

TOP 4 TRENDS IMPACTING NONPROFIT MARKETERS

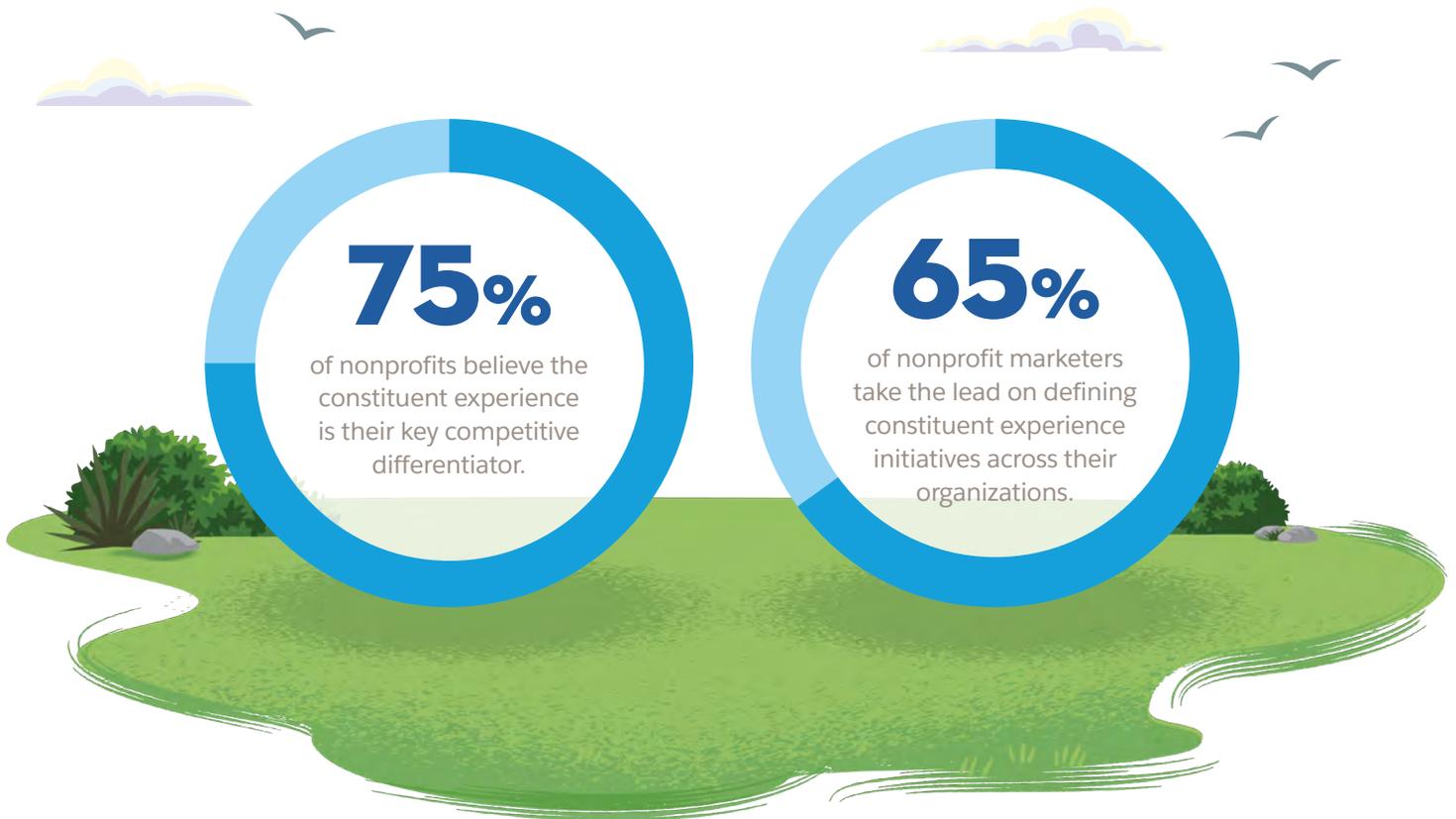


Nonprofit marketers shared the trends impacting their industry.
Here are the top 4:

TREND #1

The Constituent Experience is a Powerful Differentiator

Many organizations often find themselves competing against similar organizations for the same support or charitable contributions. That said, **57% of individuals will stop supporting organizations because another provided a better experience.*** While it's great that so many organizations exist to tackle the world's toughest social challenges, it can be tough for individuals and organizations to determine where to donate their time, funds or resources. Nonprofit marketers are in a unique position to define and orchestrate an experience that increases constituent engagement and support.



*Salesforce State of the Connected Customer, June 2019.

