

Webinar

SERIES

CATHOLIC CHARITIES-USA
Innovation
CHALLENGE 

CCUSA Webinar – Communicate Smarter, Not Harder Using Your Own Data for Success

August 13, 2020



Facilitator —

Patricia Cole

Vice President, Communications
Catholic Charities USA

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Webinar Housekeeping Items

- ✓The webinar is being recorded.
- ✓The phone lines and computer speakers are being muted.
- ✓You may submit questions throughout the presentation.
- ✓We will have time for Q & A at the end. The lines will be open/unmuted at that time.
- ✓All questions not addressed at the end will receive an email response.

presenters

A colorful abstract graphic consisting of several overlapping, curved bands in shades of blue, green, yellow, orange, and red, resembling a stylized flame or a dynamic shape.

Ceci Dadisman

Digital-First Creative Services for Arts & Culture + Nonprofits
FORM | www.theformgroup.com



Bethany Ream

Director of Marketing and Communication at Catholic Charities,
Diocese of Cleveland



Ceci Dadisman

15 years of experience working with
arts & culture and nonprofit
organizations

Focus on digital marketing and
technology





**First, let's talk about
your communications
ecosystem.**



Email

Online Display Ads

Website

Social Media


Traditional

**Marketing and development
are really the same thing.**

**We are all trying to get
people to *take action*.**

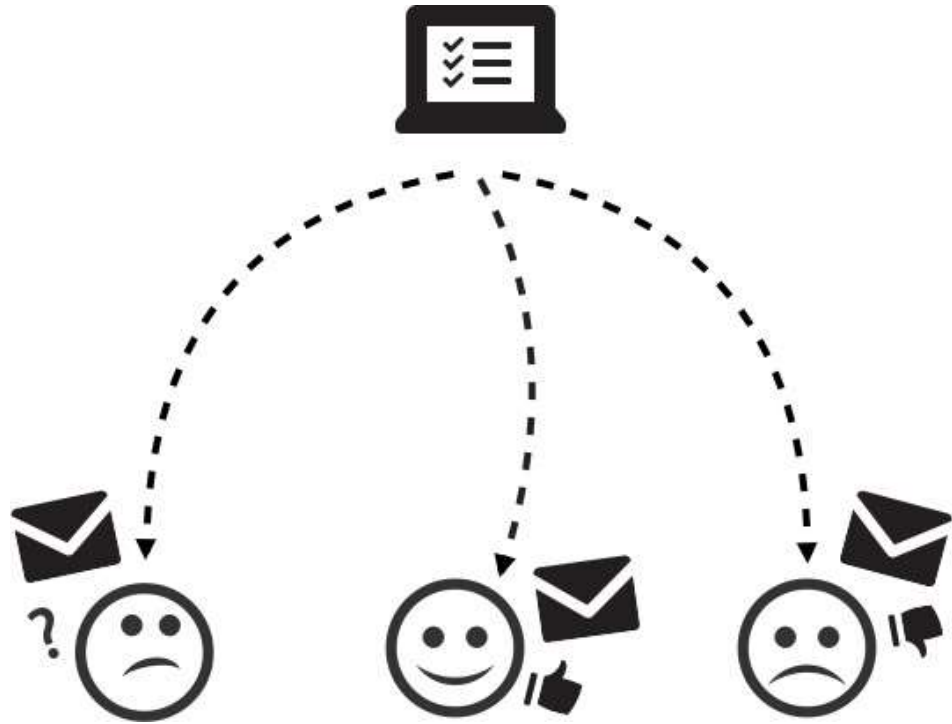
Today's Landscape

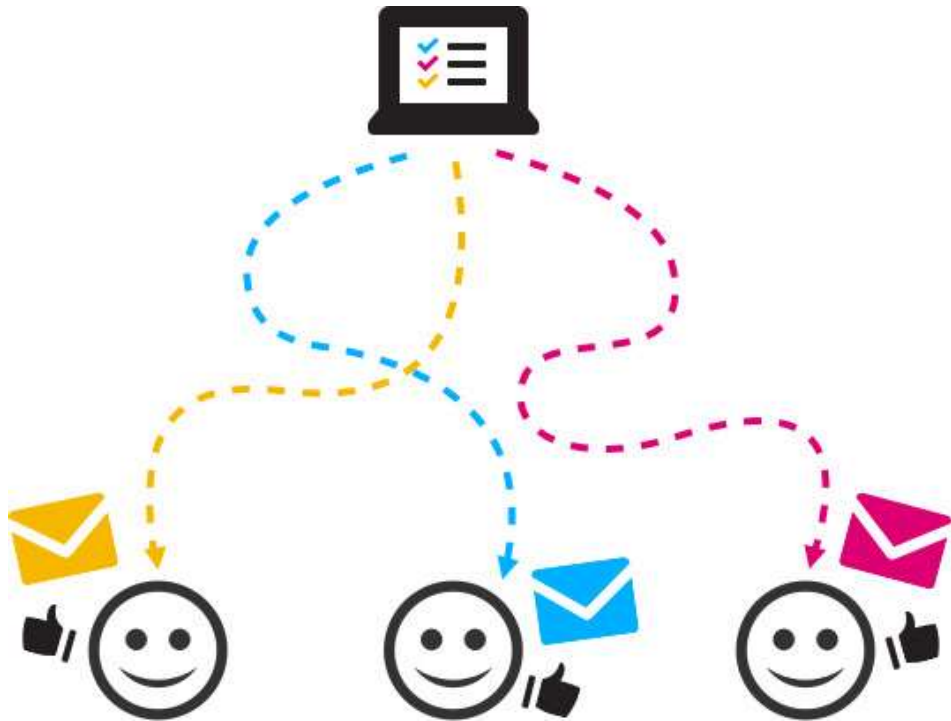




**The average person can
receive upwards of 7,000
marketing messages per day.**

Email. Online Advertising. TV Commercials. Radio Ads. Social Media.





**Relevance drives
response.**

**Response drives
revenue.**

— Lee Gallagher

Right *Message*

Right *Person*

Right *Time*

Right *Channel*

Establish Outcomes





**Using storytelling to create
meaningful engagement with
current and potential
audiences.**

To communicate effectively,
we must establish *targeting*,
messaging, and desired
outcomes.



**Let's democratize our
communications.**

Eliminate *jargon* and *org speak*.

Focus on the *donor* experience
and *impact*.



**Determine criteria for
segmentation.**

The *data* you already have.

- Program Participation
- Event Ticket Purchase
- Cumulative Giving
- Program Inquiries
- Geographic Location
- Length of Involvement
- Email Behavior

**Not everyone on your list
should get the same mailing
or email.**

The messaging must *match* the segment.

Recommended Resources

They're not all free, but all are good!



Campaign URL Builder



Bethany Ream

10 years of experience in non-profit and higher education as a creative director and leader.

Director of Marketing and Communication at Catholic Charities, Diocese of Cleveland for over 3 years.



Moving our marketing into the *21st Century.*

Problem: Enrollment numbers are low for Early Learning and Head Start Program. Need to increase numbers in order to meet funder goals.

Previous Campaign Method

Message: Five-star rated, safe, in your zip code, for low-income families

