



# How to Use Digital Marketing to Find NEW Donors

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**A Guide to Consistently Grow Your Donor Base**

***Marketing becomes exciting when it stops being about how to convince people to donate, and instead about serving – because it helps to expand your nonprofit’s mission in new and powerful ways.***

Beeline helps busy nonprofit leaders become more effective. We do this by aligning your fundraising and mission through marketing that serves.

If you’d like to discuss this guide, need help getting started finding donors or have a marketing challenge, schedule a one-on-one call with us.

[Book call](#)

## Donor Development vs. New Donor Growth

It goes without saying that in nonprofit fundraising, your **relationship** with current donors is of primary importance—this is the heart of donor development. What’s often overlooked, because many find it difficult, is **finding** new donors.

One of the most effective and relied-upon strategies to acquire new donors has been in-person fundraising events. Such events were (and will be) effective ways for supporters to invite new people to discover your organization and get excited about your mission.

The pandemic shifted things drastically and permanently; finding new donors through digital marketing will remain more important than in the past.

Your best digital tool for this is your website. Many nonprofits hope that an “if you build it, they will come” approach will work; the reality is you need a consistent process to attract new donors.

This is the reason we created this guide: to help you create a Donor Growth campaign that consistently attracts potential donors using a more effective approach.

This method will:

- ⦿ **reduce your stress** because it doesn’t take energy from fulfilling your mission or fundraising efforts, and
- ⦿ **inspire you** as it brings results and naturally aligns the efforts of your whole team.

## Connected Families: a story about this approach in action

Let's illustrate how this can play out in a personal story from Chris Barlow, the Customer Happiness Director of Beeline.

For twenty years, the organization Connected Families has been caring for, inspiring, and equipping parents to become more thoughtful and confident.

They want to help parents bring big, positive changes to their families by building deeper connections with each other.



Chris was pointed to Connected Families by a friend, and instantly recognized the value of their content. He struggled with two highly sensitive children and felt at a loss to know how to change his own parenting style, which often left all of them feeling exasperated.



Connected Families' approach was different from everything else he'd read, and yet it was something he felt could actually improve the situation with his children, because it was simple.

He subscribed to their emails, appreciated the heart he saw coming through their content, and enrolled in an online course. In time, because he personally experienced their help with his own family, he was happy to support their work.

**Connected Families never tried to find Chris or other subscribers like him by using traditional prospective donor lists and strategies.**

They did not have to invite him to a formal banquet with an expensive speaker to turn him into a donor. He simply became part of their audience, and the transition to becoming an active supporter happened as a natural progression from the **care** that Connected Families showed.

His understanding of the value they offer to families—the kind of story that nonprofits tell to inspire supporters—became his *own* story.

Because his connection to the organization became so personal and strongly rooted in gratitude, becoming a supporter and promoter was seamless. He felt passionately that other families needed to experience the same transformation, too.

How has this approach worked out for Connected Families? Remarkably, in a year of great economic uncertainty, the Founder has recently reported that hundreds of new donors are supporting them today!

Serving their target audience naturally translates into care for their donors, which is keeping their donor retention rate very high.

### **Attract donors by *serv*ing them**

Helping you catch this vision is also the reason we've created this guide—because no matter what your nonprofit does, **with the right plan you can effectively attract new donors.**

These are the kind of people who will be happy to support your organization's vision and needs, because they've experienced your heart first-hand.



## **About this guide**

We've organized this guide into two sections and also included two appendices:

- ⦿ **Part I:** for the ED, Board and/or Development/Marketing Director: high-level questions that give your Donor Growth Campaign the foundation it needs to succeed
- ⦿ **Part II:** for your Development or Marketing Director: steps to take to create a campaign that systematically attracts new donors
- ⦿ **Appendix A:** a printable handout for the discussion and notes described in Part I
- ⦿ **Appendix B:** a sector-specific list of examples to give you ideas for what to create to serve potential donors

# Part I: Serving & Attracting New Donors

For EDs, Board Members, and / or the Development Director



As an Executive Director, before you (or your Development/Marketing Director) start using any digital marketing strategy to try to find new donors, it's far more important to make a plan.

