




INBOUND MARKETING FOR STRATEGIES:

HOW TO RUN A LOTTERY AND RAFFLE CAMPAIGN USING INBOUND MARKETING

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INTRODUCTION

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In this digital age, majority of the charities and nonprofits still resort to traditional marketing methods, such as, direct mail and print ads that all too often leave them with empty pockets. But with billions of people entering the digital world, inbound marketing is not only cheaper but a faster way to reach out to the right audience with the right tools.



INTRODUCTION



Inbound marketing enables charities and nonprofits to reach out to potential donors who are already looking for reliable and most trusted charities online. These best thing about these strategies is that, they do not use up charity funds nor resources reserved for running the organization.



CHAPTER ONE

BENEFITS OF INBOUND MARKETING

BENEFITS OF INBOUND MARKETING

Why Should Charities and Nonprofits Choose Inbound Marketing Over Traditional Marketing?

There are over 1.1 million nonprofits today in the United States and **195,289** charities in the UK alone. With majority of them using traditional marketing methods to reach out to their funders through emails and direct mails, your charity needs a far more effective way to reach out and stand out from your competition. You must be able draw donors towards your creative selling proposition.



BENEFITS OF INBOUND MARKETING



Inbound marketing empowers charities and nonprofits to increase awareness about their causes and initiatives and their services to humanity in a cost effective manner. Inbound marketing also enables them to build a robust online community of active people who are passionate and supportive about their mission.

BENEFITS OF INBOUND MARKETING

How Do Charities and Nonprofits Benefit from Inbound Marketing?

Inbound marketing is a comparative low cost and efficient method to promote charities rather than sinking money into outdoor advertising campaigns that may not always help them reach their target market. Inbound marketing lets charities drive qualified and organic traffic to their website. For instance, inbound marketing attracts supporters to your cause and charity rather than you searching for them but running advertising campaigns. Moreover, with inbound marketing you can connect with people who seek a reliable organization to donate funds to.





CHAPTER TWO

EFFECTIVE INBOUND MARKETING STRATEGIES

EFFECTIVE INBOUND MARKETING STRATEGIES

Following are some of the most common and effective inbound marketing strategies and the best way to utilize them for your charity organizations.



EFFECTIVE INBOUND MARKETING STRATEGIES

1. Search Engine Optimization (SEO)

Search Engine Optimization gives charities the power to rise to the top of search engines and grab attention of their prospects faster than their competitors. With implementing SEO on your website, you optimize your content using targeted keywords and phrases that can draw potential donors onto your site and get more information about you and possibly how to donate funds online as well. An SEO strategy also helps ensure that when potential donors and interested supporters search charities using those keywords, your charity organization will show up on the search engine in the top results. This way you are able to increase the likelihood that prospective donors will click on your website link and would be interested in finding more information about you.

EFFECTIVE INBOUND MARKETING STRATEGIES

2. Content Marketing



Charities need to have relevant, engaging and humanizing content on their website which would give potential donors a reason to show their support and care for the cause. Your charity's content strategy must be able to entertain and inform your potential donors simultaneously. Start by considering what your potential donors would want to know about your charity organization and then curate compelling content that would help you gain their trust, support and encouragement and invite them to get involved in your initiative as well.

