

Your Marketing Budget Made Easy

(A Cheat Sheet!)

Want to reach more people and create more impact? It all starts with your marketing budget. Luckily, we have a cheat sheet that will help ensure you invest wisely—to create the kind of return that keeps your organization thriving for years to come. Don't be shy—take a peek at our marketing budget cheat sheet below!

1. Community cultivation marketing efforts:

Each of these are really about reaching out and engaging with constituents, fostering better communication and relationships. You can automate and personalize these efforts.

- › [Email marketing](#)
- › [Social media marketing](#)
- › [Direct mail](#)

2. Fundraising tools:

The ability to take online donations is a must-have, but beyond that, consider your giving experience:

- › Do you send supporters to a third-party site to donate?
- › Or can they seamlessly give right on your site where you have the opportunity to engage with them and draw them further into your organization's story?
- › 50-70% of donors abandon an online donation form when redirected to another website to donate. (npEngage)

3. SEM / PPC / SEO:

Digital marketing gets your website noticed. You can have a brilliant website, but if you don't invest in visibility and drive traffic to it, it'll be brilliant alone.

- › Search Engine Marketing (SEM) increases visibility through pay-per-click advertising.
- › Search Engine Optimization (SEO) drives traffic to your website organically through higher search rankings.

4. Branding:

To stay relevant, it's important to stay current. Investing in your nonprofit's brand is non-negotiable if you want potential donors to see you as an organization worth supporting. Four reasons why you might need a rebrand:

1. Your mission has evolved.
2. Your brand doesn't reflect what you offer.
3. You're forgettable.
4. People don't know what you do.



If you're ready to take your marketing to the next level and invest in a return for your organization, you're in the right place. [Drop us a line](#) and we'll help guide you through the process and get you started!