



COMMUNITY BOOST™

The Future is Digital

Learnings from the 2023 Nonprofit Acceleration Report



How do you explain...

**When your organization
misses its growth goals?**



Better yet, how do you explain...

How other organizations facing similar fundraising challenges still find a way to achieve their growth goals?



Why is it that...

**Some organizations are able to
grow every single year
despite facing big challenges?**



The answer...

Effective Innovation.



Innovation isn't just a buzzword...

Effective Innovation is a critical component of modern nonprofit marketing, especially in today's era of constant digital transformation.

Cameron Ripley

CEO & Founder of Community Boost

SPEAKER

Since founding [Community Boost](#) in 2012, Cameron Ripley has been committed to helping both nonprofits and purpose-driven leaders accelerate their growth and social impact. To date, Community Boost has directly served more than 1,000 nonprofit clients and helped raise more than \$100MM.

In addition to scaling Community Boost, Cameron and the CBC team have proudly built the [Nonprofit Marketing Summit](#) into the largest nonprofit conference in the world. Also, Cameron and the CBC team have recently launched the [Community Boost Accelerator](#), an innovative program designed to support the solo emerging nonprofit marketer.

Offline, Cameron enjoys the beauty, nature and beaches of Puerto Rico, as well as, traveling in the winter to different ski mountains around the world. Last, Cameron has a new found 2023 hobby... wedding planning.



Let's Definitely Connect!

cameron@communityboost.org
[Linkedin.com/in/cameronripley/](https://www.linkedin.com/in/cameronripley/)





COMMUNITY BOOST

WE EXIST TO **EMPOWER**
SOCIAL VENTURES
CHANGING THE WORLD

Our 2023 Impact Goals →

500+

Nonprofits Directly
Supported via Agency

200+

Nonprofits Supported via
Accelerator

50,000+

NPO Leaders Registered for
Nonprofit Marketing Summit

\$50 MM

Donation Revenue Generated

 charity: water **SOLES4SOULS**



Cameron Ripley

*Where can I provide the most value for the audience?
Marketing & Management.*

SPEAKER

Passionate, modern marketer.

Over the past 10 years, I've supported directly the marketing and growth of hundreds of nonprofit's of all sizes and sectors.

Caring, authentic leader and manager.

I'm well versed in leadership and management, as a social entrepreneur having bootstrapped and scaled Community Boost from 0 to 75+ employees.

I believe that both Marketing and Management are evolving and being revolutionized at a rapid rate and I am hear to help you game plan and navigate this today.



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[Linkedin.com/in/cameronripley/](https://www.linkedin.com/in/cameronripley/)





AGENDA

- **Introductions - Let's Network**
- **Takeaways & Trends from the 2023 Nonprofit Acceleration Survey**
- **My Top 11 Innovative Strategies You Can Use To Drive Growth in 2023**
- **As Much Q&A as Possible**
- **PLUS! A gift for you all being here today!**



Let's Network!



Introductions! Let's Network & a Quick Mastermind

20 Mins in Total

Step 1.) Let's Breakout into Small Groups of 4

- Let's quickly break out into small groups and aim for groups of 4 so everyone can get approximately 5 minutes of feedback.

Step 2.) Intros, the BIG Question and Feedback

- Name, Organization, Role
- *What is your organization's most critical challenge?*
- Follow up questions
- Quick feedback and advice

Step 3.) Keep the Conversation Going

- Share business cards and information as you see fit
- Connect on LinkedIn



What *themes* emerged from your small group?



Takeaways & Trends from the 2023 Nonprofit Acceleration Survey



Right now, which statement resonates the most when you imagine 2023 for your nonprofit?

- I feel **GREAT** about 2023 and believe we're going to drive BIG growth
- I feel **GOOD** about 2023 and believe we'll drive a little growth
- I feel **OK** about 2023 and believe we'll stay about the same
- I'm **NOT HOPEFUL** about 2023 and believe we will lose revenue this year

Let's be real...
The outlook for 2023 feels... *volatile.*



2022 Fundraising Results & News Headlines Don't Deliver Confidence...

<https://www.imf.org> › issues › Series › Back-to-Basics › I... ⋮

Inflation: Prices on the Rise - International Monetary Fund

<https://www.cnbc.com> › 2022/12/23 › why-everyone-thin... ⋮

Why everyone thinks a recession is coming in 2023 - CNBC

Dec 23, 2022 — Economists have been forecasting a recession for months now, and most see it starting **early next year**. Whether it's deep or shallow, long or ...



Al Jazeera

Will the war in Ukraine end this year?

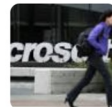
54 mins ago



Forbes

Microsoft And Amazon To Layoff A Total Of 28,000 Employees - Why We Are Seeing Some Of The Highest Layoffs In Tech History

Microsoft and Amazon are the latest tech companies to announce major layoffs. Here's what it means for workers and investors.

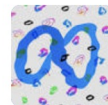


TechCrunch

Meta is reportedly planning a fresh round of layoffs

Meta is preparing a fresh round of job cuts, according to a report from the Financial Times.

6 days ago



<https://gizmodo.com> › twitter-layoffs-social-media-elon... ⋮

Somehow, Twitter Finds More Workers to Layoff - Gizmodo

Dec 22, 2022 — Twitter's San Francisco offices have been emptied out, with prophecies of 75% total staff cuts now fulfilled, according to estimates.

While the reasoning is mixed, it is likely that actually **many nonprofits saw a decline in revenue in 2022 vs. 2021.**

Especially, if your cause vertical is one that doesn't support disaster relief. More data and reporting to come for the sector.



Headwinds?

or

Tailwinds?





2023

THE NONPROFIT

Acceleration

SURVEY

Nonprofit Acceleration Report Demographics



A SAMPLE OF NONPROFIT ORGANIZATIONS WHO RESPONDED



Candid.

We Asked What Marketing Strategies ***SURPRISED*** Nonprofits...

- We spent \$150 of Facebook ads and raised \$16,000
- We switched our online donation experience to be more intuitive and raised \$50,000 in one day.
- We spent \$300 on search ads and raised \$5,000
- We spent \$500 on Meta ads and raise \$79,000
- We spent \$700 on paid search ads and raised \$40,000
- We spent \$1,000 on email marketing and raise \$30,000
- We spent \$150 on Google ads and made a profit of \$17,500
- We spent \$1,000 on Google ads and raised \$500,000
- We spent \$5,000 on youtube videos and raised \$100,000

