



TURNING DATA INTO DONORS

ANALYTICS FOR NONPROFIT LEADERS



PRESENTED BY: JOE DOMALESKI

FEBRUARY 2025

NONPROFITS WE'VE WORKED WITH



We love supporting the heroes who help support our community

EXECUTIVE SUMMARY



GOAL

Provide a **basic understanding of digital marketing analytics**, highlighting its importance, key metrics, tools, and best practices, to help non-profits optimize their marketing strategies.

THIS IS NOT:

“Hey we spent \$2K on advertising, but didn’t get any donors. Marketing doesn’t work.”

→ **Marketing is *NOT* Sales!**

KEY POINTS

Clear Objectives: Establish specific, measurable, and realistic non-profit objectives to guide your data-driven decision-making.

Data Quality: Ensure data is clean, organized, and accurate to provide a reliable foundation for analysis.

Analytical Techniques: Apply appropriate and effective analytical methods to uncover trends, patterns, and insights.

Visualization and Interpretation: Use clear visualizations to present data and sound interpretations to make the data actionable.

Human-Centric Approach: Focus on a human-centric methodology to ensure that insights lead to practical and impactful business decisions.

A JOURNEY THROUGH DIGITAL MARKETING



We created this roadmap to show all of the effective “stops” on your journey to successful marketing.

SOCIAL MEDIA

Create a strategy that increases brand awareness and creates a conversation!



1

2

SEO/SEM

Keyword optimization, directory listings, and more for higher Google rankings.



4

EMAIL

Reach your customer's inbox with e-mail marketing strategies.



5

ADVERTISING

Advertise on Google, Facebook, or in your local magazine.



3

CONTENT

Blogs, Video, Custom Graphics, and more. Create a content strategy that engages.



6

PRINT

Letterheads, business cards, posters, and more. Get noticed!



7

ANALYTICS

Measure your progress and tweak your strategy.



CONGRATS!

Your digital marketing strategy is

Complete!

WHAT ARE ANALYTICS?



MOST OF US IN NON PROFIT LEADERSHIP HAVE NEITHER THE TIME NOR RESOURCES TO MEANDER DOWN A RANDOM PATH TOWARDS HOPEFUL SUCCESS.



Analytics are based on data, which are facts or information collected for analysis.



Analytics are concerned with the discovery, interpretation, and communication of patterns in data.



Analytics help provide insights and knowledge.



Data has to be analyzed to turn it into meaningful insights.

**Data without
analytics is
fundamentally
useless.**

WHAT ARE ANALYTICS?

ANALYTICS ARE PART OF THE DIGITAL MARKETING ROADMAP

Analytics guide our travel through the roadmap, helping us **measure**:

Cost

Revenue

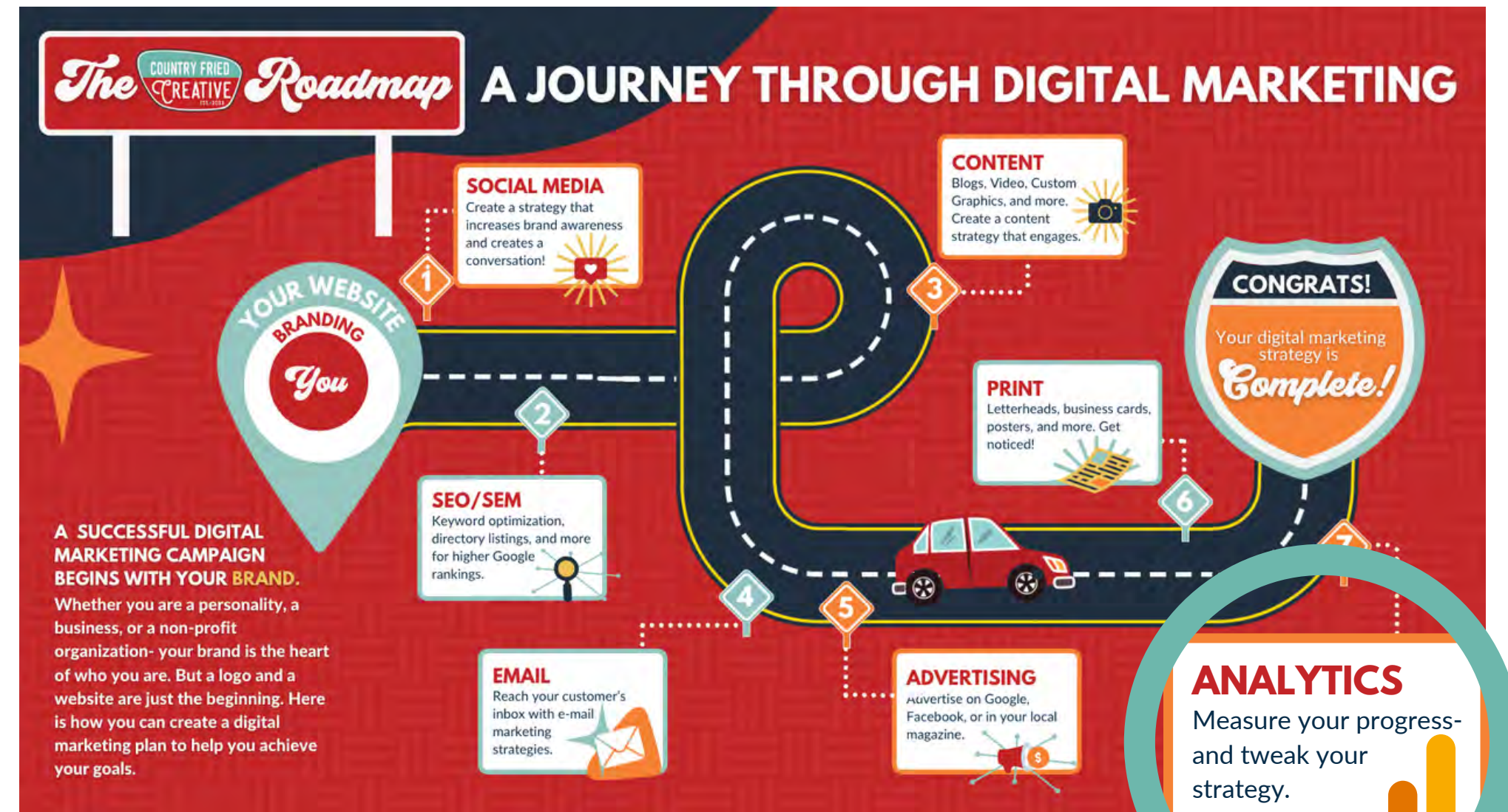
Performance

Effectiveness

Efficiency

Results

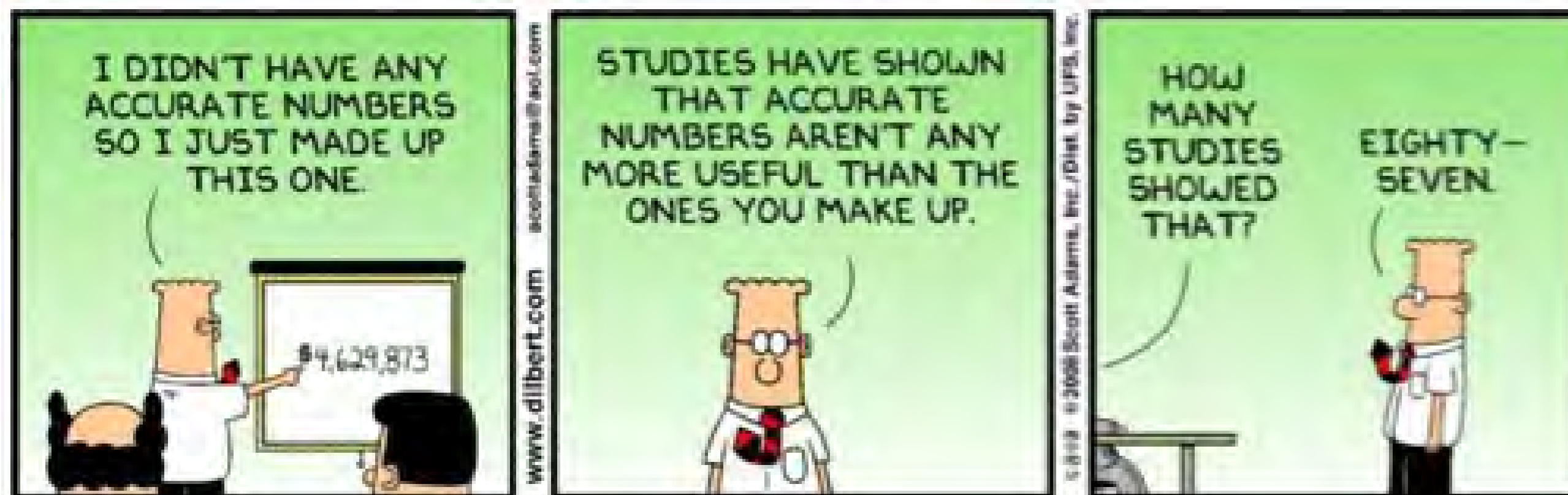
All of which helps us make informed decisions about **where to focus!**



WHAT ARE ANALYTICS?