This meeting does not need to be long – in fact, it can be as brief as 30 minutes during one of your regular Board or Development team meetings. It's important to include your Development and/or Marketing Director. They will both have responsibility to run this Donor Growth campaign and give input that will be valuable in the discussion.

Take the time to write down your answers. In fact, at the end of this guide you will find Appendix A, which includes places to take notes as you go through the questions.

## The 3 questions to discuss:

### 1 Who is our Donor?

To best understand who your donors are, we recommend using a concept called the *donor persona*; this is a generalized representation of your ideal donors, based on insights you gather from actual donors and from market research.



Donor personas make it easier to tailor your content to the people you hope to find as new supporters. Personas include demographics, interests, online platforms where they spend time, and most importantly the specific needs, concerns, and behaviors of this audience.

Appendix A will give more details on this question and the kind of insights you and your Board can identify in a brief brainstorming session.

## 2 What is our core belief & what are our areas of expertise?

This question in many ways is straightforward and simple: What is the underlying belief that informs everything else that you do?



And, what are the strengths you use as an organization to fulfill your mission?

In other ways this question can be more difficult to answer than it seems.

Your core belief is going to be broader than your mission, as the latter is affected by the main problem you are trying to solve, your opportunities, resources, knowledge, and more.

As these things change, your mission may grow, get more narrow, or change altogether, but your core belief will not change.

As for your expertise, you need to consider all of your potential areas of expertise; the ones related to your mission are best, but you might have other relevant experience as an organization that could be used serve and attract donors.

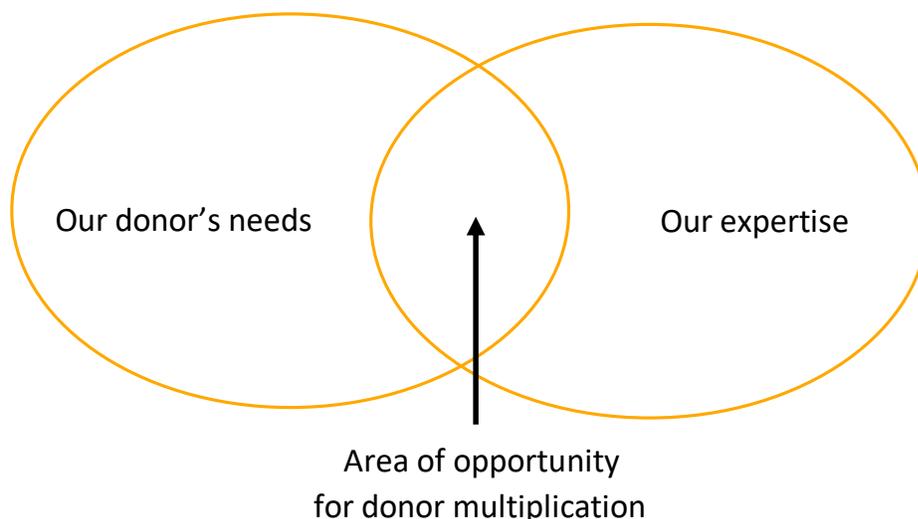
Appendix A will ask some questions along these lines to help you think outside the box.

As you discuss the question of expertise, do not limit yourselves at first – write down as many answers as you can think of. The third and last question will help you cull extraneous information later.

### 3 Where do our areas of expertise overlap with our donor's needs?

This diagram illustrates what you need to discuss right now: where can you serve potential donors, from your own expertise or experiences?

Try to come up with several different areas of opportunity to serve potential donors.



When your team has finished discussing this third question, it's time for you to agree together on the area where potential donors have the biggest need, where your organization also has the most experience and expertise.

If this area is also related to your mission, all the better (for your first Donor Growth campaign we recommend it). This is the area where you'll be focusing on creating a resource to serve this audience.

In part 2, the research you do may uncover the fact that your chosen area isn't the best place to focus. You may also discover that another area has greater potential.

