



Hello

Beginners' Guide to Digital Acquisition

September 2021



The



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Marlin Communications

We're a team of strategists, creatives, project managers, developers and digital experts that have all made a conscious decision to specialise in the not-for-profit space.

marlin

Oh yeah, and we're hiring :)

marlincommunications.com/become-a-marliner/



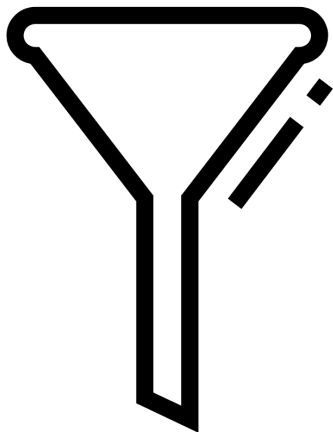
Today

Digital Acquisition

Direct to donation
Thoughts on search
2-Step
Testing
Q&A



Digital acquisition is like...





**It's our job as a
fundraiser to help
the donor climb this
mountain and make
this donation**

Nathan Hill, NextAfter

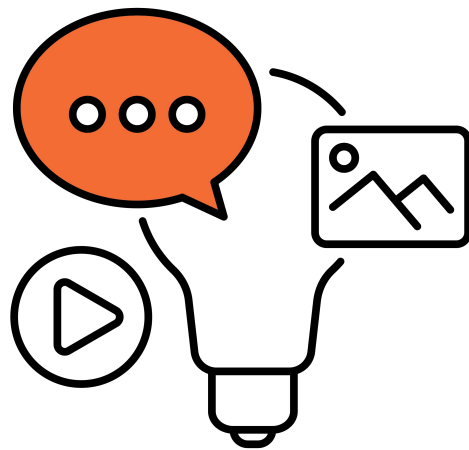




Let's look at a couple of types of digital acquisition

Sending people **direct to donation**.

'2'-step where you generate a lead.





01

Direct to donation



From our earlier analogy...

Direct to donation is like expecting people to immediately go to the top of the mountain.

It only works (efficiently) in particular circumstances.





Examples - impacting intent

Appeals & crises

COVID /
Aust.
bushfires /
Afghanistan
/ giving
days / etc.

Wesley Mission
Sponsored
ID: 804936956868459

Right now, people in south-west Sydney are struggling to pay for food and essential bills. If you can, please donate and help us transform someone's week today.



WESLEYMISSION.ORG.AU
NOT AFFILIATED WITH FACEBOOK
COVID Emergency Relief Appeal
Help families in need.

Donate Now

Time of the year

Tax /
Christmas

Baptist World Aid Australia
Sponsored
ID: 175488164517281

As a result of COVID people living in extreme poverty in Bangladesh has now tripled. Together we can change this.

God intended fullness of life yet today, parents like Suresh, Pomilla and many of their neighbouring families struggle just to survive.

We urgently need to help them now!...

A BETTER WORLD FOR ALL



\$50 TO HELP TRAIN PARENTS WITH THE SKILLS TO GROW THEIR INCOME

BAPTISTWORLD.AID.ORG.AU
NOT AFFILIATED WITH FACEBOOK
Teach Business Skills
To grow family income

Donate Now



The Salvation Army Australia ✓

Sponsored • 🌐

Unemployment. Financial Hardship. Desperation. Help us reach Australians in urgent need. Donate by June 30 to claim a tax benefit.



Your tax deductible donation will help us reach Australians in need.



[SALVATIONARMY.ORG.AU](https://salvationarmy.org.au)

Donate Today

Not affiliated with Facebook

[DONATE NOW](#)



ActionAid Australia

Sponsored • 🌐

Psst... thinking of donating? Every dollar you give by June 30th will go twice as far towards supporting women on the frontlines of an emergency like... See More



So women can lead

[DOUBLEYOURIMPACT.ACTIONAID....](https://doubleyourimpact.actionaid.org.au)

Make a tax-time gift

Not affiliated with Facebook

[DONATE NOW](#)



Foundation for National Parks & Wildlife

Sponsored • 🌐

The need has never been greater...