WHY ARE ANALYTICS **SO IMPORTANT?**

- ▶ Quantifies organizational results
- ▶ Helps establish fact over opinion
- ▶ Assists with decision making
- ▶ Provides insight into effectiveness
- ▶ Identifies efficiencies
- ▶ Verifies hunches and intuitions



TYPES OF ANALYTICS

DESCRIPTIVE

To summarize and describe historical data.

Ex: *Dashboard, reports, visualizations.*

DIAGNOSTIC

To determine reasons for past outcomes.

Ex: *Root cause analysis, drill-down analysis.*

PREDICTIVE

To forecast future outcomes based on historical data.

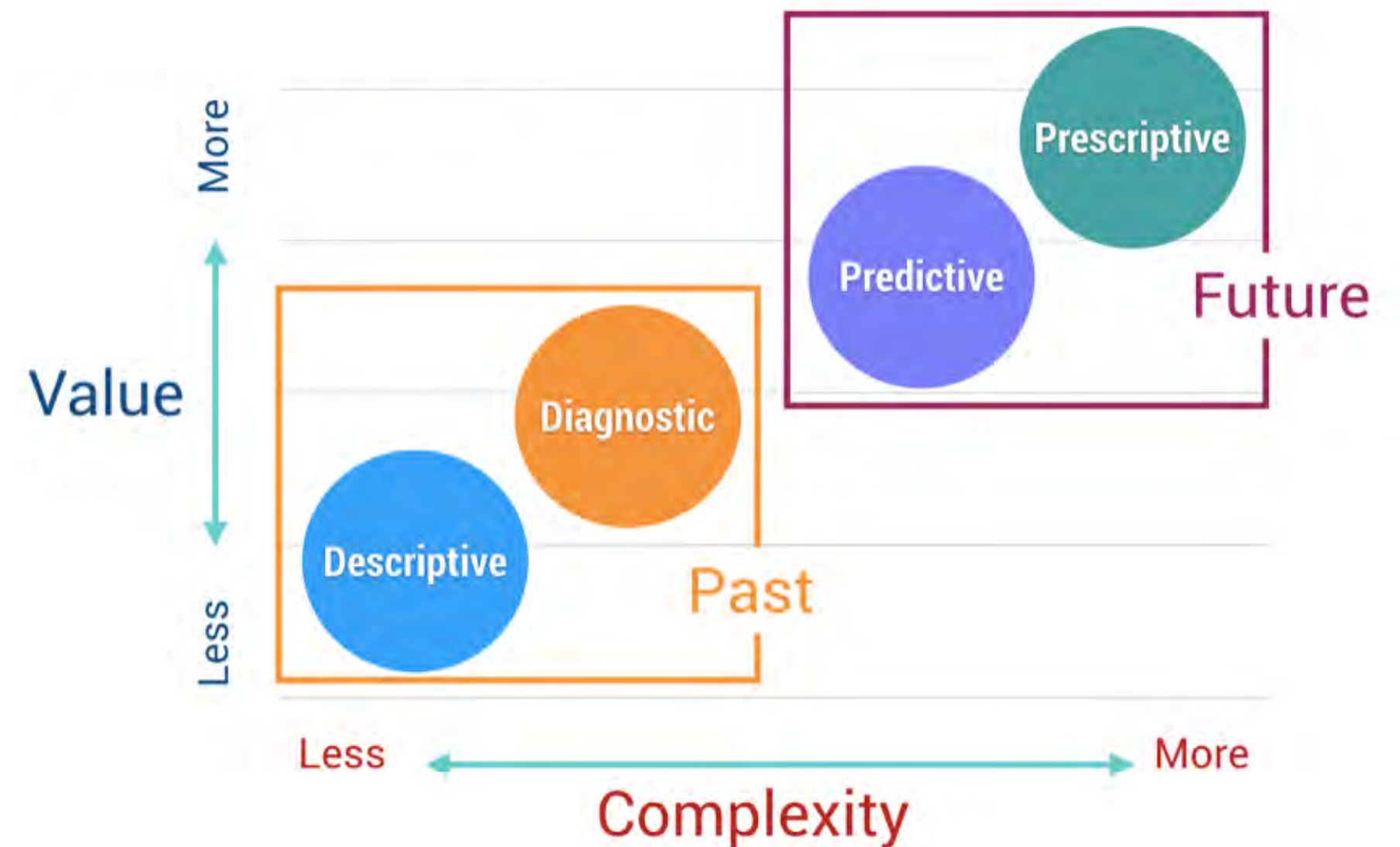
Ex: *regression analysis, machine learning (AI), and forecasting.*

PRESCRIPTIVE

To recommend actions based on data insights.

Ex: *Optimization, simulations, what-if analysis.*

4 TYPES OF DATA ANALYTICS



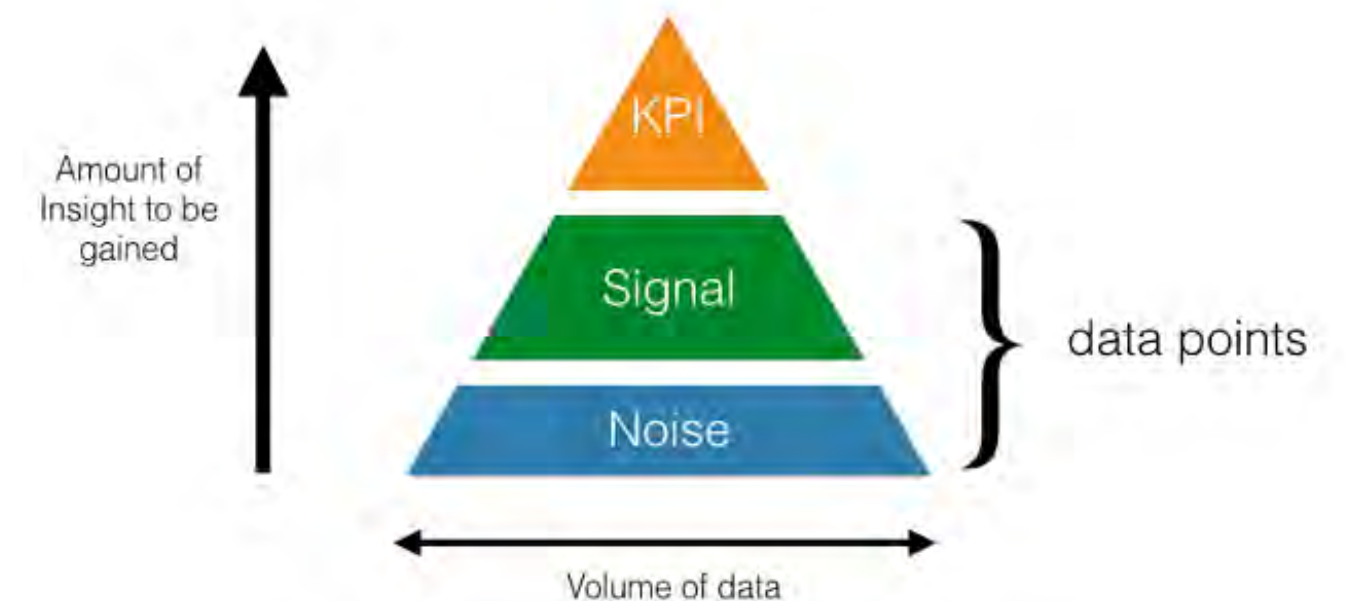
TYPES OF ANALYTICS



KPI (Key Performance Indicator) – important measure to evaluate the success of an activity. Digital marketing analytics are often used as KPI's to understand performance of marketing activities.