Keep your mind open to changing plans if needed; this meeting nevertheless will be valuable because the exercise of thinking through your donor persona, your expertise, and this area of overlap might uncover new opportunities for your organization's growth or mission, or in a rare instance, might show you that your strengths aren't in direct alignment with your mission!

When finished, your Development/Marketing Director can take your conclusions and turn them into a practical campaign capable of consistently finding new donors.

## Get a Donor Attraction Research Pack

If you and your Board are too busy to do this now, we can save you time –

For just \$250, we can give you a *Donor Attraction Research Pack*:

This pack will:

- 1 Identify your areas of opportunity
- 2 Provide keyword research about existing search patterns in these areas
- 3 Create a digital survey that you can use to get feedback from current donors (We'll send you an easily digestible summary and graphics of the results, too!)

[Buy Now](#)

## Part 2:

# A 6-Step Process to Consistently Attract New People

For Development & Marketing Directors



As a Development or Marketing Director for your organization, this guide will help you start an effective Donor Growth Campaign using digital marketing.

It has been created in a way to support this goal regardless of the marketing tools and platforms you use to bring visitors to your website (i.e. SEO, Social media, Google ads, Facebook ads, YouTube/ video, affiliates, offline, etc.).

The goal of this guide is to enable you to have a process to create resources that will attract your target audience (potential donors) to join your organization's email list, helping you to build a relationship with them, invite them to join fundraising events, donate, and more.

## Step 1. Validate

### 1 Get feedback from current donors

Before you create this resource, which is based on the area of opportunity uncovered by the ED and Board in Part I of this guide, you'll want to do some market research.



The first place to start is to talk to current donors – the people who are the experts at knowing what your potential donors want.

Therefore, our recommendation is to create a short survey for current donors. The goal of the survey is to discover the perfect intersection of a problem your potential donors have, with a solution you can offer. Not just any solution, however; the survey will validate **which solution they most resonate with**.

As far as the format of the survey goes, we recommend multiple-choice with the option of a fill-in-the-blank “other” for some questions. The benefit of multiple-choice is that you can list several ideas for resources you could create, ideas that fit within the area of opportunity your ED and Board have already considered.

Here are some of the questions you can ask in the survey:

- ⦿ What topics of interest would you love more content about from us?
- ⦿ What are some problems you personally identify with?
- ⦿ Are there organizational strengths we have that you'd appreciate learning more about?
- ⦿ If we developed free content (emails, articles, etc.) or resources to help solve some of these problems, would you be interested in subscribing? (anyone who says yes can be put in a list when your resources(s) are created)

Once the survey is developed, all that's left is to send it, gather responses, and review them.

While our team uses a few analytical tactics to ensure donor feedback is as useful as possible, simply asking for feedback and using it direct your efforts will lead you to create a resource that your donors (and potential donors) see as valuable.

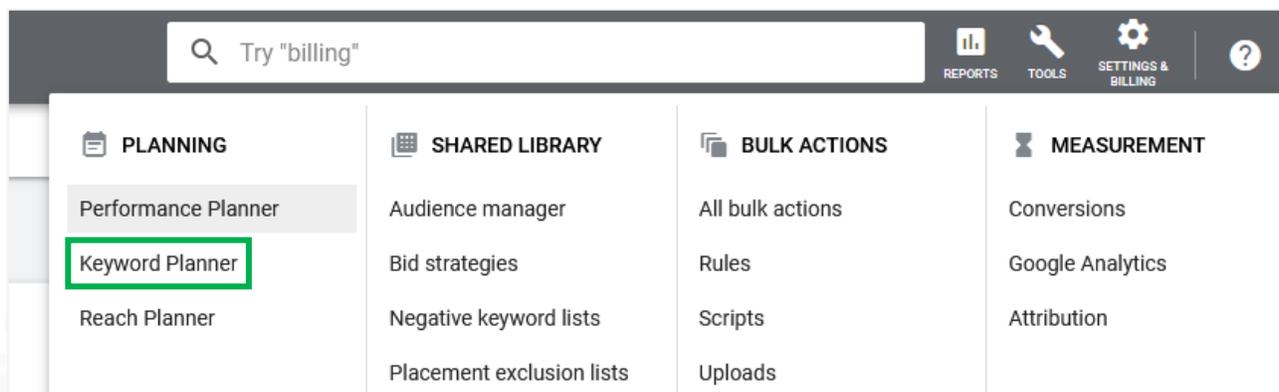
## 2 Research demand using Google's Keyword Planner

Besides getting input from current donors, it's also helpful to know what people are searching for online. This will show you if there are enough people asking questions about the problem in the first place.

