

# Marketing AdVents

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## How to Play the Digital Game When the Rules Are Always Changing

By Tina Ly



Fundraisers and marketers are more like ballet dancers with each passing day—constantly on our toes, as the digital media world continues to evolve. Our industry is being forced to move, think and work quicker in a more agile way,

if we are going to keep up with our donors' preferences.

But, how is digital media evolving? And more importantly, how are those changes impacting the way nonprofits are engaging with supporters online?

Right now, the digital media landscape includes search engine marketing, social media marketing and many forms of display advertising—all of which have changed dramatically over the past five years.

If you are like many nonprofit marketers, wearing a lot of hats, it can be difficult to keep up with the evolving trends

in digital media. But understanding the current digital landscape, and knowing how to use the tools we have at our disposal, is essential for earning our donors' attention in today's increasingly noisy world.

Here are a few trends that are currently shaping the way nonprofits are using digital media to create

*Continued on page 5*



Photo: iStock/Getty Images

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[Retargeting is] becoming one of the most popular strategies for reaching people online, and it is constantly evolving to help nonprofit organizations reinforce their message and inspire donors to give. Retargeting supporters with online advertising is a powerful way to reach donors in a day and age where it might require two or three touches before they take action.

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## Before and After GDPR: Data Compliance Homework for Nonprofit Organizations

By Xenia "Senny" Boone



Unless you have a list of donors who always give, you know how important it is to locate and use proper data sources for prospect outreach and to keep your current data up to date.

Unfortunately, due to events outside the control of the nonprofit sector—such as the Facebook Cambridge Analytica data sharing scandal, recent data breach instances, zealous privacy advocates—regulators have added new hurdles for legitimate organizations and legitimate data providers that will make it more difficult and costly to outreach in the future.

The days of simply sending out solicitations without a fail-safe data compliance program in place are gone. In this article, I'll give you a recap and share some suggestions.

#### GDPR IS NOW IN EFFECT

First, as you are aware, the General Data Protection Regulation (GDPR) came into effect for organizations active in the European Union on May 25.

This replaces the European Data Protection Directive in all EU member states. By being active, this means that if you are actively contacting individuals inside the European Union, you are covered, and the rule does not

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# President's Perspective

## In a Digital World, Marketing Fundamentals Are Still the Foundation

By Mikaela King



"Digital first." Social media. Retargeting. UX. Facebook fundraising. Neuromarketing. Email deliverability algorithms. Crowdfunding. Geo-fencing. Is email still digital king? How do recent privacy laws affect digital data tracking? With so much available data, what KPIs are most important to pay attention to? If you're responsible for, or curious about, any of these things, then you're in the right place!

We're dedicating this issue of DMAW Marketing AdVents to everything digital and giving you the latest resources, thinking, strategy and tools to help you get (or stay!) at the cutting edge of digital marketing.

I'd be willing to bet that the half-life of digital marketing (the length of time it takes for 50 percent of current digital marketing technology and knowledge to become outdated) is probably not much more than six months. So keeping up with what's new and changed in this industry is no small feat for any of us, especially those who don't work exclusively in the digital space.

Though offline channels are evolving with new capabilities and technology, the complexity and pace of the digital marketing world is unrivaled.

The thing is, the fundamentals of effective marketing are still the rock-solid foundation upon which digital operates. At the end of the day, after you learn about the newest tech tools and cutting-edge digital experiences, it's still all about relevancy, timeliness, good user experience, trust, lowering the barriers to conversion and surprise and delight for your constituents. How you do this in the digital world is where all the latest shiny tools and tactics come in, but you must still deliver on these marketing fundamentals to ensure digital success. Start by defining your goals and target audience, then choose the right digital tools to get you there.

The tricky thing about digital marketing, more important than understanding the latest tools, is understanding how your constituents are using them. A technically sound kickstarter campaign can fall flat if it's out of step with how someone uses that platform to relate to your organization.

This is knowledge that only comes from user experience and expertise with the tool itself. You can't create great engagement on Instagram if you've never used Insta yourself. There's a "culture" to each digital tool that's also ever-changing; a set of norms, often unwritten, that govern the way that users interact on it. If you haven't used one of these digital tools or platforms before, you need to become proficient, either by using it yourself or, better yet, by partnering with an experienced consultant or service provider.

Whether you're looking to invest in growth for your program, wanting to experiment with new technologies and channel sources, needing to figure out whether that "next big thing" your boss is asking about really is all that or trying to find the best tools to achieve a new marketing goal, this issue is for you, and I hope it helps you better understand and navigate the ever-changing world of digital marketing.

May all your digital campaigns beat projections!

