welcome
Welcome!
We’ll get started at 9 a.m. ET.

- Introduce yourself using the Chat feature.
- Select “All panelists and attendees” before sending your message.
- Use the Q&A tool to ask questions.
Messaging your mission
2020 Online Fundraising Academy
GlobalGiving
It aims to **ENHANCE** your organization’s online fundraising in time for the largest donation month of the year.

Bring you unseen case studies, tips, and strategies designed to **BUILD** on what we’ve learned previously.

**APPLY** your knowledge through homework and a more localised context.
Webinar Guidelines

• Comments → Chat
• Questions → Q&A
• If experiencing audio/technical issues, leave webinar + rejoin
• Webinar recordings + slides on OFA Hub page in 24 hrs: screenshots unnecessary :)
OBJECTIVES

- To understand the importance of boilerplate messaging
- To decide what to keep and what to discard in your boilerplate
- To build effective A/B testing, and dive deeper into charity digital marketing
- To learn from Project Leaders’ experience in messaging!
Meet your team!

Jasmine Adams  
Program Officer: Learning and Engagement  
*GlobalGiving*

Miranda Cleland  
Senior Community Engagement Associate  
*GlobalGiving*

Dani Taylor  
Digital Marketing Manager  
*GlobalGiving*

Paley Sweet  
Development and Comms Manager  
*Kupona Foundation*
Agenda

Introduction 5 min

Building boilerplate messaging Jas 10 min

Adapting your messaging Jas 10 min

A/B testing Dani 15 min

Project leader presentation: Kupona Foundation Paley Sweet 10 min

Q+A 10 min

Calling in? 202.330.4035 or zoom.us/j/2023304040
BASICS OF BOILERPLATE
Brand messaging refers to the underlying value proposition conveyed and language used in your content.

A boilerplate is typically referred to in the context of describing who you are within a press release, but has evolved to refer to “concise messaging about an organisation”
How would you build messaging from scratch?

*What is important to say when messaging is finite?*
To consider:

- Be forthcoming, be specific, be tangible
- Answer: who, what, where
- You need to know & internalize your values before you can tell other people
- Always user test major changes
- “How” and “why” are usually part of secondary messaging

Exclude:

- Facts about your team, projects & work that will age quickly
- Jargon not specific to your ethos, such as “innovative” and “frontline”
- Statistics that are not obviously impactful
- Using the word “impact” to talk about “reach” (see “theory of change”)
Mission statements are concise and long-term.

“Transform aid and philanthropy to accelerate community-led change.”
Boilerplates expand upon your mission statement.

GlobalGiving connects nonprofits, donors, and companies in 170+ countries around the world to accelerate community-led change. We help fellow nonprofits access the funding, tools, training, and support they need to serve their communities.

Blue: Who
Orange: What
Green: Where
Charity:water have simply made their mission their messaging. Staff bios, impact statistics are secondary. This helps them stand out.

OUR MISSION

charity: water is a non-profit organization bringing clean and safe drinking water to people in developing countries.
Charity Navigator, the world’s largest and most-utilized independent nonprofit evaluator, empowers donors of all sizes with free access to data, tools, and resources to guide philanthropic decision making. Through Charity Navigator ratings, nonprofits are equipped with the nonprofit sector's premier trust indicator and a powerful platform to raise awareness and funds.

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Multipurpose messaging
If we want to, we can make messaging a simple formula!

We can add/ subtract elements to make different layers
How much space do you have to talk about yourself?
Your messaging is your first + biggest statement to the world. It has to resonate with your target audiences.
Your messaging should be the “solution” to your audience’s “problems”

Your audience’s “problem” goes beyond “I need to donate to someone”
If there is more than one “Call to Action”, people are less likely to do anything. Make sure you only have one action point in key messaging, like emails or social media posts.
Brains link easier processing information with *positive* feelings about what the words describe.

Keep it concise, so that they absorb information intentionally.
Cut out the jargon. “Food insecurity” is a sector specific term that doesn’t evoke emotion.

Would your uncle understand what you’re saying?
Don't miss follow up

Donors love to hear what happened with a specific story they fell in love with. Use our project reports for follow up.
Don’t create multiple clicks to get to a donate page. The “journey” of a donor through multiple compelling pages doesn’t trump simplicity.

Google Analytics: Drop off rates
Think about Session 2: New networks

• Your messaging and your network mapping should build in tandem
• Are there discoveries that you made that change how your audience may perceive the messaging?
We have three separate audiences, we talk to them very differently—nonprofits, donors, and companies.

