FIA Fundraising Institute Australia

The Professional Body for Australian Fundraising

Digital Fundraising

How to leverage digital to acquire, retain and convert supporters

DELIVERY

In-Class

DURATION

1 Day

IN-CLASS LOCATIONS

Brisbane, Melbourne, Sydney

DESCRIPTION

Digital is growing and online fundraising is a massive opportunity for charities to reach new supporters, engage donors and **increase fundraising revenue.**

This one-day course will equip you with a range of strategies to maximise the potential of your online presence. It will help you to improve your digital activity and visibility to **attract, convert and retain online donors.**

You will learn many practical tips and techniques that can be applied immediately across a range of online channels to **increase support for your cause.**

WHO SHOULD ATTEND

- Anyone from big or small organisations who are looking to increase their skillset across a range of digital channels
- Those who want to integrate digital opportunities with their offline activities
- Fundraisers who understand the potential of digital but need to understand how to realise it

WHAT YOU'LL LEARN

- How to develop effective online strategies to acquire and retain supporters
- How to make the most of your website and social media platforms
- How to improve your digital presence across a range of channels
- How to craft compelling content to improve engagement across social media channels
- How to ensure your emails are opened, read and clicked!
- How to optimise your use of email marketing, mobile and SMS
- How to increase online conversion rates
- How to measure what's working and use this data to improve your effectiveness

TOPICS COVERED

- **Website and landing pages**
  - Identify key areas to ***improve your website*** and provide a list of takeaways that you can apply to your next appeal, campaign or event to increase conversion rates and improve ROI.
  - We'll also show you how to get the most out of ***Google Analytics*** to track a range of key metrics online and then show you how to use this data to optimise your landing pages and online activity.

- **Social Media**
  - Through real-life examples and case studies, we'll show you how to improve your Facebook presence to attract, convert and retain supporters for your organisation.
  - In this module, we'll go in depth on how to create an effective Facebook ad campaign (that works) and provide practical insights that can be utilised immediately across targeting, placement, creative, copy, tracking and optimisation.
  - Plus, we'll show you how to use the power of social media and leverage social referrals to increase your campaign results by up to 25%.
  - Finally, you'll gain a greater understanding of how to create Facebook content to retain your supporters and dramatically increase engagement to stand out from the crowd and establish relevance with key prospects.

- **Email Marketing**
  - We'll change the way you think about email marketing by giving you a range of tips to help you develop am email strategy that rocks (and converts).
  - You'll learn how to approach email marketing to ensure your emails are delivered, noticed, opened, read and clicked to increase support for your organisation.
  - Through this module, we'll cover journey mapping, responsive design, copy and calls to action, send time, testing, data segmentation and more!

Plus…

Throughout the day, you'll also take away tactics and techniques from a range of fundraising disciplines (including crowdfunding, peer to peer, mobile behaviour and more) which you can apply to any future campaigns to ensure your digital fundraising program achieves results.

BENEFITS

- Harness powerful digital marketing insights, techniques and opportunities to drive your fundraising strategy
- Learn from case studies from a range of charities across Australia
- Understand the key online tactics and how to apply them for your next fundraising campaign

CFRE International

*Full participation in the **Certificate in Fundraising** is applicable for **up to 7.5 continuing education points** in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.*