



5 For-Profit Marketing Ideas

To Steal for Nonprofit Fundraising



NIO NONPROFIT
INNOVATION
& OPTIMIZATION

SUMMIT

2023 DALLAS, TX
.....
SEPT. 19-21

DIGITAL FUNDRAISERS **COME ON DOWN!**



"NIO obviously is a good time.

It's not only been really valuable educationally, but it's been a ton of fun!"

Marissa Stein
Coral Reef Alliance



Get \$600 Off Until Tomorrow at Midnight



NIO NONPROFIT INNOVATION & OPTIMIZATION
SUMMIT
2023 DALLAS, TX
.....
SEPT. 19-21

DIGITAL FUNDRAISERS **COME ON DOWN!**



“There was so much information that was applicable.

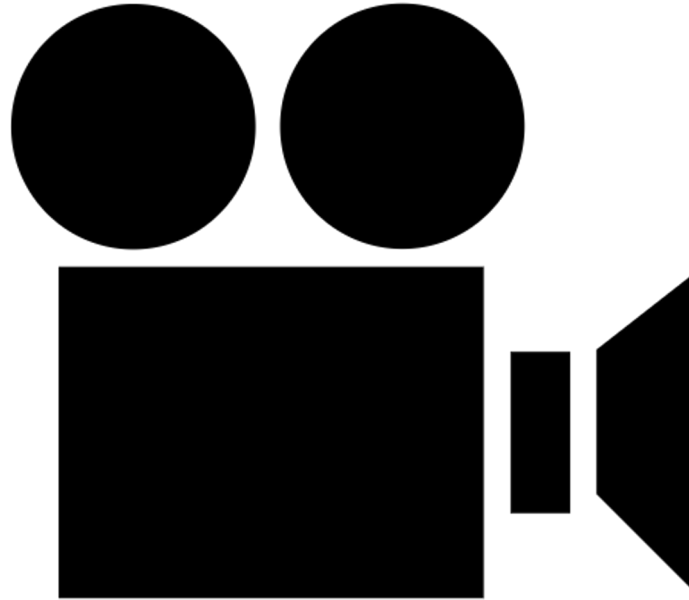
It won't just change the way we approach our donors, but our philosophy of why we're talking to them in the first place.”

**DeNail Sparks
EveryNation**



niosummit.com

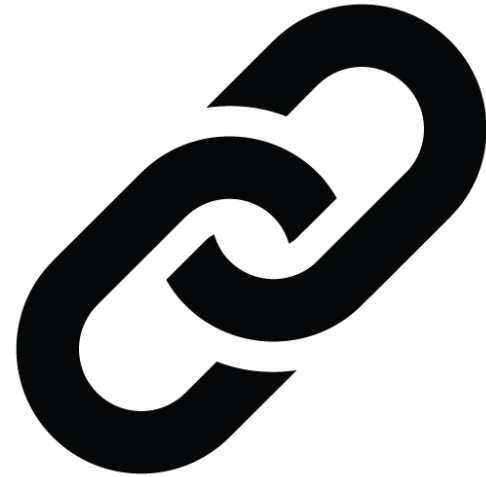
A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.



A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.



A Few Quick things...



We have time for additional Q&A.





5 For-Profit Marketing Ideas

To Steal for Nonprofit Fundraising





Marcus Collins

NEXTAFTER'S
EIGHTH ANNUAL

NIO NONPROFIT
INNOVATION
& OPTIMIZATION
SUMMIT
2023 DALLAS, TX
SEPT. 19-21

DIGITAL FUNDRAISERS
COME ON DOWN!


WITH
TITLE SPONSOR
iDonate




General Ask

Make a WonderFull Tribute Donation

Honor Deborah with a Tribute donation and help CaringBridge connect people with love and support when they need it most.



Add a message to your Tribute donation




255 characters remaining

I'll Help Now


Personalized Ask

Honor Deborah with Your Tribute Donation

Make a gift to CaringBridge in honor of Deborah to make sure that the website that brings them joy on a daily basis stays up and running this holiday season.



Add a message to your Tribute donation



255 characters remaining

I'll Help Now



86%

In Donor Conversion



Benefits Copy



SIGN UP NOW!

The Avila Army is our battalion of friends and followers actively deployed in the war for souls through the monthly support of the mission of the Avila Foundation.

As a thank you for your contribution, you'll have exclusive access to the Army community, Avila courses, webinars, updates and sneak peeks. ***



Guardian Angels (\$5-\$49)

- Welcome Package
- Access to the Avila Army Community
- Invitation to the weekly rosary with the Avila Team
- Exclusive invites to webinars and special events
- Insider updates and sneak peeks
- Monthly impact updates and quarterly reports
- Reflections from Dan Burke



St. Gabriel Unit (\$50-\$249)

- Everything above PLUS
- Copy of Journey to God
- Access to our School of Spiritual Formation vault of recorded classes



St. Raphael Corps (\$250-\$499)

- Everything above PLUS
- Access to our Graduate School vault of recorded classes
- Enrollment in one School of Spiritual Formation class



St. Michael (\$500-\$999)

YOUR DONATION

\$10 \$25 \$50 \$100

\$ My Best Gift

Make this an ongoing monthly gift

This month's donation will be processed immediately.

Beginning next month, the same amount will be processed on the date selected.

11th

PAYMENT DETAILS

Credit or debit card *

Card number MM / YY CVC

YOUR INFORMATION

Name *

First Name

Last Name

Email *

Phone

Country *

United States

I have a military address

Address *

City *

Value Prop & Benefits



HEAL AND RESTORE THE CHURCH TODAY!

While the world continues to turn towards secular teaching and away from the truth found in the Catholic faith, we have been called by the Holy Spirit to lead the effort to heal and restore His Church.

Your donation today will impact the number of good young men who are discerning a call to the priesthood. You will equip them with sound Catholic theology and spiritual direction and put them on a path to become great and holy priests for the Church for a generation.

You can produce more resources for you and members of the laity as well as the spiritually poor around the world who are searching for the fullness of truth found in our Catholic faith.

Will you join us in the fight to restore and heal the Church today?

Based upon the size of your gift today, you will also receive exclusive access and benefits with the corresponding levels outlined below:



Guardian Angels (\$5-\$49)

- Welcome Package
- Access to the Avila Army Community
- Invitation to the weekly rosary with the Avila Team
- Exclusive invites to webinars and special events
- Insider updates and sneak peeks
- Monthly impact updates and quarterly reports
- Reflections from Dan Burke



St. Gabriel Unit (\$50-\$249)

- Everything above PLUS
- Copy of Journey to God
- Access to our School of Spiritual Formation vault of recorded classes



St. Raphael Corps (\$250-\$499)

YOUR DONATION

\$10 \$25 \$50 \$100

\$ My Best Gift

Make this an ongoing monthly gift

This month's donation will be processed immediately.

Beginning next month, the same amount will be processed on the date selected.

11th

PAYMENT DETAILS

Credit or debit card *

Card number MM / YY CVC

YOUR INFORMATION

Name *

First Name

Last Name

Email *

Phone

United States

I have a military address

Address *

City *

State *



812%

In Donations



David JP Phillips



Succinct Email Appeal

Hi Kelly,

I'm humbled to let you know that we have another matching grant. But it's not from a foundation—it's a group of people just like you who wanted to help raise money for CaringBridge. I am just so encouraged that these incredible friends would come together to match the next \$50,000 you can give.

CaringBridge is free to use, but it's not free to run. We have a team of developers, quality assurance technicians, business analysts and coordinators who make sure anyone in need can create new, free sites while maintaining the hundreds of thousands of existing sites for as long as they're needed. The need for connection and coordination through CaringBridge has only grown over the last few years.

That's why we're so excited to offer you [another opportunity to double your gift](#).

I'm so grateful for this group of donors who has stepped up. [I hope this matching grant encourages you to be generous with a gift today](#). This matching grant won't be around for long, and our team could use your help as soon as you can provide it!

