

Engagement - *Talk to Me*

NC Tech4Good



KAPOK DIGITAL

Where We Are

Your Audience

- 01 Donors
- 02 Sponsors
- 03 Champions
- 04 Participants
- 05 Partners



Samantha

Squarely within Pittsburgh Cares' target demographic, Samantha is 27 and lives in Pittsburgh's East End. She wants to volunteer and feel like a part of her community, but she is often pressed for time and her ever-shifting schedule means that her free time and energy are moving targets. She has a history of volunteering, and while there is a particular issue or two she cares about more than others, Samantha likes to shake things up once in a while and help different organizations, depending on the need and time of year. She is not very familiar with Pittsburgh Cares and does not have an account when she decides to check out the website.



Three ways we reach your audience

01 Interaction

1:1 Two-way conversations you have with your audience.

02 Information

Education about your nonprofit, your programs, and results

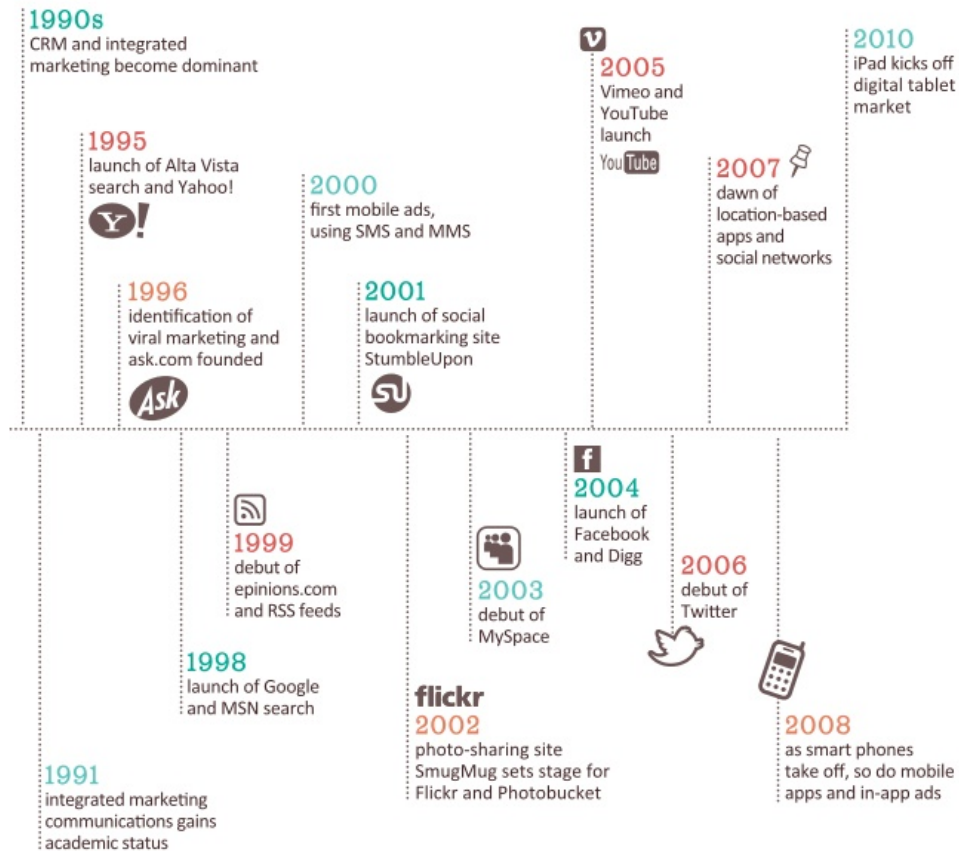
03 Engagement

Getting people involved in what is going on regularly



How have you reached your audience?

As Technology Changed – Your ability to engage your audience hasn't



Your methods are struggling



Direct mail is nearly dead

New neighborhoods are no longer being built with individual mailboxes



Emails are going unread

Less than 22% of email is being opened.



Search is expensive

Google changed its adwords to allow 3-4 ads per search result



Social is finicky and is a full-time job

It takes someone nearly a full time job to manage the algorithm changes by Facebook



CRM only helps you organize

CRMs help nonprofits to keep up-to-date information – but does little for reach

**What Can
You Do?**

Connect with your audience



What do they want?

