



2013

Nonprofit Communications Trends Report

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Highlights

Welcome to our third annual survey of what nonprofits predict for their communications in the coming year.

The trends you'll find in this report come from 1,435 nonprofits in 30 countries, with 88% from the U.S. and 5% from Canada. The survey was conducted online in November 2012 by NonprofitMarketingGuide.com

Here are some highlights from the report, each in a tweetable 140 characters or less:

Only 1/3 of nonprofit marketers have written and approved plans for 2013. <http://npmg.us/2013>

Top goals for nonprofit marketers in 2013: acquiring new donors, engaging community, general brand awareness. <http://npmg.us/2013>

Nonprofit marketers with fundraising goals work differently than those with community or branding goals. <http://npmg.us/2013>

Social media starting to edge out email in importance to nonprofit marketers. <http://npmg.us/2013>

In-person events and media relations growing in importance to nonprofits; print marketing falling. <http://npmg.us/2013>

Smaller nonprofits like events and email more than larger orgs. <http://npmg.us/2013>

Bigger nonprofits like media relations/PR and print marketing more than smaller orgs. <http://npmg.us/2013>

Nonprofits rely most on Facebook (94%), Twitter (62%) and YouTube (42%). <http://npmg.us/2013>

Nonprofits most likely to experiment with Pinterest in 2013. Second place tie: Google+, LinkedIn, YouTube. <http://npmg.us/2013>

76% of nonprofits will email typical person on list at least monthly in 2013, down from 78% in 2012. <http://npmg.us/2013>

Nonprofits will spend most time in 2013 on newsletters, Facebook, event marketing, and website articles. <http://npmg.us/2013>

Biggest challenges for nonprofit communicators in 2013: lack of time and budget, inability to measure effectiveness. <http://npmg.us/2013>

Highlights, Continued

What excites nonprofits: new chances to reach out, using social strategically, more communications planning. <http://npmg.us/2013>

What scares nonprofits: can't keep pace with social media, inconsistent marketing approaches, lack of funding. <http://npmg.us/2013>

Nonprofits in the West more likely to have written marketing plans. <http://npmg.us/2013>

Nonprofits in the West more likely to say in-person events are important and to spend time on them. <http://npmg.us/2013>

Nonprofits in the South most likely to rank social media as very important and love Twitter more than other regions. <http://npmg.us/2013>

Nonprofits in the Midwest love print marketing more than other regions. <http://npmg.us/2013>

Nonprofits in the Midwest like LinkedIn more than other regions. <http://npmg.us/2013>

Nonprofits in the Northeast communicate more frequently via email and print than other regions. <http://npmg.us/2013>

Communicators at "Environment and Animals" nonprofits spend more time on fundraising appeals than others. <http://npmg.us/2013>

Communicators at Arts, Cultural & Humanities orgs spend more time on Facebook & like Pinterest more than other orgs. <http://npmg.us/2013>

Philanthropy/grantmaking orgs most likely to have a written and approved marketing plan for 2013. <http://npmg.us/2013>

Religious nonprofits are the biggest newsletter writers, especially in print. <http://npmg.us/2013>

International nonprofits most likely to say blogging, social media, and video are very important comm tools for 2013 <http://npmg.us/2013>

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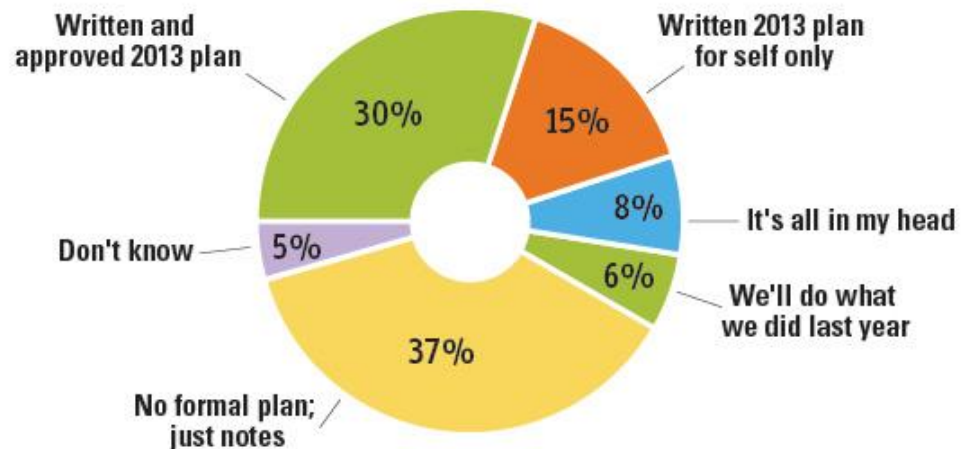
Marketing Planning

When you put a plan in writing, you increase the likelihood that you'll follow through on it. **Yet only a third (30%) of nonprofits have a written and approved marketing plan for 2013.** This is, however, an increase over last year, when just 24% of nonprofits said they had written and approved plans for 2012.

A little over half (52%) of nonprofit communicators have either written plans or informal notes for themselves only, not formally approved by leadership for 2013, which is down from 59% who took this approach going into 2012. The percentage who say they will do what they did last year or that the plan is all in their heads has remained about the same for the past three years.

As we've seen in previous years, the **\$5 million budget mark is where the shift between informal and formal planning takes place.** For organizations with budgets under \$5 million, only 25% have a written and approved plan for 2013. Of those with budgets over \$5 million, 36% have a formal and approved plan.

