



2024

101 Digital Marketing & Fundraising Best Practices

A Checklist for Nonprofits

Website Marketing

- Purchase a .org domain name for your website and email addresses and create a system to renew your domain annually.
- Confirm that your website has an SSL certificate for “yourdomain.org” and “www.yourdomain.org.”
- Conduct an analysis of your website in Google PageSpeed Insights and upgrade to premium website hosting if your website has a poor performance score.
- Ensure that your website is set up for automated daily back-ups and security.
- Set up Google Analytics for your website.
- Use a top-rated content management system for your website, such as WordPress.org, Drupal, or Wix.
- Prioritize Search Engine Optimization (SEO) and track your progress in Google Search Console and Bing Webmaster Tools.
- Ensure your home page and web pages autogenerate well-written titles, descriptions, and properly-sized images when shared on social media.
- Prominently feature a “Donate” button, an email opt-in, and social media icons in the navigation bar and/or footer.
- Maximize your sidebar by adding important calls to action.
- Study modern website design trends and conduct a design and user experience (UX) audit on your website.
- Optimize your website for those with visual and hearing disabilities.
- Add a privacy policy and cookie banner pop-up to your website.
- Read [10 Website Marketing Best Practices for Nonprofits](#).
- Attend [Website & Email Marketing for Nonprofits](#).
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Email Marketing

- Study modern email design trends and conduct a design audit of your email templates.
- Use an email marketing service that offers responsive design templates and confirm that your emails can be easily read on mobile devices.
- Design an email newsletter template and send email newsletters at least monthly.
- Design an email fundraising appeal template and send a minimum of six email fundraising appeals annually.
- Design a call to action email template for events, volunteer recruitment, quarterly impact reports, etc., and send when timely.
- Add an email footer to all email templates which includes a “Donate” button and social media icons.
- Integrate email personalization into your email marketing campaigns.
- Create a “Thank You” landing page for new subscribers which includes a call to follow on social media.
- Create a “Welcome” email or series for new subscribers.
- Know opt-in and SPAM laws relevant to your nonprofit and implement a double opt-in process.
- Set up a system to delete unengaged subscribers monthly.
- Use email opt-in popups on your website to grow your email list.
- Create a newsletter opt-in landing page and promote it on social media to grow your email list.
- Experiment with lead form ads on Facebook to grow your email list.
- Set up SPF, DKIM, DMARC, and BIMI records.
- Read [10 Email Marketing Best Practices for Nonprofits](#).
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Blogging

- Prominently feature your blog (or news section) in the navigation of your website.
- Decide how often your nonprofit will blog (monthly, bi-monthly, or weekly) and schedule due dates, topics, and writers in your editorial calendar.
- Prominently feature a “Donate” button or monthly giving call-to-action, an email opt-in, and social media icons in the sidebar of your blog.
- Feature “Popular Posts” in the sidebar or footer of your blog.
- Embed calls to action in the body of blog posts and include a call to action at the bottom of each blog post.
- Create a list of 10+ keywords and use them consistently in blog titles, the first paragraph of posts, in meta descriptions, and in alt text for images.
- Learn how to write and format blog content for easy reading.
- Regularly embed images and videos into blog posts that are consistent in size.
- Feature important quotes and statistics in a large, bold font in the body of posts.
- Implement internal linking to help Google understand the content on your blog and website.
- Write blog posts that share the impact of your nonprofit and feature stories of individuals and communities served.
- Publish numbered lists, educational content, and commentary relevant to your mission and programs.
- Integrate your blog posts into your email marketing strategy and social media campaigns.
- Read [10 Blogging Best Practices for Nonprofits](#).
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Donation Pages

- Conduct an audit of your current customer relationship management (CRM) software and fundraising platform and if found lacking, research alternatives within your nonprofit's budget.
- Ensure that your donation pages are hosted on your website domain.
- Use donation pages that are mobile responsive and match the branding of your website.
- Offer multiple types of payment methods on your donation pages—at minimum credit cards, PayPal, and ACH. Consider adding Apple Pay, Amazon Pay, and Venmo.
- Add an email opt-in checkbox to donation pages, if required by opt-in and privacy laws in your country.
- Add an optional mobile number field to donation pages to grow your text messaging list.
- Include a mailing address where donors can send a check and phone number to access phone support on donation pages.
- Provide the option for donors to pay credit card processing fees.
- Add charity rating badges to your donation pages.
- A/B test default donation amounts on donation pages.
- Add a monthly giving option to your donation pages.
- Experiment with a monthly giving popup to convert one-time donors into monthly donors.
- Add a tribute giving option to your donation pages.
- Create action-oriented “Thank You” pages and emails.
- Read [10 Donation Page Best Practices for Nonprofits](#).
- Attend [Online Fundraising for Nonprofits](#).
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Online Fundraising