EFFECTIVE INBOUND MARKETING STRATEGIES

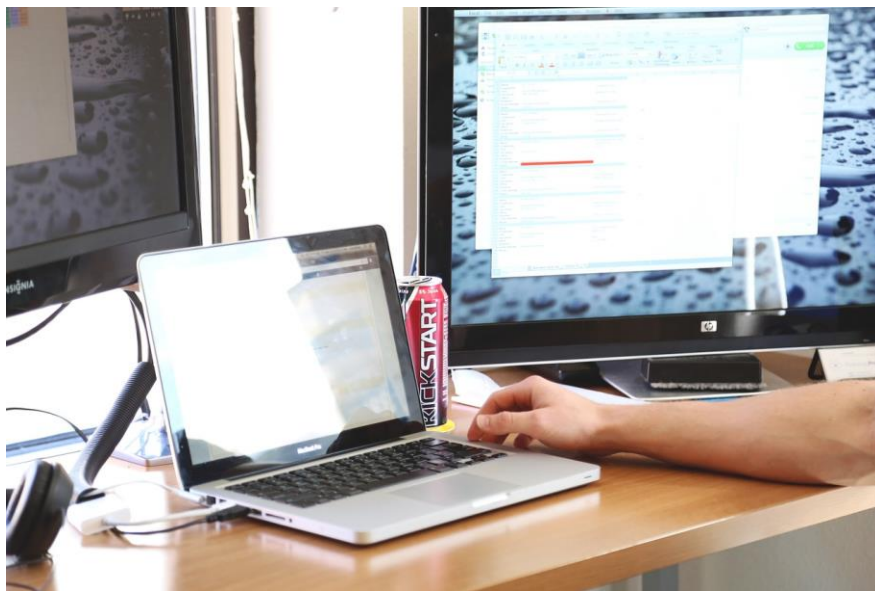
2. Content Marketing

Inbound marketing is an efficient and effective way to ensure that individuals who are searching online for volunteer opportunities can seek out your charity organization and join you in your cause. A good content strategy also will provide your target audience and prospective volunteers to take the necessary steps and get involved in your cause.

Charities must constantly publish fresh, engaging and quality content that provides value to their target audience, charity organizations can efficiently position themselves online as industry leaders and gain trust of potential donors by projecting a positive image through inbound marketing.



EFFECTIVE INBOUND MARKETING STRATEGIES



Videos

In addition to that, charity organizations can publish content that empower donors to tell their stories and the initiatives that have helped change hundreds of lives. Many charity organizations produce videos since they are powerful pieces of content, and can easily go viral if they carry a powerful message, within a matter of minutes. Using videos as part of your content strategy where you tell stories of donor impact will attract more donors and supporters to your organization.

EFFECTIVE INBOUND MARKETING STRATEGIES

Blogs

Charities can also post these same donor impact stories on their blog and make their efforts public to gain more donors and volunteers.

Blogging also helps charities rank higher on search engine results with regards to their mission. Charities can invite their volunteers, donors and supporters to share their stories and how through your organization they have been able to make a difference in the life of others.



EFFECTIVE INBOUND MARKETING STRATEGIES

3. Email Campaigns

Using email campaigns effectively enables charities to convert their donors into loyal advocates. Whenever an individual makes a contribution online, make sure that you send a thank you note along with their donation receipt. In the next few days, send them a follow up email containing additional information about the best way to share the mission of your charity with others.

You can also send them information regarding how they can volunteer with your charity, become an activist for your organization or start a fundraiser for you in their community. Always make sure to follow up with your donors with additional information about your organization and its latest activities to keep them engaged.

