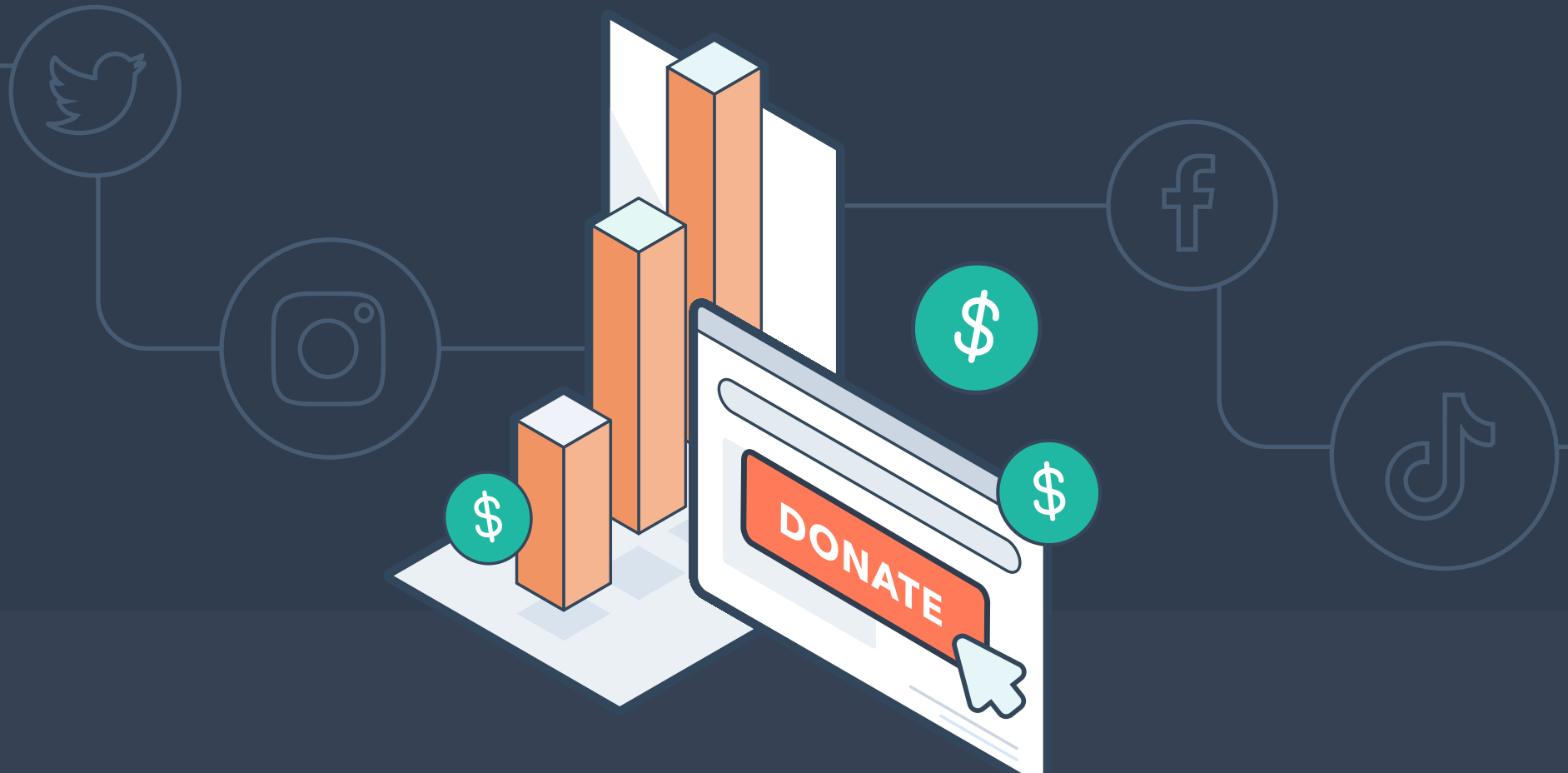




# Nonprofit Marketing

+ Fundraising Trends for 2022



# Foreword

2021 marked a pivotal year of change in healthcare, climate, social justice, and politics and—of course—the way we interact in digital. While there were significant challenges, there was also hope. There was a [surge of first-time donors](#) to nonprofit organizations. [“Small dollar” donors](#) contributed three times more than pre-pandemic records. [Overall giving grew by 4%](#) coming off of a year where the [global economy](#) was in a state of dormancy.

Mutual aid organizations cropped up around the world to support communities in need. We saw individuals and nonprofits alike building massive campaigns on TikTok and dipping their toes into cryptocurrency and NFTs. People showed up to help each other with curiosity and creativity, overcoming unprecedented challenges and delivering on the promise of community.

Last year, we also launched [HubSpot for Nonprofits](#), a dedicated program to help nonprofit organizations own their digital platforms and scale meaningful change. Keeping up with expectations in digital can feel impossible, and making sure that your technology is up to the task is just the beginning. We know that nonprofit teams are often small but mighty and have to be strategic about where you use your resources to engage with donors, increase fundraising dollars, and build relationships online.

**There’s power in community – join us as we dive in.**



Director of Nonprofits, HubSpot



## INTRODUCTION

# Nonprofits are Scaling with Technology

We've gathered the latest insights and examples of nonprofit fundraising and marketing to help guide your nonprofit digital strategy in 2022. We witnessed significant growth and change during 2021 in fundraising patterns and donor trends: A common thread was a clear need for nonprofits to embrace emerging technology.

People expect all digital experiences to be mobile-optimized, personalized, and engaging—nonprofit marketing teams are tasked with more than just those foundational needs. You are balancing managing email and social media campaigns, responsible for content strategies, partnering with other orgs and influencers, accepting payments online, and testing out new technologies like cryptocurrency.

We hope these nonprofit marketing trends, inspirational examples, and a sample nonprofit marketing plan for 2022 will help you feel grounded in what's important as you begin a new year. Let's go!



# Marketing + Fundraising Tools for Nonprofit Teams

HubSpot for Nonprofits is an all-in-one digital marketing platform for nonprofits. We integrate with over 500 marketing tools to help nonprofits scale meaningful change. Gain access to the full suite of HubSpot tools and integrated apps for your nonprofit.

## Marketing Hub

- Email marketing
- Social media management
- Segmentation
- Automation
- A/B testing and analytics

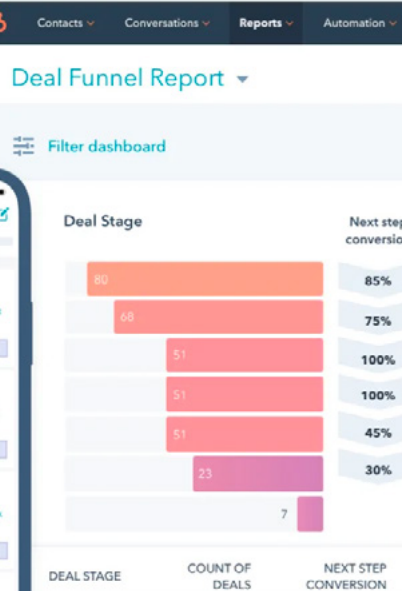
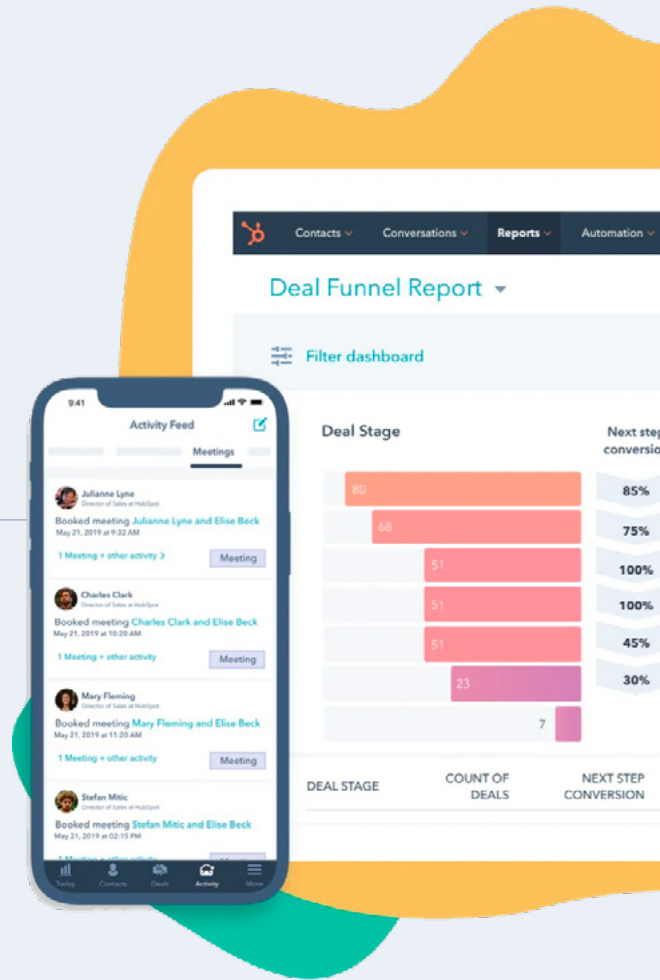
## Sales Hub

