

# The Essential Digital Marketing Guide for Charities



The unpredictable amount of budget and source of income can limit the marketing efforts of a charity. Use this guide to help get your digital marketing activity in order by taking advantage of grants and ad spend available specifically for charities.



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# The Importance of Digital Marketing for Charities



## Why is Digital Marketing Important?

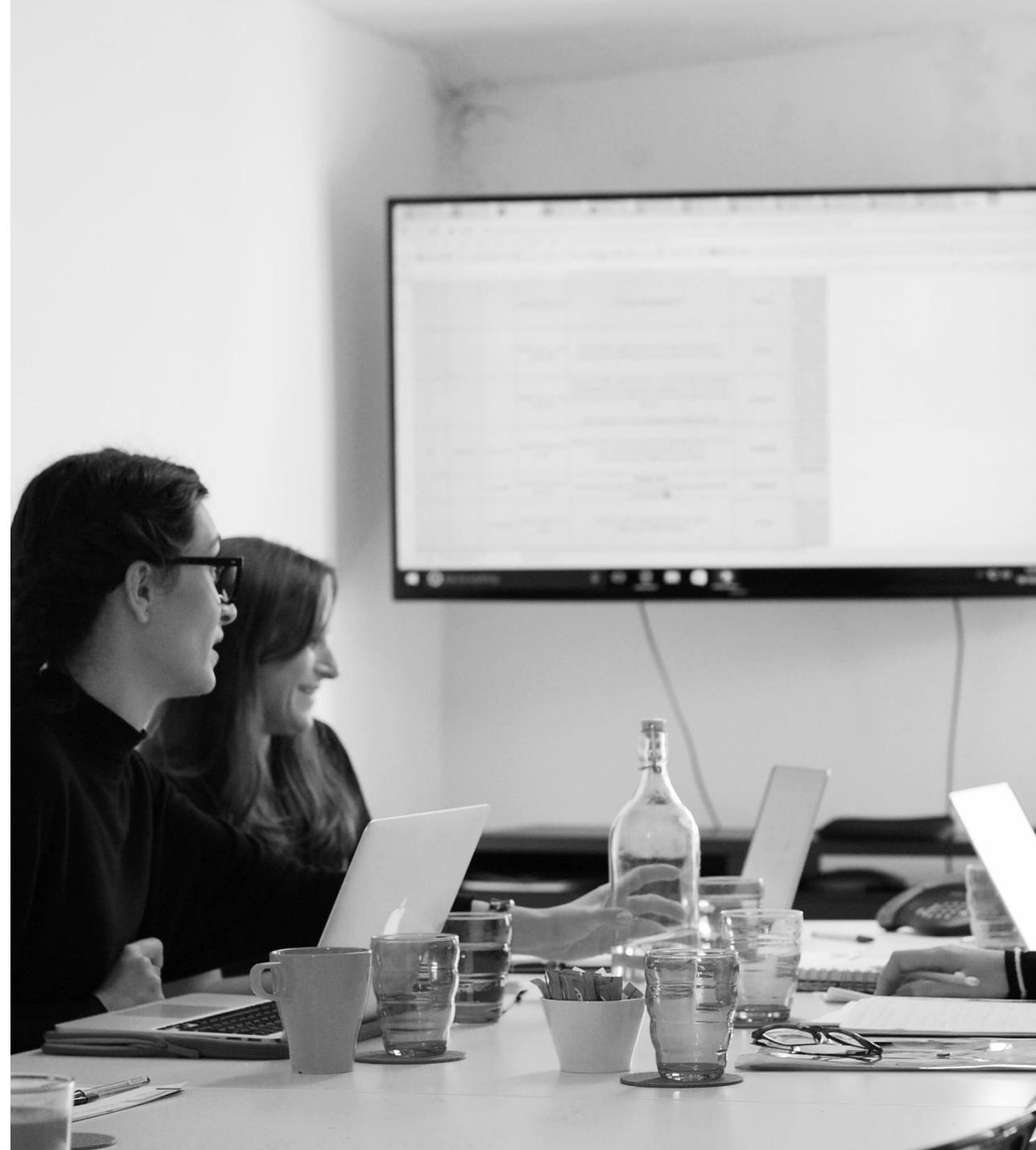
The unpredictable amount of budget and source of income can make the marketing of a charity limited and decisions difficult to make.