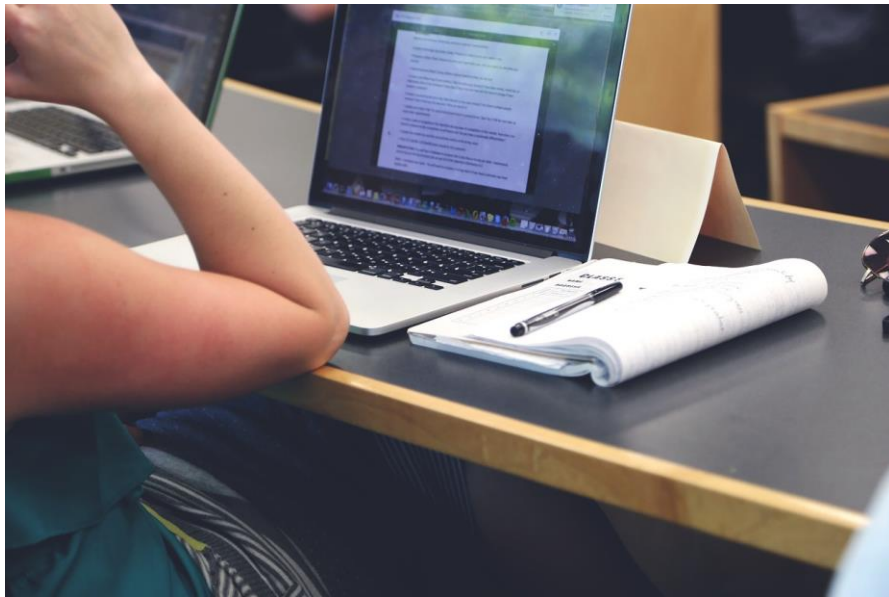


CHAPTER THREE

HOW TO MAKE INBOUND MARKETING WORK FOR YOU

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How Best To Make Inbound Marketing Work For Your Charity?



Many charity organizations are beginning to see the effectiveness of marketing themselves online and using the tools and techniques of inbound marketing to build up their online presence and gain the trust of their donors. But question arises on how to ensure that your charity and its message is being received by your target audience?

HOW TO MAKE INBOUND MARKETING WORK FOR YOU

Inbound marketing directs your charity to maintain a strong presence online in order to attract potential donors. When you use target keywords and phrases in your content and meta description, your target audience can automatically reach your site by searching for the same keywords and phrases on the search engine. When your target audience clicks on your website link, they can get more information about your charity organization, its mission and its latest activities. On your website, you can place multiple calls to action to encourage and persuade your leads to take the next step and become a volunteer or donor.



HOW TO MAKE INBOUND MARKETING WORK FOR YOU



Inbound marketing helps your charity organization stand out from your competition and ensures that you are not wasting all your marketing budget promoting your campaigns to people who are not genuinely interested in your cause or getting involved in your initiatives.

HOW TO MAKE INBOUND MARKETING WORK FOR YOU

The Role Lottery And Raffle Campaigns Are Playing For Charity Organizations

There is an increasing number of charity organizations that are tuning to raffles and lotteries as a way of creating steady money to keep their organization running. Using this form of incentivised giving, makes lotteries one of the most effective, quickest and outstanding fundraising method in the present times.

Following are a few reasons why you as a charity organization should start a charity lottery:



HOW TO MAKE INBOUND MARKETING WORK FOR YOU



Lotteries have been noted to stand out from a variety of fundraising methods because they are different and provide a form of incentivised giving to your donors: it lets your supporters be rewarded. Lottery gives your donors and supporters a chance to get rewarded and gives your charity a chance to attract the right kind of people who might not always come forward and donate to your charity organisation. This works as an added advantage for your organization, it can help you build contacts in your database and help you reach out to more donors in the long run as well.

HOW TO MAKE INBOUND MARKETING WORK FOR YOU

There are also a few people who consider charities using raffle campaigns or lotteries as unethical, saying that such campaigns encourage irresponsible spending and gambling on the part of donors. But this is not true. Online charity lottery provides people with an added incentive of getting something out of their donation, such as, winning a cash prize while helping the organization and showing their support for a good cause. This makes a great combination and it is no less ethical than offering your supporters a reward, a discounts or something that would make them feel nice about helping out in exchange for signing up for a membership at the store.



HOW TO MAKE INBOUND MARKETING WORK FOR YOU



Charity lottery gives people a possibility of gaining or winning something in return for their good deed, no matter how small it is, but it just the thing that many people need to nudge them into joining in for a good cause and be part of a charity organization in whatever way they can. For instance, Breast Cancer Care used the strategy and came up with an online lottery and as a result their regular donors increased to double.



CHAPTER FOUR

SET UP AN ONLINE CHARITY LOTTERY

SET UP AN ONLINE CHARITY LOTTERY

How To Set Up An Online Charity Lottery?

