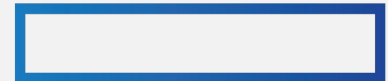


Adapting On-Air Drives to Digital Fundraising

Section 3: Paid Campaign Promotions



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The Training Series

This training series is split into four 30-minute recordings:

- Section 1: Fundraising Basics (30 minute recording)
- Section 2: Owned/Earned Campaign Promotions (30 minute recording)
- Section 3: Paid Campaign Promotions (30 minute recording) ← **This session**
- Section 4: Reporting & putting it all together (30 minute recording)



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We are M+R

We are communicators, marketers, fundraisers, and campaigners who unleash the power of people to do good.

We work exclusively with nonprofits fighting for a just and sustainable world.

OUR SERVICES INCLUDE:



Branding



Design



Audience &
Message Research



Campaign
Strategy



Digital
Fundraising
& Advocacy



Digital
Advertising



Digital
Organizing



Media
Relations



Social
Media

Paid Media

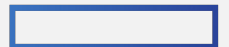
Ads as part of your digital fundraising strategy

Why have an ads program?

- **Build awareness:** Widen the pool of people familiar with your organization.
- **Lead generation:** Build your prospect pool for email and/or text message-driven fundraising.
- **Fundraising conversions and retention:** Raise additional revenue for your program, replenish well of new donors, increase retention, reactivate lapsed donors.
- **Cultivation:** Prime existing donors for their next gift, through an ad or in other channels.



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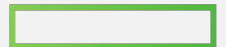
Platforms

There are a variety of platforms available, but we are going to be focusing on the 4 main types of ads and their corresponding platforms:

- **Search** – Google, Bing
- **Social** – Facebook, Instagram
- **Display** – Ads that you see across the web
- **Video** – YouTube, Connected TV



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Laying a Strong Foundation

Before you start investing in digital advertising...

Make sure the rest of your digital program is optimized and ready for increased traffic.

Donors and leads that come in through ads are generally less familiar with your program than someone who found you on their own – so it's extra important to introduce your organization from the moment they sign up!

- Update your page content to introduce you to new constituents
- Optimize your donation form or other landing pages for conversion
 - This includes optimizing for mobile! 80% of Facebook traffic comes from mobile!
- Have an email or text message welcome series in place

Welcome series for new joins

Here's an example from Feeding America, specifically tailored for folks who take action through Facebook ads

Prominent unsubscribe

You're receiving this message because you took action on Facebook to join Feeding America in making a difference for families facing hunger. If you don't want to receive emails from us, [please click here to unsubscribe](#).

Can't view this? [Read it online](#).



Dear Margaret,

Thanks so much for taking action on Facebook. Together, we can make a difference for families facing hunger.

Opportunity to take action

[Click here to confirm your petition signature >>](#)

Communicating impact

With 200 food banks and 60,000 food pantries and meal programs, the Feeding America network is the nation's largest domestic hunger-relief organization. And this movement just got a bit stronger with you here. Thank you.

Opportunity to learn more

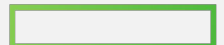
We're grateful to have you with us and hope that [after you confirm your recent petition signature that you'll take a moment to fill out a short, optional survey](#).

Sincerely,

Feeding America



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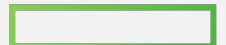
Before you start investing in digital advertising...

Make sure you have the correct system in place to implement ads and report on performance

- Facebook Ads Manager Account
 - Tool to run and report on ads for Facebook and Instagram
 - You'll need to set up your page as a business first
- Google Analytics
 - Adding ecommerce tracking means you can track conversions back to specific promotions
 - Also offers audience insights and traffic information that can be helpful for targeting your ads
- Google Tag Manager (highly recommended but not required to start)
 - Centralizes tracking codes across platforms to enable faster and easier updates