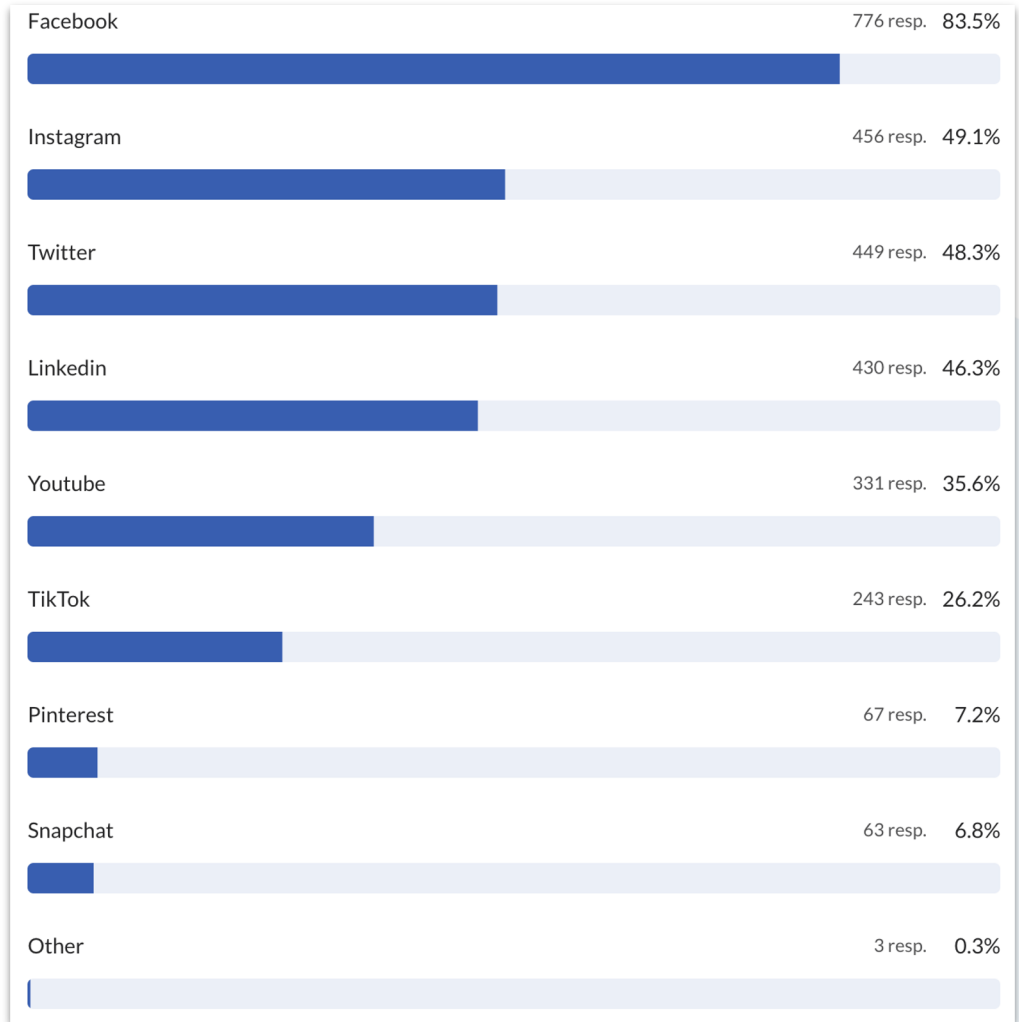


How important are these channels for marketing your nonprofit?

More digital ad channels are gaining importance YoY, however, email and social media still top the chart.

| | Very important | Moderately important | Slightly Important | Not important |
|-----------------------------|----------------|----------------------|--------------------|---------------|
| Email marketing | 47.8% | 38.2% | 9.9% | 4.1% |
| SEO | 31.9% | 27.4% | 23% | 17.7% |
| Social Media (Organic) | 40.4% | 33.2% | 22.2% | 4.3% |
| Google Ads (Grant) | 25.1% | 37.2% | 24.5% | 13.1% |
| Microsoft Ads for Social... | 23.1% | 29.3% | 25.1% | 22.5% |
| Paid Search Ads | 33.5% | 19.3% | 29% | 18.3% |
| SMS (mass texting) | 25.3% | 32.9% | 17.3% | 24.4% |
| Direct Mail | 30.1% | 34.1% | 20.3% | 15.4% |
| YouTube ads | 23.6% | 27.4% | 24.9% | 24.1% |
| Display Ads | 29% | 27.6% | 17% | 26.5% |
| Meta Ads | 26.9% | 19.5% | 32.7% | 20.9% |
| Twitter Ads | 28.1% | 25.9% | 25% | 21% |
| LinkedIn Ads | 28.5% | 26.7% | 24.3% | 20.5% |
| TikTok Ads | 27.1% | 37.2% | 14.5% | 21.1% |

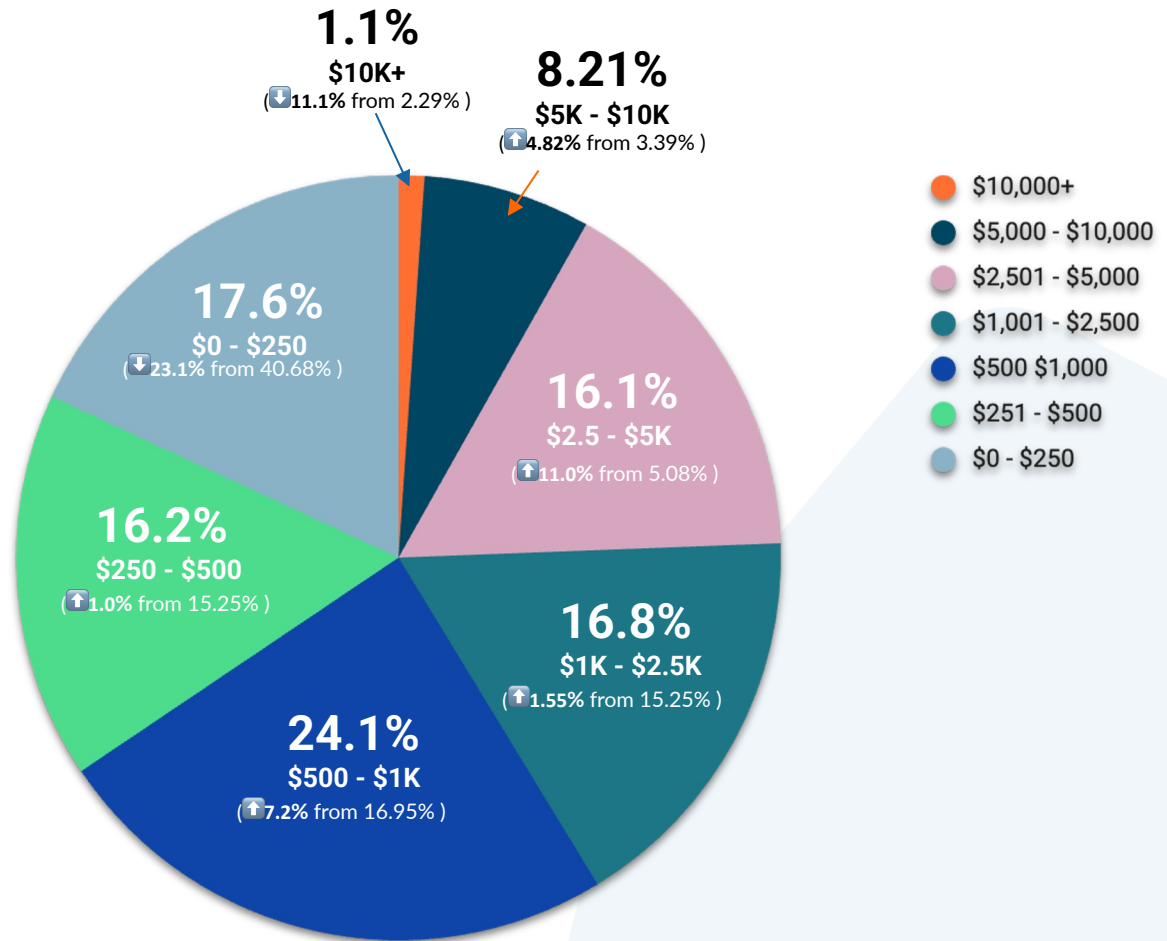
What social media channels do you use for your nonprofit?



What is your average monthly digital advertising budget?

