**Digital Literacy Skills:**

Training Program for Volunteer Managers

*Course Outline:*

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| 1 | **Introduction to Digital Skills** |
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**Digital Marketing**

*Objective: To develop digital marketing tactics for fundraising to bring new supporters, raise donations, and have a greater reach and impact.*

**Video Script:**

“Welcome to Digital Marketing! Here’s where we put into action what we’ve learned, using a marketing action plan.

[A marketing action plan](https://blog.hubspot.com/marketing/marketing-plan-examples) is an outline, or roadmap, of how to implement our digital marketing strategies. Posting engaging visual content on social media is a strategy. But an action plan is focused on activities that achieve results. Having a plan keeps us focused on outcomes and rooted in purpose.

Typically, [marketing action plans](https://www.indeed.com/career-advice/career-development/action-plan-in-marketing#:~:text=A%20marketing%20action%20plan%20is%20what%20businesses%20use%20to%20develop,as%20it%20executes%20marketing%20campaigns.) include six elements:

**Number 1:** Desired outcome – our goal! Here, we ask, ‘What does success look like?’ As with any goal, we keep it S.M.A.R.T. –– Specific, Measurable, Attainable, Relevant, and Time-bound.

**Number 2:** Key Performance Indicators, or KPIs – the measurements we use to track how close we are to achieving our desired outcome.

**Number 3:** Target audience. Before we start speaking, we need to know who we’re talking to!

**Number 4:** Time frames. They help to keep us focused and provide momentum.

**Number 5:** Our mission/purpose. It underpins and drives our efforts, helping to keep our goal *relevant* and our strategies aligned.

**Lastly, number 6:** Marketing budget: We must prioritise what will help us reach our goals most effectively and allocate budget there. This is where our KPIs help us. We’ll know what’s most effective so we can use as much of our resources as possible!

Now, let’s start with step 1: Pinpointing our desired outcomes! Our marketing action plan needs to inspire new supporters and raise funds. These will help us achieve a wider reach and greater impact.

To do this, let’s think back to our marketing module. How do we gain awareness and interest? How do we develop a community that considers our cause? And most importantly, how do we inspire this community to become supporters and advocates, whether through volunteering, fundraising, or simply spreading the word?

Keeping this journey in mind, we’re going to create an action plan incorporating a few of the key strategies we’ve touched on throughout this course, including:

* Facebook Ads to spark awareness and interest in our cause.
* Growing a Facebook Group that fosters community, consideration, and contribution.
* Planning and writing newsletters to nurture, empower, and support our community.
* Use social media strategies to increase our reach, drive traffic to our sites, and gain donations.

Remember: We must plan out how potential donors and volunteers can find us, how they’ll gain interest and develop trust in our cause, and where they’ll go to make donations or offer support! It’s our job to make this journey as smooth and straightforward as possible.

In the reading portion of this Module, we’ll learn how to build success and conquer any barriers along the way.

And in the end, we’ll harness the power of the very digital skills we’re teaching to spread awareness of our cause and change the lives of those within our communities.

Ready to make a difference in the digital and physical world? Let’s create a marketing action plan, break down our strategies, and fulfil our purpose together.”

**Reading Portion:**

**Digital Marketing**

Welcome to Digital Marketing! In this Module, we will create a marketing action plan that breaks down how to attract new supporters and raise funds to achieve a greater impact.

We’ll understand how to use Facebook Ads to build awareness, Facebook Groups to foster a community, email newsletters to develop trust and gain donations, and social media to increase reach, impact, and fundraising.

Let’s get started!

**Digital Marketing Action Plan**

[A marketing action plan](https://blog.hubspot.com/marketing/marketing-plan-examples) is a marketing handbook, an instruction manual, and a focused outline of how to implement digital marketing strategies to achieve your goals.

Our action plan includes the following:

1. **Desired Outcomes**

These are the main goals you want to achieve from your digital marketing efforts.

If your goal is to increase awareness of your cause, what does this look like? If your goal is to increase donations and support, again, what does this look like? You should set specific numbers, baselines, and outcomes so that you can get clear on your target and aim well.

Your goals should be S.M.A.R.T.

* **Specific:** Be clear on what you want to achieve. For example, you don’t just want to gain donations; you want to gain [x] amount of donations to use toward [x] solutions.
* **Measurable**: Add a number to your goals, whether it’s how many donations you want to receive, volunteers you want to sign up, or individuals you want to share your message with.
* **Attainable**: Is it realistic? While we are big advocates of shooting for the stars, you must know the limits in order to use time, energy, and other resources wisely.
* **Relevant**: Goals must be relevant to your cause and purpose. For example, getting 10,000 Instagram followers sounds excellent – but does it necessarily help to serve your community better? Desired outcomes should stay in line with your purpose and mission.
* **Time-bound:** We humans are natural procrastinators, so a deadline always helps to keep us motivated, efficient, and focused.

