
Postgraduate Certificate in Nonprofit Fundraising and Marketing

Digital Marketing for Nonprofits

A/B Testing refers to a method of comparing two versions of a webpage, email, or other digital content to determine which one performs better. This testing method is crucial in digital marketing for nonprofits as it helps to optimize fundraising campaigns and improve donor engagement. Related terms include split testing and multivariate testing. For example, a nonprofit organization can use A/B testing to compare the effectiveness of two different email subject lines or donation page layouts.

Acquisition Cost is the cost of acquiring a new donor or supporter, including the cost of marketing and fundraising efforts. This cost is an important metric for nonprofits to track, as it helps to evaluate the effectiveness of their fundraising strategies. Related terms include donor acquisition cost and return on investment. For instance, a nonprofit organization may calculate its acquisition cost by dividing the total cost of a fundraising campaign by the number of new donors acquired.

Ad Grant is a program offered by Google that provides nonprofits with free advertising credits to promote their cause on the Google Ads platform. This grant program is a valuable resource for nonprofits, as it helps to increase their online visibility and reach a wider audience. Related terms include Google Ads and search engine marketing. For example, a nonprofit organization can use the Google Ad Grant to promote its website and increase traffic to its donation page.

Algorithm refers to a set of rules or processes used by search engines to rank and display search results. This algorithm is constantly evolving, and nonprofits need to stay up-to-date with the latest changes to optimize their website and online content for search engines. Related terms include search engine optimization and keyword research. For instance, a nonprofit organization can use keyword research to identify relevant search terms and optimize its website content to improve its search engine rankings.

Analytics refers to the process of collecting and analyzing data to understand and improve digital marketing performance. This analytics process is critical for nonprofits, as it helps to track key metrics such as website traffic, engagement, and conversion rates. Related terms include Google Analytics and data-driven decision making. For example, a nonprofit organization can use analytics to track the effectiveness of its social media campaigns and adjust its strategy to improve engagement and donations.

Annual Fund is a type of fundraising campaign that focuses on raising unrestricted funds to support a nonprofit's annual operations and programs. This fund is essential for nonprofits, as it provides a steady source of income to support their mission and activities. Related terms include restricted funding and unrestricted funding. For instance, a nonprofit organization can use its annual fund campaign to raise money for general operating expenses, such as staff salaries and overhead costs.

Application Programming Interface (API) refers to a set of rules and protocols that allows different software systems to communicate and exchange data with each other. This interface is important for nonprofits, as it enables them to integrate different software systems and automate tasks. Related terms include data integration and software development. For example, a nonprofit organization can use an API to integrate its donor database with its email marketing software.

Artificial Intelligence (AI) refers to the use of computer algorithms and machine learning techniques to automate and optimize digital marketing tasks. This intelligence is becoming increasingly important for nonprofits, as it helps to personalize and improve the donor experience. Related terms include machine learning and natural language processing. For instance, a nonprofit organization can use AI-powered chatbots to provide personalized support and engagement to its donors.

Attribution Modeling refers to the process of assigning credit to different marketing channels and campaigns for conversions and donations. This modeling process is crucial for nonprofits, as it helps to evaluate the effectiveness of their marketing strategies and allocate resources accordingly. Related terms include conversion tracking and return on investment. For example, a nonprofit organization can use attribution modeling to track the impact of its social media campaigns on donations and adjust its strategy to optimize results.

Bounce Rate refers to the percentage of website visitors who leave a website without taking any further action. This rate is an important metric for nonprofits, as it helps to evaluate the effectiveness of their website and online content. Related terms include website engagement and conversion rate. For instance, a nonprofit organization can use bounce rate to identify areas for improvement on its website and optimize its content to reduce bounce rates.

Brand Awareness refers to the degree to which a nonprofit's brand is recognized and remembered by its target audience. This awareness is critical for nonprofits, as it helps to build trust and credibility with donors and supporters. Related terms include brand identity and reputation management. For example, a nonprofit organization can use social media to increase brand awareness and engage with its target audience.

Call-to-Action (CTA) refers to a prompt or instruction that encourages website visitors or donors to take a specific action. This action is essential for nonprofits, as it helps to drive conversions and donations. Related terms include donation button and landing page. For instance, a nonprofit organization can use a CTA to encourage website visitors to make a donation or sign up for its newsletter.

Capacity Building refers to the process of strengthening a nonprofit's internal capacity and capabilities to achieve its mission and goals. This building process is important for nonprofits, as it helps to improve their effectiveness and sustainability. Related terms include organizational development and leadership development. For example, a nonprofit organization can use capacity building to improve its fundraising capabilities and increase its impact.