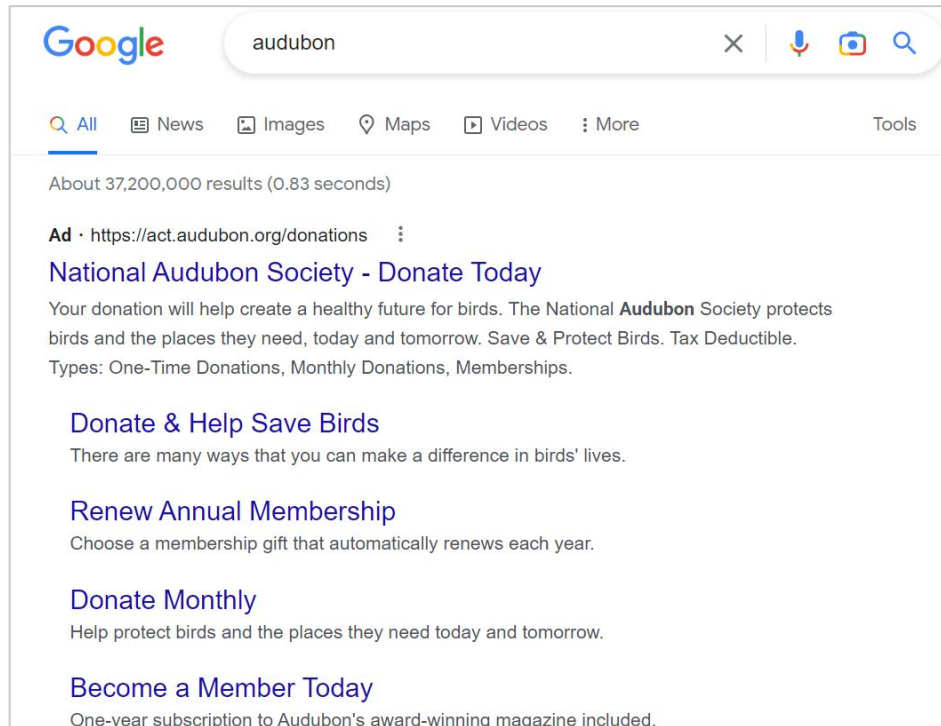
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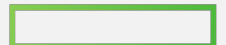
Search Advertising

What are search ads?

Search ads are what show up when you type search terms into Google or Bing



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Brand affinity makes or breaks your search strategy

The goal of Search is to connect with people who are search for your products and services

That means:

- Search doesn't grow demand
- Searchers already need to know what they want to search for and purchase (become a member, or find information)



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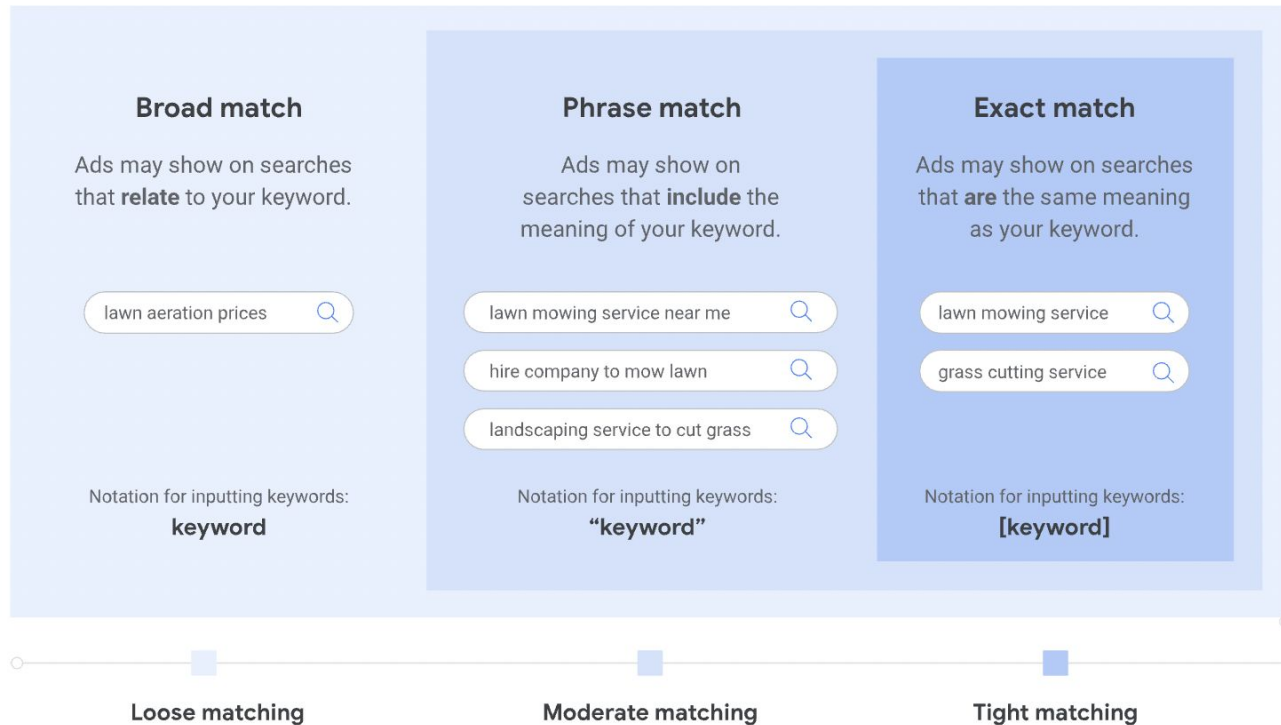