DONORS, SPONSORS, CHAMPIONS, PARTNERS

Push them relevant information

Invite them into conversation

Turn Sponsors them into Champions

Enable your Champions to communicate

THOSE YOU SERVED

Push them relevant information

Manage their questions/needs

Keep Volunteers apprised of their situation

Help them Spread their stories

Questions to ask your nonprofit

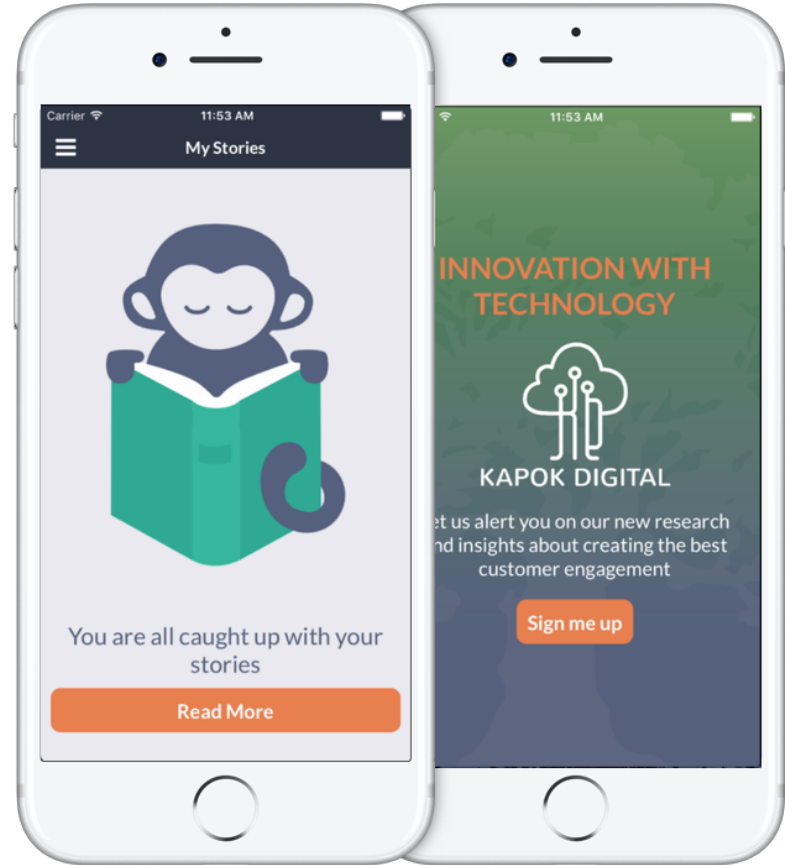
- 01** Does our website target the different audience members we have?
A participant is looking for something vastly different than a champion
- 02** If our emails and direct mail fail, how will people contact us
98% of text messages are opened vs 22% of emails are opened.
- 03** Is the money we are spending on boosting social posts / adwords better spent finding new ways to engage our base?
- 04** How much time (\$\$) is being spent coordinating things like background checks which could be automated?
- 05** Do our champions have the tools they need to help us meet our goals?

CONCEPT

Targeted Content for
Donors and Volunteers

Concept: Target Storytelling for Donors & Volunteers

Targeting stories for donors & volunteers to increase engagement, increase donations during times of need, and increase of overall volunteering or donations. The target audience for this group is individuals that are not consistently engaged with the ministry.



ENGAGING DONORS

TARGET AUDIENCE - DONORS & SPONSORS

WHAT

Information about both how the nonprofit works and the results seen by their efforts donors and sponsors.

GOALS

1. Turn Donors into Sponsors
2. Encourage Sponsors to become more engaged
3. Give material for Partners and Champions to share

TARGETED STORYTELLING

We believe to accomplish this you are trying to nurture a relationship with volunteers and donors, help build mind share, and ***maintain engagement***. We want to help you distribute the rich content you are creating to targeted donors and sponsors.

CAUSE EDUCATION

Understanding the “why” for your nonprofit will be key to growing a donor’s engagement. We believe helping the nonprofit communicate why it exists and how it works will encourage donors to become more engaged and grow.

INSPIRED EXPERIENCES

TARGET AUDIENCE - DONORS, SPONSORS, CHAMPIONS & PARTNERS

WHAT

Information about what opportunities exist to serve, give, and raise support.

GOALS

- 1. Stories drive people to want to volunteer time
- 2. Engaged people will give more time, money, and talent.
- 3. Help facilitate volunteer scheduling, background checks, urgent needs, and fundraisers.

VOLUNTEER OPPORTUNITIES

Volunteering, Giving, Urgent Needs. Providing opportunity to streamline waivers, background checks, etc.