- Create a donation page for your monthly giving program, such as nature.org/givemonthly, where monthly giving is the only option.
- Create promo graphics for your monthly giving program for print materials and your website, email, and social media campaigns.
- Add your monthly giving program to the “Ways to Give” page on your website.
- Launch a donor retention strategy for monthly donors that includes quarterly or bi-annual email updates and/or impact reports, an annual donation tax receipt, and an anniversary “Thank You” postcard.
- Calculate your donor retention rate for one-time donors and prioritize personalized thank-you messages.
- Create a donation page for your tribute giving program, such as nature.org/tributegifts, where tribute giving is the only option.
- At a minimum, offer memorial and honor tribute gifts and consider expanding to special occasion tribute gifts, such as holidays, birthdays, and weddings. Each tribute gift needs a unique landing page and URL.
- Create promo graphics for your tribute giving program for print materials and your website, email, and social media campaigns.
- Add your tribute giving program to the “Ways to Give” page.
- Conduct a donor survey to get feedback and engage your donors.
- Prioritize a matching gifts strategy to increase one-time and monthly giving.
- Experiment with crowdfunding and peer-to-peer fundraising.
- Select 2-4 cause awareness and giving days to participate in each year.
- Read [10 Online Fundraising Best Practices for Nonprofits](#).
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Social Media

- Follow large organizations with a mission and programs similar to yours and study their social media campaigns.
- Be proactive and reserve your nonprofit's username on newly released social media platforms.
- Select a social media scheduling and analytics tool.
- Learn how to create and track UTMs in Google Analytics.
- Update cover photos every three to six months.
- Define your nonprofit's voice and tone in five words, write accordingly, and learn how to use hashtags and emojis effectively on social media.
- Respond to all comments that members of your communities post on social media.
- Create a social media ambassador program.
- Create a master login spreadsheet for social media accounts or use a password management tool.
- Set up two-factor authentication for all social media accounts.
- Grow your social media following by adding icons to your website, email, and print campaigns.
- Get training in digital marketing, social media marketing, and artificial intelligence (AI) for marketing.
- Schedule a monthly social media study hour to stay current on new tools and trends.
- Add social media promotion and frequency to your sponsorship opportunities.
- Attend [Social Media for Nonprofits](#).
- Earn a [Certificate in Digital Marketing & Fundraising](#).
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Facebook

- Use a Facebook profile picture that can be easily recognized in the feed, upload a visually powerful cover photo, and write a compelling page bio.
- Decide how often to post to your Facebook Page—two to five times weekly is a best practice.
- Rotate posts between photos, links, videos, call-to-action graphics, statistics graphics, quotes graphics, curated content, and “Thank You” posts that tag sponsors, funders, and partners.
- Learn how to use Meta Business Suite for posting, creating ads, and scheduling posts.
- Create a budget for Facebook Ads and experiment with automatic ads, engagement ads, website click ads, lead form ads, and on-Facebook donation ads.
- Sign up for Meta Fundraising Tools (if eligible), add a “Donate” button to your page, and enable Facebook Fundraisers.
- Experiment with adding “Donate” buttons to your posts.
- Create a landing page on your website that explains how Facebook Fundraisers work, provides fundraising tips, and links to the “Create Fundraiser” page for your nonprofit.
- Create a “Thank You” strategy for fundraisers and Facebook donors who opt in to provide their email addresses.
- Sign up for Meta Verified (if eligible).
- Experiment with Stars (if eligible).
- Experiment with Facebook Reels and Stories.
- Read [10 Facebook Best Practices for Nonprofits](#).
- Attend [Social Media Strategy for Nonprofits](#).
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LinkedIn

