PARKER CLAY

PURPOSE

wear freedom

HANDMADE ®
by
FRIENDSHIP
BRIDGE

INTERNATIONAL SANCTUARY

hope · dignity · freedom

Intent-Based Fundraising: Uncover New Donors & Raise More By Tuning Into Donor Signals

Feathr

OCTOBER 18-19
DMAW
MULTI-CHANNEL
Mini-Con
2023
National Housing Center | Washington, DC

Today's discussion ...

- Why intent matters?
- 3 types of intent
- 5 intent examples
- Design journeys using intent
- Final reminders + Q&A

Feathr

The Nonprofit Marketing Platform

Feathr is trusted by over 1,500+ nonprofits

Typical marketing

- Nothing
- Everything
- Ad Hoc

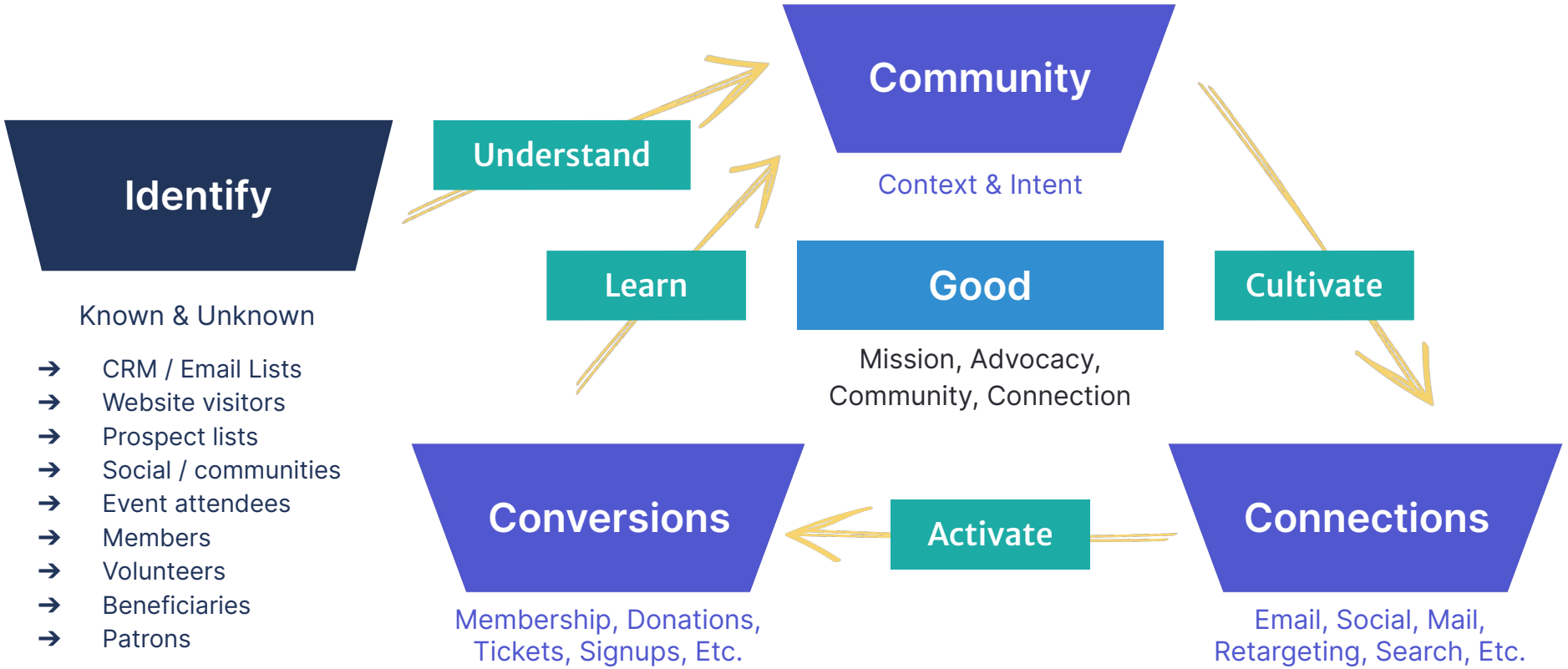
UNRELIABLE MAGIC

Good marketing

- Community-first
- Responsive
- Omnichannel
- Measurable

The Good Marketing Framework

Feathr



QUESTION

What are intent signals? And, why do they matter to you?

Intent signals are data points that provide insight into a person's likelihood to take a specific action or make a decision.

For nonprofits, this could mean a direct activation (ex. donation) or could indicate an affinity for or active interest in the cause your organization supports.

REMINDER

What you know about your community drives campaigns

OVERVIEW

3 types of intent and sources

GOOD MARKETING

Intent Types

- Interest
- Timing
- Affinity

Image by rawpixel.com on Freepik

EXAMPLE

Intent Types

Interest

***

Program interest

Survey-based

Donor, advocate, volunteer

Timing

***

Website visitors
Email engagement
Advertising clicks
Search query
Event attendees
Recent volunteer / visitor

Affinity

***

Motivation

Lifestyle

Cause Aligned

This requires you to collect ongoing input / feedback from your community to map

EXAMPLE

Intent Sources

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1st Party

***

Website behavior

CRM / giving data

Digital / offline direct engagement

Data and engagement you have directly with your community or prior supporters online + offline

2nd Party

***

Partnerships

Aligned nonprofits

Social media platforms

Usually 1st party data that is collected and then “rented” to others for outreach / targeting