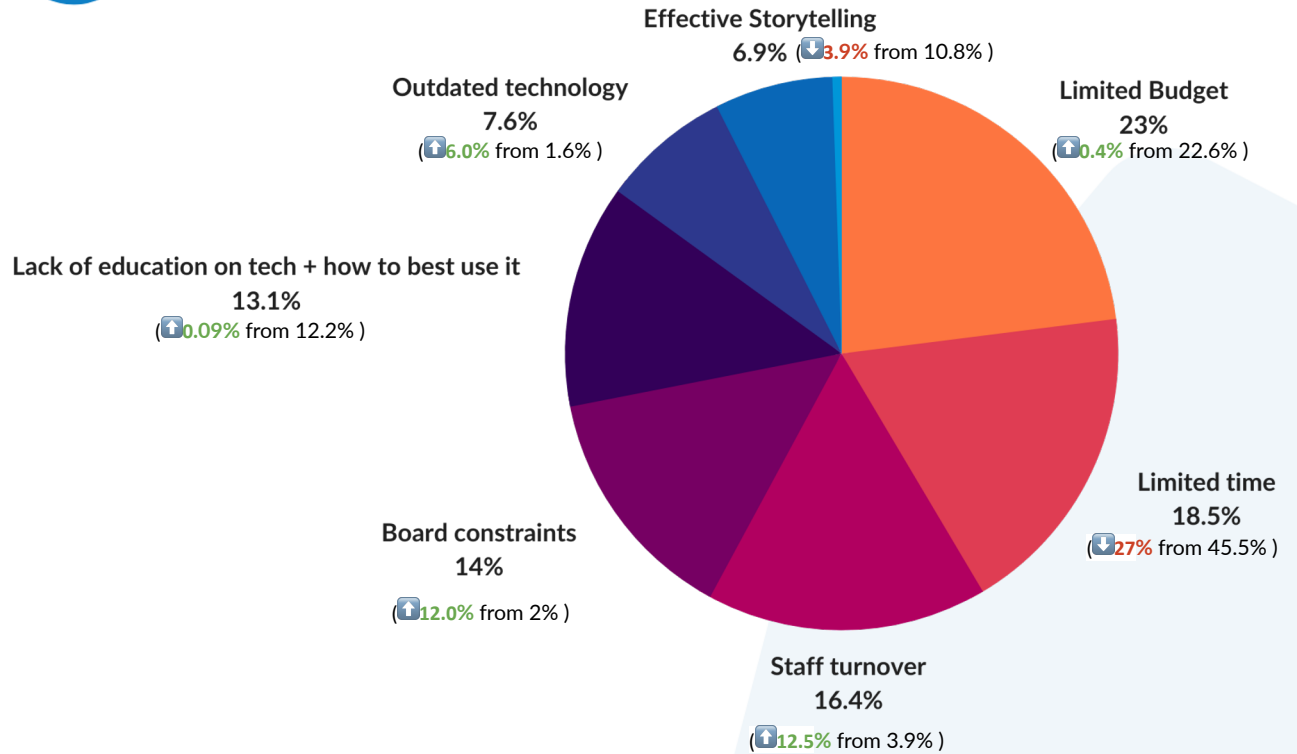
Average digital ad budget looking at 2023 vs. 2022.

Overall, ad budgets have increased YoY.



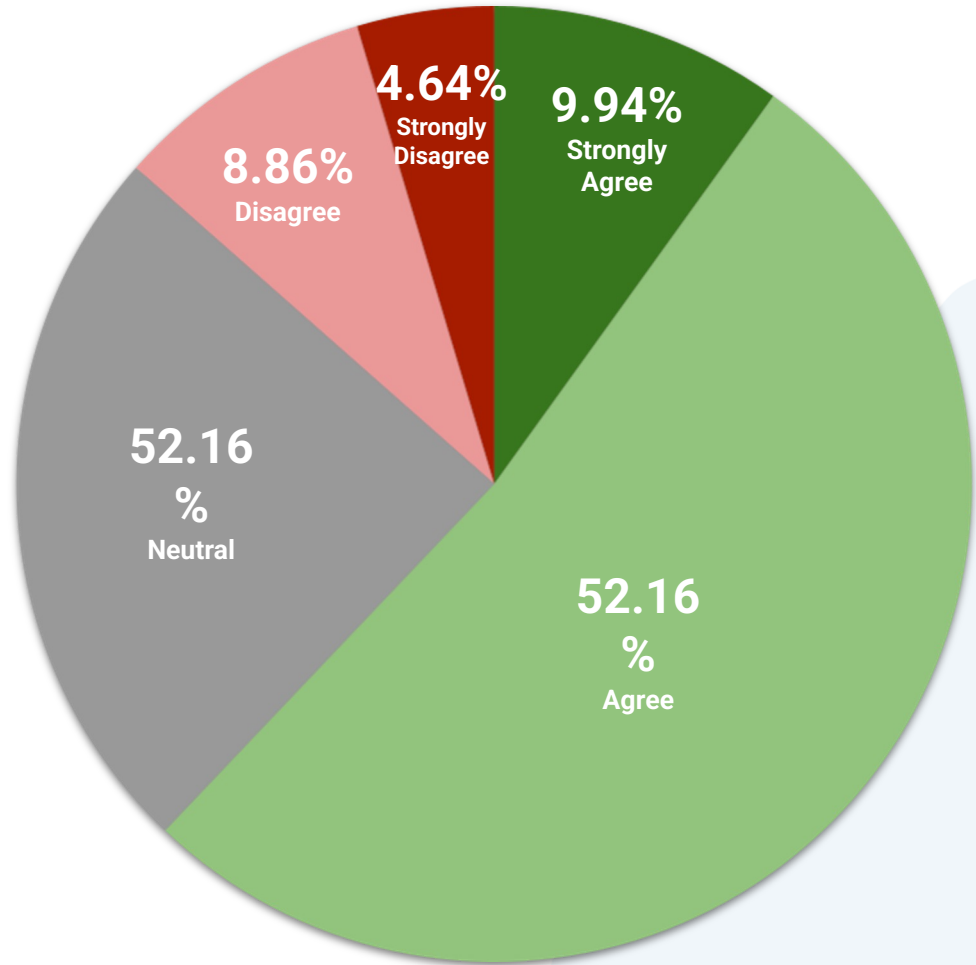
Top Nonprofit Challenges

2023 initial results vs.
2022 results



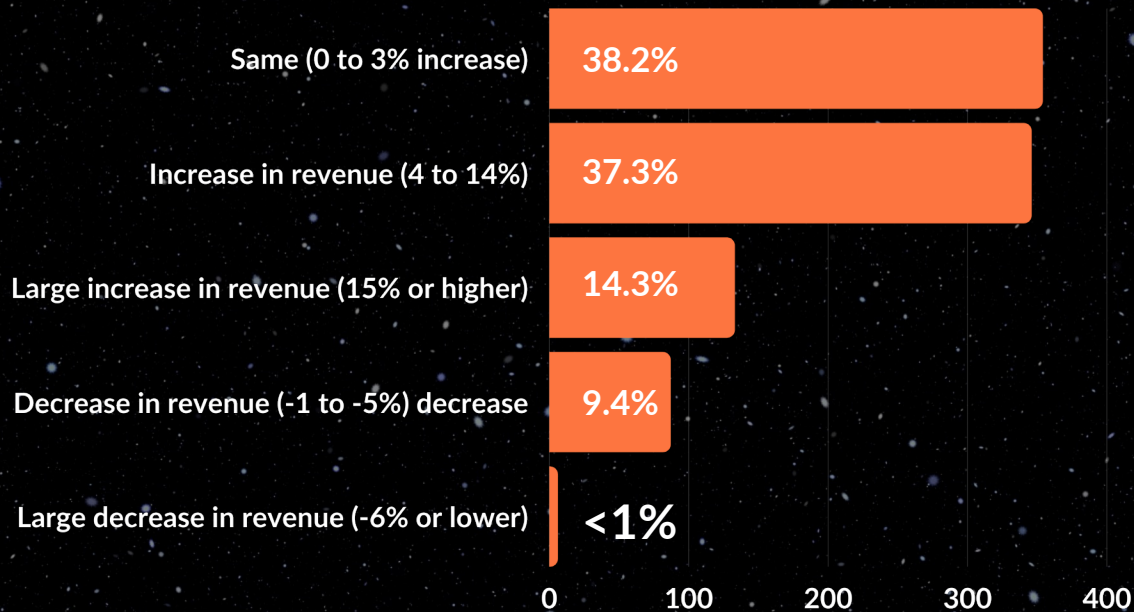
Our nonprofit executes effectively on our digital marketing strategy and consistently drives online results.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree





Nonprofits Are Hopeful For 2023



89.8%
Nonprofits Expect
to Grow in 2023.



