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Guide

Marketing Globally for the Non-Profit Sector

How to share our experiences with the world



Idea

The present guide highlights useful tools that help non-profit organizations in K.S.A to promote their achievements globally to English-speaking countries.

Content

- The international days
- The digital platforms and magazines specialized in the non-profit sector
- The most prominent international marketing experiences.
- Recommendations.

Aims ?

- Raise awareness in terms of the methods for marketing the achievements of the non-profit sector on a global scale.
- Identify the importance of global marketing and its benefits for our non-profit sector in K.S.A.
- Provide information about digital sources related to non-profit marketing.
- Clarify the brightness of our organization's effort to make the world a better place.

Impact

Assisting non-profit organizations with the tools and procedures required to promote their accomplishments on a global scale.

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Introduction

This guide came from the belief that there are local experiences and practices in the Kingdom of Saudi Arabia that are spreading day by day, and some of them have become internationally known; the importance of marketing; the developmental roles of the non-profit sector in Saudi Arabia; and the existence of many untapped opportunities globally. We can invest in them better; therefore, as a team, we are keen to offer a set of international tools and practices that help the non-profit sector to market itself internationally and locally. We are eager to search for the best of what is available and put it in a way that suits our reality, orientations, and local context. We want to ensure that organizations will find this guide as a roadmap towards globalization and openness to the global non-profit sector to improve our work, develop practices, and present our methodologies and tools to the world to make our impact more significant and profound. Therefore, we, the graduates of the English language program for the non-profit sector, offer you this product as a gift, which is the result of our effort and work in the field of charitable projects.

International Days

International Volunteer Day

The International Volunteer Day for Economic and Social Development (5 December), more commonly referred to as International Volunteer Day (IVD), is an international observance mandated by the UN General Assembly in **1985**.

It offers an opportunity for volunteer-involving organizations and individual volunteers to promote volunteerism, encourage governments to support volunteer efforts, and recognize volunteer contributions to the achievement of the Sustainable Development Goals (SDGs) at local, national, and international levels.

World Water Day 22 March

World Water Day, held on 22 March every year since 1993, focuses on the importance of freshwater. World Water Day celebrates water and raises awareness of the 2.2 billion people living without access to safe water. It is about taking action to tackle the global water crisis. A core focus of World Water Day is to support the achievement of Sustainable Development Goal 6: water and sanitation for all by 2030.

World Health Day

World Health Day is a global health awareness day on April 7, sponsored by World Health Organization (WHO), as well as other related organizations.

In 1948, the WHO held the First World Health Assembly. The Assembly decided to celebrate April 7 of each year, with effect from 1950, as the World Health Day. World Health Day is held to mark WHO's founding and is seen as an opportunity by the organization to draw worldwide attention to a subject of major importance to global health each year. The WHO organizes international, regional and local events on the Day related to a particular theme. World Health Day is acknowledged by various governments and non-governmental organizations with interests in public health issues, who also organize activities and highlight their support in media reports, such as the Global Health Council.

Digital Platforms in Charitable Work

How the Charity Sector Can Evolve in the Digital Age:

In the past, fundraising used to be a simple and easy process. You'd give spare change to a fundraising collector on the street or send a cheque in the post directly to your chosen charity. But the evolution of digital technology along with the growth of the internet and mobile technology has led to significant changes in the donation process. Instant donations can be made via SMS or mobile wallet payments. Monthly direct debits can be set up online and the need for a signature to confirm a donation is a thing of the past.

Charity: Water's homepage makes donating simple and easy by providing clear 'donate' and 'fundraise' calls to action in the top navigation, as well as using a motivating and positive tone of voice to encourage donations. The site also allows users to donate in a variety of ways including setting up a customized fundraising campaign, monthly donations and even a birthday pledge where users can ask for charity: water donations rather than gifts. Even optimising your website by reducing donation form fields, optimising calls to action and testing donation defaults can help improve conversion rates and increase your average donation amount. In fact, when the Norwegian Cancer Society redesigned its website in 2012, the charity doubled its one-off online donations as well as quadrupled the value of its regular donors in the first year.

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Awareness and Engagement

Like any online business, driving traffic to your organization's website is essential to increase brand awareness and the number of regular donations. But developing an effective marketing strategy can be difficult for small and medium-sized nonprofits that want to cut through the noise on a limited budget.

