

# DIGITAL MARKETING

Minimal Budget, Maximum Impact:  
Marketing Tactics for Small Nonprofits



**oneeach**  
technologies  
a digital services company

[oneeach.com](http://oneeach.com)

## Table Of Contents

Introduction	<b>2</b>
Chapter 1: Creating a Strategic Marketing Plan	<b>4</b>
Chapter 2: Boosting Your Email Marketing	<b>8</b>
Chapter 3: Leveraging Social Media	<b>11</b>
Chapter 4: Partnering with Industry Influencers	<b>14</b>
Chapter 5: Securing Earned Media Coverage	<b>16</b>
Conclusion	<b>18</b>

## Introduction

### The challenge of marketing on a small budget

For small nonprofits, standing out and growing your donor base can be extremely challenging in an increasingly competitive market for donations, volunteers, and supporters. Nonprofits of all sizes are now investing heavily in marketing initiatives to fundraise and promote their mission. In fact, small nonprofits that invest in marketing see an average of 32% higher donor retention rates compared to those that don't ([Blackbaud](#)). But for organizations with minimal staff and tight budgets, competing with larger nonprofits' extensive outreach efforts can seem nearly impossible.

Limited funding should not be a barrier to impactful marketing. With the rise of digital platforms and tools, there are many effective tactics that small nonprofits can leverage to maximize results while minimizing costs. You don't need fancy campaigns or expensive platforms to build meaningful connections with your supporters and spread your cause. We'll show you how!



## Overview of what's covered in this guide

This guide provides practical, tactical advice for small nonprofits to drive growth and engagement through strategic marketing – all on a modest budget. Whether you are looking to grow your monthly donors, increase social media followers, improve website conversions, secure more media coverage, or simply spread the word about your mission, we will cover easy-to-implement strategies to help you do more with less.

In the following chapters, you will learn how to:

- Audit your current marketing efforts and establish clear objectives based on your goals.
- Identify your ideal audiences and create targeted messages that inspire action.
- Boost engagement through email marketing automation and testing.
- Focus your social media approach on one or two high-traction platforms.
- Partner with influencers and media contacts to expand your reach.
- And much more!

With the help of the powerful strategies and tools outlined in this guide, any small nonprofit can execute marketing campaigns that attract donors, volunteers, and advocates. Let's get started...

# Chapter 1: Creating a Strategic Marketing Plan

## Assess your current marketing efforts

The foundation for effective nonprofit marketing is establishing a solid marketing plan and strategy. Rather than executing one-off campaigns, you need to take a comprehensive approach if you want to maximize impact. By assessing your current efforts, setting tactical goals, understanding your audience, and mapping out a plan, you will set yourself up for marketing success.

Start by taking stock of all the marketing initiatives you are currently undertaking and analyze the results of each.

Ask yourself:

- What social media platforms are we actively using? How many followers/engagement does each account have?
- What email lists do we have and how many subscribers? What is our open/click rate?
- How is our website performing? How much traffic, what are the top pages, and what converts visitors?
- What media coverage and PR wins have we secured in the past year?
- How many email/postal mail campaigns have we sent? What was the ROI?

Use surveys, Google Analytics, social media insights, and other free analytics tools to gather as much data as possible. Identify patterns in your most and least effective efforts. Find out where your biggest marketing gaps might be.



## Set clear goals and objectives

Once you've conducted a thorough assessment, you need to establish clear marketing objectives and KPIs that align with your nonprofit's broader goals. Ask yourself:

- Do we need to increase monthly donors? By how much?
- Are we looking to grow our social media audience? On which platforms?
- Do we want more website traffic or conversions?
- How can we measure engagement? Email clicks? Event sign-ups?

Having specific, measurable goals is key - for example, increasing monthly donors by 100 people or email list subscribers by 500. Define what marketing KPIs you will track to monitor progress.

