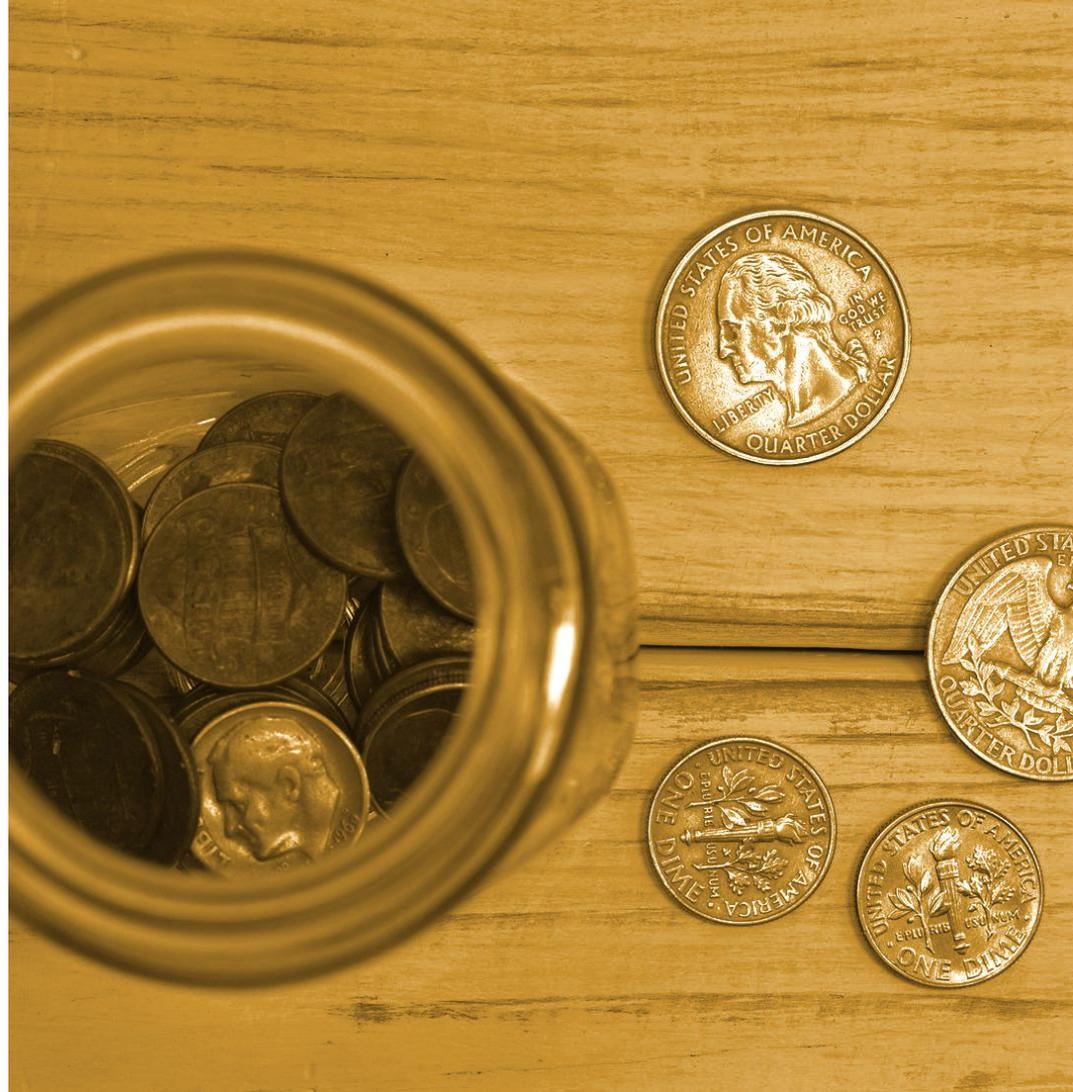
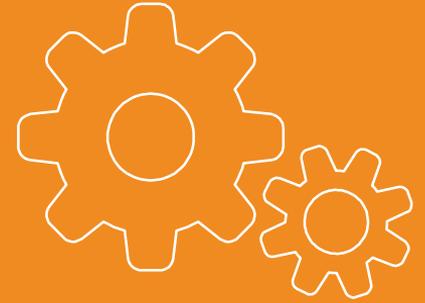




# Marketing Automation for Nonprofits





# THERE IS A NEED FOR CHANGE

Mass emailing doesn't work. Donors thrive off of communication that is tailored specifically for them & that tells a meaningful story.