If you find the ideal solution for a problem which potential donors have, but no one is searching online for solutions to that problem, you will either need to find a different problem to solve or get creative in how you help potential donors find your solution.

The best tool for this research is Google's Keyword Planner, found inside Google Ads. Below are steps on how to access this tool, in case you're unfamiliar.

- i Login to [ads.google.com](https://ads.google.com) or create a free account if you do not have one
- ii Go to the "Tools" button in the top menu, toward the right of center
- iii This will open a dropdown menu, where you can select "Keyword Planner"



- iv Inside the Keyword Planner, select the option "Discover new keywords"

**Discover new keywords**

Get keyword ideas that can help you reach people interested in your product or service

→

**Get search volume and forecasts**

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future

→

v In the new box that appears, enter up to 10 keywords or phrases related to the problem your team identified and hit the button “Get Results”

Ideas settings | Locations: United States | Language: English | Search networks: Google | Last 12 months Dec 2019 – Nov 2020

how to mentor a child, mentor a youth, how to become a mentor, life coaching for kids, mentoring kids, parent mentor, become a better mentor, mentoring skills, mentoring online course, course for mentors

Broaden your search: + coaching skills + mentoring training + mentoring training course + coaching online course + life coaching + mentoring + community service

Exclude adult ideas | ADD FILTER | 110 keyword ideas available

<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
<input type="checkbox"/> mentoring skills	480	Low	–	\$1.63	\$4.39	
<input type="checkbox"/> how to become a mentor	390	Low	–	\$1.30	\$4.97	
<input type="checkbox"/> life coaching for kids	390	High	–	\$1.45	\$3.25	
<input type="checkbox"/> mentoring kids	260	Low	–	\$2.00	\$20.00	

vi Click on the column “Avg. monthly searches” to sort the phrases with the highest search volume.

- Be sure to pay attention to the settings in the gray bar at the top – this shows the location(s) targeted, the networks (Google), and the time-frame.
- You want to see as high a # of average monthly searches as possible – at least several thousand for each of your top keywords if you are targeting across the U.S., or several hundred for your local region or city.
- Single keywords will always get more searches than multiple or phrases, but they will represent a wide variety of search intent, so you need to find keywords with enough focus and adequate search volume.

- vii In the example above, we are using the theme “mentoring / youth mentoring”; the results do **not** show enough searches being done for these particular keywords.

However, the good news is by clicking on a term suggested by Google in the section near the top “Broaden your search”, we will find keywords with thousands of searches per month.

Remember, in doing this keyword research you aren’t trying to find out whether people are searching for your specific solution, but whether they are asking questions about the problem you want to help them solve.

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This keyword research, in tandem with the survey responses, will ensure that the guide you create is both something people are broadly looking for (to make it a resource that will attract a large number of potential donors), and something that your donor persona wants (that it will actually attract them in the first place).

## **Step 2. Create your digital resource**

Once you have validated a potential resource as one that potential donors are looking for and perceived as valuable by current donors, it’s time to start creating it. The next decision you need to make is the format.

Considerations for format:

- ⦿ Demographics of target donor audience (what platforms do they use, etc.)
- ⦿ Your time (a simple pdf will take a lot less time than a video)
- ⦿ Your budget

You should pick the format that will be the easiest for you to create (because regardless of whether a video series would be more engaging than a research report, if you’ll never get the former created because of the time or cost involved, the latter will be best)!

The next variable to consider is what format will your target audience most easily interact with and find valuable. Again, your options may be limited by time, team expertise, or budget, so

you should focus on creating the resource that you can do quickly with an acceptable level of quality.