3rd Party

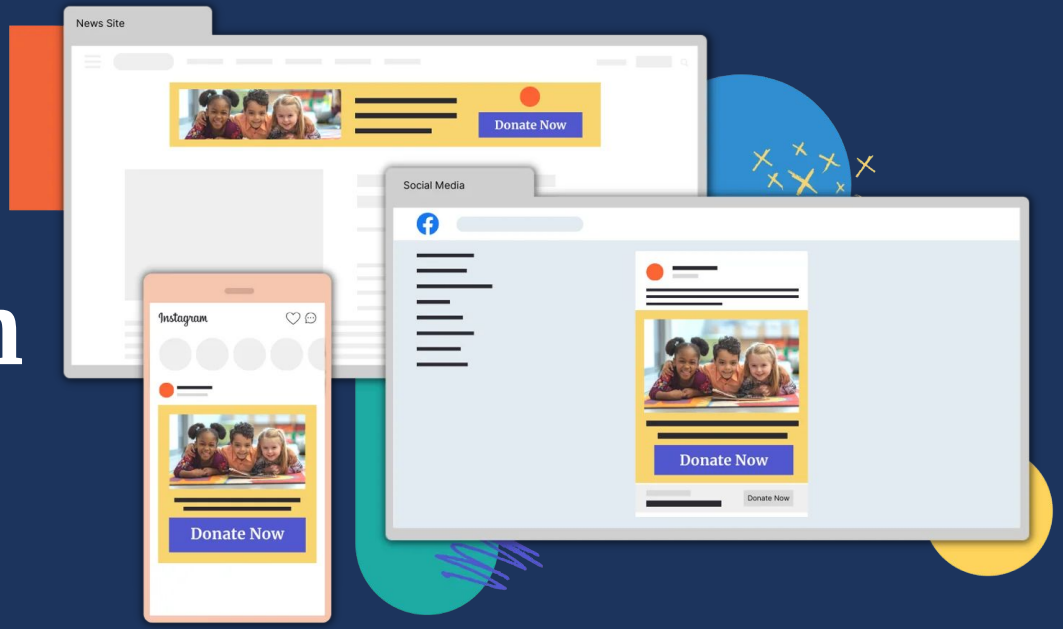
***

Search queries
Affinity audiences
Geolocation
Buying behaviors
Psychographics

This requires using an outside platform or data provider, like Feathr, to gain access to

EXAMPLES

Five (5) Intent-Driven Campaigns



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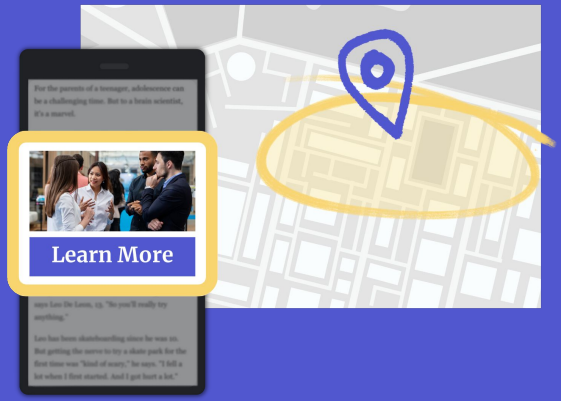
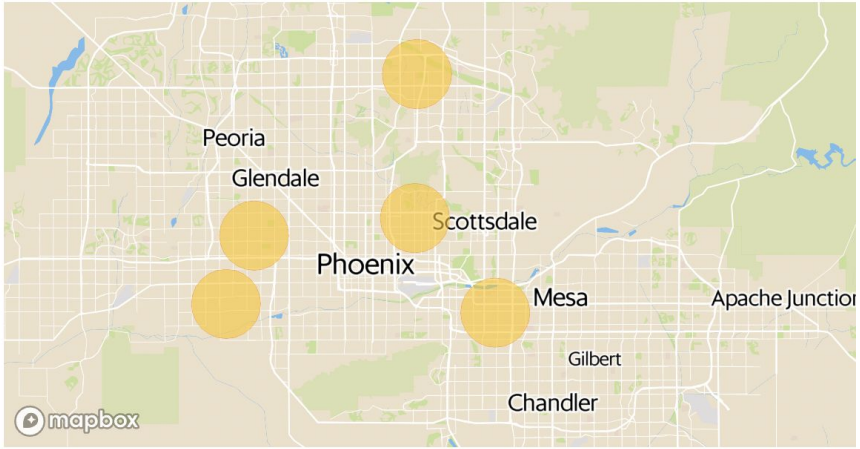


Physical Location

Target people in specific locations.

