



# Search Engine Fundraising Marketing Manual

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## Introduction

Search engine fundraising opens up a world of marketing opportunities that are otherwise not available to you, so this document was designed to help you get the most out of your search engine fundraising program. These methods will not only help you increase your search engine user base, but also your active donors.

You will find that there is a lot of overlap between the methods, and it is often a good idea to blend certain methods with others. This will make more sense as you go through the document.

It's not a comprehensive marketing plan by any stretch of the imagination, however if you implement even some of the strategies contained within (most of them free), it should give you an excellent base to work off, and see you beginning to earn some great revenue from the program.

## Your Database

This is the simplest of all activities. If you have an email database, simply email them to tell them about the search engine. We have written 2 different versions of this email that you can use, or you can write your own. Here are the links to the versions that we write. [Version 1](#), [Version 2](#).

One excellent trick that has been shown to increase response rates by up to double (and with minimal downside), is to first send your email, then a couple of days later, send the same email with a different subject to all of the people that did not open the first one. You may even want to do this a third time to anyone that did not open the other 2. If you outsource your list handling, ask them how to do this, most systems will cater for it.

If your email system does not have this capability, it is still a good idea to send a similar message, but with different copy and subject line to the list a few days after the first one. You might be amazed at the difference it makes.

So that is email, fast and cheap. What about DM. We suggest that if you are mailing your list anyway, you insert some information about the search engine in with your mailing. This will keep your costs at a minimum. You may at some point choose to dedicate a DM campaign to the search engine, but we will discuss that more in another section.



## Leverage Off Your Existing Activities

It is difficult to write a generic manual on your existing activities, since all non profit organizations have are doing things differently. The point of this section is that you should be able to leverage off almost any marketing activity that you are currently undertaking.

For example:

- If you have a retail presence, or if you are doing face to face marketing, you could make up some postcards or fliers to hand out to anyone you come in contact with.
- If you currently drive traffic to your website, you could display a banner on the homepage.
- If you have a Facebook or Twitter following, you could drive traffic through a series of posts or tweets.
- If you hold a ball or some sort of event, make sure everyone at the event learns about the search engine

These are just a few of many examples. The point is to look at how you are currently coming into contact with the public, and think about how you can leverage off this to increase your search engine user base.

### **Social Networks**

If you already having a following on any social networks such as Facebook or Twitter, these are a fantastic way to get the word out.

## Leverage Existing Contacts

Many non profit organizations have some very passionate followers, and often these followers are in a position to get the word out to a lot of people.

There are some obvious applications of this, such as getting contacts that have large databases to send an email. The advantage of search engine fundraising is that you are likely to find less resistance getting people to send to a page that simply asks people to use a different search engine, rather than sending their database directly to an ask.

There are also less obvious contacts that you can make use of. For example, you may have a contact with influence in a large firm that has many employees. If she is passionate about your cause, she may decide it is a company policy for people to use the search engine. From there they could refer their friends, and this could be a great source.

Perhaps you know someone with a strong retail presence that could have some point of sale advertising. Or even a manufacturer that might be willing to put some advertising on their packaging, or an insert into their package.

Think of everyone that you know that is passionate about what you do, and really get creative.



## Community Service Announcements / Public Service Announcements

Many radio stations, TV stations, and various publications, allow time or space for community service announcements or public service announcements. In fact, in some areas, they actually have to do this by law. In many cases, announcements from non profit organizations fit the bill of a “community announcement”.

This could serve as fantastic free advertising on main stream media. It is possible of course to use this media to directly ask for a donation, but it is highly likely you will get a much better response asking people to simply change their search engine. Of course, once they have changed their search engine, we they will be asked for the donation anyway, so you get the best of both worlds.

For a comprehensive list of the publications, radio stations and TV stations, that you might use, [Click Here](#).

We've also written a template community announcement that you can use. To have a look at this, [Click Here](#).

Like many things, asking for community announcements will be a numbers game. Many stations and publications that you ask will say no, but don't give up hope, because it only takes a couple of good “yeses” to generate some great revenue. There are plenty of opportunities out there, so go out and start asking.

## Press Release

This could be as extensive as hiring a public relations firm to professionally write an article and get it to as many publications as possible, or as simple as simply writing an article about the search engine and submitting the article to a number of publications yourself.