FUNDRAISING OPPORTUNITIES

For large fundraising campaigns. For individual needs-based campaigns



ACTIVATE CHAMPIONS

TARGET AUDIENCE - SPONSORS, CHAMPIONS & PARTNERS

WHAT

Help people to share about the nonprofit and the results happened.

GOALS

- 1. Help champions to share information
- 2. Give Champions more opportunities that are specific to them

SHARE A STORY

Author a mini-story. Each can be asked to be expanded on with pictures and further description to go into site/storytelling. Alternatively, they may be thanked and encouraged to share again another time. Stories pushed to personal social channels with correct tagging

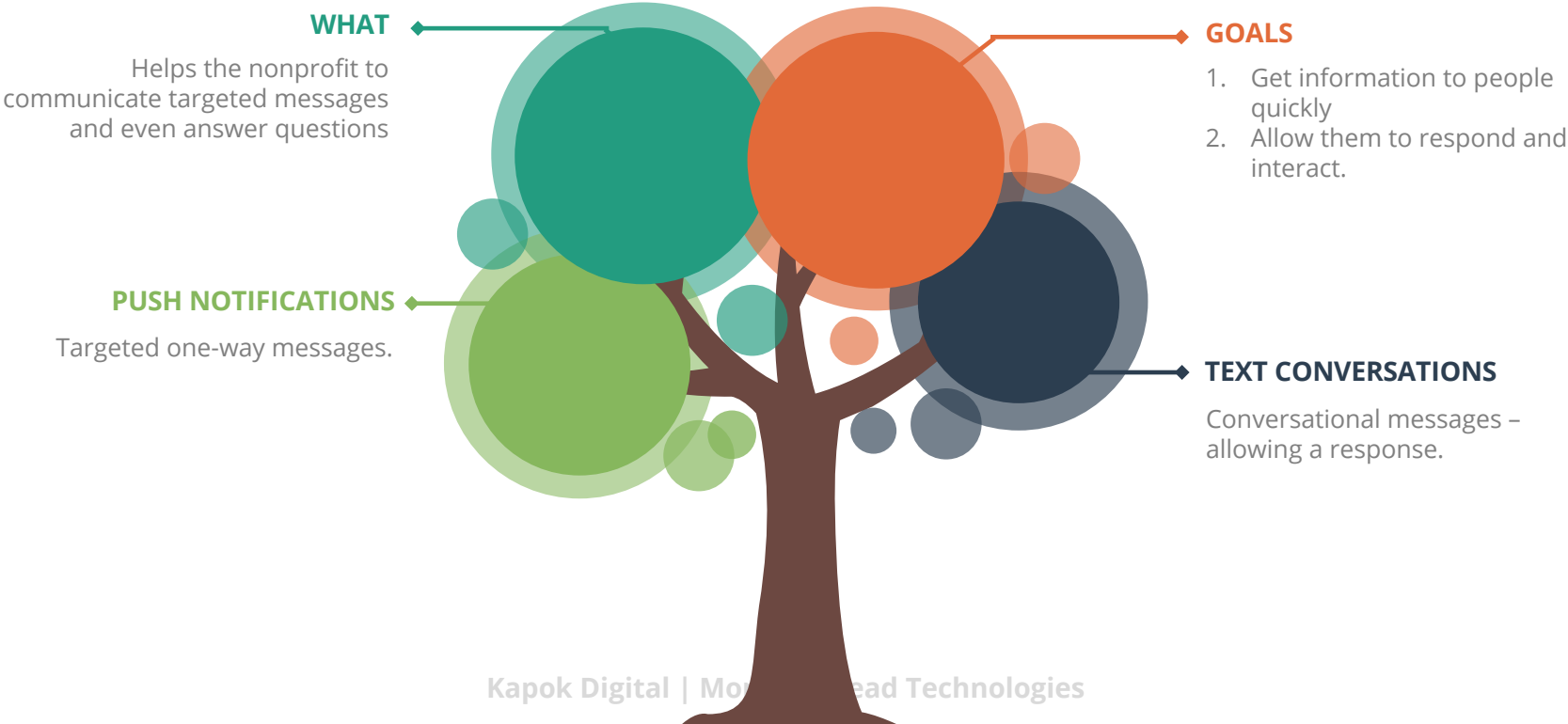
CHAMPION OPPORTUNITIES

Additional opportunities only available to Champions: e.g. Speaking at a house party, Representing at a conference



FACILITATE COMMUNICATION

TARGET AUDIENCE – DONORS, SPONSORS, CHAMPIONS & PARTNERS



THANKS!

When can we start dreaming together?

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