Capital Campaign refers to a type of fundraising campaign that focuses on raising funds for a specific

project or initiative, such as a new building or program. This campaign is critical for nonprofits, as it helps to secure funding for major projects and initiatives. Related terms include major gifts and planned giving. For instance, a nonprofit organization can use a capital campaign to raise funds for a new community center or program.

Cause-Related Marketing refers to a type of marketing strategy that involves partnering with businesses to promote a social cause or issue. This marketing strategy is becoming increasingly popular for nonprofits, as it helps to increase brand awareness and drive donations. Related terms include corporate social responsibility and social enterprise. For example, a nonprofit organization can partner with a business to promote a social cause and increase brand awareness.

Click-Through Rate (CTR) refers to the percentage of website visitors or email recipients who click on a link or advertisement. This rate is an important metric for nonprofits, as it helps to evaluate the effectiveness of their online marketing campaigns. Related terms include conversion rate and cost per click. For instance, a nonprofit organization can use CTR to track the effectiveness of its email marketing campaigns and adjust its strategy to improve results.

Content Calendar refers to a planning tool used to schedule and organize content across different marketing channels and platforms. This calendar is essential for nonprofits, as it helps to ensure consistency and efficiency in their content marketing efforts. Related terms include content marketing and social media scheduling. For example, a nonprofit organization can use a content calendar to plan and schedule its social media posts and blog articles.

Content Marketing refers to a type of marketing strategy that involves creating and sharing valuable and relevant content to attract and engage with donors and supporters. This marketing strategy is critical for nonprofits, as it helps to build trust and credibility with their target audience. Related terms include storytelling and inbound marketing. For instance, a nonprofit organization can use content marketing to create engaging blog posts and social media content that resonates with its target audience.

Conversion Rate refers to the percentage of website visitors or donors who complete a desired action, such as making a donation or signing up for a newsletter. This rate is an important metric for nonprofits, as it helps to evaluate the effectiveness of their online marketing campaigns. Related terms include click-through rate and cost per conversion. For example, a nonprofit organization can use conversion rate to track the effectiveness of its donation page and adjust its strategy to improve results.

Corporate Social Responsibility (CSR) refers to a business model that involves integrating social and environmental concerns into a company's operations and decision-making processes. This responsibility is becoming increasingly important for nonprofits, as it helps to secure funding and partnerships with businesses. Related terms include cause-related marketing and social enterprise. For instance, a nonprofit organization can partner with a business to promote a social cause and increase brand awareness.

Cost Per Click (CPC) refers to the cost of each click on a paid advertisement, such as a Google Ad. This cost

is an important metric for nonprofits, as it helps to evaluate the effectiveness of their paid advertising campaigns. Related terms include cost per conversion and return on investment. For example, a nonprofit organization can use CPC to track the effectiveness of its Google Ads campaign and adjust its strategy to improve results.

Crowdfunding refers to a type of fundraising strategy that involves raising funds from a large number of people, typically through an online platform. This fundraising strategy is becoming increasingly popular for nonprofits, as it helps to increase brand awareness and drive donations. Related terms include peer-to-peer fundraising and social media fundraising. For instance, a nonprofit organization can use crowdfunding to raise funds for a specific project or initiative.

Data Mining refers to the process of analyzing and extracting insights from large datasets to inform decision-making and strategy. This mining process is critical for nonprofits, as it helps to identify trends and patterns in donor behavior and giving. Related terms include data analysis and predictive modeling. For example, a nonprofit organization can use data mining to analyze its donor database and identify opportunities to increase donations.

Digital Wallet refers to a type of online payment system that allows users to store and manage their payment information, such as credit card numbers and bank account information. This wallet is becoming increasingly popular for nonprofits, as it helps to simplify and streamline the donation process. Related terms include online giving and mobile payments. For instance, a nonprofit organization can use a digital wallet to accept donations through its website or mobile app.

Donor Acquisition refers to the process of acquiring new donors and supporters for a nonprofit organization. This acquisition process is critical for nonprofits, as it helps to build a strong and sustainable donor base. Related terms include donor retention and donor engagement. For example, a nonprofit organization can use donor acquisition strategies such as email marketing and social media to attract new donors.

Donor Advised Fund (DAF) refers to a type of charitable fund that allows donors to make contributions and recommend grants to support their favorite charities. This fund is becoming increasingly popular for nonprofits, as it helps to secure funding and build relationships with donors. Related terms include planned giving and major gifts. For instance, a nonprofit organization can use a DAF to secure funding and build relationships with major donors.

Donor Engagement refers to the process of building and maintaining relationships with donors and supporters to increase loyalty and retention. This engagement process is critical for nonprofits, as it helps to build a strong and sustainable donor base. Related terms include donor stewardship and donor recognition. For example, a nonprofit organization can use donor engagement strategies such as email marketing and social media to build relationships with donors.