	Absolute Measure	Relative Measure
What is it?	The actual quantity of a number	Percentage or ratio of a part to a whole
What is it used for?	To quantify in absolute terms, which is useful in measuring expenses or revenue	To quantify in scale or relative terms which is useful in comparing options using measures like ROI.
Example #1 Discount	“Early-bird” discount to a charity event	10% off purchase of \$50 or more
Example #2 Banner ads cost	10,000 web impressions for \$5,000	CPM (cost per <u>mille</u>) = \$2

Schematic data stack of web analytics



Source – Brian Clifton, Noise or Music?



Time and context are very important when reviewing analytics.

ANALYTICS OVERVIEW



These are the typical questions we're trying to answer with digital marketing analytics:

WEBSITE - Google Analytics

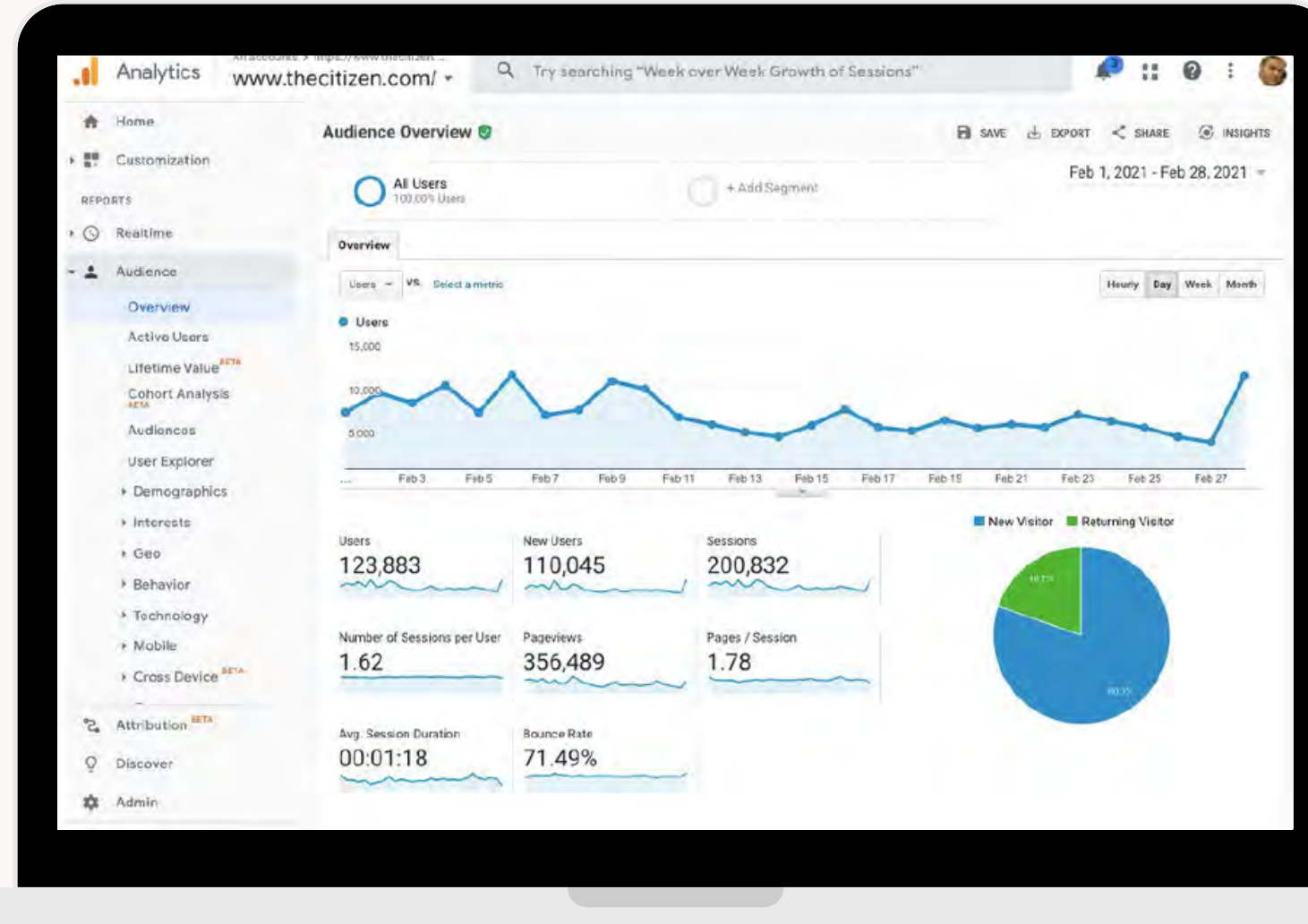
- How many?
- From where?
- What did they look at?

SOCIAL MEDIA - Cloud Campaign

- What's our reach?
- Did they engage?
- What's most popular?

EMAIL - Mailchimp

- Who are they?
- Did they open it?
- What action did they take?



ADVERTISING - Google Ads

- How many impressions?
- Did they click-through?
- What's the CPC?

The beauty of digital ads is that they are **far easier** to **track analytics** for than a traditional print ad!

ANALYTICS HELP YOU MEASURE:

- Cost
- Revenue
- Performance
- Effectiveness
- Efficiency
- Results

THE WHY: CHALLENGES AND OPPORTUNITIES



WHY DATA MATTERS MORE THAN EVER

Funding Competition: Data helps you stand out by proving program effectiveness and targeting fundraising efforts.

Donor Expectations: Donors demand transparency and demonstrable impact. Data provides the evidence and stories they need.

Resource Efficiency: Data-driven insights optimize resource allocation for maximum impact.

Compelling Storytelling: Data strengthens narratives, making them more persuasive and impactful.

Program Effectiveness: Data measures progress, demonstrates impact, and informs program improvement.

Adaptability: Data helps nonprofits understand trends, donor behavior, and adapt strategies.

UNDERSTANDING YOUR DATA LANDSCAPE



DONOR DATA

- Demographics
- Giving history
- Engagement



WEBSITE DATA

- Traffic
- User behavior
- Content interaction



SOCIAL MEDIA

- Reach
- Engagement
- Audience demographics



PROGRAM DATA

- Participation
- Outcomes
- Impact metrics



FEEDBACK DATA

- Surveys
- Testimonials
- Suggestions



DATA QUALITY

- Clean
- Integrated
- Accessible data is key

WHAT DATA DO YOU ALREADY HAVE?

DONOR SEGMENTATION: FINDING YOUR IDEAL SUPPORTERS

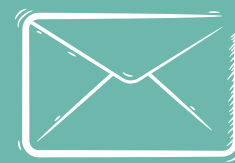


KNOW YOUR DONORS GROW YOUR SUPPORT



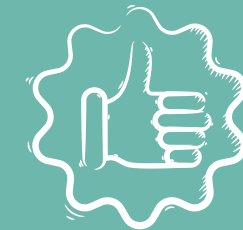
IDENTIFY KEY DONORS

Identify your key donors, including high-value, recurring, and potential major donors.



TAILORED COMMUNICATION

Communicate with each segment using tailored, personalized messaging.



RELATIONSHIP BUILDING

Communicate with each segment using tailored, personalized messaging.



SEGEMENTATION CRITERIA

Communicate with each segment using tailored, personalized messaging.

NON-PROFIT MARKETING CAMPAIGNS



AUDIENCE

Who is your audience? ***“Anyone” and “everyone” is NOT your audience!*** Your goal should be to find people who are able to connect with your passion.

PLATFORM

Choosing the right platform is crucial for campaign success. Consider where your ***target audience*** spends their time and tailor your platform strategy accordingly.