How nonprofits best describe their 2013 marketing or communications plan



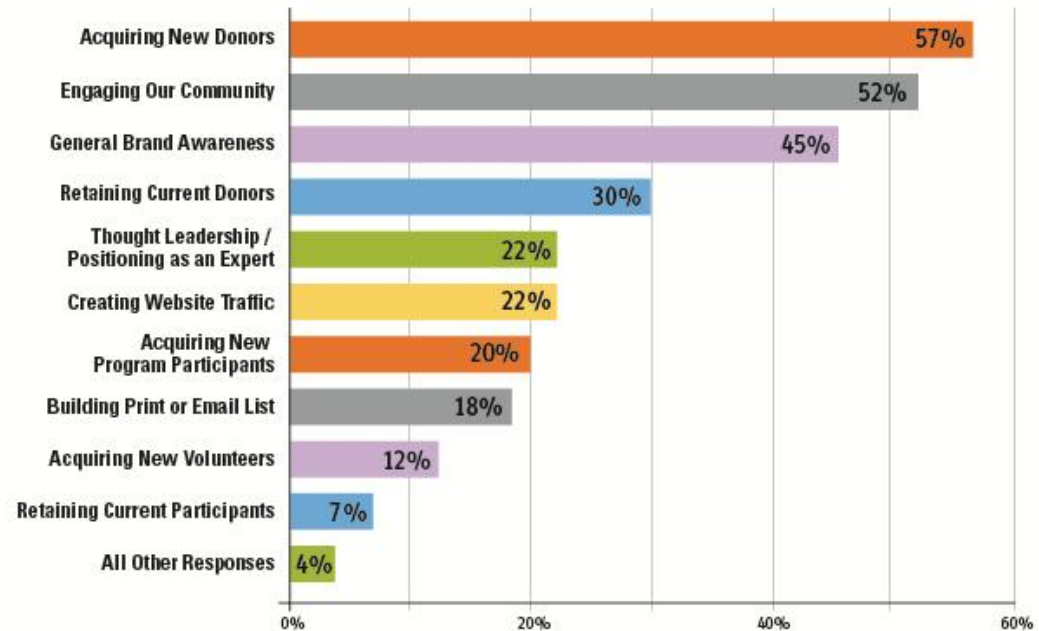
Strategy Goals

This year for the first time we asked nonprofits to identify their **three most important goals for their communications strategies** out of a list of 12 options, not including “other.” **Acquiring new donors (57%), engaging our community (52%) and general brand awareness (45%)** were the clear stand-out answers.

Communicators at larger organizations (those with organizational budgets over \$1 million) are more likely to focus on donors (87.8% prioritize donor acquisition and/or retention). At smaller organizations, that drops to 77.4%.

Conversely, smaller organizations (those with organizational budgets under \$1 million), are more likely than larger organizations to focus on acquiring program participants (22% versus 17%) and volunteers (17% versus 8%).

The most important goals for nonprofit communications strategies in 2013



How Focusing on Fundraising Versus Community/Branding Changes the Approach

We took a closer look at organizations whose communications strategies were focused on both acquiring new donors and retaining current donors (fundraising communicators) versus organizations that selected all three of these goals at their top choices: engaging our community, general brand awareness, and thought leadership/positioning as an expert (community/brand builders).

We wanted to see if those communicators explicitly focused on fundraising goals approached the job differently than those who had more community or brand-oriented goals.

The “community/brand builders” were more likely to have written plans and to work for larger organizations (60% in this category have organizational budgets over \$1 million). They were more likely to identify media relations/PR, blogging, and social media as very important tools. They were also more likely to say that phone calls/phone banks and paid advertising were their least important tools. They planned to email more frequently, and were much more likely to rely on and experiment with social media than “fundraising” communicators.

When looking at which types of content they would spend most of their time on, we see a “content marketing” approach to communications. These

organizations are much more likely to be spending their time producing blog posts, webinars or other training content, Twitter updates, infographics, and research reports or white papers than those with fundraising goals. They are also more likely to identify lack of time to produce quality content, producing enough content, producing engaging content, and difficulty integrating communications channels as their biggest challenges.

Conversely, **the “fundraising” communicators** were much more likely to identify both print marketing and email marketing as very important communications tools, along with phone calls/phone banks and in-person events. They are likely to send direct mail more often, and to take a more conservative approach to social media. For example, they are more likely to say they are experimenting with sites like Twitter and YouTube, which have been more fully adopted by community/brand builders.

Fundraising communicators are also much more likely to spend their time on print and email fundraising appeals and print and email newsletter articles. They are somewhat more likely to say that budget for direct expenses, lack of clear strategy, and lack of knowledge or training needed to produce content are big challenges.

Communications Tools

Nonprofits have more communications tools available to them than ever before. This year's survey listed **14 options** and asked participants to select **up to three** that were most important, somewhat important, and least important.

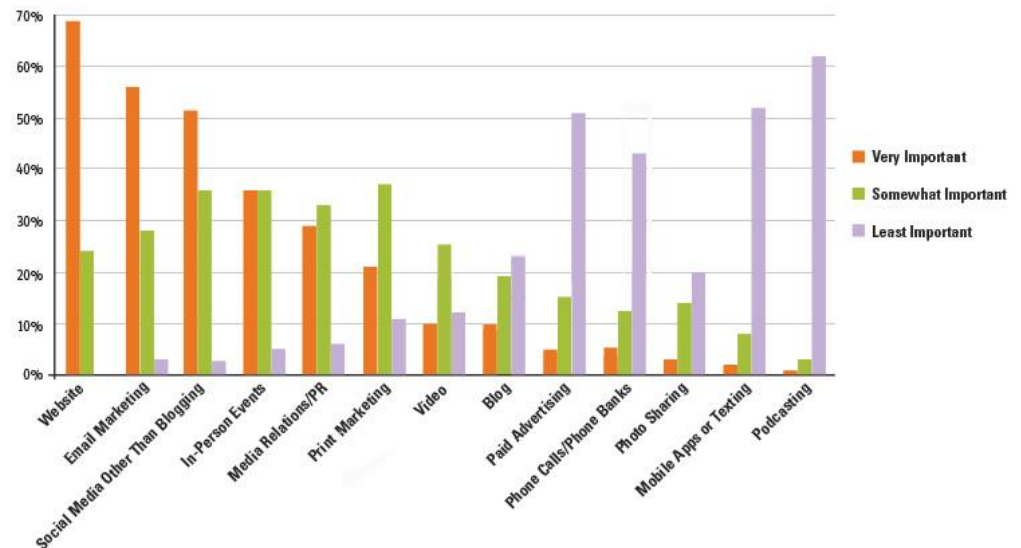
The Big Six: Most Important Nonprofit Communications Channels

As in 2011 and 2012, nonprofits identified as “very” important the same top six communications channels for 2013, with one minor change. Instead of offering Facebook and Twitter as individual choices, we offered “social media other than blogging.”

Websites, social media other than blogging, and email marketing are the most important tools, followed by **in-person events, media relations/PR, and print marketing.**

Podcasting, mobile apps or texting, phone calls/phone banks, paid advertising, and photo sharing were selected as the least important communications tools for nonprofits in 2013.

How nonprofits rank communications channels in 2013



Shifts within the Big Six for 2013

While the Big Six remain the most important tools as a group, we did see some shifts within the rankings of importance.

