

University of San Diego

Digital USD

School of Leadership and Education Sciences:
Faculty Scholarship

School of Leadership and Education Sciences

9-13-2022

DIGITAL MARKETING IN NONPROFITS ORGANIZATION: ESSENTIAL TECHNIQUES FOR THE NEW ERA

Victoria Philips
victoriaphilips@sandiego.edu

Follow this and additional works at: <https://digital.sandiego.edu/soles-faculty>



Part of the [Advertising and Promotion Management Commons](#), and the [Nonprofit Administration and Management Commons](#)

Digital USD Citation

Philips, Victoria, "DIGITAL MARKETING IN NONPROFITS ORGANIZATION: ESSENTIAL TECHNIQUES FOR THE NEW ERA" (2022). *School of Leadership and Education Sciences: Faculty Scholarship*. 35.
<https://digital.sandiego.edu/soles-faculty/35>

This Article is brought to you for free and open access by the School of Leadership and Education Sciences at Digital USD. It has been accepted for inclusion in School of Leadership and Education Sciences: Faculty Scholarship by an authorized administrator of Digital USD. For more information, please contact digital@sandiego.edu.

**DIGITAL MARKETING IN NONPROFITS ORGANIZATION: ESSENTIAL
TECHNIQUES FOR THE NEW ERA**

NOVEMBER, (2022).

Abstract

Digital marketing is most beneficial to nonprofit organizations in the 21st century. Nonprofit organizations that market online reaps many of the same advantages. The costs are lower, the time to market is shorter, and the prospect pool is based on expressed interest rather than best guesses. Marketing enables a nonprofit to raise funds, engage volunteers, and meet its obligations. Effective nonprofit digital marketing will increase community engagement and brand awareness. Nonprofit organizations can use various online platforms as a digital marketing strategy. The sponsors and donors are already online; whether they are scrolling through social media, working, or shopping, being online with them with various digital technologies tools like e-marketing, social media presence, blogs and websites, and others will foster a better and close relationship with them. Moreover, a well-thought-out digital marketing strategy will increase the number of prospects and donors.

Introduction

As digital media expands its reach and message, nonprofit organizations have an excellent chance to assist fulfill their purpose by increasing donor support, engaging and supporting existing and future volunteers, and championing their cause and brand to new audiences near and far. According to Krueger and Haytko (2015), a digital marketing strategy can increase donor support, awareness, engagement and retention, and new prospects. Nonprofits benefit the most from digital marketing. Marketing allows an organization to recruit donors, increase finances, engage volunteers, and meet its obligations. Moreover, because NGOs are more concerned with doing more with less, increasing awareness of what your organization does helps improve performance (Matheney, 2021).

Nonprofit companies that market online enjoys many of the same benefits as for-profit businesses. Costs are lower, time to market is quicker, and the pool of prospects is based on indicated interest rather than best guesses. On the other hand, nonprofits have particular problems that private-sector enterprises do not (Keefe, 2020). On the other hand, nonprofits should be on time for digital marketing due to decreased budgets, unqualified and insufficient employees, hesitancy and lack of understanding, and restricted resources (Krueger & Haytko, 2015). Nonprofits must adapt and change in the digital arena or risk losing possibilities as the competition progresses and evolves with market prospects.

A nonprofit marketing strategy must include appealing material on its website, blogs, e-newsletter, status updates, tweets, and pins that will elicit empathy and compel contributors and supporters to act on behalf of the nonprofit (Mansfield, 2014). Nonprofit digital marketing is a massive undertaking. Nonprofit organizations, unlike for-profit enterprises, must tread a fine line between

budget limits and the desire to grow. Their objectives are frequently dissimilar, not sales but social change or community service is natural.

Effective Digital Marketing of Nonprofits Organizations

Effective nonprofit digital marketing will promote engagement in nonprofit organizations' operations and raise brand awareness in the community. The sponsors and donors are already online, whether scrolling on social media, doing work, or shopping. Moreover, meeting them where they are with a well-thought-out digital marketing approach (Matheney, 2021). This means that nonprofit organizations can use various online platforms as part of the digital marketing plan, each of which may appeal to various individuals and parts of the targeted audience, if not the whole. That is why it is critical to creating an outreach strategy that will engage the audience and communicate effectively. Create a detailed digital marketing strategy to maximize the effectiveness of each of these channels and outreach messages.