# Statistics



79% of nonprofits say their organization uses content marketing. But less than one-fourth (24%) of those marketers describe their organization's overall approach to content marketing as "extremely" or "very" successful, according to [CMI's annual content marketing survey conducted in summer 2016](#).



More than one-third of nonprofit organizations do not send a single email to new email subscribers within the first 30 days of signing up. On top of that, 79% of fundraising emails do not personalize the "To Line" with a first and last name., according to this [Online Marketing Scorecard](#). However, personalized emails increase click through rates by an average of 14% and conversion rates (an action such as a newsletter sign up or donation) by 10%. - [Aberdeen Group](#)

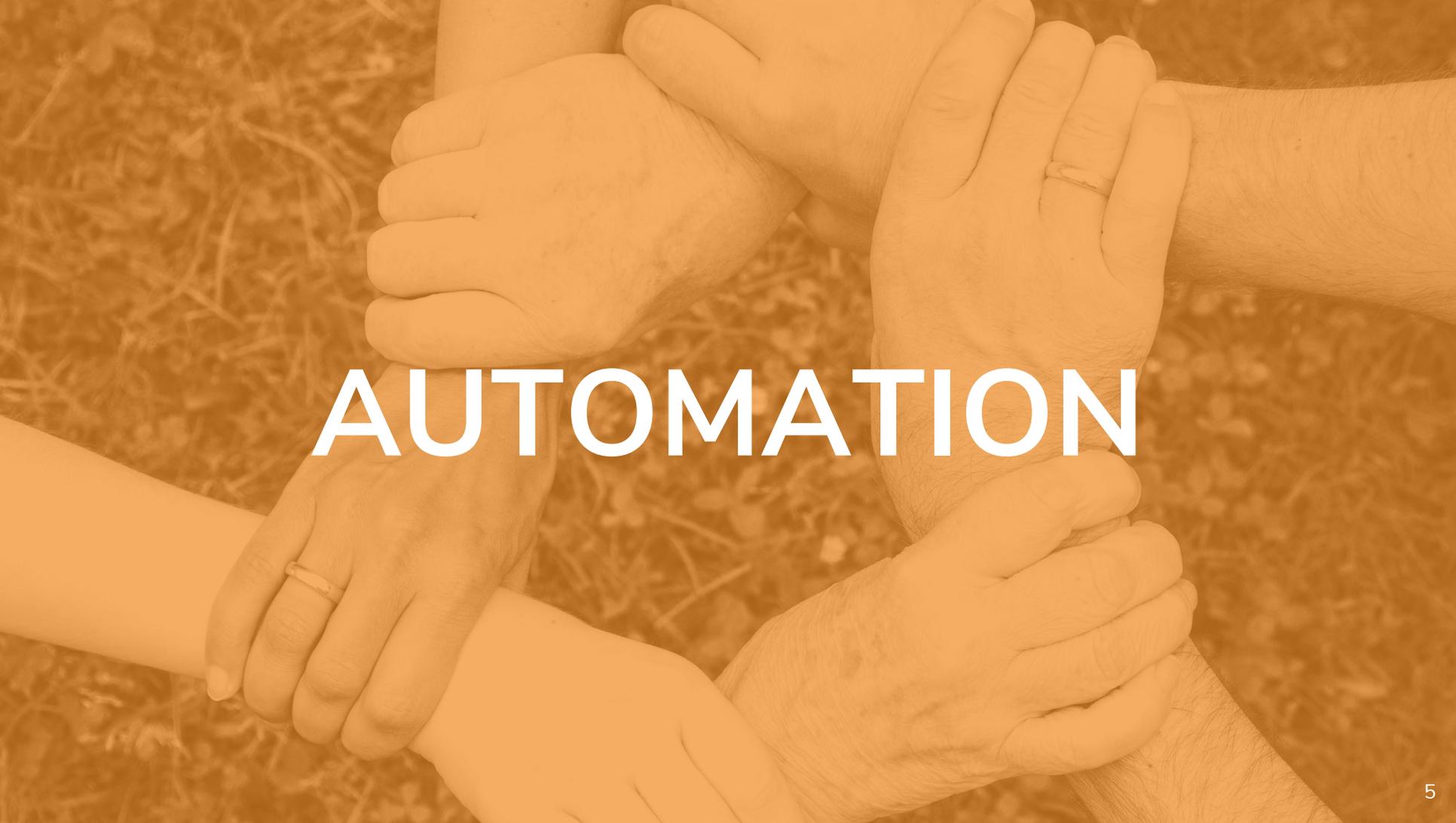


[57%](#) of nonprofits say they aren't getting the most out of their donor data when it comes to crafting fundraising strategies.

# HOW CAN WE HELP?



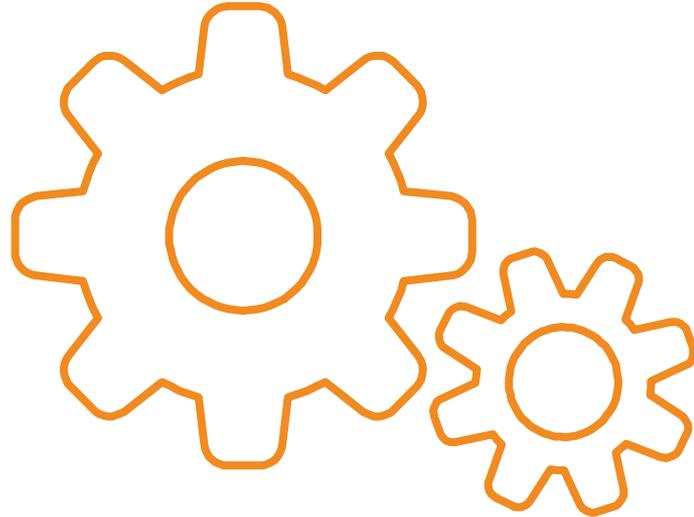
Which Lead Liaison features  
are most valuable for nonprofits?

A photograph of several hands clasped together in a circle, symbolizing teamwork and collaboration. The image is overlaid with a semi-transparent orange filter. The word "AUTOMATION" is written in large, white, bold, sans-serif capital letters across the center of the image.

# AUTOMATION

# Automation

Automation can be used in many ways to improve awareness for your organization and make your nonprofit run more efficiently. Trigger personalized communication post-donation, or build a communication plan to nurture potential online donors. The possibilities to automate are endless!