Unfortunately...

I think most nonprofit's have undue confidence this year, especially if they are not effectively innovating in 2023.



Last year was the same story...

**In 2022, 95.6% of respondents
anticipated some level of growth and
my gut says that didn't happen for most...**



What is different about your nonprofit?

**In 2023, we have to turn our
hope and strategy into...**

Effective Innovation.



My **Top 11** Innovative Strategies You Can Use to Drive Growth in 2023

Takeaways from Community Boost Supporting 429 Nonprofits Directly in 2022

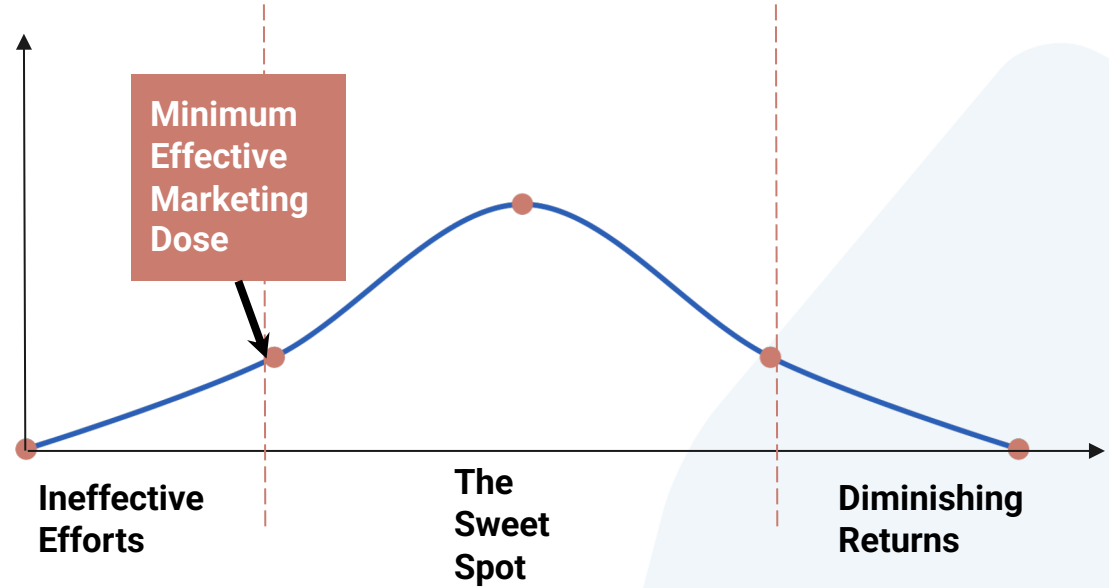
#1

#1.

Stop Taking Less Than
the Minimum Effective
Marketing Dose

#1

#1: Stop Taking Less Than the Minimum Effective Marketing Dose





#1: Stop Taking Less Than the Minimum Effective Marketing Dose

- **You Must Surpass the Minimum Effective Marketing Dose**
 - Posting once a week on social media, or sending a monthly newsletter, or testing a couple campaigns in Google ads, or only spending \$50 on Meta ads to boost a post is not enough.
- **The Marketing Sweet Spot is Vast**
 - Once you are in the marketing sweet spot it is huge! I have yet to encounter a nonprofit that is spending so much it has surpassed the sweet spot in a channel.
- **Rule of 7 & More Exposure Effect**
 - We subconsciously associate frequency with trust.

#2

#2.

**Sourcing Innovative,
Passionate Marketers is
Mission Critical**

#2

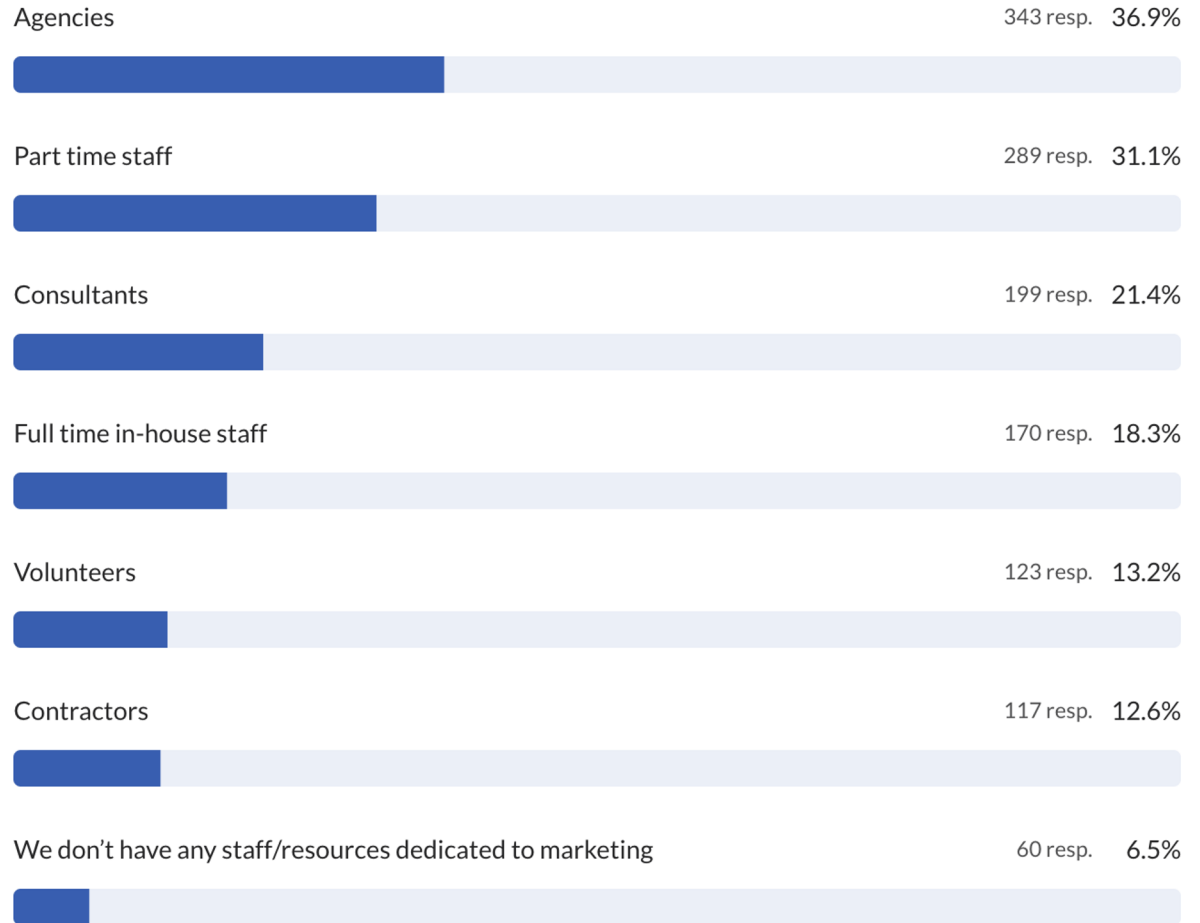


#2: Sourcing Innovative, Passionate Marketers is Mission Critical

- **“People are not your most important asset. The right people are.” – Jim Collins, researcher and author**
 - Whether you are utilizing volunteers, part time team, full time team, contractors or agencies - you need the right marketers on the bus.
- **Boards & Leadership Must Trust Marketing**
 - Too many boards hamper creativity. Understanding and caring about modern marketing needs to be at the center of the growth agenda for the C-Suite.
- **Staff Turnover & the Talent Wars Will Continue in 2023**
 - Initial Acceleration Report findings note Staff Turnover as a top Nonprofit Challenge jumping from 3.9% to 12.5%.
 - Recruiting talent is no different than the top challenge most nonprofits face - fundraising. It's all about storytelling & development.
 - Investment in agencies will continue to grow to help combat the great resignation and give more consistency and cross channel expertise.