Essential Techniques for Digital Marketing of Nonprofit Organizations

Digital marketing and adaption are opportunities that nonprofit organizations must seize to fuel their cause and keep up with the ever-changing behaviors of people, the driving force behind their cause (Decker, 2022). The nonprofit organization is a brand, so awareness must be raised like any other business or company. Marketing creates awareness, and brand awareness spreads the word about your company and its mission. Nonprofit fundraising and marketing go hand in hand. The more people are aware of your organization and its project, and the more funding the organization may be able to secure (Carnes, 2021). Many nonprofit organizations, such as charities, e.g., water, have donation memberships and monthly giving programs. These programs are beneficial because they reduce the need for organizations to actively and frequently fundraise. They can also help

raise more money. Decker (2022) indicates that the average monthly online donation is \$52 (\$624 per year), compared to a \$128 one-time gift.

Digital marketing and online presence are undeniably crucial for NGOs. Ingenhoff and Koelling (2009) indicate that the interactivity introduced by sophisticated technology provides an opportunity to communicate with the interested public, such as funders, supporters, clients, and the media. Nonprofits must continue to consider how their constituents access and use the internet and its effectiveness in an ever-changing world (Modarres, 2011). As shown in figure 1, the following techniques are the various ways nonprofits can use digital marketing and online space.

1. Email marketing

Email is one of the most effective ways to communicate with supporters and potential donors (Kihlstrom, 2021). Whether an organization wants to increase the number of newsletter subscribers, keep supporters and volunteers up to date on recent developments, or launch a fundraising campaign, email is one of the cheapest and most efficient ways to accomplish it. However, a nonprofit organization's email content and presentation must be well-written, meaningful, and exciting. Large volumes of dull text and cliched graphics in emails are more likely to harm than help. Nonprofit organizations must send two to four monthly emails, with a call to action (CTA) included.

2. Social Media

Social media presence is one of the digital techniques a nonprofit organization can adopt to succeed in the new era. Social media has transformed the world for the better. It is an excellent tool for charities and nonprofits because sites like Facebook, Twitter, Instagram, and Pinterest make it simple to share various campaign materials (Ross, 2018). Nonprofits organization can also add

social sharing buttons to their website and emails with just a few lines of code. Why is this significant? The more people follow a particular nonprofit on social media, the donation received

3. Donation Blog and Pages

Nonprofits organization donation websites, blogs, and pages should be concise and direct because people need more time to go through paragraphs of information and instructions (Ross, 2018). Sponsors want to donate to a nonprofit organization online, as simple as buying a book or a pair of socks. Make a recurring donation option available for people who want to commit smaller sums every month. They are unlikely to notice the extra amount taken out of their monthly budget, but a charity or non-governmental organization will.

Donation blogs and pages make it simple for supporters to donate to nonprofits regularly, which helps to keep supporters engaged with nonprofits and causes over time. However, organizations should remember to make it simple for others to share donation websites with their friends, family members, and social networks, as this will increase the number of possible donors and sponsors.

4. Website

Nonprofits organization should own a website that will be catchy, attractive, mobile responsive, and easy to navigate. A corporate website should be as simple and easy to use as email and other marketing materials (McKnight, 2021). However, there are a few things charity organizations can do on a website to increase lead generation and gift money that cannot do with email. For instance, adding pop-ups to a corporate website is an excellent method to attract prospective sponsors and donors to sign up for newsletters and collect the contact information of people who may become supporters in the future.

According to Ross (2018), nonprofit organizations should focus on the new technologies available to enhance and increase the chances of receiving new and recurrent boosts from supporters and potential supporters. The supporters will be more interested in learning about the firm latest accomplishments and activities. Appreciating supporters for their donations through emails will go a long way, and it is more likely to promote the projects and fundraising endeavors (Mano, 2014). Using social media to appreciate sponsors will make them remember an organization the next time there is a project for them to make a gift or donation.