Google for Nonprofits programme offers charities and other nonprofit organizations – in over **50** countries – access to a suite of free versions of Google's premium products, including G Suite, Google

One Today and YouTube where viewers can make donations directly through a charity's YouTube video using a donation card. Launched in **2011**, the programme also offers **\$10,000** worth of free advertising per month through its Google Adwords platform, allowing organizations to run paid search ads on Google Search results pages. With **\$120,000** worth of free advertising per year, this opens up opportunities for nonprofit organisations to use existing funds in their marketing budget to partner with digital agencies to manage their paid search campaigns more effectively. Additional funds from Google could also be extended to international paid ads where charities with localised websites can effectively target audiences in new markets.

Organisations such as the Royal National Lifeboat Association and US-based charity WITNESS have had notable success with the Google for Nonprofits programme. In fact, Charity: Water was able to achieve a **350%** increase in site traffic, a **300%** increase in total visitors and a **333%** increase in video views within a year of joining the programme. Aside from paid search, social media is one of the main channels companies choose to increase awareness of their brand and for nonprofit organizations, it's often one of the most cost-effective and influential ways to connect with potential donors and supporters.

Facebook recently launched fundraising tools featuring 'donate' buttons on charity pages and a fundraising function allowing its **343** million European users to easily set up a fundraising page to donate to a charity – all within the Facebook ecosystem. Live streaming fundraising events have the ability to not only bridge the gap between tech-savvy supporters of non-profit organizations but can also be used as a powerful tool to raise awareness of a particular cause to millions of Facebook users.

Curating user-generated content through platforms such as Instagram is also a great way to empower your supporters and grow your organization's online community. Mobilising your followers to share content with their connections can add value to your campaigns as your content is no longer coming from an official channel but through a more familiar third-party endorsement.

The Digital Skills Gap

With the social-political instability of Brexit, the introduction of the GDPR and increased public scrutiny, nonprofits in the UK, EU and US are under more pressure than ever to increase productivity and revenue.

Many charity organizations are reaping the rewards of digital transformation. However, an alarming **60%** of charities lack basic digital skills, according to the latest Lloyd's Bank UK Businesses Digital Index. The report peaked the interest of nonprofit organisations in the US, where **78%** of middle-skill jobs – occupations that require education beyond high school but not a college degree – now require digital skills.

While there are many resources and webinars online to help the business get to grips with SEO, email marketing, and social media, knowing how all these different channels work together will help your organization develop a better overview of digital marketing and increase your conversion rates. Both General Assembly and eConsultancy provide comprehensive digital marketing courses aimed at developing skills in acquisition, retention, conversion, and optimisation. In many cases hiring a seasoned CMO to develop a digital strategy and oversee a communications team is one of the most common approaches used by charities to take control of their organization's digital future while building a competent marketing team from the ground up at the same time.

Building partnerships with other companies could be an answer to overcome the common issue of small marketing budgets – especially if hiring a CMO is out of the question. Some small to medium-sized charities partner with local developers on a pro-bono basis – in order to build the agencies portfolio – while others charities may collaborate to produce a digital product. For example, the Royal Society for Blind Children partnered with Google to develop the Wayfindr app, which empowers visually impaired users to navigate their way through London using their smartphones. In order to find success with third-party partnerships, nonprofits should always start by identifying their digital needs or isolating problems they wish to solve and look for partners that meet their needs and share their core values. The adoption of digital technology varies considerably in the nonprofit sector, with some organizations using cutting-edge technology while others are relying on traditional, offline approaches. But suppose nonprofits truly wish to leapfrog ahead in the digital world and engage with new audiences. In that case, organizations are encouraged to take proactive steps now or risk stagnation and decay in the near future.

Transforming Philanthropic Events with Digital Platforms:

While many of us were hunkered down at home during the last eighteen months, the pandemic did not put an end to philanthropic activity. When organizations could not fundraise through their traditional channels like charitable walks and runs, and other in-person events, they pivoted to digital platforms, where they were not only able to carry on their work but also learned first-hand about the opportunities and efficiencies that a digital component can offer.

Just as people have become more comfortable with video conferencing and conducting financial transactions via mobile apps, they are now more willing to participate in fundraising events through a digital platform. Recognizing that this is not a short-lived trend, intelligent institutions are layering a digital piece into their fundraising and event planning, embracing a hybrid approach that combines digital with traditional efforts.

For several years now, digital fundraising has been an important tool on college campuses across North America. Today's "digital native" students have made digital platforms the "go-to" for sororities, fraternities, and Panhellenic Councils, generating millions of dollars for their philanthropic efforts. Healthcare organizations, educational institutions, and national charities also have come to rely heavily on digital fundraising.