For 2013, when combining the “very” important and “somewhat” important rankings, **social media other than blogging edges out email marketing** for second place after websites.

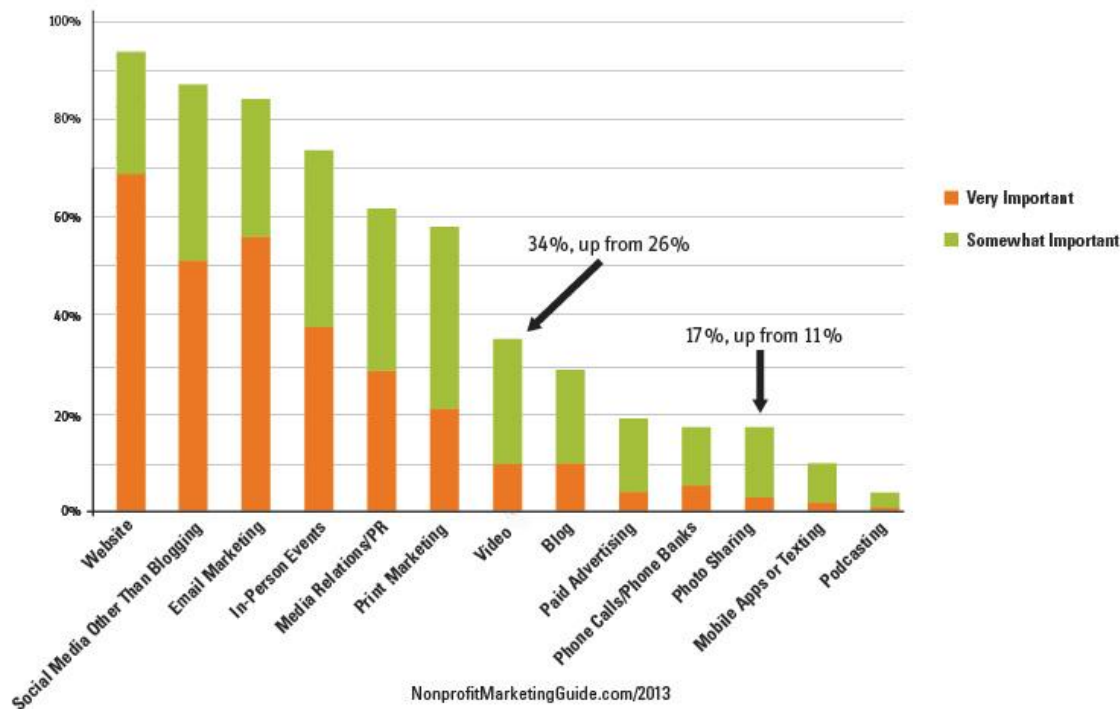
In 2012, **in-person events** were ranked as very or somewhat important by 66% of participants. **In 2013, that grew to 74%.**

In 2012, **media relations/PR** was ranked as very or somewhat important by 57% of participants. **For 2013, that grew to 62%.**

In 2012, **print marketing** was ranked as very or somewhat important by 67% of participants. **For 2013, that fell to 58%.**

We also saw big jumps over 2012 in rankings for **video** and **photo sharing**.

How nonprofits rank communications channels in 2013



Relative Importance of Communications Tools to Nonprofits

	Very Important + Somewhat Important	Very Important	Somewhat Important	Least Important
Website	93%	69%	24%	0%
Social Media Other Than Blogging	87%	51%	36%	3%
Email Marketing	84%	56%	28%	3%
In-Person Events	72%	36%	36%	5%
Media Relations/PR	62%	29%	33%	6%
Print Marketing	58%	21%	37%	11%
Video	34%	9%	25%	13%
Blog	29%	10%	19%	23%
Paid Advertising	19%	4%	15%	51%
Phone Calls/Phone Banks	17%	5%	12%	43%
Photo Sharing	17%	3%	14%	20%
Mobile Apps or Texting	10%	2%	8%	52%
Podcasting	3%	0%	3%	62%

The Impact of Budget Size on Communications

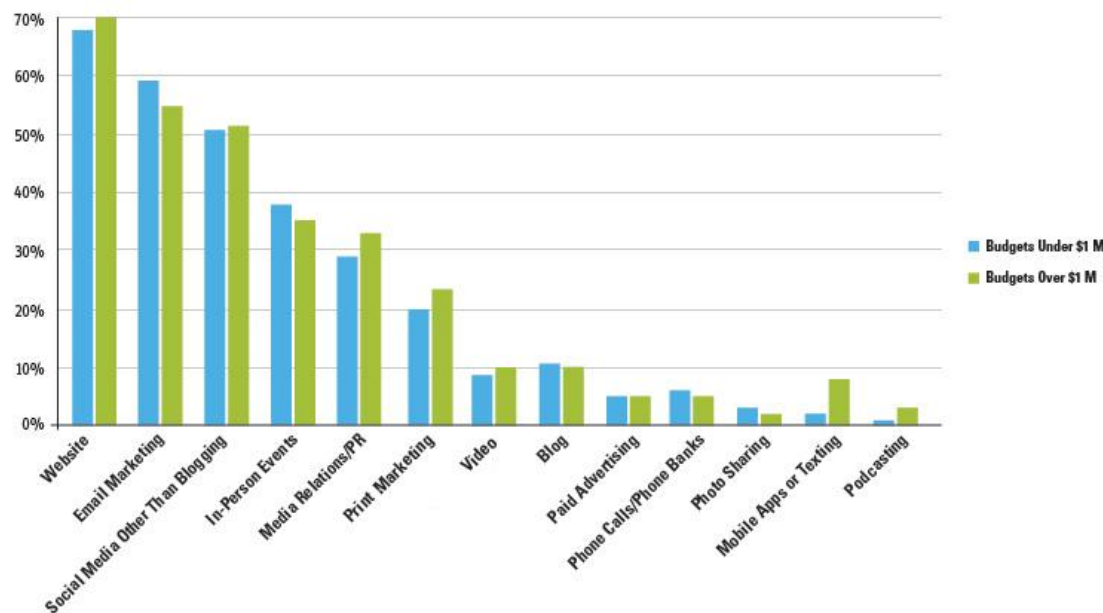
The order of importance of the most popular communications tools doesn't vary significantly based on budget size, with a few minor exceptions. When looking at the "very" important rankings by nonprofits with budgets over \$1 million (see chart below), you'll see that "mobile apps or texting" ranks higher than paid advertising, phone calls/phone banks and photo sharing.