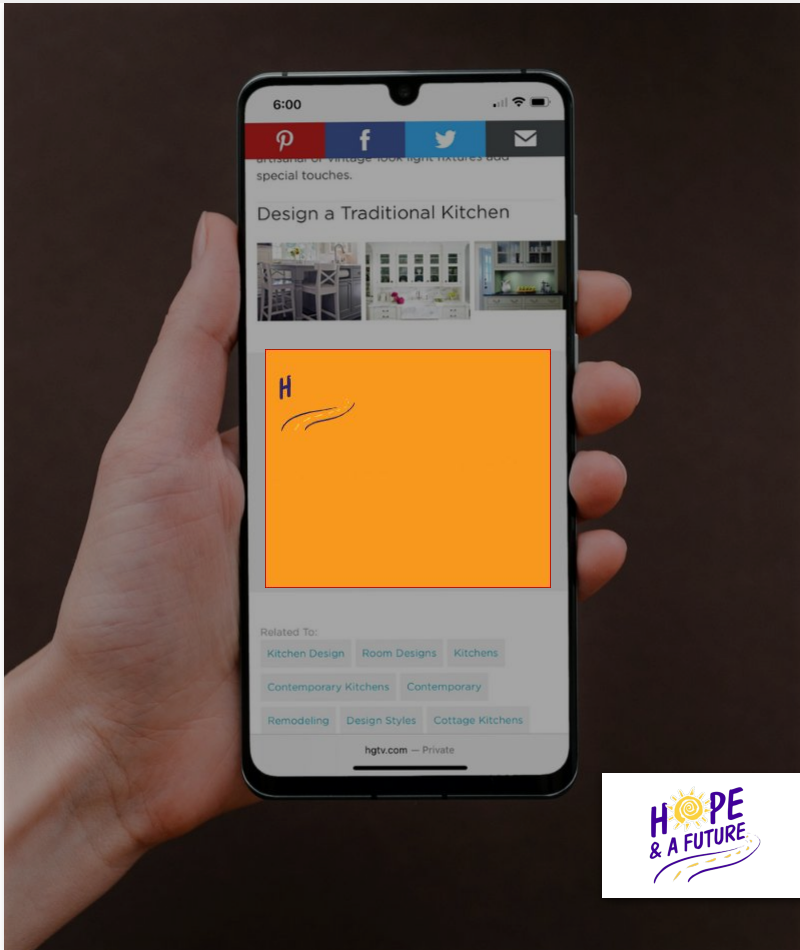


▶ Show Places (5)

File
high-income-neighborhoods_phoenix - place_template.csv

Name (required)

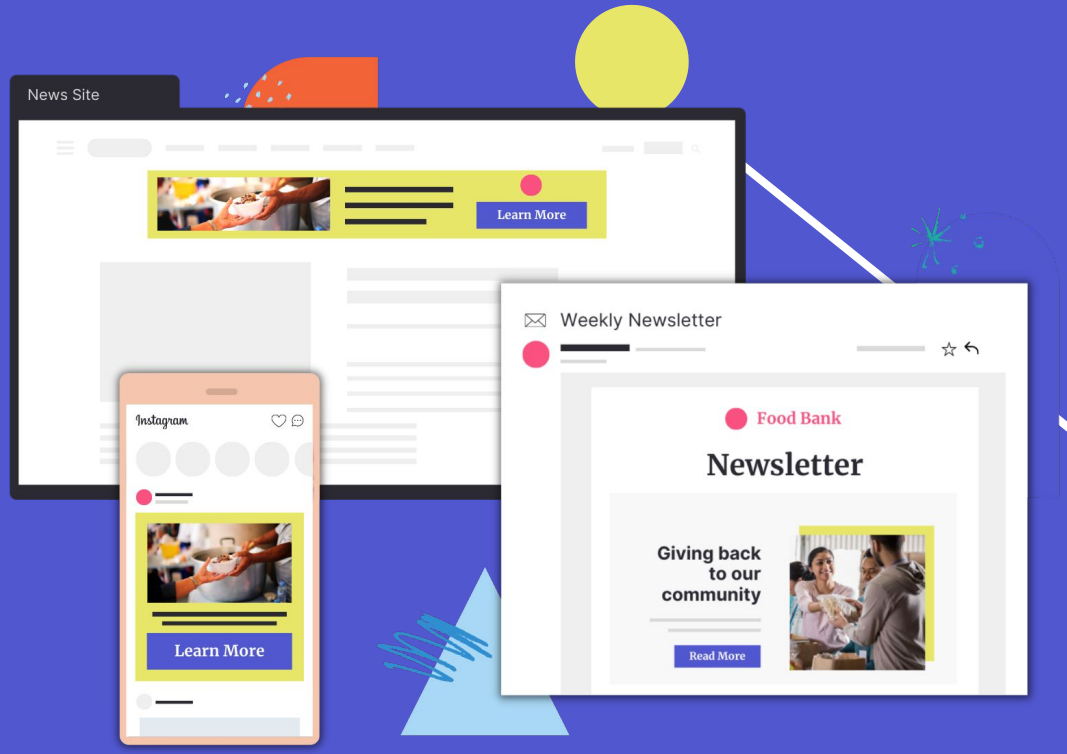
high-income-neighborhoods



IDEAS

Geofencing Ideas

- Country clubs, yacht clubs, golf courses
- Target neighborhoods (postal codes)
- Churches & places of worship
- Festivals, concerts, sporting events
- Conferences