Increased Opportunity for Nimble Data Management and Substantial Gain in Resources

For institutions with growing philanthropic goals, digital platforms are integral to scaling their efforts. Using them intelligently creates savings in both back-end costs and expenditures in time and money for personnel by automatically tracking revenue, tax receipts, and data related to donor stewardship. Disseminating messaging via email and social media expands a campaign's reach to potential donors and dramatically boosts dollar amounts raised. To maximize those benefits, it's critical to choose the right digital platform. Some social media platforms enable basic fundraising activity but do not help collect data, provide transparency, allow users to build customized events, or develop donor relationships. Other online platforms are quite robust but difficult to use, as they require substantial training and, oftentimes, familiarity with computer coding. Cost is also important since most nonprofits need to limit expenses. Planning an event today without considering technology options creates missed opportunities, but digital platforms are only effective at facilitating fundraising goals when they are easy to use and cost-effective. Beyond fundraising, digital platforms can also make it easy to plan and manage events, with readily available features for event ticketing, sponsorship, and merchandise sales. Using customer relationship management (CRM) integrations and commonly accepted payment processing

partners make for a seamless experience when planning and executing an event. A recent report found that organizations that moved to a digital or hybridized platform were able to raise **230** percent more money than those using only traditional methods. Despite the hardships caused by the pandemic, online giving accelerated at record rates in **2020**. An analysis of Canadian charitable giving noted that **1.1** million people donated more than **\$480** million to charities over that period.

The Nuances of Hybrid Fundraising Campaigns

There are a variety of components hybrid fundraising campaigns can offer that solely in-person campaigns lack, as well as a variety of additional avenues for revenue generation. Livestreaming in-person events such as a 5K run/walk to a wider audience can create possibilities like real-time tally boards that encourage viewers to contribute “in the moment” to beat the donations of other teams.

Sponsorship opportunities are also important to fundraising, as donations of items and services help lower costs, while financial support enables organizations to reach monetary goals faster. Digital platforms can offer event sponsors a multitude of additional points for interaction and promotion that blend traditional methods with innovative ideas, such as themed, limited-time campaigns during a particular event. Imagine how much more money might be raised if a sponsor of a live-streamed baseball game offered to match donations made during the third inning. In addition, digital events can offer sponsors opportunities to reach donors at different times, such as pre-event, post-event, or year-round, and for different lengths of time. Similarly, digital platforms enable organizations to raise more money by offering event participants opportunities to purchase merchandise at any time before, during, or after the event.

As pandemic restrictions are lifted and people resume participating in events in person, savvy organizations will continue to utilize online platforms to enhance their fundraising efforts. Combined with traditional methods, digital capabilities open up myriad possibilities for creativity and for accessing additional revenue streams. As organizations evolve their strategies, digital platforms will provide the functionality that supports an organization’s new goals, whether campaigns are in-person or online.

Five platforms to build your first charity website

When you're building your first charity website, it can be hard to know where to start. There are hundreds of web-building platforms to choose from, and it's important to make the right choice.

Your website is a virtual shop front. It's often the first port of call for new and returning visitors and can show people how they can support you or get support from you.

An excellent charity website can:

- Establish a strong brand and increase awareness of it.
- Showcase your success stories through words, photos and video content.
- Allow supporters to donate directly or buy merchandise.
- Provide information and support to users.
- Host an online community for users and supporters.
- Recruit new members of staff and volunteers

How to choose a website builder

It can be tough to decide which website builder to go for. But it's well worth taking your time and thoroughly investigating your options, as once you've committed to one; it can be hard work to change.

It can be helpful to ask yourself:

- How much expertise do you have in-house?
- How much money do you have to spend?
- What charity-specific functions will your website need?
- Are you likely to need plug-ins for additional functionality (such as donations or tracking memberships)
- Are there existing digital systems that the website will need to be compatible with? For example, finance systems that are used for taking donations.

Here's our round-up of five website builders for you to consider.

1. WordPress

WordPress is one of the most established and popular web-building platforms. In fact, **43%** of the web uses WordPress to create their websites.

WordPress has lots of templates specifically designed for charities and not-for-profits and can be easily customised to whatever you want your site to do and look like. There are thousands of plug-ins available offering functionality to, for example, allow supporters to donate easily through your site or buy branded merchandise.

It's open source, which means there are new templates and plug-ins appearing all the time. And importantly, sites are automatically mobile responsive and SEO ready.

Cost: From free to around **£50** per month (this can vary hugely depending on any extra plug-ins or templates you choose to use).