There are many publications (especially the smaller ones) that have a problem of not enough content, and welcome additional articles to print. In this case they have no problem with you including a link back to your website.

As well as this being a great source of traffic and therefore revenue, this also gives you an opportunity to write about the great work you are doing, and the need for that work, hence raising the awareness in the community.

Having the search engine serves as something new and interesting to write about, and will likely increase your chances of having the article accepted.

For a comprehensive list of the publications, radio stations and TV stations, that you might use, [Click Here](#).



## Cross Promotion

A cross promotion is where you agree to promote someone else's product or service, in return for them promoting yours. Obviously you will want to get a product that is in line with your organizations beliefs, so here is an example.

You might agree to send an email out to your database suggesting they take a look at "Green Living" magazine. In return, Green Living might agree to run a full page ad, or better still an article and ad promoting the search engine.

The magazine is an obvious example, however you can get more creative. For example, if there is a company with a physical product that fits well with your organization, you might do a trade where you promote their product, and in return they give you "ad space" on their packaging. The possibilities are endless.

## Corporate Sponsorships

If utilized correctly, this is possibly the largest and most exciting free opportunity there is, and has the potential to make a significant impact on your organization whether you are large or small.

Most corporations care very much about their brand, and how it is perceived. One excellent thing they can do to help their reputation, is sponsor a charity. Many corporations already do this, and many don't.

It has been proven many times, (and we will provide you with great case studies in the resources area) that when a corporation aligns itself with a charities, it makes a significant impact on their revenue.

Using search engine fundraising, it is very easy for you to set up a deal such that there is so much benefit to the corporate, that it's really a no brainer for them, so you will find it very easy to get sponsors. While it is very beneficial to the sponsors, this really is a win/win relationship, and you can expect to do very well out of it also.

Every deal is going to be unique, and it will depend on a number of factors. I will run through a number of things that you could possibly offer your sponsor, followed by a list of things your sponsor could possibly do for you. then I will run through some example deals.

Here are some things that you can offer your sponsor. Depending on your situation, and what the sponsor can bring to the table, the selection of these may vary.

1. **Bragging rights.** Corporates love to say "we sponsor XYZ charity"... it makes them look good. So this is something that you have to offer the corporate.



2. **Logo on the search engine.** LookToGive has the capacity to add your sponsors logo to the bottom of both the main search page, and the search engine results page. This means that your sponsor will get exposure to all of your users, most everyday, and in many cases, several times a day. Exposure is great, but this is not just any exposure, it is exposure that is associated with a great cause, so this is really valuable to them, and a great bargaining chip for you. Only 3 sponsors will ever be displayed at any given time, and if you have more sponsors than that, they will rotate. You can have as many as you like. The more users you have, the more valuable this space is to a sponsor, and the more they will be willing to do to get it.
3. **Website banner.** You might put something on your website that says “proudly sponsored by...”
4. **Reciprocal email.** You might want to send an email to your list about your sponsors product, or perhaps just a general branding email informing your list that you have a new sponsor that you would like to thank.

So that is what you can offer your sponsor, let's look at some of the things that your sponsor can do for you:

1. **Email blast.** If your potential sponsor has an email list, they could email that list about your search engine. We have written a sample email that you can suggest they use for this. [Click Here](#) to see it.
2. **Direct Mail.** They can either send a solo mailing, or perhaps they already send a bill or statement to their customers monthly/quarterly, and they can include some promotional material for the search engine with the statement. A great example of this would be a financial institution.
3. **Banner on their website.** Not only does this cost them nothing, but in many cases, it is actually good for them, because they get to “brag” about their affiliation with you.
4. **Media ads.** If you have a lot of search engine users already, and you are able to provide them with a logo on the search results... this is huge exposure, and would be worth a lot to them. As a result, you might insist that as part of the deal, they must run some media ads (newspaper, radio, tv). These ads could benefit both of you, were they could announce the sponsorship, which is good for their branding... but make sure they also drive traffic to your site getting new users to the search engine.
5. **Packaging.** Let's say you are talking to a company that makes tissues about sponsorship. Perhaps as part of the deal, they put a small “ad” for the search engine on every tissue box. It might say something like “How much would you give if it didn't cost you anything? Go to <website> to help out with a couple of clicks of your mouse... etc”
6. **Prizes and Free Stuff.** You might get an airline on board that promises to give away 50 round the world flights. You can then use these as incentive prizes for people to use the search engine OR for people to promote the search engine.
7. **Point of Sale.** If you team up with a large retailer, perhaps part of the deal could be that they must provide some advertising at the point of sale.