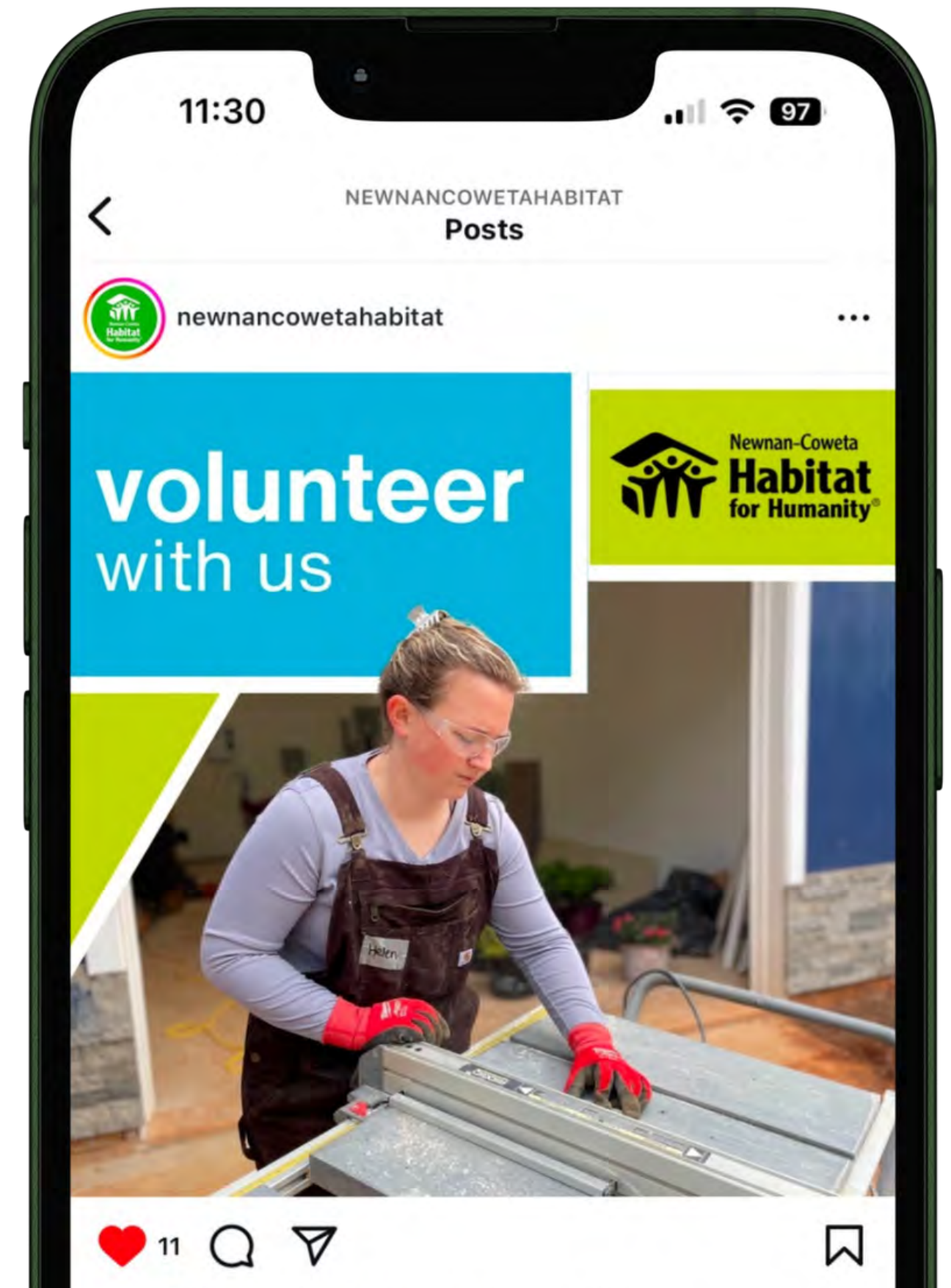
MESSAGE

Basic message strategy includes presenting a ***problem***, pointing to your tool or service as the ***solution***, and clearly articulating what life will be like as a ***result***.

REACH

Reach refers to the number of people who see your campaign message. While a broad reach is important for ***raising awareness***, it's equally crucial to target your message to the ***right audience***.

ELEMENTS OF AN EFFECTIVE CAMPAIGN



CASE STUDY HABITAT FOR HUMANITY

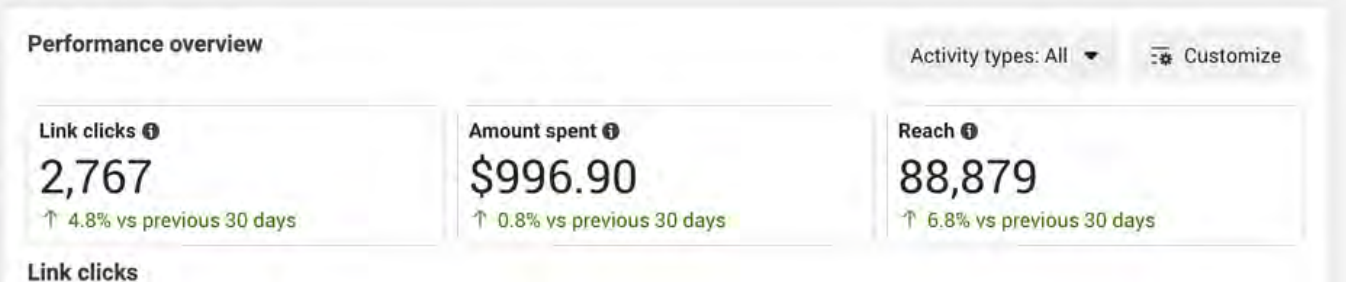


CASE STUDY:

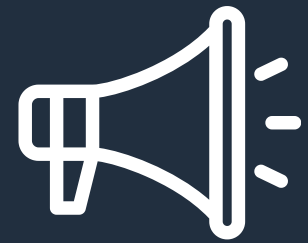
Due to our marketing campaign, Newnan-Coweta Habitat for Humanity achieved its most successful Giving Tuesday to date, securing an impressive \$12,000 in donations. Social media engagement experienced a notable boost, fostering a community rallying around the cause.



The numbers below show data for various ad campaigns and the type of results you could see get based on ad spend.



NON-PROFIT MARKETING FUNNEL



AWARENESS

Prospect- Introduce your organization and its mission to potential donors.

INTEREST



Lead- Engage potential donors with compelling content and stories about your work.

INVOLVEMENT



Supporter- Provide opportunities for potential donors to interact with your organization (e.g., volunteering, events, social media).

INVESTMENT



Donor- Inspire potential donors to make a financial contribution.

STEWARSHIP



Recurring Donor & Ambassador- Cultivate relationships with existing donors, expressing gratitude and demonstrating impact.