How does your organization resource its digital marketing efforts?

Initial data from the 2023 Acceleration Report.



#3

#3.
**Build & Scale
Recurring Giving**

#3

#3: Build & Scale Recurring Giving



- **The Data is Clear: Recurring Giving is the Way**
 - A recurring donor is worth 5X more than a one-time donor.
 - A recurring donation does NOT lower the size of one time gifts
 - Donors already live in a subscription based world.
 - Be sure to add a recurring gift option on all forms.
- **Create a Best-in-Class Recurring Gift Community**
 - Drive more recurring gift acquisition and retention by creating a meaningful, engaged community.
 - By creating a community, you have a evergreen “product” you can market to your larger audience.
 - A strong recurring giving program can make your model simple, predictable and scalable.

← Check out [charity: water's “The Spring”](#) for best-in-class inspiration

#4

#4.

**Go Deeper into Your
Core Traction Channels**

#4



#4: Go Deeper
into Your Core
Traction Channels

- **For 99% of Nonprofits, there is a Huge Opportunity to GO DEEPER into Your Core Traction Channels**
 - Review what marketing channels are working well and analyze how to go deeper. How can you invest more? What opportunities or features does your team need to better understand to scale a core channel more aggressively.

#4: Go Deeper into Your Core Traction Channels

- **What Are Your Core vs. Emerging Marketing Traction Channels at Your Nonprofit?**
 - **Core Channels:**
 - Email, Social Media, SEO, Google Ad Grants, Meta Ads, Paid Search Ads, Display & YouTube Ads, Direct Mail, Events, PR
 - **Emerging Channels:**
 - SMS, Influencer Marketing, Microsoft Ads for Impact, TikTok Ads, LinkedIn Ads, Twitter Ads, Audio Advertising, Programmatic

What is core to your organization vs. other organization's is very different and that is okay!

#4: Go Deeper into Your Core Traction Channels

- **Email Marketing**

- Effective segmentation and personalization.
- Increase send frequency paired with A/B testing.
- Utilize automation workflows.

- **Search Engine Optimization**

- Develop a Winning Strategy: 65% of organizations do not have an actual SEO strategy, are not optimizing for algorithm changes and are seeing declining rankings YoY.

- **Social Media**

- Test more creative types. Be different.
- Significantly increase posting frequency.
- Master the latest feature releases quickly.
- Tie content strategies together. Have your lead channel you are creating most content for and then re-purpose and distribute.

#4: Go Deeper into Your Core Traction Channels

- **Meta Ads**

- In 2023, increase testing of more personalized messaging due to limited interest target.
- If you have an e-commerce store, make sure to test Advantage + Shopping campaigns, which utilize advanced matching and AI based Ad Creative Generation to drastically lower CPA.
- Use offline conversion tracking to help track attribution and improve campaign targeting.

- **Search Ads**

- Google Ad Grants + Paid Google Search ads are better together.
- Setup Google Analytics 4 now prior to Universal Analytics sunsetting in July. Connect GA4 to search campaigns to share important performance data across platforms.
- Test Performance Max campaigns, a new campaign type designed to complement your keyword-based Search campaigns to help you find more conversion across all of Google's channels like YouTube, Display, Search, Discover, Gmail, and Maps.



#4: Go Deeper into Your Core Traction Channels

- **Display Ads**

- Segment your display remarketing budget based on user level of engagement and how recently they engaged.
- Set aside enough budget to test more than one campaign at a time, using different methods of targeting (audience, keyword, topics and placement) between each campaign in order to find the best targeting type(s) for scaling.
- Utilize responsive display ads to save setup and optimization time and deliver more impressions.

- **YouTube Ads**

- Make sure your video, listed or unlisted, has a compelling title, and a link to your landing page in the description.
- If your click through rate (CTR) is consistently low across multiple targeting audience segments, test a new video thumbnail. The best way to test thumbnails is by adding two or more ads into the same ad group.

#5

#5.

**Fully Leverage All the Free
Ad Spend for Nonprofits**

#5



#5: Fully Leverage
All of the Free Ad
Spend that Exists
for Nonprofits

- **Google Ad Grant - \$10,000/mo!**
 - Send thousands of qualified visitors to your site every mo
 - \$10,000/mo in free Google search ads - \$329/day
 - Attend Mar 2 summit session - “The Roadmap for Maximizing Growth in 2023 with Google Ad Grants” featuring Google.org.
- **Microsoft Ads for Social Impact - \$3,000/mo!**
 - Program is currently paused for new registrations, however, be sure to apply for Microsoft for Nonprofits
 - However, the clients we manage within the program are seeing tremendous results so be ready to sign up if/when the program re-opens... hopefully soon.

#6

#6.
**Test Emerging
Channels Faster**

#6



#6: Test Emerging Channels Faster

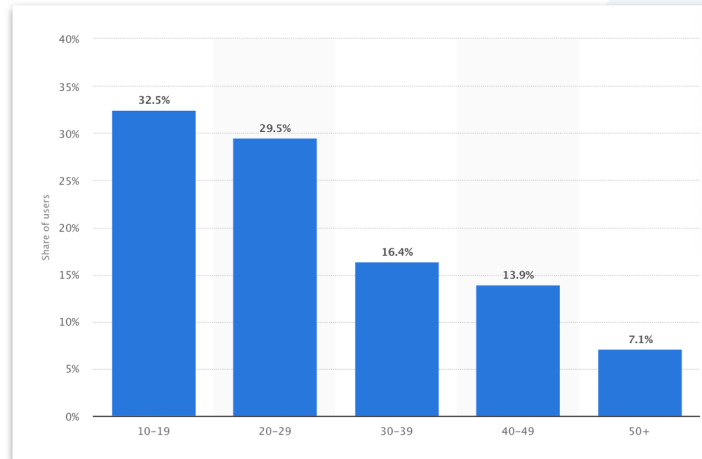
An Innovative Marketing Team is an Agile Marketing Team

- It took a pandemic to force many of us to take more risks in our online marketing efforts, yet these risks were often positively transformative.
- Speed is greater than perfection.
- Market where people's attention is actually at. If your supporters attention is there, dive in.
- Do things to understand, whether they work or not. Learnings from one platform will apply to future platforms.
- Be optimistic.

#6: Test Emerging Channels Faster

• TikTok is Mainstream - Ad Platform Quickly Improving

- TikTok has over 1 billion MAUs and 138MM MAU in US.
 - For reference, FB 2.9B, and IG 1.4B.
- Avg. Minutes per User = 95 minutes/day.
- TikTok's ad platform is improving quickly but does start at \$50/day
- User base is averaging up in age over time.



#6: Test Emerging Channels Faster

- **Test & Optimize SMS Campaigns**

- SMS can bolster existing campaigns significantly, M+R reported that adding text messaging to an existing fundraising program can increase revenue per person by 25% to 50%.