Keyword Match Types

Keyword Match Types

For the keyword **lawn mowing service**, we can match the following queries (🔍)

per match type



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How do keyword types compare?

Exact

Best possible match to ad

Least Competition

Lowest volume



**Generally higher
conv. rate, lower
CPC. Best to
prioritize**

Phrase

Mix of match/volume

Competition varies

Broad

Highest volume

Lowest match to ad

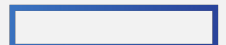
Most competition



**Generally lower
conv. rate, higher
CPC. Only show if
the ad wouldn't
otherwise**



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Negative Keywords

Optimize negative keywords, primarily in phrase/broad based ad groups to filter out traffic you want to avoid

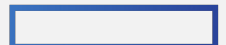
Think “what else could these keywords pick up?”

If you notice somebody else bidding on your brand terms (common if a similar organization is bidding on broad terms like “radio”) you can reach out and offer a reciprocal negative keyword swap.

Ad groups	<input type="checkbox"/>	Search term	Match type	Added/Excluded
Ads & extensions	<input type="checkbox"/>	refugee	Exact match	✓ Added
Landing pages	<input type="checkbox"/>	refugees	Exact match (close variant)	None
Keywords	<input type="checkbox"/>	how to help afghan refugees	Phrase match	None
Search Keywords	<input type="checkbox"/>	refugee organizations	Exact match (close variant)	None
Negative Keywords	<input type="checkbox"/>	organizations that help refugees	Exact match (close variant)	None
Search terms	<input type="checkbox"/>	refugee charities	Exact match	✓ Added
Auction insights	<input type="checkbox"/>	refugee organization	Exact match	✓ Added
Audiences	<input type="checkbox"/>	asylum	Exact match (close variant)	None
Demographics	<input type="checkbox"/>	how can i help refugees near me	Phrase match (close variant)	None
Settings				



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What is Google Grants?

A global program offering a monthly budget for nonprofits to use on ads to promote their mission, attract members, drive donations, and more

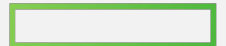
To qualify, organizations must go through the application process, and you must follow the program requirements to keep the grant.

Eligibility Guidelines:

- Mission-based campaign
- High Quality Website
- Active Account Management



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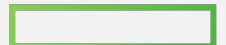
What is Google Grants? The details

Once you've completed the application process:

- You'll receive **\$10,000 USD** of in-kind Google Ads advertising each month
- Ads will be **text-based (no videos or images)**. They'll appear in Google search results, below paying advertisers
- All campaigns must be **keyword-targeted**
- Your maximum **cost-per-click will be \$2.00 USD**, unless Smart bidding is used. Unfortunately, this does make it harder to compete/scale especially with paid accounts.