CUSTOM DASHBOARDING

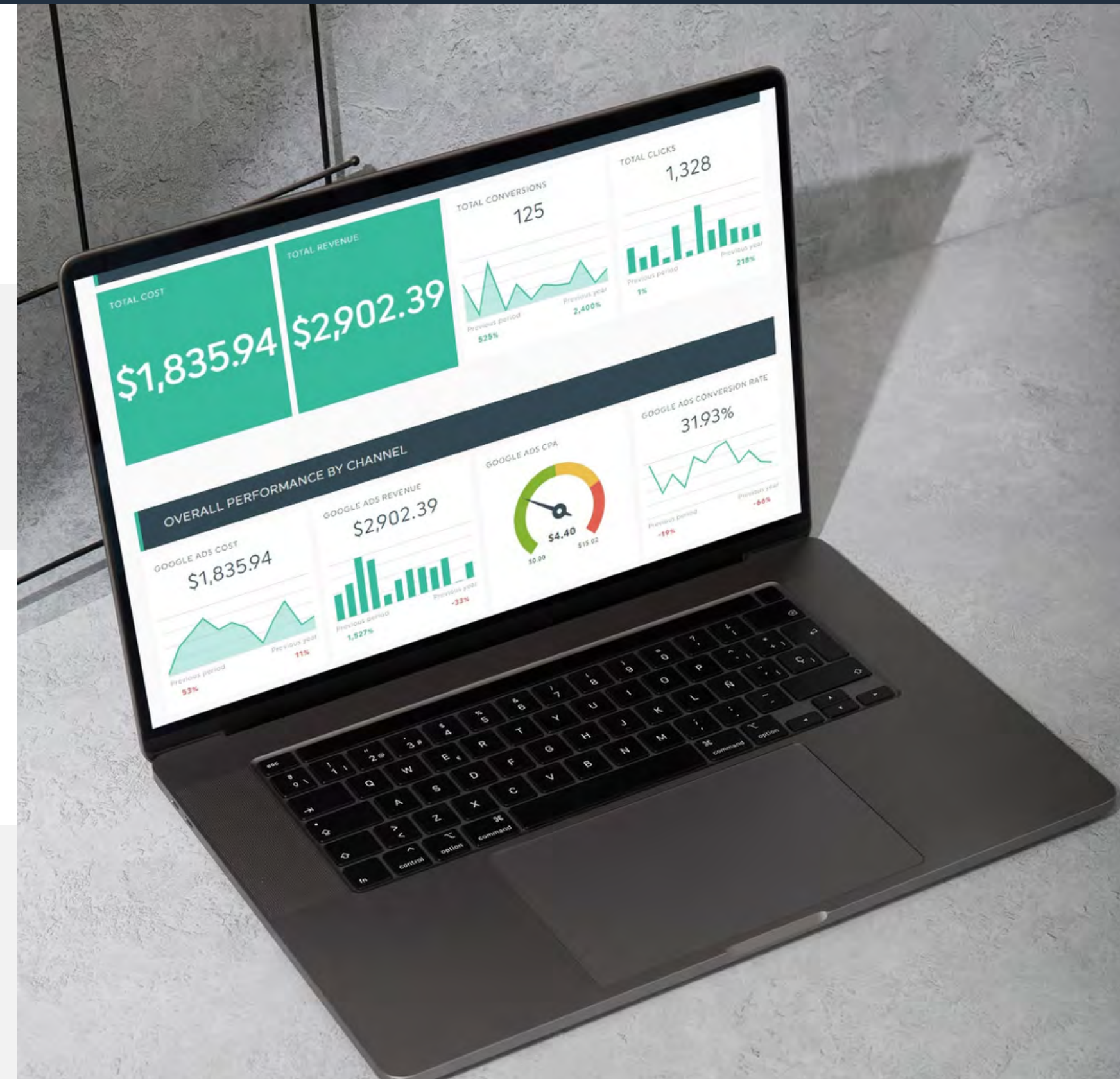


Customization: Ability to tailor dashboards to specific business needs and goals.

Interactivity: Interactive elements such as filters, drill-downs, and clickable graphs for deeper insights.

Data Integration: Combines data from sources like Google Analytics, social media platforms, email marketing tools, and more.

Real-Time Updates: Live data feeds for up-to-date performance tracking.