The biggest differences come in just how important smaller versus larger organizations say the tools are.

For example, nonprofits with **budgets under \$1 million** were more likely to rank **email marketing** and **in-person events** as very important compared to larger organizations.

Nonprofits with **budgets over \$1 million** were more likely to rank **websites, media relations/PR** and **print marketing** as more important compared to smaller organizations.

Very important communications tools for nonprofits based on budget size in 2013





Nonprofits with organizational budgets under \$1 million

- **Less likely to have written marketing plans** in place than larger organizations
- More likely than larger organizations to **focus on participant and volunteer acquisition**
- More likely to rank **email marketing** and **in-person events** as very important compared to larger organizations
- More likely to say they will spend more time producing **event marketing** and **presentations to be delivered in person** than larger organizations



Nonprofits with organizational budgets over \$1 million

- **More likely to have written marketing plans** in place, especially in organizations with budgets over \$5 million
- More likely than smaller organizations to **focus on donor acquisition and retention**
- More likely to rank **websites, media relations/PR** and **print marketing** as more important compared to smaller organizations
- More likely to say they will spend more time on **website articles, press releases**, and **annual reports** than smaller organizations

The importance of tools like **press releases and video** increases as **organizational budgets increase**, while the importance of **event marketing and in-person presentations** decreases as budgets increase.

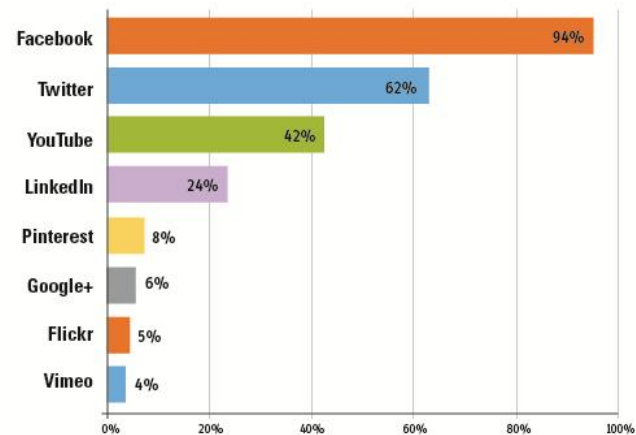
Social Media

For the first time this year, we asked nonprofits to prioritize which specific social media sites would be most important to their communications strategies and where they would experiment, picking no more than three in each case.

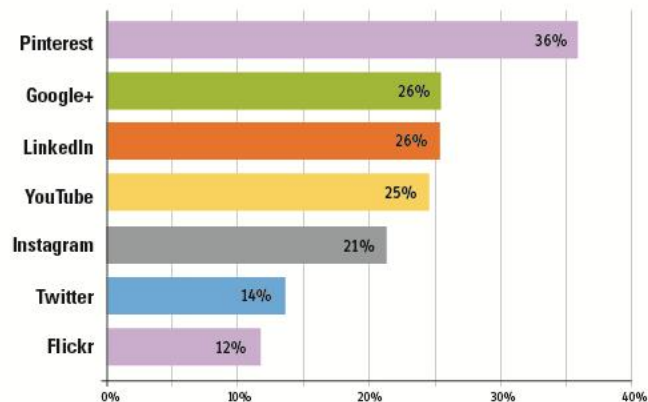
Facebook remains king of nonprofit social media with 94% identifying it as a top social media site. **Twitter** was selected as a most important social media site by 62% of nonprofits, followed by **YouTube** at 42% and LinkedIn at 24%.

Nonprofits said they were **most likely to add or experiment** with **Pinterest**, followed by a three-way tie for second place between **Google+, LinkedIn, and YouTube**.

Social media sites nonprofits expect to be the most important to communications strategies in 2013



Social media sites nonprofits expect to add or experiment with in 2013



Email Frequency

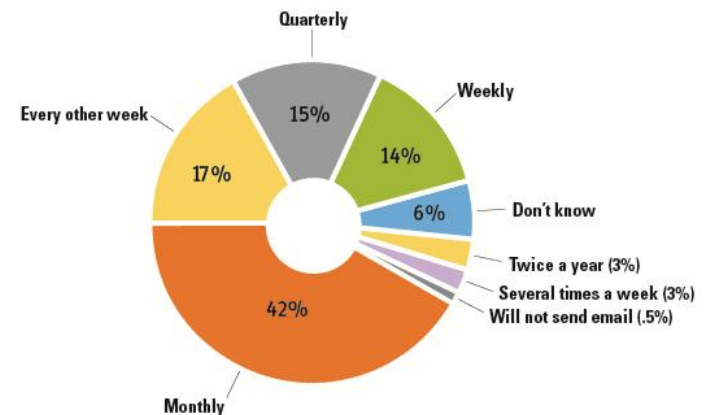
Monthly emailing to a typical person on an email list is the most popular frequency expected by nonprofits in 2013 at 42%, followed by every other week at 17%, quarterly at 15%, and weekly at 14%. This changed only slightly from 2011 and 2012. **More than three-quarters of nonprofits (76%) plan to email their typical supporters at least monthly**, which is down slightly from 78% in 2012 and up from 75% in 2011.

Not surprisingly, the **more important a nonprofit believes email to be as a communications tool, the more frequently they will email**. The more likely they are to say they will spend **most of their time on email fundraising or advocacy appeals or email newsletters**, the more frequently they expect to email supporters.

Of the nonprofits that ranked email as a “very important” tool for 2013, 84% will email at least monthly, with 39% emailing every other week or more. On the other hand, of those ranking email as only “somewhat important,” 70% will email at least monthly (up from 66% in 2012) and 29% will email every other week or more (up from 22% in 2012).

Of the nonprofits that said they would **spend most of their time on email newsletters, 83% said they would email at least monthly**. Of the nonprofits that said they would spend most of their time on email fundraising or advocacy appeals, 77% will email at least monthly.