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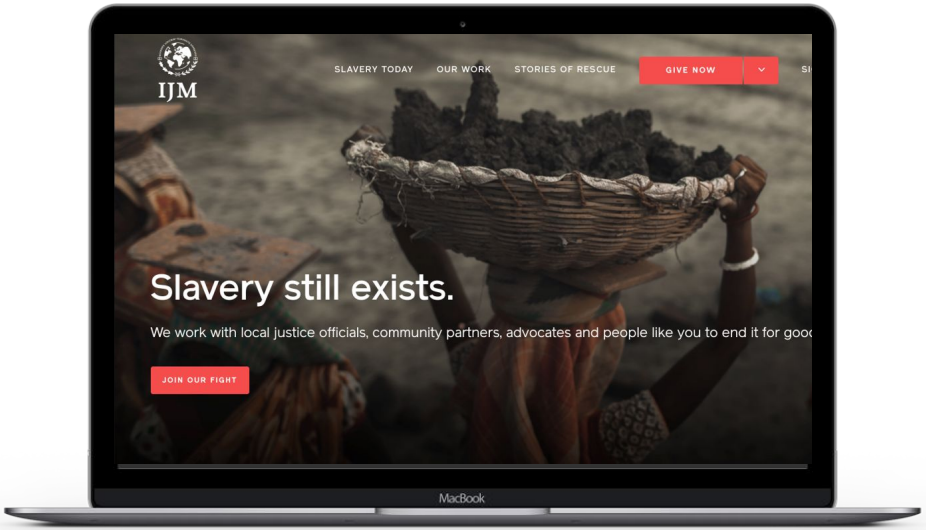
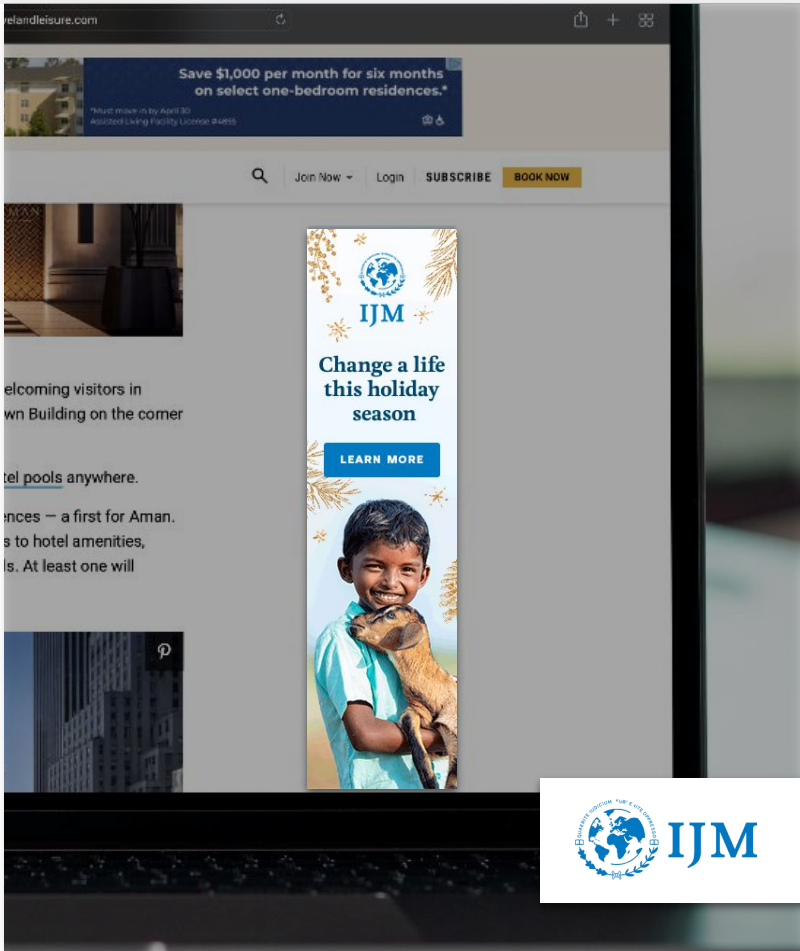
Digital Engagement

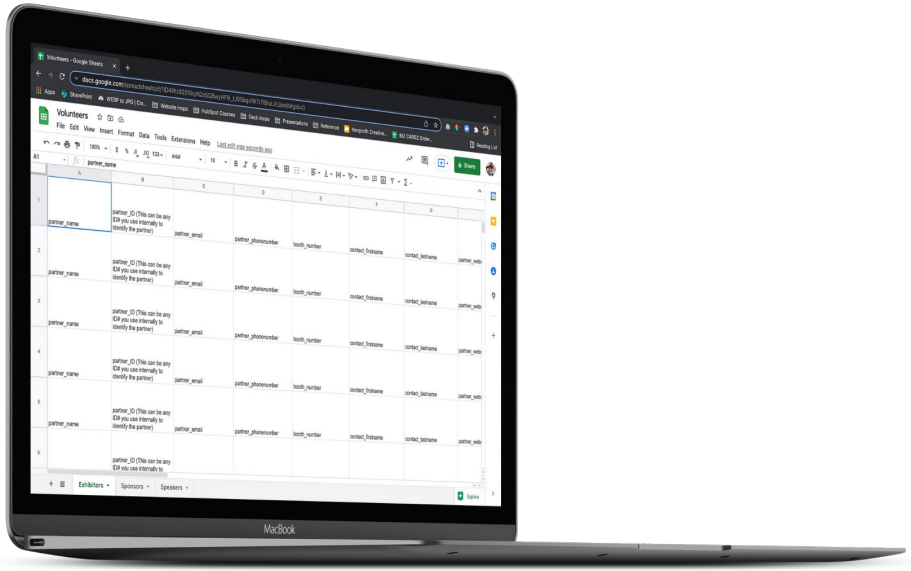
Serve targeted ads to people who visit specific pages on your website.





Engagement Email Mapping

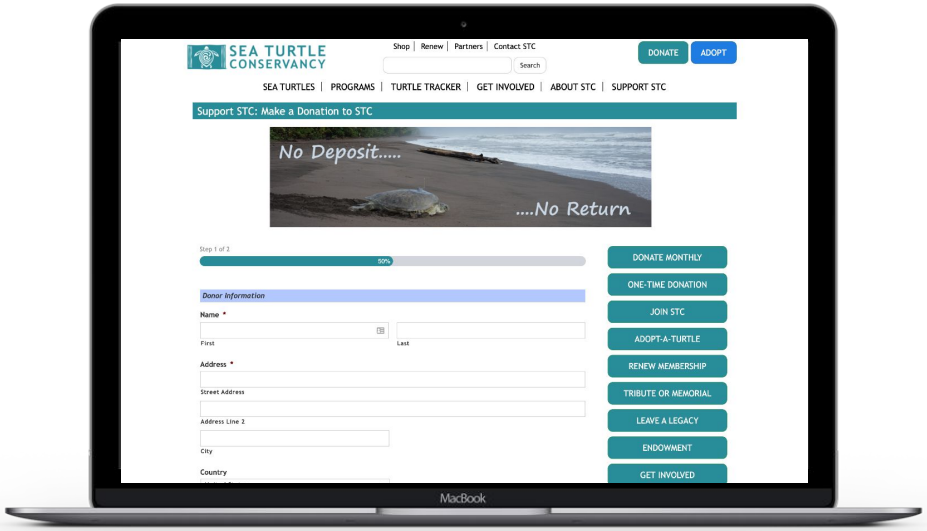
Serve online ads to 60-80% of people not opening your emails. Donors, prospects, volunteers, members, etc.