- Flexible CRM
- Donor pipelines
- In-line donor forms optimized for mobile
- Meeting scheduler

## CMS Hub

- Customizable website builder
- Editable themes
- SEO tools
- Drag and drop editor
- Custom landing pages

[Apply for Nonprofit Pricing on HubSpot](#)



# Table of Contents

## CHAPTER ONE

Inspirational Nonprofit Marketing Campaigns from 2021 **6**

---

## CHAPTER TWO

Nonprofit Marketing Must-Haves for 2022 **12**

---

## CHAPTER THREE

Emerging Nonprofit Marketing Trends to Watch **22**

---

## CHAPTER FOUR

Content Marketing Strategy for Nonprofits **26**

---

## CHAPTER FIVE

Nonprofit Marketing Resources + Communities **32**

---

## RESOURCE

Sample 2022 Nonprofit Marketing Plan **35**

---

Conclusion **37**

---

## CHAPTER ONE

# Inspirational Nonprofit Marketing Campaigns from 2021

In 2021, nonprofit organizations shared their stories using creative social media campaigns, visual storytelling, and videos. Many grew using partnerships and new forms of technology. Needless to say, we're impressed.

Here are some of the most engaging and impactful nonprofit marketing campaigns we saw in 2021:

## Nonprofit Campaigns from 2021

### #GivingTuesday

Giving Tuesday started in 2012 as an idea to encourage people to do more good. It's now a nonprofit organization of its own and a global movement that continues to gain traction. In 2021, Giving Tuesday reached peak levels of engagement, donations, and overall awareness, providing nonprofits with a platform to get in front of billions of potential new donors.



Source: [GivingTuesday](#)



Source: [TikTok](#)

In 2021, nonprofits supported each other and helped raise donations for other orgs on Giving Tuesday.

---

2021's Giving Tuesday donations surpassed 2020, reaching \$2.7B in donations in the U.S. alone and reaching record highs.

---

35 million adults in the U.S. participated in Giving Tuesday 2021.

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Facebook matched \$8M in donations in 2021 and opened up Instagram giving tools to 1.5 million more nonprofits.

TikTok directly contributed \$7M in donations to nonprofits using their platform.

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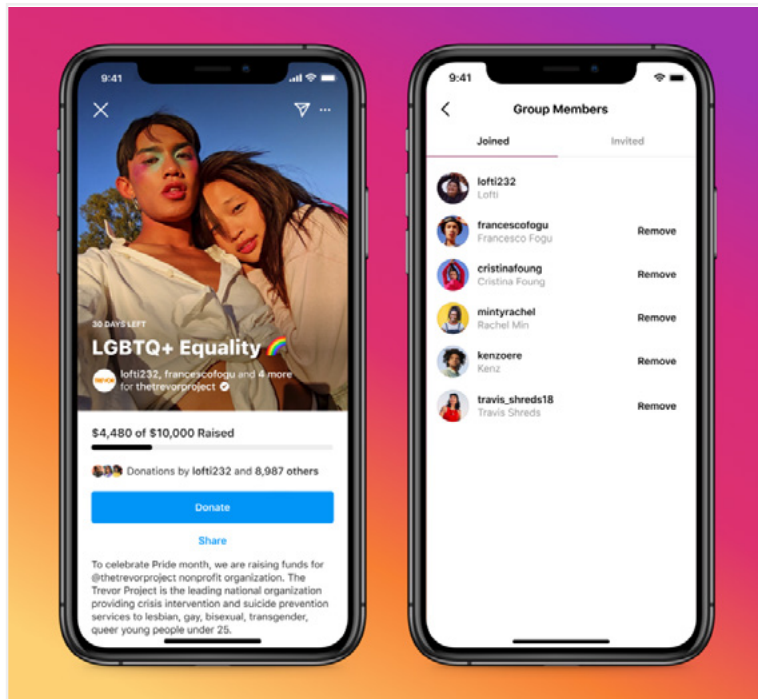
People donated in different ways – in 2020 and 2021, donors gave high-value gifts online.

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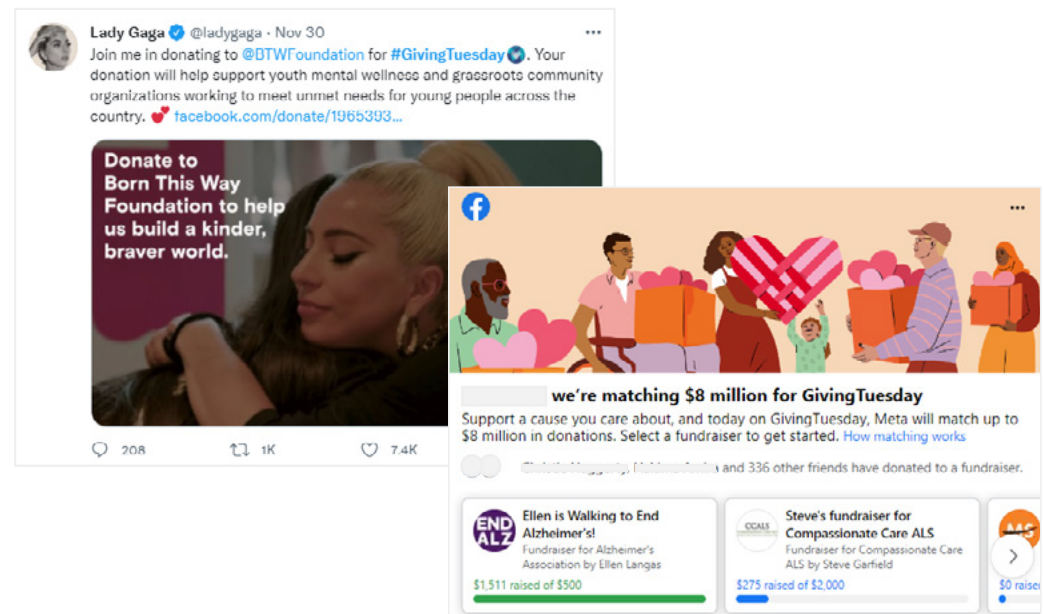
The #GivingTuesday hashtag generates billions of media impressions online every year, and has 1.9M uses on Instagram.

---

Most of the folks who participate in Giving Tuesday are millennials or Gen Z, with over 80% falling in the 18-34 year old age range.



Source: [about.fb.com](https://about.fb.com)



## TikTok for Good

In 2021, nonprofits used TikTok to grow their reach, connect with younger donors, and collect donations directly from the platform.