The good news is that following the 5 components of our marketing action plan ensures that strategies and goals stay S.M.A.R.T. and purposeful!

1. **Key performance indicators (KPIs)**

KPIs are any metrics used to determine the success of your marketing efforts. This ensures our goals are *measurable*. By regularly assessing KPIs, you’ll be able to see what works and what doesn’t. And then? We can allocate our efforts accordingly! This might be how many donations, sign-ups, or shares you receive from your campaign/s.

1. **Target audience**

Who are you marketing to? Likely, you are striving to reach donors, volunteers, and other stakeholders who are located in Australia and who want to do what they can to support your organisation. You are looking for those who have the funds and/or time to contribute to your cause.

You can create ideal donor and volunteer personas to effectively know what type of content and efforts will resonate the most with your target audience for a more relevant, successful campaign.

1. **Time frames**

Remember: SMART goals are *time-bound*. This will help to serve more people faster and make the most effective use of time. Timelines will be unique to your campaigns and their purposes.

1. **Our mission**

Your mission should be central to your content and campaigns to drive relevant results to your purpose.

1. **Marketing budget**

Establishing a budget ensures that goals are *attainable*. Besides Facebook Ads, digital content marketing strategy is organic. In this way, you can produce more materials and create consistent content at little-to-no cost.

**How Will You Reach Your Goals? Your Marketing Funnel**

With your goals laid out and your minds focused, let’s determine how you’ll reach your desired outcomes using the marketing funnel. Remember: Individuals must gain awareness of and interest in your cause, build enough trust to consider contributing to it, and eventually feel confident to become your supporter and advocate!

Let’s begin with awareness and interest.

**Gain Awareness and Interest: Facebook Ads**

The easiest part of marketing is re-engaging with and nurturing your current advocates. Your goal is to inspire many supporters that will help spread the word and cause a ripple effect of change.

But one of the most *challenging* parts of marketing is gaining that initial awareness –– getting people to know and hear about the cause. One of the best ways to break past this barrier is to use Facebook Ads. Because Facebook Ads are paid, they can ensure we reach an audience and gain traction on our social media pages and website.

**Facebook Ads Ideas to Build Awareness**

But what should our Facebook Ads include? As we know, someone isn’t likely to donate the first time they view our content. Remember how we compared the marketing funnel to relationships? Well, this is like asking a stranger to commit or invest in you simply after talking to them for a few seconds.

So, your goal with Facebook Ads is to build awareness. Here are a few advertisement ideas to help stir awareness and interest:

* Statistics about the digital divide in Australia.
* Statistics about the power of digital skills and education.
* Links to [free resources](https://leep.ngo/resources-and-publications/), such as educational guides.
* Invitations to build skills for free.
* Invitations to learn more about incentivised volunteer work in Australia.
* Invitations to join a Facebook Group with free resources/value.

To build awareness, you should create context for the situation and provide free value to potential contributors.

**How to Run Facebook Ads**

1. **Create a** [**Facebook Ads Manager**](https://www.facebook.com/business/tools/ads-manager) **account** (if you don't already have one).
2. **Choose your objective.** This is your desired outcome!
3. **Select your audience.** This is who you want your ads to reach. Facebook Ads allows you to filter by demographics such as age, location, and interests.
4. **Choose where to run your ad.** Facebook Ads enables you to run ads outside of Facebook, on Instagram, Messenger, or even off apps in the Audience Network.
5. **Establish your budget.** This is where you set a limit on how much to pay for ads.
6. **Select a format.** You can use videos, single images, slideshows, and more!
7. **Submit your ad for approval**.
8. **Manage your ad.** Once Facebook approves it, we can log into Facebook Ads Manager to track your success, see your results, and make edits.

Facebook supports not-for-profits and NGOs with a free program called the [Social Impact Education Hub](https://socialimpact.facebookblueprint.com/student/catalog?fbclid=IwAR3TfUZ4CxzK78DJ8OFQ2JhllZuxxk5b_C5a3j53oskm0-D1LUThV_Y9FYw#_=_)), which is full of free tools and training to learn how to use Facebook, Instagram, and Messenger to build communities, raise donations, and build awareness. There are workshops on a wide variety of topics, ranging from community management to creative storytelling.

**Build Community and Contribution: Facebook Groups**

Facebook is arguably one of *the* best places for NGO fundraising. Facebook Groups are a great way to raise awareness about your organisation and connect with people who care about it. Facebook is all about building that sense of community and trust that fosters donations, referrals, and volunteers.

A Facebook Group allows you to make real-time updates that every member can see – ideal for not-for-profits seeking visibility and support.

While Facebook and other social media pages provide regular updates, tips, and other valuable content, a Facebook Group can provide more hands-on value for more committed audience members.