[I don't want to let these donors down. Would you make a gift today, and let these donors match it?](#)

Thank you,

- Kelly

P.S. If you're not able to give this holiday season, would you email this month?

Kelly Espy
Fundraising Campaign Manager
www.CaringBridge.org | 2750.Blue.Water.Road.Suite.275.Eagan



Long-form Email Appeal

Hi Kelly,

I'm humbled to let you know that we have another matching grant. But it's not from a foundation—it's a group of people just like you who wanted to help raise money for CaringBridge. I am just so encouraged that these incredible friends would come together to match the next \$50,000 you can give.

CaringBridge is free to use, but it's not free to run. We have a team of developers and coordinators who make sure anyone in need can create new, free sites while maintaining the hundreds of thousands of existing sites for as long as they're needed. The need for connection and coordination through these sites has only grown over the last few years.

That's why we're so excited to offer you [another opportunity to double your gift](#).

Let me tell you what your gift will do. One Journal I read this year, Courtney Lamb's, really stuck with me, and I'd love to share her story with you.

Courtney was a nurse when she was diagnosed with breast cancer at 37. She went through chemo, radiation and multiple surgeries right before the pandemic began, and then she ended up with long COVID. And that was all before she was furloughed from her job, thanks to the pandemic.

While Courtney worried about her future, her family stepped up to take care of the present. Courtney's family took care of her three boys, made sure the house was full of food and even accompanied Courtney to doctors' offices to take notes about her treatment.

CaringBridge is free to use, but it's not free to run. We have a team of developers, quality assurance technicians, business analysts and coordinators who make sure anyone in need can create new, free sites while maintaining the hundreds of thousands of existing sites for as long as they're needed. The need for connection and coordination through CaringBridge has only grown over the last few years.

P.S. If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more donation emails this month?

Kelly Espy
Fundraising Campaign Manager
www.CaringBridge.org | 2750.Blue.Water.Road.Suite.275.Eagan.MN.55121



Succinct Email Appeal

- Let me tell you what your gift will do...
- Courtney was diagnosed with breast cancer...
- Her family stepped up to take of the present...
- “I knew my kids were always somewhere safe...”
- She decided to face her health journey with optimism...she shared that attitude with everyone reading her CaringBridge journal.
- “People who don’t have support...have a harder time making it through.”

Long-form Email Appeal

Hi Kelly,

I'm humbled to let you know that we have another matching grant. But it's not from a foundation—it's a group of people just like you who wanted to help raise money for CaringBridge. I am just so encouraged that these incredible friends would come together to match the next \$50,000 you can give.

CaringBridge is free to use, but it's not free to run. We have a team of developers and coordinators who make sure anyone in need can create new, free sites while maintaining the hundreds of thousands of existing sites for as long as they're needed. The need for connection and coordination through these sites has only grown over the last few years.

That's why we're so excited to offer you **another opportunity to double your gift**.

Let me tell you what your gift will do. One Journal I read this year, Courtney Lamb's, really stuck with me, and I'd love to share her story with you.

Courtney was a nurse when she was diagnosed with breast cancer at 37. She went through chemo, radiation and multiple surgeries right before the pandemic began, and then she ended up with long COVID. And that was all before she was furloughed from her job, thanks to the pandemic.

While Courtney worried about her future, **her family stepped up to take care of the present.** Courtney's family took care of her three boys, made sure the house was full of food and even accompanied Courtney to doctors' offices to take notes about her treatment.

"I knew my kids were always somewhere safe, with someone who loved them," Courtney said. "It took such a load off my mind."

Courtney made a choice about the kind of example she wanted to set for her boys. She **decided to face her health journey with optimism and positivity,** and she **shared that attitude with everyone who read her CaringBridge Journal,** which allowed Courtney's extended circle to shore up the family's new routines and share wisdom, encouragement and experiences with cancer.

Courtney said, "If I had let it weigh me down, I may not have had the same outcome. I tend to think that **people who don't have support, or the ability to stay positive and remain hopeful, have a harder time making it through.**"

Just like Courtney's friends were an encouragement to her pursuit of positivity, **I hope this matching grant encourages you to be generous with a gift today.** This matching grant won't be around for long, and our team could use your help as soon as you can provide it!

I don't want to let these donors down. Would you make a gift today, and let these donors match it?

Thank you,

- Kelly

P.S. If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more donation emails this month?

Kelly Espy
Fundraising Campaign Manager
www.CaringBridge.org | 2750 Blue Water Road, Suite 275, Eagan, MN 55121



Succinct Email Appeal

Hi Kelly,

I'm humbled to let you know that we have another matching grant. But it's not from a foundation—it's a group of people just like you who wanted to help raise money for CaringBridge. I am just so encouraged that these incredible friends would come together to match the next \$50,000 you can give.

CaringBridge is free to use, but it's not free to run. We have a team of developers, quality assurance technicians, business analysts and coordinators who make sure anyone in need can create new, free sites while maintaining the hundreds of thousands of existing sites for as long as they're needed. The need for connection and coordination through CaringBridge has only grown over the last few years.

That's why we're so excited to offer you [another opportunity to double your gift](#).

I'm so grateful for this group of donors who has stepped up. [I hope this matching grant encourages you to be generous with a gift today](#). This matching grant won't be around for long, and our team could use your help as soon as you can provide it!

[I don't want to let these donors down. Would you make a gift today, and let these donors match it?](#)

Thank you,

- Kelly

P.S. If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more donation emails this month?

Kelly Espy
Fundraising Campaign Manager
www.CaringBridge.org | [2750 Blue Water Road, Suite 275, Eagan, MN 55121](#)



Long-form Email Appeal

Hi Kelly,

I'm humbled to let you know that we have another matching grant. But it's not from a foundation—it's a group of people just like you who wanted to help raise money for CaringBridge. I am just so encouraged that these incredible friends would come together to match the next \$50,000 you can give.

CaringBridge is free to use, but it's not free to run. We have a team of developers and coordinators who make sure anyone in need can create new, free sites while maintaining the hundreds of thousands of existing sites for as long as they're needed. The need for connection and coordination through these sites has only grown over the last few years.

That's why we're so excited to offer you [another opportunity to double your gift](#).

Let me tell you what your gift will do. One Journal I read this year, Courtney Lamb's, really stuck with me, and I'd love to share her story with you.

Courtney was a nurse when she was diagnosed with breast cancer at 37. She went through chemo, radiation and multiple surgeries right before the pandemic began, and then she ended up with long COVID. And that was all before she was furloughed from her job, thanks to the pandemic.

While Courtney worried about her future, her family stepped up to take care of the present. Courtney's family took care of her three boys, made sure the house was full of food and even accompanied Courtney to doctors' offices to take notes about her treatment.

"I knew my kids were always somewhere safe, with someone who loved them," Courtney said. "It took such a load off my mind."

Courtney made a choice about the kind of example she wanted to set for her boys. She decided to face her health journey with optimism and positivity, and she shared that attitude with everyone who read her CaringBridge Journal, which allowed Courtney's extended circle to shore up the family's new routines and share wisdom, encouragement and experiences with cancer.

Courtney said, "If I had let it weigh me down, I may not have had the same outcome. I tend to think that people who don't have support, or the ability to stay positive and remain hopeful, have a harder time making it through."

Just like Courtney's friends were an encouragement to her pursuit of positivity, [I hope this matching grant encourages you to be generous with a gift today](#). This matching grant won't be around for long, and our team could use your help as soon as you can provide it!