As a charity organization, you are legally free to set up your own online lottery and take the responsibility of marketing your charity lottery to your donors, supporters, volunteers, as well as, corporate supporters and other members from the general public using inbound marketing strategies. There are a number of specialised software packages available that enable charity organizations to import their electronic standing orders and direct debit files. Most charity organizations engage a specialist company to look after the operations and carry out their online lottery efficiently.



SET UP AN ONLINE CHARITY LOTTERY



As a charity organization, you can also join a joint online lottery scheme. For your first charity lottery, this could be a good option, especially if you are unsure of how your donors and supporter base will respond to your online lottery venture. Once you have received the response and feedback, you can switch over to running your very own online lottery and gain all the support you need from your target audience with a guaranteed prize fund.

SET UP AN ONLINE CHARITY LOTTERY

Overall costs and profit from the joint lottery schemes are calculated as a percentage of the total amount of the lottery. There is literally no risk that the charity would face, because they do not have to cover any admin costs nor provide large prize funds prior to the fund raising. So, charity lottery is a completely risk free and safe fundraising method that allows charities a cost effective way to raise funds for their causes.



SET UP AN ONLINE CHARITY LOTTERY

How Beneficial Setting Up A Charity Lottery Really Is?

The biggest advantage of having an online charity lottery is that you can attract a lot of players and you can also predict how many players will help you in generating income in the long run. Most charity lotteries usually cost players £1 to £2 a week to play. But it gives a great incentive to players and enables the charity to earn a lot of money annually. Some large charities as well as hospices have made more than a million pounds a year through online charities and the inbound marketing strategy they use to promote their efforts in by creating and sharing content about winners which makes for good PR and attracts more donors to the lottery.



SET UP AN ONLINE CHARITY LOTTERY



Charities that have a very strong local supporter base, for example, a hospice often have 20% of their supporters signing up and playing the online lottery.