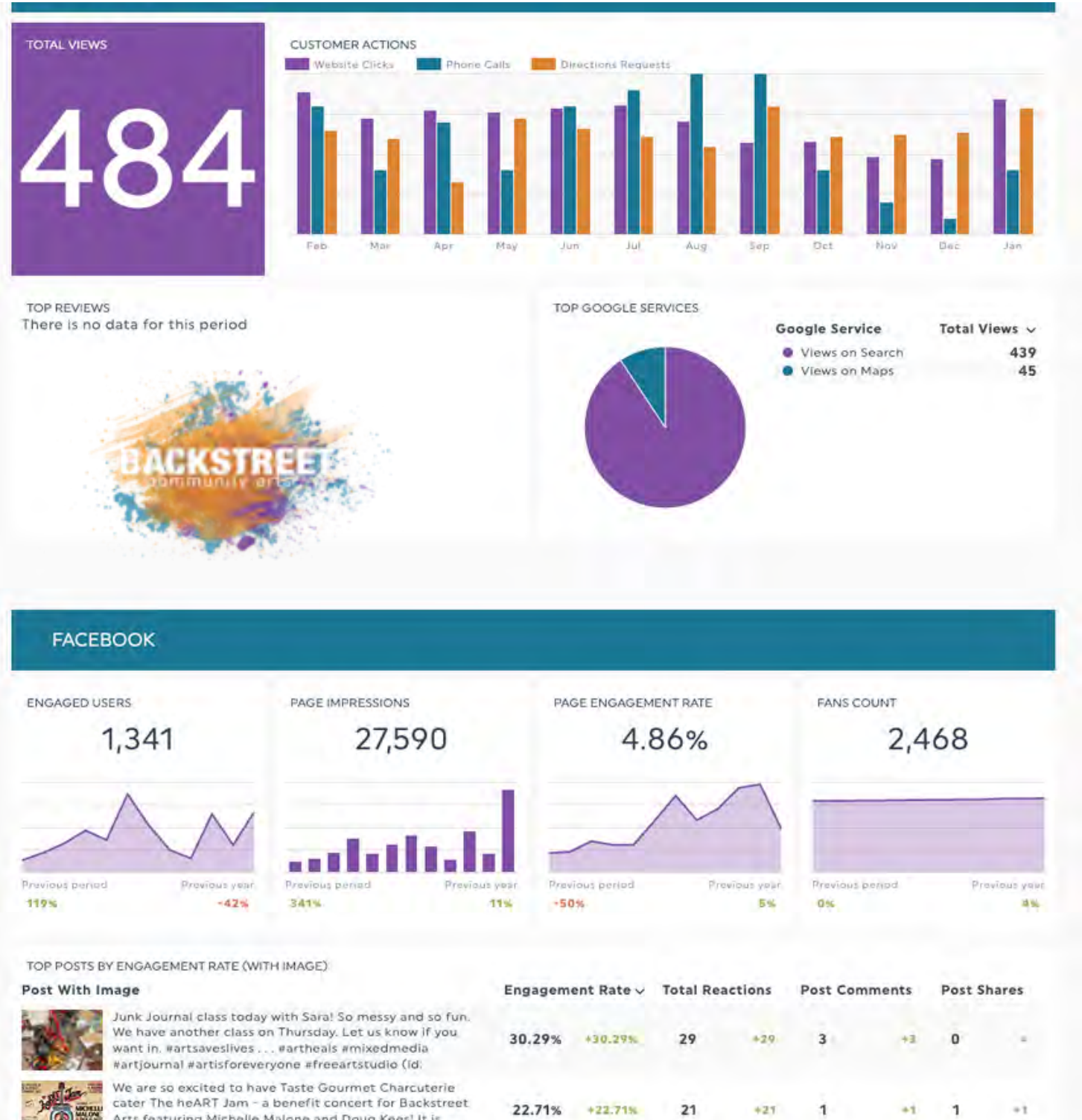


GAIN CLEAR INSIGHTS, MAKE SMARTER DECISIONS

DEMO NONPROFIT DASHBOARD



Backstreet Arts Downtown Newnan



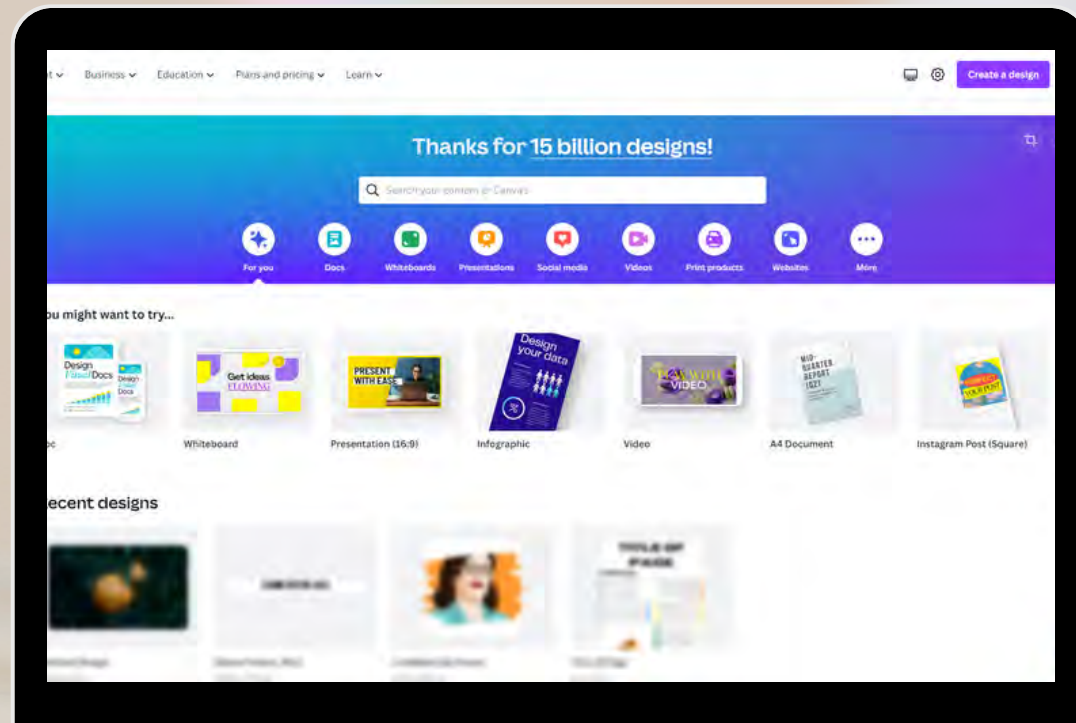
SEE ALL OF YOUR MARKETING DATA IN ONE LOCATION

TOOLS AND RESOURCES



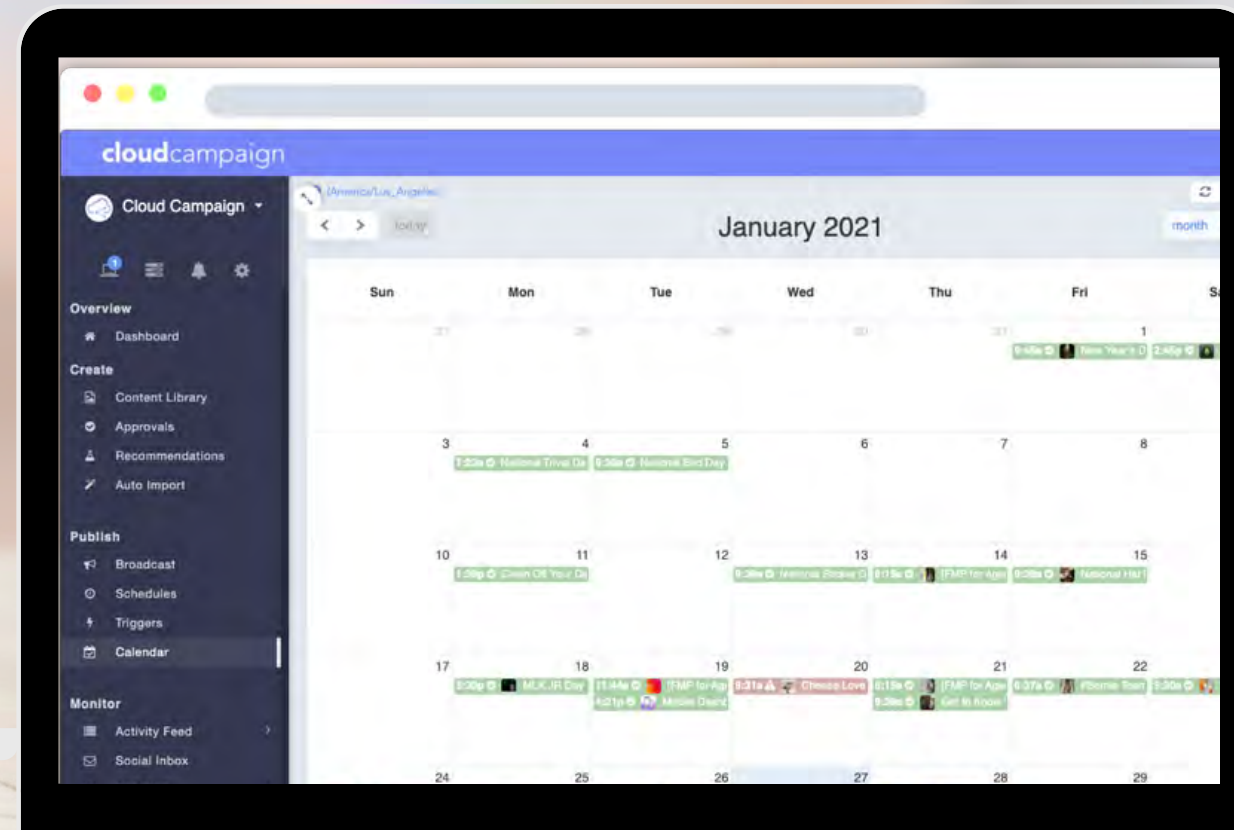
Content Creation

Canva is a user-friendly graphic design tool that empowers nonprofits to create visually appealing marketing materials, social media graphics, presentations, and more, even without design experience.



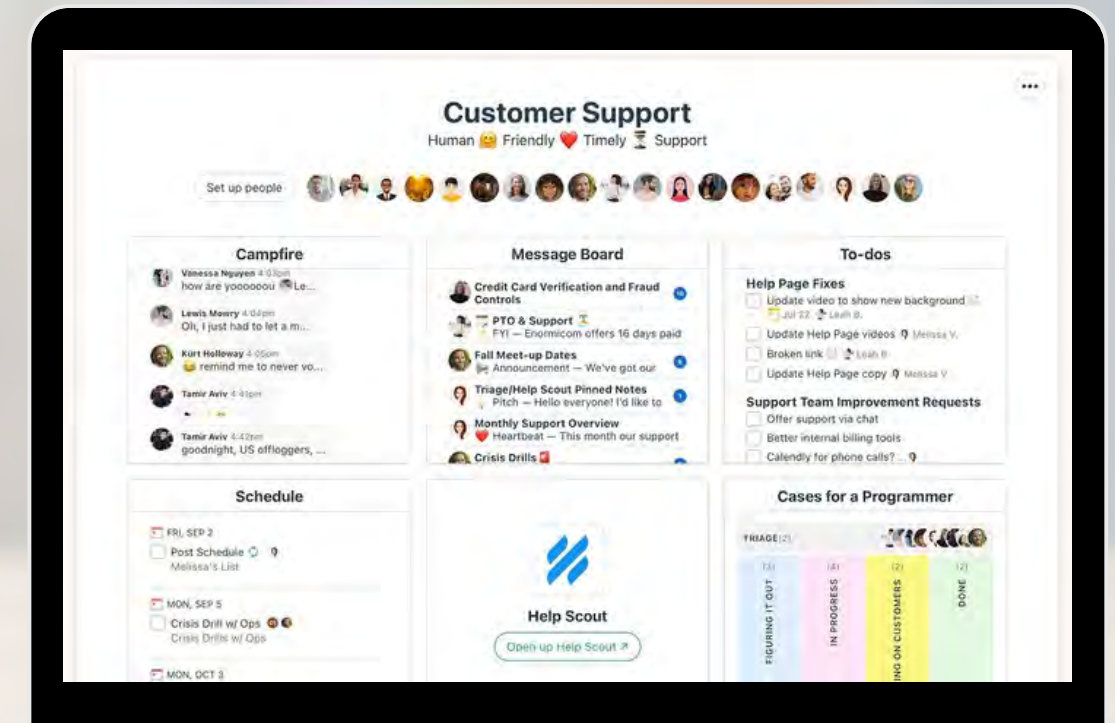
Social Media Management

Cloud Campaign is a social media management platform that helps nonprofits schedule and publish content across multiple social media channels, track performance, and engage with their audience.