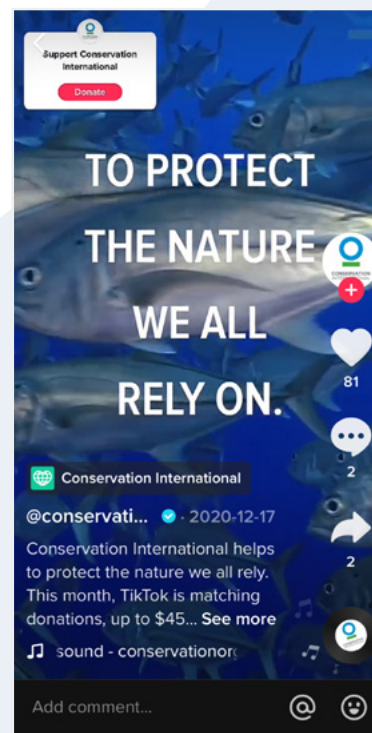
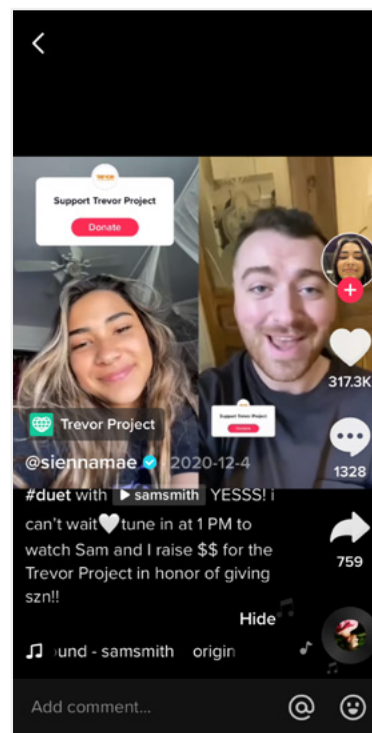
[TikTok for Good](#) partnered with nonprofits to support direct donation links that could be used in feed videos and live videos and promoted the #GivingSzn hashtag to increase visibility. TikTok matched donations that used branded hashtags to incentivize people to share the movement.

The TikTok for Good campaign included celebrity partnerships like Sam Smith and Sienna Mae who raised awareness for their chosen causes, like the [Trevor Project](#), and the overall campaign.

### Takeaway for nonprofits

Use the features that social media platforms have created to support nonprofits and your posts will be amplified. In 2021, social platforms rolled out new programs to boost nonprofit engagement and support. Instagram and Facebook have [dedicated “charitable giving tools”](#) with donation stickers. Instagram made it easier to fundraise with [Instagram donations](#) like live donations, clickable donation buttons in stories, main profile donate CTAs, and Instagram Feed fundraisers. TikTok also added [donation stickers](#) and matched donations for nonprofit campaigns. And little known but still a possibly exciting development for fundraising: Twitter is [testing out on-profile tipping](#).

The #GivingSzn hashtag has over 1.5B views on TikTok.





## #TheExtraMile Challenge

A 24 Hour, 101 Mile Run that Raised Over £1M for Motor Neuron Disease Research

The Leeds Rhinos rugby team partnered with rugby legend Kevin Sinfield to boost awareness for Sinfield's second annual campaign to raise funds for the [MND Association](#) and the [Rob Burrow Centre for Motor Neurone Disease](#). In 2020, Kevin ran 7 marathons in 7 days and raised over £2.7M for his former teammate, Rob Burrow, who was diagnosed with motor neuron disease in 2019. In November 2021, he took on the challenge of running 101 miles in 24 hours.

Kevin and the Rhinos capitalized on the momentum of 2020 and ramped up social media, local news appearances, text-based donations, [charity training shirts](#), and the support of partner organizations to spread the word in 2021. [The #ExtraMileChallenge 2021 raised over £2.1M](#) and will likely surpass 2020 numbers.

### Takeaway for nonprofits

Building momentum for a new challenge, like the #TheExtraMile challenge takes time, dedication, and support from dedicated members. Build a community and use storytelling to engage with local and global audiences.



**Leeds Rhinos** @leedsrhinos · Nov 22

Kevin Sinfield's #TheExtraMile Challenge is here! Find out all the information you need to keep in touch with this epic fundraiser as Sinfield aims to run 101 miles in 24 hours

Info [therhinos.co.uk/2021/11/22/kev...](https://therhinos.co.uk/2021/11/22/kev...)

Text Kevin to 70143 to donate £3 or visit [donate.giveasyoulive.com](https://donate.giveasyoulive.com)



donate.giveasyoulive.com

Kevin Sinfield is fundraising for Leeds Hospitals Charity and Motor Ne...  
Make a donation and help me reach my fundraising target with Give as you Live Donate.

17 195 555



**Leeds Rhinos** @leedsrhinos · 2h

A proud moment with two of our legends Kevin Sinfield x Rob Burrow

Text Kevin to 70143 to donate £3 or visit [donate.giveasyoulive.com/fundraising/ke...](https://donate.giveasyoulive.com/fundraising/ke...)



3:56 3.8K views 09:00

5 65 248

## #WorldToiletDay

Raising Awareness for the 3.6B People Worldwide Without Access to Clean Toilets

One way to get big attention to big issues is to partner with someone (like [Bill Gates](#)) who has 56M followers.

If you don't have a direct line to Bill Gates (we don't, either!) another way to build exponential awareness is to put together a **strategic marketing plan that empowers individuals**, like #WorldToiletDay did, to help share the message themselves. There's power in numbers, and peer to peer engagement encourages more individuals to share as well.

### Takeaway for nonprofits

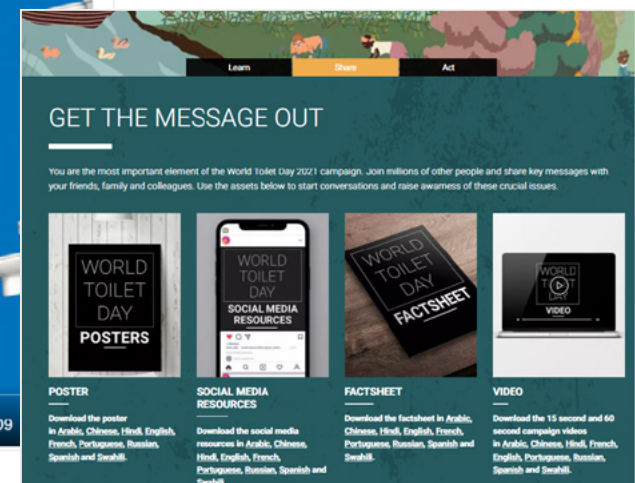
- Include customizable post templates for audiences to share and raise awareness.
- Include educational materials and a dedicated landing page for campaigns.
- Provide resources in multiple languages for global movements.
- Use multimedia content like video to reach a wider audience.



Source: [World Toilet Day](#)



Source: [Twitter](#)



# What does a successful nonprofit marketing campaign look like?

Source: [Twitter](#)

The most successful nonprofit campaigns in 2022 will be those that are *engaging*. Engaging content **creates visibility on social media, starts conversations, and leads to meaningful change**. Here's what engaging nonprofit campaigns have in common.

1

## Actionable

These campaigns have a clear call-to-action (CTA) and inspire, motivate, raise awareness, and get people to take the next step.

2

## User-friendly

By meeting people where they are online and making it easy to take these actions, campaigns are more likely to generate engagement and overall interest.