It's unlikely have everything on these lists will be done. More likely, there will be certain things on your list that you are prepared to do, and it will be a negotiation to determine what they will do in exchange. The great thing is that all of your obligations actually cost you nothing to deliver.

Every deal is going to look different, depending on a number of factors. It's really important to get creative, so to give you some inspiration, below are a number of example deals that you might put together.

### **Example 1**

Say you are a small to medium charity. Through emailing your own database, you currently have a few thousand search engine users, and you would like to increase it. You approach a company with a large email list, and you agree that if they send an email to their database, they may say that they are "silver sponsors", and you also agree to display their logo on the search engine for at least 1 year. For you this is fantastic, because it's cost you nothing, yet you may have picked up tens of thousands of users, a percentage of which would turn into donors.

It is also great for the company, because it has cost them nothing either, and now not only do they get to look great to their customers, but their logo will be shown time and time again not just to their own customers, but also their friends (remember the refer a friend thing) and also the search engine users you already have.

### **Example 2**

Perhaps you are a medium to large charity and managed to get 50,000 search engine users. You are negotiating with a mobile phone provider. They do not have much of an email database, but they are sending their customers statements on a monthly basis.

The provider is huge, with millions of customers, so you want to make sure you get the deal over the line. You may offer them "bragging rights", so they publicly declare the sponsor you, and also their logo on the search engine

From your point of view, this is great. You get a huge number of new users, a percentage of which will donate, and it's cost you nothing.

From the companies point of view, this is a great deal also. They get important "bragging rights", but more importantly, they will get increase loyalty from their existing database (because every day they will see their branding associated with a good cause), and they will also get exposure to a new audience, being both your 50,000 users, and all the referred friends of their customers. All of this at very little cost. It is really an easy decision for them.



### **Example 3**

A simple deal with a tissue paper manufacturer. They put an “ad” on the tissue box, and you put their logo on the search engine. Again, this is great for the company, because it's been show time and time again, that having a charity logo on your packaging increases sales anyway, so the logo on the search engine is a bonus for them.

### **Example 4**

Imagine this. You tee up 5 or 6 large sponsors. Because each one has a database of millions, you expect that this will give you a search engine user base of a 6 figures. Since each sponsors logo will be displayed to so many people, every time they perform a search, you can demand more from them than just an email blast.

Perhaps you can insist that they provide free prizes that you can use as incentives, as well as a banner on their website.

### **Example 5**

If you manage to get a large number of search engine users, a logo on the search engine is very valuable to any corporate organization. Not only is it constant branding for them, but it is the right sort of branding, because it is associated with your organization. As a result, you can demand more from them.

An example of something that you might demand from them is TV ads. The TV ad would be co-branded, where they have the opportunity to “brag” about your relationship, but they would then have to direct people to your website to learn more about the search engine.

Obviously this is great for you... free advertising. But it's also great for the corporation. It is likely that they are advertising on TV anyway. Generally speaking, TV is not a direct marketing tool, it is used for branding. The fact that they get to run a TV ad and talk about an association with you is actually great branding... so it could be said that not only is this arrangement no additional cost to them, but it is actually beneficial. On top of that, they get their branding in front of people on an ongoing basis on the search engine, which now makes it a no brainer.

### **Example 6**

You might line up a deal with a major retailer, where they give you some “advertising space” on their dockets, in return for the logo on the search engine, and a banner on your website (and of course the bragging rights). If not the docket, this could also work with a postcard size flier at point of sale.

They are printing the docket anyway, so you can see once again that it costs them very little, and there is huge benefit in it for them (and you).



There are a lot of examples laid out here, and hopefully you can see that it's quite easy to make this a very attractive proposition to the sponsor. Using search engine fundraising, they can get involved with very little cost, and get huge benefit. This is a great win/win relationship, because you will also hugely benefit from it.

Just be sure to think about these deals from the companies point of view, and what they will get out of it, and you will be sure to put together a winning proposal.

