

# *Nonprofit Tech & Marketing Trends*

*... 2021 here we are!*

# Hi! I'll be your guide today

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*I like people and happen to work  
with software.*

# 20 Seconds about Skvare

*(pronounced SQUARE)*

*We help others help others*

- *Technology Strategy*
- *Web Hosting*
- *Ongoing Support*
- *Mail Services*

<https://skvare.com>



*Who are you?*

# 10 Usability Heuristics

**NN/g**

1: *Visibility of system status*

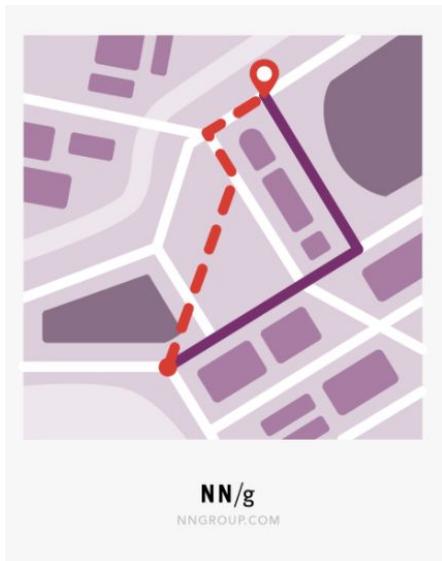
2: *Match between system and the real world*

3: *User control and freedom*

4: *Consistency and standards*

5: *Error prevention*

<https://www.nngroup.com/articles/ten-usability-heuristics/>



# 10 Usability Heuristics

**NN/g**



6: Recognition rather than recall

7: Flexibility and efficiency of use

8: Aesthetic and minimalist design

9: Help users recognize, diagnose, and recover from errors

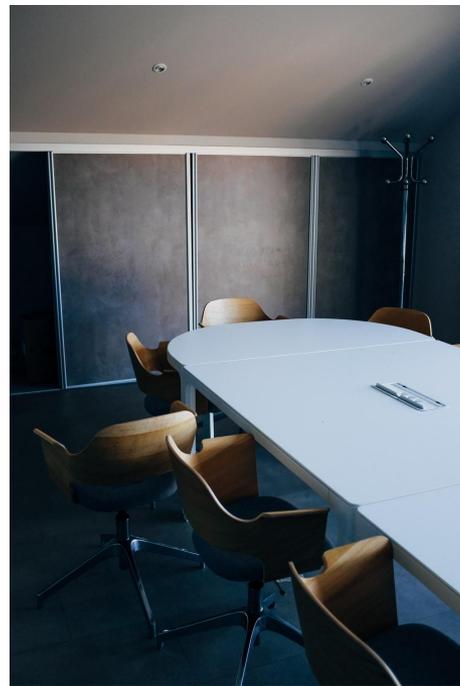
10: Help and documentation

<https://www.nngroup.com/articles/ten-usability-heuristics/>

## 2. We're Still Virtual!

*Virtual marketing has mattered... and it will continue to matter*

- *Meet & Greets*
- *Video: Tours, Program Updates, Newsletters*
- *Online giving / Taking online action*
- *Social media*
- *Engage local nonprofit center/association*



### 3. Here Comes Gen Z



*Generation Z (born 1996 - later) will be 25*

- Most socially conscious generation*
- Prime age for charitable giving*
- Engagement channels & messaging matters*

## 4. Digital Advertising Mix is Changing

*What happened in 2020...*

- *Instagram broke 1 billion active users*
- *TikTok broke 100 million active users in the US*
- *SMS marketing: 75% of consumers are comfortable receiving texts from brands*

*Evaluate your channels - you have more options*



# Digital Marketing Assessment Tool

<https://page.techsoup.org/digital-marketing-grader>

techsoup



## Digital Marketing Assessment Tool

### Get Your Digital Marketing Efforts Graded

Are my digital marketing efforts working? How do I measure up to industry best practices? What should I be doing differently?

Take our **free nonprofit digital marketing assessment** to see how your organization measures up! In just minutes, you'll receive an overall grade on your nonprofit's marketing efforts and get valuable insights into what you can do to improve your digital footprint and grow your impact.

Powered by Tapp Network

TAKE ME TO THE ASSESSMENT →

# Tools

- *AgoraPulse: social media tool that includes social listening, social media content scheduling, and analytics*
- *Klear: influencer marketing software to find and manage influencers*
- *HootSuite: all-in-one social media management tool*
- *Canva is a social media graphics editor*
- *HubSpot: "Cadillac" of social media management and automation*

# 5. Email Segmentation



*“Divide your contacts into relatively homogenous groups”*

- *Personally relevant*
- *Data evaluation*
- *Data collection*
- *... powerful filters for powerful segmentation*

## 6. Video Rules

Video is expected to make up 82% of all online traffic ([Cisco Annual Internet Report](#))

- Behind the scenes
- Impact of giving
- Live streaming
- Video newsletters
- Human content



