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Week 2 : Fundraising and Communications

### Agenda:

* Risk and Expenditures Assessment
* Rainy Day Fund
* Stages of Fundraising
* Search Engine Optimization
* Donor Stewardship and Cultivation
* Review, Resources, Wrap Up

### Learning Objectives:

* Participants will understand the elements of a crisis fundraising plan and how to implement one
* Participants will be introduced to various Donor Stewardship concepts and strategies, and resources to support donor cultivation in their own future campaigns.
* Participants can define what Search Engine Optimization is and can leverage a framework to evaluate their current SEO effectiveness and follow best-practices to improve their SEO.
* Participants are able to set and measure success metrics in order to implement systems for continuous improvement and leverage the success of past campaigns to grow donor base and contributions.

# Case Study

#### We will work through a case study through the session. You can use this table to track ideas.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Crisis** | **Primary Audience** | **Key Message / Purpose** | **Communication Tools** | **Goal: Expected Result** | **How will you measure?** |
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# Fundraising Risk Assessment and Diversification

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| **Funding Risk Assessment** |
| **Funding Stream** | **Funding** **Source** | **Funding** **Amount** | **% of Total Funding** | **Risks** | **Likelihood of Risk Happening** | **Mitigation against Risk**  |
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| **Diversification of Funding Streams** |
| **Funding Type** | **New/****Existing** | **Funding Source** | **Target Funding**  | **Actions to Implement** | **Frequency** | **Cost of Implementation** | **Risks** | **Mitigation Against Risk** |
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# Search Engine Optimization (SEO) Assessment

For each platform that your organization uses, do a search using the organization’s name and keywords. Document results.

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| --- | --- | --- | --- |
| **Platform** | **What words did you search for?** | **Did you easily find your organization?** | **What steps will you take to improve SEO for this platform?** |
| *Example: Google* | *Conservation NGO in Kenya* | *Did not appear in top 10 results* | *Add keywords to website* |
| Google |  |  |  |
| Google (try different keywords) |  |  |  |
| YouTube |  |  |  |
| Facebook |  |  |  |
| Twitter |  |  |  |
| Instagram |  |  |  |
| Other |  |  |  |

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# SEO Keywords

In addition to your organization’s name, what are the top 5-8 keywords that would best describe your organization?

For example, these are the keywords on Rainforest Trusts’ website.

rainforest, rainforests, rainforest trust, conservation, save rainforest, saves rainforest, endangered species, tropical forests, tropical habitat, rainforest habitat, saves, species, indigenous communities, nonprofit, environmental, carbon storage, stop deforestation, deforestation, environment, warrenton, va, virginia, washington, d.c., protects rainforest, protect, protecting, habitat, vulnerable species, donate, donor, donation, protected area, planet, earth, animals, wildlife, endangered, extinction, rainforest acres, acres, land, conservation action, charity navigator

To find a website’s keywords, right click on the website page, click “Inspect,” and then do Ctrl + F and type “Keywords.” That section of the web code will be highlighted.

|  |  |
| --- | --- |
| Name of Organization |  |
| Keyword 1 |  |
| Keyword 2 |  |
| Keyword 3 |  |
| Keyword 4 |  |
| Keyword 5 |  |
| Keyword 6 |  |
| Keyword 7 |  |
| Keyword 8 |  |

When you are typing these keywords into a search, what recommended text is surfaced?

Are these relevant keywords for your organization?

Will you consider adding them to your list of target keywords?

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## Best Practices for YouTube SEO:

* Upload transcripts as txt file (YouTube’s automated service for transcripts will need to be checked for errors)
* Add captions and subtitles
* Use a descriptive title with keywords
* Write a keyword rich description
* Select 5 – 8 relevant tags
* Watch time is important. Look at your video metrics to see when people stop watching
* If possible, have a schedule for adding new videos regularly
* Embed your YouTube video in a blog or social post
* Make the Thumbnails attractive (simple, colors that stand-apart from others)
* Promote videos shortly after adding them so they get views when they are new

# Email and Social Tools

The following tools can help an organization with email and social media campaigns.

### Email Tools

It is important to know if your emails are opened, read and clicked on. By using an email service that data is easily collected. This could be a tool that you already have access to through your donor software. If you do not have access to an email service, here are some examples. (This is not a recommendation for a specific service.

Active Campaign: <https://www.activecampaign.com/>

Constant Contact: <https://www.constantcontact.com/>

Mail Chimp: <https://mailchimp.com/>

### Social Tools

Social media management is the process of managing your online presence on social media platforms like Facebook, Instagram, and Twitter by creating, publishing, and analyzing content you post.

Buffer: <https://buffer.com/>

Hootsuite: <https://www.hootsuite.com>

Loomly: <https://www.loomly.com>

### A / B Testing

Testing is a way to compare two versions of a communication to find out which one is more successful. This testing would be done on a single campaign; half of the recipients would receive version A, half would receive version B. To determine which test “wins” you can measure how many emails were opened, how many recipients clicked on a link, or how many donations were received through each version. It is best to change only one component of a communication per test.

Ultimately, the winning version would become a **best practice** for future campaigns, integrating the winning components to increase success.

Examples:

* Different subject lines
* Different placement of the Donate link
* Different photos
* Different icons
* Send at different times of day