



DIGITAL NINJAS

Digital Fundraising Myths

Busted

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Hello

Hello, we're Digital Ninjas and we're experts at helping not-for-profit organisations get the most from digital channels. Where that's fundraising or helping you get discovered by people who can benefit from your services.

What's all this then?

We've talked with lots of people in the non-profit industry and the commercial sector and come across several widely held beliefs time and again that have been proven not to be true, these beliefs are what we refer to as myths. Here we try to bust some of these myths wide open so that you can get on with doing good using digital techniques that will deliver value for your organisation. Whether you're raising money or delivering a service to end users, we think you'll find something of value.



“This guide really helped me to pull up my digital socks and raise additional money for my cause.”

- said no one ever. We hope the raising additional money bit is true for you, we're not so fussed about your socks

How to contact us



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1 Digital doesn't work when it comes to acquiring new donors

It does, however it requires a carefully structured approach to measurement, initial investment, testing as well as scalability to execute well.

2 Our paid search account doesn't help us recruit new donors

Paid search can work amazingly, however many fail by only paying attention to the surface elements - it's simple to get started - create a campaign with keywords and your ad displays when potential supporters search using the keywords that you're targeting. In practice there's a lot more to it, for a paid search campaign to work well you need to consider landing pages, negative keywords, ad extensions, conversion tracking, time-of-day targeting and lots more.

3 Google analytics doesn't give me any actionable data

The reality is that Google Analytics is packed with actionable data, the tricky part is understanding which insights should lead directly to changes in the activity you're running. For example, have you looked at your top landing pages by channel recently? How well are they converting visitors to donors and/or leads?

4 It takes time and a lot of money to set up email and text message based automations

With the introduction of new technology it is now easier (and less expensive) than ever before to do this. Gone are the days where you need to invest \$70k upfront, you can now often sign-up for a free trial of email automation systems and only pay according to the size of your email list. Contact us for examples.



5 The \$10k/month Google Grant isn't useful to us because all of the fundraising keywords are too expensive

There are tonnes of opportunities to use the Google Grant well and deliver fundraising results. If you're struggling with it, let us know. We've helped lots of organisations to spend their available grant on high quality traffic that delivers results.

6 We need to redevelop our website before we even consider investing in digital traffic and acquisition

Website projects take time and money, it's usually better to stay lean and figure out ways to test your campaign hypothesis using third party landing page software that you can set up in minutes rather than weeks, months (or dare we say it years...). We're not saying don't improve your website, just don't stop your digital efforts because you're not 100% happy with what you've got.

7 Display doesn't work as an acquisition tool

Getting display to work well is no picnic, it can be an easy way of spending lots of money very quickly, however, fine-tuned, tightly targeted display campaigns are simple to set up and very effective.

8 Email is dead

Email is the best converting channel by a long way for most of the people that we work with. If you're not happy with your email list performance then it's likely that you need to dedicate time to segmenting the list and working on ways of eliciting a response from the various segments.

9 Facebook is swamped with ads

Advertising is more commonplace on Facebook than ever before as shareholders continue to drive the network into a money printing behemoth. However, the advertising platform that powers Facebook ads is more powerful and effective than ever before. Non-profits are seeing real results from Facebook.

10 Digital is about targeting computer users

This couldn't be further from the truth. These days it's more about mobile than it is computers and the range of devices that people use to access digital content is evolving continuously. We confess that there may be segments of your audience that don't use digital, however they're likely to be influenced by those who are digitally connected. The key is to be audience led as opposed to just jumping on digital because it's "the thing to do", just be aware that most, if not all, of your audience segments will have at least some exposure to digital channels as part of their day-to-day.

11 Digital is a good way to get younger donors

The same rules apply here as they do in general fundraising. In most of the organisations that we deal with, older donors are generally "better" in terms of lifetime value (lower attrition, higher average gift etc.). Don't over-invest in targeting young people with fundraising campaigns through digital just because you think they're more likely to respond - by all means test it but expect a better response rate and lifetime value metrics from the older demographic.

12 Digital is a standalone channel

Digital is both a response channel and a way of generating new interest in your proposition (push and pull channel). Digital should be part of the planning discussions for all activity that you run, even if somebody sees a face-to-face fundraiser on the street, they may take to Google to do a curiosity search with the intention of finding out more about what your organisation is all about.



13 Digital fundraising doesn't reach middle-aged/older donors

This is a hypothesis we've disproved time and time again. We're seeing charities reach donors in the 50+ age bracket, at scale, using social channels like TikTok and Facebook. Admittedly some channels have a higher proportion of more mature donors than others, use the targeting options in each media platform to hone in on your required demographics.

14 We need a viral campaign

Planning for success based on something going viral is planning to fail. You need to have a solid promotional strategy for any campaign, if it goes viral it should be a bonus. In other words you need to invest in driving people to your campaign using digital channels, they won't just magically 'find it'. Fact: most successful campaigns never go viral

15 We haven't got budget to invest in digital

You can start a digital test campaign with minimal budget. Use the results to build a business case and scale your digital activity. The challenge with a small budget is finding somebody that's able to provide the hands on management required to make it work as hard as possible.

16 My doctor told me if I wear my lucky socks then everything should be ok

It's worth a try. We don't know much about socks.

What we can help with

01 Setting up and configuring your digital analytics

So that you can accurately measure and report on performance. Measurement is a crucial step in building the case for digital investment.

02 Maximising the use of your Google Grant account

We've helped people who were spending a fraction of their available \$10/40k budget to max out their Google grant with good quality traffic

03 Managing and reporting on owned, earned and paid media

Including email, Facebook, display prospecting & remarketing and more...

04 General digital strategy and planning

Next steps...

If you're interested in understanding how your organisation could start getting more value from digital channels then contact us for a free audit. Just email jonny@digitalninjas.com