Regards,

Mikaela  
miking@ngs.org

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**DMAW**  
Direct Marketing Association of Washington

## Calendar of Events



WED SEPT

12

Webinar  
Tele-Fundraising  
1:00PM - 2:00PM

THUR SEPT

20

Sustainer Day + Lunch and Learn  
9:00AM - 2:00PM  
SEIU, Washington, DC



Photos: iStock/Getty Images

Deadline for registration is 24 hours before the event, space permitting.  
Cancellations must be received 48 hours in advance. No-shows will be billed.  
Register at dmaw.org or call 703-689-3629.

THUR OCT

18

Lunch and Learn  
Best of Bridge  
12PM - 2PM  
SEIU Washington DC



THUR OCT

25

Social Event  
DMAW Fall Happy Hour  
5:30PM - 7PM  
Location - TBD



THURS NOV

15

Wakeup and Learn or  
Lunch and Learn  
Best of Bridge Part 2  
8AM to 10AM or 12PM to 2PM  
SEIU Washington DC

TUES DEC

4

Best of Direct 2018!  
Holiday Party and  
Awards Ceremony  
6PM to 9PM  
National Press Club  
Washington DC



# Quick Takes

Every month DMAW asks people in our industry for their 'quick take' on a topic

## In your opinion, what are the components of a great nonprofit email?



**HILL**

A great email is comprised of beautiful design and a solid user interaction strategy that takes into consideration where buttons are placed, the length of the email and how it is personalized.

It's also important to ensure that the content of the email offers value to the recipient.

Tell a compelling story. Offer a tangible resource. Bring delight to someone's inbox.

These are the emails that win.

— Shakirah Hill  
Vice President, Digital Strategy  
Metropolitan Group  
[shill@metgroup.com](mailto:shill@metgroup.com)  
(202) 464-6510



**VALLADOLID**

Careful consideration should be given to even the smallest elements of an email, several of which will be the first your donor sees. Make sure you have a punchy subject line, a highly regarded sender and an informative pre-header.

The message should convey a clear call-to-action, repeated throughout using poignant images, hyperlinked text or bold buttons.

Regarding editing, the more staff members who can look at it, the better. Everyone has a unique skill set, level of experience and point-of-view.

In the end, you'll have a thoughtfully refined appeal that best represents your organization and mission.

— Marissa Valladolid  
(Annual) Campaigns Manager  
Mercy for Animals  
[marissav@mercyforanimals.org](mailto:marissav@mercyforanimals.org)  
(323) 822-5124



**KIMBUS**

It's 8 a.m. I spent too much over the weekend. Siri said I have 48 notifications. If your email provides valuable relief, I'll be grateful. Gain my interest quickly. Present me a relatable and solvable problem. I'm not ready to eradicate the problems of the world, but I'm acutely aware there are many.

Make me confident you know what you're doing. Convince me my \$25 will help. Empower me. Don't distract me with info about your new initiatives. I have my own. I want to feel good. I want to help. That's why I'm on your list. Make this easy.

— Pete Kimbis  
Independent Nonprofit Consultant  
Corporate Giving Connection  
[peter@peterkimbis.com](mailto:peter@peterkimbis.com)



**LEWIS**

We all agree that great fundraising strategies involve three critical elements—a compelling story, the impact to match the story and acknowledging who helped make it happen. And, since everyone has a story, it's not difficult for people to talk about themselves in connection to the mission they support.

If you were fortunate enough to have a great writing teacher, they would compel you to write about life through the lens of "when, where, why and how."

And as the collector of these stories, fundraisers need to know that starting with "when" and ending with "how" helps unleash a treasure trove of stories to share again and again.

— Wendy R. Lewis  
Executive Director  
The Parkinson Council  
[wlewis@theparkinsoncouncil.org](mailto:wlewis@theparkinsoncouncil.org)  
(610) 668-4292

## How to Play the Digital Game

Continued from page 1

more meaningful and personal experiences for their supporters.

### FACEBOOK IS FORCING CHANGES IN ONLINE ADVERTISING

Facebook ads are changing the game for digital advertising in general. This is happening for a couple of reasons. First, Facebook is one of the least expensive ways to advertise online and get a lot of eyeballs on your ads.

So the ad platform makes online advertising accessible to just about any nonprofit organization. Facebook ads are a great place to start if you want to dip your toes into the online advertising waters.

Second, continued changes to Facebook's algorithm means organization pages are seen less and less in people's feeds organically, forcing organizations to turn to paid ads for their views. It's a double-edged sword. Advertising through Facebook is easy and inexpensive, but if you want to be seen on the platform, it's also not really a choice—you need to advertise.

### REINFORCE YOUR MESSAGE THROUGH RETARGETING

We've all experienced the power of digital media retargeting... You are searching for a new lawn mower, click on one link on the Lowe's website and suddenly, lawn mower ads are everywhere. They won't stop following your digital footprint, will they?

