



The State of Nonprofit Marketing: What We Learned From 400+ Leaders

Presented by:

Noah Barnett
VP of Marketing





NONPROFIT MARKETING PLATFORM



MARKETING IS Good.

Feathr helps nonprofits **know**, **grow**, and **engage** their audiences with easy-to-use advertising, email, and digital engagement tools.

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State of Nonprofit Marketing Survey

- 404 respondents
- 14 questions on priorities, initiatives, and plans
- Top challenges?
- Main priorities?
- New investments?

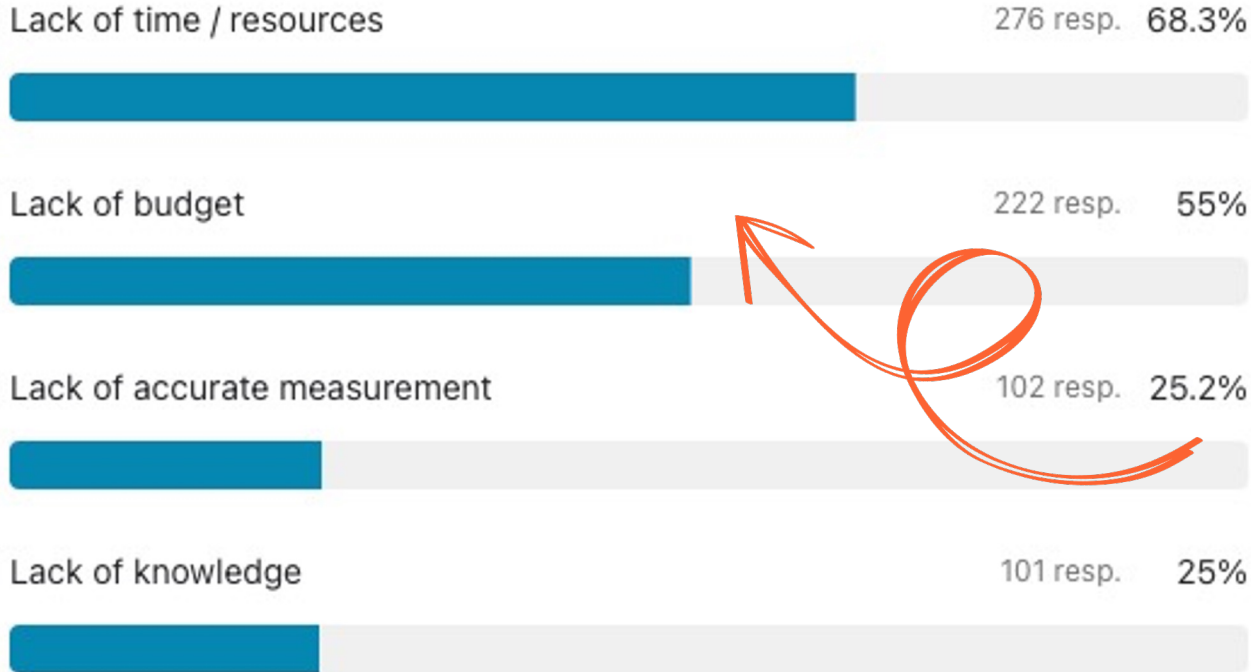


TREND #1

We're operating on fumes



What challenge/s most impact your growth?



Prioritization or true limit?

NOTE: Respondents could choose as many options as applied to their organization, which is why we have a sum total of over 100%



Nonprofits are facing 4 primary challenges they seek to grow impact ...



CHANGE

is now constant and it's difficult to keep up



COMPETITION

for attention is fierce driving up costs



CONFUSION

in reporting and what efforts really work



COMPETING

priorities; understaffed and under-resourced

TREND #2

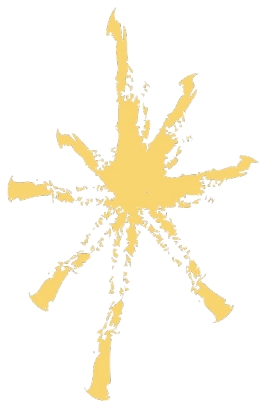
We prioritize acquisition over retention as the #1 priority



What are your top priorities for 2023?



