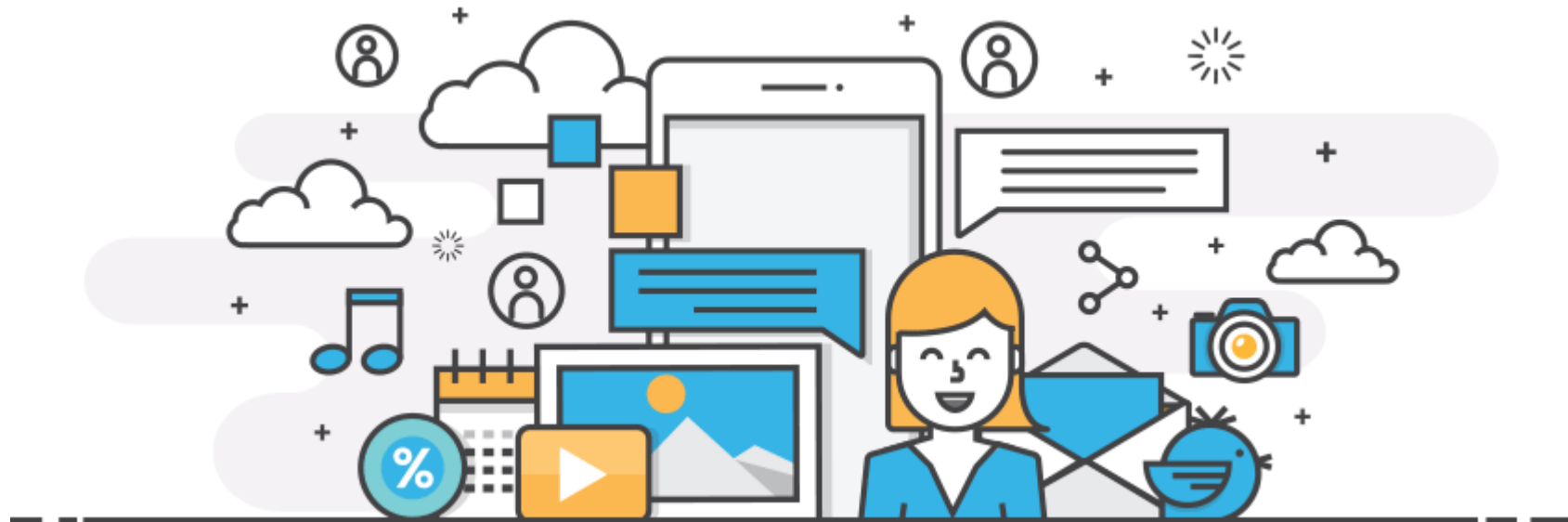




Blueprint for Building a Digital Media Budget

The Opportunity



Donor Acquisition via Paid Media

Untap the real potential of Facebook, paid search and display advertising as donor **acquisition** channels.

- Develop a digital media budget to deliver scale and efficiency
- Focus on optimizing digital channels to simultaneously raise more money and boost brand resonance
- Strive to improve user experiences to strengthen organizational commitment & maximize ROI

Setting Your Measurement Metrics

When building your digital paid media budget, start by setting your measurement metrics customized to your goals. For example, are you looking to measure ROI and demonstrate the long-term viability of paid digital? Do you need to make the business case for your leadership team and/or board?

Here are some considerations and sample metrics to guide your thinking:

- The **value** of a new donor, a transition-from-new donor, lapsed reactivated, etc.
- The right **media mix** of digital channels to maximize budget
- Important measurements of success, such as **new donors** acquired, **CPAs**, **gross/net revenue** and **ROI**.