**Tip:** Set **SMART goals**. *Specific, Measurable, Achievable, Relevant, and Time-Bound.*

## Identify your target audience and key messages

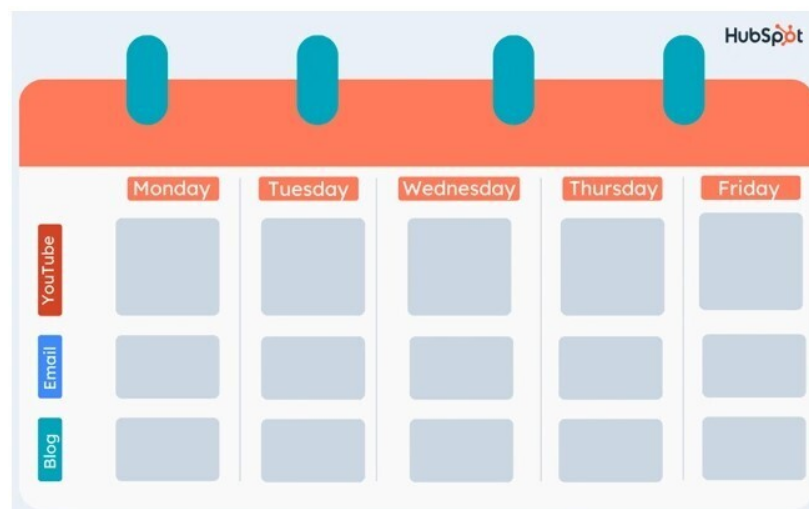
Truly tailored nonprofit marketing requires intimately understanding your existing and potential supporters. Conduct demographic and psychographic research to uncover details like:

- Location, age, gender, income level, education level
- Values, beliefs, interests, passions
- Where they consume media/content online and offline
- What motivates them to engage and donate

Develop fictional buyer personas that represent your core audiences. Give them names, photos, background details and other characteristics that humanize them as you craft messaging.

## Map out a 12-month editorial calendar

With your goals established and your target audience defined, map out a 12-month [editorial calendar](#) to plan all marketing activities.



This includes:

- Blog posts and ebook topics
- Social media content across platforms
- Email campaigns and newsletters
- Webinars or events you will promote
- Sponsorship opportunities

It's important to note that nonprofits with documented strategic plans in place raise over 50% more money than those without them ([Nonprofit Marketing Guide](#)). Having this birds-eye view of your strategy will help ensure your efforts stay focused and on track towards your KPIs.



## Chapter 2: Boosting Your Email Marketing

Email marketing represents one of the most effective channels for nonprofits to build relationships with supporters. By sending regular, valuable email content, you can drive loyalty and conversions over time. Use the following strategies to maximize your email efforts on a budget.

### Grow your email list with lead magnets

One of the best tactics to rapidly grow your email subscriber list is to offer [lead magnets](#) – free resources like ebooks, tip sheets, webinars, etc. in exchange for a name and email address. Promote your lead magnet through website pop-ups, social media posts, and other channels.



## Drive engagement through well-written, valuable content

Don't just collect addresses without consistently engaging your new subscribers. Send regular emails to provide value, build trust and stay top of mind. Share nonprofit updates, stories, events, etc. Experiment with daily, weekly, or monthly newsletters.



## Automate email workflows for announcements and campaigns

Leverage free automation tools like Mailchimp to send triggered emails when users sign up, make a donation, or pass certain milestones. Set up welcome sequences, anniversary messages, re-engagement campaigns for inactive subscribers, and more. Nonprofits see an average of 427% increase in revenue from email marketing efforts ([Network for Good](#)).

## Test different email types/content to see what resonates

To generate more opens, clicks and conversions, continuously test email content variations. Segmented, targeted email campaigns generate 58% higher open rates and drive donation rates that are 166% higher per email sent ([M+R Benchmarks](#)).

Try different subject lines, copy styles, imagery, calls-to-action, and send times. Look at open and click-through rates to determine what resonates best with your audience. Refine based on learnings.

Email marketing success is all about trust and value. With compelling content and the automation to deliver it consistently, you can engage supporters without relying on expensive tools.

## Chapter 3: Leveraging Social Media

With billions of active users, social media represents an immense opportunity for nonprofits to expand their reach. But without a strategic approach, it's easy to waste time and see limited results. Follow these best practices to grow your audience and engagement.



### **Audit your existing social media presence**

Start by auditing social accounts and analyzing performance. Evaluate follower counts, engagement rates, clicks, shares, etc. Figure out which platforms drive the most conversions for your goals. Eliminate any inactive accounts to focus efforts on 1-2 platforms.

## Develop strong visual assets for social posts

Visually compelling content performs best on social media. Create logos, images, infographics, videos, and other assets aligned with your brand and campaigns. Produce content in the optimal format for each platform – square videos for Instagram, landscape for Facebook, etc.

***Tip:** You can find the appropriate social media image sizes on [SocialPilot](#).*

## Encourage user-generated content and sharing

Don't just broadcast one-way messages – actively engage your followers. Respond quickly to comments and messages. Share user-generated content like posts and photos that mention your nonprofit. Use [hashtags](#) and [@mentions](#) to join larger conversations.

## Use free social management and analytics tools

Manage social media more efficiently by using free schedulers like [Buffer](#), [CoSchedule](#), [Crowdfire](#), [Hootsuite](#), and [Later](#). Plan your posts and updates in advance and space them out consistently (this is where an editorial calendar is very helpful!). Track the performance of each post type and reuse what resonates with your audience.