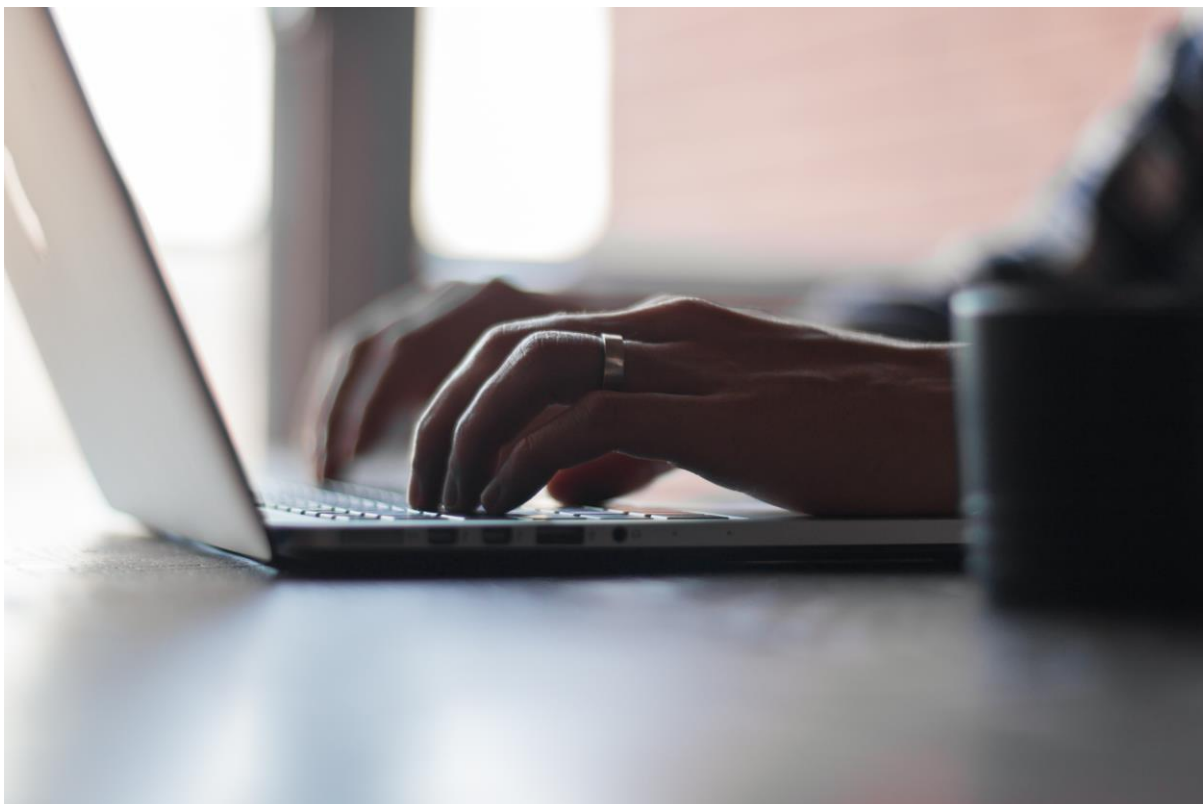
SET UP AN ONLINE CHARITY LOTTERY

The Process of Setting Up and Registering Your Online Lottery

Some feel that the process of setting up and registering a lottery is tedious and extremely difficult and time consuming, but it usually depends on the number of players. Smaller lotteries that involve fewer than 4,000 players who pay £1 a week, only have to register with a local authority in their town. This is a rather easy and quick process and charity organizations can also register themselves for an online lottery by applying online. The application fee for registering and setting up an online charity lottery is £40, with a recurring annual renewal fee of £20.



SET UP AN ONLINE CHARITY LOTTERY

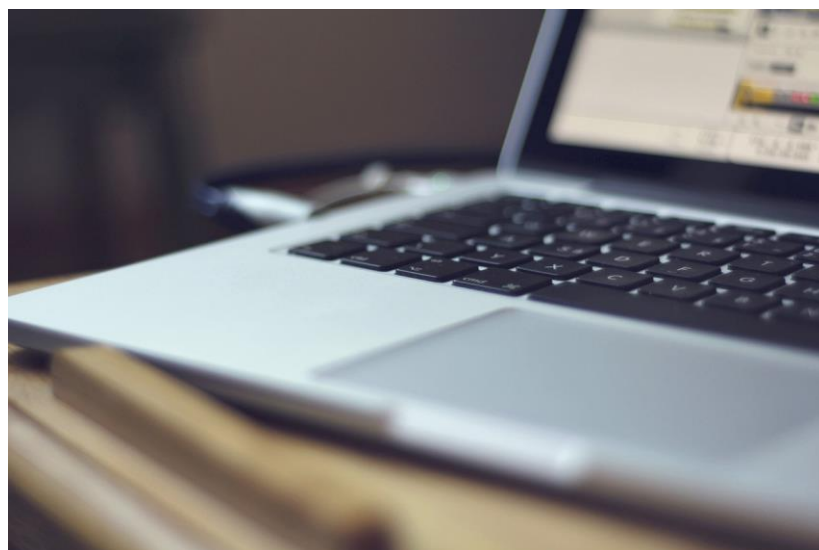


If the value of lottery draw is to exceed £20,000, or £250,000 in one year, the online charity lottery will have to be registered with the Gambling Commission. The commission will issue a license to the charity to legally run their online lottery.

SET UP AN ONLINE CHARITY LOTTERY

Using Inbound Marketing Techniques To Market Your Online Charity Lottery

Promoting your online charity lottery should be an integral part of your inbound marketing plan. You should launch your lottery promotional campaign three months before the first lottery draw date; this will allow you to recruit new members to your online lottery and help you reach a breakeven target as well. If in case, you are not able to reach your desired number or membership levels, you can postpone the draw or launch another aggressive marketing campaign that will help your charity organization recruit new members and ensure that your only lottery will not run into a loss.



SET UP AN ONLINE CHARITY LOTTERY

The most successful and popular promotional tool for online lotteries is a simple leaflet with an enclosed application form for people who are interested in signing up as members. These forms are often mailed to the warmest and kindest supporters of charities.