2. Wix

Another of the big players, Wix, is one of the easiest and most intuitive to use. Its drag-and-drop interface makes it super easy to swiftly put together a professional-looking website. If you have next-to-no digital skills, this is one for you.

It has lots of not-for-profit templates, and most come with built-in contact forms and donate buttons. But choose your template wisely, as it can be tricky to swap after you've started working on it. It also offers 'Wix ADI' (Artificial Design Intelligence), which creates a fully designed site based on your answers to a few questions.

Another bonus is that its free plan lets you send up to **5,000** emails per month – ideal for keeping volunteers and supporters engaged.

Cost: From free, with their 'unlimited' plan priced at **£11** per month. We currently have discounted rates for two-year subscriptions.

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3. Weebly

Cnet lists Weebly as the easiest-to-use website builder for 2022. That means you can get your website up and running faster than a WordPress site that requires some learning.

It's easy to use but has a more limited range of add-ons and is less flexible in terms of design than other platforms. But if you want a simple, really affordable platform to get your charity online, this could be a good option.

Cost: It has a free option, though your domain will have Weebly branding. The next step up (£4 a month) allows you to have your own domain name. And their Pro package (with no Weebly ads) is £9 per month.

4. Wired Impact

If you need something more complex than a drag-and-drop approach but not as involved as a custom-built site, look at Wired Impact. It specialises in charities and not-for-profits, and its sites include online donation systems, volunteer management, events registration and payment.

It can easily link with other tools you use, such as email marketing platforms, and they offer personalised support and advice to help you create the best possible site.

Cost: With fees starting at \$69 per month, this is a pricier option, but it does offer a generous free 60-day trial.

5. GoDaddy

GoDaddy's website builder is straightforward and means you can speedily build your site. It also offers design assistance, meaning you can tap into a few details, and GoDaddy creates an essential website for you to customise.

It has a selection of 'community and not-for-profit' templates with clean, uncluttered designs; however, it doesn't offer as much design flexibility as other platforms.

Cost: While you can get started for free, the standard option from £7.99 per month includes SEO (which you'll definitely need to attract people to your beautiful new site).

Conclusion

The Saudi Data and Artificial Intelligence Authority (SDAIA) launched on Saturday the National Platform for Charitable Work (Ehsan) as part of its efforts to support charitable giving in the Kingdom of Saudi Arabia, according to the Saudi Press Agency (SPA).

Represented on the supervisory committee that helped launch the Ehsan Platform has been the ministries of Interior, Justice, Finance, Health, Municipal, Rural Affairs and Housing, Human Resources and Social Development, Education, and the Presidency of State Security, the Saudi Central Bank and the Digital Government Commission.

Forums

International forums and conferences are a great opportunity to present our best practices to the world, and here we will mention some of them:

1. 52nd Annual ARNOVA Conference

#ARNOVA23

<https://www.arnova.org/annual-conference/>

2. Flash Seminar: Rooting Our Leadership in Humanity – January

<https://www.aspeninstitute.org/events/aspenn-executive-seminar-info-session-jan-2023/>

3. 2023 Seminar on Strategy for Artist-Endowed Foundation Leaders

<https://www.aspeninstitute.org/events/2023-seminar-on-strategy-for-artist-endowed-foundation-leaders/>

Experience in International Marketing

Get to Know your Donors

Whether in the nonprofit or for-profit sector, effective marketing only happens when you know your audience. It's hard to start a meaningful conversation, let alone keep it going, if you don't know who you're talking to.

1. Create donor personas for your organization to get virtual representations of ideal donors based on real information about your current and potential donor base.

Here are some key insights to gather about your donors:

- Geographical location
- Recruit
- directions
- Motivations
- Personal and hobbies
- lifestyle
- Communication preferences
- Relationship with your nonprofit (first-time donors, retarded donors, repeat donors, volunteers, long-time donors)

Get to know your supporters with a personal greeting, but you can also gather basic information through a survey or donation forms. According to HubSpot's State of Marketing report, **89%** of companies collect customer feedback through surveys, interviews, and focus groups. Once you know more about your donors, you're ready to apply your findings to every other aspect of your marketing strategy.

2. Create connections through visual storytelling.

With content marketing continuing to gain traction as it always has in the nonprofit sector, more and more organizations are leveraging the power of visual storytelling. People donate when they feel a personal connection to a cause, and you can authentically create this through the meaningful content you provide as they interact with your brand.

