

AzBusiness ANGELS

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ANGELS MARKETING
Connecting Industry with Nonprofits

By JESSE A. MILLARD

Nonprofits have been enriching communities for many years with a mission to focus their resources in ways that directly benefit their primary causes. As a result, many nonprofits are often unable to utilize modern marketing techniques to help the organization further its mission.

Worries about general funding, making sure those in need are helped and securing future donations has many nonprofits too busy and resources too strapped to invest in a digital marketing campaign.

Yet, digital marketing is very important in terms of engaging constituents, says Tony Finneman, co-founder and CEO of OneEach Technologies. Everything is changing, including how and why people donate to charities and how they find out about a nonprofit.

Older donors — including Baby Boomers — have been donating to nonprofits in a general sense over the years, Finneman says.

If an older donor wants to help a cause in their community, they'll give a donation to a group and that will be it. But Finneman, whose firm helps nonprofits navigate the digital world, sees a shift in how different generations interact with nonprofits.

Take a look at Millennials, who are increasingly becoming the donation source of the future as they get older and become the majority of workers in the workforce.

As an example, many Millennials don't engage with the general concept of helping a cause out in broad terms, Finneman says. Instead, Millennials are all about supporting something that is more tangible.

"So we're seeing that shift in the younger generation, who are more cause oriented," Finneman says. "They want to have an emotional attachment to what they are giving to."

And experts say the digital world is the perfect place to engage these new donors by appealing to them on a personal level.

THE TOOLS OF THE TRADE

Navigating the world of digital marketing can be a daunting task, especially with the vast number of tools and platforms that can be utilized.

OneEach Technologies helps nonprofits in this digital world through three mediums: websites, mobile applications and texting.

When a nonprofit comes to OneEach with website needs, Finneman and his team help develop the nonprofit's website and then continues to help manage the site for the nonprofit. OneEach is engaged with a nonprofit on a daily basis, Finneman says.

His firm works with nonprofits to help integrate old funding campaigns onto the site, while also making new funding campaigns utilizing modern tools.

OneEach will also help the nonprofit create a mobile application, which helps simplify the donation and communication



processes. And then there are texting campaigns, which Finneman says can yield instantaneous results.

One of Finneman's clients utilizes what he calls "workplace campaigns." Someone will walk into a workplace and pitch the nonprofit's cause to the employees. Those who are interested can text a number and then they'll immediately receive a link sending them to a donation page, Finneman explains.

"Within five minutes, they can engage an entire room and helps people give a donation or provide information instantly," he says.

One digital marketing tool Aric Zion, CEO of Zion & Zion, an advertising and digital marketing agency with many nonprofit clients, thinks all nonprofits should be aware of is Google Ad Grants. Eligible nonprofits can receive \$10,000 worth of in-kind advertising every month from Google's AdWords through the program.

Zion says nonprofits can use this free advertising budget with Google to gain more visibility for the nonprofit through Google searches. Zion has seen tremendous success with the program.

And, of course, nonprofits need to start utilizing social media more, Zion says.

"Many nonprofits we're aware of have been around a long time and have older donors," Zion says. "But are Millennials and other younger folks aware of these nonprofits?"

Not really, since some nonprofits aren't fully engaging social media audiences, experts say.

"(Younger) people are absolutely heavily on social media," Zion explains.

"Millennials are a generation of givers, sharers, collaborators and are cause driven. So, nonprofits have a real opportunity, especially through social media, to build campaigns, to engage these audiences."

WHY GO DIGITAL?

Nonprofits have fallen behind the world of digital marketing because they often see themselves as a different animal, Zion says.

Nonprofits aren't prodded with the urgency to be competitive for future donors like a normal corporation, Zion explains. But nonprofits should be thinking in this way, because they are competing for donation dollars with other nonprofits and other activities and products that are competing for those

discretionary dollars, he says.

The digital world is a unique place where grassroots marketing efforts can thrive organically thanks to the almighty share button. Since nonprofits work towards a greater cause, they are in a unique position to leverage this world by asking its supporters to share information about its cause, Zion says.

Corporations can't go out and ask customers to share news about its product with their friends and urge customers to share information with their friends without folks laughing it off, Zion explains. But, since a





Tony Finneman



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Aric Zion

nonprofit is working towards a cause that may benefit many people, nonprofits can ask supporters to spread the word as much as they can, Zion notes.

"There are really no barriers to a nonprofit doing it," Zion says about nonprofits asking folks to spread the word about its cause, "because (nonprofits) are engaged in a selfless enterprise."

There's an enormous amount of opportunity in the digital landscape for nonprofits, they just have to seize the opportunities, experts say.

Zion believes some nonprofits under-devote resources towards the Millennial generation.

Baby Boomers are only getting older, which means they'll soon be relying on fixed incomes, making some unable to donate like they once did.

"We're going to see a huge hit in donations over the coming years and (nonprofits) need to look at replacement revenue for those sources," Zion says. "And social media is a natural way to tap into the next generation, which are Millennials." ■



TOP 10

NONPROFIT BUDGETS

Top 10 nonprofit organizations serving the Valley of the Sun, based on operating budget:

- 1 —
St. Mary's Food Bank Alliance:
\$130 million
- 2 —
Valley of the Sun United Way:
\$104.1 million
- 3 —
Food for the Hungry:
\$93 million
- 4 —
Chicanos Por La Causa:
\$70.6 million
- 5 —
Christian Care/Fellowship Square:
\$55.5 million
- 6 —
Jewish Family & Children's Service:
\$49 million
- 7 —
Society of St. Vincent de Paul:
\$43 million
- 8 —
Ability360:
\$42.7 million
- 9 —
United Food Bank:
\$42.6 million
- 10 —
Area Agency for the Aging:
\$37.7 million