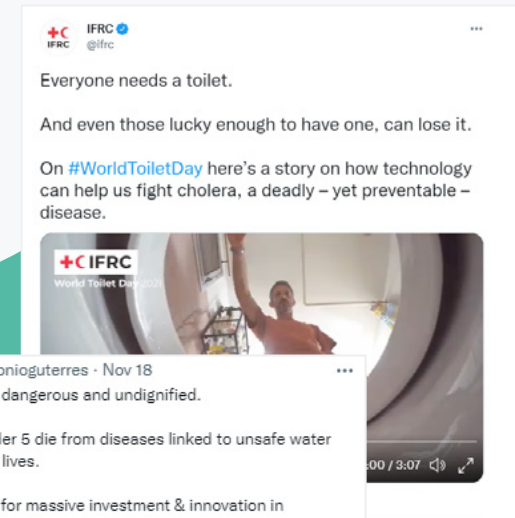
3

## Trackable

Hashtags, bit.ly links or other trackable URLs, and in-app donate buttons make CTAs more obvious and help nonprofits optimize, find more engaged audiences, and identify opportunities for future campaigns.

[Explore our community of nonprofit marketers](#) and share your questions, examples, and plans for marketing campaigns. We are here to support you in finding the best way to execute marketing plans and maximize the impact of your work.

Join the Conversation



Source: [Twitter](#)



Source: [Twitter](#)

## CHAPTER TWO

# Nonprofit Marketing Must-Haves for 2022

In 2022, the key themes for nonprofits are *building momentum, building community, and building excitement*. And the ways to get there will rely on data, technology, personalization, and a deep understanding of audiences.

With millennial and Gen Z donors declaring their readiness to support nonprofits in a big way in 2020 and 2021, organizations will need to invest in campaigns to invite potential lifetime members into their communities.

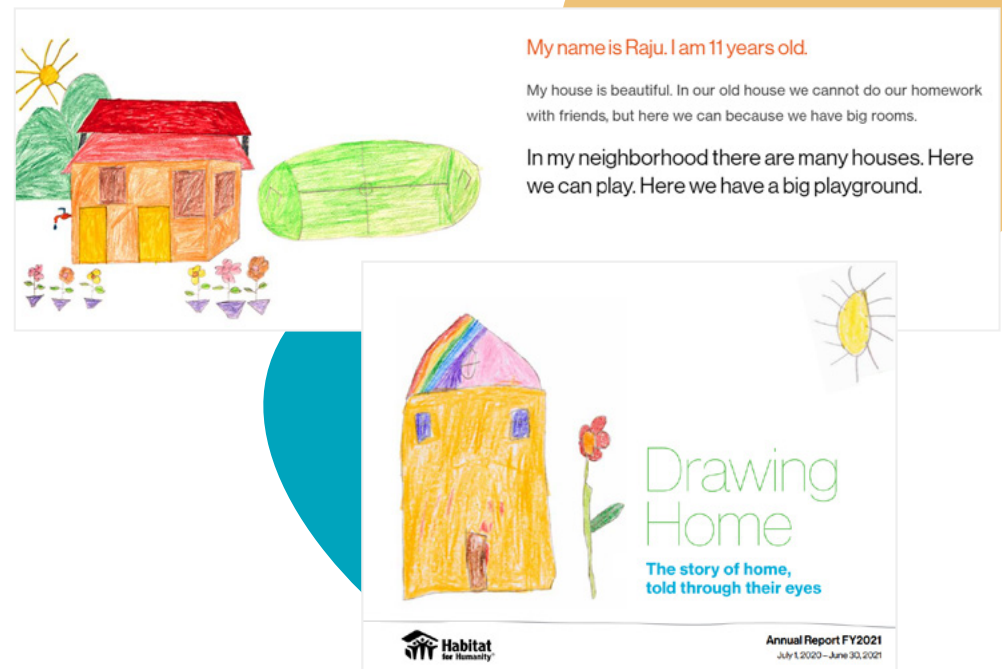
Here are our **predictions for nonprofit marketing trends in 2022**.

## 1. User-Generated Content

### 9 in 10

people value user-generated content (UGC) over branded promo emails or other content. People trust each other.

Habitat for Humanity's 2021 Annual Report incorporated drawings from the children of Habitat homeowners all around the globe to help share their message of hope for the future. This campaign was closely tied to Habitat for Humanity's roots and shows the impact of their organization on the communities they support.





Source: [Habitat for Humanity 2021 Annual Report](#)



Source: [Twitter](#)

## Takeaways for nonprofits

Share stories directly from the recipients of your organization's efforts. Use images, direct quotes, and authentic storytelling. Habitat shows that annual reports don't have to be boring or a "data dump," but can tell the story of your organization's impact in a more human way.

## 2. Segmentation + Personalized Campaigns

With all the data there is to collect, personalization is now a staple marketing strategy for orgs of all sizes. **In 2022, segmentation and personalized campaigns will become even more targeted** and help to boost engagement with audiences.

### Key Generational Giving Differences

#### Gen Z (9-24 years old) + Millennials (25-40 years old)

- 39% of young donors (18-29) donated more during the COVID-19 pandemic
- 1 in 4 donors between 18-29 prefers social media communication from nonprofits
- 16% want texts from nonprofits
- Younger donors prefer recurring donations – almost half (48%) of 18-29 year old donors and more than one third of 30-44 year old donors give monthly (more than Gen X and donors age 60+)
- Millennials are the most likely to research nonprofits before making a donation.
- The top reason millennials and Gen Z may not donate is due to a poor social media presence.
- Gen Z prefers to donate via Facebook, social media, texting, or mobile apps.
- Gen Z and millennials want to receive updates from nonprofits at least monthly.
- Millennials prefer texting or app-based donations, or using a website online.



## Gen X (41-57 years old)

- The top vertical Gen X donates to is Environment Conservation + Wildlife.
- The #1 reason Gen X might not donate to an org is an outdated website.
- Gen X prefers to donate via Facebook or social media, and text messages or apps.
- For Gen X, tax-deductibility is a major factor in the decision to donate.

## Boomers (58-75 years old)

- Boomers are the most likely to donate to religious organizations.
- Boomers far prefer to donate by mail than other channels.
- Boomers (+ Gen Xers) want to hear from nonprofits quarterly or yearly rather than monthly or weekly.
- Boomers want to know where their money is being used – more than 40% of Boomers stopped donating to a nonprofit because they didn't feel their money was being used strategically.

Generation ages from [Pew Research](#) Sources: [Data Axle](#), [Qgiv](#)

## Takeaways for nonprofits

Segment campaigns all the way down to the call-to-action based on a user's age or location, past donation behaviors, and recent data. Overall, ensure your digital and mobile experiences are, at a minimum, functional, but ideally, engaging experiences for all ages.

Include options for texting donations, recurring donation programs, and donations to specific individuals or programs, so folks can see where their dollars are going. Better yet, target your communications to include preferred platforms by age range. Provide information on gifts like whether they are tax deductible, and follow up with donors to show the impacts of their donation using likely motivations.

## Example of a Personalized Nonprofit Campaign


This example of a personalized nonprofit email campaign from the American Red Cross includes a few effective targeting options:

- ✔ Thank you for being a donor with first name personalization
- ✔ A description of how donations are being used
- ✔ Clear calls-to-action (CTAs)
- ✔ A variety of donation options (that clearly outline their impact) geared toward the recipient's demographic profile
- ✔ The ability to donate to a specific use instead of a generic donation
- ✔ Thank you gifts that help to raise brand awareness and thank donors
- ✔ Options to donate using the Red Cross website or app, or using Amazon Smile

Katherine, thank you for being a committed Red Cross customer! Because of our supporters like you, we are able to provide valuable training like Red Cross first aid, CPR and AED training that has saved lives across the country. Our mission would not be possible without you.

**As a dedicated customer, we wanted to share this opportunity with you to support the Red Cross mission another way through our Holiday Giving Drive.** Our goal of 4,000 gifts will help those in need for weeks and months to come. **We hope you'll consider joining!**

Having trouble viewing this message? [Click Here](#)



### Join the Holiday Giving Drive!

**GIVE YOUR GIFT TODAY**

Dear Katherine,


Through all of the ups and downs of the past year, one thing keeps us going: Hope. There's no greater gift this holiday season than the gift of hope, and today, you can be one of the first to give hope to a family in need.