How often nonprofits expect to email in 2013



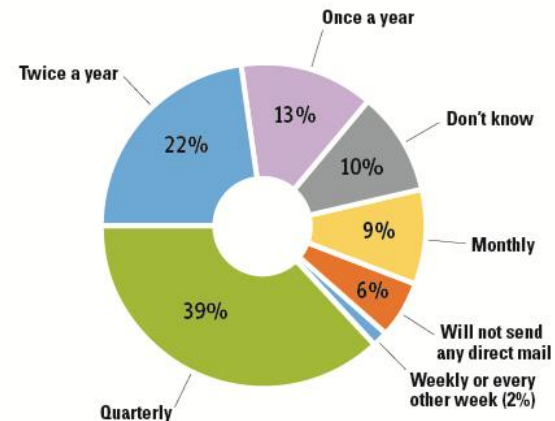
Direct Mail Frequency

Quarterly direct mail to the typical person on the mailing list is the most popular frequency for nonprofits at 39% (same as in 2012), followed by twice a year at 22% (down from 31% in 2012). **Only 11% expect to send direct mail to their typical supporters at least monthly** (down from 12% in 2012) and **50% will send direct mail at least quarterly**.

Of the nonprofits that ranked print marketing as a “very important” tool for 2013, 14.2% will send it at least monthly and 66% will send direct mail at least quarterly.

Of the nonprofits that said they would **spend most of their time on print newsletters**, 15% said they would send direct mail at least monthly and 75% at least quarterly. Of the nonprofits that said they would spend **most of their time on print fundraising appeals**, 11% will send direct mail at least monthly and 68% will send direct mail at least quarterly.

How often nonprofits expect to send direct mail in 2013



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Content Requiring the Most Time

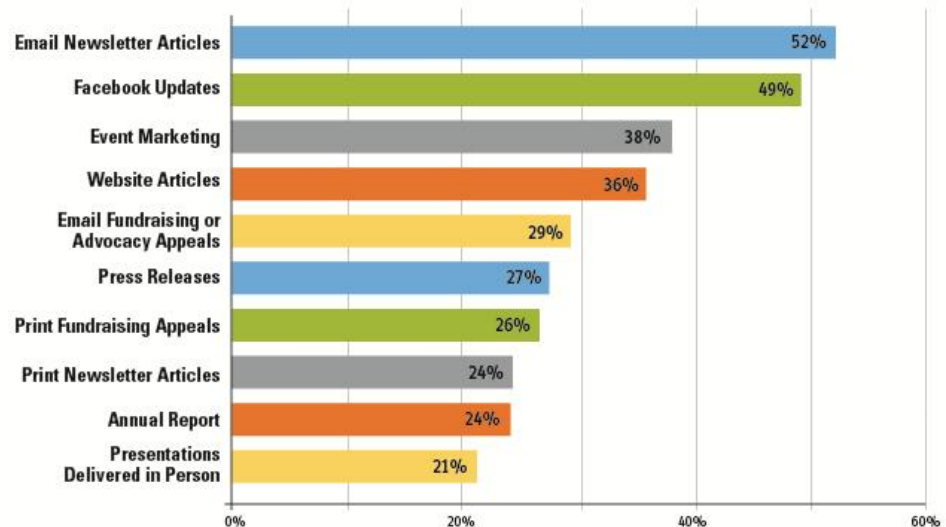
From a list of 20 choices (not including “other”), we asked nonprofits which types of content they expected to spend most of their time producing in 2013, limiting their answers to five choices.

Email newsletter articles, Facebook updates, event marketing, and website articles top the list.

Nonprofits with budgets over \$1 million were more likely to say they would spend time on print fundraising appeals, print newsletters, annual reports, and press releases compared to nonprofits with smaller budgets.

Nonprofits with budgets under \$1 million were more likely to say they would spend time on event marketing and presentations delivered in person compared to nonprofits with larger budgets.

Types of content nonprofits expect to spend most of their time producing in 2013



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Relative Amount of Time that Nonprofit Communicators Say They Will Spend Producing Different Types of Content

	Total	Budgets over \$1 Million	Budgets under \$1 Million
Email Newsletter Articles	52%	53%	52%
Facebook Updates	49%	49%	50%
Event Marketing	38%	35%	41%
Website Articles	36%	38%	34%
Email Fundraising or Advocacy Appeals	29%	29%	30%
Press Releases	27%	29%	25%
Print Fundraising Appeals	26%	28%	25%
Print Newsletter Articles	24%	26%	23%
Annual Report	24%	29%	21%
Presentations Delivered in Person	21%	17%	25%
Blog Posts	20%	20%	21%
Twitter Updates	18%	19%	16%
Videos	16%	17%	15%
Photography	9%	10%	8%
Webinars or Other Online Training Content	9%	7%	10%
Research Report or White Papers	6%	7%	6%
Infographics	6%	7%	5%
Articles for Others to Publish	6%	5%	6%
Mobile Apps or Mobile Optimized Content	2%	3%	2%
Podcasts	1%	0%	1%

Biggest Challenges

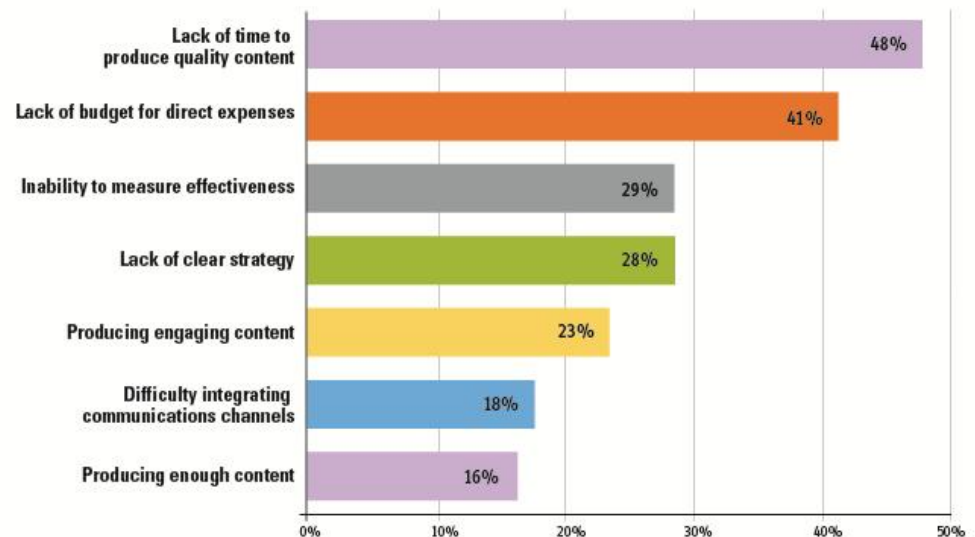
From a list of 13 choices (not including “other”), we asked nonprofit communicators to identify their biggest challenges, limiting their answers to three choices.