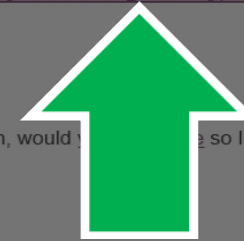
[I don't want to let these donors down. Would you make a gift today, and let these donors match it?](#)

Thank you,

- Kelly

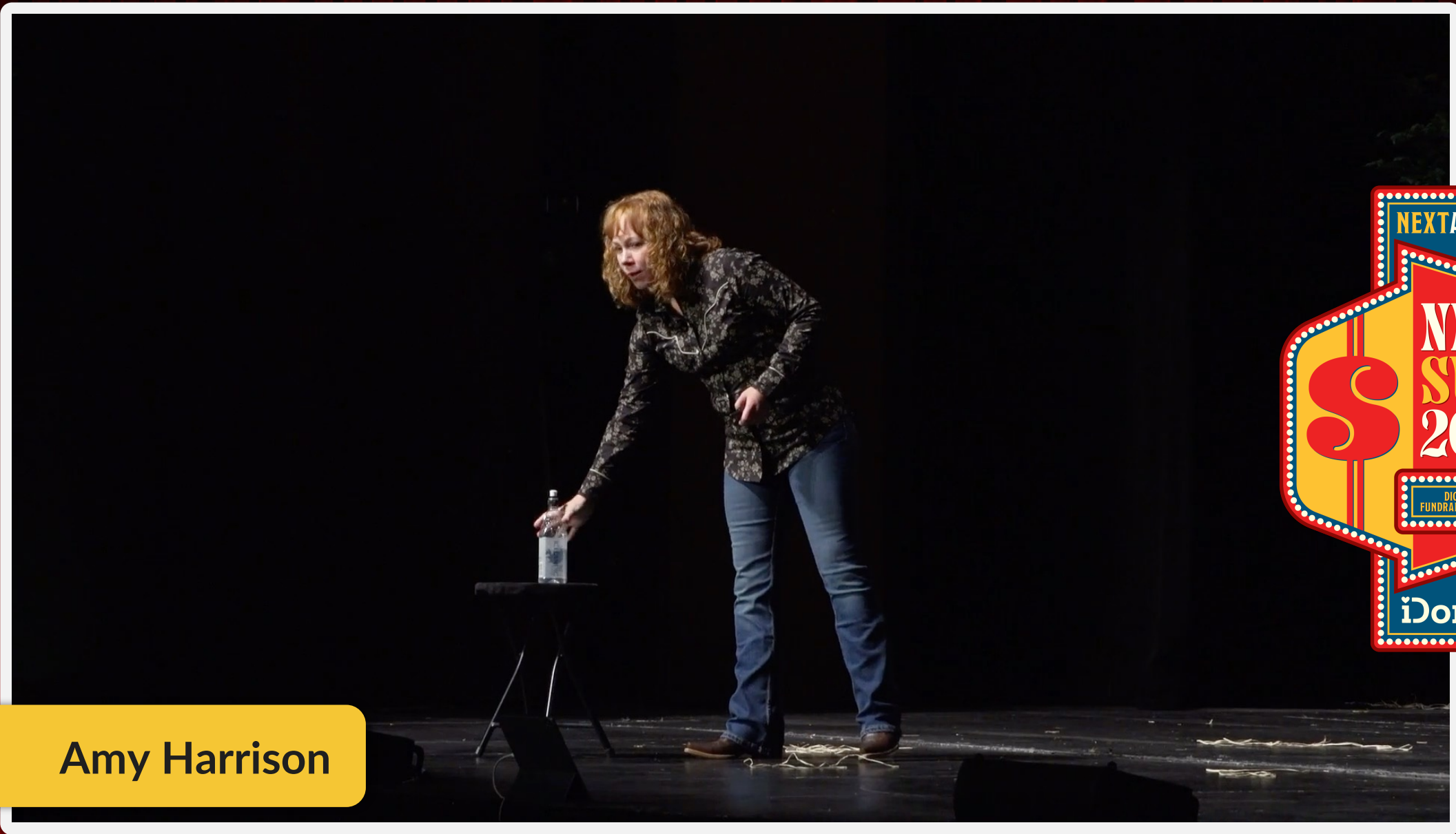
P.S. If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more donation emails this month?

Kelly Espy
Fundraising Campaign Manager
www.CaringBridge.org | [2750 Blue Water Road, Suite 275, Eagan, MN 55121](#)



42%
In Donations





Amy Harrison

NEXTAFTER'S
EIGHTH ANNUAL

NIO NONPROFIT
INNOVATION
& OPTIMIZATION

SUMMIT DALLAS, TX

2028 SEPT. 19-21

DIGITAL FUNDRAISERS **COME ON DOWN!**

WITH TITLE SPONSOR
iDonate



Control



Honor Kade and Kallan with a donation to CaringBridge.
You make Kade and Kallan's website possible.

Donate

Treatment 1



Kade's CaringBridge site is supported by generous donors like you.
Make a donation to CaringBridge in honor of Kade

Donate

Reverse Order

Treatment 2



Help Kade stay connected to family and friends.
Make a donation to CaringBridge to keep Kade's site up and running.

Donate

Impact of the site

Treatment 3




Show your love and support for Kade.
Make a donation to CaringBridge to keep Kade's site up and running.

Donate

Emotional appeal





Control

 Honor Kade and Kallan with a donation to CaringBridge.
You make Kade and Kallan's website possible.

[Donate](#)

Treatment 1

 Kade's CaringBridge site is supported by generous donors like you.
Make a donation to CaringBridge in honor of Kade

 **6%**
In Donations*

Reverse Order

Treatment 2

 Help Kade stay connected to family and friends.
Make a donation to CaringBridge to keep Kade's site up and running.

 **1%**
In Donations*

Impact of the site

Treatment 3

 Show your love and support for Kade.
Make a donation to CaringBridge to keep Kade's site up and running.

 **67%**
In Donations

Emotional appeal



Control



Honor Kade and Kallan with a donation to CaringBridge.
You make Kade and Kallan's website possible.

Donate

Treatment 1



Kade's CaringBridge site is supported by generous donors like you.
Make a donation to CaringBridge in honor of Kade



6%

In Donations

Reverse Order

No Difference in Clicks

Treatment 2



Help Kade stay connected to family and friends.
Make a donation to CaringBridge to keep Kade's site up and running.



1%

In Donations

Impact of the site

Treatment 3



Show your love and support for Kade.
Make a donation to CaringBridge to keep Kade's site up and running.