Today marks the start of our annual Holiday Giving Drive. **We've set an ambitious goal of 4,000 gifts by December 23 to provide comfort, joy and hope to families around the country in need of a helping hand. Will you join us?**

For many families this year, celebrating the holidays will be a major challenge, whether they're struggling with the ongoing pandemic, recovering from major natural disasters or dealing with illness that strikes at the worst possible moment. **People across the country need our support now more than ever before.**


Your gift today can go a long way for families who lack the comforts many of us associate with the holiday season.

**Choose from these most-needed gifts:**



**\$50 Blood Services**

Help ensure that the lifesaving gift of blood and blood products will be available and as safe as possible whenever and wherever it is needed.



**\$125 International Emergency Kit**

Provide a family of five with hygiene supplies, blankets, tarps, water containers, a kitchen set, crank-powered combination lamp, radio and cellphone charger in the aftermath of an international disaster.



**\$250 Hot Meals for 25 People**

By supporting our kitchens and mobile feeding through emergency response vehicles, you'll help provide nourishing meals, snacks and drinks to people who will need comfort and strength after a disaster.



**\$500 Full Day of Emergency Shelter for 10 People**

You can provide urgently needed essentials to families who have had to leave their homes with nothing but the clothes on their backs. Supply a full day of meals, blankets, cots and personal hygiene supplies for 10 people impacted by disaster.



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The American Red Cross is proud to be there for families in their darkest moments, whether it's recovering from disasters or from medical emergencies. Our work to support families through their most difficult challenges is only possible because of your support. **Right now, you can bring hope and comfort by providing a family with the gift they need most.**

Katherine, thank you for continuing to show up when times are hardest — and when people need joy, like during this holiday season. You are what makes our Red Cross community so special and so critical for people who depend on us in their darkest hours.


**JOIN THE HOLIDAY GIVING DRIVE TO MAKE A DIFFERENCE**

I'm grateful for all that you do,


*Alison Teres*

Alison Teres  
Executive Director, Humanitarian Services  
American Red Cross


**Please select to receive our special thank you gift with your contribution today of:**



**\$125 Tumbler with Hot & Cold Lids**



**\$250 Roll-Up Picnic Blanket**



**\$500 Buffalo Plaid Boat Tote**

Gifts available while supplies last

**amazon smile**

AmazonSmile is an easy way to support the Red Cross this holiday season, giving Amazon customers the opportunity to truly Give Something that Means Something. Through this ongoing, year-round program, customers can select the Red Cross as their preferred charity and when they shop at [smile.amazon.com](#) — or using the Amazon app with AmazonSmile turned on — AmazonSmile will donate 0.5% of the purchase price of eligible orders to the Red Cross. AmazonSmile offers the same products, same low prices, the same benefits, and it's free for customers and for charities. Amazon and its customers have a proud history of supporting the Red Cross in times of great need.



### 3. Social Media Challenges

Social media challenges—which have spread rapidly since the viral ALS #IceBucketChallenge in 2014—have built-in momentum and provide an engaging way for nonprofits to gain visibility and awareness for their organization. Together, timely and well-targeted challenges have generated millions of views, likes, and dollars.

#### UNICEF takes on the #OlderSelfTalk challenge

UNICEF has quickly jumped on trends like the #OlderSelfTalk challenge to raise awareness among young people about climate change.

#### Creators Join the #CreativityForGood Challenge

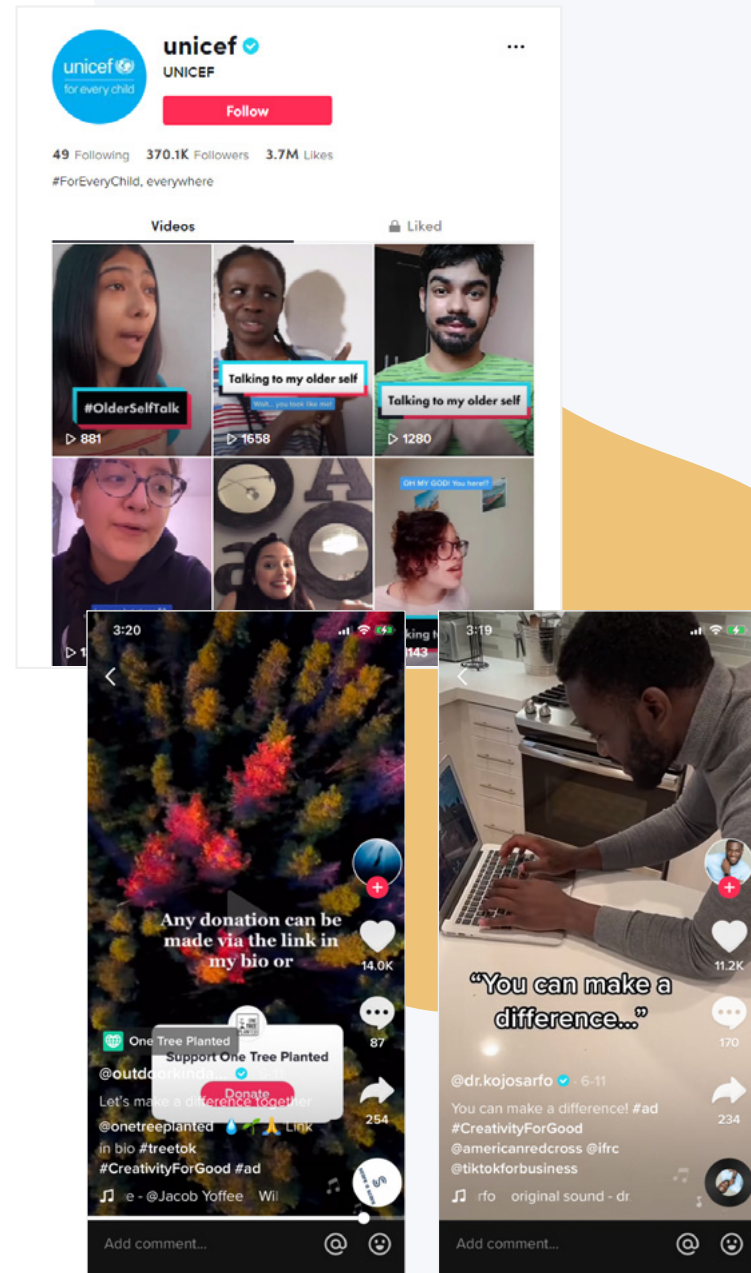
TikTok's #CreativityForGood challenge combined the creative influence of top content producers with deserving organizations. They partnered with four global nonprofits – [the Malala Fund](#), [the It Gets Better Project](#), [One Tree Planted](#), and the [International Federation of Red Cross](#) – and asked creators to help spread awareness. To date, there are over 750 million views on #CreativityForGood videos.

#### Takeaways for nonprofits

Leverage social platform tools for nonprofits and challenges.

**Pro:** gets more visibility than expected.

**Con:** requires quick content creation abilities (more on that later.)



## 4. Nonprofit Partnerships

In 2021, nonprofits partnered with tech companies, local restaurants, influencers, other nonprofits, and celebrities. In Portland, Oregon, [local businesses teamed up](#) to support a local school on Giving Tuesday and gave back to their neighborhood by donating a portion of their collective profits. The power of community is undeniable – just look at that list of businesses that gathered together to provide resources to their community school.