The Channels: Facebook

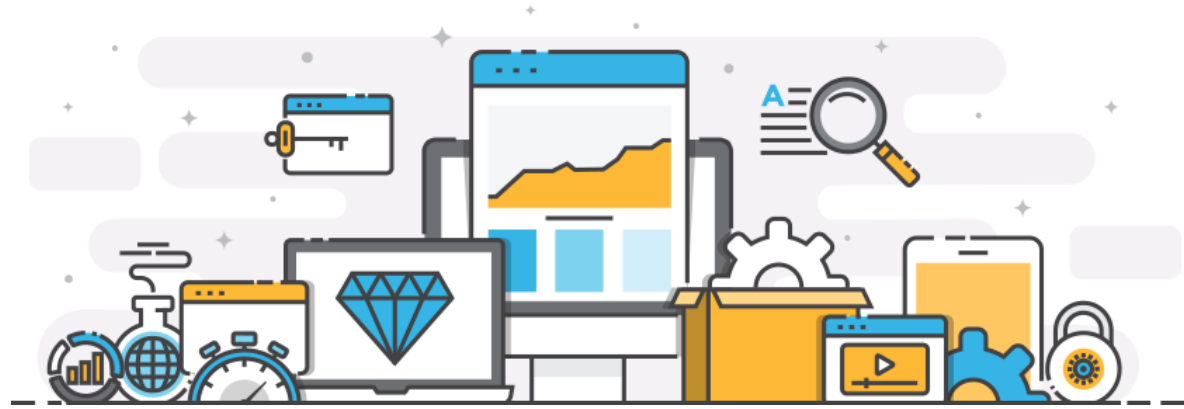
Facebook is a viable and often untapped prospecting source and revenue generator for organizations.

Look to build success in this channel via:

- Utilizing donor segments to maximize use of all hand-raiser audiences
- Building on Facebook's own look-a-like tools to drive more conversions while keeping costs down
- Ads with local/community stories
- Accessing 3rd party permission-based data
- Testimonial ads that help show the value of the donor
- Testing a variety of CTA's, messaging, imaging, geo-targeting, audience segmentation, and video vs. static creative



The Channels: Paid Search



Paid search can be highly effective as one piece of the acquisition puzzle. Are you getting the most out of paid search? Perhaps the most powerful of all lower-funnel conversion channels, paid search is ignored or mismanaged at your own peril.

Strategies to consider:

- Structure bid strategies around intent
- Set aggressive targeting on mobile
- Use dynamic keyword insertion
- Focus on aggressive demo, behavior and interest related bidding

The Channels: Display Advertising

Programmatic ad buying, retargeting, prospecting...The world of display advertising is more than just compelling creative.



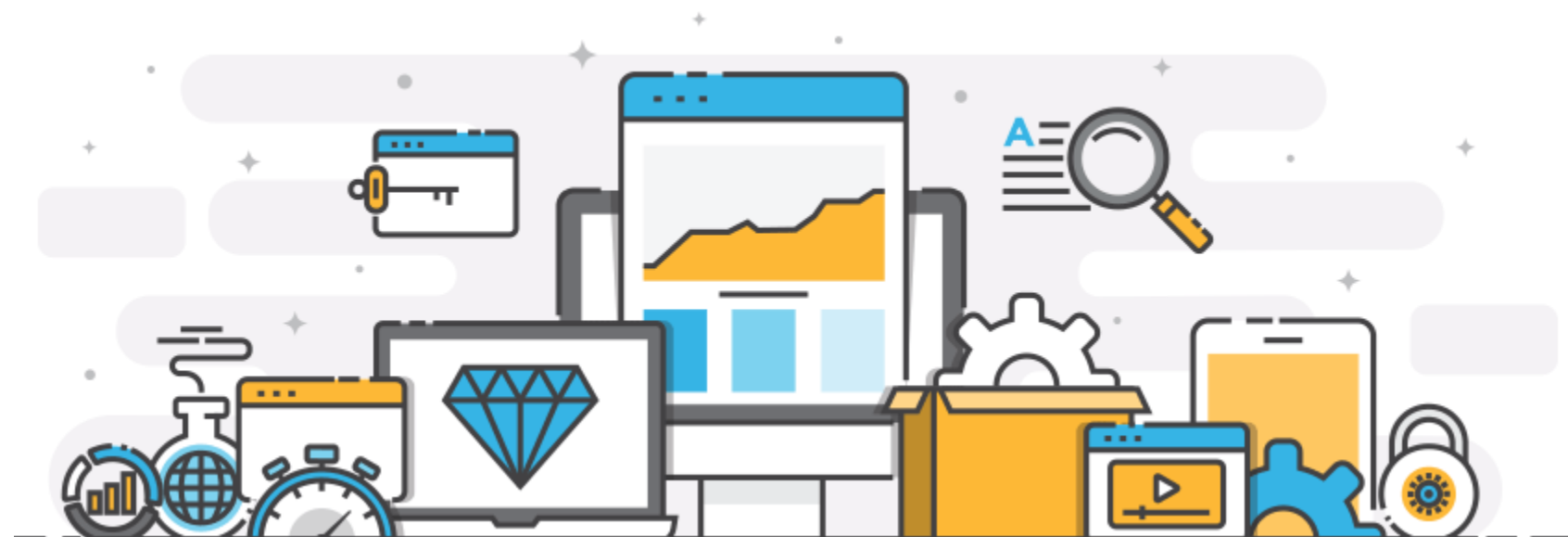
With advanced audience targeting and specialized contact optimization, this channel is a viable, even essential, long-term investment channel for revenue growth.