# OMNI-CHANNEL FUNDRAISING

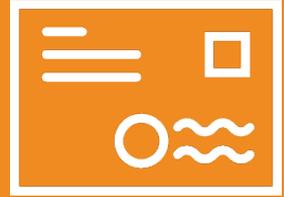
# Omni-Channel Fundraising

**Importance of omni-channel fundraising:** Your audience is in more than one place - you need to be, too. - [Target Marketing](#)

According to [donorCentrics™ Internet and Multichannel Giving Benchmarking Report](#):

- Online-acquired donors tend to have slightly lower retention rates than mail-acquired donors. In aggregate, online-acquired donors have much higher cumulative value over the long term than traditional mail-acquired Donors.
- Multichannel giving is not ubiquitous. The majority of multichannel donors are those who are acquired online and then subsequently start giving direct mail gifts. This is the only situation in which there are significant numbers of cross-channel donors across all Organizations.
- When online-acquired donors move offline, they tend to do so soon, in their first renewal year. They then continue to give offline in similar proportions in subsequent years. Eventually, just under half of all online-acquired donors convert entirely to offline, primarily direct mail giving.
- Robust direct mail programs drive up the retention and long-term value of new donors acquired online. Without the ability to become multichannel givers by renewing their support via direct mail, this group of donors would be worth far less. Other than monthly recurring giving programs, established direct mail programs are the best method for gaining repeat gifts from online acquired Donors.