### Takeaways for nonprofits

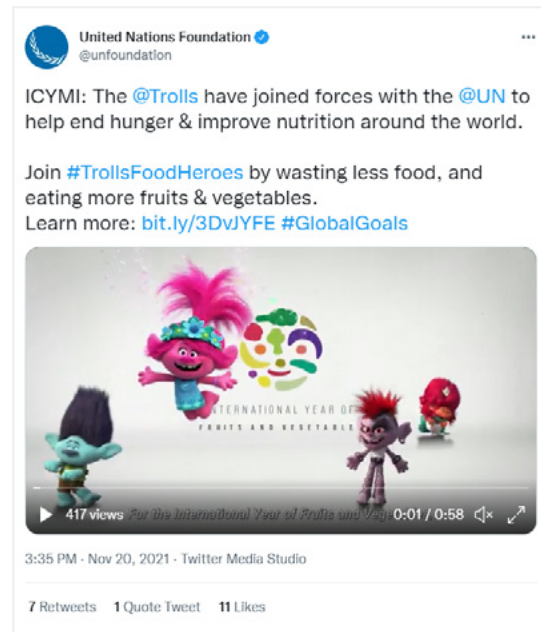
When choosing partners for campaigns, consider your target audience, who they respond to or follow online, and who has a personal connection to your organization.

#### T-Mobile X Feeding America



Source: [Twitter](#)

#### UN Foundation X Trolls



Source: [Twitter](#)



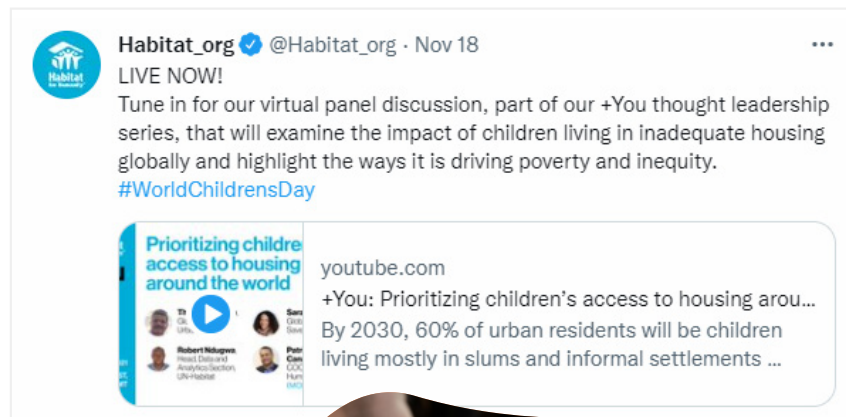
Source: [Twitter](#)

## 5. Virtual + Hybrid Events

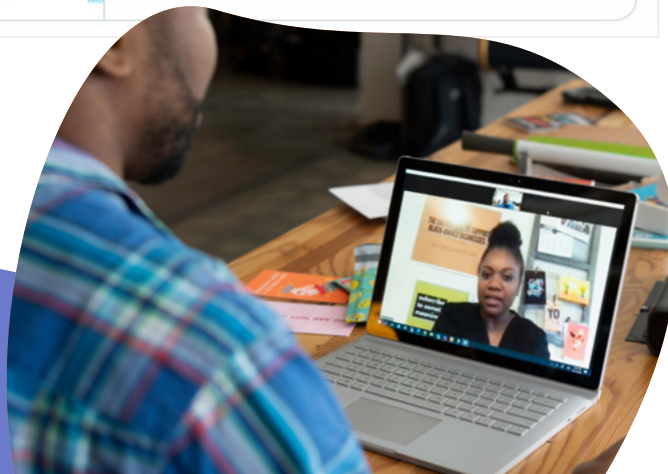
Nonprofits who transitioned to virtual events during the pandemic saw an increase in their fundraising goals, and 7 in 10 nonprofit event organizers said virtual events were deemed successful.

### Takeaways for nonprofits

Incorporate virtual and hybrid events into event programming for 2022, then repurpose event recordings into different types of engaging content.



Source: [Twitter](#)



## 6. Community Building

Building community has always been a priority for nonprofits, but now brands and apps are creating communities, too. We understand that the flood of impact-based storytelling from brands can feel overwhelming—especially when nonprofits have been doing this work for so long. Still, coupled with Gen Z and millennial attitudes on impact, we want to shine a light on a few key connections.

Partner with existing communities to tap into engaged audiences. For example, the tightly-knit Peloton community is linked with GirlTrek, The Steve Fund, The Center for Antiracist Research, and TAIBU Community Health Centre.

Partner with fellow nonprofits or community organizations who are aligned towards the same mission. In 2021, grassroots movements and mutual aid organizations joined together to raise awareness for the ways they help communities, and more than 300 partnerships formed between groups.



### FREE RESOURCE

[How Nonprofits are Working Together to Raise Awareness](#)

## 7. Accessibility

One in four individuals is a person with a disability – how does your nonprofit stack up in terms of accessibility? In nonprofit marketing, accessibility can look like:

- Including captions on videos
- Providing ASL interpreters at events
- Optimizing web content for accessibility by updating alt text and links for screen readers
- Using colors that meet Web Content Accessibility Guidelines
- Creating resources in multiple languages
- Using language and interfaces that are understandable
- Making content available on all devices

### Takeaways for nonprofits

In 2022, making communication accessible for all isn't a "nice-to-have," it's a must-have.



**FREE TOOL**

[The HubSpot Web Accessibility Checklist](#)

## 8. Equity

Vanessa Chase Lockshin of The Storytelling Non-Profit advises nonprofits to look at their donor makeup and how it impacts their organization. Are stereotypes about your donor audience influencing how you speak to your constituents? Where are you dedicating marketing efforts?

The Nonprofit Technology Network's Equity Guide offers a resource for organizations to inspect how technology can be used to further equity for staff and communities served. Teams can use this resource as a guide, rather than a checklist, to support ongoing technology equity work, particularly racial equity work, within their organizations.

Armando Zumaya, fundraising expert, advises folks to focus on community, inclusivity, and creating a welcoming atmosphere to invite more POC leaders to be more involved.

### Takeaway for nonprofits

Using donor surveys and industry data, examine how your nonprofit program can become more equitable, diverse, and inclusive. *Look internally at leadership teams and the board of your organization* and identify areas to include more new voices and perspectives.

## 9. Data Privacy

As of 2021, 8 in 10 Americans are concerned about online security, and 95% of people are worried about their personal information being collected and sold without their permission. Cybersecurity breaches can expose donor information and leave donors to seek out new organizations with better data protection. They can also lead to hefty fines, lawsuits, and expensive IT support needs.

Ensure you have GDPR and CCPA disclosures on your website if necessary or any other local requirements.

### Takeaway for nonprofits

In 2022, use SSL and secure contact management and payment platforms to collect donations.



#### FREE RESOURCES

[A Beginner's Guide to SSL + Website Payments Checklist](#)



## CHAPTER THREE

# Emerging Nonprofit Marketing Trends to Watch

These trends are on the rise and quickly gaining traction. Experiment with these campaign ideas for your nonprofit and take advantage of new trends and tactics.

## NFTs

Non-Fungible Tokens (NFTs) are unique, digital pieces of content that are valuable due to their exclusivity. Nonprofits can create NFTs and partner with artists (thanks for the idea, Margot!), then host virtual auction events to raise funds and engage with donors. Or, they can accept NFTs as donations.



Source: [Twitter](#)

### Nonprofit NFT Campaigns

NFT4GOOD: Asian celebrity trading cart NFTs generated \$80,000 for #HatelsAVirus + #StopAsianHate organizations.

USA Today's Apollo 14 NFT: USA Today created a space themed NFT and auctioned it off for the Air Force Space & Missile Museum Foundation and the Gannett Foundation.

The NY Times auctioned an NFT created of a column about NFTs, and it sold for 350 ETH (\$560K). They donated the proceeds to the Neediest Cases Fund.

## Cryptogiving

Organizations like [Save the Children](#), the American Cancer Society, and No Kid Hungry are accepting cryptocurrency donations which are still tax deductible for donors. Nonprofits can accept crypto donations using a wallet, like the Giving Block.



