



# Hello

## **Cultivating an online community to prime them to give**

October 2021



**In the spirit of reconciliation Marlin acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.**



# The



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**Strategist**



# 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/](https://marlincommunications.com/become-a-marliner/)



# Today

## **Cultivating an online community**

1. Building your online community
2. Creating content that builds trust
3. Content marketing
4. Post donation



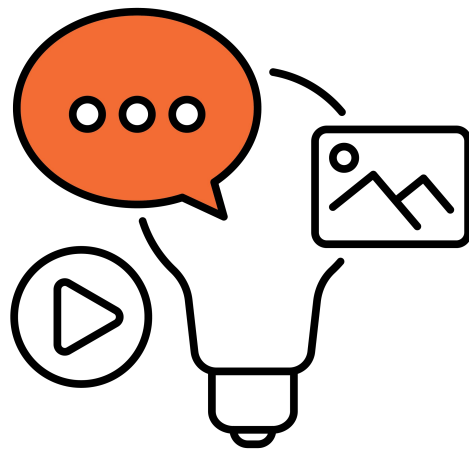
# 01

## **Building your online community**



# Let's look at different ways to build your online community

1. When someone visits your website, how can they connect with your organisation?







# Let's look at different ways to build your online community

2. Are staff and volunteers encouraged to connect with the organisation online? And where appropriate, people who use your services?







# Let's look at different ways to build your online community

3. Ensuring your Google Grant is being used to it's best ability.





# Let's look at different ways to build your online community

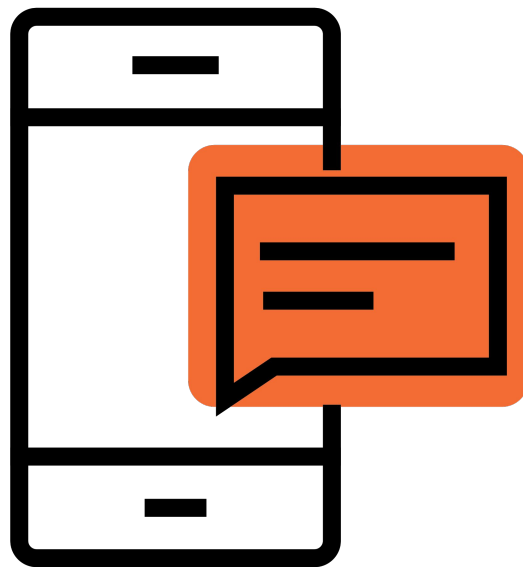
4. Creating content on your website that is useful.





# Let's look at different ways to build your online community

5. Actively posting on your social media channels.





# 02

## **Creating content that builds trust**



**If marketers/fundraisers can promote an organisations authenticity through branded storytelling, it can help donors trust that organisation and develop a long-lasting relationship.**





# Examples - impactful content

## Email

Wayside  
Chapel /  
Inner  
Circle



## Facebook

Prostate  
Cancer  
Foundation  
of Australia/  
Nurses

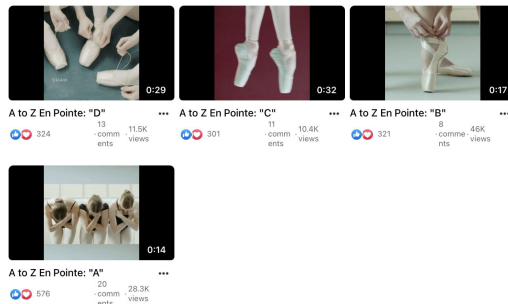




# Examples - impactful content

## Facebook

The Australian Ballet / A to Z En Pointe



## Website

Blueknot / Complex Trauma Resources







# Creating Content Pillars

When it comes to creating content, pillars help ensure that every piece of content has a purpose and meets an organisations objective (such as donations/fundraising).





# Creating Content Pillars

GOAL	PAIN	SOLUTION	MEASURE
<p>What is the goal of the content you are putting out?</p> <p>I.e. Increasing donation, activating more volunteers etc</p>	<p>What is the pain point of people not reaching your goal?</p> <p>Excuses are getting in the way of donation (money, time, understanding)</p>	<p>How will the content you create be the solution?</p> <p>Useful content that addresses the obstacles but also shows impact and gives meaningful reasons for people to donate.</p>	<p>How will you measure success?</p> <p>Increased donations. Increased email sign ups.</p>



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<p>Take everything above and put it into a one sentence content strategy.</p> <p><b>[ORGANISATION] will increase donations by giving people meaningful reasons to get involved with useful and inspiring content.</b></p>			



# Creating Content Pillars

OUR WORLD	OUR COMMUNITY	OUR EVERYDAY
<p>How does your organisation change the world? Or how does it hope to change the world?</p> <p>Example if your organisation is focused on homelessness, your mission could be a world where no one is without a home.</p> <p>Content in this pillar could be about policy, reform, budget, research etc.</p>	<p>What is the impact of your organisation in the community?</p> <p>Example is content that shows the impact of your organisations programs, campaigns, donations, volunteers using people stories and grounded in facts or figures.</p>	<p>How can individuals embody your organisations mission/ethos in their every day?</p> <p>Example is content that is inspiring, that motivates people to live an impactful life that aligns with your mission.</p>



# Creating Content Pillars

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<p>Every piece of content will: 1. Give value to the audience by being relevant and helpful, but also addressing the pain points. 2. Include a clear and direct call-to-action: share, comment, click.</p>		



# 03

## **Content Marketing**



# Using your content to prime your audience to give.

You now have amazing content to prime your audience in preparation to give.







# Using your content to prime your audience to give.

## **Tax Appeal**

Women and  
children escaping  
family violence  
into  
homelessness.



# Using your content to prime your audience to give.

## Services Impact Statistics

Content to push out:

- Highlighting your services.
- Stats on how many women & children access your service.
- Volunteers who give their time to that service.
- News articles on family violence in Australia
- Outcomes of your services, how many women and children move to safe permanent housing.
- Testimonials from beneficiaries about your organisations impact.

## Tax Appeal

Women and children escaping family violence into homelessness.





# Using your existing channels.

You have your content, which channels are you going to use to push it out?

- Website - SEO & Google Grant
- Email
- Social





# Using social and targeting your audience.



Warm Audiences - people who follow/engage with your page.

Contacts - import your CRM lists and target them directly

Lookalikes/Interests - find potential new people.

You can use the boosted post feature - or to ensure a single content piece is marketed across several audiences use Ads Manager and Ad Sets.



# 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



# 04

## **Post Donation**



# Your appeal is over - what now?

What you do and how you communicate with your online audience is just as important as before and during your appeal.

You want to ensure your donor / online community understands the impact of them supporting your organisation.







# Using your channels show impact

Using email, your website, SMS and social media, you can target people who did make a donation with comms that reinforces the impact of their gift.





# 06 **Questions**



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