Lack of time to produce quality content and lack of budget for direct expenses topped the list, followed by inability to measure effectiveness, lack of clear strategy, and producing engaging content.

Not surprisingly, **nonprofits with budgets under \$1 million** were much more likely to identify lack of budget for direct expenses as a big challenge. The smallest nonprofits (those with budgets under \$250,000) cited lack of budget for direct expenses 51% of the time, while only 33% of nonprofits with budgets over \$10 million did so.

Nonprofits with budgets over \$1 million were more likely to identify difficulty integrating communications channels, producing enough content, and lack of buy-in or support from managers as big challenges compared to nonprofits with smaller budgets.

Challenges nonprofits expect to have in 2013



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How Nonprofit Communicators Rank Their Biggest Challenges

	Total	Budgets over \$1 Million	Budgets under \$1 Million
Lack of time to produce quality content	48%	48%	48%
Lack of budget for direct expenses	41%	36%	47%
Inability to measure effectiveness	29%	30%	28%
Lack of clear strategy	28%	29%	28%
Producing engaging content	23%	23%	24%
Difficulty integrating communications channels	18%	20%	15%
Producing enough content	16%	18%	15%
Unclear or unfocused messaging	15%	14%	16%
Not really knowing or understanding our target audiences	12%	11%	12%
Lack of knowledge or training needed to produce content	11%	10%	11%
Lack of buy-in or support from managers	9%	11%	7%
Lack of buy-in or support from peers	8%	10%	8%
Fear of failure / inability to experiment	7%	8%	6%

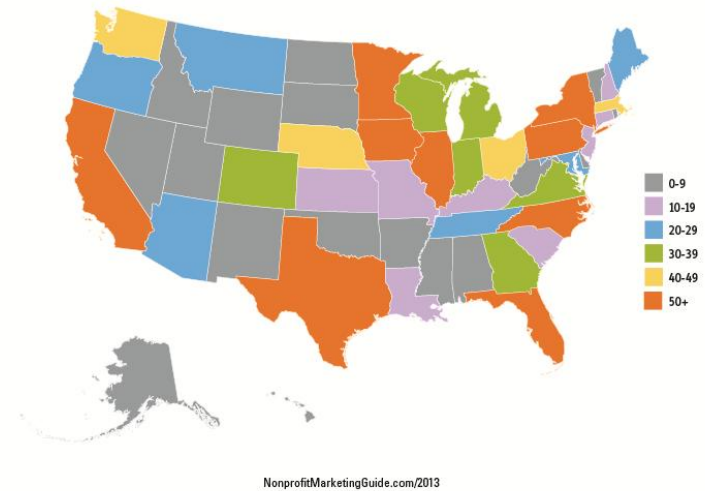
Variations by U.S. Region

U.S. survey participants came from all 50 states. When grouped by U.S. Census regions, **32% are in the South, 26% are in the Midwest, 24% are in the West, and 18% are in Northeast.**

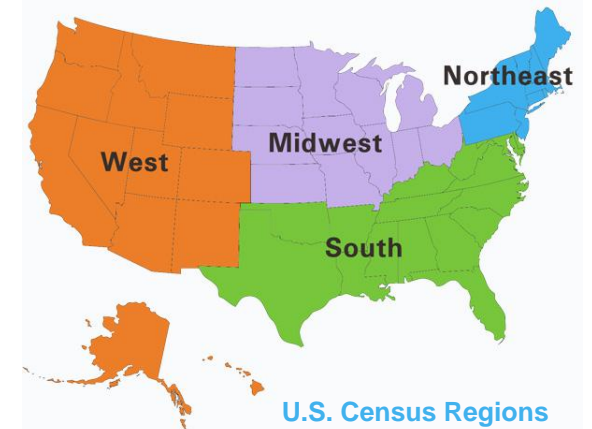
Nonprofits in the West are more likely to plan, with 50% of nonprofits having either a written and approved plan or a written plan for themselves. This compares to 45% in the South, and 42% in the Northeast and Midwest.

Communicators at nonprofits in the **West and Northeast are more focused on acquiring donors**. In the **South and West**, they are most likely to focus on **engaging their communities**. Nonprofits in the **Midwest were more likely to rank tactical goals like creating website traffic and mailing list building** as priorities compared to other regions.

2013 survey responses by state



Most Important Goals for Communications Strategy				
	West	Midwest	South	Northeast
Acquiring New Donors	61%	55%	55%	63%
Retaining Current Donors	32%	33%	30%	28%
Acquiring New Participants	19%	19%	20%	23%
General Brand Awareness	43%	46%	47%	46%
Engaging Our Community	54%	47%	55%	52%
Thought Leadership	21%	19%	22%	21%
Creating Website Traffic	19%	25%	21%	22%
Building Print or Email List	16%	22%	19%	17%



Nonprofit Communicators in the West

Like
Face to
Face

- Communicate least frequently, placing third for email frequency and tied for last place with the South for direct mail frequency
- Like YouTube and Google+ more than other regions
- Most likely to rank in-person events as important, and to spend time on them
- Most likely to spend time on email newsletters and blogging
- More likely, along with the Northeast, to find lack of clear strategy and unclear or unfocused messaging to be big challenges (despite being more likely to having marketing plans in the West).

Nonprofit Communicators in the Midwest

Love
Print

- Most likely to rank print marketing as a very important communications channel
- Communicate least frequently via email, but tied for first with the Northeast for most frequent direct mailing
- Like LinkedIn more than other regions
- Most likely to spend time on print newsletter articles, print fundraising appeals, and annual reports
- More likely than other regions to say that inability to measure effectiveness is a big challenge

Nonprofit Communicators in the South

Love
Social
Media

- Communicate frequently via email (second place), but are tied for last place with the West for direct mail frequency
- Most likely to rank social media as very important, and likes Twitter more than other regions
- Most likely region to experiment with newer social sites like Google+ and Pinterest
- Most likely to cite a lack of budget for direct expenses as a big challenge

Nonprofit Communicators in the Northeast

Talk
the
Most

- Most likely to rank media relations/PR as a very important communications channel
- Communicate most frequently, ranking first with email and tied for first with the Midwest for direct mail
- Most likely to focus on acquisition of new donors and new program participants
- More likely, along with the West, to find lack of clear strategy and unclear or unfocused messaging to be big challenges