Okay, so maybe you didn't search for a

lawn mower... but chances are you can relate to a similar experience.

This is retargeting. It's becoming one of the most popular strategies for reaching people online, and it is constantly evolving to help nonprofit organizations reinforce their message and inspire donors to give. Retargeting supporters with online advertising is a powerful way to reach donors in a day and age where it might require two or three touches before they take action.

There are many ways you can leverage retargeting to engage constituents. For example, if someone visits your website, you can retarget them with ads on different websites. You can also retarget based on location (IP retargeting), email address (list retargeting) and more. Visit [goo.gl/C4cK6h](http://goo.gl/C4cK6h) for a great resource by Forbes to give you more information on types of retargeting.

### CREATE AN INTEGRATED DONOR EXPERIENCE ACROSS MULTIPLE CHANNELS

Digital media no longer means running a simple Adwords campaign or managing your social media efforts separately from all of your other marketing and communication platforms. Successful digital media must use consistent messaging across multiple channels and touchpoints.

Today's donors and supporters expect to have the same experience with your brand across every channel. As an example, if a supporter sees your ad on Facebook, they expect that experience to

ring true across other channels.

Creating an integrated donor experience by coordinating your digital channels—along with offline channels—eliminates the confusion a donor might feel after getting different messages from an email and a direct mail piece in the same month.

Ultimately, creating an integrated donor experience helps organizations generate synergy and a greater response rate.

### STAYING AHEAD OF THE GAME

You can reach, inspire, and convert constituents through digital media without spending hundreds of thousands of dollars. Compared to other marketing and advertising channels, digital media is relatively inexpensive. Because the digital landscape moves and changes so quickly, digital media is a great way to explore and test new marketing strategies and tactics.

The biggest takeaway is to always be testing and always be learning. While the rules and algorithms might change, embracing these ideas will help you stay ahead of the game and find new ways to engage constituents more effectively.

Tina Ly serves as associate vice president of digital solutions at Pursuant after more than a decade of experience in the nonprofit industry. She works closely with her team to bring campaigns to life in the online space through web development and digital media. As an advocate for the online user, Tina often collaborates with the creative team to ensure the user experience feels seamless and consistent across channels. She can be reached at [tina.ly@pursuant.com](mailto:tina.ly@pursuant.com).



Photo: iStock/Getty Images



Photo: iStock/Getty Images

## Before and After GDPR

*Continued from page 1*

exempt nonprofit organizations. Nonprofits collect a great deal of personal information and this means you will need to comply with the GDPR. (The fines are very steep—4 percent of annual turnover or €20 million, whichever is higher.)

Leading up to the implementation deadline, many organizations were fearful that they could no longer offer helpful information and resources to EU citizens, and they took steps to ensure they are in compliance with the GDPR. We have an overview of the steps needed to comply at [goo.gl/yMgbUi](http://goo.gl/yMgbUi).

In a nutshell, the first step is to determine if you are indeed offering products/services/seeking donations from individuals in the EU. If you want to continue to do so, you will need a lawful basis for processing data to proceed.

There are several ways to show your lawful basis, including already having specific opted-in consent or having a con-

tractual relationship with the individual and fulfilling that contract. The consent provided must be freely given, specific, informed and unambiguous, as well as very easy to withdraw. There are many steps you will need to take to document your compliance including updating your privacy policy. A helpful resource is [goo.gl/sAHuVi](http://goo.gl/sAHuVi).

But if you are not facing the EU with your products or services and if you are not targeting the EU, you should ensure you are not passively retaining EU data and that all your materials reflect that you are U.S. only. You will need to review this as soon as possible to ensure all facets of your organization are U.S. only. After the GDPR, there is anticipation of companies being fined under the new rule since the regulators are actively monitoring compliance.

Further, there is one more rule coming soon to restrict the sector—this is the e-Privacy Regulation, which is intended to further restrict all forms of electronic communications (tracking cookies, email,

device IDs, IP addresses and more) to protect citizens from being interrupted by incoming marketing and solicitations. This is expected before the end of 2018 and is even more restrictive for marketers than the GDPR, potentially.

The states are very active this year with regards to data protection, especially California.

### WHAT ABOUT CALIFORNIA?

On June 28, 2018, a new consumer protection law, the California Privacy Act of 2018, was signed into law by Governor Jerry Brown. The law was approved by the California legislature and fast-tracked through the legislative process to meet the deadline to withdraw a state-wide ballot initiative launched by local wealthy supporters that had been slated to appear on the November ballot. Nonprofit organizations and their agencies had been fearful the new restrictions on the ballot measure would have restricted data sources for legitimate nonprofit organizations.

The ballot initiative would have pre-

vented organizations from finding new donors through legitimate data providers that would have had to comply with new restrictions. Now, a new law is in place as a compromise measure.