With the voluntary sector driving £44 billion of the UK's income and non-profits increasing 82% investment in Social Media over the next two years, it's the perfect time for charities to get their digital marketing in order.

Search has become an increasingly important part of everyday life: over 1.8 billion searches are conducted per month in the UK alone.

This represents a huge audience for the public sector and charities, it's a great opportunity to expose communications to a highly receptive audience.

Therefore, having a strong presence in Search Engine Results Pages (SERPs) is essential for any direct response or recruitment campaign, and increasingly important for brand awareness and behaviour change campaigns.



## Search Volume Overview

Early 2017 has already seen a year on year increase in most charity based search terms with significant growth across local mental health, children's charity and Leprosy related terms.

Some terms appear more seasonal, homeless based terms for example tend to peak around winter months, as expected. It's therefore important to plan the timing of search campaigns for maximum effect, in doing so you can cement your position within search engines enabling you to take advantage of increased interest when it matters most.

### Insight into search traffic for some charity related keywords:

Keywords	UK Avg. Monthly Searches
Charity	40,500
Local charities	1,900
Donate to charity	720
Mental health support	880
Homeless charity	6,600
Mental health charity	4,400
Best charities	480
Children's charities	4,400
Fundraising	8,100
Volunteering UK	1,600

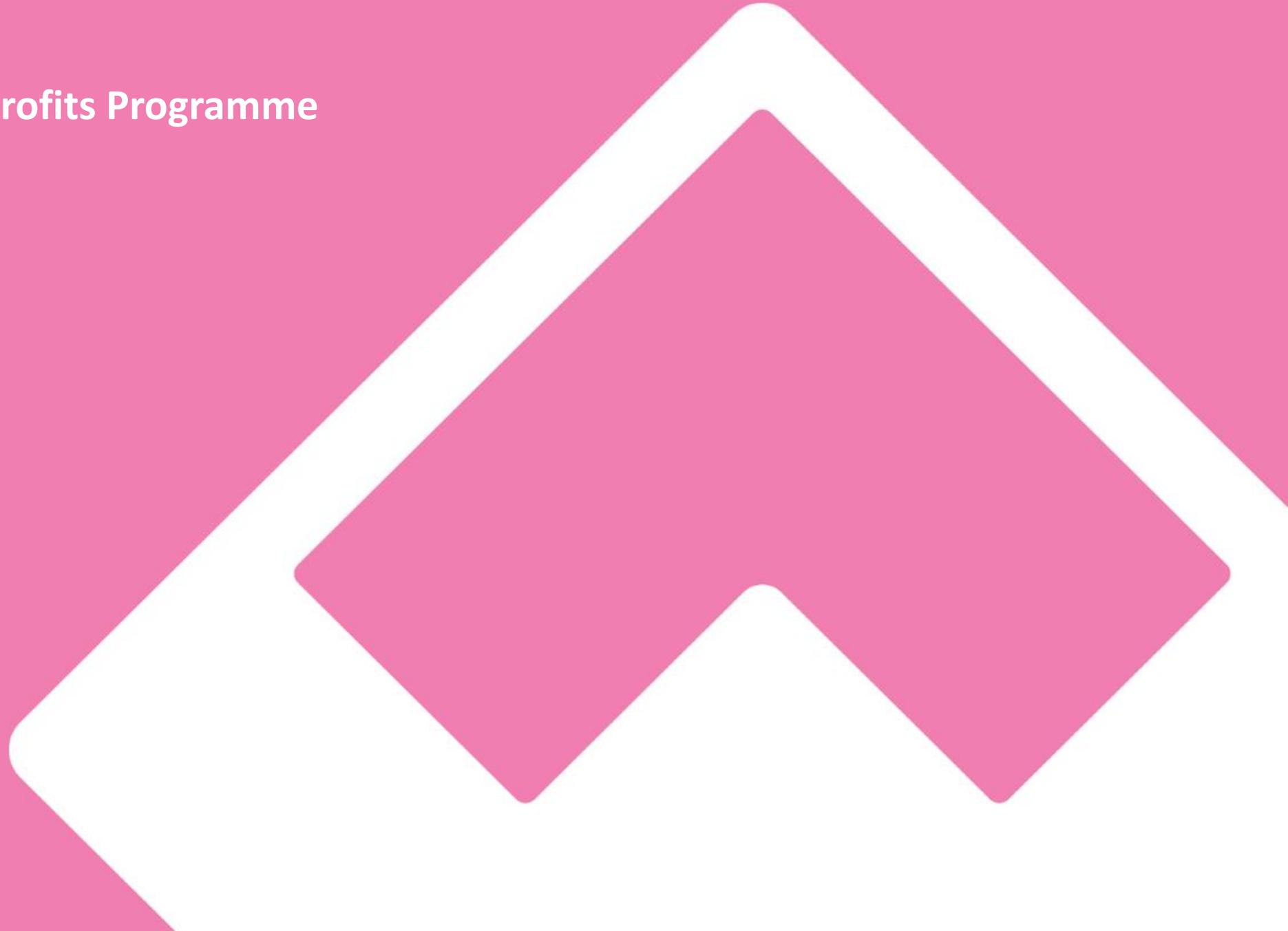
## Pay Per Click Advertising

Through Pay Per Click (PPC) advertising on Google, you can sponsor search terms most relevant to your specific charity and harness this exposure on search engine results to recruit more volunteers, increase donations or simply just build awareness of your cause!