- **Twice as many** charity nonprofits placed gaining new donors above retaining donors as their highest priority in 2022.
- The same trend was even greater for association nonprofits with **3x the respondents** placing new memberships as their highest priority over member engagement.



Acquiring “new” costs ~3x as much as retaining your current community. Investments in retention are investments in improve ROI on acquisition spend.

TREND #3



We rely heavily on email, for
good reason



What channel/s are your most important?



- 54% designated email as their most important marketing channel, and another 32% put it in either spot two or three.
- All in all, 86% gave email a podium finish, which was far above any other channel



M+R Benchmarks found that for every 1,000 fundraising emails an organization sent, they raised \$78 in support. They also saw the already high average open rates for nonprofits increase even further to 22% during 2022

“... there are so many bright, shiny objects. Some are great. Some are a flash in the pan ... Nonprofits need to keep doing the basics really well and keep doing the channels that they know are working well.”

– Taylor Shanklin, Barlele



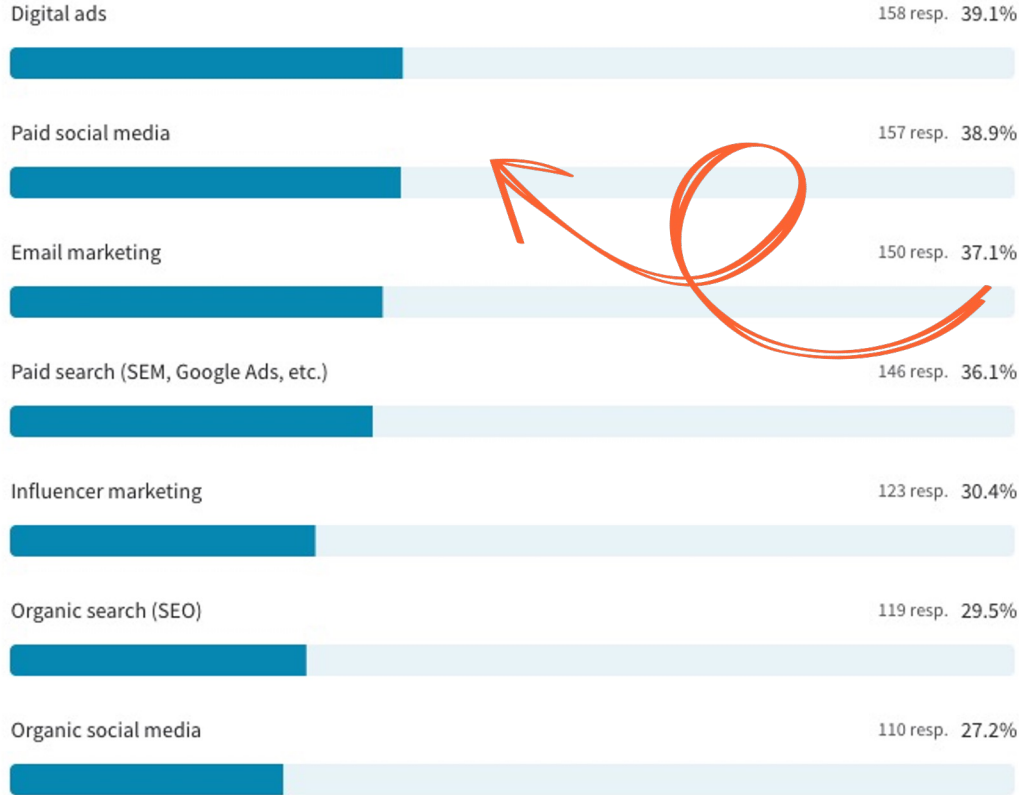


TREND #4

We're doubling down on
digital, especially advertising



What digital channels are you investing in?



Less than 7% said that they would decrease their digital spend in 2023 while over 50% said they would increase the budget.

