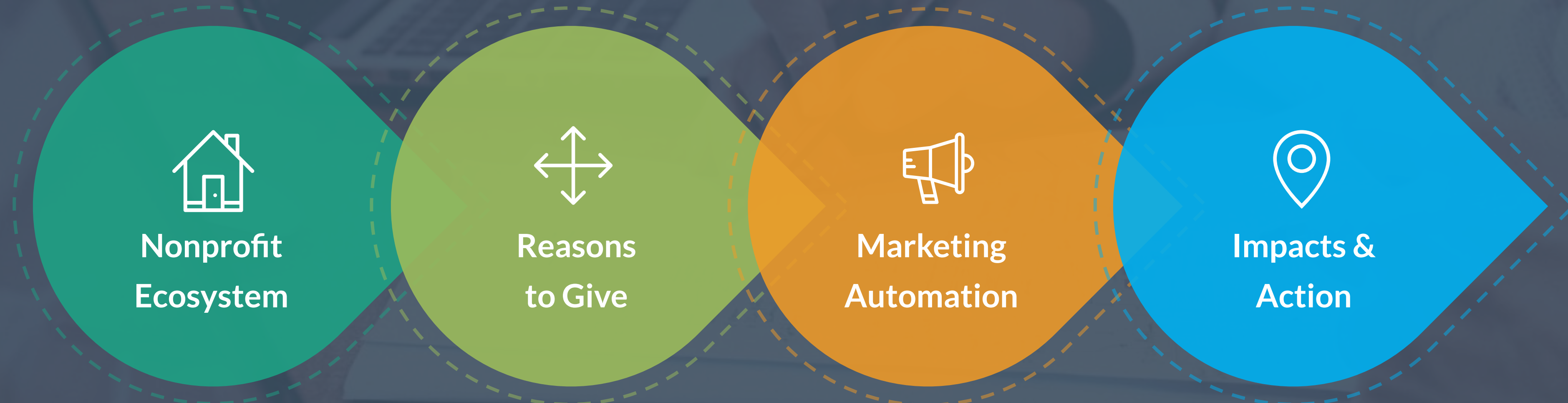


# Why Nonprofits MUST Have a Marketing Automation Tool



# Nonprofits and Marketing Automation

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# About Canvas Cloud

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Canvas Cloud Consulting exists to help nonprofits and commerce businesses accelerate their missions and visions through the use of process simplification and automation utilizing CRM technology.

## **Nonprofits come to Canvas Cloud Consulting when:**

- They are passionate about their mission, but not their technology.
- They want a centralized system to manage their programs, clients, donors, and volunteers.
- They need a partner that understands the unique needs of nonprofits.

# The Nonprofit Ecosystem

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## Nonprofit Sector 101

- There are **over 1.5 Million Nonprofits** in the US.
- From 2007 to 2016 the sector **grew by over 16.5%** while for profits only grew approximately 4.5%.
- Tremendous amount of opportunity, but also tremendous amount of competition.

### Dollars and Cents:

- 70% of all giving comes from individuals.
- Americans gave over \$427 Billion in 2018.
- Charitable giving by individuals in America fell 1.1% in 2018.
- 69% of nonprofits plan to invest in marketing automation.

# The Nonprofit Ecosystem

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## What About Wisconsin?

- **There are over 55,000 Nonprofits in Wisconsin**, up from 30,000 in 2016
- **That is 183% growth in just 3 years!**
- Wisconsinites give over \$2.7 Billion to charity
- 1800+ Foundations in WI
- 48% of WI charities have annual total revenue of less than \$100,000
- Employs over 12% of the states workforce

# Why Do People Give?

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## Reasons to Give

- 90% of givers share that “Impact of their giving” is the Top motivation.
- Desire to make a difference: if their gift makes improvements for others, they feel good too.
- Personal Stories: giving is an emotional act! **What you share matters!**