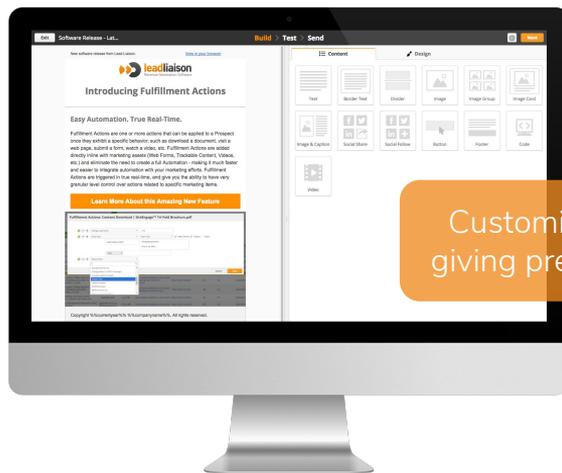
Lead Liaison provides a powerful combination of offline and online marketing to fuel fundraising.



# Omni-Channel Fundraising: Email

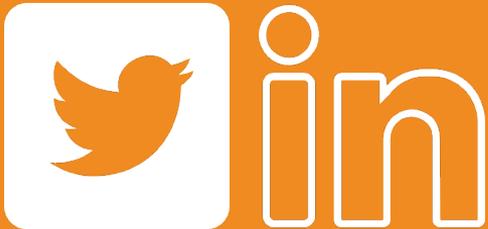


Email marketing can play a powerful role in reaching fundraising goals, building relationships with your current donors, and continuing that relationship for repeat givers. Lead Liaison offers a [simple, easy-to-use email builder](#) that gives you the flexibility that you need, without any of the headache.



Customize emails with your donor's specific giving preferences or home state, for example.

# Omni-Channel Fundraising: Social Media



Whether you want to showcase your nonprofit culture, promote upcoming fundraising events, encourage recipients, or keep donors informed with your organization's news, social media is a critical tool for continuing the conversation. Here are just a few ways nonprofits use our social posting feature to communicate with their audience:

- *Twitter for live updates for fundraising events*
- *Cultivate discussions with unique hashtags or discussions on Facebook.*
- *Highlight partnerships and large donations made by corporations on LinkedIn.*

Lead Liaison also tracks prospective donors that engage with your social media posts. Each time someone clicks a link in your social media post, Lead Liaison records this behavior and adds it to the list of behavioral actions on the person's profile. We can also automatically score them, based off of the level of engagement with those posts, and then trigger automations based on that person's score. The possibilities are endless!

# Omni-Channel Fundraising: Pay-per-Click (PPC)



**Budget issues?** Track the ROI of pricey Facebook or Google PPC ads with precision and accuracy.

Pay-Per-Click (PPC) advertising campaigns are often a vital ingredient in successful donor recruitment. Lead Liaison can monitor your Google AdWords, or any other ad campaign via a close integration with Google AdWords. Lead Liaison's AdWords Connector hooks into your AdWords account to provide critical tracking and ROI data.

This will allow visits from your PPC campaign to be tracked under separate campaigns, helping better monitor where your marketing dollars are most effective.

# Omni-Channel Fundraising: Search Engine Optimization (SEO)



What good are your SEO rankings if prospective donors aren't identified and nurtured properly once they reach you? Lead Liaison can help you create optimized landing pages, forms, and call-to-action offers that convert and nurture more donors immediately.

- Measure the reaction to the content that you are producing using our [Trackable Content](#) feature.
- [Distribute content](#) with Lead Liaison emails, landing pages, and social posts.
- Good SEO can drive a lot of prospective donors to your website, but it doesn't segment them, or give you any actionable next-steps. Lead Liaison will help you sort through those leads, using [lead qualification](#) and lead score, so you can focus your efforts on your most qualified prospective donors.

# Omni-Channel Fundraising: Text Messages



The average text-to-give donation is \$107.. [\(source\)](#)



19.4% of nonprofit event registrations occur on mobile devices. [\(source\)](#)



25% of donors complete their donations on mobile devices. [\(source\)](#)



99% of text messages are opened and read within the first five minutes after they're sent. [\(source\)](#)

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*With Lead Liaison, you can communicate with your donors using the device that is most accessible to them: their phone.*

# Omni-Channel Fundraising: Handwritten Letters & Postcards



*When nonprofits rated the importance of all marketing channels, 39% ranked offline marketing in their top 4.  
- 2015 DMA Fact Book Webinar*

A great way to increase your prospective donor's awareness of your nonprofit is with **constant** and **consistent branding**.