“Stories raise more money, raise more awareness, more reach and engagement than any other form of content.”



- Julia Campbell, Nonprofit Marketing Consultant

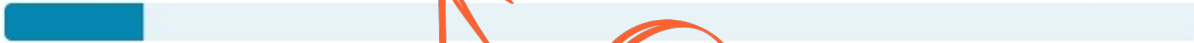


Where are you allocating advertising budget?

Digital (Social, Display, Search) 282 resp. 69.8%



Partnerships 47 resp. 11.6%



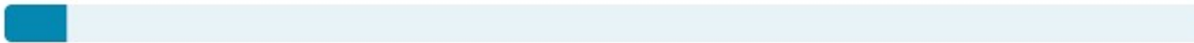
Direct Mail



TV / Radio / Print



Other 21 resp. 5.2%



In 2022, digital advertising had a 66% budget allocation



Build an audience from scratch that matches characteristics of your existing donors: income demographics, purchase history, industry affiliation, location, and more.

Mode

Auto Custom

Category (optional)

Choose a category to narrow your search

Demographic

Thirdparty data set

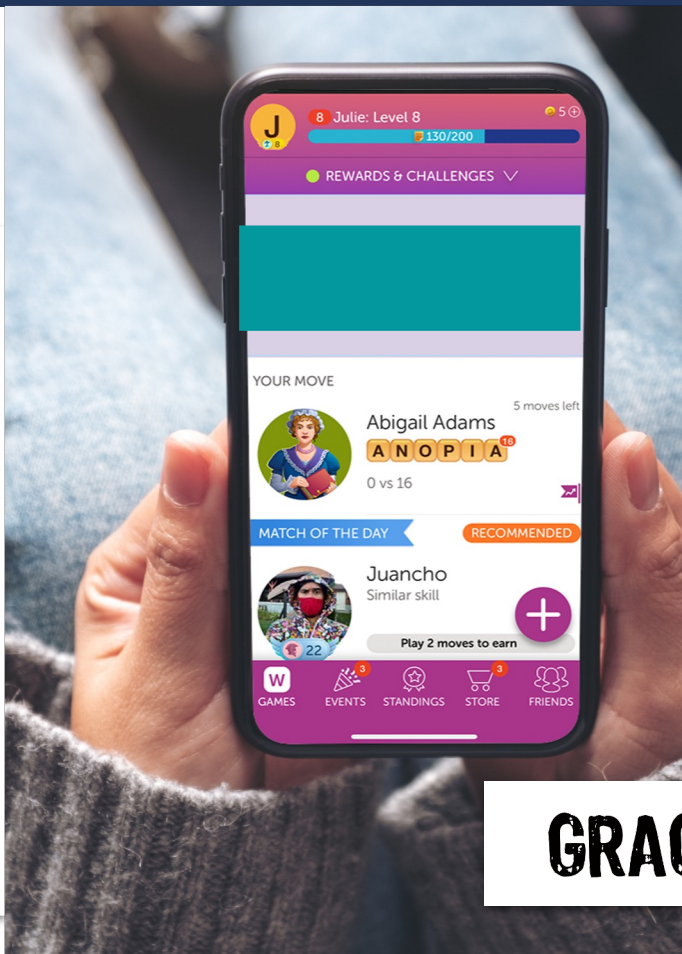
Search for and choose a data set to target (required)

Retiree

\$100-\$200K Income, Age: Retired (65+), Established Wealth - Suburban Retirees: L63 | 5559100 Users
Economic Cohorts > \$100-\$200K Income, Age: Retired (65+), Established Wealth - Suburban Retirees: L63
This category contains people who have been segmented into groups based on the estimated economics of their household. Households in this segment are comprised of suburban retirees whose income is \$100K - \$200K and whose age is 65 or greater.