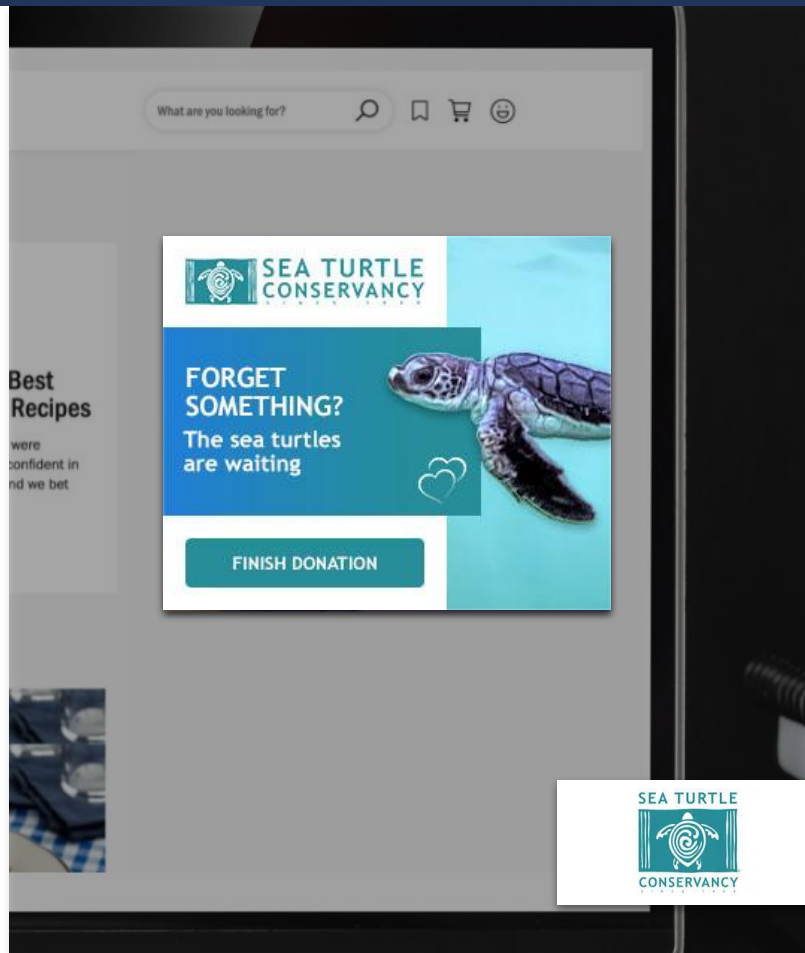


humane society
OF NORTH CENTRAL FLORIDA

Conversion Donation Abandonment

Target people who started to fill out your form, but didn't finish.





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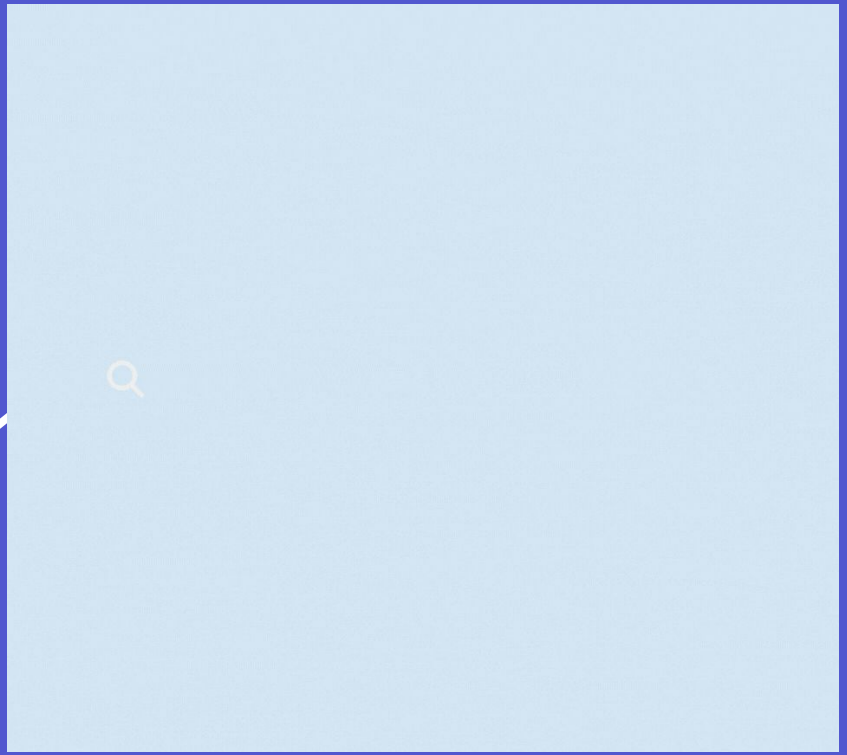