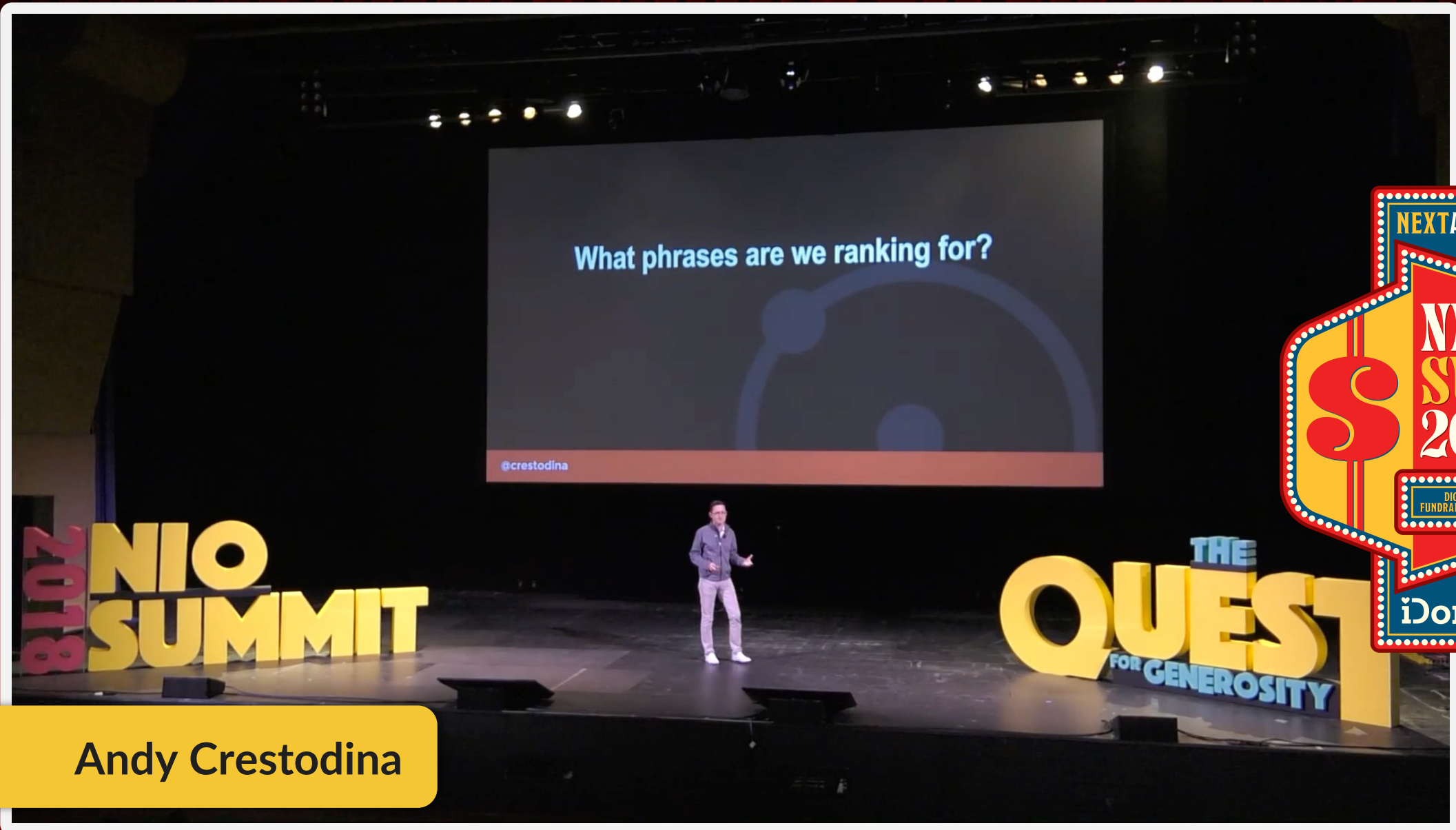


67%

In Donations

Emotional appeal





What phrases are we ranking for?

@crestodina

2018 NIO SUMMIT

THE QUEST FOR GENEROSITY

NEXTAFTER'S EIGHTH ANNUAL

NIO SUMMIT 2023 DALLAS, TX SEPT. 19-21

NONPROFIT INNOVATION & OPTIMIZATION

DIGITAL FUNDRAISERS COME ON DOWN!

WITH TITLE SPONSOR iDonate

Andy Crestodina



“But Andy, I don’t see that report in GA4!”

You can still get it in

Google Search Console



Overview

Click on "Search Results"

See your site's top queries on Google Search

[Search Console Insights](#)

Overview

URL inspection

Performance

Search results

Discover

Indexing

Pages

Video pages

Sitemaps

Removals

Experience

Page Experience

Core Web Vitals

Mobile Usability

Enhancements

Breadcrumbs

How-to

Logos

Sitelinks searchbox

Unparsable structured ...

Videos

Security & Manual Actions

Legacy tools and reports

Links

Performance

[Full report](#)

5,772 total web search clicks

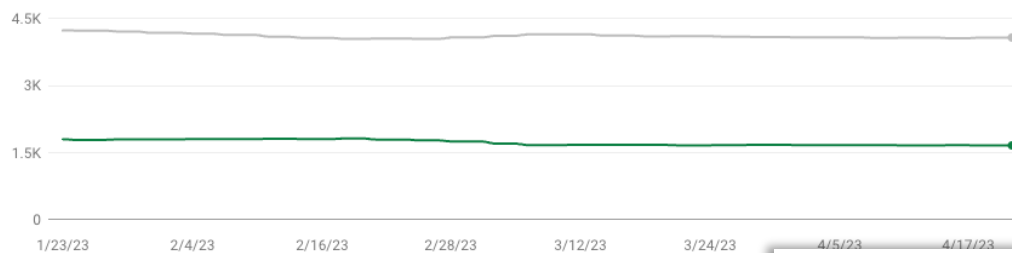


Indexing

[Full report](#)

Page indexing

4,082 not indexed pages | 1,667 indexed pages



Video page indexing

804 no videos indexed | 127 videos indexed

https://www.nextaft...

- Overview
- URL inspection
- Performance
 - Search results
 - Discover
- Indexing
 - Pages
 - Video pages
 - Sitemaps
 - Removals
- Experience
 - Page Experience
 - Core Web Vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - How-to
 - Logos
 - Sitelinks searchbox
 - Unparsable structured ...
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links

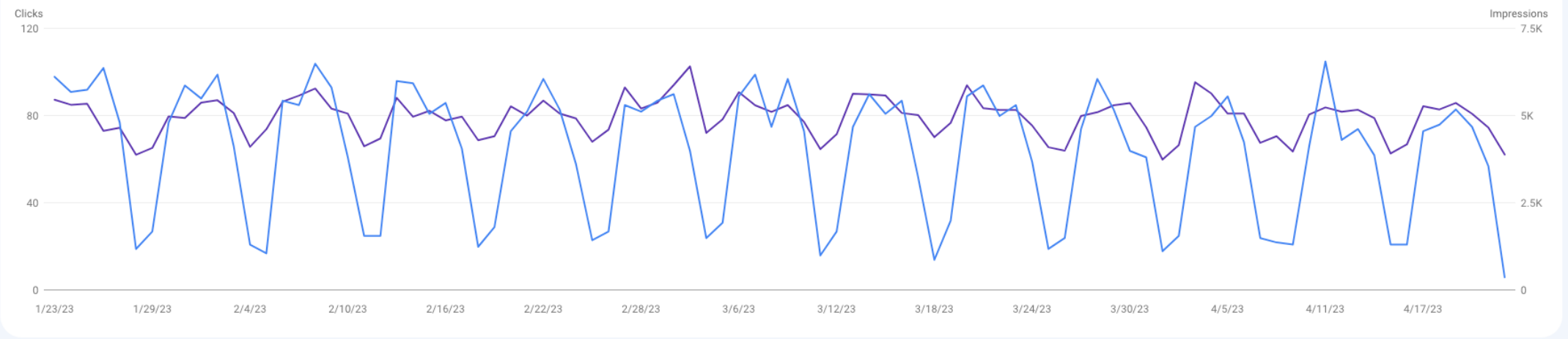
Performance on Search results

Search type: Web Date: Last 3 months

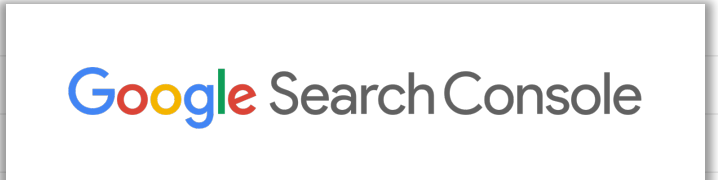
Turn on "Average position"

Last updated: 12 hours ago

Total clicks: **5.77K**
 Total impressions: **446K**
 Average CTR: **1.3%**
 Average position: **39.5**



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				↓ Clicks	Impressions
nextafter				541	1,806
next after				508	1,234
nextafter institute					123
tim kachuriak					131
people give to people					137