It’s important to acknowledge that you have audiences other than your donors. How do they feel about your messaging?
You have different **internal** audiences

Have they been briefed? Would everyone know what to say in an interview? Do you have a style guide?
1. Engaged donors
2. Your board
3. Your staff & field/program recruits
4. Your constituents
Different platforms need different talking points

Have you tapped into the advantages of each social platform? Look on Learn for more marketing info
Facebook

Video content is king. If you don’t have video, can you give behind the scenes of your program?

Linkedin

People want to share information that shows they know their sector. What can people share that will make them look smart + great?

Twitter

Keep your followers up to date with the day to day - talking to a friend

Instagram

People won’t repost to their profile: what is interesting content that might reach “Instagram stories”? 
Jargon Hunting!

1. Open your project page on GlobalGiving
2. Can you and your uncle understand everything you’ve written on the first read through?
3. Make a note of what you might need to change
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Ensuring we Test for Success
Taking intuition and assumption out of marketing and communications

It’s very tempting to make assumptions in our work. Afterall, we do this in our everyday lives without thinking very much of it.

**HOWEVER**

Basing our content and outreach decisions on a “feeling” typically isn’t going to get you the most return from your time and investment.
By taking the guessing work out of what you create, you will **avoid wasting time and effort** on something that doesn’t deliver the desired results.
The Wonderful World of A/B Testing

*Also referred to as split testing*
What is A/B testing?

Simply put: it's a way of comparing two versions of something to figure out which performs your desired outcome better.
Why is A/B Testing Helpful?

- It helps you move away from using general “best practices” in your marketing strategy.
- Provides insights into how YOUR audience behaves.
- Optimizes your time and outreach.
You can use A/B testing to

- Increase website traffic
- Generate higher conversion rates
- Increase email open rates
- Lower bounce rates

What is conversion rate?
The percentage of users who take your desired action, typically from a call to action (CTA). A conversion could be signing up for email list, clicking a link, making a donation etc.

What is bounce rate?
The percentage of visitors who leave your website quickly after visiting. Often, the lower the bounce rate, the more engaged a visitor is.
“What is most likely to make people click?”

“Or sign up for our newsletter?”

“Or donate?”
# A/B Testing: Email Subject Line

<table>
<thead>
<tr>
<th>Length</th>
<th>Personalization</th>
<th>Using numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do long or short subject lines work best for my audience?</td>
<td>Does my audience open more emails when I use their name?</td>
<td>Does adding matching percentages improve my open rates?</td>
</tr>
<tr>
<td>“There’s still time!⏰”</td>
<td>“Jas, you’re changing the world”</td>
<td>“50% match on your donation”</td>
</tr>
</tbody>
</table>
1,200 Email Recipients

600 recipients

300 recipients receive an email subject line that includes the matching percentage

300 recipients receive an email subject line that doesn't include a matching percentage

Winning subject line

600 recipients

600 recipients receive an email subject line that includes the matching percentage
Other Ways to Use A/B Testing in Email

- Call to action: Position, color + language
- Copy/Content: Length, style + tone
- Images vs no images: Header/no header
- Send time: Morning, afternoon or evening
A/B Testing: Google/Paid Ads

Language

Does informative or more human casual language drive more clicks?

GlobalGiving changed our COVID-19 Relief Fund ads to be more casual and human vs statistical.

Landing page

Which page best achieves your desired conversion?

GlobalGiving’s disaster fund pages drive more donations but we generate more traffic and page views from our fast facts Learn articles.
A/B Testing Tips

- Test one thing at a time and write down your hypothesis (example to come)
- Pick your most important metric first
- Don’t settle on something you learn. Once you think you have come to a conclusion, test that conclusion
- Keep experimenting and trying new things!
ACTIVITY

Make a Hypothesis

“I believe that trying ____ (tactic) will lead to higher ____ (open rates OR click rates OR donation rates) from my donors”
How to Apply For Google Ad Grants

1. Sign up for Google for Nonprofits (available in 70 countries)
2. Activate Google Ad Grants in your administrative profile
3. Google will review your request within 5 business days
4. Familiarize yourself with some Google Ads basic terms
5. Create your ad strategy and structure

2. http://ads.google.com/home/resources/how-to-setup-googleads-a-checklist/ (section 1)
Brand Positioning & Messaging
**MISSION** | At Kupona, we empower people and communities in Tanzania to realize their potential by improving their access to healthcare. At optimal health, individuals and their families thrive, breaking the cycle of poverty.

**MODEL** | 100% of Kupona resources are dedicated to enabling the continuation and sustainable growth of our sister organization, CCBRT, a leading healthcare provider in Tanzania.