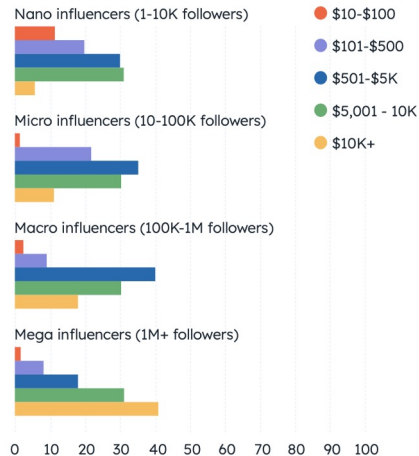
RALLYCORP
MOBILIZE YOUR MISSION

#6: Test Emerging Channels Faster

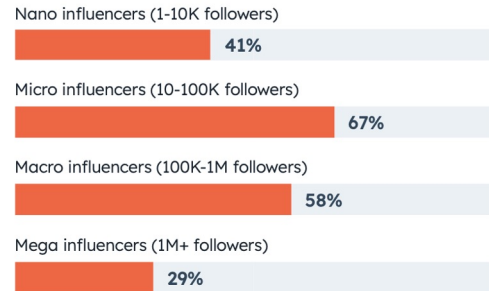
- **We Live in a Creator World - Take a Shot at Building Influencer Partnerships**

- Micro and Nano influencers are willing and eager to help causes they care about - and they have reach & influence.
- Budgets do not have to be a barrier.

Influencer Marketing Spend by Influencer Audience Size



Which types of influencers are marketers working with?



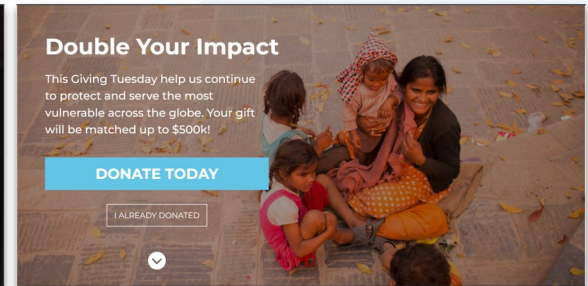
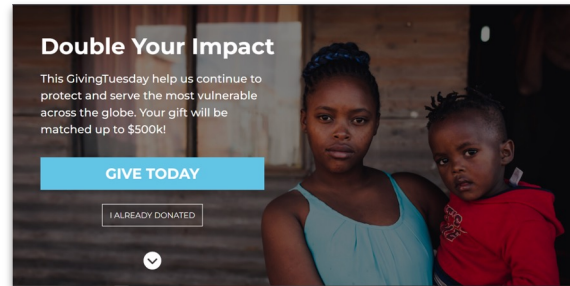
#7

#7.
**Effective CRO is
Game Changing**

#7

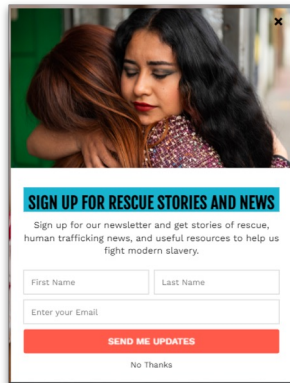
#7: Effective CRO is Game Changing

- **Conversion rate optimization (CRO) is the practice of systematically increasing the % of users who perform a desired action via A/B testing**
 - On average, only 1% of npo site visitors sign up for an email list and only 1.1% donate.
 - If we can double the above KPIs through CRO we are in essence doubling our email list conversions and online donations.



#7: Effective CRO is Game Changing

- **Conversion design is a great way to significantly increase site conversions, as well as, gather first-party data from supporters**
 - When Apple release iOS 14.5 in Sep 2020, privacy features were added to protect users against activity tracking. 96% of users opted out of being tracked. We now live in a first party data world.



SIGN UP FOR RESCUE STORIES AND NEWS

Sign up for our newsletter and get stories of rescue, human trafficking news, and useful resources to help us fight modern slavery.

First Name Last Name

Enter your Email

SEND ME UPDATES

No Thanks



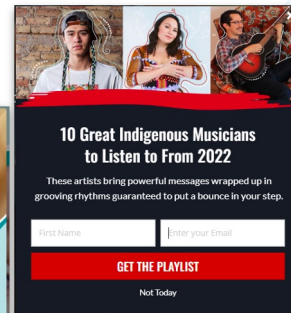
Fight Summer Hunger at our 26th Annual Phantom Dinner!

Instead of attending an expensive gala, we invite you to break bread together at home while reducing food insecurity and supporting local families in need.

Provide twice as many meals to fight summer hunger with a MATCHED donation through August 31!

I WANT TO PARTICIPATE **MATCH MY DONATION**

No Thanks



10 Great Indigenous Musicians to Listen to From 2022

These artists bring powerful messages wrapped up in grooving rhythms guaranteed to put a bounce in your step.

First Name Enter your Email

GET THE PLAYLIST

Not Today

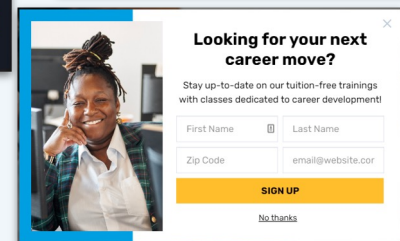


WAIT!

POMPEII: THE EXHIBITION is in its final weeks. Don't miss this once-in-a-lifetime chance to travel back in time to explore ancient Pompeii.

Buy Tickets

NO THANKS



Looking for your next career move?

Stay up-to-date on our tuition-free trainings with classes dedicated to career development!

First Name Last Name

Zip Code email@website.cor

SIGN UP

No thanks

#8

#8.

Video, Video &
More Video

#8

#8: Video, Video & More Video



- **Great Nonprofit Marketing = Great Storytelling**
 - If your nonprofit still lacks the capabilities to consistently produce video, building your org's video muscle should be a top priority in 2023.
- **Short Form Videos Perform Best**
 - HubSpot's 2022 Marketing Industry Survey revealed that short-form videos are the most effective social media format in terms of ROI. The survey also found that 30% of marketers plan to increase their budget for short-form videos.
 - According to a Google survey, 57% of people who watch a video for a nonprofit go on to make a donation.
- **Video Ads Win & they Win BIG**
 - On Meta, video ads outperform almost all ad types, especially at scale.
 - YouTube is the second most visited site in the world - and YouTube remarketing ads are an incredible way to build brand and stay top of mind year round.

#9

#9.

