

NONPROFIT DIGITAL MARKETING CHECKLIST

This checklist can be used to ensure you are covering best practices and also gain tactics that up-level your efforts to acquire, steward, retain, and increase the commitment of your donors through digital marketing.



EMAIL



Acquisition

- Is it easy to subscribe to your email list?
- Do you have any partnerships through which you can collect emails of people who show interest in your nonprofit?
- Do you ask people to sign up for your newsletters after they take any of the following actions?
- Do you immediately send a confirmation and thank them for signing up to receive your emails?



Retention

- Do you have a welcome email series for new donors?
- Do you have a distinct welcome email series for different segments of supporters?
- Do you send a newsletter on a regular cadence?
- Do you share your key brand content?



Outreach

- Are you offering your current supporters the opportunity to increase their commitment to your cause?
- Does your organization have certain committees or boards that supporters can join, such as an advisory board, host committee for annual events, or young professionals group?
- Do you send an annual survey?



SOCIAL MEDIA



Acquisition

- Are you posting on a regular basis to keep your nonprofit top of mind?
- Do you know how to get your profile and posts seen by potential supporters?
- Have you explored using paid ads to target different audiences?
- Do you welcome new supporters who "like" or follow your pages?



Retention

- Are you responding to comments on your own page, as well as engaging on the pages of individuals who mention or tag your organization?
- Do you share photos and posts from supporters who tag your nonprofit?
- Do you create Facebook groups for your peer-to-peer fundraisers to share tips, encourage one another, and create a sense of community?
- Are your email and social media strategies aligned?
- Do you create Facebook events for your fundraising and community outreach events?
- Do you share updates, reminders, and countdowns for your events?
- Do you post photos from events?



Outreach

- Do you thank event sponsors or corporate partners on social media?
- Do you incentivize followers to engage on social media?
- Do you host virtual events like webinars or livestreams to educate the public on your cause and keep supporters updated on major events (such as your annual report launch or major organizational milestones) in a personal way?
- If you send out surveys, do you share reminders on social media for supporters to check their emails and participate?
- Do you highlight donors, volunteers, and fundraisers who work closely with your organization?



SEARCH ENGINE OPTIMIZATION



Acquisition

- Does someone on your team know the SEO basics that will impact your chances of showing up in search engine results?
- Do you consistently publish high-quality content on your website, such as blog posts, photos, and videos?
- Is your website easily found using your organization's name and relevant keywords?
- Is your website optimized for local SEO? (e.g. if you are a dog shelter in San Diego, make sure to include location in your site content and metadata)
- Do you have a streamlined user experience for donors? Is it easy for a donor to enter your page, find the donation page, and complete a donation?



VIRTUAL EVENT PLANNING



Acquisition

- First, be decisive. Cancel your event(s) and let all your attendees, donors, email subscribers know.
- Choose a reliable virtual event management platform.
- Email to announce your virtual event(s) and hosting details.



Retention

- Provide a virtual event program to attendees.
- Schedule reminder email for your upcoming virtual event.
- Schedule a day-of virtual event email with access information.
- Reconnect with vendors who can provide support/services for virtual events.



Outreach

- Create a fun format that offers more than just a live stream.
- Consider using prizes, gift bags for attendees, and special announcements.
- Be strategic with prizes and rewards
- Identify notable individuals, campaign progress and other milestones worth sharing.