Visual Content Ideas for Nonprofit Marketing:

- Photos and videos of those affected by your mission
- Graphs conveying statistics about your case
- Short videos to share on Pinterest, TikTok or Instagram
- Vlogs or testimonials from fundraisers, staff or volunteers
- See how this Giving Tuesday campaign has increased donations by **\$40,000** annually by putting visual storytelling front and center.

https://www.youtube.com/watch?v=1MqA_FqlaME&feature=emb_logo

Keep in mind that high-quality content boosts engagement and helps you appear more professional. Free tools like Pixlr, Unsplash, Pexels, and even Google Slides can help you edit and enhance your photos.

3. Learn about donor psychology

When you know how and why your target donors behave the way they do, you can create content that they will recognize and respond to. Nonprofit marketers can use the psychology of giving to understand different behaviors, such as why more people donate when a campaign is closer to achieving its goal. They can also determine what motivates the donor to make a recurring gift rather than just a one-time donation. The psychological principles behind these questions provide you with insight into building relationships with your target donors.

Here are some quick tips for donor behavior from *Why America Gives*:

- The most important action donors take before they decide to donate is to check online resources to learn more about the organization's leadership, political values, and religious values.
- Nearly half of the millennial donors make sacrifices in order to get money to donate to charity. 55% of donors completed donations when the appeal was timely, such as being asked to donate after a natural disaster or an event in the news.
- Dig into the research to start thinking like donors and anticipate the actions they are likely to take before, during, and after the donation process. Every data-driven marketing decision gets you one step closer to achieving your desired ROI.

4. Segment your communications to build donor relationships

Not every supporter has the same connection to your nonprofit. You can't communicate with monthly repeat

donors the same way you would with a first-time donor. You want to show donors that you care about them by providing more personalized and relevant messages.

This is why segmentation is a pillar of great nonprofit marketing. Divide your donors into smaller lists—whether by acquisition channel, giving frequency, donation amount, or programs they donate to—so you can send the right messages to the right people.

Segmented Communication Ideas for Nonprofit Marketers:

- Turn one-time donors into repeat donors: Include a call to your repeat-giving community for donors who make frequent one-time donations as a way to make a more meaningful impact on your cause.
- Build ambassadors from legal donors: Create a DIY Peer-to-Peer campaign to share with your donors who have supported you for over a year as a way to quickly set up individual fundraising pages based on events like their birthday, holiday, or creative idea they think their network would enjoy.
- Build a Personal Invitation to Events for New Donors: Take the opportunity to invite first-time donors to your annual fundraising event shortly after sending them a thank-you email to encourage them to get to know the organization on a deeper level.

5. Adjust email communication to prioritize donor privacy:

Every marketer aims to get more email addresses and information to target the most impactful results. When people sign up for your blog, email updates or newsletters, they open their doors to your brand. The way nonprofits capture this kind of important information is changing rapidly.

Email Marketing Privacy Changes for 2021

Nonprofit organizations are changing the way they obtain key information to engage donors. In June of 2021, Apple Mail Privacy Protection (MPP) shook email marketers across industries. Using MPP, Apple users can now hide their email activity. Read more about the implications of iOS 15 for nonprofits here.

Nonprofits need to adapt the ways in which they communicate with donors, which may include:

- Allow donors to choose how and where they share their information and how they want to participate.
- Draw on data you collect directly from donors in opt-in forms and surveys, and focus on opt-in permissions that drive outreach.
- Collect phone numbers to send more direct text message updates on key campaigns.

6. Master your mobile responsive donation pages

Supporters want to interact with your organization from their smartphones. If you don't have a mobile-friendly donation page, you could potentially lose several donors in the middle of the process who pause to get to the desktop or never come back - or all donors who forgo the checkout process altogether.

Twenty-eight percent of US adults aged from 18 to 29 rely on smartphones without any other form of Internet access, which we can only expect to increase over time.

Make sure every touchpoint you have with your donors is mobile-optimized so they can give a gift right away, wherever they are. One way to do this is to add a campaign donation or swipe pro forma on any page.

Pro tip: Check if your fundraising software allows your donation pages to display properly on any smartphone or tablet.

7. Create a unique presence on each social media platform

Your nonprofit is likely to be active on social media. As social media platforms continue to evolve, so do the opportunities for nonprofits. Below is a cheat sheet on how to crush social media marketing.

What's New on Instagram for Nonprofits

- Host Live Rooms with other accounts to increase viewership.
- Incorporate Stories Caption labels to increase accessibility.
- Add links to your story to share campaign pages directly.