Donor Retention refers to the process of retaining and keeping existing donors and supporters, rather than

acquiring new ones. This retention process is critical for nonprofits, as it helps to build a strong and sustainable donor base. Related terms include donor acquisition and donor engagement. For instance, a nonprofit organization can use donor retention strategies such as email marketing and social media to build relationships with existing donors.

Email Marketing refers to a type of marketing strategy that involves sending targeted and personalized emails to donors and supporters. This marketing strategy is critical for nonprofits, as it helps to build relationships and drive donations. Related terms include email list and email segmentation. For example, a nonprofit organization can use email marketing to send targeted and personalized emails to its donors and supporters.

Event Fundraising refers to a type of fundraising strategy that involves hosting events and activities to raise funds and awareness for a nonprofit organization. This fundraising strategy is critical for nonprofits, as it helps to build relationships and drive donations. Related terms include special events and peer-to-peer fundraising. For instance, a nonprofit organization can use event fundraising to host charity runs, auctions, and galas to raise funds and awareness.

Fundraising Campaign refers to a coordinated effort to raise funds and awareness for a nonprofit organization, often with a specific goal or objective. This campaign is critical for nonprofits, as it helps to drive donations and build relationships with donors and supporters. Related terms include annual fund and capital campaign. For example, a nonprofit organization can use a fundraising campaign to raise funds for a specific project or initiative.

Google Analytics refers to a web analytics service that provides insights and data on website traffic, engagement, and conversion rates. This analytics service is critical for nonprofits, as it helps to track key metrics and optimize online marketing campaigns. Related terms include website analytics and data-driven decision making. For instance, a nonprofit organization can use Google Analytics to track website traffic and adjust its online marketing strategy to improve results.

Grant Writing refers to the process of researching and applying for grants from foundations, corporations, and government agencies to support a nonprofit organization's programs and services. This writing process is critical for nonprofits, as it helps to secure funding and build relationships with grantmakers. Related terms include grant research and proposal writing. For example, a nonprofit organization can use grant writing to secure funding for a specific project or initiative.

Inbound Marketing refers to a type of marketing strategy that involves creating and sharing valuable and relevant content to attract and engage with donors and supporters. This marketing strategy is critical for nonprofits, as it helps to build trust and credibility with their target audience. Related terms include content marketing and social media marketing. For instance, a nonprofit organization can use inbound marketing to create engaging blog posts and social media content that resonates with its target audience.

Influencer Marketing refers to a type of marketing strategy that involves partnering with influencers and

thought leaders to promote a nonprofit organization's mission and programs. This marketing strategy is becoming increasingly popular for nonprofits, as it helps to increase brand awareness and drive donations. Related terms include social media marketing and celebrity endorsements. For example, a nonprofit organization can partner with an influencer to promote its mission and programs to a wider audience.

Keyword Research refers to the process of identifying and analyzing keywords and phrases that are relevant to a nonprofit organization's mission and programs. This research process is critical for nonprofits, as it helps to optimize website content and online marketing campaigns for search engines. Related terms include search engine optimization and content marketing. For instance, a nonprofit organization can use keyword research to identify relevant search terms and optimize its website content to improve search engine rankings.

Landing Page refers to a specific webpage that is designed to convert visitors into donors or supporters, often with a clear call-to-action and minimal distractions. This page is critical for nonprofits, as it helps to drive conversions and donations. Related terms include conversion rate and donation page. For example, a nonprofit organization can use a landing page to promote a specific fundraising campaign or initiative.

Major Gifts refers to large donations or gifts made to a nonprofit organization, often from individual donors or foundations. This gift is critical for nonprofits, as it helps to secure funding and build relationships with major donors. Related terms include planned giving and donor advised funds. For instance, a nonprofit organization can use major gifts to secure funding for a specific project or initiative.

Mobile Giving refers to the process of making donations through a mobile device, such as a smartphone or tablet. This giving process is becoming increasingly popular for nonprofits, as it helps to simplify and streamline the donation process. Related terms include online giving and digital wallet. For example, a nonprofit organization can use mobile giving to accept donations through its website or mobile app.

Monthly Giving refers to a type of fundraising strategy that involves encouraging donors to make recurring monthly donations to a nonprofit organization. This giving strategy is critical for nonprofits, as it helps to build a sustainable and predictable source of income. Related terms include recurring donations and sustainer program. For instance, a nonprofit organization can use monthly giving to encourage donors to make recurring monthly donations and build a sustainable source of income.

Nonprofit Marketing refers to the process of promoting and raising awareness for a nonprofit organization's mission and programs. This marketing process is critical for nonprofits, as it helps to build relationships and drive donations. Related terms include digital marketing and fundraising. For example, a nonprofit organization can use nonprofit marketing to promote its mission and programs to a wider audience.