TREND #2

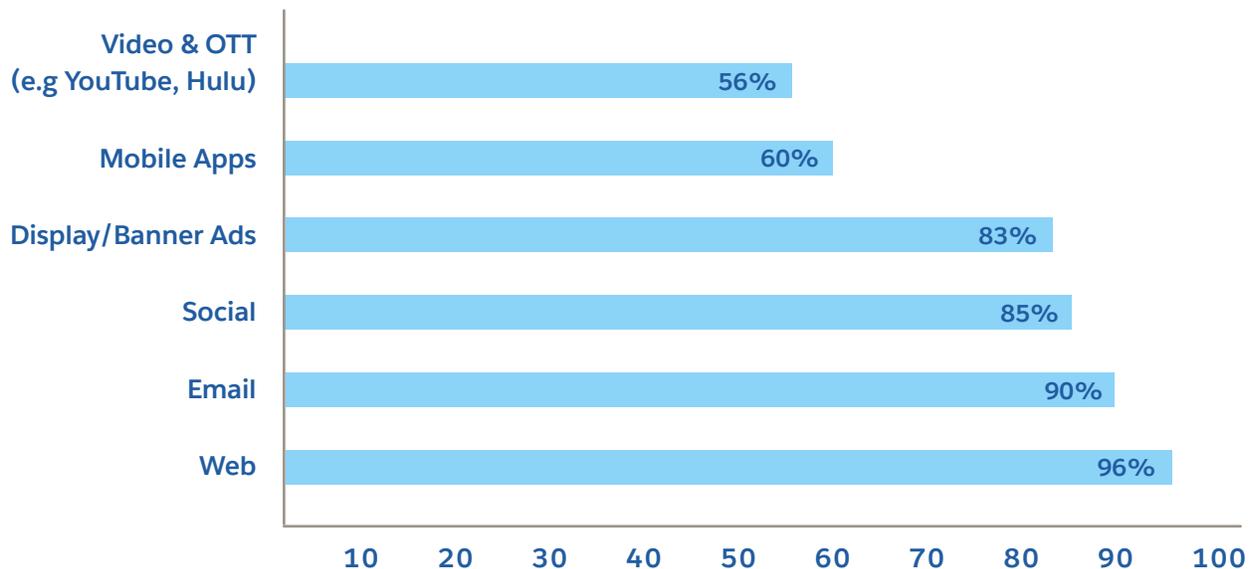
Connecting the Constituent Journey has Become a Top Priority

Nonprofit constituents are also consumers, and today's consumers increasingly expect seamless experiences with the brands and organizations they support. That means the experience doesn't stop after a constituent visits your facility or website, especially when the **average person today owns an estimated 11 connected devices**.*

Ensuring constituents can leverage those devices to engage and support your organization on their preferred digital channels is critical to sustaining and growing a community of long-term supporters.



Percentage of Nonprofit Marketers Using the Following Channels to Engage Constituents