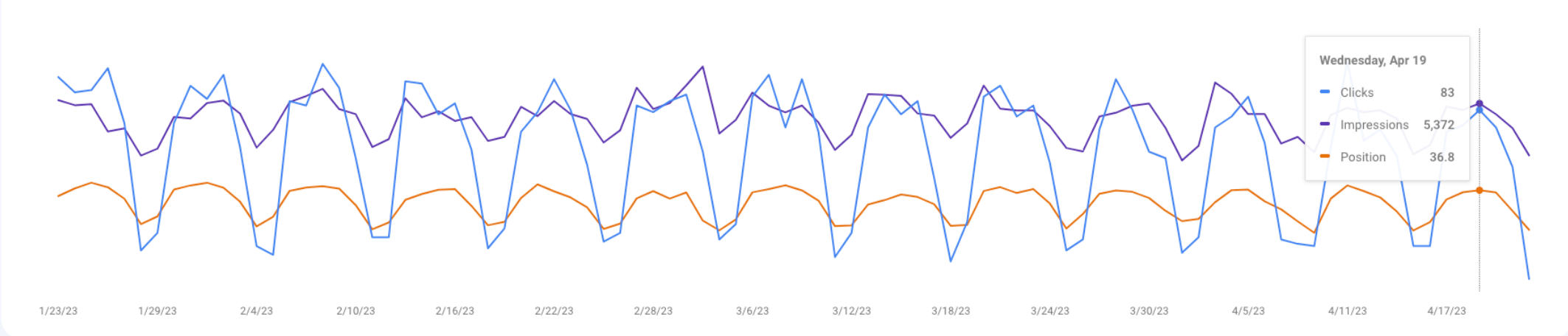
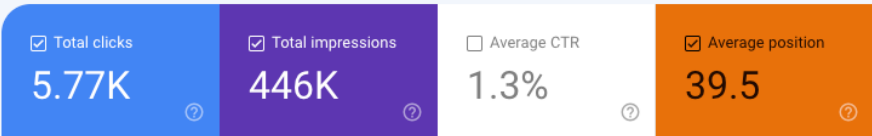
Performance on Search results

EXPORT

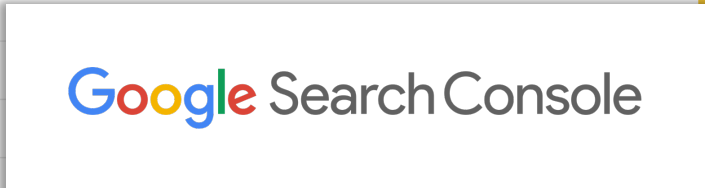
Search type: Web Date: Last 3 months + New

Sort by "Position"

Last updated: 12 hours ago



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				↓ Clicks	Impressions
nextafter				541	1,806
next after				508	1,234
nextafter institute					1
tim kachuriak					1.3
people give to people					1
next after institute					1



https://www.nextaft...

Performance on Search results

EXPORT

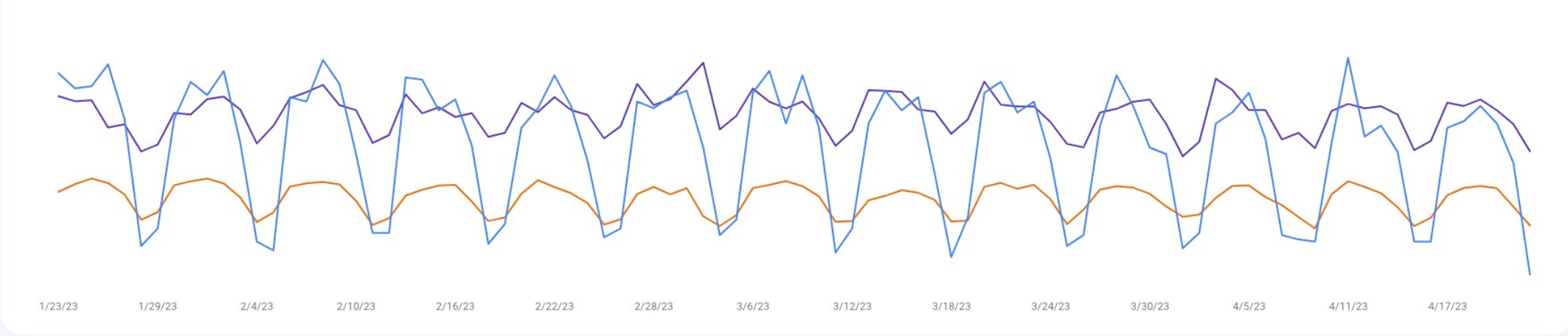
Search type: Web Date: Last 3 months + New

Add a filter

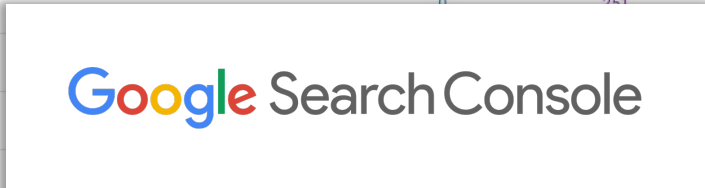
Last updated: 12 hours ago

- Overview
- URL inspection
- Performance
 - Search results
 - Discover
- Indexing
 - Pages
 - Video pages
 - Sitemaps
 - Removals
- Experience
 - Page Experience
 - Core Web Vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - How-to
 - Logos
 - Sitelinks searchbox
 - Unparsable structured ...
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links

Total clicks **5.77K**
 Total impressions **446K**
 Average CTR **1.3%**
 Average position **39.5**



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
Top queries				Clicks	Impressions	Position
google search engine rankings				0	80	127.2
eblast examples				0	195	120.7
conversion strategy				0	251	115.4
how to increase online donations						110.6
search engine rank						107.9
search engine rankings report						106



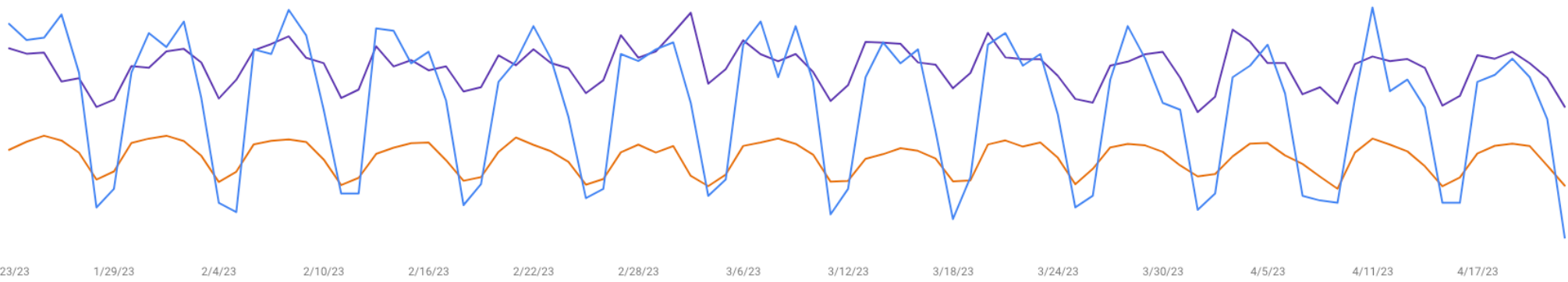
Performance on Search results

Search type: Web

Last updated: 12 hours ago

Set "Position" filter to "Greater than 10"

Total clicks: **5.77K**
 Total impressions: **446K**
 Average CTR: **1.3%**
 Average position: **39.5**

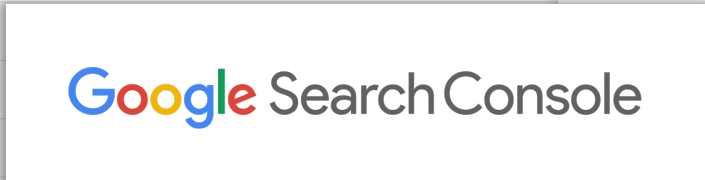


QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

Filter by Position
Greater than 10

- Top queries
- Clicks
- Impressions
- Position

Top queries	Clicks	Impressions	Position
testimony of faith examples	0		
caringbridge donations			10.4
templized			10.4
donor acquisition mailing			10.4



- Overview
- URL inspection
- Performance
 - Search results
 - Discover
- Indexing
 - Pages
 - Video pages
 - Sitemaps
 - Removals
- Experience
 - Page Experience
 - Core Web Vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - How-to
 - Logos
 - Sitelinks searchbox
 - Unparsable structured ...
 - Videos
- Security & Manual Actions
- Legacy tools and reports
- Links

Your Results Are In!