Vinnies NSW

Sponsored • 🌐

****ALL DONATIONS ARE TAX DEDUCTIBLE****
Many Aussie families have been hit hard by the pandemic. Send some kindness their way.

Let an Aussie family know you haven't forgotten them.



[DONATE.VINNIES.ORG.AU](https://donate.vinnies.org.au)
GIVE NOW
Not affiliated with Facebook

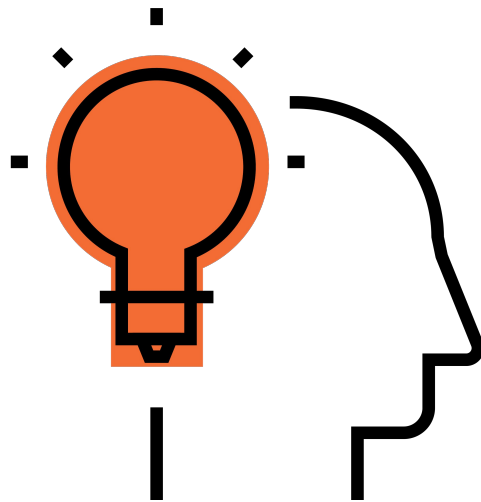
[DONATE NOW](#)



High intent / likelihood to donate

It also really helps if people know who you are, and care about what you do (and we can target those people with **remarketing ads**).

People **similar to** those people are called **lookalike** audiences.





Common paid social objectives

Reach / Awareness

As many people as possible 'see' the message on social platforms.



Common paid social objectives

Reach / Awareness	Post Engagement	Click (e.g. traffic)	Lead Form	Donation / Purchase
As many people as possible 'see' the message on social platforms.	People interact with the message such as a reaction (e.g. like), comment, view, share.	People click on the ad that takes them outside of the social platform to a designated landing page.	People click an ad to lead form to fill in (either on Facebook or a landing page).	People click from the ad to a landing page where they can complete a donation action.
LOW	ENGAGEMENT			HIGH
LOW	FRICTION			HIGH
HIGH	VOLUME			LOW
LOW	COST			HIGH



Warning...

Going out to a cold audience with a poor message / proposition, and at a time of low intent will result in a really **high cost per donation**.

Help people **climb that mountain** and start with an interaction that doesn't require as much buy-in





02 **Thoughts on Search**



What is the purpose of search?

To provide the most:

Relevant

Authoritative

Accurate

results to a search query - to
match the **search intent**





support afghan refugees australia



Ad · <https://www.unrefugees.org.au/> ▼

Support Afghan Families - Afghanistan Refugee Crisis

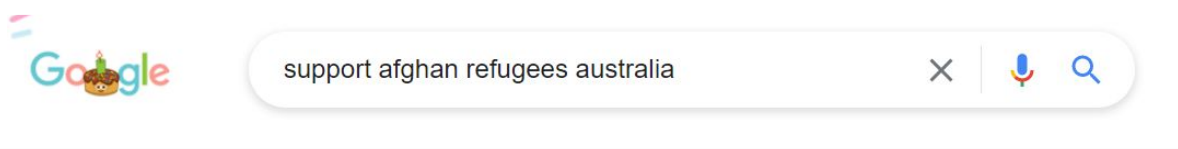
There are almost 2.5 million registered **refugees** from **Afghanistan** searching for a home. We need your **support** to save lives. Please donate to UNHCR now and help us respond.
[Get Involved](#) · [Contact Us](#) · [Donate Online](#) · [About UNHCR](#)

Ad · <https://www.caritas.org.au/> ▼

Donate To Help Afghanistan - Your Support Is Needed

Please donate to provide lifesaving relief to vulnerable families affected in **Afghanistan**.