[**Facebook Group Ideas**](https://donorbox.org/nonprofit-blog/facebook-for-nonprofits) **to Foster Community and Contribution**

* Create a group connecting local individuals looking to volunteer at events and to network. Occasionally highlight your volunteer opportunities in the group.
* Share more intimate stories, updates, and developments for those who are interested.
* Build a community just for Volunteer Managers to share ideas and brainstorm.
* Create a group providing free digital skills tips, training, and resources.
* Create a localised group for anyone looking for ways to contribute to the community near Sydney.

**How to** [**Create a Facebook Group**](https://www.facebook.com/help/167970719931213)

1. Open Facebook.
2. Tap “Groups.”
3. Tap “Create Group.”
4. Type in your group name.
5. Select the privacy option. Opt for private groups for a more safe, professional space.
6. Tap “Create.”
7. Invite members to your group.

**How to Build a Successful Facebook Group**

* Join other Facebook groups and network with others.
* [Monitor the group](https://www.nonprofitpro.com/post/facebook-groups-for-nonprofits-how-to-master-them/) to ensure no ‘trolls’ or bullies leave negative messages.
* Advertise the group on your page and in Facebook Ads.
* Communicate the value of joining the group –– additional free resources, a networking community, event updates, etc.
* Share any updates.
* Spotlight any recent donors or volunteers and thank them for their contributions.
* Run frequent Q&A sessions.
* Be conservative with donation requests. Follow the 80/20 rule: Make 80% of your posts resource/education-based and the other 20% promotional.

**Provide Value and Encourage Donations: Newsletter**

Facebook Groups nurture and foster communities. They allow you to focus attention and efforts on individuals who are interested in the cause and want to learn more. Email newsletters accomplish the same, but perhaps on a more personal level than a community level.

Email newsletters are less promotional and more valuable. They provide relevant updates your audience is likely to be most interested in, in the form of news, updates, stories, tips, or resources.

[**Email Newsletter Ideas**](https://www.constantcontact.com/blog/nonprofit-newsletter/) **to Provide Value and Encourage Donations**

* Tell your organisation’s story: How we began and where we are today.
* Share donor spotlights and stories to empower motivation for readers to do the same.
* Share updates on any milestones reached within our community.
* Provide tips, tutorials, and other resources on digital skills.
* Share relevant news articles and studies on the digital divide and/or the impact of digital skills.
* Share volunteer pictures, videos, and highlights and invite others to join.

**Spread the Word, Create Communities, and Gain Donations: Social Media**

In all content, we should aim to be [storytellers](https://www.forbes.com/sites/kimberlywhitler/2018/07/14/3-reasons-why-storytelling-should-be-a-priority-for-marketers/?sh=6b580eb16758), not ‘marketers.’ This is what connects us to our audience. Our goal is to illustrate the problem, and show how we provide the solution.

Through social media content, you can reach the hearts of potential donors and volunteers, and inspire them to join you to make a difference.

[**Social Media Content Ideas**](https://landslidecreative.com/social-media-nonprofits/) **to Promote Awareness, Community, and Donations**

* Use authentic photos and visuals to share stories and personalise your impact.
* Share donor and volunteer spotlights and how their efforts will influence the lives of others.
* Share testimonials and how any Community Member’s life has been changed by what we do.
* Share quotes and inspiration from our founder to build authority and trust.
* Continually share our step-by-step process of how we help Community Members to encourage trust and transparency.
* Continually share our mission and vision.
* Create a poll to ascertain the audience’s awareness of the problem your organisation solves.
* Share your organisation’s story.
* Interview Volunteers and Volunteer Managers.
* Share stats, tips, and tutorials.

Overall, keep in mind our KPIs, target audience, and mission when creating content. Before posting, ask:

* Who am I speaking to?
* What stage are they at in the marketing funnel?
* What would interest this audience the most?
* What would provide the most value to the audience?
* What is the #1 goal with this content?
* Does it align with our purpose and mission statement?

Content should aim to engage, educate, empower, and encourage our audience. As we remain authentic, focused, and inspired by our goals and Community Members, we will create marketing campaigns that spark lasting change and impact in our community.

**Resources:**

* [Facebook for Not-for-profits](https://www.facebook.com/help/1640008462980459)
* [Instagram for Not-for-profits](https://help.instagram.com/2031680250470701)
* [Creating Facebook Fundraisers](https://www.facebook.com/help/356680401435429)
* [Creating Instagram Fundraisers](https://help.instagram.com/753748082021404)
* [Social Impact Education Hub](https://www.facebook.com/business/learn/digital-skills-programs/nonprofit-ngo-marketing)

**Amazing job, Volunteer Managers! We’re proud of your remarkable progress and dedication. Take a moment, give yourself some credit, and reflect on how far you’ve come.**