QUERIES

PAGES

SEARCH APPEARANCE

DATES

1



Top queries	Clicks	Impressions	↑ Position
testimony of faith examples	0	120	10.2
caringbridge donations	2	99	10.4
templized	0	1,095	10.4
donor acquisition mailing	0	84	10.4
soraya alexander	4	170	10.5
donor motivations	0	168	10.5
donation list examples	1	39	10.8
marketing tools for nonprofits	0	180	10.8
online fundraising agency	0	111	10.8
best nonprofit email subject lines	0	97	11

Rows per page: 10 1-10 of 775 < >



“But Nathan, how is this related to fundraising?”





push
vs.
pull

x2 Revenue

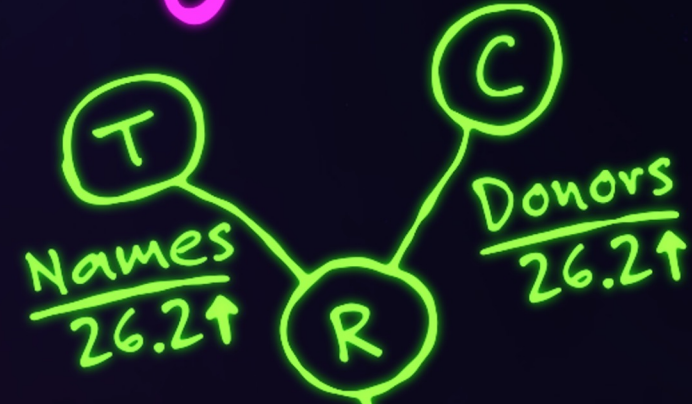
How to Grow a

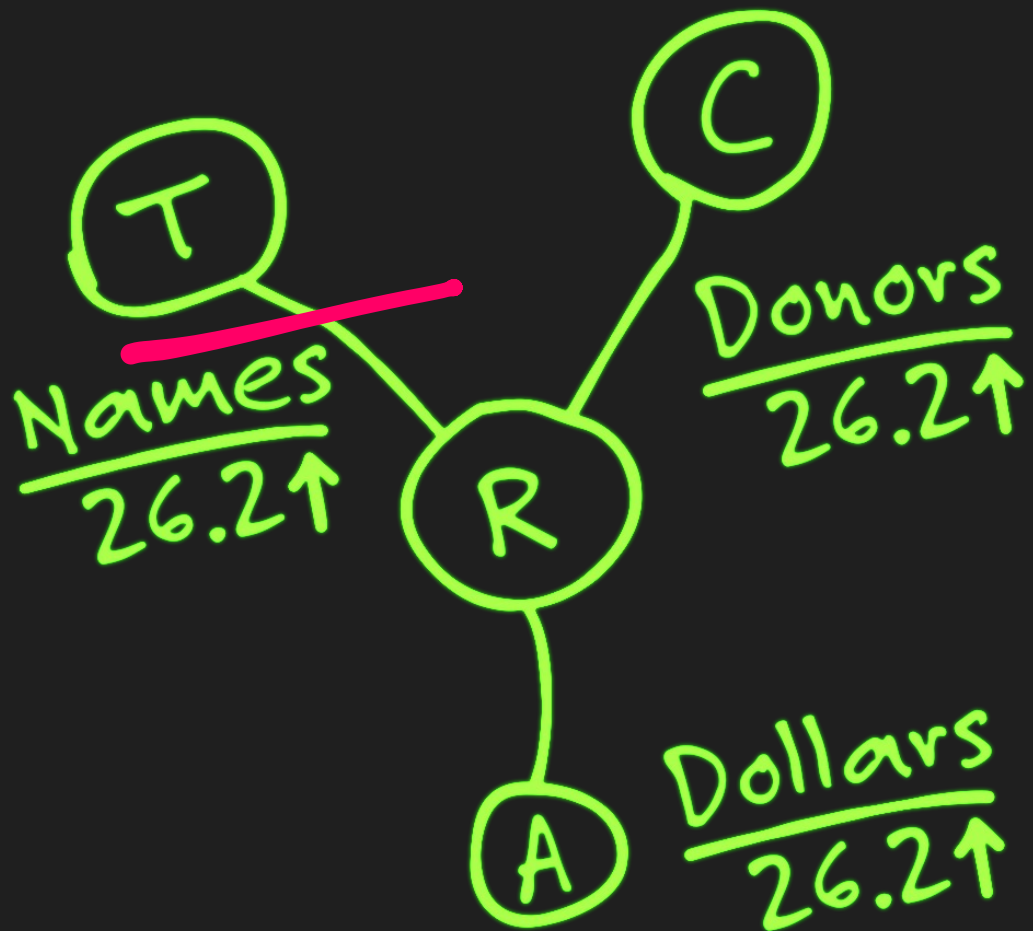
DIGITAL

Fundraising Program

New Course Coming to Your Inbox on Monday!

FCORM





~~Push~~

vs.

Pull



GOOGLE ANALYTICS IS YOUR BFF

NEXTAFTER'S
EIGHTH ANNUAL

NIO SUMMIT 2023
NONPROFIT INNOVATION & OPTIMIZATION
DALLAS, TX
SEPT. 19-21

DIGITAL FUNDRAISERS COME ON DOWN!

WITH TITLE SPONSOR
iDonate

NIO SUMMIT THE WIZARD OF OPTIMIZATION

Dana Snyder

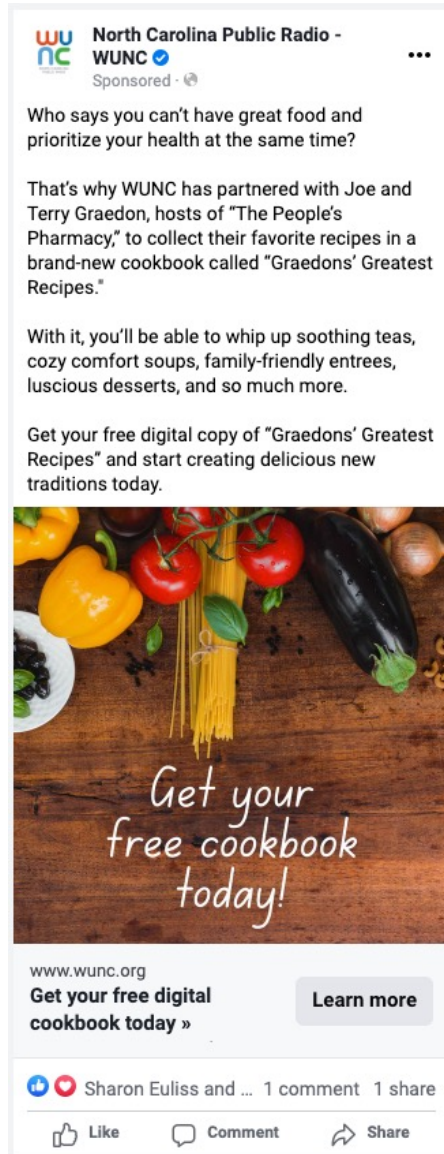


A Few Things Working in

Facebook Ads Right Now



Standard Ad Creative




WUNC North Carolina Public Radio - WUNC Sponsored

Who says you can't have great food and prioritize your health at the same time?

That's why WUNC has partnered with Joe and Terry Graedon, hosts of "The People's Pharmacy," to collect their favorite recipes in a brand-new cookbook called "Graedons' Greatest Recipes."

With it, you'll be able to whip up soothing teas, cozy comfort soups, family-friendly entrees, luscious desserts, and so much more.

Get your free digital copy of "Graedons' Greatest Recipes" and start creating delicious new traditions today.