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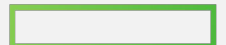


When to use Google Grant vs. Google Paid Account

Good uses for Google Grant	Good uses for Google Paid
<ul style="list-style-type: none">• Testing new features before rolling out to paid campaigns (e.g. lead extensions, price extensions, etc.)• Boosting traffic to content pages and increasing website visits• Smaller fundraising campaigns• Raising profile of low-visibility pages or targeting narrow, specific audiences• Maintaining a constant presence online	<ul style="list-style-type: none">• Paid fundraising, including larger and seasonal campaigns• High-priority campaigns that require visibility• Everything else



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Social (Facebook) Ads

Facebook

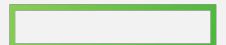
Facebook is one of the most versatile advertising channels, making it a core part of your ads program. You can use Facebook ads to:

- **Convert qualified audiences:** people who have visited your website or donation form, tracked by a Facebook pixel, and haven't converted;
- **Reactivate lapsed donors or list subscribers:** by uploading your list and using Facebook's Custom Audiences to serve ads to these people;
- **Find new donors and sustainers:** using Facebook's algorithm to find new audiences you've never reached, and converting them to become supporters;
- **Support other direct response channels:** by using Custom Audiences again and uploading the data, you can target direct mail or email recipients with Facebook ads;
- **Cultivate and retain:** using cultivation ads, you can target specific audiences with content that will help engage and retain them

And do all of this efficiently - Facebook ads can work with a variety of budgets, from \$5K-\$100K+!



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Pros and Cons of Social, Primarily Facebook + Instagram

Pros

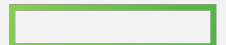
- Reach a broad audience, or a targeted one – can really tailor to meet your needs and goals
- Scale – you aren't limited by how much you can spend or who you can reach

Cons

- Can take a while for ads to “learn”
- Can be difficult to optimize if your audience is small
- Costs may be impacted by geographic filters in your station's service area
- Facebook regulations & privacy changes



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Audience Targeting Options

Pixel based (retargeting): Use the Facebook pixel to target site visitors

- Window of up to 180 days.
- You can target by URL on any page where your pixel is placed, and (if you've placed them) by custom events like Purchase or Lead.

Pixels are generated through Business Manager and you can install them directly on your site, or use Google Tag Manager

- **People who have already visited certain pages (donation) are the closest to conversion**

Custom audiences: Use uploads of external lists matched via email to Facebook users

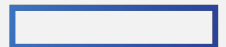
- Useful for audiences that go back > 180 days, or where you're using audience parameters that Facebook doesn't have (like current sustainer or email files)
- **These people are already familiar with your organization and are primed for second gift of a sustainer upsell**

Lookalike and interest based audiences

- You can make LALs of pixel- or CRM-based audiences, or use Facebook's interest options.
Facebook has restricted interests so that you can rarely target other similar organizations
- **These people are the least familiar with your organization, but the audience size is larger.**



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Audience Best Practices: So who do you target?

Start with people most likely to convert: Donation page abandoners and recent donors.

- 30 days is a good window for page abandoners, and 1-6 months for recent donors.
- Also consider donors who are no longer reachable over email!

Suppress very recent donors and existing sustainers from most fundraising ads, depending on your strategy.

- Typically donors in the last 30 days, but can shorten this window in key times like EOY or during an emergency.

If you have budget for acquisition, consider a lookalike or a qualified interests audience.

Audience Best Practices: Targeting Set Up

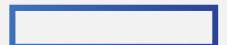
The waterfall

Start with your most important audience and exclude from there

- Your most important audience (ex. 30 Day Donation Form Abandoners) should have the fewest exclusions!
- Your next most important audience (ex. 30 Day Site Visitors) should exclude your most important audience, etc.
- Lookalike and Interest Audiences are big enough that they don't need to exclude each other.
- Exclusions should flow downward - don't double exclude!
- This practice is similar to waterfall exclusions in email targeting



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Display, Video, and Podcast Ads

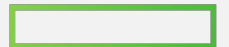
What are display ads?