Telesales is also a great method that has been adopted by multiple charities of all sizes. There are companies in the UK that specialise in telemarketing for charity organizations, and they can be hired for run and carry out promotional campaigns for online charity lotteries in order to attract new members and also convert existing members.



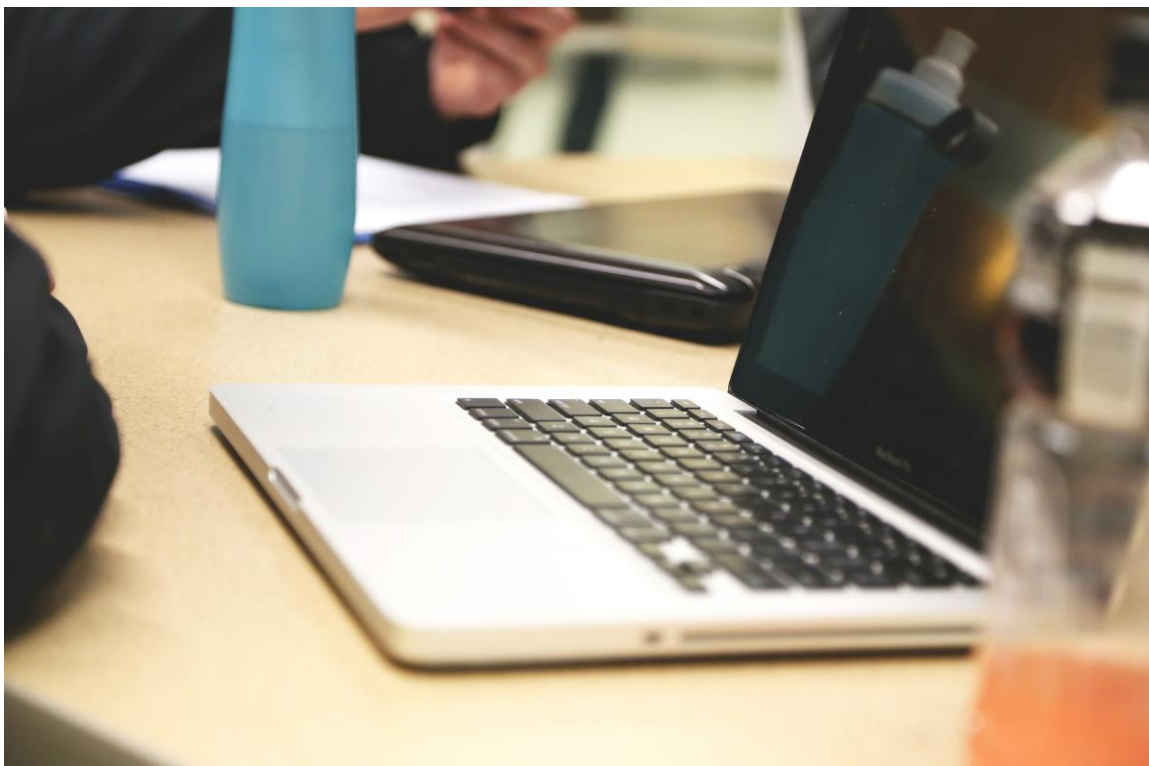
SET UP AN ONLINE CHARITY LOTTERY



Charity events and campaigns, such as, summer galas and fundraising balls should also be used as a golden opportunity to promote your online charity lottery. The staff of charity organization should be trained in recruiting new members and must be ready to guide them on how the lottery works and will benefit them.

SET UP AN ONLINE CHARITY LOTTERY

Social media posts and use of website to promote your online charity lottery is also a cheap, effective and easy way to inform your donors, supporters and volunteers about the upcoming online lottery, but this should not be the only marketing strategy to be used, instead it should work alongside other promotional methods.