This is easier said than done for many operating in the non-profit sector especially where resources and/or budget are limited.

What many don't know however, is that there are a number of initiatives available in the digital landscape that can help overcome these obstacles, such as the **Google for Non-Profits Programme**, **YouTube for Non-Profits** and **Twitter Ads for Good**.

# Google for Non-Profits Programme



## What is the Google for Non-Profits Programme?

Google offer not-for-profit organisations \$10,000 USD, the equivalent of approximately £7,800 GBP in ad spend each month to sponsor terms most relevant to your charity.

In keeping with Google Ad grants guidelines, daily budget is capped at \$329 (approx. £230) and Max. CPC is capped at \$2.00 (approx. £1.70).

When implemented correctly forecasts show campaigns could generate between 881 – 1,000 conversions per month.

Projections below are based on previously identified keywords to illustrate scope in the industry.

Clicks 7.93K – 9.7K	Impressions 468K – 572K	Cost £6.15K – £7.08K	<b>All conv.* 881 – 1.08K</b>	Avg. CPA* £6.30
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Expected conv. rate: 11.1% | Expected conv. value: £100.00 

### All conversions



Ad Group	Keywords	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
<a href="#">Volunteering Belfast</a> (10)	charities, best charities, local ch...	£1.70	8,815.31	520,000.00	£6,836.07	1.7%	£0.78	2.31

## How to Qualify for Google for Non-Profits

To qualify for this Google Ad Grant, your charity must be based in an eligible country - both UK and Ireland are currently included in this.

Once this initial criteria is met, your organisation must satisfy some basic criteria to qualify, these include:

- Applying to Google for Non-Profits.
- Hold valid charity status.
- Have a live website with substantial content.
- Acknowledge and agree to Google's required certifications regarding non-discrimination and donation receipt and use.