Nonprofits that actively post on social media at least 3 times per week double their inbound links and tenfold their Facebook reach ([HubSpot](#)). With a strategic approach, you can drive significant awareness and engagement through social without dedicating large budgets. The key is high-quality, shareable content that inspires your audience to take action.



## Chapter 4: Partnering with Industry Influencers

Influencer marketing represents a highly strategic opportunity for nonprofits to expand their reach and credibility. Influencer marketing generates \$5.20 in earned media value for every \$1 spent ([Tomoson](#)). By partnering with industry thought leaders, you can access new audiences and media channels.

### Identify relevant bloggers and podcasters to build relationships with

Start by making a list of bloggers, podcasters, and other influencers that create content your target audience consumes. Prioritize ones with high follower counts and engagement. Reach out to them directly to explore partnership opportunities.



## **Offer unique data, interviews, or content for their audiences**

Offer to provide influencers unique value-adds like data exclusives, expert interviews, article contributions, or quotes tailored to their audience. Make it easy and compelling for them to feature your nonprofit.

## **Promote their content in exchange for mentions**

Negotiate promotions of influencer content in your e-newsletters, social media, and other channels in exchange for them highlighting your nonprofit to their followers. This swap helps both parties gain new audiences.

## **Collaborate on co-marketing campaigns**

Brainstorm creative "wins" for both sides like co-hosted webinars, social media contests for their followers, joint reports, or online panels. Collaborate on campaigns that help you achieve shared goals.

Influencer partnerships require dedication and mutual benefit but are very worthwhile. With some research and outreach, you can build relationships that dramatically extend your media reach.



## Chapter 5: Securing Earned Media Coverage

Earning media coverage in relevant publications builds critical credibility and reach for your nonprofit. But cold-pitching busy reporters can be challenging. Expertly pitched earned media coverage drives an average of a 7x higher click-through rate compared to display ads ([Marketing Sherpa](#)). Use these steps to secure more features and stories.

### Build a targeted media list

Conduct research to identify reporters, journalists, editors, and outlets covering your nonprofit's vertical, location, or topics. Prioritize the ones your audiences actively engage with.



## Craft compelling pitches and press releases

Personalize pitch emails and press releases for each media contact. Highlight the most newsworthy elements upfront. Offer data exclusives, human interest stories, expert commentary, and interviews to catch their attention.

## Offer reporters unique data, stories, or contacts

Have stat packages, personalized data cuts, spokesperson headshots, b-roll and other assets ready so you can readily provide anything reporters request. Make it as easy as possible for them.

## Promote media wins through all marketing channels

When you do secure media placements, promote them heavily on your own channels. Press releases that incorporate multimedia like infographics or videos get 55% more views than text-only releases ([PR Newswire](#)). Share excerpts, graphics, quotes, and links to the coverage via email, social media, etc. to maximize value.

**Tip:** Persistence and [great storytelling](#) are key to earning media coverage. With compelling angles and persistence, you can secure influential brand exposure and drive new supporters.

## Conclusion

We've covered a lot of ground in this guide! By now, you should have a solid understanding of how to execute high-impact marketing campaigns even with the smallest of nonprofit budgets. Consistently executed marketing strategies lead to an average 25% increase in total annual contributions for nonprofits (Data by [Click Consultants](#)).

Let's recap the key takeaways:

- Analyze your current marketing efforts and establish clear, measurable goals. Understand what's working and not.
- Research your target audiences deeply and tailor all messaging to resonate with their needs and motivations.
- Leverage lead magnets and automation to grow and engage your email subscriber list. Consistently test and optimize.
- Audit social media accounts and focus efforts on one or two visual platforms. Rely on free scheduling tools.
- Build partnerships with influencers and media contacts to expand your reach and credibility.
- Promote all wins across channels. Maximize the value of every piece of content and media hit.

The most important call-to-action is to get started! Don't let budget constraints stop you from executing on marketing initiatives. Take it step-by-step.

For additional free resources and tools to boost your marketing impact, check out:

- Mailchimp: [How to Succeed at Digital Marketing for Nonprofits](#)
- Hootsuite: [Social Media Marketing Strategy](#)
- HubSpot: [Ultimate Guide to Nonprofit Marketing](#)
- Nonprofit Marketing Guide: [Blog](#)

With strategic planning and some elbow grease, your nonprofit can succeed at low-cost marketing. Go make an impact!



We trust you've found this ebook helpful! Our mission is to help nonprofits help others. If you have questions or need further assistance, please reach out to us! [Contact Us](#)