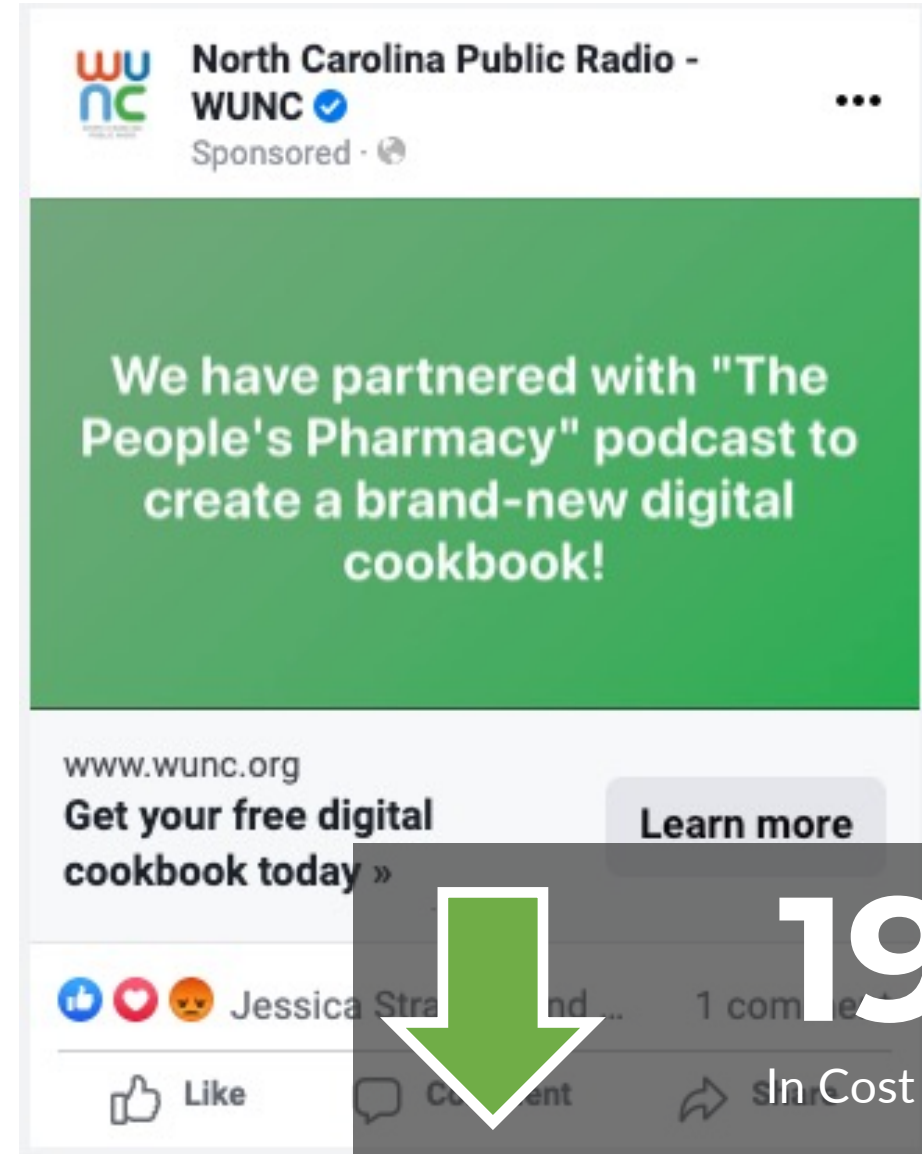
Get your free cookbook today!

www.wunc.org
Get your free digital cookbook today » Learn more

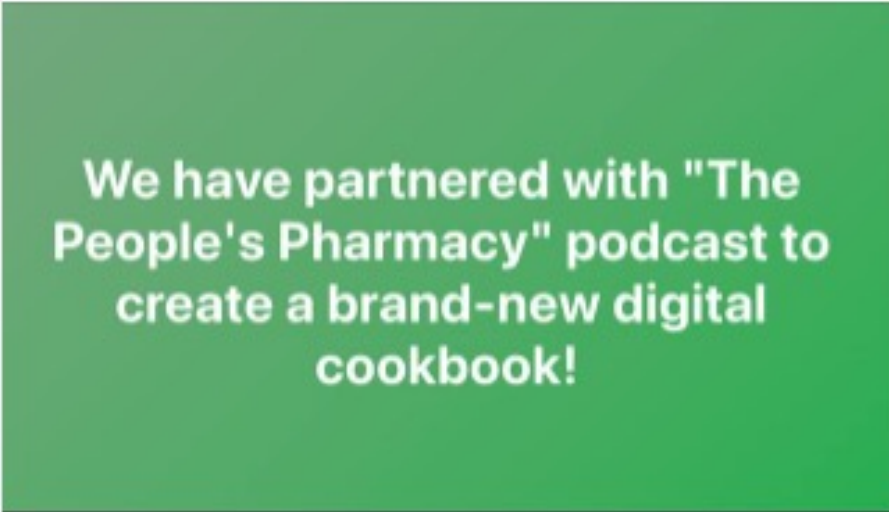
Sharon Euliss and ... 1 comment 1 share

Like Comment Share

"Organic" Ad Creative



WUNC North Carolina Public Radio - WUNC Sponsored



We have partnered with "The People's Pharmacy" podcast to create a brand-new digital cookbook!

www.wunc.org
Get your free digital cookbook today » Learn more

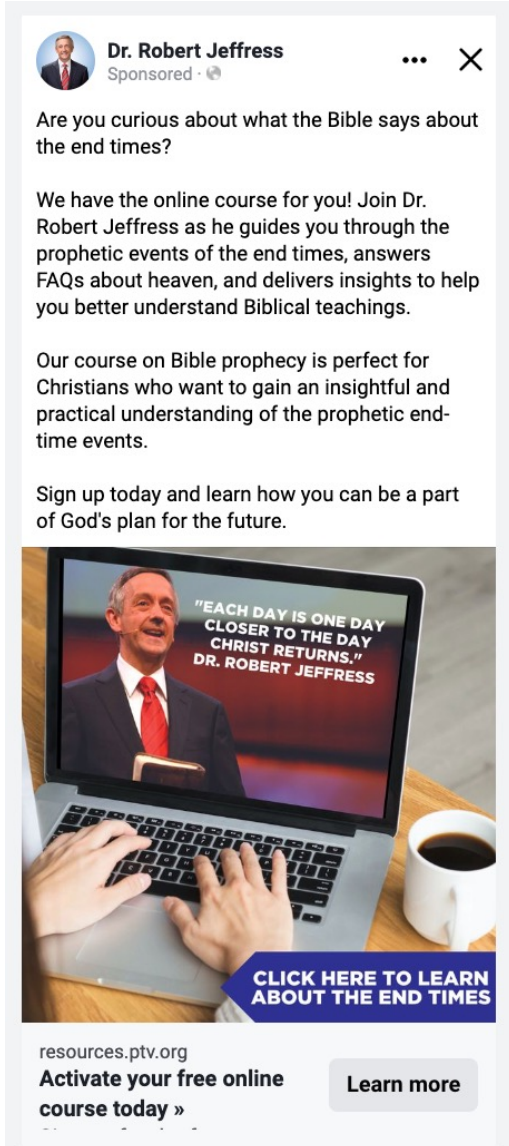
Jessica Stra... 1 comment

Like Comment Share

19%
In Cost Per Click



Standard Ad Creative




Dr. Robert Jeffress
Sponsored · 🌐

Are you curious about what the Bible says about the end times?

We have the online course for you! Join Dr. Robert Jeffress as he guides you through the prophetic events of the end times, answers FAQs about heaven, and delivers insights to help you better understand Biblical teachings.

Our course on Bible prophecy is perfect for Christians who want to gain an insightful and practical understanding of the prophetic end-time events.