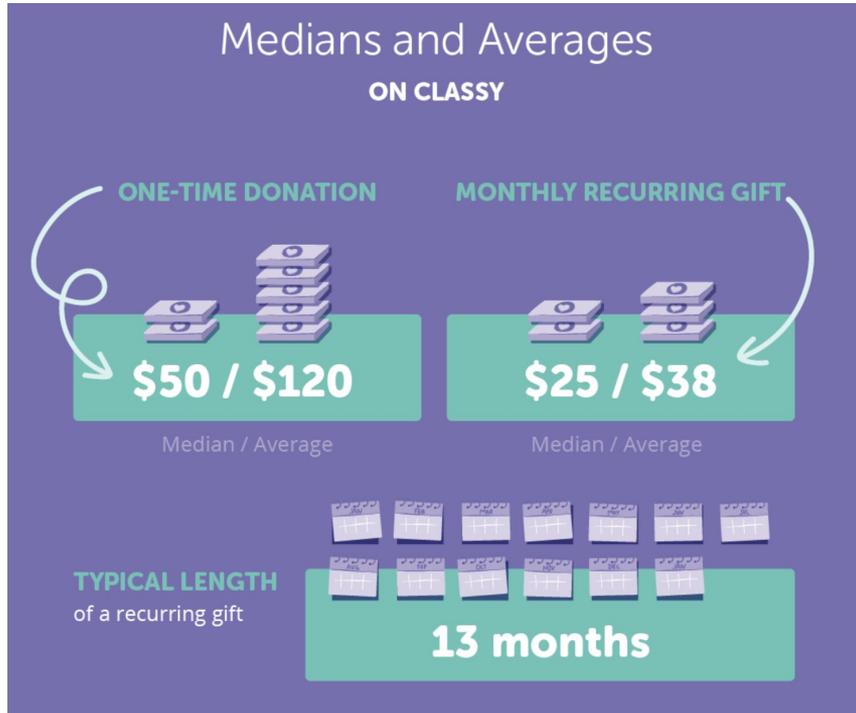
## 7. Re-engaging lapsed donors

*Your existing donors are your life-line... AND take a look at who has lapsed.*

- *Segmentation*
- *Divide your contacts into relatively homogenous groups"*
- *Compelling messages*
- *Easy donation process*



# 8. Sustainers: Growing Recurring Gifts



*Within one year of signing up, recurring donors make additional one-time gifts 75% more often than one-time donors. (Classy)*

# 9. AI, Chatbots, and IoT

- Facebook Chatbot
- in-Messenger Ad Campaigns
- Engaging in “Micro Moments”
- AI-based chatbots to automate customer service and answer FAQs, donor communications and engagement
- Internet of Things (IoT): building Alexa skills
- Website partner



# 10. Nonprofit & For-Profit Connection

*We're stronger together.*

<https://mhktogether.org/>



**You buy one.**

Purchase a gift card to your favorite local businesses.



**We'll give one.**

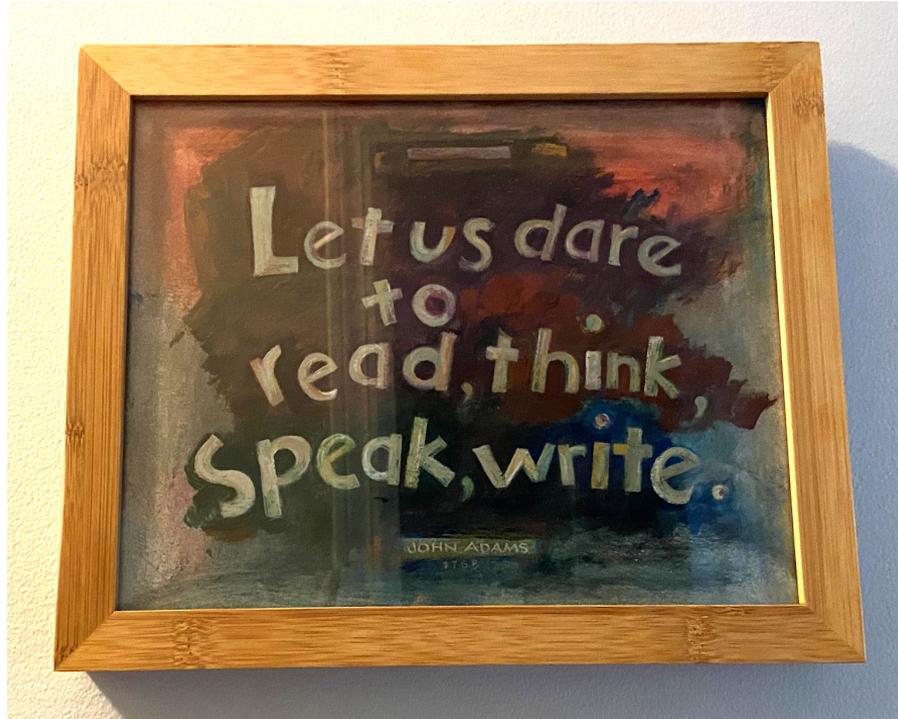
We provide grocery assistance in the same amount.



**Share the love.**

Support small businesses and the people behind them.

# 11. Self Care



# Upcoming Events

*February 3rd: Cybersecurity for Nonprofits*

*February 17: Lessons from Going Virtual with Volunteers, Events, and Learning*

*March 3rd: Google Analytics: Measuring What Matters*

*March 17th: 10 Common Accessibility Issues*

*March 31st: Nonprofit Email Marketing: 7 Things to Try*