Variations by Mission



**Human Services, Housing,
Food & Jobs**
353 participants (24.6%)



**Association, Membership
& Mutual Benefit**
75 participants (5.2%)



Education
201 participants (14.0%)



**Philanthropy or
Grantmaking**
66 participants (4.6%)



Health, Disease & Medical Research
154 participants (10.7%)



Religion
59 participants (4.1%)



Environment & Animals
145 participants (10.1%)



International
46 participants (3.2%)



Arts, Culture & Humanities
97 participants (6.8%)



**Other Public Benefit
Research or Advocacy**
45 participants (3.1%)

Other: 194 participants (13.5%)



Human Services, Housing, Food & Jobs

353 participants (24.6% of survey participants)

Planning:

- 34.0% No formal plan; just notes
- 32.6% Written and approved plan for 2013

Three Most Important Communications Goals:

- 68.3% Acquiring New Donors
- 53.8% Engaging Our Community
- 48.2% General Brand Awareness

Email Frequency to Typical Person on List:

- 49.3% Monthly
- 19.5% Quarterly
- 17.9% More than Monthly

Direct Mail Frequency to Typical Person on List:

- 46.2% Quarterly
- 23.8% Twice a Year
- 10.2% Once a Year

Content You Will Spend the Most Time Producing:

- 52.4% Email Newsletter Articles
- 49.6% Facebook Updates
- 41.4% Event Marketing

Three Biggest Challenges:

- 52.4% Lack of time to produce quality content
- 47.0% Lack of budget for direct expenses
- 26.3% Inability to measure effectiveness

Compared to Organizations with Different Missions, These Organizations Are . . .

- Most likely to identify acquiring new donors as a top goal
- Most likely to say they will spend most of their time producing presentations (26.3%) to be delivered in person and annual reports (29.2%)
- Most likely to email the typical person on the mailing list monthly



Education

201 participants (14.0% of survey participants)

Planning:

- 39.8% No formal plan; just notes
- 29.9% Written and approved plan for 2013

Three Most Important Communications Goals:

- 59.2% Acquiring New Donors
- 45.8% Engaging Our Community
- 40.3% General Brand Awareness

Email Frequency to Typical Person on List:

- 36.8% Monthly
- 17.4% Weekly
- 16.9% Quarterly

Direct Mail Frequency to Typical Person on List:

- 30.8% Quarterly
- 25.4% Twice a Year
- 20.4% Once a Year

Content You Will Spend the Most Time Producing:

- 48.8% Facebook Updates
- 48.3% Email Newsletter Articles
- 40.3% Website Articles

Three Biggest Challenges:

- 49.8% Lack of time to produce quality content
- 38.8% Lack of budget for direct expenses
- 29.9% Lack of clear strategy

Compared to Organizations with Different Missions, These Organizations Are . . .

- Most likely to identify print marketing as a very important communications channel (26.4%)
- Most likely to say they will experiment with Flickr in 2013 (17.4%)
- Most likely to identify blogging as one of their least important communications tools (27.9%)



Health, Disease and Medical Research

154 participants (10.7% of survey participants)

Planning:

- 34.4% Written and approved plan for 2013
- 32.5% No formal plan; just notes

Three Most Important Communications Goals:

- 53.9% Acquiring New Donors
- 50.6% General Brand Awareness
- 46.8% Engaging Our Community

Email Frequency to Typical Person on List:

- 39.6% Monthly
- 24.7% More than Monthly
- 16.2% Quarterly

Direct Mail Frequency to Typical Person on List:

- 39.6% Quarterly
- 24.0% Twice a Year
- 9.1% Once a Year

Content You Will Spend the Most Time Producing:

- 51.3% Facebook Updates
- 48.1% Email Newsletter Articles
- 34.4% Event Marketing

Three Biggest Challenges:

- 42.9% Lack of budget for direct expenses
- 36.4% Lack of time to produce quality content
- 27.9% Inability to measure effectiveness

Compared to Organizations with Different Missions, These Organizations Are . . .

- Most likely to say that general brand awareness is one of their most important goals
- Second most likely to identify print marketing (24.7%) and media relations/PR (36.4%) as their most important communications channels



Environment and Animals

145 participants (10.1% of survey participants)

Planning:

- 36.6% No formal plan; just notes
- 25.5% Written and approved plan for 2013

Three Most Important Communications Goals:

- 63.4% Acquiring New Donors
- 52.4% Engaging Our Community
- 42.1% General Brand Awareness

Email Frequency to Typical Person on List:

- 46.2% Monthly
- 21.4% Every Other Week
- 17.3% Weekly or Several Times a Week

Direct Mail Frequency to Typical Person on List:

- 44.8% Quarterly
- 20.0% Twice a Year
- 13.8% Once a Year

Content You Will Spend the Most Time Producing:

- 57.9% Email Newsletter Articles
- 53.1% Facebook Updates
- 37.9% Email Fundraising or Advocacy Appeals

Three Biggest Challenges:

- 49.7% Lack of time to produce quality content
- 37.2% Lack of budget for direct expenses
- 34.5% Inability to measure effectiveness

Compared to Organizations with Different Missions, These Organizations Are . . .

- Most likely to say they will spend most of their time producing both print fundraising appeals (30.3%) and email fundraising and advocacy appeals (37.9%)
- Most likely to identify retaining current donors as a top goal (41.4%)
- Most likely to identify Flickr as one of their most important social media sites (13.8%)



Arts, Cultural and Humanities

97 participants (16.8% of survey participants)

Planning:

- 50.5% No formal plan; just notes
- 21.6% Written and approved plan for 2013

Three Most Important Communications Goals:

- 62.9% Acquiring New Donors
- 58.8% Engaging Our Community
- 46.4% General Brand Awareness

Email Frequency to Typical Person on List:

- 37.1% Monthly
- 25.8% Every Other Week
- 19.6% Weekly

Direct Mail Frequency to Typical Person on List:

- 38.1% Quarterly
- 17.5% Monthly
- 12.4% Twice a Year / Once a Year (tie)

Content You Will Spend the Most Time Producing:

- 61.9% Facebook Updates
- 58.8% Event Marketing
- 51.5% Email Newsletter Articles

Three Biggest Challenges:

- 52.6% Lack of budget for direct expenses
- 51.5% Lack of time to produce quality content
- 36.1% Lack of clear strategy

Compared to Organizations with Different Missions, These Organizations Are . . .