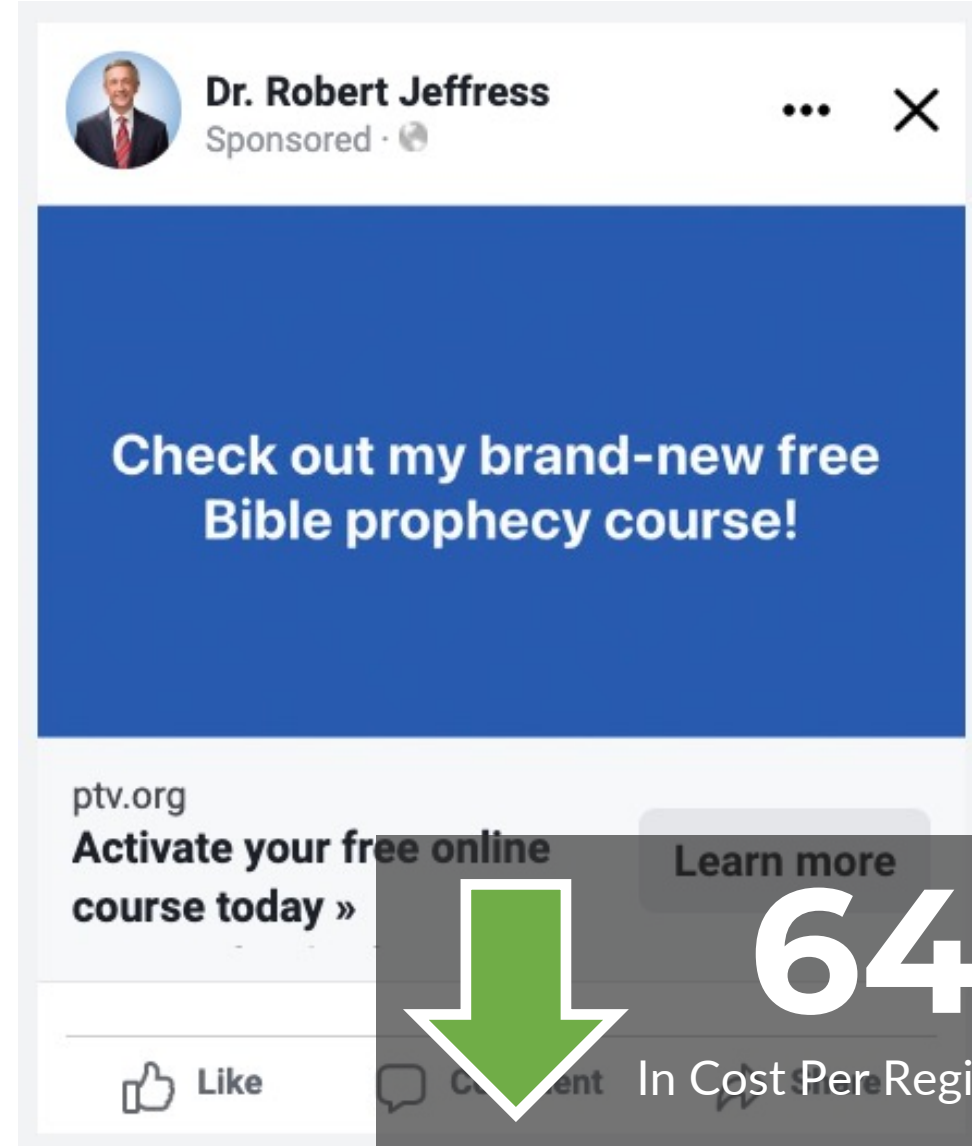
Sign up today and learn how you can be a part of God's plan for the future.



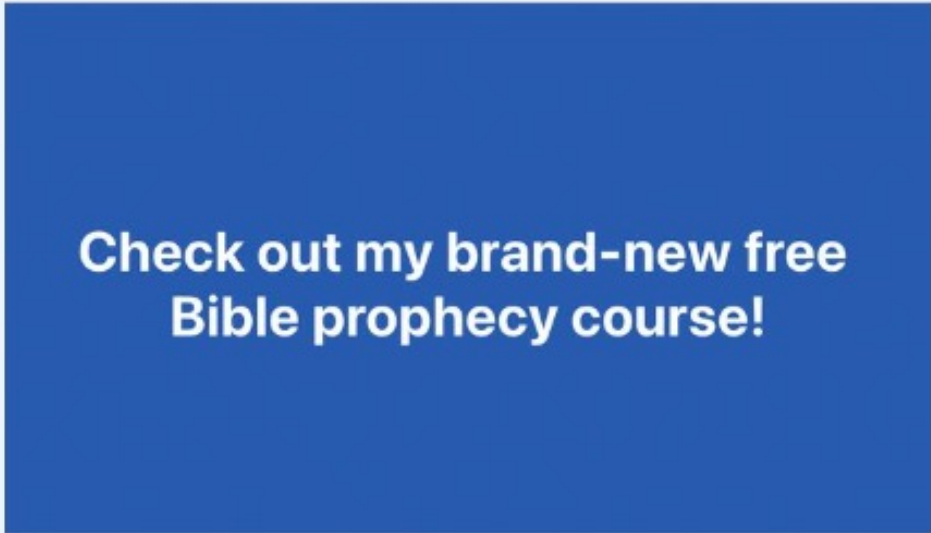
CLICK HERE TO LEARN ABOUT THE END TIMES

resources.ptv.org
Activate your free online course today » [Learn more](#)

“Organic” Ad Creative



Dr. Robert Jeffress
Sponsored · 🌐



ptv.org
Activate your free online course today » [Learn more](#)

64%
In Cost Per Registration

Like



Static

Second Harvest Food Bank of Middle Tennessee Sponsored · 🌐

Hunger Never Takes a Holiday. You can share hope in the form of nutritious food with TWICE as many neighbors across Middle ...See more

HUNGER
never takes a
HOLIDAY

\$1 = 8 MEALS

PLEASE HELP US MEET THE MATCH!

secondharvestmidtn.org
\$1 = 8 meals
Not affiliated with Meta

Donate now

Like Comment Share

Video

Second Harvest Food Bank of Middle Tennessee Sponsored · 🌐

Hunger Never Takes a Holiday. You can share hope in the form of nutritious food with TWICE as many neighbors across Middle ...See more

secondharvestmidtn.org
\$1 = 8 meals
Please help us meet the

Learn more

Like Comment Share

212%
In Clicks



Static

DTS Free Online Education Sponsored · 🌐

Dallas Theological Seminary's new free online course, Lessons from Biblical Leaders, examines lessons from Old and ...[See more](#)

LESSONS FROM BIBLICAL LEADERS
with Dr. Howard Hendricks

courses.dts.edu
Access your free online course now » [Learn more](#)

👍❤️ Debbie Kosyd... 6 Comments 14 Shares

👍 Like 💬 Comment ➦ Share

Video

DTS Free Online Education Sponsored · 🌐

Dallas Theological Seminary's new free online course, Lessons from Biblical Leaders, examines lessons from Old and ...[See more](#)

courses.dts.edu
Access your free online course now » [Learn more](#)

👍❤️ Bekalu W. Kebe... 5 Shares

👍 Like 💬 Comment ➦ Share

93%
In Clicks



Key Takeaways

1. Build your brand based on **core beliefs** and **shared values**.
2. Test using **strong narrative** in your appeals.
3. Focus your appeals on the **meaningful impact**.
4. Grow your **organic traffic** using the simple Page 2 to Page 1 SEO hack.
5. Create content & ads that are **uniquely designed for the channel**.



Questions?



Looking for **More**
Innovative Ideas?



NIO NONPROFIT
INNOVATION
& OPTIMIZATION

SUMMIT
2023 DALLAS, TX
.....
SEPT. 19-21

DIGITAL FUNDRAISERS **COME ON DOWN!**



niosummit.com

Get \$600 Off Until Tomorrow at Midnight