement

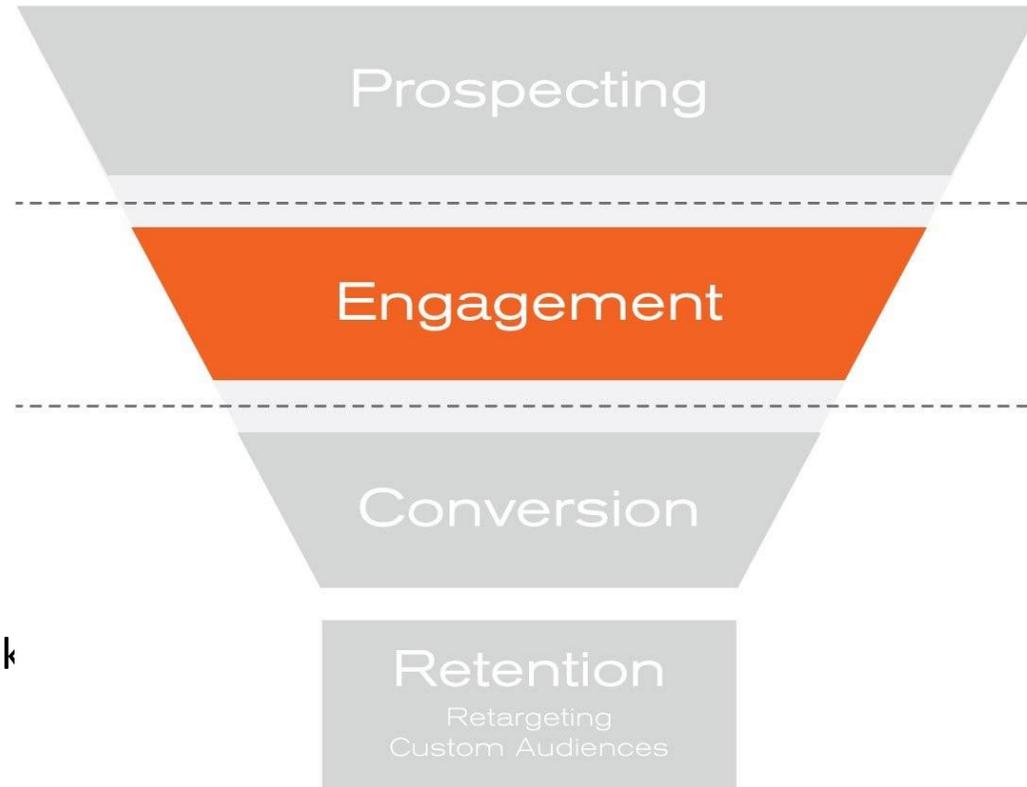
Audience: Lookalike audiences, retargeting

Timeframe: Start in October, scale back around December

Creative: Drive them to engage further, softer CTA than conversion

Goals: Push them down the funnel, get a gift

Tactics: Boosted posts, Display, Facebook ads, paid search



Conversion

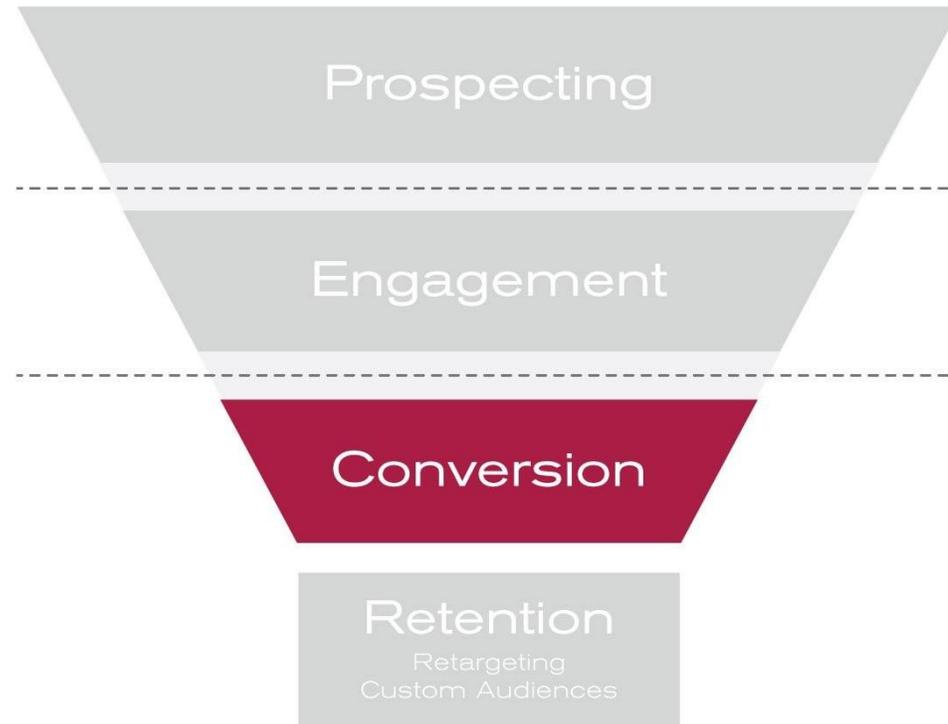
Audience: Those who have engaged or given previously; donors in CRM

Timeframe: Always have it running, budget ramps up in November/December

Creative: Hard CTA, “donate now”

Goals: Donations, conversions

Tactics: display, paid search, Facebook



**When do I
start?**

2020 is Special





Election Season

- Competing for attention until Nov. 4
- Aim to remain consistent
- CPMs may increase as campaign spending
- Creative needs to be more positive; break up the negativity
- Steer clear of politics to avoid alienating your audience



COVID-19 Pandemic

- Stress the increased need if you're close to front-line response
 - For those not close, stay the usual course
- Target COVID donors who gave in March-May
 - Retargeting them in September/October
 - Testing waters at a cheaper rate
 - Bottom of engagement, maybe conversion
- Some prospecting campaigns are converting



Giving Days

- Just need to pace budgets differently
- Move some of November budget into December
- Shift messaging on Dec. 2
- Christmas is a Friday this year

Key Takeaways...

Start your year-end media campaign in October

Use a layered strategy to move donors down the funnel

Adjust your approach to the world of 2020

Upcoming Webinars

More to Give: Donor Sentiment Toward 2020 Year-end Giving

Featuring Max Bunch & Justin McCord

Hosted by TNPA

September 24 – 2:30 p.m. EST

Thank You