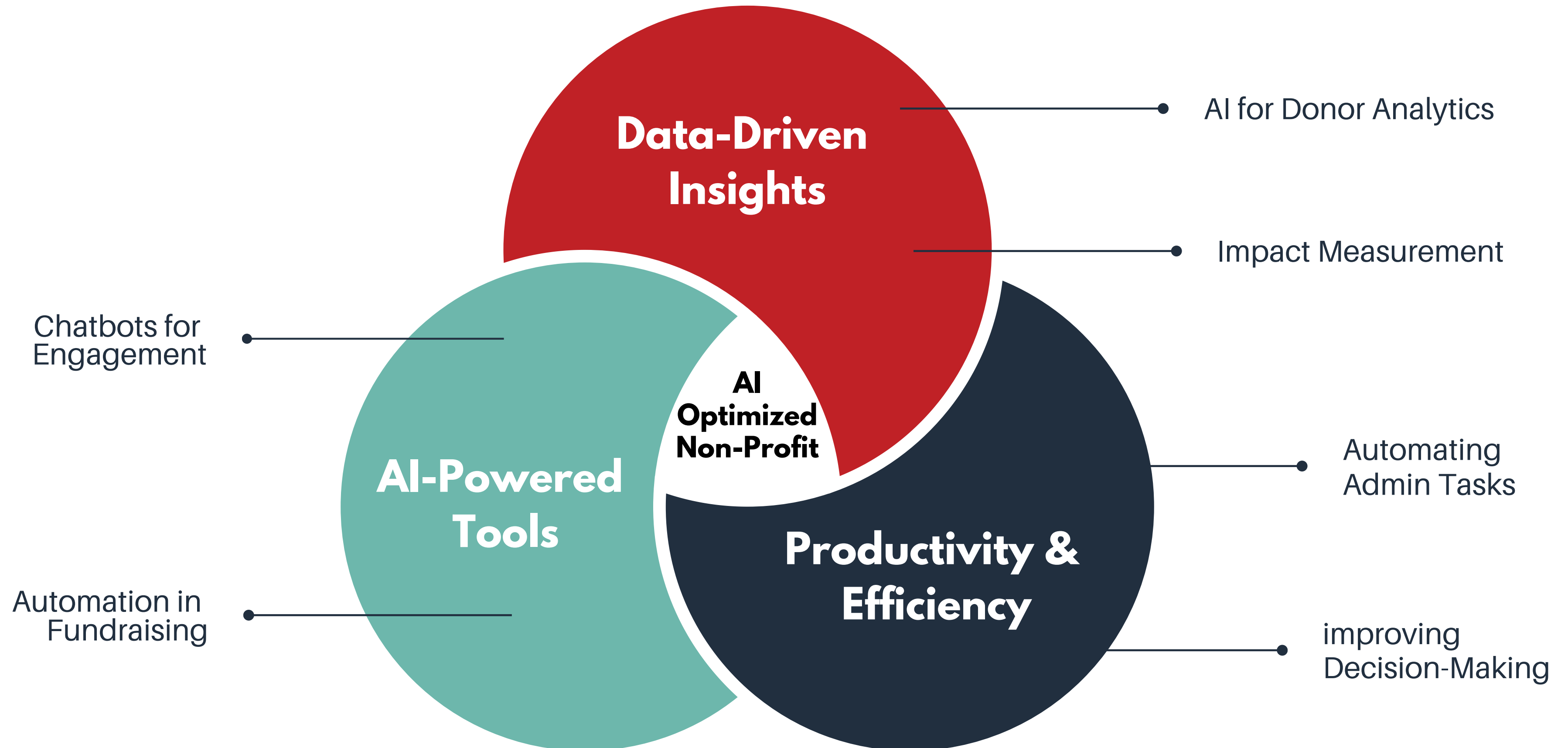


Project Tracking

Basecamp is a project management and team communication tool that helps nonprofits organize projects, tasks, and conversations in one central location.



AI FOR NONPROFITS



AI DOS AND DON'TS FOR NONPROFITS



- ✓ Ideation and brainstorming
- ✓ Grant writing assistance
- ✓ Donor & volunteer communications
- ✓ Social media content
- ✓ Creating & reviewing surveys
- ✓ Summarizing data & information
- ✓ Generating fundraising ideas
- ✓ Website and blog content
- ✓ Press releases
- ✓ Automating repetitive tasks

- ✗ Rely on AI for community engagement
- ✗ Use AI-generated images for local events
- ✗ Let AI write grants without human review
- ✗ Automate all donor or volunteer communications
- ✗ Publish AI content without fact-checking
- ✗ Overuse AI in social media posts
- ✗ Use AI to analyze data without context
- ✗ Ignore AI bias or ethical considerations
- ✗ Automate responses to sensitive topics
- ✗ Assume AI will replace staff or volunteers

AI is like an eager intern who doesn't have a lot of experience or first-hand knowledge of your organization

AI TOOLS AND DEMO



ChatGPT

Gemini



Copilot



perplexity



grammarly

Link for more



<https://aistudio.google.com/live>

USE OF AI ANALYTICS

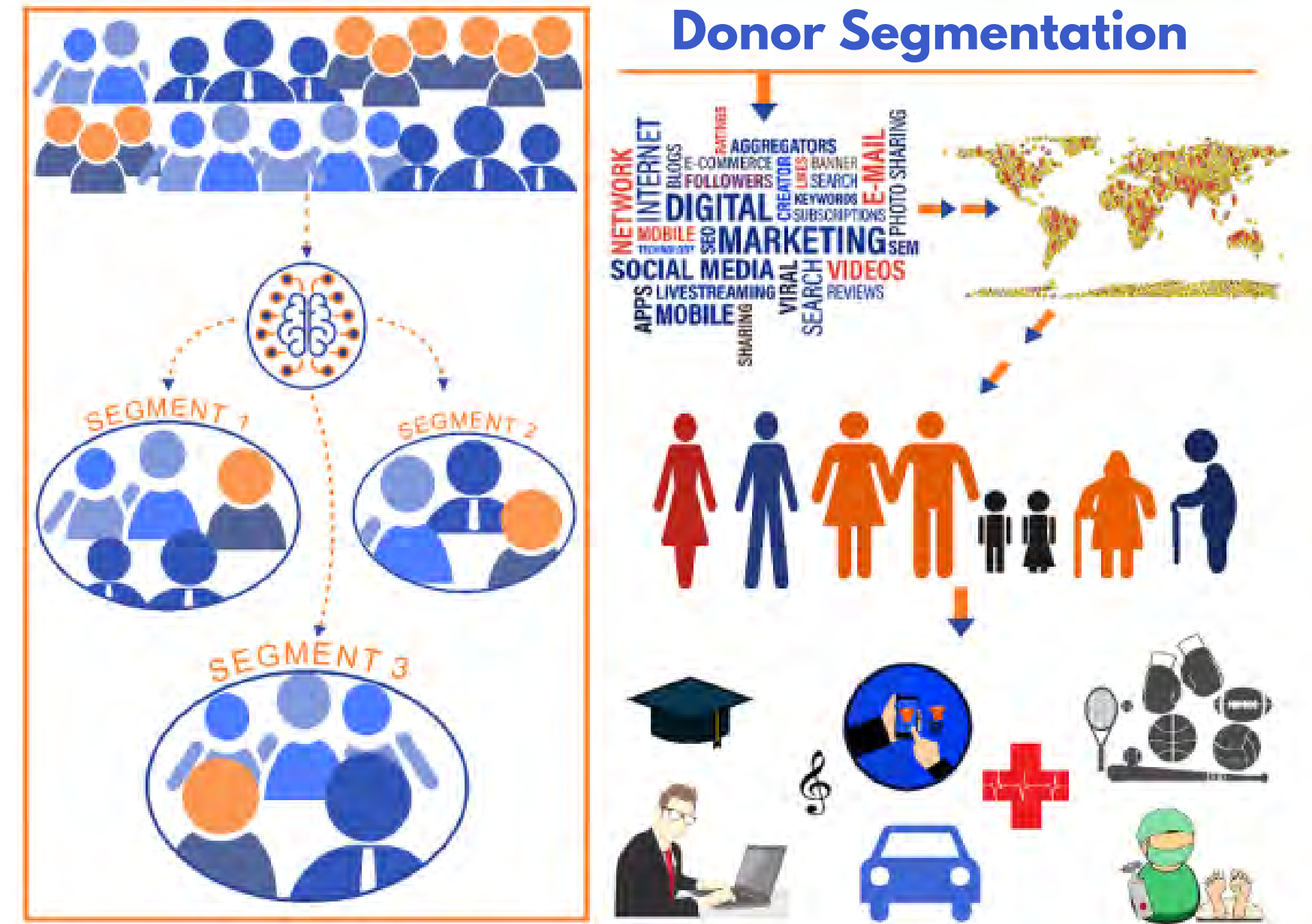
Predictive Analytics: Uses historical data to forecast future donors behaviors and sales trends, helping businesses plan strategically.

Donor Segmentation: Groups donors into distinct segments based on behavior and demographics, allowing for targeted marketing strategies.

Ad Campaign Optimization: Automatically adjusts bids and optimizes ad placements to maximize campaign performance and budget efficiency.

Sentiment Analysis: Analyzes social media and review data to gauge donors sentiment, providing insights into brand perception.

Agentic AI: Unlike traditional AI models that rely on predefined rules and human intervention, agentic AI empowers systems with autonomy, goal-directed behavior, adaptability, and decision-making capabilities.



Source: University of Duhok

ANALYTICS BEST PRACTICES

Make Data-Driven / Data-Inspired Decisions:

Use insights derived from data analysis to inform strategic decisions, optimize marketing campaigns, and drive business growth.