# Why Do People Give?

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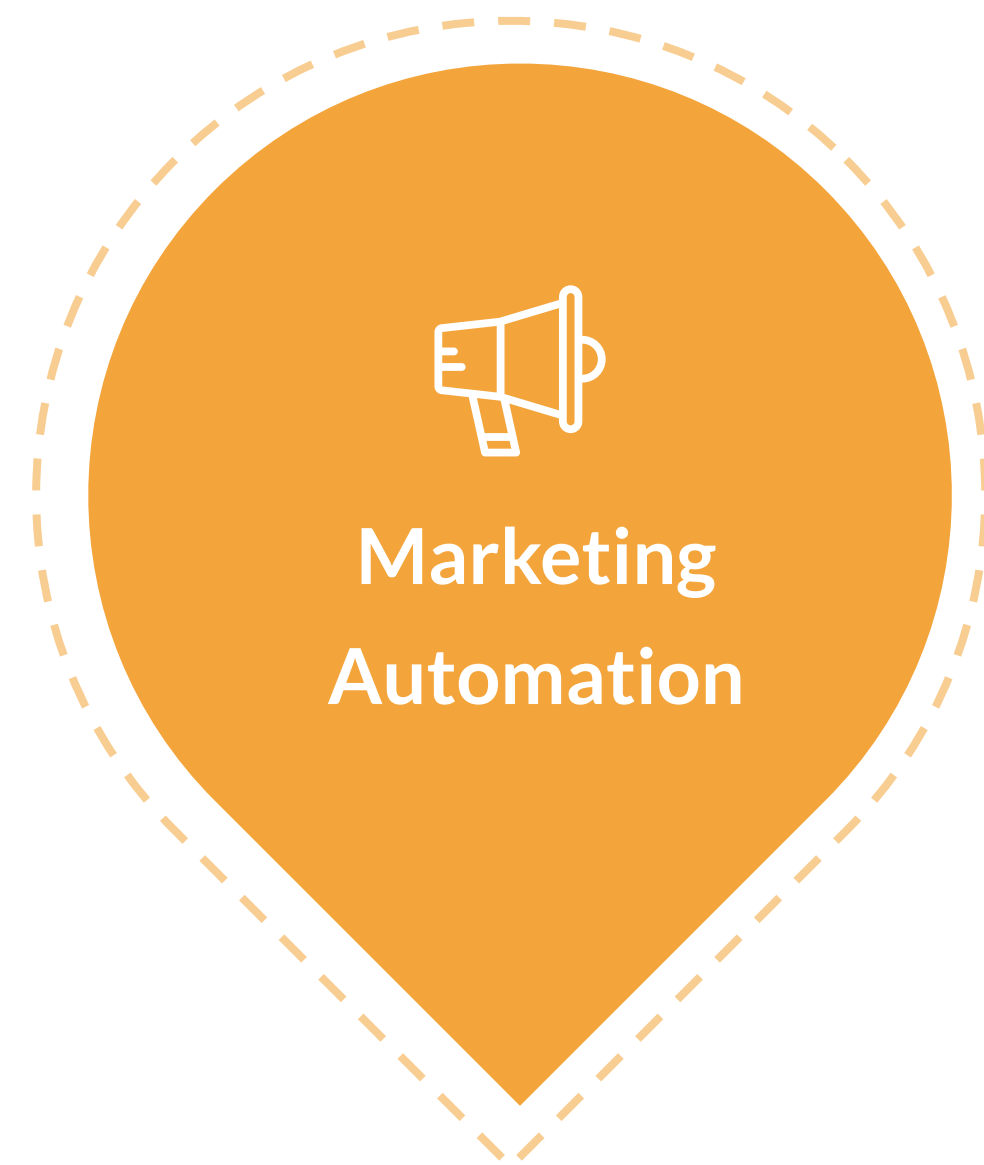


## #1 Reason People Stop Giving:

**They stop believing that they, or their gift, matters to your organization!**

# What is Marketing Automation?

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## Marketing Automation Defined

- Marketing Automation for nonprofits is about automating the outgoing content to your **supporters**, and automating incoming information to your CRM.
- Marketing Automation helps organizations streamline lead generation, constituent nurturing, **donor lifecycle**, and **donor retention**.
- Trigger email series to help your donors or future donors stay informed and **know that they matter!**
- Better and much more efficient way to communicate with all contacts involved with your organization.



# What is Marketing Automation?

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## Marketing Automation is NOT:

- Just email marketing.
- A new way to send spam.
- A tool that can only be used or understood by only marketers - in fact it's designed to simplify your life as a nonprofit professional!
- A tool for only large nonprofits - all nonprofits need to be clear and proactive.

# Make an Impact!

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## Impact of Using Marketing Automation

- Focuses your time on your most engaged prospects!
- Understand your audiences much better.
- Ability to reach more people quicker.
- Ability to plan your communications (around major events or celebrations. Ex: giving tuesday).
- The future of marketing relies on the ability to engage people in an authentic and personal way!

# Make an Impact!

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## Take Action Now!

- More competition for Donor Dollars is occurring!
- More competition for Volunteers is occurring!
- More competition for Staff is occurring!
- How is your organization different than others? Tell people!
- How do you impact your community? Tell people!

# In Summary

- ✔ Use marketing automation to have “Touches” with your followers, supports, and constituents without the extra hours to do so.
- ✔ If your organization does not use Marketing Automation, other Nonprofits do, and may impede on your Donors/Volunteer/Staff.
- ✔ There are a lot of options and great resources available on Marketing Automation for Nonprofits!
- ✔ Do your donors and volunteers know how much they matter to your organization?



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# Thank You!

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