

# HOW CAN CHARITIES SPEND THEIR MARKETING BUDGET EFFECTIVELY?

Cost effective marketing ideas

## PLEASE DONATE

Do take advantage of social media

EVERY PENNY COUNTS!

Social networks are an invaluable tool for charities. For relatively little investment of time and money, you can connect with thousands of supporters.

Most popular social networks among charities

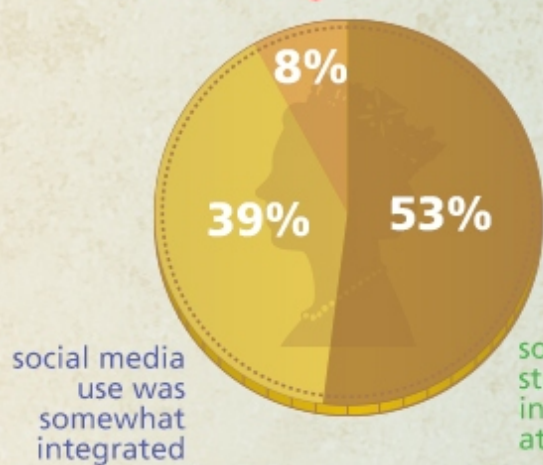


Charities' integration of social media with fundraising strategy

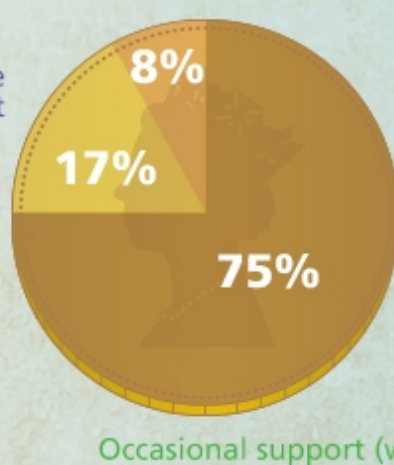
Resource allocated to social media by charities

social media has a high level of integration

Full-time equivalent support



Part-time support



Occasional support (when someone has the time)

Do make the most of promotional items

Promotional items offer a strong return on investment with relatively small initial outlay.

ALMOST THERE!

When asked to think of a promotional product they'd received in the past 2 years and to recall the specific product, the advertiser and the message: **76.2%** recalled all three key pieces of information.

Dan Corry, Chief Executive of NPC, said: "In the current financial climate, with ever-shrinking funding pots set against growing demand for services, it is important that charities make the resources they have work harder and more effectively than ever."

**69%**

would pick up a promotional product if they found it to be useful



ABOUT HALFWAY NOW!



Celebrity endorsements may not be as effective as you think. Consider the cost vs the reward carefully before seeking one out.

Don't waste money on celebrity endorsements

**79%** claim never to have been persuaded to do anything by a celebrity's message for a good cause

Of the **21%** who had:

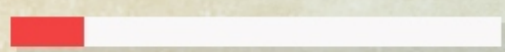
**44%** indicated that they had made efforts to learn more about the issue

**43%** had visited a website and/or clicked a link on the internet

When asked about their reaction when celebrities support a charity



**50%** take no notice of the message



**14%** are put off the message



**33%** become more aware of the problem and/or charity or organisation

AND WE'RE OFF!

Ineffective marketing not only fails to deliver, but can actually alienate supporters. Make sure you avoid these simple mistakes.

Don't alienate supporters with ineffective marketing



**47%** would cease supporting a charity that they deemed to be wasting money on needless marketing and communications



**29%** of adults would stop supporting a charity that sent them badly targeted direct mail



**15%** would stop donations to charities that used obsolete or inaccurate name and address details

## MAKE THE RIGHT MARKETING CHOICES AND WATCH THE DONATIONS ROLL IN!

### Sources

[http://www.readgroupplc.com/assets/files/Report\\_ThirdSectorConsumerResearch.pdf](http://www.readgroupplc.com/assets/files/Report_ThirdSectorConsumerResearch.pdf)  
<http://www.unity.co.uk/upload/pdf/About%20that%20First%20Tweet%20-%20a%20practical%20guide%20to%20%23socialmedia.pdf>  
<http://www.thinknpc.org/media/press-releases/impact-measurement-coming-in-from-the-cold/>  
<http://www.ppai.org/inside-ppai/research/Documents/EffectiveMediumPowerTool.pdf>  
<http://www.ukpublicmonitor.org/assets/files/UKPOM%20results%2012%20final.pdf>

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