Take your conversation **offline** by [sending a postcard](#) with your organization's logo on it. That postcard has the potential to sit on their desk or counter for weeks, subtly reminding them of you over and over again. Then, when they log onto your website your logo is familiar to them. It feels like "home."

After that donor has made their first give, a [handwritten letter](#) from your organization could mean the difference between them becoming a repeat donor or not. We can even postmark the letter from your specific location!

**Offline &  
Online  
Communication  
Strategies** are  
effective  
methods to:





# SOCIAL APPEND

# Social Append

Enrich donor records with data points from 100s of social media endpoints.

Data points include:

- *Gender*
- *Age*
- *Location*
- *Affinities*
- *Social media page URLs* (Facebook, Twitter, LinkedIn, etc.)
- *Number of followers* (to gage influence)
- *Much more!*

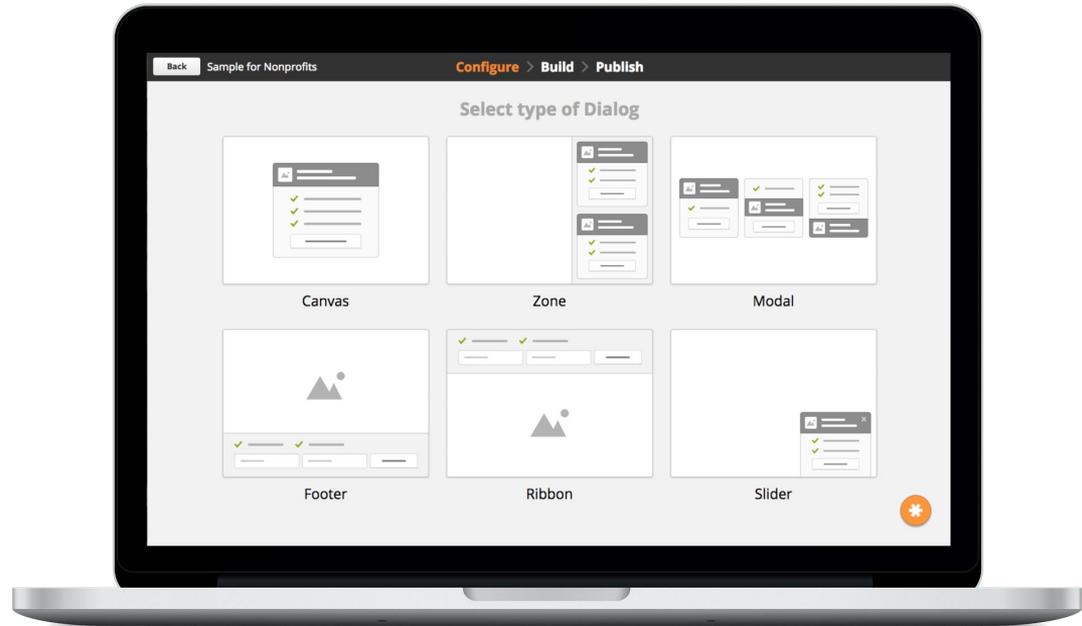
Use social data to better understand your donors and as criteria for building segmentations.



# PERSONALIZED WEBSITE CONTENT

# Personalized Website Content

Use personalized website content to drive conversions and communicate more effectively with your community. We do this using [SiteEngage™](#), which provides dynamic embedded or popup content.

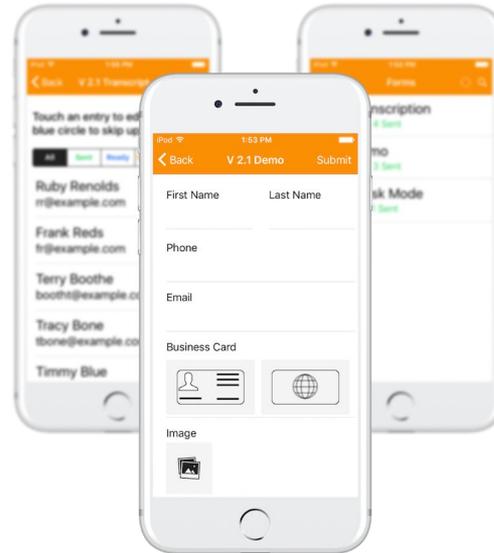




# EVENT MANAGEMENT

# Event Management

Fundraising events are an important part of nonprofit strategies. Lead Liaison can manage any event - from the invitation and reminders to the follow-up. We even offer a mobile information capture app, [GoCapture!™](#), that allows nonprofits to collect donor information on site! Once that information is collected through the app, it is transferred to our database, providing end-to-end event management.