CHAPTER FIVE

5 WAYS TO RUN A
SUCCESSFUL
CHARITY RAFFLE

WAYS TO RUN A SUCCESSFUL CHARITY RAFFLE

Raffles are a fantastic way for charity organizations to raise additional income to fund their causes or initiatives. Today there are thousands upon thousands of charity organisations in the UK alone, that run raffles every year and make millions for good causes. According to a research, approximately 21% of all the UK donors had bought raffle tickets in the year 2014.

Here is what you need to get started on your first raffle and ensure its success in the long run:



WAYS TO RUN A SUCCESSFUL CHARITY RAFFLE

1. Get Licence For Running A Raffle



You can run raffles as part of your fundraising event or a campaign outside of your fundraising event. If you are running raffle as part of an event, you do not need a licence. However, if you wish to launch a stand alone raffle, you will definitely need a license.

You can obtain raffle licence from the local authority and you can also use this same license to run a lottery as well, where other players can join your online charity lottery in a weekly or monthly draw and you can award them prizes of up to £25,000.

WAYS TO RUN A SUCCESSFUL CHARITY RAFFLE

2. Always Source Your Raffle Prizes

Donated prizes are always great to win and also very cost effective on the part of the charity organization. When sourcing raffle prizes, always think about the people who will be buying the tickets to your raffle and also the type of prizes that will instantly attract them. It is often observed that the more unusual the prize is, the better it sounds to the people. You can start by asking your corporate supporters, volunteers, donors or partners regarding the prize. Cash prizes are always effective, but to some charity organizations they might not be so cost-effective.



WAYS TO RUN A SUCCESSFUL CHARITY RAFFLE

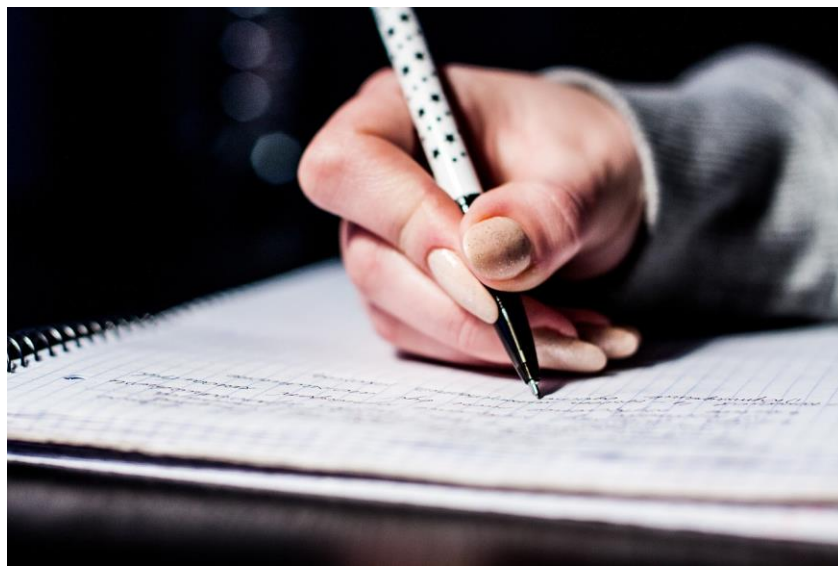
3. Plan Ahead For Your Raffle



Having a clear raffle plan is key to achieving your goals. An effective strategy will not only save you time but it will also improve your raffle and lottery promotional campaigns in the future. You can start by accurately pricing your raffle tickets so that they help you reach your fundraising goals. Research your target market, and know exactly who you want to target with your campaign, what you want to achieve from it and how you are going to achieve that, and you will be on your way to running a successful promotional campaign for your raffle in no time.

WAYS TO RUN A SUCCESSFUL CHARITY RAFFLE

5. Make Sure You Have A Valid Legal License To Run A Raffle



Do not forget any legal requirement for running your charity raffle. You must have a license if you plan on running a stand alone raffle for your charity.

Following these steps will help you run your online raffle campaign successfully and achieve your target fundraising goals. Using inbound marketing tools and techniques are not only cost effective for charities but they also help them enhance their online presence.

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Generating More Leads &
Driving Better Results

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