5. Content Creation

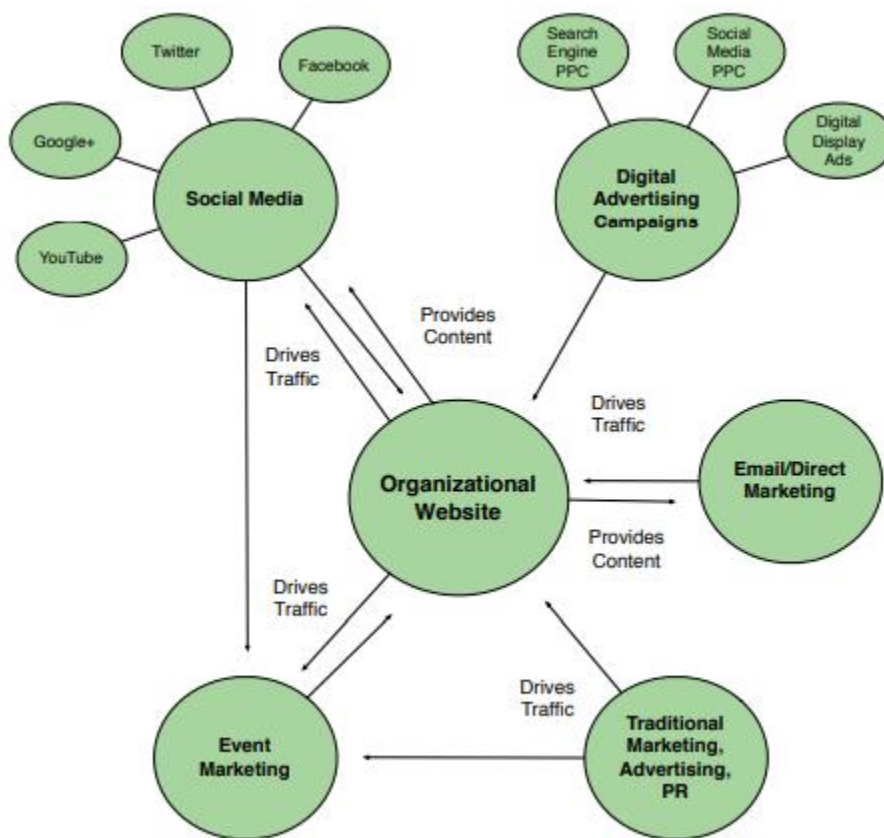
Another digital technique that nonprofits organization can take advantage of in the 21st century is content creation. The more content a company publishes, the more supporters and donors will be informed about the company. This entails regular production of informative articles, fact sheets, and other digital resources. The donors interested in organizational projects will want to support if an organization can demonstrate engagement. This will indicate that the organization knows what it is doing. Also, it is an excellent source of information about it and gets results. The caliber of a nonprofit's organizational content is also essential. An organization must ensure the document is concise and professionally edited, using powerful images to support it. Images that highlight an organization's activities and depict the people and places that have a positive impact are ideal.

The goal of content creation by an organization is to tell the story of how an organization helps others. Others will love and want to be a part of a well-told story. Mobile optimization and responsiveness should be ensured during nonprofit content creation.

6. Keep Supporters regularly engaged.

Nonprofits and charity organizations should acknowledge every donation. It will make them more likely to receive additional contributions from their supporters than those that do not. When thanking supporters and sponsors, ask them to share that they helped your projects on social media. Most people and prospective sponsors will be reached through this and will be delighted to oblige. Nonprofit organizations can even create automated email responses to reduce their workload.

Figure 1: Digital technologies tools for nonprofits organization (*Source: Kihlstrom, 2012*)



Benefits Nonprofits Organization Accrues from Digital Marketing

Nonprofit organization marketing is a broad topic not limited to fundraising but also involves bringing together the data, platforms, technology, media, and devices that are most important in a company. Here are several ways that nonprofit organizations can benefit from digital marketing.

1. Nonprofits are Reliant on Sponsors and Donors.

The support of contributors and donors cannot be overemphasized in a nonprofit organization that depends on them. It is only a matter of time before a nonprofit run out of resources and has to close its doors without the help of donors and volunteers. Nonprofits exist to raise funds and support deserving causes and projects. Furthermore, through marketing, an organization can gain attention and more funding from online and offline supporters (Neff & Moss, 2011).