The new law will go into effect January 1, 2020 and will be among the strongest consumer privacy laws in the U.S., and it may become the model for other states. Consumers are likely to contact both for-

business purpose behind the collection, selling or sharing of this information and the identity of any third parties to which the information was sold or shared. (This would likely include any sharing with nonprofit organizations.)

2. It gives consumers the right to request that a business delete any personal information it has regarding the consumer and “opt-out” from the future selling of the consumer’s personal data to third parties (including nonprofits).

3. It prohibits a business from discriminating against a consumer for exercising his or her “opt-out” rights, which would include charging the “opt-out” consumer a different price or providing the consumer a different quality of goods or services.

4. It prohibits the sale of the personal information of consumers under the age of 16 unless the consumer (or presumably a parent or guardian) affirmatively “opts-in” to the sale of that information.

5. In addition to being enforceable by the California Attorney General, the law creates a private right of action in con-

nexion with certain unauthorized access and exfiltration, theft or disclosure (e.g. because of a data breach or hacking) of a consumer’s personal information. (Another important concern for nonprofits due to the potential costs.)

Bottom line: The California Privacy Act of 2018 will change the way businesses of all sizes operate and interface with their customers and trigger new risks for nonprofit organizations counting on valid data for their missions.

Major tech companies will seek to fight back against portions of the new law even before it goes into effect, and we will keep you apprised since you may be able to help by adding your voice as an impacted nonprofit organization.

Xenia “Senny” Boone, JD, serves as the Data & Marketing Association’s internal general counsel. She leads the organization’s efforts in ethics, compliance and best practices for the data-driven marketing community. She has over 25 years of communications law experience spanning the range of marketing and fundraising issues. For questions or comments, please contact Senny at [sboone@ana.net](mailto:sboone@ana.net)

**THERE ARE SEVERAL WAYS TO SHOW YOUR LAWFUL BASIS, INCLUDING ALREADY HAVING SPECIFIC OPTED-IN CONSENT OR HAVING A CONTRACTUAL RELATIONSHIP WITH THE INDIVIDUAL AND FULFILLING THAT CONTRACT. THE CONSENT PROVIDED MUST BE FREELY GIVEN, SPECIFIC, INFORMED AND UNAMBIGUOUS, AS WELL AS VERY EASY TO WITHDRAW. THERE ARE MANY STEPS YOU WILL NEED TO TAKE TO DOCUMENT YOUR COMPLIANCE INCLUDING UPDATING YOUR PRIVACY POLICY.**

“

profit and nonprofit organizations under this new law, although the law references “business.” (See law text at [goo.gl/tnpN3k](http://goo.gl/tnpN3k).) Nonprofits should be prepared for consumers.

Highlights include:

1. It gives consumers the right to ask a business to identify what personal information it has related to the consumer, the source of that information, the busi-

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TECHNOLOGY UPDATE: THE LATEST INFORMATION ON THE TOOLS THAT MAKE YOUR JOB EASIER

# Mobile. It's Not Just for Selfies Anymore.

By Mary Getz



The rise of mobile—it's a phrase you no doubt have heard at marketing events for years.

But get ready to hear it one more time because mobile use has

hit a number of benchmark highs this past year that are reinforcing just how critical it is for nonprofits to up their mobile game.

## THE NUMBERS

Smartphone users now account for nearly half of all email-driven orders — a 33 percent increase from last year. And it's not just email. Mobile users are also visiting your websites at higher rates than ever before.

According to "M+R's 2018 Nonprofit Benchmarks Report," 40 percent of nonprofit website visitors in 2017 were on their mobile device. While mobile users only had an 8 percent conversion rate

after reaching an organization's main donation's page, this represented a 50 percent increase over the previous year.

We have reached the point where we can say, with more confidence, that consumers are comfortable making transactions on their phones—and may even be showing the start of a strong mobile channel preference.

So, how can nonprofits be sure they are taking full advantage of mobile as a channel for donations?



Photo: iStock/Getty Images

“

THE RISE IN MOBILE TRANSACTIONS IS NOT SIMPLY ABOUT OUR AUDIENCES' COMFORT WITH THE TECHNOLOGY. IT IS ABOUT THE IMPROVED SIMPLICITY AND QUALITY OF THE MOBILE TRANSACTION PROCESS DURING THE LAST YEAR. PAYPAL IS INCREASINGLY ASKED FOR AS A PAYMENT METHOD BY DONORS – AS ARE ONE-STEP CHECKOUTS LIKE APPLE PAY AND AMAZON CHECK-OUT, COLLECTIVELY KNOWN AS “WALLET PAYMENTS.” DONATION FORMS NEED TO BE READY TO HANDLE THESE TYPES OF TRANSACTIONS.