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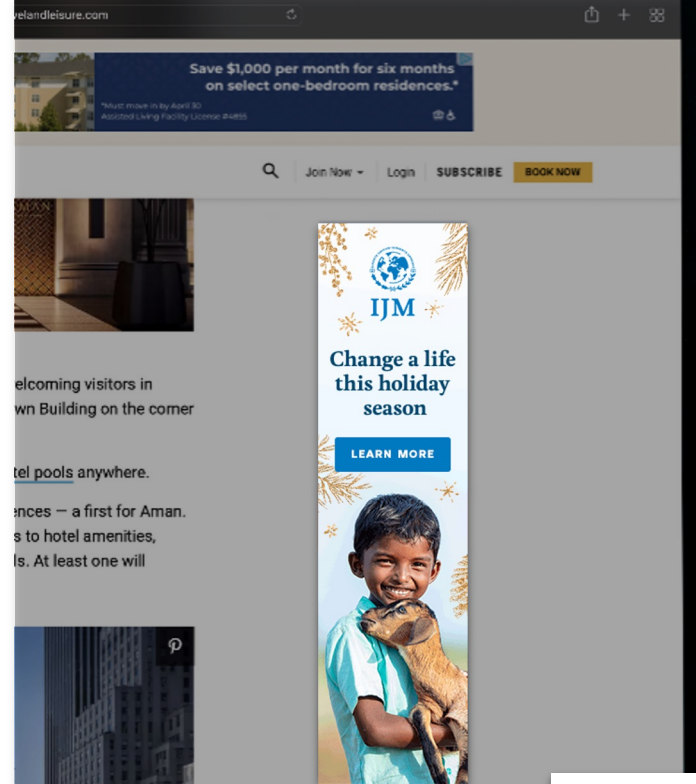
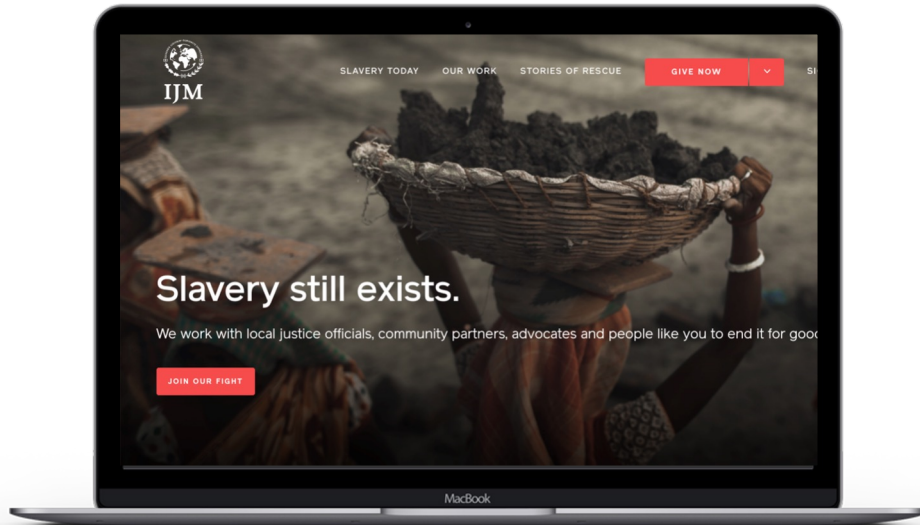
\$100-\$200K Income, Age: Retired (65+), Upscale Retirees: L60 | 2368800 Users
Economic Cohorts > \$100-\$200K Income, Age: Retired (65+), Upscale Retirees: L60
This category contains people who have been segmented into groups based on the estimated economics of their household. Households in this segment are comprised of upscale retirees whose income is \$100K - \$200K and whose age is 65 or greater.