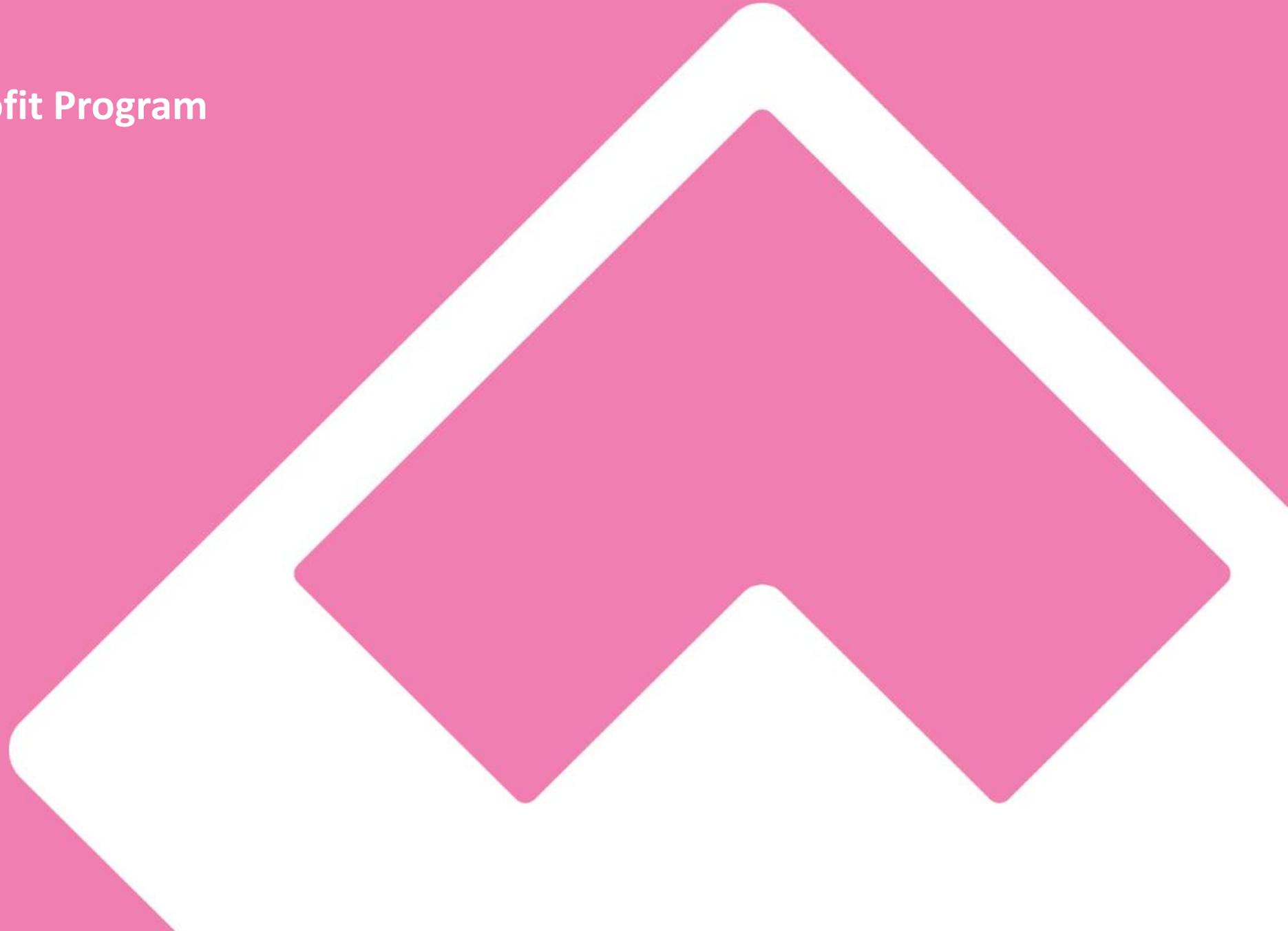
The Google Grant gives leverage to test your ad copy, test keywords, test devices and more because the money you're spending is essentially at no cost to your charity.

When you're testing on this channel, you get deep insights and reporting to make clear and sensible decisions, as opposed to other channels like organic SEO, social, TV or print.

In order to fully take advantage of what the grant has to offer and to prevent violating guidelines Web Bureau can help with a one-off setup of your account and then with ongoing management and reporting.



**YouTube Non-profit Program**



## What is the YouTube Non-Profit Programme?

Want to share the compelling story of your cause? You can do just that by launching an effective campaign on YouTube. By enrolling for YouTube for non-profits you can make use of a number of tools to help engage your viewers.

### Tools

**Donation card outreach tools and templates.** Access a complete toolkit of strategies and email templates to encourage your community and provide ideas on how to fundraise. This toolkit helps non-profits with a YouTube creator whose interests and mission are in line with theirs can help your organisation reach a large audience in a short period of time.

**Add Donation cards to videos.** Raise funds and awareness for your cause enabling users to make a donation directly from your video – meaning you don't need to direct them to another page to complete this action. As Google cover all processing fees, your organisation will receive 100% of the cash generated.