Here are just a few options:

- 👉 Checklist
- 👉 Step-by-step guide
- 👉 Case studies
- 👉 eBook
- 👉 Research report
- 👉 Video/video series
- 👉 Pre-recorded audio (interview, podcast, etc.)

Regardless of the format you choose, your goal is to create something that potential donors will perceive as valuable and helpful.

As far as writing goes, make sure that the person writing it has the needed knowledge (or can get it from the people in your organization who have it) to create the content.

If you have an in-house graphics team, you already know how to create attractive content, but if not, make use of a contractor from Fiverr or Upwork, or get a free Canva pro account (available to nonprofits).

## **Step 3. Offer Your Resource**

### **The Landing Page**

The key to visitors subscribing in order to get the resource you create is that they should perceive it as valuable enough to give their email address in exchange for it. This means it should truly be helpful, and your description of it needs to clarify what it is, what it contains, and how it will help them (with social proof, if possible).



This is a page you build on your website with a single goal in mind: to answer the visitors' question and provide a solution they can get by completing a form with their email address.

There is a ton of information about landing pages on the internet; rather than replicating it, let's give a simple overview of why this campaign needs a landing page:

- ⦿ The goal of the landing page is to offer your resource to potential donors
- ⦿ The page should be built in such a way as to maximize the number of people who subscribe (convert)
- ⦿ This means that the page should have a singular focus: describing the problem your potential donor audience has in detail, explaining why the problem needs to be solved, showing how your resource can help them, providing proofs or testimonials on how your organization (or this resource) has helped people, and of course offering the resource in exchange for a name, email, and any other information you need
- ⦿ There should be no other options on the page for someone to leave, look at other topics, or generally get distracted
- ⦿ The less information you ask for on the form, the more people will subscribe (first name, email is usually enough)
- ⦿ Use a heatmapping tool like Hotjar to review visitors' interactions on the page to learn where people are engaging/what they're reading, how far down the page they're going, and how to generally improve the effectiveness of the page; the only thing that matters is whether the page converts – a slick design that doesn't convert should be tossed in favor of the clunky design that works!

If you would like feedback about your landing page(s), we're happy to do an audit. Contact us at [team@yourbeeline.com](mailto:team@yourbeeline.com), put "Landing page audit" in the subject line, and be sure to include the URL of the page you would like feedback on.

## **Step 4. Thank & Convert Visitors to First-time Donors**

The importance of your "Thank You" page cannot be overstated. It is as important as the landing page.

After a new subscriber fills in the form, you need to send them to a Thank You page; the following four reasons are why this page is so important:

- 1 Affirm and Confirm
- 2 Transition
- 3 Invite
- 4 Track

Let's break each of these down:

- 1 **Affirm and Confirm:** first and foremost, thank or affirm them for taking the action (trusting your organization), and confirm their receipt of your offer by letting them know it's on its way to their inbox.

This is where most thank you pages end. This is sufficient, but it could be far better.

- 2 **Transition:** reinforce the confirmation in one transition sentence so that you can move into the invite:

"Before you make use / read / watch the resource (sitting in your inbox right now), there are a few things we'd like you to know . . ."

- 3 **Invite:** use the fact that they are feeling gratitude toward you for helping them for free, and are engaged on this topic right now, to ask them to take a next step.

Here is one way you can communicate this:

"This resource is made possible (and free) because of people who believe in and support our mission. Isn't that awesome?"

\_\_\_\_\_ (your org's name) is supported by donors. This means we rely on people like you to help us make resources like \_\_\_\_\_ (name of your resource) free, and to \_\_\_\_\_ (summary of your mission).

Now, hundreds/thousands/millions of people can access this resource to \_\_\_\_\_ (do X,Y, and Z). In order to reach those people, they have to hear about this resource first.

We need donors like you to help us get this into the hands of more people.

Will you consider giving?"

Your copy should answer these questions:

- why are you giving the visitor this for free?
- what is the effect of this resource on others like them?
- are you asking for a donation?
- are you tying the ask to getting that resource out to more people?