Investment/ROI Strategy Detail

Sample Test Phases

Pilot Phase	Deployment	Approach
1	0-45 days	<ul style="list-style-type: none">• Heavy on audience targeting and new donor prospecting primarily in Facebook with some initial testing in paid search.• Build learnings which can be scaled during year-end.
2	45-60 days	<ul style="list-style-type: none">• Year-end campaign to take full advantage of the calendar giving season.• Target maximum budget level available• Determine the exact scale and channel strategy after analyzing Phase 1 pilot results.



Three Budget Levels | Three Strategy Scenarios

\$15,000

Campaign Timeline: (0-30 days)

Strategy: With limited budget, we propose a sole focus on testing Facebook with emphasis on audience targeting and donor prospecting.

\$30,000

Campaign Timeline: (30-60 days)

Strategy: Build in a small paid search test with a larger investment in Facebook direct response ads to start building out deeper Facebook learnings.

\$50,000

Campaign Timeline: (60-75 days)

Strategy: Include deeper testing and optimizing across Facebook and paid Search with an emphasis on brand terms + a small budget to test GDN (Google Display Network) display ad retargeting.

Test Campaign: Investment Strategy Summary

Projected Returns Illustration

	Facebook Budget	Paid Search Budget	GDN Display Ad Budget	Total Media Spend	Projected Revenue	Total Donors	Net per Donor
0-30 days	\$15,000	0	0	\$15,000	\$16,650	278	\$5.94
30-60 days	\$23,000 - \$26,000	\$4,000 - \$7,000	0	\$30,000	\$32,500	496	\$5.04
60-90 days	\$35,000	\$10,000	\$5,000	\$50,000	\$54,000	801	\$4.99

Sample Key Testing Initiatives

A key next step in determining ad creative and final channel mix strategy is evaluating your organization's past creative assets, key milestones, content and relevant web metrics/data.

Until then, here are some sample initial testing tactics:

National vs. Local:

- **Testing focus:** Geo-targeted Facebook and display ads in those areas/regions if your organization either works on local/regional issues, or you can tie your mission in to a community message.

Video vs. Static ads

- **Testing focus:** Compelling video content often delivers conversions more efficiently than static – particularly within Facebook. Are your videos compelling for fundraising?

Instagram

- **Testing focus:** Instagram is a natural channel to test for fundraising. Test using Instagram stories for engagement and the “Swipe Up” feature to link to campaign/donation landing page.

“The budget is not just a collection of numbers, but an expression of our values and aspirations.”

-- Jacob Lew