- Use a LinkedIn Page logo that can be easily recognized in the feed, upload a visually powerful cover image, and write a compelling page description.
- Decide how often to post to your LinkedIn Page—two to three times weekly is a best practice.
- Rotate posts between photos, links, videos, call-to-action graphics, polls, and curated content.
- Ensure that page admins follow and engage with the pages of sponsors, funders, and partners.
- Prioritize “Thank You” posts that tag sponsors, funders, and partners.
- Encourage page admins to “Invite connections” to follow your page.
- Engage as your nonprofit page for 10–30 minutes weekly to elevate your brand on LinkedIn.
- Set up a LinkedIn Newsletter from your LinkedIn Page and publish weekly.
- Experiment with LinkedIn Events.
- Experiment with LinkedIn Ads.
- Encourage current staff, board members, and volunteers to complete their LinkedIn Profiles and to engage with your page, give recommendations and endorsements, and participate in LinkedIn Groups.
- Ensure that executive staff are regularly active on LinkedIn—including sharing links and publishing articles from their personal profile.
- Regularly monitor your LinkedIn Page Analytics with a special focus on Employee Advocacy Analytics.
- Read [10 LinkedIn Best Practices for Nonprofits](#).
- Attend [Social Media Content Marketing for Nonprofits](#).
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Instagram

- Use an Instagram profile picture that can be easily recognized in the feed and write a compelling bio.
- Upgrade to a business account and add an account category.
- Decide how often to post to Instagram—two to five times weekly is a best practice.
- Rotate posts between photos, carousels, reels (if you have the time and skills), call-to-action graphics, statistics graphics, and quotes graphics.
- Prioritize writing effective captions with emojis and hashtags.
- Learn how to use Meta Business Suite for posting, creating ads, and scheduling posts.
- Create a budget for Instagram Ads and experiment with visit profile ads, website click ads, message ads, and lead form ads.
- Sign up for Meta Fundraising Tools (if eligible), add a “Support” button to your profile, and enable Instagram Fundraisers.
- Create an Instagram Fundraiser for your nonprofit and add your fundraiser to every post for 30 days.
- Create a landing page on your website that explains how Instagram Fundraisers work, provides fundraising tips, and provides step-by-step instructions on how your followers can create a fundraiser.
- Create a “Thank You” strategy for fundraisers and Instagram donors.
- Sign up for Meta Verified (if eligible).
- Experiment with Gifts (if eligible).
- Experiment with Instagram Stories and Live.
- Read [10 Instagram Best Practices for Nonprofits](#).
- Attend [Social Media Fundraising for Nonprofits](#).
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Threads

- Claim your Threads username and upload a profile pic, add a bio and website, and post a first thread.
- Decide how often to post to Threads—two to four times weekly is a best practice.
- Rotate posts between text only, photos, videos, polls, call-to-action graphics, statistics graphics, and quotes graphics.
- Experiment with creative use of emojis, memes, and tags in threads.
- Experiment with sharing your threads as Instagram Posts and Stories.
- Engage as your nonprofit for 10–30 minutes weekly to elevate your brand on Threads.
- Read [5 Threads Best Practices for Nonprofits](#).
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X

- Use an X profile picture that can be easily recognized in the feed, upload a visually powerful header image, and write a compelling page bio.
- Upgrade your account to an X Professional Profile and categorize your profile as a "Non-Governmental & Nonprofit Organization."
- Decide how often to post to X—one to five times daily is a best practice.
- Rotate posts between photos, links, videos, call-to-action graphics, statistics graphics, quotes graphics, and reposts.
- Learn how to format your posts for easy reading and study the concept of plain language.
- Experiment with X Advertising.
- Read [5 X Best Practices for Nonprofits](#).
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Content Marketing

- Write a Content Marketing Strategy.
- Define the purpose and goals of your content strategy.
- Choose which content distribution channels your nonprofit will use.
- Develop 3-5 content topics.
- Create an editorial calendar.
- Create a content marketing budget.
- Create a system to track and report success.
- Create a branding kit.
- Sign up for Canva for Nonprofits.
- Hire a graphic designer from Upwork or Fiverr for important cause awareness and fundraising campaigns.
- Select a video creation and editing tool.
- Experiment with meme campaigns on social media.
- Experiment with infographic campaigns on social media.
- Experiment with asking questions and publishing polls on social media.
- Collect testimonials and reviews from donors, volunteers, and communities served.
- Publish gated content such as eBooks, useful guides, case studies, and research reports.
- Host a webinar series related to your mission and programs.
- Learn how to write text prompts for generative AI tools, such as ChatGPT, Claude, Gemini, Midjourney, and invideo AI.
- Read [10 Content Marketing Practices for Nonprofits](#).
- Earn a [Certificate in Social Media Marketing & Fundraising](#).
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