”

Donation forms need to be mobile ready—and I don't just mean responsive design, though that is certainly one element. Being ready and able to take mobile payments is also critical to becoming mobile-ready.

The rise in mobile transactions is not simply about our audiences' comfort with the technology. It is about the improved simplicity and quality of the mobile transaction process during the last year. PayPal is increasingly asked for as a payment method by donors – as are

one-step checkouts like Apple Pay and Amazon Check-out, collectively known as “wallet payments.” Donation forms need to be ready to handle these types of transactions.

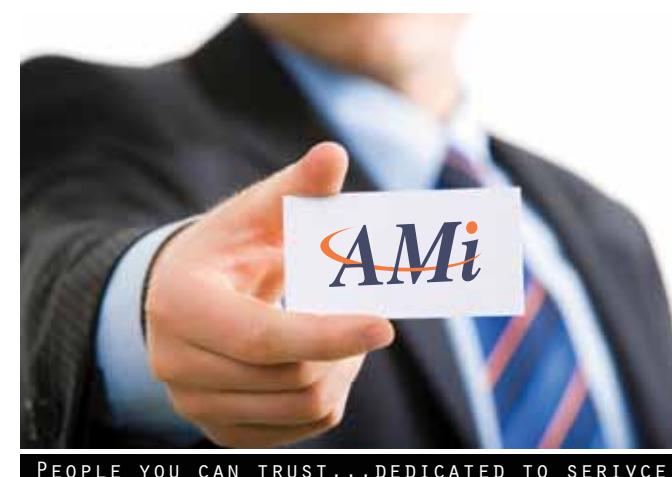
Organizations should also consider offering other mobile-focused donation methods: text, Facebook Messenger, Instagram payments, social apps and more.

We used to encourage organizations to think ‘mobile first’ when it came to design, but today it goes beyond that.

I would now encourage organizations

to start thinking ‘mobile first’ when it comes to strategy, not just design. Your charge now is to take your interactions with donors and supporters in the mobile space to the next level...because mobile is not just for selfies anymore.

Mary Getz, an Integrated Marketing & Fundraising Strategy Consultant, has been the strategic and creative lead for digital campaigns for a diverse range of charitable, political and religious institutions for more than 15 years. She can be reached at [marygetz@gmail.com](mailto:marygetz@gmail.com) or (202) 421-5780.



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GREATER ENGAGEMENT: WORDS OF WISDOM ON EVERYTHING AND ANYTHING THAT DRAWS IN YOUR SUPPORTERS AND DEEPENS RELATIONSHIPS

# 5 Easy Tips for a Share-Worthy Nonprofit Video

By Michelle Arnold



Want to make a great video to share on your nonprofit's social media channels? Here are five easy tips.

Video is the trend of the moment. If you're not creating nonprofit video content for your organization, you really should be. Creating video content doesn't need to be overwhelming, and you don't have to spend tons of marketing dollars to create cinematic, lengthy, elaborate videos. Great video content can be short and simple—and still draw awareness to your cause!

You can start by creating a quick one-minute video (or less!) that can be shared on social media. You can even use your smartphone to capture a few video clips and just add a voiceover to it. What's more important than the quality of your video editing is the quality of the message you are sharing.

So what should this quick one-minute video be about? I recommend your video describe the problem you are solving and how others can get involved. Notice I didn't say you need to create a video that talks about you and the history of

your nonprofit.

To be real honest, that type of video won't get you the donations your cause deserves. A video that invites donors to be part of something meaningful is a much more effective approach to engaging donors. Don't make your nonprofit the hero of the video. After all, if the video just talks about all the great things you do, how will a donor insert himself into that story?

But before I get into all the tips, check out this video that Love Justice International recently posted on social media ([goo.gl/NGfMkM](http://goo.gl/NGfMkM)). It's only 35 seconds long, and they didn't spend a lot of money making it.

They simply created a video that invited donors into a story they could be part of. The video introduces people to their monthly giving program; more specifically, it asks people to "join Project Beautiful." Watch the video, then keep reading because I've put together a few helpful tips for your nonprofit, using this video as an example. Here are your five tips.

## 1. DON'T MAKE YOURSELF THE HERO

Who is the main character of the story? In



this video, the main character is clearly the amazing young women whose lives are at risk for human trafficking. The story was about them. The story was not about how great Love Justice International is. In fact, not one staff member is even in this video.

Why? Because the video is not about the staff or the nonprofit. Your organization should never be the hero of the story. The hero (the main character) of the story, in this type of video, is always the people your nonprofit is helping.

## 2. USE THE RIGHT TYPE OF IMAGES

The pictures or video footage used in this video show what life can be for young women after they are saved from a life of sex trafficking. It's basically painting a picture of what success looks like for the people their nonprofit helps.