Online Community refers to a group of people who interact and engage with each other online, often through social media or online forums. This community is critical for nonprofits, as it helps to build relationships and drive engagement with donors and supporters. Related terms include social media

community and online engagement. For instance, a nonprofit organization can use online community to build relationships with donors and supporters and drive engagement with its mission and programs.

Online Fundraising refers to the process of raising funds and donations through online channels, such as websites, social media, and email marketing. This fundraising process is critical for nonprofits, as it helps to simplify and streamline the donation process. Related terms include digital fundraising and online giving. For example, a nonprofit organization can use online fundraising to accept donations through its website or mobile app.

Peer-to-Peer Fundraising refers to a type of fundraising strategy that involves encouraging supporters to fundraise on behalf of a nonprofit organization. This fundraising strategy is critical for nonprofits, as it helps to build relationships and drive donations. Related terms include event fundraising and crowdfunding. For instance, a nonprofit organization can use peer-to-peer fundraising to encourage supporters to fundraise on its behalf and drive donations.

Planned Giving refers to a type of fundraising strategy that involves encouraging donors to make planned gifts, such as bequests or charitable trusts, to a nonprofit organization. This giving strategy is critical for nonprofits, as it helps to secure funding and build relationships with donors. Related terms include major gifts and donor advised funds. For example, a nonprofit organization can use planned giving to secure funding and build relationships with donors.

Return on Investment (ROI) refers to the return or profit generated by a nonprofit organization's investments, such as fundraising campaigns or marketing efforts. This investment is critical for nonprofits, as it helps to evaluate the effectiveness of their fundraising strategies and allocate resources accordingly. Related terms include cost per acquisition and cost per conversion. For instance, a nonprofit organization can use ROI to evaluate the effectiveness of its fundraising campaigns and adjust its strategy to improve results.

Search Engine Optimization (SEO) refers to the process of optimizing website content and online marketing campaigns to rank higher in search engine results pages. This optimization process is critical for nonprofits, as it helps to increase online visibility and drive traffic to their website. Related terms include keyword research and content marketing. For example, a nonprofit organization can use SEO to optimize its website content and improve its search engine rankings.

Social Media Marketing refers to a type of marketing strategy that involves promoting and engaging with donors and supporters through social media channels. This marketing strategy is critical for nonprofits, as it helps to build relationships and drive engagement with their target audience. Related terms include inbound marketing and content marketing. For instance, a nonprofit organization can use social media marketing to promote its mission and programs to a wider audience.

Social Media Metrics refer to the metrics and data used to measure the effectiveness of social media marketing campaigns, such as engagement rates, follower growth, and conversions. This metrics is critical

for nonprofits, as it helps to evaluate the effectiveness of their social media marketing efforts and adjust their strategy to improve results. Related terms include social media analytics and data-driven decision making. For example, a nonprofit organization can use social media metrics to track engagement rates and adjust its social media marketing strategy to improve results.

Sustainer Program refers to a type of fundraising strategy that involves encouraging donors to make recurring monthly or annual donations to a nonprofit organization. This program is critical for nonprofits, as it helps to build a sustainable and predictable source of income. Related terms include monthly giving and recurring donations. For instance, a nonprofit organization can use a sustainer program to encourage donors to make recurring monthly donations and build a sustainable source of income.

Target Audience refers to the specific group of people that a nonprofit organization is trying to reach and engage with through its marketing and fundraising efforts. This audience is critical for nonprofits, as it helps to tailor their marketing and fundraising efforts to the needs and interests of their target audience. Related terms include donor segmentation and persona development. For example, a nonprofit organization can use target audience to tailor its marketing and fundraising efforts to the needs and interests of its donors and supporters.

User Experience (UX) refers to the experience and interaction that a donor or supporter has with a nonprofit organization's website, social media, or other digital channels. This experience is critical for nonprofits, as it helps to build trust and credibility with their target audience. Related terms include user interface and donor engagement. For instance, a nonprofit organization can use UX to design a user-friendly website and improve the donor experience.

Video Marketing refers to a type of marketing strategy that involves using video content to promote and engage with donors and supporters. This marketing strategy is critical for nonprofits, as it helps to build relationships and drive engagement with their target audience. Related terms include content marketing and social media marketing. For example, a nonprofit organization can use video marketing to create engaging video content that promotes its mission and programs to a wider audience.

Website Analytics refers to the process of collecting and analyzing data on website traffic, engagement, and conversion rates to inform decision-making and strategy. This analytics process is critical for nonprofits, as it helps to track key metrics and optimize online marketing campaigns. Related terms include Google Analytics and data-driven decision making. For instance, a nonprofit organization can use website analytics to track website traffic and adjust its online marketing strategy to improve results.