**FREE RESOURCE**

[The Giving Block's Guide to Cryptocurrency Donations](#)

## Mutual Aid

Mutual aid organizations are the heart of community-oriented work to enact change. [During the pandemic, mutual aid emerged as a natural response](#) to the needs arising around the world. Nonprofits can partner with mutual aid organizations and community-based groups to source volunteers, partner with groups looking for projects, and market to groups of individuals inclined to working for the greater good.

## Influencers

A [UNICEF video for #WorldChildrensDay](#) highlighting young voices and featuring Millie Bobby Brown, among other youth activists and influencers, amassed almost 1,000,000 views and hundreds of comments in just one week.



Source: [Instagram](#)

## Crowdfunding

As a nonprofit, crowdfunding provides access to engaged donors and simple platforms to collect funds quickly. But there are regulations specific to certain states and uses of these platforms – read up on these [tips for nonprofits using crowdfunding campaigns](#).

### HOT TIP

[2021 research on nonprofits and crowdfunding](#) found that **celebrating donations** (particularly first-time donations on crowdfunding platforms), and including “Thank-You”s from the campaign **significantly reduces donor attrition rates**.

## Text Donations

[Qgiv’s Generational Giving Report](#) found that millennials’ preferred method of donating to their favorite organizations is text messaging or through an app.

Use [HubSpot’s SMS integrations](#) to engage donors on mobile from HubSpot and combine text-messaging campaigns with optimized mobile forms and landing pages.

## Small Dollar Donations

[Small dollar and first time donations went up in 2021](#), and small dollar donors gave 3X what they gave pre-pandemic. Test out donation request amounts and use data to guide targeted options based on a user’s profile and past donation behavior.





## CHAPTER FOUR

# Content Marketing Strategy for Nonprofits

The right marketing tech stack and content marketing strategy can set nonprofits up for success—especially if you can integrate your content management system (CMS) with your constituent relationship manager (CRM). The wrong combination of these two critical platforms can cause headaches, waste valuable time, and leave nonprofit marketing teams feeling frustrated when their org isn't getting the visibility they deserve online.

Not everyone can create a campaign that goes viral, but nonprofits can use marketing strategies to reach similarly large audiences on a consistent and growing basis.

Recent data showed that the [top challenges nonprofit marketers are facing in 2021](#) are:

### **#1** Innovation

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### **#2** Collaboration

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### **#3** Engaging donors in real-time

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Content marketing is the process of applying strategy to content creation, and producing videos, articles, and events that donors are searching for, which addresses challenge #3. It's also growing in popularity and interest among all marketers – for a good reason.

#### **Benefits of content marketing for nonprofits include:**

- Better audience retention
- More high-quality donors generated
- Increased conversion rates
- Improved search engine rankings, visibility, and brand awareness
- Expanded industry authority and image of thought leadership/expertise
- Dedicated, lifelong members

For nonprofit teams, content marketing relies on an understanding of the ideal audience and the tools to support fast-paced, high quality content creation.

## HubSpot for Nonprofits Case Study: Fundraise Up + Habitat for Humanity

Too often, nonprofits have relied on legacy technologies that make it difficult to donate online. Across the nonprofit industry, less than 20% of donors complete a donation online. Fundraise Up is changing that by prioritizing the needs of the digital donor, incorporating e-commerce principles, and eliminating friction in online giving. By using HubSpot and Fundraise Up, nonprofits like Twin Cities Habitat for Humanity were able to increase membership, donation revenue, and recurring donors. Twin Cities Habitat increased donations by 40% in their first year using HubSpot with Fundraise Up.

**3X**

more monthly donors

**40%**

increase in online donations

“Fundraise Up and HubSpot have revolutionized digital marketing for us. HubSpot’s marketing tools have significantly improved our donor retention, reactivation, and upgrades through marketing automation.”

Brian Juntti, Former Senior Director of Marketing and Communications, Twin Cities Habitat for Humanity



## Content Planning + Strategy for Nonprofits

When planning nonprofit marketing campaigns, pick your battles. Marketing campaigns are a big undertaking, especially for small teams.

Use [inbound marketing](#) to identify content topics to attract your ideal audience. Inbound marketing and organic growth through search engine optimization (SEO) is a low-cost way to reach wider audiences.

Strategically plan out three or four larger campaigns throughout the year and save time and resources for topical or unexpected campaigns.

Great content strategy jumps on the bandwagon of integrating last-minute pop culture and meme culture, as it's topical and quick to create. Nonprofits who take advantage of TikTok challenges and Facebook and Instagram giving programs can see exponentially more donors than their peers who don't use digital content marketing.

Agility, responsiveness, and a strong content marketing process enable nonprofits to expand their reach and grow. Nonprofits often fall into the trap of over-planning and trying to stick to a calendar planned months before, which can lead to them missing out on a campaign that could boost engagement tenfold.

### Nonprofit Content Marketing Campaign Ideas

[Annual report](#)

[User-generated content campaign](#)

[Survey report/data report](#)

[Donor checklist to support your cause](#)

[Volunteer help guide](#)

[Templates for donors to ask for matching gifts or post on social media](#)

[Time-sensitive challenge](#)

## Content Marketing Goals for Nonprofits

Nonprofits can use content marketing to meet marketing, fundraising, and membership goals.

Content marketing goals for nonprofits can include:

- Brand awareness
- Donations (first-time donations, recurring donations, donations with matched corporate gifts), membership
- Email subscribers
- Social media followers
- Conversion rates



## Content Creation Strategies + Tools for Nonprofit Teams

### Smart Marketing Strategy #1: Repurpose Content

Turn existing content into new types of content rather than starting from scratch. The Leukemia and Lymphoma Society has information for their audience like downloadable guides, how-tos, webcasts, podcasts, and other content that has been repurposed into different formats to help spread awareness and gain a deeper understanding of the organization's mission.

- Turn **blog posts** into **guides**.
- Turn **podcasts** into **social media posts**.
- Turn **webinars** into **email series**.

The possibilities are endless. For example, repurpose a webinar on ways to start volunteering efforts in your constituents' communities into an educational email series with all the resources and tools they need to start a local chapter.

## Smart Marketing Strategy #2: Optimize Content

Review online assets like website pages, blog posts, social media profiles, landing pages, and email workflows to find places to optimize what's already working.

A quick win is [optimizing the URL structure and headers on your website and blog content](#). Many orgs don't even realize that their blogs don't include any relevant keywords or headers, which is what Google uses to identify and surface content. Keep URLs short, clear, and consistent and use relevant keywords, but don't keyword stuff and you can [improve your web visibility](#).

For header tags, the H1 serves as the title of the page, and H2-H5 tags can be included throughout to establish hierarchy. Bulleted lists and bolded text also help to highlight key information and improve searchability.



### FREE GUIDE

[How to do a Website Audit to Improve SEO & Conversions](#)

## Smart Marketing Strategy #3: Use the Right Tools

Use tools like [HubSpot for digital marketing management](#) and [Canva](#) to create and design content marketing projects. Canva allows nonprofit marketers to create branded templates for social media, PDFs, videos, invitations, and other content campaigns, or add brand colors and logos to existing templates.

Check out [Canva's customizable templates for nonprofits](#) (and the [Canva Integration with HubSpot](#) while you're at it.)