The video shows happy smiling images, and it's full of joy. Notice that they're not using sad, depressing pictures to guilt people into giving. Guilt is not always the best motivator for donations. Invite potential donors to be part of something great! Show them what their donation can do by using images of success. People really want to be part of a happy story!

## 3. GET PHILOSOPHICAL

You have to state the physical need you are meeting, but if that's all you do, it's often hard for donors to connect with why they should give. That's why I always recommend using words that present the philosophical side of the issue. In this case, it's why should young women be rescued?

Here are some of the words Love Justice uses in the voiceover of their video to show the underlying philosophical issue. And these words tie in beautifully with the name of their monthly giving program, Project Beautiful.

*"We believe every life is beautiful."*

*"She is a child of God, and He knows her by name."*

*"She is worth everything to Him."*

*"She is not just a victim."*

*"She is human. She is precious."*

*"She deserves to be free."*

*"Because every life is beautiful."*

## 4. KEEP IT SHORT

Let's face it, attention spans are getting shorter. For social media, you really need to keep it short or you risk losing people's interest. This video is only 35 seconds long, and yet it still lets the viewer know the problem being solved and how they can get involved.

You don't have to use as many words as you think you do to get your point across. It's using the right words that really matter, not the length of the narrative.

## 5. GIVE A CLEAR CALL-TO-ACTION

The goal of this video was to raise awareness for their nonprofit via social media and drive more traffic to their website. That's why at the end of the video it gives the viewer instructions to "learn more at [projectbeautiful.org](http://projectbeautiful.org)".

Think about the purpose of your video, and tell the viewer what you would like them to do next. If you want them to donate, tell them where to donate or even a suggested donation amount. If the purpose is to get them to your website so they can learn more about you, tell them how to do that! Just make it clear.

If you follow these tips, like Love Justice did, you'll have a simple video that you can share on social media. And more than that, it will be a video with content that helps potential donors understand



VIDEO IS THE TREND OF THE MOMENT. IF YOU'RE NOT CREATING NONPROFIT VIDEO CONTENT FOR YOUR ORGANIZATION, YOU REALLY SHOULD BE. CREATING VIDEO CONTENT DOESN'T NEED TO BE OVERWHELMING, AND YOU DON'T HAVE TO SPEND TONS OF MARKETING DOLLARS TO CREATE CINEMATIC, LENGTHY, ELABORATE VIDEOS. GREAT VIDEO CONTENT CAN BE SHORT AND SIMPLE—AND STILL DRAW AWARENESS TO YOUR CAUSE!



what you are all about and how they can be involved.

So, grab your smartphone and create a quick video, or look through video footage you already have and make something your nonprofit can use on social media! After all, shouldn't more people know about your nonprofit and how they can get involved?!

Michelle Arnold is the messaging and creative lead at Leading Good. As a StoryBrand Certified Guide and copywriter, she's trained and certified in a seven-step framework that leading nonprofits are using to clarify their message and engage more donors. The result? They fundraise with confidence and raise the money their cause deserves. Learn more at [leadinggood.com](http://leadinggood.com)

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# Applying Digital Tactics to Membership Organizations and Components

By Brezita Warrick



With a lengthy to-do list and planning for our large annual governance conference, the thought of missing a full day of work is quite daunting. But the time spent at the DMAW Digital Day Forum was so worthwhile!

To my pleasure, I was able to immediately start applying some of the digital tips and tricks from this tech-focused, professional development session.

A bit of background: I work at the American Nurses Association (ANA), the one professional association that represents the nation's four million registered nurses. I was extremely inquisitive about digital tactics that I could apply to ANA's 50 state offices, with which I work closely in my membership marketing role.

To that end, I walked away from this year's Digital Day Forum with great tips to help propel our components into the new digital age. Here are my top three:

## NO. 1: THE ANATOMY OF A FACEBOOK AD

As fundamental as it may sound, identifying the pivotal parts that a Facebook ad should have helps in putting creative best practices into action... from testing text



length, choosing engaging images, writing a direct call-to-action headline and placing extra talking points/ask in the link description.

I ended up with a user-friendly, how-to guide that I was able to pass on to our Oklahoma office for their budding online advertising initiatives.

## NO. 2: IMPORTANCE OF TESTING AND OPTIMIZING LANDING PAGES

In their super cute, cat-themed "Donation Page Optimization" session, the presenters laid out a useful roadmap framework of where to start when testing landing

length, choosing engaging images, writing a direct call-to-action headline and placing extra talking points/ask in the link description.

ing pages. Many of our larger state offices with high-traffic websites could apply this optimization strategy to increase membership conversions.

## NO. 3: BENEFITS OF PEER-TO-PEER MESSAGING VS BROADCAST SMS

Mobile is a key channel we want to start leveraging for our state offices' membership efforts. Peer-to-peer messaging appears to be a viable option since it does not require an opt-in to join a mobile list, messages are from real phone numbers/area codes that reflect your actual location and there's a personalized 1:1 conversation.