Upgrade Your Tech & Marketing Automation

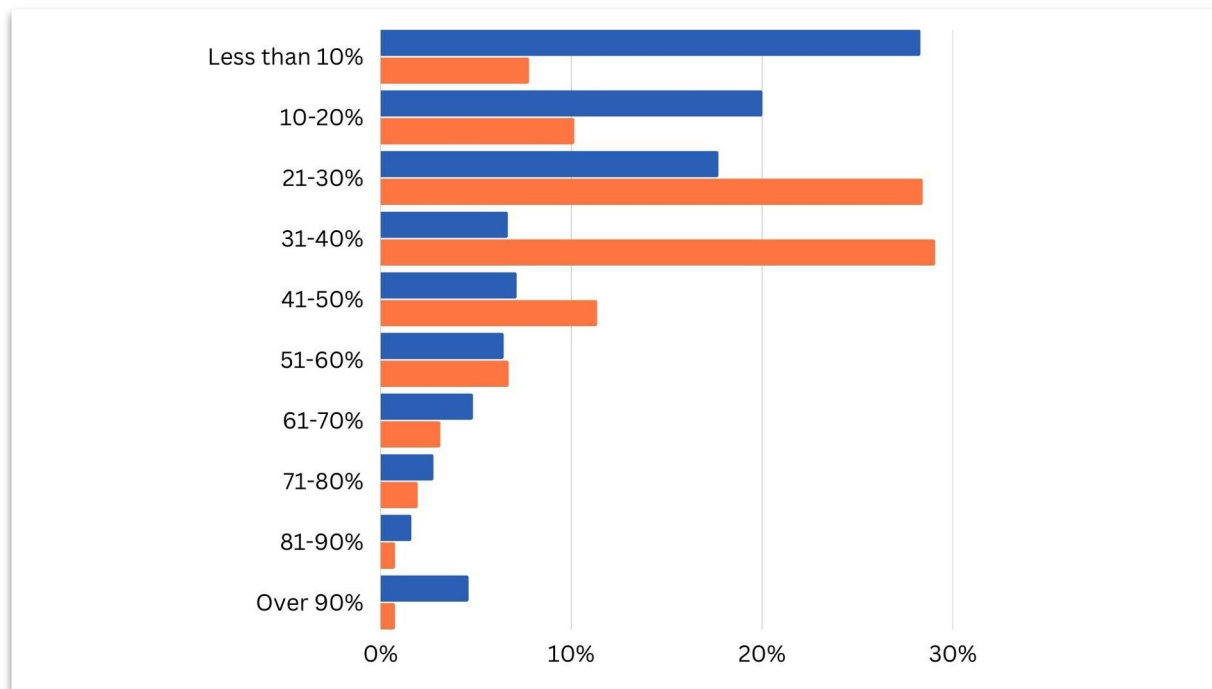
#9



#9: Upgrade Your Tech & Marketing Automation

- **Nonprofits Built on Innovative Tech & Marketing Automation Are Nonprofits Ready to Scale**
 - Organization's with an IT team (or person) that understand the need of supporters will outperform significantly other organization's supporter experience metrics.
 - This includes marketing tools for CRM, donation software, social media, advertising, lead management, email marketing and more.

Percent of Donation Revenue Driven Through Online Channels in 2022 (Blue) vs 2023 (Orange)



Level Up Your Donation Software

No surprise, the % of revenue driven online is growing

Level Up Your Donation Software

Prioritize UX, tracking
and scale over cost

Effective Donation Software is the Price of Entry in 2023 and Beyond

- Today, donors - especially new ones - have zero tolerance for a poor giving experience. If your organization wants to grow - invest and update your donation software, in time it will pay for itself.
- When donors have payment options (card, ACH, venmo, paypal, crypto), both conversion rates & gift sizes increase.
- It is more profitable to prioritize user experience over platform cost.

Just a Few Recommended Donation Platforms to Vet:



#9

#10.
Utilize AI



#10: Utilize AI

- **Chat GPT and Open AI is Upon Us**
 - ChatGPT took the internet by storm and rightfully so. Chat GPT surpassed 1 million users in a week and is valued at \$29 Billion.
 - Microsoft made a \$10 Billion investment.

- **GPT-4 is Now Here... and its Game Changing**
 - GPT-3.5 was one of the largest, most complex language models ever created - trained on 175 billion parameters (data points).
 - GPT-4 was release in March 2023 and surpasses GPT-3.5 in almost every area of comparison. It is more creative and more coherent. It can process longer pieces of text or even images.
 - GPT-4 is better at generating computer code.

#10: Utilize AI

- **How Can AI Help Nonprofits in 2023?**
 - **Writing Assistant & Copy Ideation:** Can be used to generate blog titles, ad copy, email copy, site copy that is rich with SEO keywords, etc. Always edit with a human voice and fact check.
 - **Image, Design & UI Creation:** Can be used to generate image examples, ad design recommendations and even coding to turn ideas into design.
 - **Data Analysis:** Understand marketing trends faster before they go mainstream
 - **So Much More:** Chatbots, assistant tools, translate/edit videos in other languages, slide creation, meeting notes, etc.

#10: Utilize AI

ChatGPT
Ad Copy Ideation



write 5 meta ad headlines for Save the Children



1. "Join the Fight for Children's Futures: Support Save the Children Today"
2. "Be a Hero for Children in Need: Donate to Save the Children"
3. "Together, We Can Change Lives: Help Save the Children Now"
4. "Make a Difference in a Child's Life: Support Save the Children's Mission"
5. "Every Child Deserves a Bright Future: Support Save the Children's Vital Work"



can you make the ad headlines more creative please



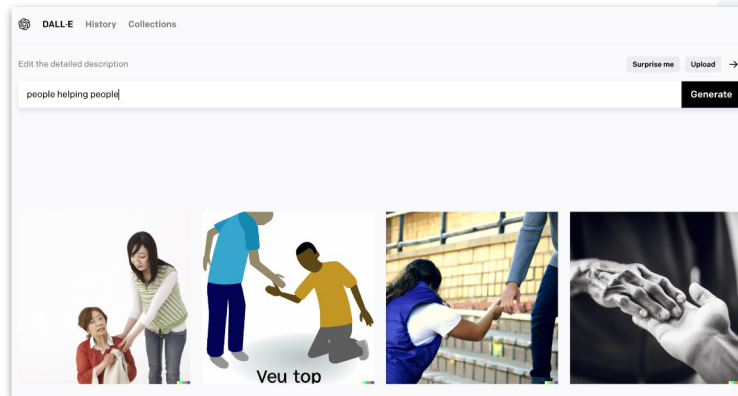
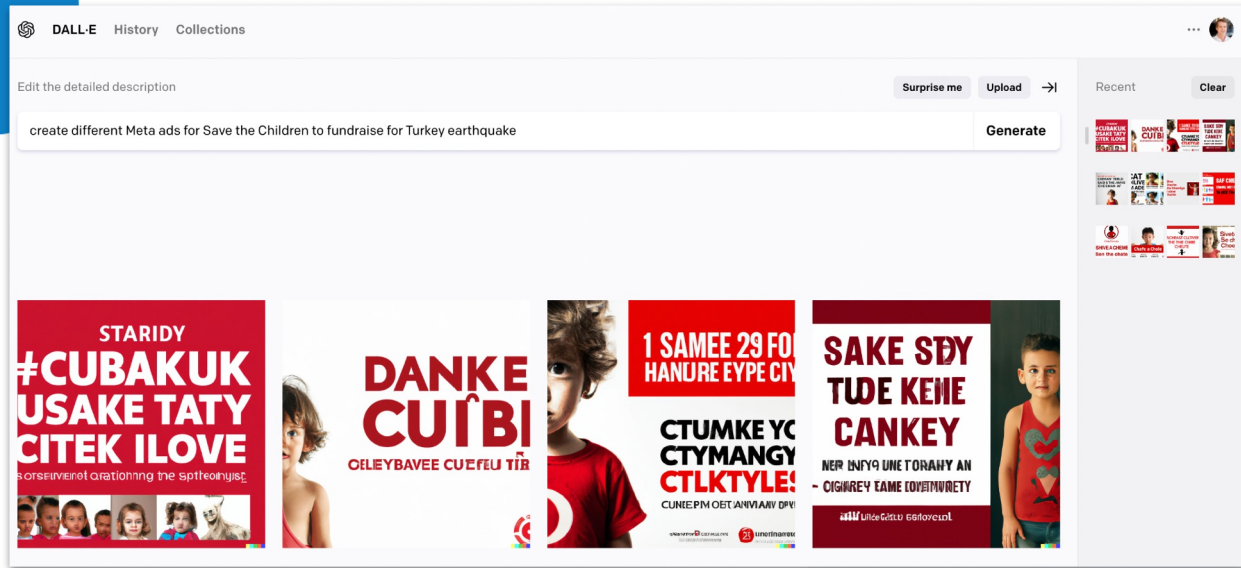
Sure, here are five more creative ad headlines for Save the Children:



1. "Give a Little, Help a Lot: Your Support Can Change a Child's Life Forever"
2. "Invest in the Future: Save the Children Today for a Better Tomorrow"
3. "Big Hearts Make a Big Impact: Help Save the Children's Cause"
4. "Let's Put the 'Children' Back in 'Childhood': Support Save the Children"
5. "Love Knows No Borders: Join Save the Children in Helping Children Around the World"