Ad · <https://www.unrefugees.org.au/> ▼

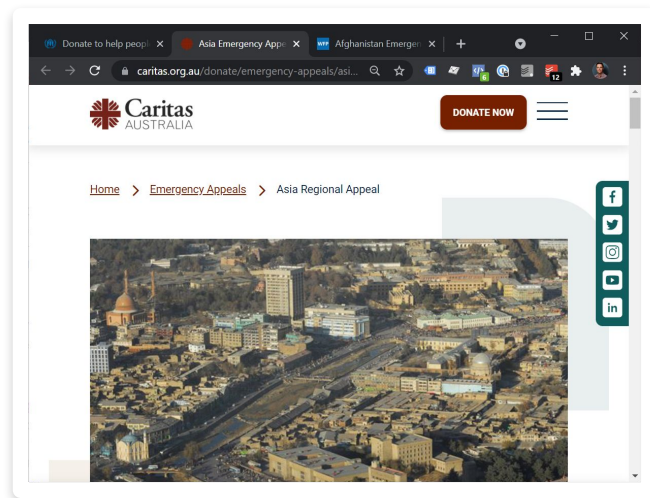
Support Afghan Families - Afghanistan Refugee Crisis

There are almost 2.5 million registered **refugees** from **Afghanistan** searching for a home. We need your **support** to save lives. Please donate to UNHCR now and help us respond.
[Get Involved](#) · [Contact Us](#) · [Donate Online](#) · [About UNHCR](#)

Ad · <https://www.caritas.org.au/> ▼

Donate To Help Afghanistan - Your Support Is Needed

Please donate to provide lifesaving relief to vulnerable families affected in **Afghanistan**.





People aren't generally searching to just donate their money



who can I donate to



Ad · <https://www.msf.org.au/bequest/will> ▼

Make A Difference By Donating - MSF.org.au

Help us to continue to provide medical aid wherever we are needed, well into the future. A nonprofit organisation whose mission is to save lives. Impartial. Independent. Types: Treating Malnutrition, Vaccinating Children, Emergency Surgery.

Ad · <https://www.savethechildren.org.au/donate/make-a-donation> ▼

Save The Children (Official) - Donate To Children In Need

Your **Donation Can** Help A Child Suffering From Deadly Hunger Or Caught In Brutal Conflict. Make A Single Or Monthly **Donation** And Help Save Children Today. Emergency Support. [Make A Cash Donation](#) · [Have You Seen Us On TV](#) · [Leave A Gift In Your Will](#)



Search doesn't work well when...

...people aren't looking for the information on your website.

For example:

WAYS TO HELP

DONATE

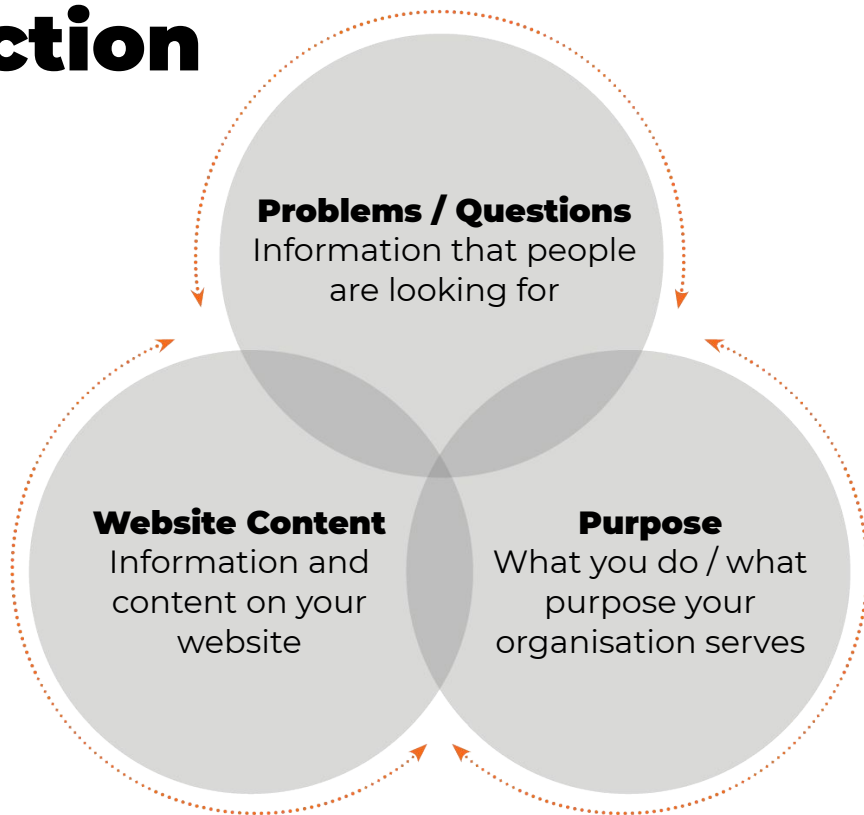
WHO WE HELP

OUR BLOG

ABOUT US



Effective search sits at an intersection



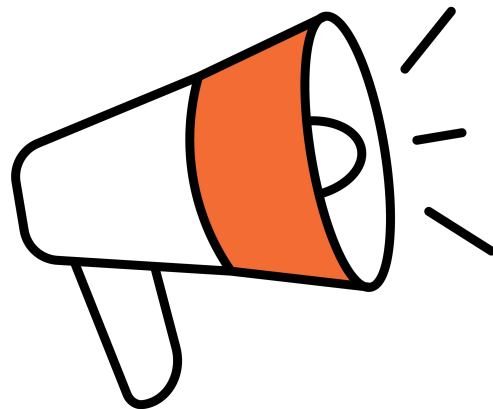


Low budgets?

Do you have a Google Ad Grants account?

It offers nonprofits with \$10K USD grant in paid search spend per month.

<https://www.google.com.au/grants/>





03

2-Step (e.g. Lead Gen.)



Two-step acquisition starts with generating the 'lead'

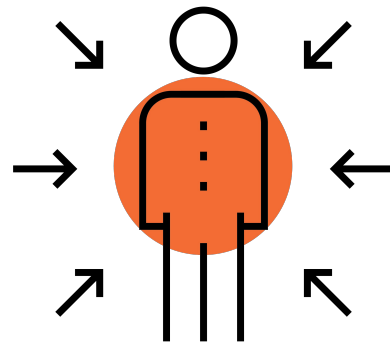




What do we mean by a 'lead'?

Contact details for a person that **may 'convert'** (do the thing you would like them to do) **in the future**.

There is usually a **communications journey** that tries to move them from 'lead' to 'conversion'.





How do we gather leads?

I'm sure you've seen some methods on Facebook...

Pledge


Heart Foundation
Sponsored · Paid for by Heart Foundation
ID: 381175322679437

Heart disease is a leading killer in Australia.

How can you help make a change?

Join your Fellow Queensland State MPs in the pledge to Fight to Save Queensland hearts.

...



Pledge your support to fight for Queensland hearts.

HEARTFOUNDATION.ORG.AU
Pledge today and help save Queensland hearts
Queensland Election 2020 | The Heart Foundation

Learn More


Petition

The Fred Hollows Foundation
Sponsored
ID: 162922129298414

Sign our petition to get Fred Hollows on Google!

The Google homepage changes each day to honour important people, events or inventions, usually with a 'Google Doodle' – a fun image or illustration.

We think it's Fred Hollows' turn... can YOU help us get him there?



Can YOU help get Fred on the Google homepage?

Sign Up


Poll / Quiz

Doctors Without Borders / Médecins Sans Frontières (MSF)
Sponsored
ID: 555666198875432

You've been chosen to provide emergency medical assistance on the frontline of armed conflicts, epidemics, and natural disasters.

Take the quiz and experience a day in the life of one of our frontline responders for your chance to win a \$500 gift card.

Will you have what it takes to help us save lives?