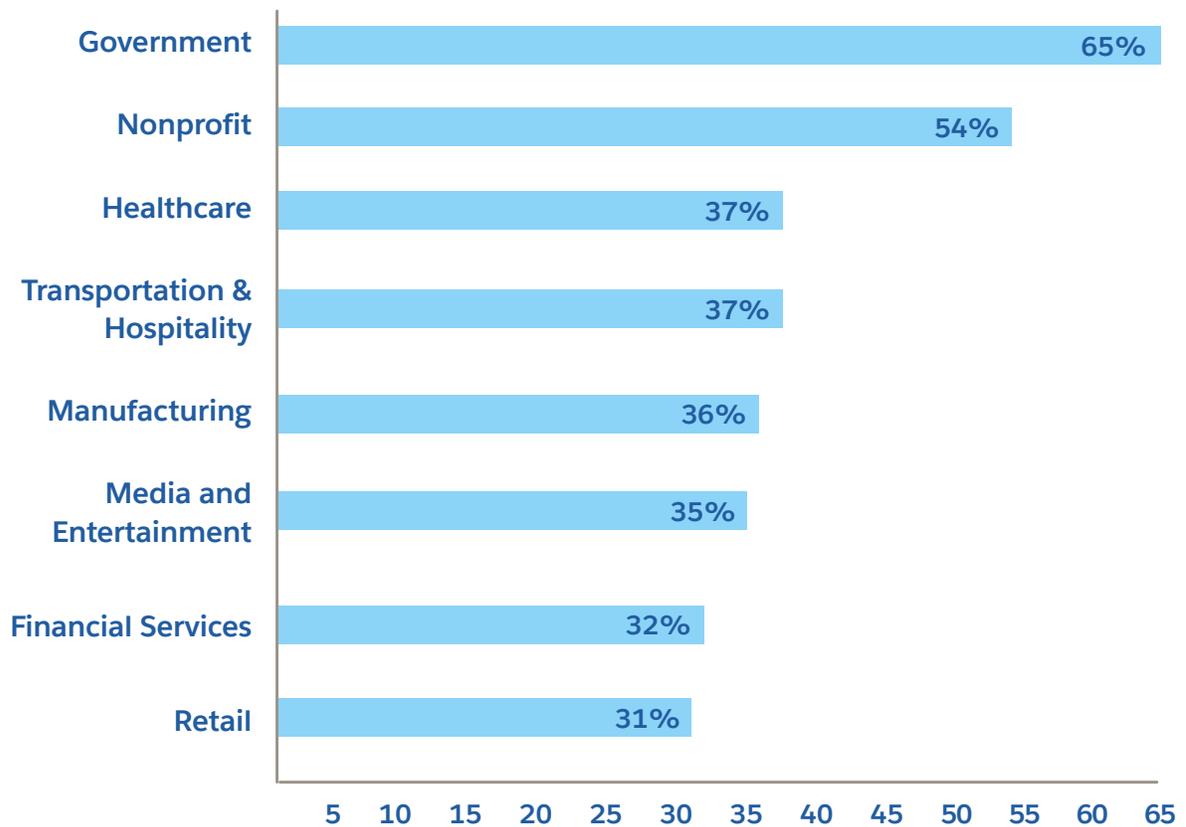


*Deloitte Connectivity and Mobile Trends Survey, 2019.

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To meet these expectations and respond to these trends, nonprofit marketers are pivoting from traditional single or multi-channel messaging strategies where communications are duplicated across channels and taking cues from other industries to create personalized and connected cross-channel journeys where each constituent is recognized, remembered, and offered the right content at the right time based on the channel they're engaging on.

Percentage of Messages Currently Duplicated or Identical Across Channels by Industry



TIP

Simple things, like personalizing ads or emails based on a constituent's last site visit or making sure messages are personalized to your constituent's unique interests and sent when your volunteers, donors or new members are most likely to positively respond to them, can have a huge impact on engagement.

TREND #3

Data is the Fuel that Powers Personalized Journeys

For many nonprofits, their CRM contains invaluable data about their known constituents- like their names, ages, email and mailing addresses, giving history, and social IDs. Yet to optimize marketing resources, respond to constituent expectations and find new supporters, nonprofits must shift to engaging prospective constituents in personalized ways **before** an individual shares their information with them. This can be challenging for many nonprofits who struggle to reconcile known and unknown identities across systems and devices.

Average Number of Data Sources by Nonprofit Marketers



What Type of Data Powers Nonprofit Personalization Strategies

79%

of nonprofit marketers use known digital identities (e.g., email addresses, social IDs) as a data source.

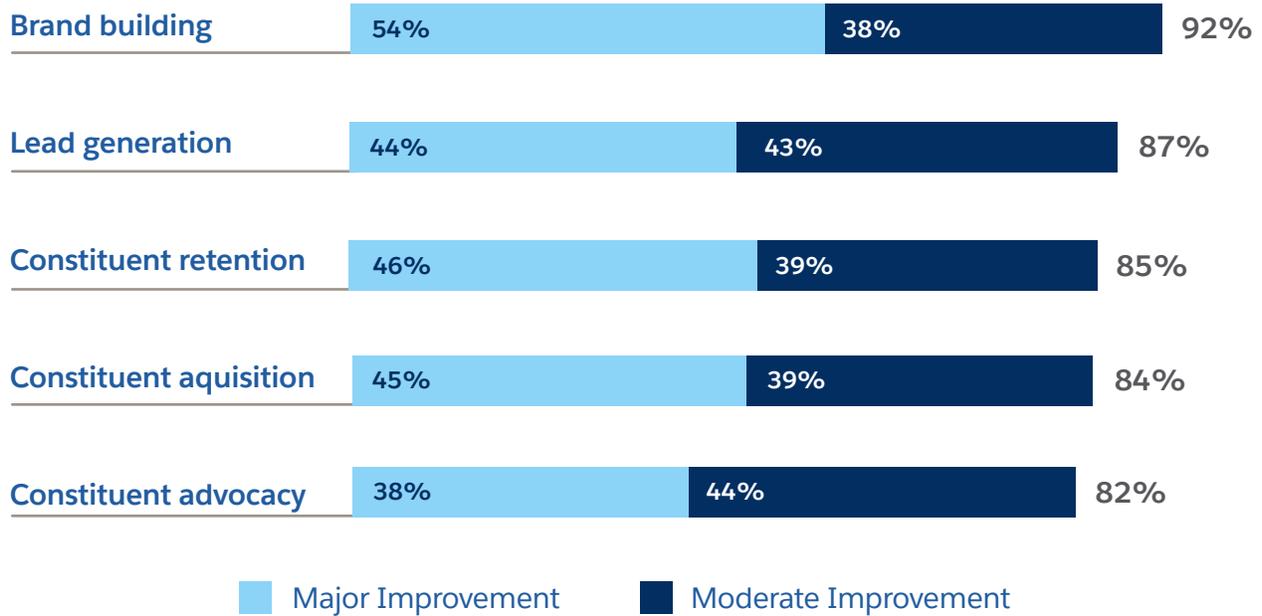
62%

of nonprofit marketers use anonymized digital identities (e.g., cookies, device IDs, website behavior, location data) as a data source.