- Least likely to have a written and approved communications and marketing plan for 2013 (21.6%)
- Most likely to say they will spend most of their time producing Facebook updates (61.9%)
- Most likely to identify Pinterest as one of their most important social media sites (14.4%)



Association, Membership & Mutual Benefit

75 participants (5.2% of survey participants)

Planning:

- 45.3% No formal plan; just notes
- 32.0% Written and approved plan for 2013

Three Most Important Communications Goals:

- 61.3% Engaging Our Community
- 41.3% Thought Leadership/Positioning as an Expert
- 41.3% General Brand Awareness

Email Frequency to Typical Person on List:

- 36.0% Weekly
- 25.3% Monthly
- 20.0% Every Other Week

Direct Mail Frequency to Typical Person on List:

- 24.0% Quarterly
- 24.0% Twice a Year
- 16.0% Once a Year

Content You Will Spend the Most Time Producing:

- 61.3% Email Newsletter Articles
- 52.0% Event Marketing
- 41.3% Facebook Updates

Three Biggest Challenges:

- 44.0% Lack of time to produce quality content
- 34.7% Lack of clear strategy
- 33.3% Lack of budget for direct expenses

Compared to Organizations with Different Missions, These Organizations Are . . .

- Most likely to identify LinkedIn as their top social media site
- Most frequent emailers overall; most likely to send email to their list several times a week
- Most likely to identify integrating communications channels as a big challenge



Philanthropy or Grantmaking

66 participants (4.6% of survey participants)

Planning:

- 36.4% Written and approved plan for 2013
- 31.8% No formal plan; just notes

Three Most Important Communications Goals:

- 63.6% Engaging Our Community
- 50.0% General Brand Awareness
- 48.5% Thought Leadership/Positioning as an Expert

Email Frequency to Typical Person on List:

- 43.9% Monthly
- 18.2% Every Other Week
- 15.2% Quarterly

Direct Mail Frequency to Typical Person on List:

- 30.3% Quarterly
- 19.7% Twice a Year
- 16.7% Once a Year

Content You Will Spend the Most Time Producing:

- 40.9% Email Newsletter Articles
- 39.4% Website Articles
- 37.9% Facebook Updates

Three Biggest Challenges:

- 43.9% Lack of time to produce quality content
- 34.8% Lack of clear strategy
- 34.8% Inability to measure effectiveness

Compared to Organizations with Different Missions, These Organizations Are . . .

- Most likely to have a written and approved marketing or communications plan for 2013
- Most likely to identify “engaging our community” as a top goal
- Most likely to identify video and infographics as taking most of their time



Religion

59 participants (4.1% of survey participants)

Planning:

- 39.0% No formal plan; just notes
- 25.4% Written and approved plan for 2013

Three Most Important Communications Goals:

- 54.2% Acquiring New Donors
- 49.2% Engaging Our Community
- 28.8% General Brand Awareness

Email Frequency to Typical Person on List:

- 30.5% Monthly
- 28.8% Every Other Week
- 23.7% Weekly

Direct Mail Frequency to Typical Person on List:

- 39.0% Quarterly
- 23.7% Twice a Year
- 15.3% Monthly

Content You Will Spend the Most Time Producing:

- 61.0% Email Newsletter Articles
- 55.9% Facebook Updates
- 45.8% Print Newsletter Articles

Three Biggest Challenges:

- 49.2% Lack of time to produce quality content
- 32.2% Producing engaging content
- 32.2% Lack of budget for direct expenses

Compared to Organizations with Different Missions, These Organizations Are . . .

- The biggest newsletter writers, and most likely to say they will spend time on print newsletters especially
- Most likely to identify both acquiring (16.9%) and retaining volunteers (8.9%) as a top goal
- Most likely to identify Google+ as one of their most important social media sites (11.9%)



International

46 participants (3.2% of survey participants)

Planning:

- 41.3% Written and approved plan for 2013
- 28.3% No formal plan; just notes

Three Most Important Communications Goals:

- 60.9% Acquiring New Donors
- 45.7% General Brand Awareness
- 37.0% Engaging Our Community

Email Frequency to Typical Person on List:

- 39.1% Monthly
- 19.6% Every Other Week
- 17.4% Quarterly

Direct Mail Frequency to Typical Person on List:

- 30.4% Quarterly
- 28.3% Twice a Year
- 13.0% Monthly

Content You Will Spend the Most Time Producing:

- 60.9% Email Newsletter Articles
- 47.8% Website Articles
- 43.5% Facebook Updates

Three Biggest Challenges:

- 50.0% Lack of budget for direct expenses
- 43.5% Lack of time to produce quality content
- 30.4% Inability to measure effectiveness

Compared to Organizations with Different Missions, These Organizations Are . . .

- Most likely to identify blogging, social media other than blogging, and video as very important communications tools
- Most likely to identify in-person events and media relations/PR as their least important communications tools
- Most likely to identify YouTube as one of their most important social media sites



Other Public Benefit Research or Advocacy

45 participants (3.1% of survey participants)

Planning:

- 44.4% No formal plan; just notes
- 26.7% Written and approved plan for 2013

Three Most Important Communications Goals:

- 60.0% Thought Leadership/Positioning as an Expert
- 55.6% Engaging Our Community
- 48.9% General Brand Awareness

Email Frequency to Typical Person on List:

- 33.3% Monthly
- 24.4% Weekly
- 17.8% Every Other Week

Direct Mail Frequency to Typical Person on List:

- 42.2% Quarterly
- 15.6% Will Not Send Any Direct Mail
- 13.3% Twice a Year / Monthly (tie)

Content You Will Spend the Most Time Producing:

- 51.1% Email Newsletter Articles
- 37.8% Email Fundraising or Advocacy Appeals
- 37.8% Blog Posts

Three Biggest Challenges:

- 44.4% Lack of time to produce quality content
- 37.8% Lack of budget for direct expenses
- 28.9% Producing engaging content / Lack of clear strategy (tie)

Compared to Organizations with Different Missions, These Organizations Are . . .

- Most likely to say that “thought leadership or positioning themselves as an expert” and “building a print or email list” as top goals
- Most likely to identify media relations/PR as an important communications channel and to say they will spend the most time on blog posts
- Most likely to identify print marketing and paid advertising as least important communications channels



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