We also have an exact step by step guide that will tell you exactly how to go about getting sponsors, as well as all the tools and materials you will need to do so. [Click Here](#) to see the step by step guide.

## Popular YouTube Videos

Here is a little known technique that can get you great exposure for free. YouTube ([www.youtube.com](http://www.youtube.com)) is one of the most popular sites on the internet. If you don't know what YouTube is, go and take a look. It's a video sharing site where anyone can upload any video they like, and the public can watch that video.

It is not at all uncommon for a video to get millions of views... infact, many videos will get hundreds of millions. Imagine if each person watching that video learned about your search engine... especially if the video is relevant to the work that you do. It is possible.

There are a number of ways you can leverage off the power of YouTube, here are some.

### **Already Popular Videos**

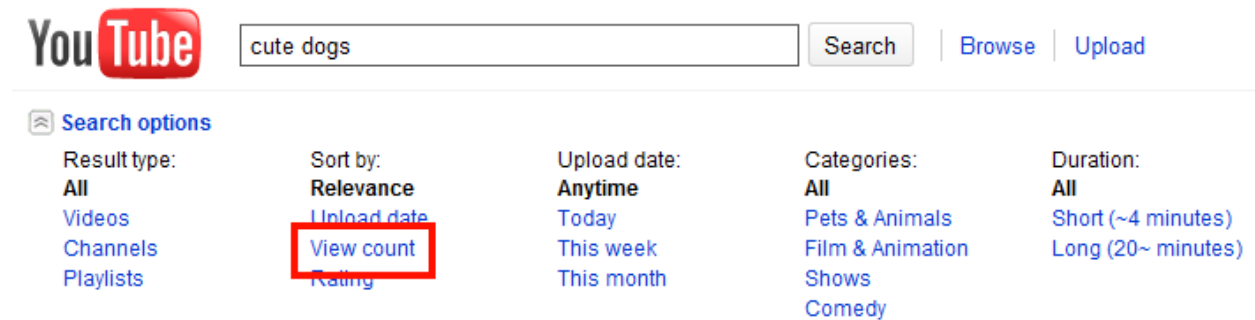
Go to YouTube ([www.youtube.com](http://www.youtube.com)) and perform a search for something that is relevant to your organization. Try and search for something that is likely to be searched for a lot. For example, if you are an animal welfare organization, you might search for animal welfare, but you might also want to try things that are more losely related, such as "cute dogs". You can also use the "Related Searches" at the top of the results to help you. The goal is to find videos with a lot of views.

Once you have done your search, click on the "Search options" link.





Now under “sort by”, click “View count”. This will show you the video with the most views up the top.



You should now see a list of videos all with a large number of views. These are the videos that we will be targeting in this strategy. If you do not see at least a few videos with over 1 million views, you might want to try another search term, or one of the “related searches”.

Now that we know the videos we will be targeting, it is important to know exactly what we can do with them to get exposure. There are 2 possibilities, and in either case you will need to approach the owner of the video. We will talk more about contacting the owner a little later.

The first possibility is to get an “annotation” on the video. This is just a small text box that can appear on the video at any point, for any length, and can contain any text that the video owner chooses. In the “cute puppies” example, you might ask the owner to place the text “put an end to animal cruelty, go to yourdomain.looktogive.com (it’s quick and free). Try to keep it brief.

The other option is to get the video owner to change the description of the video so it includes a similar message.

While it is a good idea to start with more relevant videos, there is nothing to say you can't try this technique with any video. Even if the video is not related to your organization in any way, it could still be great exposure, and worth a try.

### **Soon To Be Popular Videos**

This is a similar technique to the last one, but this time we are trying to get the videos before they have the millions of views, this way we can get the most exposure. Obviously it's impossible to know which videos will get the large number of views, but there are some things that we can do to dramatically increase our chances.

The first step is to find a search term relevant to your organization that gets a lot of searches. To do this, we are going to follow the steps from the above strategy, but do it for as many keywords



as you can think off that are even loosely related to your organization. Each time, take note of the number of views each video on the list is getting after sorting by view count. Also make use of the “Related Searches” found above the results:



Once you have identified the search term that seems to have the videos with the most views, perform a fresh search for this search term, only this time DO NOT perform any sorting on the results. Here is what we have just done. We know that a lot of people are searching for the term you just searched for, and we know that when they do, these are the videos that they will see. Therefore, it is highly likely that these videos are going to get a lot of views.