Below the copy, you should directly embed a donation form with an array of suggested donations for the visitor. Give these potential donors guidance so that they know the impact of the amounts suggested (what will this gift help us do?) and can feel good about their gift.

- 4 **Track:** using this page gives you a simple and effective way to track conversions to measure effectiveness of marketing channels.

## **Step 5. Welcome New Subscribers**

After a potential donor fills in a form to get your resource, the first email they should receive from you will contain a link to the promised resource and a little information about what they can expect over the next few days.

Once your landing page has been created, be sure to connect the form on that page to your email service, so that when people download your resource they will be put into the automated welcome sequence.

Over the next 5-7 days, have one email set to go out to them per day.

The goal of these emails is to:

- ⦿ Continue to serve this audience with more resources, content, or ideas (in the emails themselves or by linking to external content)
- ⦿ Introduce yourself and your organization without asking for anything
- ⦿ Set expectations for how you will stay in touch

- ⦿ Show how your organization is already on a mission to solve the same problems (or related ones) that they are facing, but in another context
- ⦿ Tell compelling stories of changes made because of your work
- ⦿ Cast a vision for what you hope to achieve
- ⦿ At the end, invite them to take another step

## Invite to the Next Step

At the end of the Welcome Sequence, your prospect will feel taken care of by you – you will have used these emails to teach, inspire, and form a relationship by also introducing yourself and your organization. Teaching and inspiring them will involve showing why you are equipped to help them, by telling stories of your greater mission as a nonprofit.

The goal is to lead people in an authentic way to take the next step in the relationship – whether that’s making a donation, joining an event, touring your facilities (in person or virtual), volunteering, or something else.

Even if these new subscribers do not take this step immediately, this will also set the expectation that they can partner with you in your mission when the time is right for them. As you continue to serve them by sending them occasional emails (one or two per month), they will also come to expect you to communicate to them about opportunities in your organization where they can contribute.

Here are some specific things you can ask for in the last email of the Welcome Sequence:

- ⦿ Direct donation – they will be more likely to be motivated to give if it’s for a specific project, and even more if it’s related to how you helped them
- ⦿ Invite them to register for a tour or orientation to get to know you better
- ⦿ Invite them to an upcoming fundraising event
- ⦿ Inform them about volunteer opportunities
- ⦿ Tell them about Facebook Birthday Fundraisers and ask for their birthdate—tell them you will remind them two weeks in advance so they can sponsor a fundraiser if desired

To ensure they keep seeing **value** in your emails, you should use a 4-1 ratio, where 4 out of 5 of your emails aim to serve them (or at most introduce you without making an “ask” of any

kind), and just 1 out of the 5 makes an ask – whether a specific donation request, an invitation to a fundraising event, etc.

It's vital to plan and set up a sequence to build a relationship with these new subscribers so that they actually grow closer to your organization. Otherwise, you will have invested in creating a helpful resource and growing subscribers without getting any long-term results.

## Want Help with your Welcome Sequence and Campaign?

If you need some help creating a welcome sequence that delivers your promised resource and builds a relationship with these new subscribers so that they are primed to join an event, volunteer, or support your work, book a call with us.

We can share specific ideas on how to do this, or we can discuss what it looks like to hire us to write your welcome sequence and plan your campaign.

[Book call](#)

## Step 6. Promote Your Resource

There are many ways to promote your resource – the question is – what's best for you?

First, let's list some of the main options you have to attract visitors (and subscribers) to your landing page and resource:

- ⓧ Email (to volunteers, partners, and anyone who isn't yet a donor)
- ⓧ SEO
- ⓧ Blog article (if you already have a following or are building one)
- ⓧ Social media post (to your groups, followers, etc.)
- ⓧ Google Ads Paid / Grants
- ⓧ Facebook, Instagram, Twitter, and other Ad platforms
- ⓧ Partner promotions

- 👉 Direct mail (cold)
- 👉 Events (virtual, in person)
- 👉 Traditional media or PR

Don't forget to email your resource to current donors, particularly those who took the survey and said they wanted help on this topic! Ask them to share it with people they know who might appreciate it. This will both help you strengthen the relationship with these donors and possibly lead more people to your organization.