GRAC

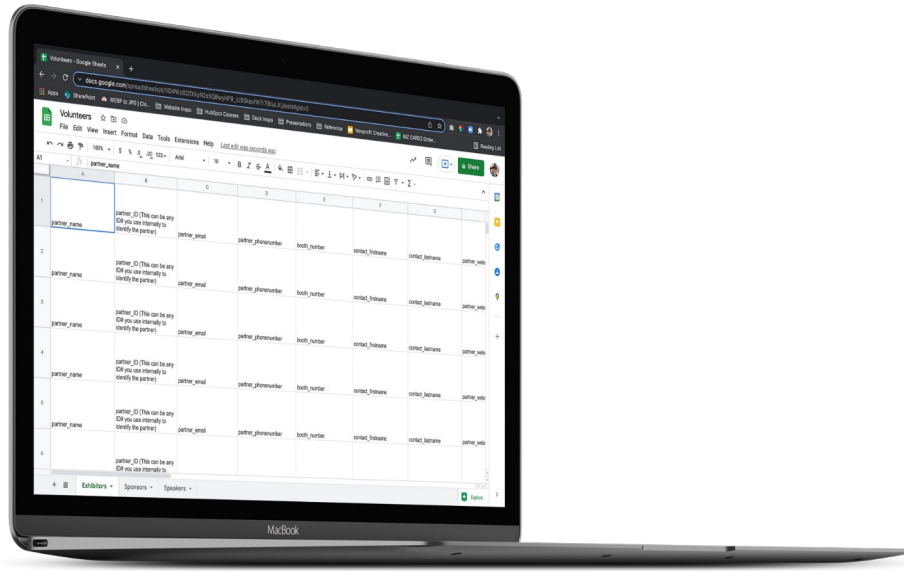


Serve targeted ads to people who visit specific pages on your website.



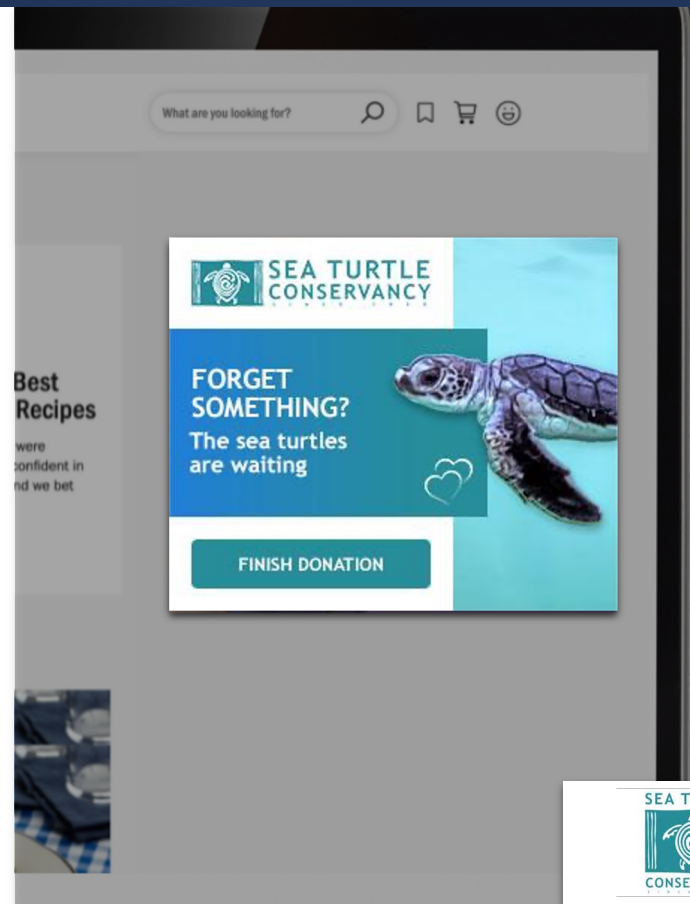
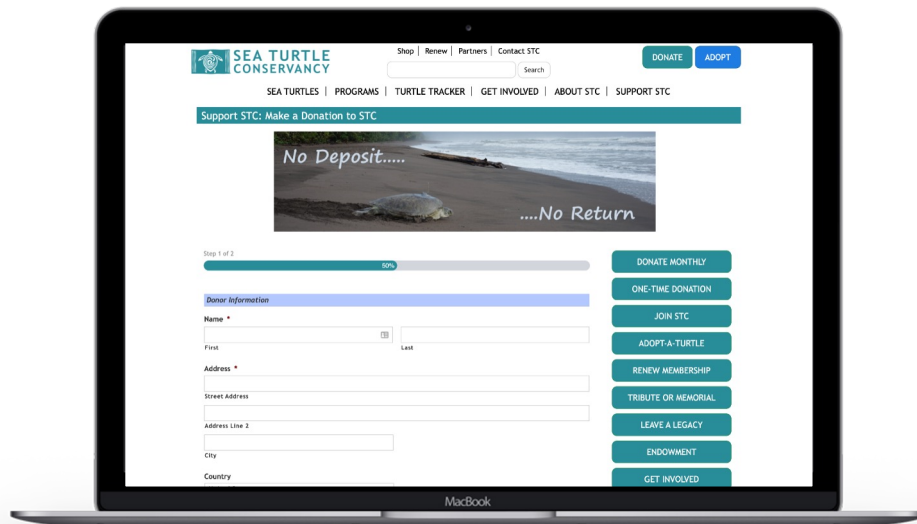