**Add Link Anywhere cards.** This is a special type of card that enables you to link out to any external page directly from your video, for example you can link to a landing page to download a fundraising pack or simply to provide more information on your cause.

We understand that creating and editing videos can be difficult, especially if resources are already thinly stretched in your organisation.



**Twitter Ads for Good**



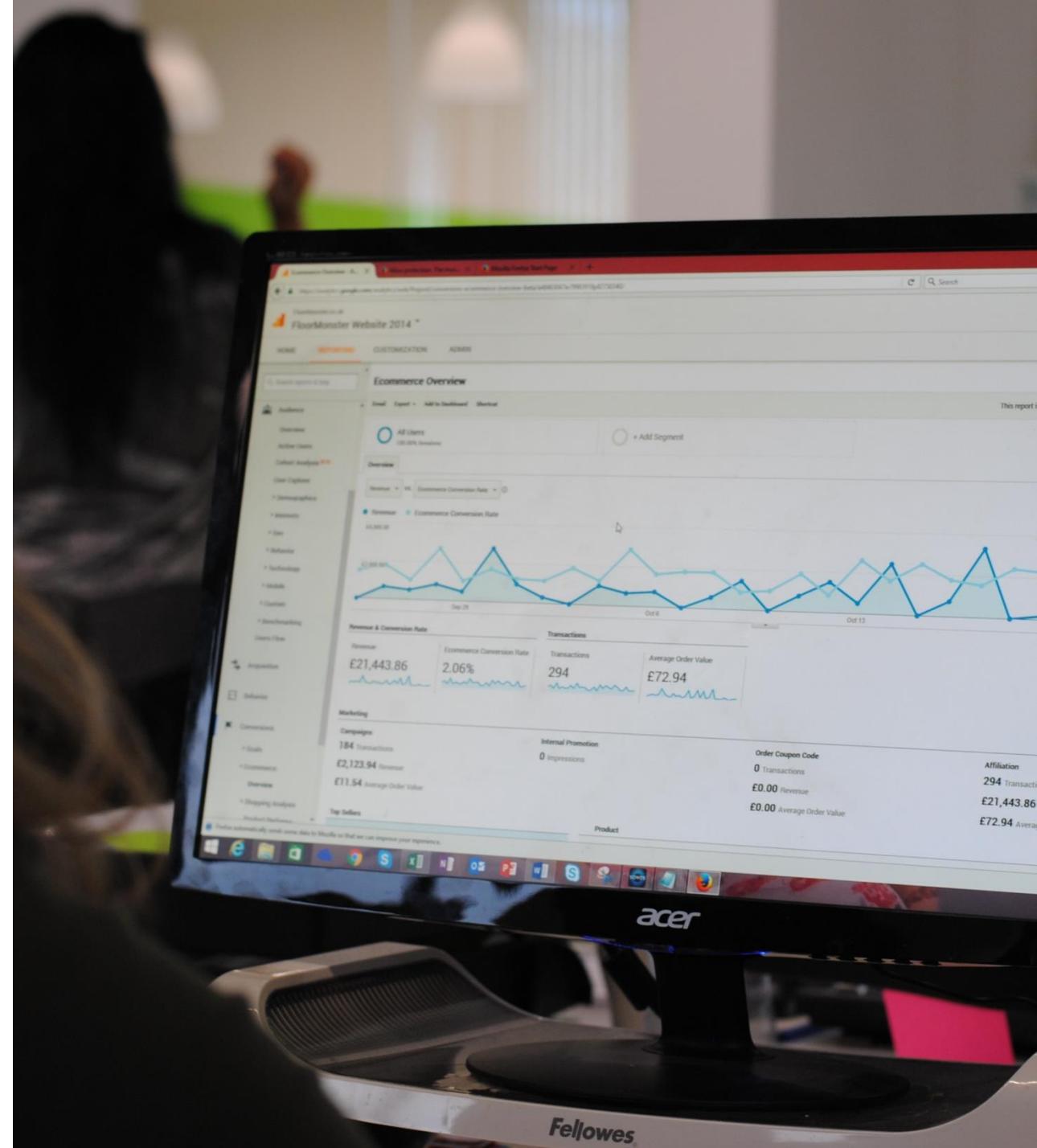
## Ads for Good

Twitter offer a programme called Ads for Good where they support charities by giving them tools and resources to make a splash on their platform.