2. Open to New Volunteers and Donor Memberships

Nonprofits will always require volunteers. Considering an organization like the Red Cross, their disaster response projects necessitate the presence of teams all over the world at all times (Carnes, 2021). The execution of their mission would be slowed if volunteers were not present. However, because of their marketing efforts, such a nonprofit can frequently hire new employees. Furthermore, the new members can contribute to most of their fundraising efforts, thereby increasing their monetary requirements. Nonprofit marketing aids in the development of membership programs, which ensure an organization's long-term viability. An organization can use marketing to develop a strategy for attracting new supporters and reminding returning members to contribute to their causes.

3. Building Online Visibility Improves Credibility

Nonprofits organizations can benefit from digital marketing through increased online visibility. If an organization wants to be seen and heard in a crowded environment, it must know how to stand out. By developing a robust online presence, a nonprofit organization can be put ahead of the competition (Mano, 2014). Moreover, it guarantees that anyone searching for project-targeted keywords will easily find an organization page first. Also, sharing powerful stories about a charity organization's achievements and accomplishments in the past is the best way to establish credibility. Alternatively, a charity could run an email marketing campaign that walks potential donors through your nonprofit's journey. An organization can do so much with digital marketing to gain the trust and loyalty of its supporters.

Conclusion

Nonprofit digital marketing that is effective will enhance social interaction and brand awareness. As part of an organization's digital marketing strategy, nonprofit organizations can use various online platforms and technology tools such as e-marketing, social media presence, blogs and websites, and others to foster a better and closer relationship with various donors and sponsors. Moreover, by reaching them where they are using a thoughtful digital advertising strategy, the number of funders and contributors will significantly be raised. Based on the findings, nonprofit organizations benefit from digital marketing in several ways, including increasing donors and sponsors, new volunteers, and building online visibility and credibility.

REFERENCES

Carnes, L.H. (2021). Digital Marketing for Nonprofits: A Complete Guide. *Arcstone Blog*,

Available at: <https://www.arcstone.com/blog/digital-marketing-for-nonprofits-a-complete-guide> (Accessed: 13 November 2022)

Decker, A. (2022). The Ultimate Guide to Nonprofit Marketing 2022. *Hubspot*, Available at:

<https://blog.hubspot.com/marketing/how-to-run-a-lean-mean-nonprofit-marketing-machine> (Accessed: 13 November 2022).

Keefe C, (2020). Digital Marketing for Non-profits. Available at: [https://shorthand.com/the-](https://shorthand.com/the-craft/digital-marketing-for-non-profits/index.html)

[craft/digital-marketing-for-non-profits/index.html](https://shorthand.com/the-craft/digital-marketing-for-non-profits/index.html) (Accessed: 12 November 2022)

Kihlstrom, G. (2012). Creating a Digital Strategy for Nonprofits. *Carousel 30*, Available at:

<https://mb.cision.com/Public/3847/9287562/b2d76349a4c04c81.pdf> (Accessed: 13 November 2022)

Krueger, J.C. and Haytko, D. L. (2015). Nonprofit Adaptation to Web 2.0 and Digital Marketing

Strategies Journal of Technology Research Volume 6.

Mano, R. (2014). Social Media, Social Causes, Giving Behavior, and Money Contributions.

Computers in Human Behavior. 31, 287-293.

Mansfield, H. (2014). *Mobile for Good*. New York, NY: McGraw-Hill Education.

Matheney, J. (2021). Digital Marketing for Nonprofits: A Comprehensive Guide. *Feather*,

Available at: <https://www.feathr.co/resources/blog/digital-marketing-for-nonprofits> (Accessed: 12 November 2022)

McKnight, T. (2021). Digital Marketing for Nonprofits: A Step-by-Step Guide. *Portent Blog*,

Available at: <https://www.portent.com/blog/marketing-strategy/digital-marketing-for-nonprofits-a-step-by-step-guide.htm> (Accessed: 13 November 2022)

Modarres, A. (2011). National Civic Review. Hoboken, NJ: John Wiley & Sons, Inc.

Neff, D. J. & Moss, R. C. (2011). The Future of Nonprofits. Hoboken, NJ: John Wiley & Sons, Inc.