Serve online ads to 60-80% of people not opening your emails.
Donors, prospects, volunteers, members, etc.





Target people who started to fill out your form, but didn't finish.



“Nonprofits that receive more online revenue didn’t just invest more in digital ads than smaller groups; they invested 4x more relative to their total online revenue.”

– 2022 M+R Benchmark Report

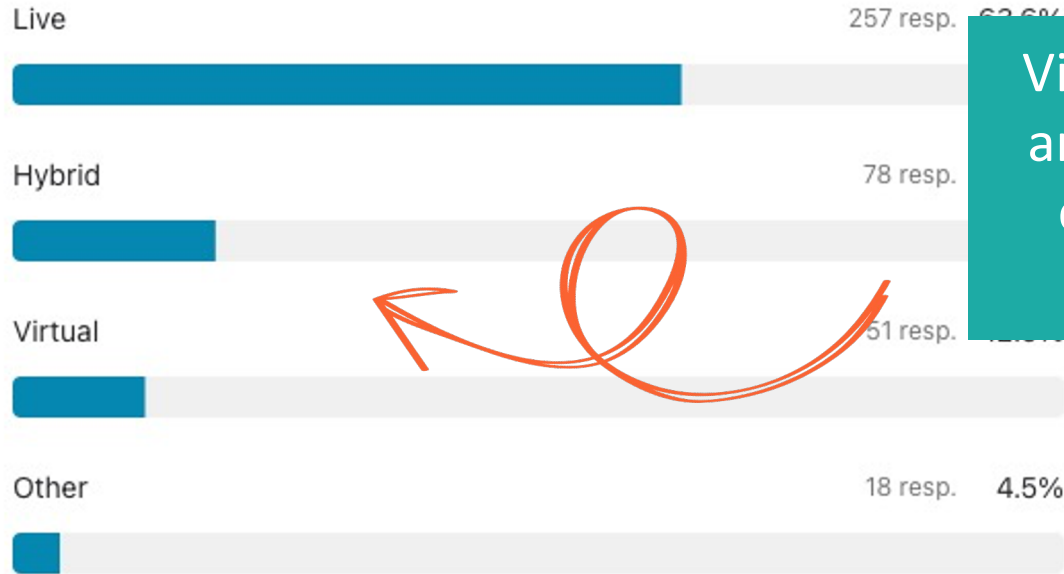


TREND #5

We're bringing in-person
events back in full force



Are you primarily organizing live, virtual or hybrid events?



Virtual and hybrid events are here to stay too, and compliment in-person events



INSIGHT

There's no such thing as a
“new normal.” Everything is
in flux. Instead, invest in the
right people and platforms



INSIGHT

Start where you are. In
Mallory Erickson's words:
“Marketing doesn't have to be
big. It has to be personal.”