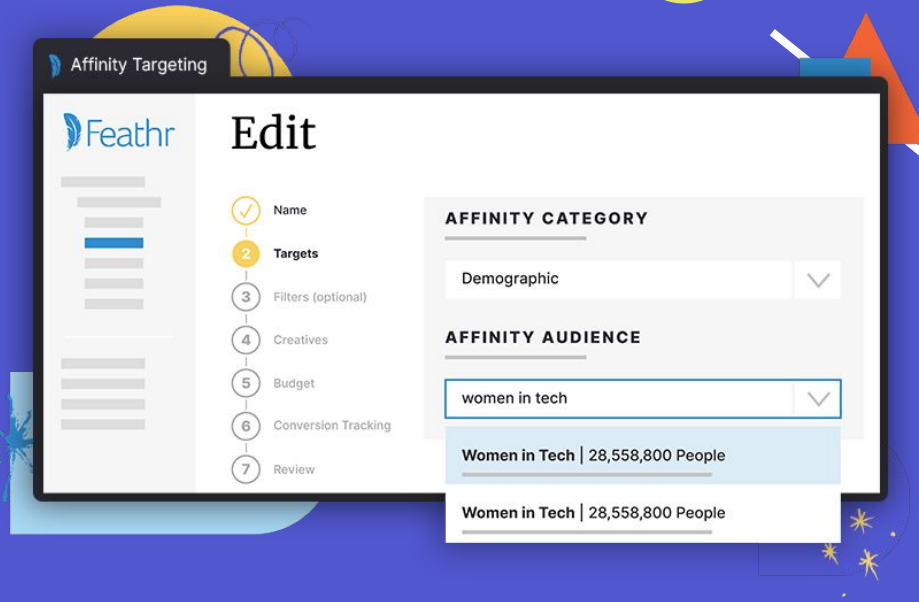
Search Query Intent

SEARCH INTENT

Intent Types

- Cause alignment
- Persona alignment
- Location based
- Shopping behaviors
- Like organizations

Image by rawpixel.com on Freepik



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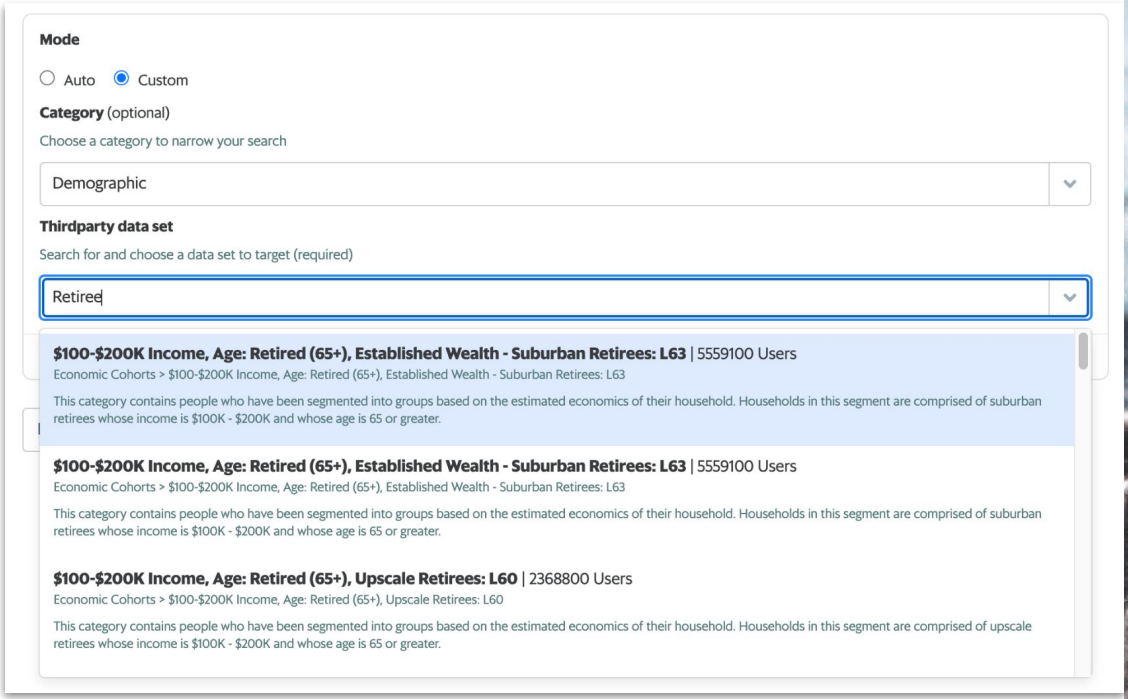
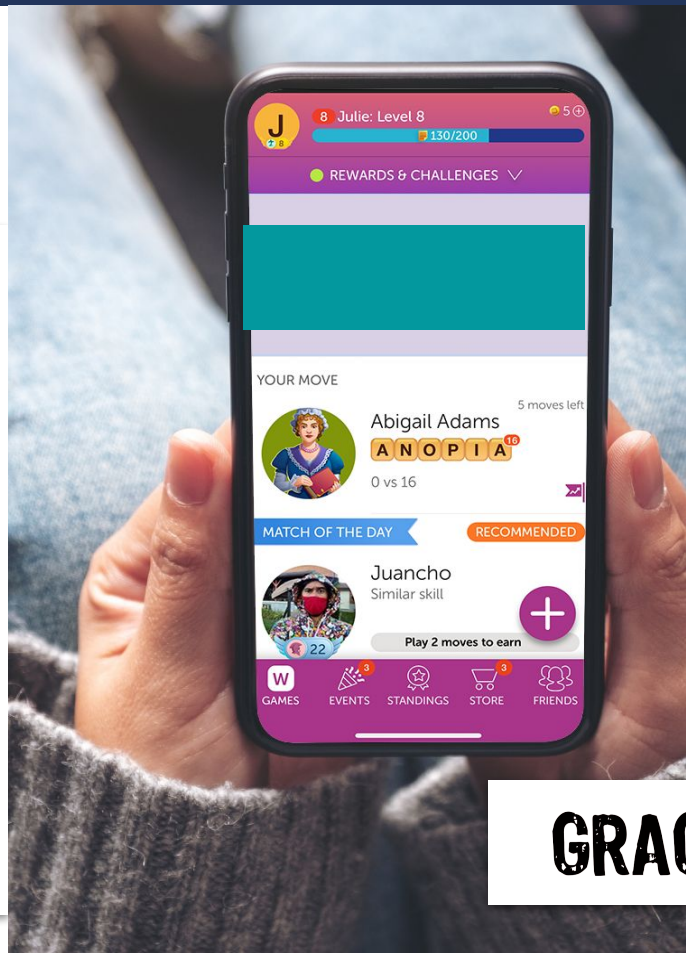
Psychographics

Awareness Affinity Targeting

Build an audience from scratch that matches characteristics of your existing donors: income demographics, purchase history, industry affiliation, location, and more.





