



## Your Partner in Raising Funds

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# 18 Email and Social Media Tips for NGOs



1. NGOs use an average of **12** content marketing tactics.



*Integrate all channels for seamless communications.*

Source: Content Marketing Institute/Blackbaud

2. Emails with personalized subject lines are **26%** more likely to be opened.



Source: Campaign Monitor

3. Add captions to video ads. **85%** of videos on Facebook are watched without sound.



Source: Buffer Social

4. **73%** of millennials identify email as their preferred means of brand communications.



Source: Adestra

5. **80%** of recipients are only scanning your email.



*Make your point early on and easy to find.*

Source: Nielsen Normand Group

6. Choose the right social media channel.



*Focus your budget on where your audience is, and how that channel is used.*

7. Email converts more than **40x** Facebook or Twitter.

*Engage on social media, acquire email addresses, and convert through email.*

Source: Kissmetrics

8. Americans check their phone once every **12** minutes.



*Make sure your email, social media, and website are all mobile friendly.*

Source: kpsc.com

9. Compared to regular web advertising, Facebook ads have **8-9x** higher click through rates.



Source: Marketing Land

10. Subscribers who receive a welcome series are **33%** more engaged.



*Target your email for each audience.*

Source: Experian Marketing Services

11. Use eye-catching visuals.



*You're competing against a lot of users so use imagery that resonates and catches your audience's attention.*

12. Adding video to emails can increase click through rate by **300%**



Source: Wistia

13. Optimize ads for mobile. **80%** of social media engagement is on mobile.



Source: Marketing Land

14. **TEST, TEST, TEST.** Try different messages, creative, audiences, and timing to determine your best campaigns.



15. You don't have to break the bank. Budgets for Facebook advertising can be as low as **\$5** a day.



Source: Marketing Land

16. How NGO's divide ad spending:



- 46%** acquisition
- 23%** branding
- 18%** lead gen
- 14%** existing supporter conversion

Source: M+R

17. Use the power of directional cues. Images of people should be looking at the area of an email where you want viewers to look.



Source: Kissmetrics

18. Be sure to target your current audience, not just new audiences, using lookalike audiences and custom audiences of your email list or followers.



Raising Funds to Change the World