You might have heard these be called “banner ads” in the past. Many sites across the internet have sections of their pages available to advertisers.

The ads are often made up of text-based, image, or video advertisements that encourage the user to click-through to a landing page and take action (e.g. make a donation).



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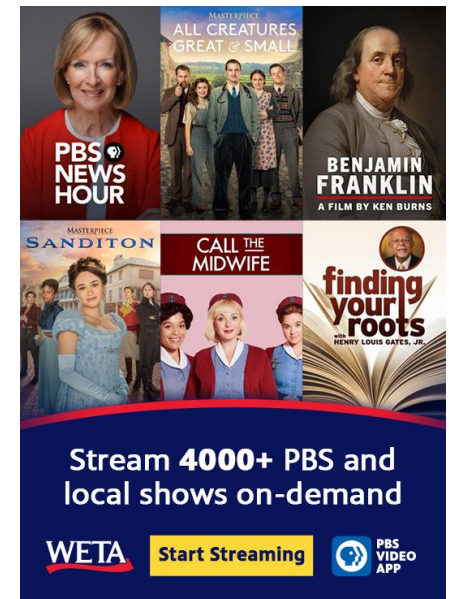


Display Ads: Programmatic

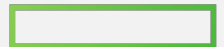
Programmatic ads are placed via “auction” within ad serving networks. Cost and placement can vary depending on targeting.

- **Audience targeting:** show ads to specific people or LALs of people through uploaded lists, cookie matching or IP targeting. When those shoes you were looking at start following you around the internet, it's probably through programmatic display with a cookie match.
- **Placement targeting:** developing a list of key sites we want to appear on (for example, major news sites), or tapping into publisher deals through the buying platform (PMP deals)
- **Keyword/contextual targeting:** ads will appear next to content based on a keyword list.

Generally these are for longer campaigns where you want to reach specific sets of people (such as, people who have visited your donation form but haven't converted yet).



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Demand-Side Platforms

Advertisers buy this inventory via **demand-side platforms (DSPs)** – M+R most commonly uses Yahoo (Verizon) or Quantcast.

In addition to help buying at scale, DSPs are very useful for ensuring our inventory is high-quality and brand-safe. Performance differences from DSPs often come down to:

- Algorithm strength
- Inventory availability
- Data quality / breadth
- Creative options



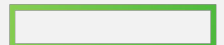
Display & Video 360



Quantcast



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Display Ads: Direct Buys

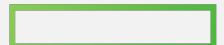
Ads bought directly with a publisher, with an agreed upon rate. The types of direct buys can range from:

- **Homepage takeovers:** typically very expensive, bought on a per day rate. Typically used for high visibility pushes or key moments
- **Run of site:** less expensive, but guarantees that your ads will appear across the publisher's site before any other advertiser for a set amount of time. This inventory will not be accessible to others on the exchange.
- **Newsletter sponsorships:** range in price, but are a good way of targeting a more specific audience

Can be useful for audiences like lawmakers who you can't target directly. Less common for public media and cultural institutions.



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Common Display Audiences

Prospecting

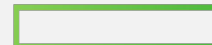
- Lookalike (based on audience upload)
- Predictive (based on pixel conversions)
- Site/domain targeting
- Contextual (based on page content)
- Combination of the above

Retargeting

- Website visitors
 - By recency of visit
- Specific (i.e. donation) page visitors
- Email subscribers
- CRM Audience (i.e. direct mail donors)