The “Women Champion”

- *Industry: Corporate Women*
- *Industry: Female Business Owners*
- *Demographic: Career Women*
- *Demographic: Women in Tech*
- *Demographic: Affluent Moms of Young Children*
- *Geofiltered to USA*

The “Affluent Colorado Donor"

- *Industry: Home-Based Small Business Owners/Entrepreneurs*
- *In-Market: REI*
- *In-Market: Buy Locally Grown Food*
- *Demographic: Affluent Power Spenders*
- *Geofiltered to Colorado*

The “Traveler”

- *In-Market: Travel Adventure*
- *In-Market: Affluent Traveler*
- *In Market: International Travel*

The “Wyoming Rancher”

- *Industry: Agriculture - Animals & Livestock*
- *Industry: Production - Livestock/Farming*
- *Demographic: Rural*
- *Geofiltered to Wyoming*

5

Lookalike Audiences

Existing Members

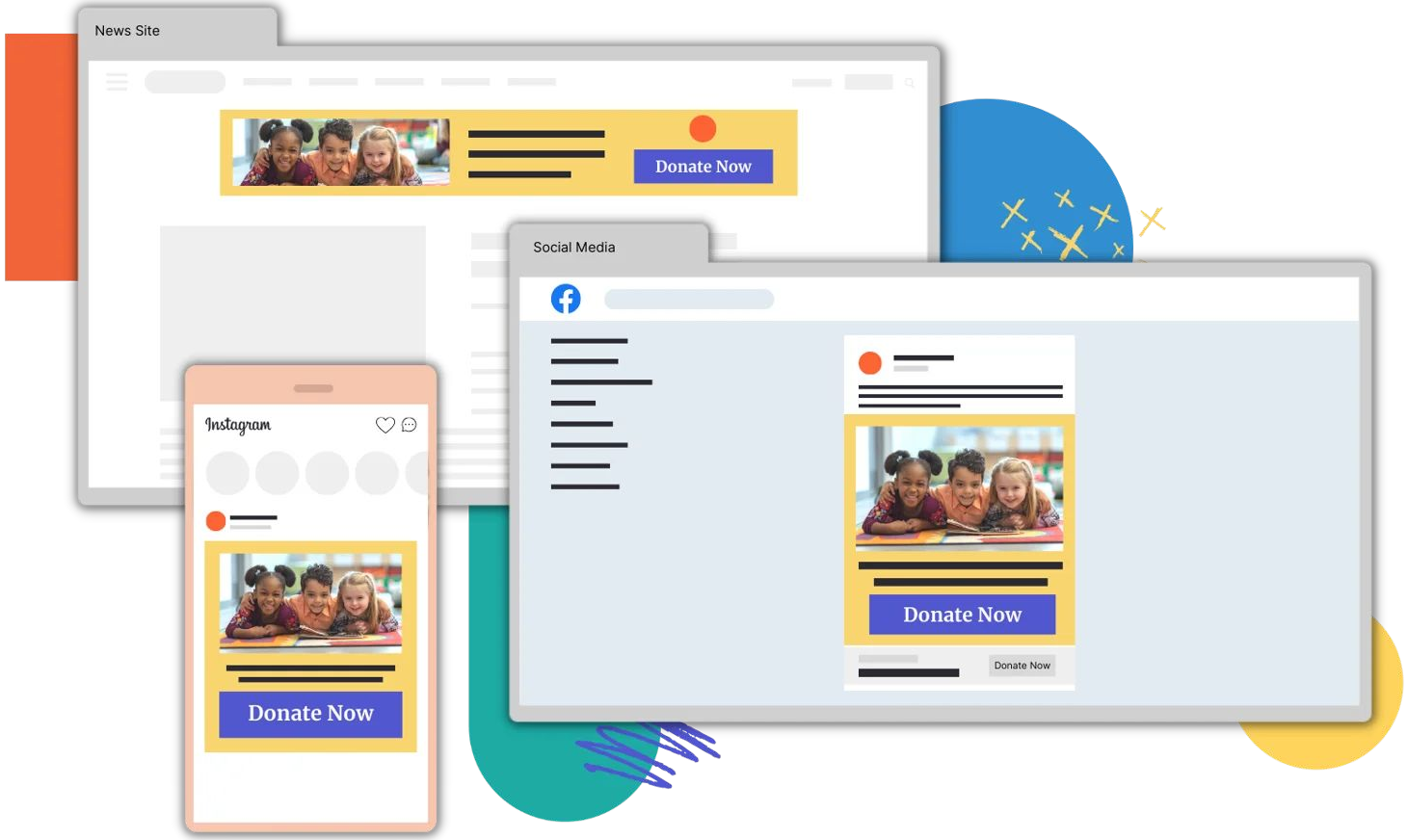
Current Audience

FIELD: SCHOOL ADMINISTRATION
LOCATION: CALIFORNIA

Potential Members

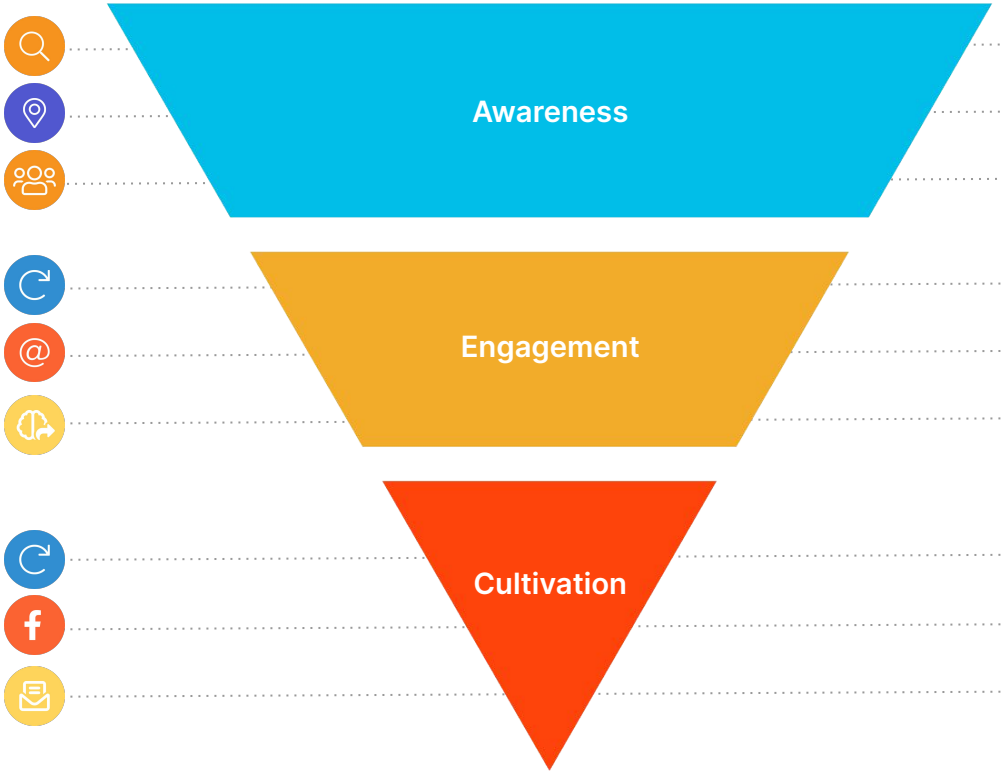
Lookalike Audience