Offering this resource to volunteers or anyone else in your network (not in exchange for their information, but as a simple gesture) will also help you strengthen your relationship with them. Finding ways to serve and help volunteers is an excellent way to turn them into donors.

Finally, Google Ad Grants is an amazing tool to use to promote your resource; you already did market research to show that people are searching Google regarding the problem.

*Since these ads won't cost you anything*, if you set up and manage your campaign well and offer a valuable resource, you can consistently grow your email list by hundreds every month without incurring a lot of cost.

Does this plan for finding hundreds of new potential donors every month excite you, but the prospect of putting it all together seem overwhelming?

**Set up a 1-1 strategy call with us**

We'll discuss what your areas of opportunity for finding donors could be, and how we can set up and manage this whole campaign for you.

Regardless of whether our services are a good fit or not, you will leave the call equipped with ideas for the resource that you can create and other strategies for your marketing.

## Appendix A:

# Areas of Opportunity for Finding Donors - Meeting Guide

### 1. Who is our donor?

Consider not only current donors, but people who could be potential donors. If you think of very different segments of your donor audience, list those here: (ex: retirees, millennials, etc.)

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*For each segment that you want to attract, print a separate copy of this page to complete*

Segment name: \_\_\_\_\_

#### **Background**

Job/Career \_\_\_\_\_

Family \_\_\_\_\_

#### **Demographics**

Male %\_\_\_\_ Female %\_\_\_\_

Age range \_\_\_\_\_

Income \_\_\_\_\_

Geographic location or category (urban, rural, etc.) \_\_\_\_\_

#### **Media use**

Email  Yes  No

Old social platforms (Facebook, Instagram, Twitter, etc.)  Yes  No

New social platforms (TikTok, adopters of newer media)  Yes  No

WhatsApp  Yes  No

YouTube  Yes  No

Google  Yes  No

Other (list all) \_\_\_\_\_

*Challenges/Needs (as related to you)*

Primary \_\_\_\_\_

Secondary \_\_\_\_\_

*Goals (as related to you)*

Primary \_\_\_\_\_

Secondary \_\_\_\_\_

*Anything else of note*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2. What are our areas of expertise?**

List solutions, processes, skills, knowledge, connections, or information where you are **obvious experts** because it's part of the solution you provide / the heart of fulfilling your mission:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List solutions, processes, skills, knowledge, connections, or information where you have gained expertise because your organization had to learn/make use of it to fulfill the mission, but **might be invisible** to anyone outside your organization:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List solutions, processes, skills, knowledge, connections, or information that the **individual leaders** of your organization possess (esp. as these things are tied to your mission):

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Out of all of the above, list 2-3 areas where you have the most passion, the most experience, and the most resources already developed:

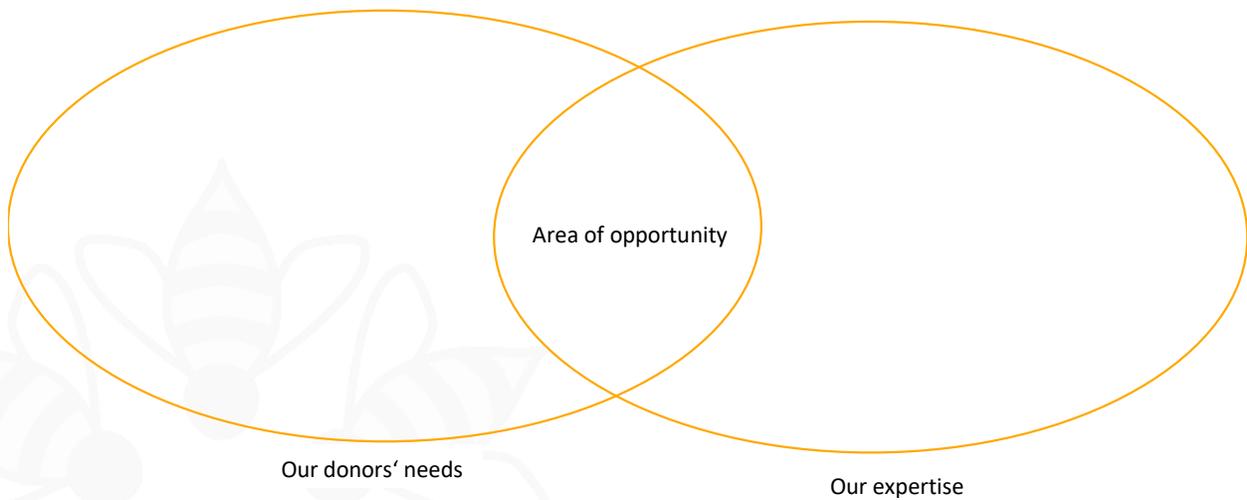
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### 3. Where do our areas of expertise overlap with potential donors' needs?