Due to limited resources, any ad spend credit is focused only on the following areas:

- Internet Safety & Education
- Women & Underrepresented Minorities in Tech
- Freedom of Expression
- Universal access & Adoption
- Crisis and Emergency Response & Relief

Due to limited resources, Twitter reviews each case made by non-profit organisations on a case by case basis. For this reason, they must be contacted directly at [nonprofits@twitter.com](mailto:nonprofits@twitter.com) outlining your organisation and what you aim to achieve on Twitter to discover if you qualify for support and what exactly that entails.



Facebook for Your Cause



## Facebook

While Facebook don't offer free ad spend for non-profit organisations, there are ways to make your Facebook advertising more effective.

Using Facebook to help your cause

All Facebook activity starts with your Page so Facebook provide a learning platform to help you through every stage of setup, optimisation, verification and creating a strategy.

<https://nonprofits.fb.com/> can also guide you through how to raise awareness for cause by grabbing people's attention, strengthening relationships and reaching new people.

You can also learn how to motivate followers to actively promote your cause. The ways people can contribute take many forms, from speaking out to attending events and volunteering.

To make it easier for you and your community to raise money, Facebook have built tools to help you collect donations and enable supporters to fundraise for your non-profit.

## Tools & Products

**Pages** - A Page gives your non-profit a voice and presence on Facebook.

**Groups** - Groups let you create communities of people who interact directly with each other.

**Ads** - Facebook Ads can help you reach new people on Facebook who may be interested in your organisation.

**Fundraising** - Fundraising tools help you raise money for your cause on Facebook.

**Events** - Facebook Events are custom pages that help you organise supporters to participate in specific activities.

**Insights** - The Insights section on your Page helps you measure how people are interacting with your Page and posts.

**Live** - Broadcast to the largest audience in the world with the camera in your pocket

**Workplace** - Workplace is a new tool that connects everyone in your organisation and enables them to turn ideas into action. Through voice and video calling, group discussion and a personalised News Feed, you can work together and get more done. Workplace is free for all non-profits.

**Instagram** - It has never been easier to tell compelling visual stories and build strong relationships on Instagram. Instagram allows you to reach a diverse, global community, who connect and share around all types of topics in creative and engaging ways.

You can find out how to use all these tools and products here: <https://nonprofits.fb.com/tools-products/>

# Targeting

When promoting or boosting posts on Facebook, it's possible to create an audience to target those who are more inclined to donate to charity, which according to Facebook is approximately 1,676,200 people!

The screenshot displays the Facebook targeting interface. At the top, the 'Locations' section is set to 'Everyone in this location' with a dropdown menu. Below this, a map shows the United Kingdom selected, with a 'Drop Pin' button. The 'Age' range is set to 18-65+, 'Gender' is set to 'All', and 'Languages' is set to 'Enter a language...'. The 'Detailed targeting' section is expanded to show 'INCLUDE people who match at least ONE of the following'. A search bar contains 'charitable dona' and a dropdown menu shows 'Charitable donations (UK) > Gives to charity' under the 'Behaviour' category. The 'Connections' and 'Placements' sections are partially visible at the bottom.

**Audience size**  
Your audience selection is fairly broad.  
Potential reach: 42,000,000 people

**Estimated daily results**  
Reach: 14,000–37,000 (of 30,000,000)  
Link Clicks: 150–800 (of 560,000)

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.  
Were these estimates helpful?

**1,676,200** people  
Behaviours > Charitable donations > Charitable donations (UK) > Gives to charity  
Description: People who give to charity  
Source: Partner Category based on information provided by Oracle Data Cloud. UK consumer data on where consumers shop, how they shop, what products and brands they purchase, the publications they purchase.  
Report this as inappropriate

# Thanks for your time

If you need any more advice on how you can improve the digital presence of your charity,  
contact evevo today.

[hello@evevo.uk](mailto:hello@evevo.uk)  
[www.evevo.uk](http://www.evevo.uk)