Regularly Monitor and Report:

Continuously track key metrics and generate regular reports to keep stakeholders informed and identify areas for improvement.



Set Clear Objectives:

Define specific, measurable goals to guide your analytics efforts and ensure alignment with business strategies.

Utilize the Right Tools:

Implement appropriate analytics tools and platforms to collect, analyze, and visualize data effectively.

Ensure Data Quality:

Regularly clean and validate your data to maintain accuracy and reliability in your analytics.

FUTURE OF ANALYTICS

- **AI and Machine Learning:** Advanced AI and machine learning algorithms will further enhance predictive analytics, personalization, and automation, driving more accurate and actionable insights.
- **Integration of IoT Data:** Incorporating data from Internet of Things (IoT) devices will provide a richer, more comprehensive understanding of customer behavior and preferences.
- **Real-Time Analytics:** The demand for real-time data processing and analysis will increase, allowing marketers to make quicker, more informed decisions.
- **Enhanced Data Privacy Measures:** With growing concerns over data privacy, stricter regulations and advanced data protection techniques will become integral to analytics practices.
- **Voice and Visual Search Analytics:** As voice and visual search technologies become more prevalent, analyzing and optimizing for these new search modalities will become crucial for digital marketing success.

Enhancing Marketing Analytics through AI Implementation



Sales Forecasting

Enhancing the Purchaser Experience



Create Customer Personas Using AI-Generated Data

Improving Content Creation



Automate Decision-making

HOW TO GET STARTED



1. Determine your non-profits goals.

Example: Increase website purchases of peaches.



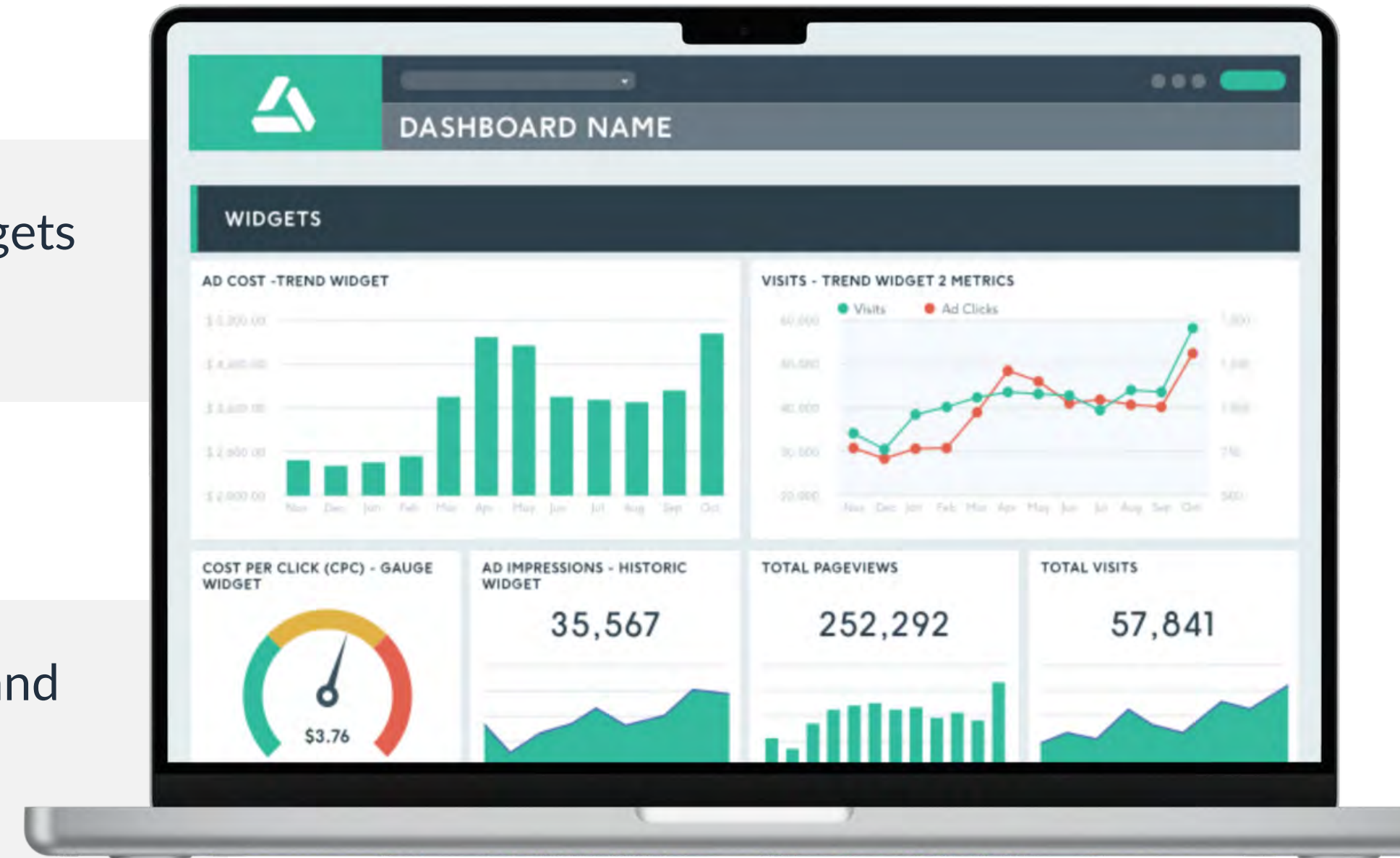
2. Setup a creative marketing campaign that targets your ideal customer.



3. Run the campaign and track the results.



4. Use a dashboard to consolidate the analytics and help you measure the results.



Embrace Data-Driven Decision Making!

info@countryfriedcreative.com

DATA ANALYTICS CHEAT SHEET



SCAN ME! 

DATA ANALYTICS Cheat Sheet





WEBSITE ANALYTICS

- **Traffic:**
 - **Users:** Total number of visitors to your website.
 - **Sessions:** Individual visits to your website.
 - **Traffic Sources:** Where visitors come from (Direct, Organic Search, Organic Social, Referral).
- **Engagement:**
 - **Pageviews:** Number of pages viewed per session.
 - **Average Session Duration:** How long visitors stay on average.
 - **Bounce Rate:** Percentage of visitors leaving after one page.
- **Conversions:**
 - **Goals:** Track specific actions (e.g., purchases, signups, downloads).
 - **Conversion Rate:** Percentage of visitors achieving a goal.



SOCIAL MEDIA ANALYTICS

- **Reach:** Number of unique people who saw your content.
- **Engagement:**
 - **Likes, Comments, Shares:** Measures user interaction.
 - **Click-Through Rate (CTR):** Percentage of people clicking on your links.
- **Follower Growth:** Track your audience expansion.



EMAIL MARKETING ANALYTICS

- **Delivery Rate:** Percentage of emails successfully delivered.
- **Open Rate:** Percentage of recipients who open your email.
- **Click-Through Rate (CTR):** Percentage of openers clicking on your links.
- **Unsubscribe Rate:** Percentage of recipients unsubscribing.



ADVERTISING ANALYTICS

- **Impressions:** Number of times your ad is displayed.
- **Clicks:** Number of times users click on your ad.
- **Cost-per-Click (CPC):** Average cost for each ad click.
- **Conversions:** Track specific actions driven by your ad (e.g., sales, leads).
- **Return on Ad Spend (ROAS):** Revenue generated from ad spend.

COUNTRYFRIEDCREATIVE.COM

About Your Speaker



JOE DOMALESKI
OWNER, CHIEF DONUT OFFICER

- Over 30 years of business management experience
- 2024 Rotary Club Business Leader of the Year
- 2021 Small Business of the Year Winner
- 2018 Fayette Chamber Business Person of the Year
- 2010 Fayette Chamber of Commerce Board Chair
- Passion for the local community
- MSci, Analytics 2026 - Georgia Tech (currently a student)
- MBA, Finance 1993 - Georgia State University
- BS, Math / CompSci 1989 - University of North Georgia
- Proud veteran of the U.S. Army
- Extensive marketing project & campaign management
- Believes in BETTER MARKETING



THANK YOU

We'd love
to work
with you!

(678) 783-0138

@countryfriedcreative

countryfriedcreative.com

info@countryfriedcreative.com