Person: Young moms, young parents, or grandparents

Channel: Radio ads, door knockers, mailers

Time: A month before school started



Same message, *different* channel.

Desired outcome: Sign up for registration on our website

Target: New mom's, young parents, low-income

Message: 5-star rated, safe, in your neighborhood.

New Channel: Google Search, Google Ads, Facebook Ads

- By zip code
- By age
- By interest



Use your *resources.*

Example Google Display Ad:



Use your *resources*.

Example Facebook Display Ad:

Locations are staffed by highly qualified teachers. All of our centers have received 5-Star ratings through Step Up To Quality, Ohio's quality rating system.

To enroll, call (216) 334-2945 or visit us at www.catholic.org/headstart.

CATHOLIC CHARITIES
Diocese of Cleveland

Early Learning Program & Head Start

Providing Help. Creating Hope.

ENROLL NOW!

4 WEEKS
TERMINAL
& 95% DISC.

LOCATIONS

FULL DAY
SPOTS
AVAILABLE!

Call us now at (216) 334-2945 or visit us at www.catholic.org/headstart.

Provide your business locally to help people locally to 7911 Belmont Ave.

Promote Local Business

1911 Belmont Ave (0.23 mi)
Cleveland, Ohio 44115

Get Directions

(216) 334-2945

<http://www.catholic.org> **Promote Website**

Charity Organization · Nonprofit Organization
Social Service

Hours 9:00 AM - 5:00 PM
[Open Now](#)

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Catholic Charities of the Diocese...

Catholic Diocese of Cleveland

People of Life



Results *driven.*

	Clicks	Impressions	Users	Cost	Conversions
Google Display Ads 1st Run	282	17,238	2,832	\$112.73	14
Google Search Ads 1st Run	147	22,542	N/A	\$82.85	14
Google Display Ads 2nd Run	2,893	133,501	31,628	\$1,949.64	133

Early Learning Program started at 77% enrollment.

Goal was to reach 97%, if possible.

We met 98%, first time in over 20 years!



The biggest lesson we learned:

Try and then *try again*.

Testing and documenting was the biggest key to our success.



Upcoming Webinars -

Turn Your Website into a Fundraising Machine webinar

Date: **Aug 20, 2020 at 2:00 PM EDT.**

Join our experts for this webinar to equip you with strategies and methodology on how you can make small changes to your website that deliver big results. You'll learn how to achieve the highest return on your efforts and how to track the results. We'll take a look at these practices in action on the Catholic Charities Diocese of Cleveland website.

Register here: <https://attendee.gotowebinar.com/register/8362321799787379984>

Track Your Website Performance with Google Analytics (GA) webinar

Date: **Aug 25, 2020 at 2:00 PM EDT.**

Google Analytics is a powerful tool to track your website's performance and the efficacy of your fundraising campaign. In this webinar for beginners, we'll cover all of the GA information you need to know using real-time data from the Catholic Charities Diocese of Cleveland website.

Register here: <https://attendee.gotowebinar.com/register/3729329445037334800>



Questions?

Don't be shy!