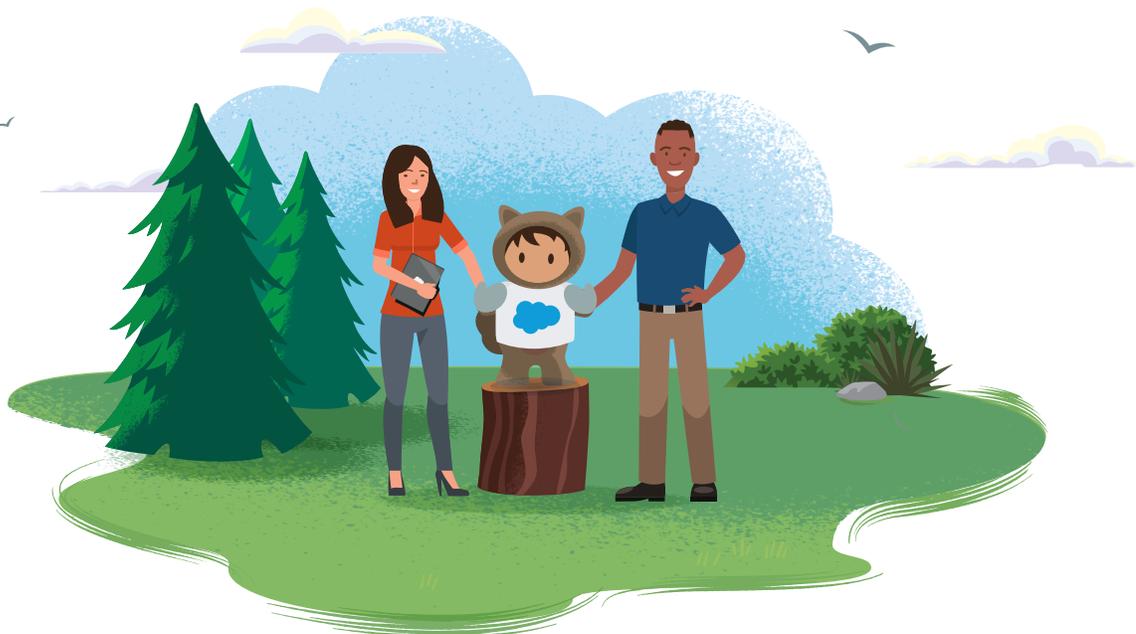
75%

of nonprofit marketers use offline identities (e.g., postal address, phone number, age, gender) as a data source.

Percentage of Marketers that Says Personalization Improves the Following



Only 56% of nonprofits feel satisfied with how they manage identity reconciliation, but the benefits of personalization are undeniable.

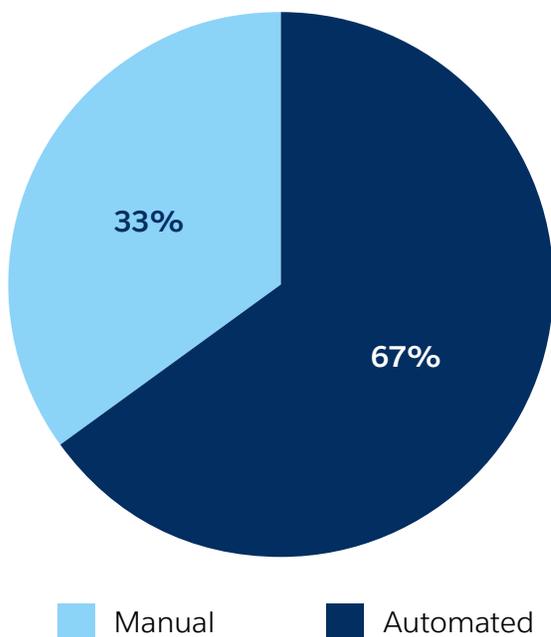


TREND #4

Measuring Impact & ROI is More Important than Ever

Nonprofit marketers are keenly aware of the importance behind making sure that the limited resources they do have are used to create the greatest impact. In fact, **58% of nonprofit marketers cite budgetary constraints as a challenge, higher than any other industry we surveyed.** That's why it's increasingly important for nonprofit marketers to have the tools needed to quickly see their results and spend across campaigns and channels in one place, so they can not only report on the impact they're making, but can also have the insights needed to quickly make decisions that accelerate that impact.

Types of Processes Nonprofits use to Measure Marketing ROI and Attribution



Learn more about how Salesforce supports nonprofit marketers at salesforce.org/nonprofit/marketing.