COULD YOU SURVIVE A DISASTER?
TAKE OUR QUIZ TODAY

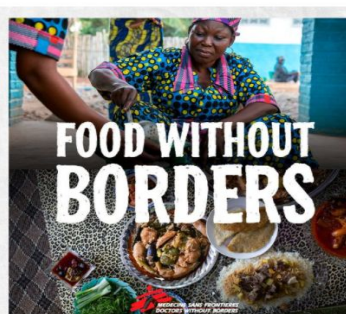
Value Exchange

Doctors Without Borders / Médecins Sans Frontières (MSF)
Sponsored

FREE recipe book: Food Without Borders

From beef biriyani from Bangladesh to fiery hot pili pili sauce from Democratic Republic of Congo, these dishes are guaranteed to take you on a delicious culinary adventure around the world – at a time when travel isn't possible for most of us.

...

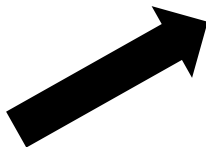
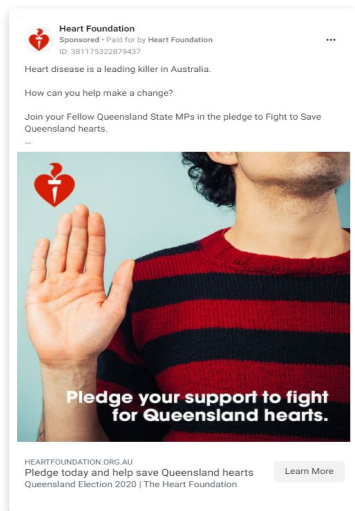


FOOD WITHOUT BORDERS



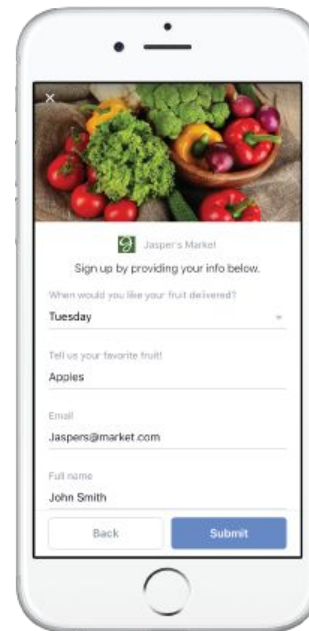
Where is the lead collected?

You've got a few choices...



Collect lead details
through **Facebook**
lead forms

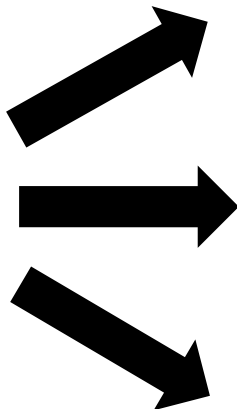
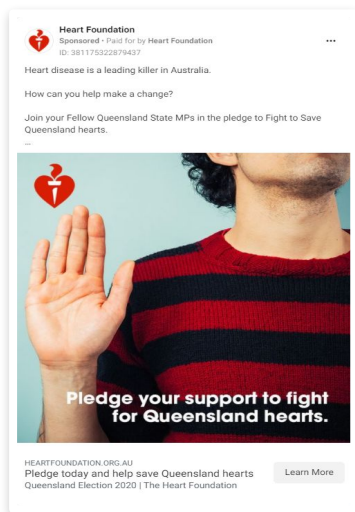
Higher conversion rate
Lower quality (?)





Where is the lead collected?

You've got a few choices...



Collect lead details
through **Facebook
lead forms**

Higher conversion rate
Lower quality (?)

Collect lead details
through a dedicated
microsite

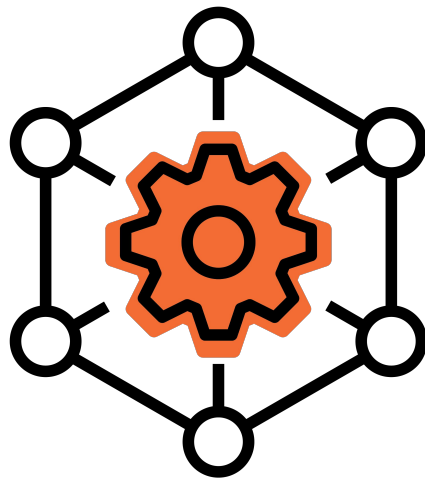
Lower conversion rate
Higher quality (?)