**VALUE** | We give individuals and institutions the opportunity to invest in direct, dynamic impact. We operate with maximum transparency and context-driven agility, amplifying our community’s power to affect change.
THE ELEMENTS OF OUR MESSAGING PLATFORM

Umbrella Message
Overarching message that spans multiple platforms and audiences

Supporting Messages
Targeted messages that differentiate and help to drive choice

Proof Points
Factual evidence, behaviors, or events that substantiate supporting messages
**THEMES**

**Inspiring outcomes**
“My donation aids progress towards a longer term mission or movement”

**Reasons for repeating donations**
“The need is ongoing”
“The organization seems well-established and efficiently operated”
“I know exactly how my donation is being used”
“I have a personal relationship to the organization”

**Inspiring communication tactics**
“Strong, thorough data”
“Heartfelt stories of individuals overcoming hardship”

**Evaluation benchmarks**
“Clear impact and outcomes”

**Scale**
“Empowering individuals” + “Empowering communities”

**Big ideas**
“Unlocking the social and economic potential of individuals and families through improved access to healthcare”
“Improving the lives of people and communities living in poverty”

**How**
“Improving local access to healthcare for all”

**Most in need of access to healthcare**
“People living in poverty”

**Personality traits**
“Caring” + “Responsible” + “Realistic”

**Values**
“A sense of accomplishment”
“Independence”
“Security”
“Learning new things”

GlobalGiving
Unlocking the potential of people and communities in Tanzania

Alongside CCBRT, our sister organization and a leading provider of access to affordable, high-quality healthcare in Tanzania, Kupona delivers long-term thinking and funding to improve the lives of Tanzanian people and communities living in poverty. We connect a collaborative ecosystem of thought leaders, doctors, supporters, ambassadors, and funding partners, mobilizing resources, and inspiring awareness with a singular focus toward strengthening CCBRT’s capacity. Together with CCBRT, we ensure that support and resources reach those people, places, and programs with the greatest opportunity for positive impact. By fostering direct, local action, we empower people and communities in Tanzania toward a sense of personal triumph and shared possibility, and we unlock the potential for lasting change.
This table displays messaging themes, sorted by the demographic or audience segment that they appeal to. Themes that hold strong appeal across the spectrum of audience segments are not included in this chart.

<table>
<thead>
<tr>
<th>AGE</th>
<th>18–29</th>
<th>30–44</th>
<th>45–59</th>
<th>60+</th>
<th>GENDER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Thought-provoking research</td>
<td>Personal stories and testimonies</td>
<td>I want to change the world for the better</td>
<td>I have a personal connection to the cause</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Collective social impact</td>
<td>Sustainably reducing poverty over the longterm</td>
<td>Personal stories and testimonies</td>
<td>I am fulfilling my duty as a willing and able individual</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community empowerment</td>
<td>Sustainably reducing poverty over the longterm</td>
<td>Access to healthcare for women and children is an urgent issue</td>
<td>I want to change the world for the better</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sustainably reducing poverty over the longterm</td>
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<td></td>
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<td></td>
<td>New collective impact models</td>
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<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MEN</th>
<th>The need is urgent</th>
<th>Thought-provoking research</th>
<th>Journalistic reporting from the field</th>
<th>Financial transparency</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEMALE</td>
<td>Personal stories and testimonies</td>
<td></td>
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</table>
Analysis

- Revenue generated
- Social media
- Open rate
The CCBRT Maternity and Newborn wing will provide unprecedented access to high-quality healthcare to thousands of Tanzanians each year. At Kupona, we’re doing our part to improve lives by improving access to this hospital and other CCBRT resources. Help us tip the scales from surviving to thriving. Donate today and track the impact your contribution has on those people, places, and programs that need it most.

Today, Malela begins her courageous journey to motherhood. Her and her baby’s health depend on the quality of care she receives. This year, we are aiming to save the 22 lives of Tanzanian women who die each day in childbirth. Team up with Kupona today to make Malela’s journey a triumphant one.

Examples:
Key Lessons:

• Consistency is key
• Building out from a strong core
• Cultivating loyalty
Questions?
Don't forget to fill out homework if you opted in.

Filled in the survey but didn’t receive an email? Let us know.
Oswaldo, our Mexican Consultant is now running a Spanish speaking recap session. Link in the chatbox if you want to go & haven’t registered yet!

oswaldoalvizar@globalgiving.org
Mexico & Latin America Partnerships Consultant.

He’s great.
Please fill in this quick poll :) 

It should be launching... now
01/10/20
Next Session:
Regional fundraising for #GT!
You should have received /be receiving an email with your invite to your region. Didn’t? Let us know at help@globalgiving.org