In the diagram below, take your answers for your donors' challenges/goals and list them in the left section. Then take your top 3 answers for your areas of expertise and list them in the right section.



When this is done, you should be able to identify one or more areas of opportunity, where your expertise could help you serve potential donors' needs. Write a few ideas in the middle section.

Review Appendix B to get an idea of what some resources look like for different nonprofit sectors. While the goal here isn't to come up with a specific resource to create, it can still help as you brainstorm and discuss.

You can repeat this process for each donor segment that you identified on page 1.

Now you're ready to hand your findings over to your Marketing or Development director to do some market research and build a campaign!



## Appendix B:

# 23 Resource Ideas for 7 Different Nonprofit Sectors

This list is simply a tool to help you get your own ideas flowing; remember the important thing is to create a resource for your target audience that:

- ⓧ provides solutions that come from your nonprofit's expertise and experience
- ⓧ serves a felt need of your donor persona
- ⓧ as far as possible, has several hundred searches per month online

### Arts/Culture

- ⓧ 10 Tips on how to visit every museum in (insert city name) for free
- ⓧ Guide: how to help your kids learn more from your next museum visit
- ⓧ Interview with 7 professional actors: How to improve your improv & acting skills at home

### Animals

- ⓧ 5 things you can do today to help endangered species
- ⓧ Interactive quiz: what kind of pet is right for you or your family?
- ⓧ A video highlighting your center and telling a compelling story of one of the animals there

### Civil Rights

- ⓧ 10 options to consider if you or a loved one experiences discrimination
- ⓧ A story + guide to teach young people how to stand up for those who are overlooked
- ⓧ Free legal services available in (insert city name)

### Education

- ⓧ Step-by-step Guide: on how to help a struggling child to read
- ⓧ eBook: how to brainstorm, narrow down, and choose the right College
- ⓧ Tips to retain more information from lectures and speeches

## Environment

- ⦿ 50 small businesses in (insert city name) who model caring for the environment
- ⦿ 5 painless ways to reduce your electricity consumption and save on your bills
- ⦿ video: how (insert behavior) is helping the environment, and how the viewer can get involved

## Health Services / Disease

- ⦿ 4 public health services your family should know about
- ⦿ 7 symptoms of pregnancy and 4 things to consider
- ⦿ eBook: what to do after receiving a cancer diagnosis
- ⦿ Caring for family members with Alzheimer's

## Human Services

- ⦿ 5 conversations to help protect your kids from internet risks (cyber bullying, crime, etc.)
- ⦿ Tips to help lower crime in your own neighborhood
- ⦿ How to plan a neighborhood block party
- ⦿ video series: modeling how to have calm, respectful conversations about controversial topics

# About Us

Beeline helps busy nonprofit leaders become more effective.

We do this by aligning your mission and fundraising through **marketing that serves**.

Here's how we serve:

- ✔ Free resources—learn strategies that will fit your organization's needs so you can make the most impact
- ✔ Done-with-you Consulting—learn with and equip your team to be effective for the long-term
- ✔ Done-for-you Marketing—so you can scale your efforts

If want to make your marketing easy or more effective, set up a one-on-one call with us. We'll learn about your situation and together find the next step!

[Book call](#)