Collect lead details
through **your
website**



Make sure to track your costs all the way to donation

You don't want to go for the **lowest cost per lead** if those leads **don't eventually donate**.





What is the best mechanic?

There is no 'one' mechanic that is the best for all orgs. / audiences / situations.

Please consider:

- Audience - their needs & interests
- Resources - content / design / ad spend / comms. journey / comment moderation 🤖

Best thing to do? **Test!**





How to know if your campaign is doing well?

Sure, look at the **volume** numbers.

Definitely look at the **efficiency** numbers:

- Avg. cost per lead
- Lead to donor conversion rate
- Avg. donation amount
- Recurring / one-off
- Churn





04

What about that second step...?

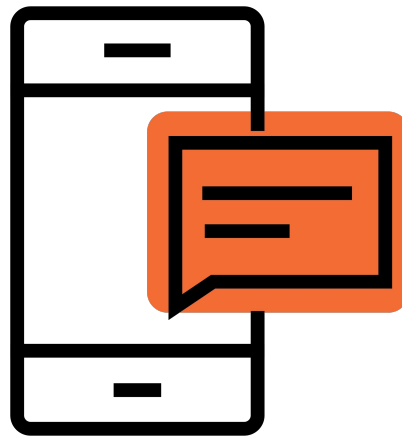


After the lead has been acquired

If you're not going to do anything with the leads, there isn't much point collecting them.

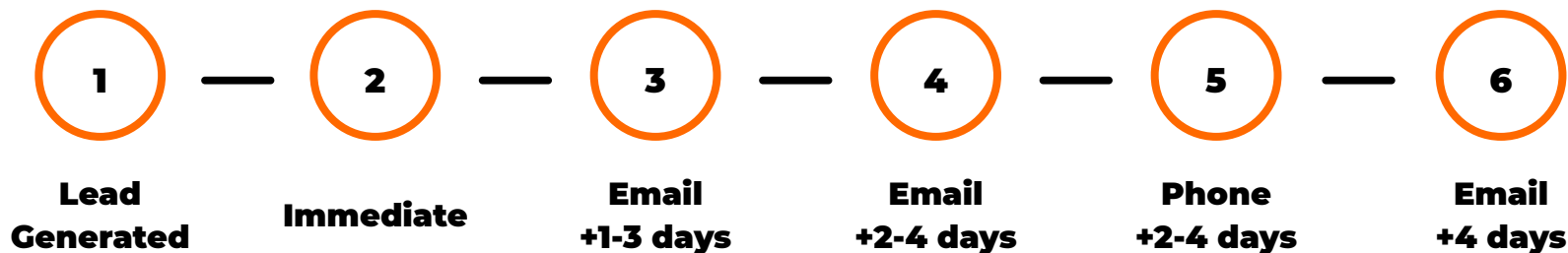
Communications journey, e.g.

- Email (immediate and medium term)
- SMS
- Telemarketing (?)





Might look like this





05

Final thoughts?



Test different components when you can

It isn't easy to run lots of experiments all the time, so test what you can:

- Overall mechanic
- Imagery / headlines
- Audience targeting

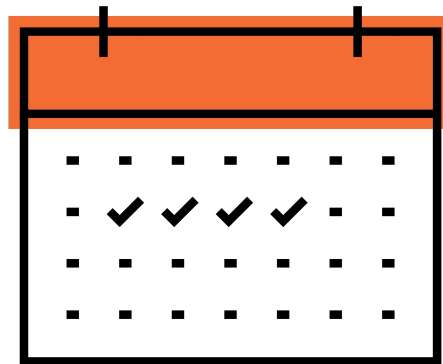




Group your spend (if you have to)

It is really **hard to test & learn** if you have a **small spend**.

Save up and group your spend so you don't have to spread it too thinly.





06 **Questions**



Thank you
for changing the world. We're here to help.