This could be an ideal channel for state office board members to communicate with members who have lapsed and to encourage them to renew.

Keeping up with industry trends (especially when the industry is constantly evolving) is crucial to the competitive landscape of acquiring and retaining members. This year's DMAW Digital Day Forum helped me stay ahead of the curve, both personally and professionally!

pages. Fundamental steps included creating goals, research, making a testing plan, plan of attack and analysis.

In the association world, we could leverage this nonprofit best practice by regularly testing membership-join land-

Brezita Warrick is the Assistant Director of Membership Channels and Constituent Relations at American Nurses Association. She can be reached at [Brezita.Warrick@ana.org](mailto:Brezita.Warrick@ana.org).



**MOBILE IS A KEY CHANNEL WE WANT TO START LEVERAGING FOR OUR STATE OFFICES' MEMBERSHIP EFFORTS. PEER-TO-PEER MESSAGING APPEARS TO BE A VIABLE OPTION SINCE IT DOES NOT REQUIRE AN OPT-IN TO JOIN A MOBILE LIST, MESSAGES ARE FROM REAL PHONE NUMBERS/AREA CODES THAT REFLECT YOUR ACTUAL LOCATION AND THERE'S A PERSONALIZED 1:1 CONVERSATION.**



# Marketing AdVents

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# News Notes

Facebook recently celebrated its first anniversary of its birthday fundraisers and revealed that they have reached over \$300 million donations, according to TechCrunch. With 750,000 nonprofits using Facebook's fundraising tools, the birthday fundraisers feature allows Facebook users to launch a donation drive for a nonprofit of their choice. For individuals who want to set up a birthday fundraiser, but don't have a nonprofit in mind, Facebook is planning on adding more information about charities. Currently, the top beneficiaries include St. Jude's, the Alzheimer's Association, the American Cancer Society, Share Our Strength—No Kid Hungry and the ASPCA. Additionally, Facebook announced it will be adding new features—including allowing Pages to create and donate to fundraisers and the ability to add matching donations and co-organizers to fundraisers.

tion of a percentage for all digital media. Combining personalized direct mail with highly targeted social media ads and precisely timed email outreach increases the likelihood of engagement, especially when messaging speaks directly to the individual consumer's specific needs and reaches them through their preferred channels," Shawn Salta, president and chief operating officer of Directmail.com, said in the release.

Versium recently announced the launch of Developer Portal, an API-accessible developer platform. With the Developer Portal, developers are now able to increase marketing ROI by "transforming the e-commerce, marketing automation and CRM platforms they deploy with Versium's proven data technology solutions," according to a press release. With the portal, developers can now access the company's LifeData warehouse—more than one trillion data attributes and its proprietary marketing empowerment technologies, which include automated data cleansing, enrichment and segmentation. "Versium is on a mission to help marketers improve ROI by harnessing the power of big data and AI to become more data-driven. By putting the power of Versium data and technology directly into the hands of developers and system integrators we can dramatically broaden the market impact our solutions will provide to marketers," CEO Chris Matty said in the release.

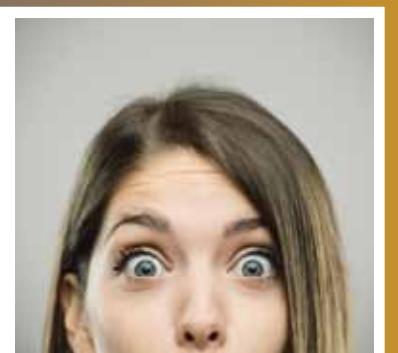


Photo: iStock/K Getty Images

*Is something exciting happening in your company or organization?*

## Tell us about it!

Email the editor, Nhu Te, at [dmawadvents@dmaw.org](mailto:dmawadvents@dmaw.org)



# DMAW Educational Foundation

## Students Turn to DMAW/EF for Employment Opportunities and Guidance

By Marilyn Liebrenz-Himes



DMAW/EF efforts continue to focus on helping connect students with direct marketing employers in the mid-Atlantic region.

The annual George Washington University Women in Business (GW-WIB) Conference held in early April was attended by more than 300 students (women and men). With graduation approaching, employment and professional development were topics of high interest and the conference drew standing-room only attendance. Student questions continued even after the presentation.

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- Help professors design 2018-worthy classroom projects.
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- Connect with young talent looking for internships and jobs.