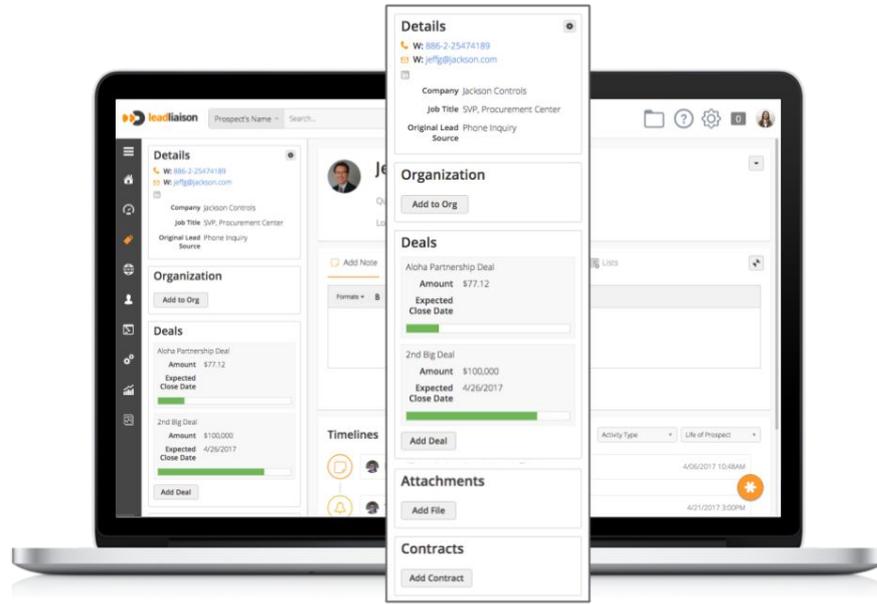




# DONOR TRACKING DATABASE

# Donor Tracking Database

We use our CRM, called **OneFocus™**, to aid nonprofit organizations with donor tracking as they progress through the giving stages and beyond.



A photograph of several hands clasped together in a circle, symbolizing teamwork and collaboration. The image is overlaid with a semi-transparent orange filter. The word "ANALYTICS" is written in large, white, bold, sans-serif capital letters across the center of the hands.

# ANALYTICS

# Analytics

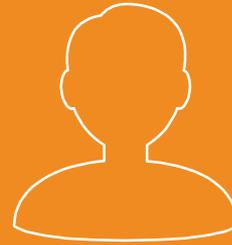
It's important to understand marketing data across your nonprofit (what's working, what's not working, etc.). Visualizing data and being able to interact with it can be eye opening, and reveal information not normally discovered with basic data tables. We deliver visual and interactive data solutions with [Revelation™](#), our enterprise analytics suite.



# Who Uses Lead Liaison?



CMOs



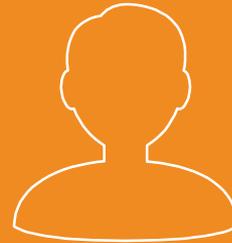
Marketing Managers



Campaign Managers



Aide Supervisors



Community Outreach  
Coordinators



Development Directors

# Common Verbiage for Nonprofits

The nonprofit sector uses different terminology than other B2C brands. Not only do we understand that lingo; we speak it fluently!

Prospect or Lead	=	Potential Donor, Donors, Member, Volunteer
Salesperson	=	Representative
Score	=	Donor Engagement
Opportunities/Deals	=	Donor/Donation
Event	=	Fundraiser, Campaign, Show

# So, what are you waiting for?

Join other highly successful nonprofits in achieving your fundraising goals using Lead Liaison.

## Learn More:

- [www.leadliaison.com](http://www.leadliaison.com)
- [Request a free, personalized demonstration.](#)
- +1 (888) 895-3237