FIELD: SCHOOL ADMINISTRATION
LOCATION: CALIFORNIA


News Site
Donate Now
Social Media
Instagram
Donate Now
Donate Now
Donate Now

Feathr

Design Intent-Based Fundraising Journeys


Awareness
Engagement
Cultivation

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REMINDER

Attention is the most valuable currency.

REMINDER

Omnichannel campaigns drive +200% higher results.

REMINDER

Take chances, make mistakes, get messy!

Feathr

FREE RESOURCE OFFER

Nonprofit Digital Marketing Toolkit for Year-End

Get your copy of our EOY toolkit. This comprehensive toolkit offers nonprofits a clear path to effective digital marketing for year-end fundraising.

feathr.co/year-end-toolkit

Any questions?

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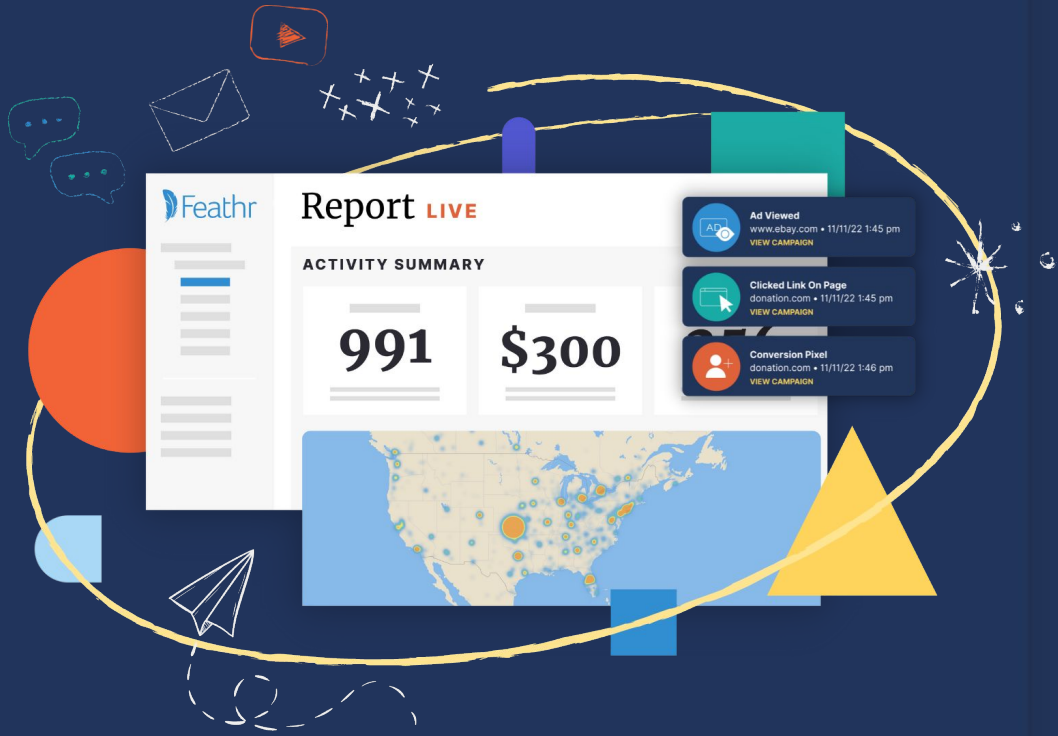
AUTOMATION | EMAIL | ANALYTICS

MARKETING IS Good.

Feathr is the **nonprofit marketing platform** purpose-built to help you grow your community and unlock more impact.