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**The DMAW Educational Foundation**

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Get involved, donate, learn more @  
[www.dmawef.org](http://www.dmawef.org)

As panel members, four members of DMAW/EF's board of directors were on board to put students in touch with future employment and professional improvement opportunities. George Washington University marketing professor



Panel: Digital and Social Media, GW Women in Business Annual Conference, Apr. 7 (left to right): Agnes Broden-student-GWU; Marilyn Liebrenz-Himes, Moderator-GWU; Katy Jordan PMX Agency; Courtney Lewis, Chapman Cubine Hussey; Brandy Swimeley, Defenders of Wildlife; Liz Murphy, Beaconfire RED.

Marilyn Liebrenz-Himes organized the panel titled, "Digital and Social Media." Speakers and EF Board members on the panel included Liz Murphy, EVP & Partner, Beaconfire RED; Katy Jordan, now Vice President of Account Management, Nonprofit, PMX Agency; and Courtney Lewis, Vice President of Client Services, Chapman, Cubine, Hussey. Brandy Swimeley, Vice President of Integrated Marketing, Defenders of Wildlife, served on the panel also.

The GWU Conference augments such DMAW/EF programs as Mentor-for-a-Day, which provides interested students with the chance to visit a direct marketing organization.

Companies and organizations participating in this program have provided selected students with "red carpet"



visits to their direct marketing facilities with a focus on providing a broad spectrum of positions and opportunities. Many of these visits have led to internships and subsequent job offers.

The DMAW/EF annual Professor's Institute continues to be held in early January each year. Crammed with speakers and updates, this two-day seminar provides professors with current marketing developments. As a new benefit introduced this year, professors who attend also are eligible to receive and pass along to students direct marketing job offers published in the DMAW newsletter.

The DMAW/EF Collegiate MAXI program continues to offer students a unique case competition. In order to involve as many students and schools as possible, the current Collegiate MAXI

competition has evolved to an oral case competition format. These oral case competitions take place in both the fall and the spring semesters.

Representatives of the sponsoring organizations are invited to be part of the judging panels for the competitions, creating yet another connection between students and possible future employers. The 2018 case organizations included The Sierra Club, the Philadelphia Museum of Art and AARP.

Dr. Marilyn Liebrenz-Himes is a professor of global marketing, in the Department of Marketing, School of Business at The George Washington University, in Washington, DC. Her key courses include Marketing Management, Marketing Strategy, International Marketing, and Services Marketing.

### Did You Know?

The DMAW/EF, a separate nonprofit organization from DMAW, relies heavily on contributions from DMAW members to fund its work.

**Please donate today!**

Dan McNamara's marketing career has always stemmed from a concept and promotional side, as well as a service intensive side. At ASAP Mailing, he focuses his efforts on consultive selling, looking to uncover the needs of many nonprofits, as they relate to marketing and communication efforts via print communication.

He moved from Pittsburgh to the D.C. area 25 years ago, where he worked in the international mail and logistics industry. Since then he has worked for many nonprofits and trade associations, as well as printing and mailing companies. At the time, ASAP Mailing was one of his customers, and he immediately hit it off with one of the owners about how the nonprofit and trade association marketplace was underserved both in full service,

speed and communication. He eventually teamed up with ASAP Mailing, and they began changing the way printers

and mailers serve the ever-growing need of nonprofits.

**Location:** Clifton, Va.

**Education:** B.S. in Business from University of Pittsburgh

**DMAW Member Since:** 2014

**Who do you consider your mentors?**

My father to start. One of the best creative directors in the advertising industry. He taught me to listen twice as much as I speak (still working on that). Jeff Blood, with Johnson & DeWalt, gave me my first job out of college in incentive marketing and

taught me the importance of both humility and how to approach people in the early years of my career.

### What advice would you offer a novice who wants to move up in direct marketing?

Listen to the veterans who have worked in this industry for over 20 years. They will give you a great deal of perspective as you are faced with many changes and disruptions going on with direct marketing—such as those within the digital space. And even they will tell you that as fast as digital and big data are growing, it's finding the road not as easy as it was originally presented. And there is much to be learned about triangulating your direct marketing efforts for all organizations.

### What is the most helpful step you took to advance your direct marketing career?

Force the transformation of ASAP Mailing from just a high-volume mailing operation to a true full service printing and mailing operation.

### Tell us about your volunteer experiences with DMAW.

I have been in touch with several people at DMAW about volunteering my time and my company's time to helping promote DMAW. I am eager to become involved in whatever way I can.

### Describe yourself in three words.

Take full responsibility.

### Describe your life in six words.

Family first—everything else comes second.

### Dan's Favorites



**Restaurant** Magnolias in Charleston, SC



**Film** "Philadelphia"



**Book** "Too Big to Fail," "The Sum of all Fears," "Astrobait"



**Music** Jimmy Buffett, John Mayer, Eagles



**Leisure Interests** Skiing, golfing, camping, drinks and apps with my wife.



**Quote** "Rising tides lift all boats." — John F. Kennedy



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