These are our new target list for this strategy. The rest is the same as the last strategy.

### **Popular Channels**

On YouTube, there are also “channels”. This is simply a collection of videos that are brought out by the same person. Users can subscribe to channels if they take an interest, and will receive a notification every time that user brings out a new video. There are many channels with hundreds of thousands, or even millions of subscribes, and as a result, each time these channels release a video, it gets hundreds of thousands of views very quickly.

The idea is to try and find channels that have a lot of subscribers, and get them to mention the search engine in their next video (and provide a link). It would be great if the channel has some sort of relevance to your organization, but this strategy can still work if this is not the case.

Here is a great example. This channel, <http://www.youtube.com/user/juicystar07>, has over half a million subscribers. Almost every time she releases a video, it gets over half a million views. This channel is about beauty, and may not be at all relevant to you, but imagine if she spent the first 20-30 seconds of her video telling people how they can make the world a better place with a couple of clicks of their mouse... with over 500,000 people watching it, even though it is not relevant, you are likely to get a bunch of search engine users on board.



Not everyone will want to mention the search engine obviously, but often they are looking for something to talk about, and would love to help out a good cause.

So this begs the question, how do we find the channels with a lot of subscribers? The first place to start is <http://www.youtube.com/channels?p=1&s=ms&gl=US&t=a&g=0>. This page will list the US channels with the most subscribers. For some reason it seems that you can only do it per country, so to get the UK channels with the most subscribers, simply replace “US” in the URL with “UK”. Canada is “CA”, Australia “AU” etc. Play around with it. Keep in mind that it doesn't matter if the channel owner is in the same country as you. Simply click on the thumbnail, and you will be taken to the channel.

### **Contacting The User**

Ok, now we know which videos and channels we want to target, it's time to contact the user to ask them if they would like to help. Remember, just like fundraising itself, this is a numbers game. A lot of people will say no, and some will say yes... you just need ask enough.

Before you can contact another user, you must create a YouTube account. This is quick and easy. Simply click on the link on the top right of screen that says “Create Account”, and follow the prompts. It's a good idea to make your YouTube ID the same as your organization name but without the spaces.

To contact the user, you need to go to their “channel”. To do this from the video list, simply click on the YouTube user name under the description of the video.



On this page, you will find a box with a “Subscribe” button, and 3 links; “Add as Friend”, “Block User” and “Send Message”. To send the message, simply click the “Send Message” link, and fill in your message.



## **Paid Advertising**

There are unlimited medium that you can use to run paid ads. One of the big advantages of Search Engine Marketing is that people are 30.8 times more likely to respond to an appeal to action (such as change their search engine) as they are to respond to a monetary appeal (According to the 2010 eNonprofit Benchmarks Study).

This allows you to get more traffic, who will then learn more about what you do, and hence getting more donors that traditional advertising. On top of this, people are 6.9 times more likely to donate if they have recently taken an action, such as change their search engine. (According to National Bureau of Economic Research).

The upshot of all this is that you might find that forms of advertising that have proven ineffective in the past may now become cost effective.

We have prepared a huge list of available media in a number of countries that you could consider to advertise in. [Click Here](#) to go to the page.

## **Advertising Subsidy**

Look To Give also offers a form of advertising subsidy. Here is how it works.

You pay for the advertising upfront, and we will pay you 100% of the revenue raised from your search engine users until such time that you have made back all the cost of your advertising. Any donations you get as a result of the advertising will count toward this. Here is an example.

Let's say you spend \$5000 on advertising. As a result of the traffic that came to the site through this advertising, you managed to get 5000 search engine users, and \$3000 in donations. We will pay you 100% of the revenue raised from ALL of your search engine users (not just the new ones) until you have been paid the additional \$2000. This is designed so that you can really maximize your ROI.

If as a result of the advertising you get regular givers, we will value the donation at just 4 times the monthly value. For example, if a donor commits to \$30 per month, this will count as a \$120 donation.

If as a result of the advertising, you raise more money in donations than you spend in advertising, there is no subsidy (but it means you have had a fantastic ROI, and should think seriously about doing it again!)

To take part in the advertising subsidy program, you must have pre-approval. If you would like to participate, or you would like more information, please contact your search engine fundraising development manager.