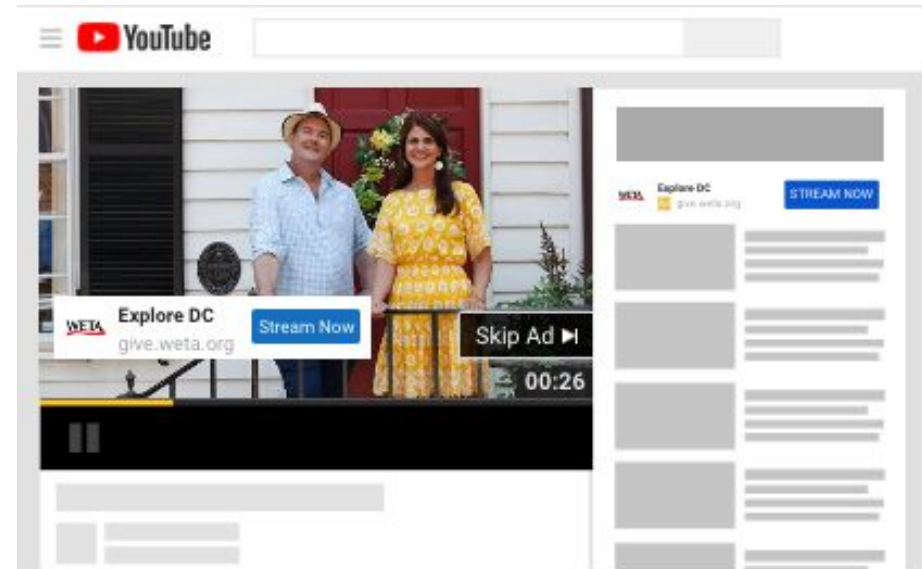
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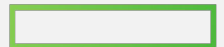
Video Overview

Video is one of the most impactful ad formats when it comes to persuading or motivating an audience. There are a few different ways we can run videos:

- **Programmatic:** We reach our audience where they are across the internet.
- **YouTube:** Google allows us to run ads across YouTube inventory through Google Ads. There are some political restrictions to the audiences and targeting we can use.
- **CTV (connected TV):** targeting inventory like ads on Roku apps, tailored to reaching beyond the limitations of broadcast TV buying.
- **Direct/Targeted Buys:** we often set up buys with places like Hulu, specifically tailored towards reaching audiences on their platform.



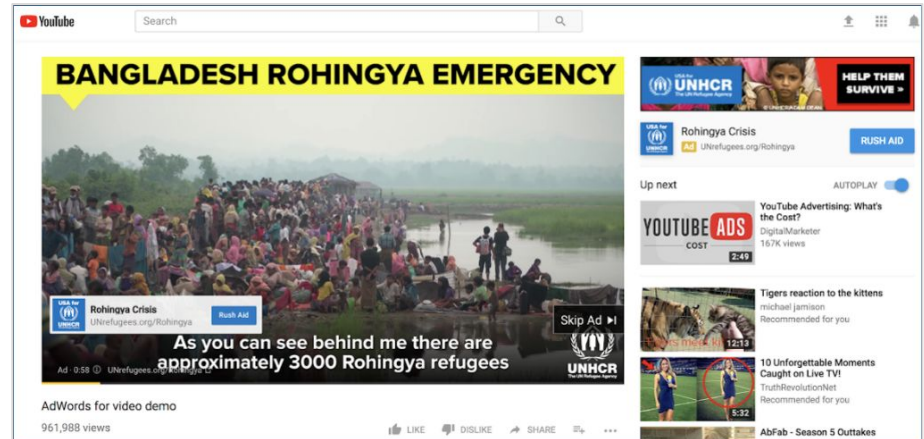
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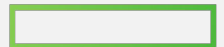
Spotlight on Youtube

YouTube's TrueView for Action format includes clickable sections on video ads that has led to much higher returns on direct fundraising than previously seen from video.

Last December, for every \$1 spent on YouTube ads, our clients saw \$6 in immediate returns from existing audiences. Some organizations also saw the highest % of new monthly donors from YouTube vs. other channels.



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Audio: Podcasts and streaming audio

Audio is a growing advertising medium with high reach, strong user engagement, and high portability. With recent advances in tracking, we can now not only look at how audio drives brand awareness, but also track attributed donations and revenue.