What's New on TikTok for Nonprofits

- Run promotions that can be seen with TikTok Ads Manager.
- Use online catalogs to share merchandise in order to raise additional funds.
- Learn new community-building strategies, tips, and techniques in the Creator Portal.

What's New on Pinterest for Nonprofits

- Build Idea Pins to make a bigger impact with a single post.
- Participate in Pinterest TV for video donations.
- Count on shopping updates that make fundraising on Pinterest simpler.

What's New on Twitter for Nonprofits

- Boost engagement with Tweet Take to reply to another post.
- Use the Thread Tags bar to engage with users who are interested in your cause.
- Create or join a Twitter community around your cause to share updates and fundraising initiatives.

What's New on Facebook for Nonprofits

- Engage with influencers through Facebook for Creators.
- Manage your Facebook group with better admin tools.
- Recycle video content with Facebook Reels.

What's New on Snapchat for Nonprofits

- Use the reply chat to respond to messages more easily.
- Enjoy Bitmoji interactions.
- Survey donors and interact with survey stickers.

What's New on LinkedIn for Nonprofits

- Bring your personality center stage with LinkedIn Live.
- Create your profile with a LinkedIn cover story video.

8. Bring your brand to every donation touchpoint

Brand matters in nonprofit marketing — a lot. Use what you learn about your target donors to build a brand that welcomes and nurtures the emotional drive to give.

Think of your brand as a continuous flow from your website, to your emails, to every campaign you host. Rely on custom donation forms to bring your brand to life in new campaigns, and consider branded campaign templates for Pages you recreate again and again.

Bonus tip: Nonprofit organizations can sign up for a free Canva Pro account. Use Canva's Branding Suite feature to easily upload key elements of your nonprofit branding and apply them to anything you design, from campaign headers to Instagram Stories. You can even manage multiple brand combinations for unique campaigns like Giving Tuesday.

9. Test your donation experience for quality

Testing is a component of smart marketing. When the outside world changes, testing can help you make data-driven decisions that put your marketing efforts in the best position for success.

You can test several elements of your marketing campaigns, including:

- Email subject lines
- Donate button shape, color, size, position and copy
- Storylines in the appeals
- The language you are using for your order
- The types of visual content included in your email messages

You should only test one thing at a time. Divide your donor base into separate groups, send each group a different version of your variant, and keep track of which version works best. If you are testing your emails, use a CMS or email marketing software to review your open and click rates. Continuous testing will help you see what content your supporters are responding to and ensure the success of your nonprofit marketing campaigns.

10. Maintain the personal touch in the digital age

Nonprofit marketing is about following through With donors as much as it is about attracting them. A key component of donor retention is helping your donors see themselves as part of the solution to your challenges through a personal thank you.

Why America Gives 2021 revealed that personal relationships drive the decision to donate, and today's donors care about your organization's values.

Here are some tips for personal donor appreciation:

- Customize your thank you letter and donation receipt to explain the impact of a specific donor's gift during the campaign or timeframe.
- Add details that show donors that their contributions are making a difference.
- Add a personalized email as well as your first thank you to establish a lasting conversation with your donors.

- Demonstrate donor impact with personalized thank-you notes from recipients or team members.
- When online interactions surround everyday experiences, the idea of sending a letter in the mail or a physical thank-you note can surprise and delight donors. Prioritize handwritten notes whenever possible, and gather your staff, volunteers, and interns to put pen to paper. You can go a long way toward increasing donor satisfaction and loyalty.

Step up your marketing for nonprofits.

Review our tips and see what your current marketing strategies contribute to your overall fundraising strategy. If you can start by identifying the areas you know are working and those you'd like to revamp, you're already one step ahead of the game.

Recommendations

We recommend the following:

Investing in international opportunities for the non-profit sector and marketing our experiences through them according to the proposed models.

Investing in tourism openness in the Kingdom and marketing the non-profit sector through it.

Participation in regional and international forums, conferences and seminars.

Working with the authorities to document their local practices in order to facilitate their transfer to the world.

There should be an entity specialized in translation for the sector to publicize the sector internationally.

Working in partnership with local agencies that operate internationally, such as King Salman Relief Center and others.

Conclusion

We, the project team, express our thanks to the Subaie Charitable Foundation for its support for this unique program. We also thank the executing agency, and we look forward to continuing the program in a larger and wider way within our blessed sector. We see that there is still a great opportunity to introduce the language through individuals and organizations, and we are still very late in doing so.

We wish everyone good luck.

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