INSIGHT

Omnichannel marketing
campaigns are more effective
than ad-hoc or one-off
campaigns



INSIGHT

**Good marketing strategies
take a community-first, not
channel-first approach**



Typical marketing

- Nothing
- Everything
- Ad Hoc

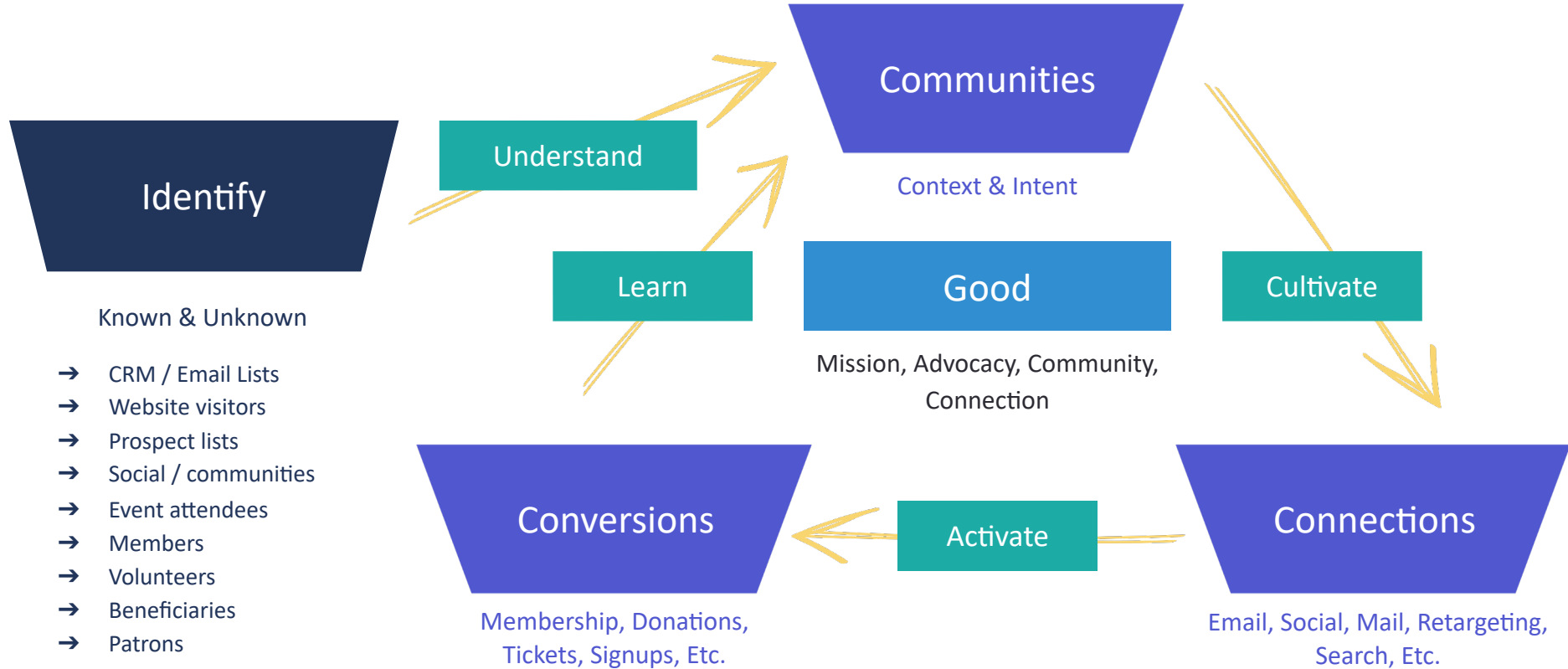
UNRELIABLE MAGIC



Good marketing

- Audience-first
- Responsive
- Omnichannel
- Measurable

The Good Marketing Framework



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We have consistently grown our audience — and consistently had better and better results year-over-year because of Feathr. It's definitely worth the money. Ten fold.

NICOLE RODRIGUEZ
MARKETING & COMMUNICATIONS MANAGER
AMERICAN EPILEPSY SOCIETY



What's nice about Feathr is that you can aggregate everything together in one platform and have a unified approach, which saves me a lot of time and strategy work. Having it all in one place to see overall results is really useful.

JARED ARANGO
REGIONAL LEAD FOR PAID MEDIA
INTERNATIONAL JUSTICE MISSION





Any questions?