#10: Utilize AI

Dall-E 2 Ad Image Ideation

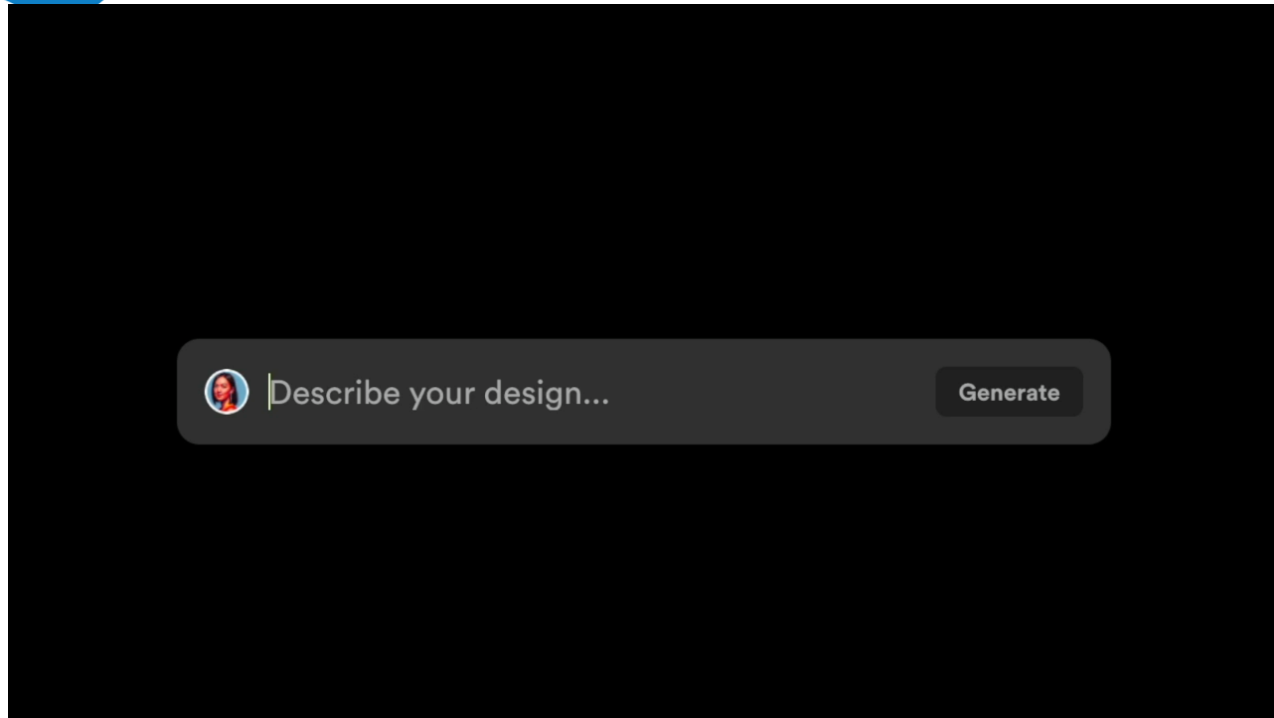




#10: Utilize AI

And even more is
coming...

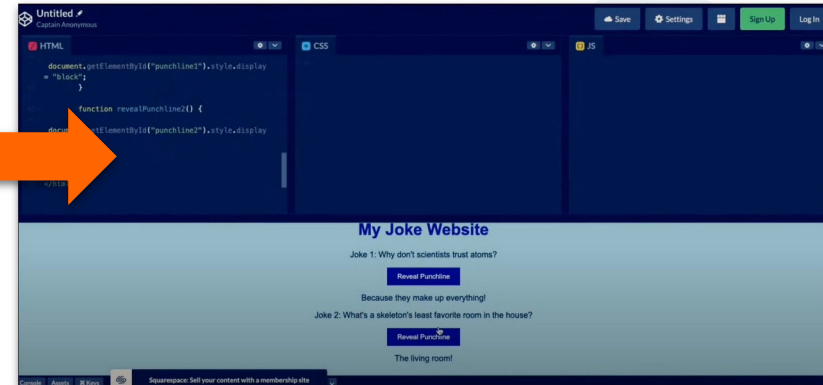
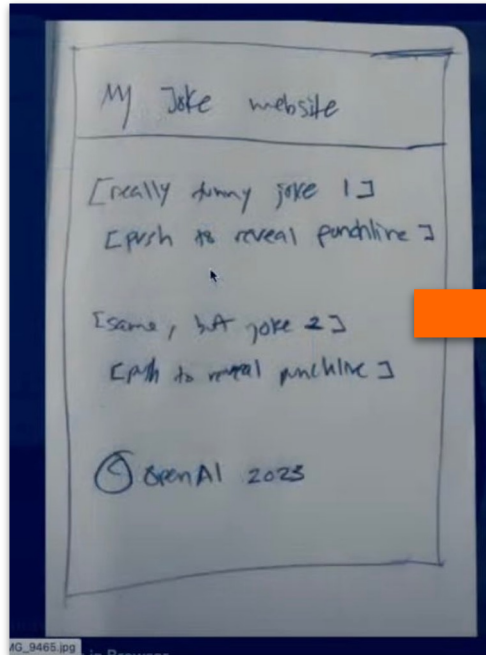
UseGalileo.ai
Idea to Design in an
instant, powered by AI



#10: Utilize AI

Greg Brockman of OpenAI demoed how GPT-4 created a working site from an image of a sketch.

Endless possibilities...





#10:
Utilize AI

AI will not replace humans.

However, humans who know how to use AI at work will replace those who don't.

#11

#11.
**Systematize Your
Innovation Process**

#11



#11:
**Systematize
Your Innovation
Process**

- **Innovation Process > Desire to be Innovative**
 - Building and enrolling your team into an agreed upon innovation process will yield much greater and more consistent breakthroughs.

- **4 Steps to Create an Effective Innovation Process Internally**
 - Involve Executive Leadership
 - Create a Cross-Disciplinary Innovation Team
 - Build Iteration into your Innovation Process
 - Always Put the Supporter First

RECAP: My **Top 11** Innovative Strategies You Can Use to Drive Growth in 2023

1. Stop Taking Less than the Minimum Effective Dose
2. Sourcing, Innovative Passionate Marketers is Mission Critical
3. Build & Scale Recurring Giving
4. Go Deeper into Your Core Traction Channels
5. Fully Leverage All the Free Ad Spend for Nonprofits
6. Test Emerging Channels Faster
7. Effective CRO is Game Changing
8. Video, Video & More Video
9. Upgrade Your Tech & Marketing Automation
10. Utilize AI
11. Systematize Your Innovation Process





Effective Innovation is...
Mission Critical in 2023.



The difference between missing and achieving our 2023 growth goals is...

Effective Innovation.

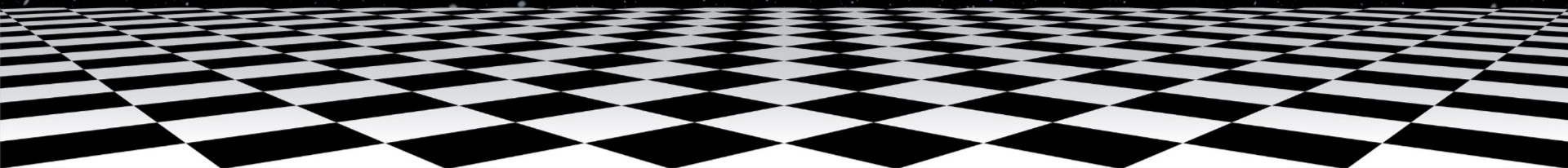


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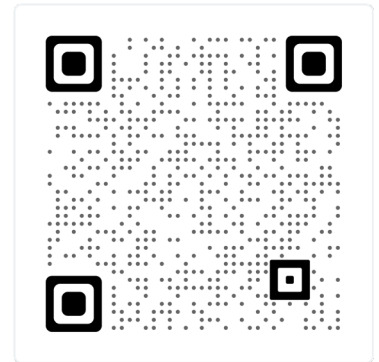
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Thank You!

*For attending this session and
for leading a life of service.*