

MARK	PROFIT DIGITAL ETING CHECKLIST  The translation of
	that up-level your efforts to acquire, steward, retain, and mitment 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 colle emails of people who show interest in your nonprofit?
	Do you ask people to sign up for your newsletters after the 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 grou
	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?

your pages?

Retention

Do you welcome new supporters who "like" or follow

	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** 

Does someone on your team know the SEO basics that will

Do you consistently publish high-quality content on your

Is your website easily found using your organization's name

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

easy for a donor to enter your page, find the donation page,

website, such as blog posts, photos, and videos?

impact your chances of showing up in search engine results?



## Do you have a streamlined user experience for donors? Is it

**Acquisition** 

and relevant keywords?

site content and metadata)

and complete a donation?

**VIRTUAL EVENT PLANNING** 

First, be decisive. Cancel your event(s) and let all your

Choose a reliable virtual event management platform.

Email to announce your virtual event(s) and hosting details.

attendees, donors, email subscribers know.

**Acquisition** 

	Email to
+	Retention

## Provide a virtual event program to attendees.

for virtual events.

**Outreach** 

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	Reconnect with vendors who can provide support/services

Consider using prizes, gift bags for attendees, and special

Schedule reminder email for your upcoming virtual event.

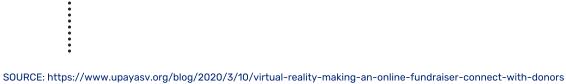
Schedule a day-of virtual event email with access information.

Create a fun format that offers more than just a live stream.

Identify notable individuals, campaign progress and other
milestones worth sharing.

announcements.





**TRANSLATION** 

SPEAK GIOBAL BUSINESS

Be strategic with prizes and rewards