## Content Marketing Types for Nonprofits

The most popular types of content marketing campaigns nonprofits create are:

- Events for members, volunteer opportunities, webinars
- Reports, including annual reports
- Blog posts
- Downloadable offers and guides, educational information
- Social media posts
- Videos, member stories
- Online communities

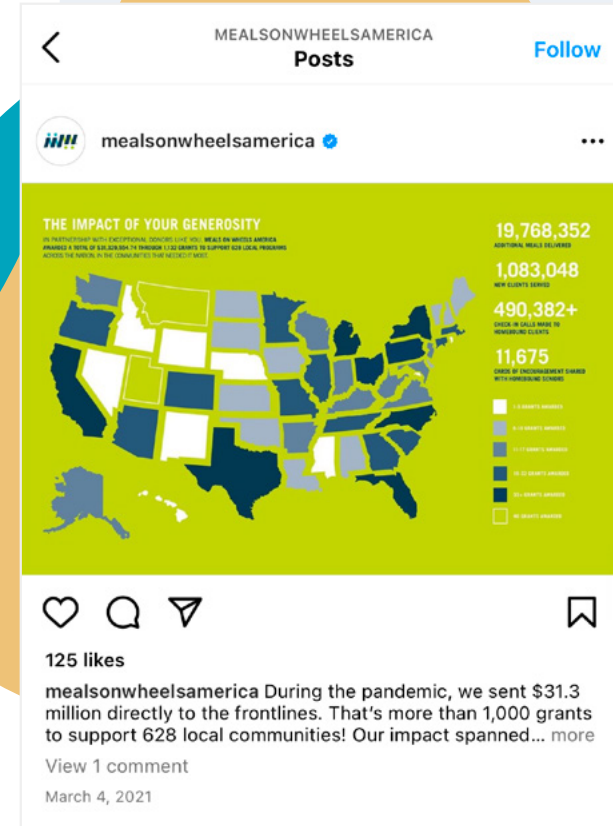
## Content Promotion for Nonprofits

Nonprofits promote content by using traditional methods like email, social media, and advertising combined with smart segmentation and targeting using member and prospect data. Segment audiences using demographic data, previous donation activity, interactions with recent content, and personal preferences to maximize engagement.



### FREE GUIDE

[The Ultimate Guide to Customer Segmentation:  
How to Organize Your Audience to Grow Better](#)



## CHAPTER FIVE

# Nonprofit Marketing Resources + Communities

As a nonprofit marketer, even if you are on your own team, you're not alone. There are communities and resources dedicated to supporting nonprofit organizations and specifically the marketers helping them grow.

## Content Marketing Resources for Nonprofits

[HubSpot's nonprofit content library](#) includes free marketing, donor management, and planning & reporting resources, templates, and tools. Within that library, we've hand selected HubSpot Academy training courses and certifications that include hours of free video lessons, templates, and self-paced educational content to help marketers learn.

## Grant Programs

Paid digital and social ads can have an incredible ROI for nonprofits. [Google's Nonprofit Ad Grants](#) provide up to \$10K per month in free ads for qualifying orgs.

[Create dynamic ads using strategic keyword research](#) and ad best practices, then send ads to donation pages, then add new donors to your email list and follow up with a recurring gift opportunity.



**FREE GUIDE**

[Spending Google Ad Grant Funding](#)

## Equity in Nonprofit Technology

Within the nonprofit marketing world, there is still an imbalance in tech equity. As nonprofits, you have the opportunity to advocate from within to work towards a more equitable future.

- Create internal awareness of nonprofit tech equity and what that means to donors and staff.
- Identify opportunities to further equity for your organization and your community
- Use technology that benefits end users and communities

Here's [NTEN's Equity Guide for Nonprofit Technology](#) to learn more.

## Social Media Communities for Nonprofit Marketers

With nearly 50,000 members, the longstanding Facebook group Nonprofit Happy Hour is a great resource, or check out Nonprofit Marketing Guide for more trainings, guides, and connections. Reddit also has updates on its [r/nonprofit](#) thread—your burning question may already have an answer. Plus, our [HubSpot nonprofit community](#) is a great place for the nittiest grittiest workflow questions you can think up.

### Important Dates for 2022 Planning

January 16, 2022: World Religion Day	April 15, 2022: Good Friday
January 17, 2022: Martin Luther King Jr. Day	April 17, 2022: Easter
February 4, 2022: World Cancer Day	April 22, 2022: Earth Day
February 14, 2022: Valentine's Day	April 23, 2022: World Book Day
February 20, 2022: World Day of Social Justice	May 8, 2022: Mother's Day
February 21, 2022: Presidents Day	May 12, 2022: International Nurses Day
February 28, 2022: Rare Disease Day	May 14, 2022: World Fair Trade Day
March 1, 2022: Mardi Gras	May 17, 2022: International Day Against Homophobia, Transphobia, and Biphobia
March 3, 2022: World Wildlife Day	May 21, 2022: Armed Forces Day
March 8, 2022: International Women's Day	May 30, 2022: Memorial Day
March 21, 2022: International Day for the Elimination of Racial Discrimination	June 12, 2022: World Children's Day
April 7, 2022: World Health Day	June 14, 2022: Flag Day



June 19, 2022: Father's Day  
August 12, 2022: International Youth Day  
August 17, 2022: National Nonprofit Day  
September 5, 2022: Labor Day  
September 8, 2022: International Literacy Day  
September 10, 2022: World Suicide Prevention Day  
September 11, 2022: Patriot Day  
September 17, 2022: Citizenship Day  
September 21, 2022: International Day of Peace  
October 10, 2022: Indigenous People's Day + World Mental Health Day  
November 11, 2022: Veteran's Day  
November 24, 2022: Thanksgiving  
November 25, 2022: Black Friday  
November 28, 2022: Cyber Monday  
November 29, 2022: Giving Tuesday  
December 1, 2022: World AIDS Day  
December 5, 2022: International Volunteer Day



## Resource: Sample 2022 Nonprofit Marketing Plan

Use this sample nonprofit marketing plan to map out 2022 strategy and begin strategizing the biggest campaigns and partnerships for the year.

### 2022 Nonprofit Marketing Goals

*What are the main goals for your organization this year?*

Memberships	Donor engagement
Website traffic	Brand awareness
Donations	New partnerships

### 2022 Marketing Initiatives

*How will these initiatives help your organization achieve its 2022 goals? Where should your team invest the most resources?*

Content marketing	Improve website
Partnerships	Initiate branded “challenge”
Social media marketing	
Donor engagement	Host events virtually, hybrid, or in-person
List segmentation strategy	Community building
Create an app	

### Sample Nonprofit Marketing Campaign Template

*Project description: Ex. Annual report creation + promotion*

#### Strategy

Include donor personas, SEO/keyword research, channels

#### Goals

Project goals and overall organization goals

#### Emails

Create emails leading up to, during, and after the campaign

#### Landing page

Optimize the landing page for SEO and conversion

#### Social media posts

Create templates for your organization and for your audience to participate in the campaign

#### Videos

Video content can be used in email, social media, and on the website

#### Partnerships

Are there any influencers, thought leaders, officials, or other organizations who would be a good fit to partner with for this campaign?

#### Analysis

How will this campaign be measured and analyzed?

## 2022 Sample Nonprofit Content Calendar



### Q1 2022

- 8-10 blog posts
- 2 thought leadership articles
- 1 content marketing campaign
- 1 social media challenge or campaign
- 1 event

### Q2 2022

- 8-10 blog posts
- 2 guest blog articles
- 1 content marketing campaign or data report
- 1 social media challenge or campaign
- 1 new partnership

### Q3 2022

- 8-10 blog posts
- 1 thought leadership article
- 1 educational resource/tool
- 1 social media challenge or campaign
- 1 new partnership
- 1 event

### Q4 2022

- 8-10 blog posts
- 1 thought leadership article
- 1 guest blog post
- 1 social media challenge or campaign
- 1 new partnership
- 1 annual report/year-end campaign

# Conclusion

Building on the momentum of the past two years, 2022 brings opportunities for nonprofit organizations to increase membership, strategically retain donors, and maximize giving efforts. We can't wait to see what you come up with – share your success stories on social media with us @hubspot.

HubSpot for Nonprofits

## We're here to help you help others.

HubSpot for Nonprofits is here to support you. Our dedicated nonprofit program provides the marketing tools, resources, strategy, and community to help organizations grow and scale their impact.

HubSpot for Nonprofits has all the marketing, sales, and automation tools your team needs to bring awareness to the people who matter most, your communities. All at an exclusive nonprofit price.

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