According to Nielsen, podcast ads can drive a **71% aided brand recall after exposure**. Their research also shows that ads of 30s or fewer drive a six point **increase in consumer intent to seek out information about the sponsor**.*

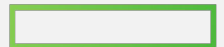
Benefits of Public Media groups running on Podcasts:

- **Expanded reach** - drive awareness to those who aren't listening to you on broadcast radio.
- **Diversify your audience** - folks who listen to podcasts tend to be younger. Reach these listeners via podcast ads to recruit younger audiences to your listenership.
- **You are already set up to run this channel.**
Use similar ads as your on air promotions.

*Nielsen Brand Impact Norms May 2022



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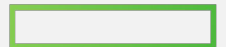


“Why would we invest in Podcasts when we have our own radio station?”

- Podcast listenership is growing, and is likely to continue to grow
- 116M Americans listen to podcasts monthly* (22% growth YoY)
- Podcast listeners take action:
 - 86% of listeners say they have taken action as a result of a podcast ad
 - 63% of listeners say they have bought something after hearing about it in a podcast ad
- Incremental reach - reach people who aren't listening to your radio station, but rather listening to Podcasts.
- Leveraging news podcasts, like The Daily, can be a very similar format to your typical ads, so it feels very organic.

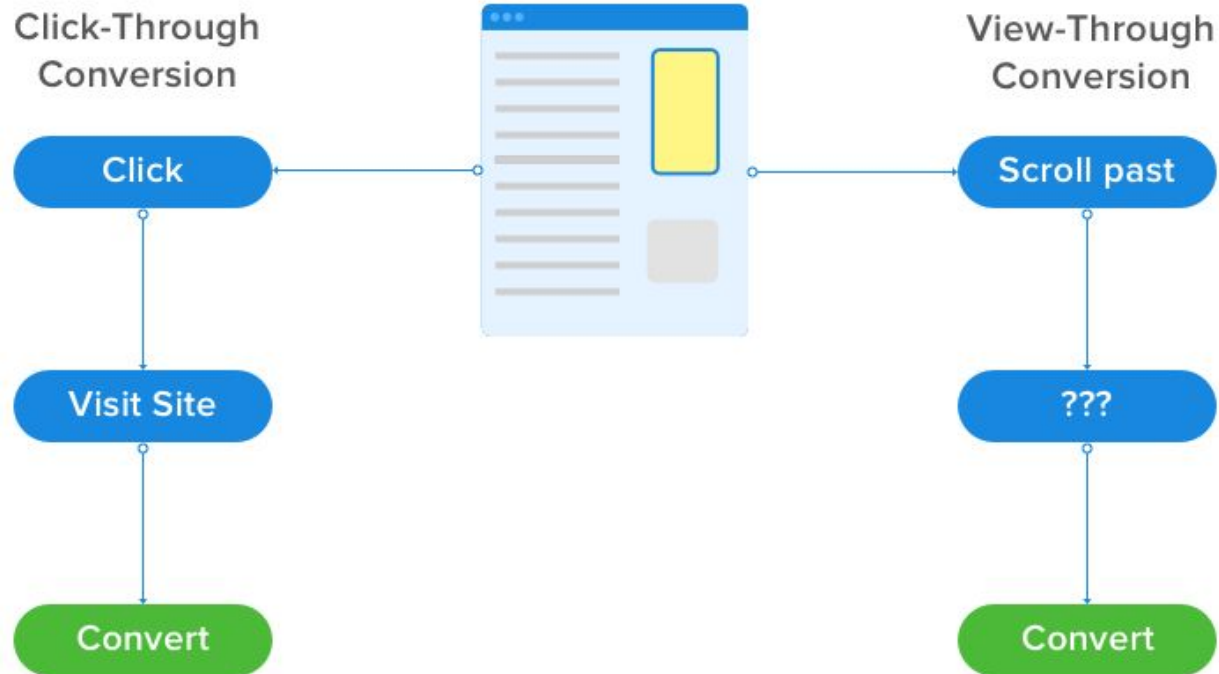


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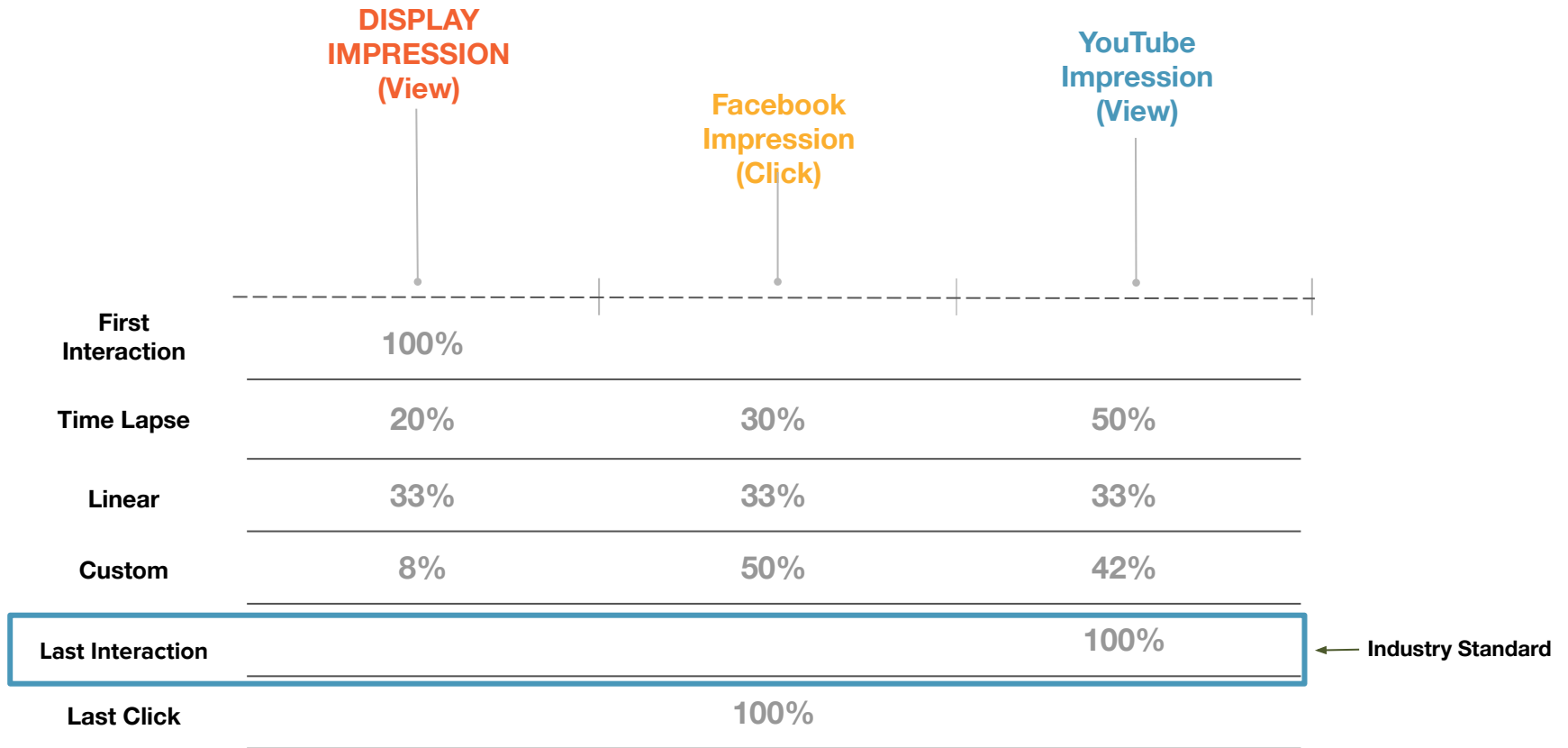


A Note On Attribution

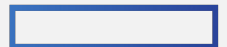
Types of conversions



Commonly used attribution models



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