



7 Things You Didn't Know

Google Analytics

*Could Do to Help Your **Fundraising***

Starting at 1pm Central Time

Coronavirus

Nonprofit Fundraising Response



Nonprofit Fundraising Data to Help You Respond During the COVID-19 Crisis

"How should our organization respond to the coronavirus?"

This has been one of the most common questions being asked by nonprofit fundraisers and marketers. But the truth is that **no one truly knows what the "correct" response is.**

The good news is that data can give us new fundraising and marketing insights to test during this time.

In the charts below, you'll find the latest

- Nonprofit **web traffic** trends
- COVID-19 related **email volume** and examples
- **Resources** to help you improve your fundraising

What would you like to see?

Email Trends &
Examples

Web Traffic Trends
Coming Soon

Resources

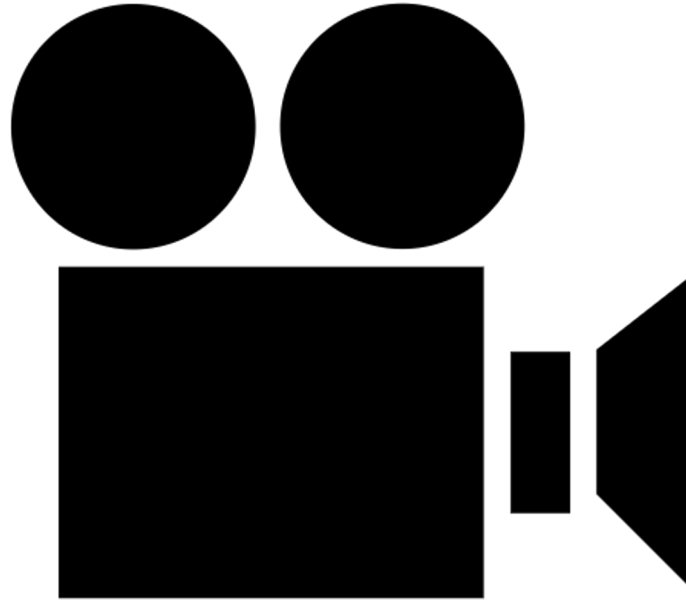
Get Updates on
Response Trends

nextafter.com/coronavirus



Nonprofit Email Volume Trends

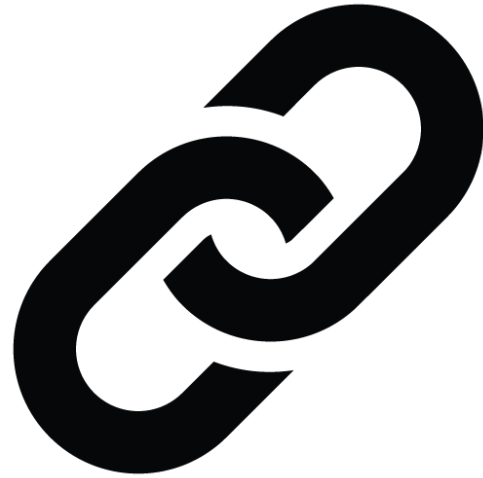
A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.



A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

A Few Quick things...



We have time for Q&A.

A Few Quick things...

Use the Chat window
to ask a question or
drop in a comment.

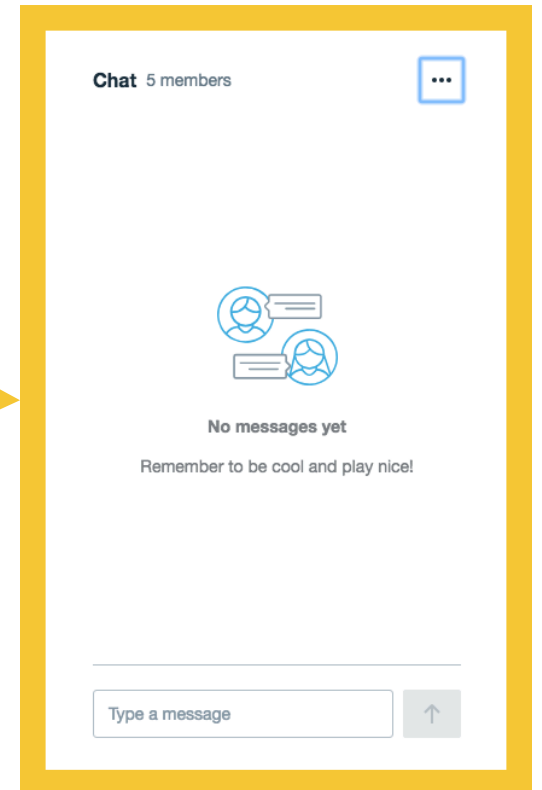
Cracking the Code of Facebook Fundraising



In this free webinar, Jon and Tim will show you each step of a Facebook fundraising strategy that will help you *target* likely donors, *capture* their attention, *convert* them into new donors, and *cultivate* them for the future.

This webinar will begin on Wednesday, August 29th at 1PM CT.

[Get a Recording of the Live Stream](#)



Today's Speaker



Chris "Mercer" Mercer

Co-Founder

MeasurementMarketing.io



MeasurementMarketing.io





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ONE
THING



The Secret to Google Analytics



NEVER Go Into
Google Analytics
UNARMED



Always Start
With a...



QUESTION.



Always End
With an...



ACTION.



“What **pages** are my donors seeing
first?”

Question #1

See the Recording for the
Google Analytics
Walkthrough



“What are my donors ‘Googling’
before
they find my site?”

Question #2

See the Recording for the
Google Analytics
Walkthrough



**“Are my emails bringing in
donations?”**

Question #3

See the Recording for the
Google Analytics
Walkthrough



“Where is all this ‘direct/none’
traffic
really coming from?”

Question #4

See the Recording for the
Google Analytics
Walkthrough



**“Is my blog really driving
donations?”**

Question #5

See the Recording for the
Google Analytics
Walkthrough



“What can I do to **improve**
my **donor journey**?”

Question #6

See the Recording for the
Google Analytics
Walkthrough



“What traffic sources bring in the most donations?”

Question #7

See the Recording for the
Google Analytics
Walkthrough



Let's Review...

- Start with a Question / End with an Action
- Some of the questions Google Analytics can answer...
 - What are the pages my donors are seeing first?
 - What are my donors "Googling" for, BEFORE finding my site?
 - Are my emails bringing in donations?
 - Where is all the "direct / none" traffic really coming from?
 - Does my blog actually drive donations?
 - What can I do to improve my donor journey?
 - What traffic sources bring in the most donations?



Google Analytics

Next Steps...


- List out at least 7 *Questions*
- What *Actions* will you take?
- Use Google Analytics!
 - UTM's
 - Goals
 - Ecommerce
 - Segments



Google Analytics

Questions?

Ask them here.

**Cracking the Code of Facebook Fundraising | Live Webinar**
from NextAfter

CRACKING THE

OF FACEBOOK FUNDRAISING

FREE WEBINAR

This event is scheduled for

Today at 1:00 PM


LIVE

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Chat 5 members



No messages yet

Remember to be cool and play nice!

Type a message

↑



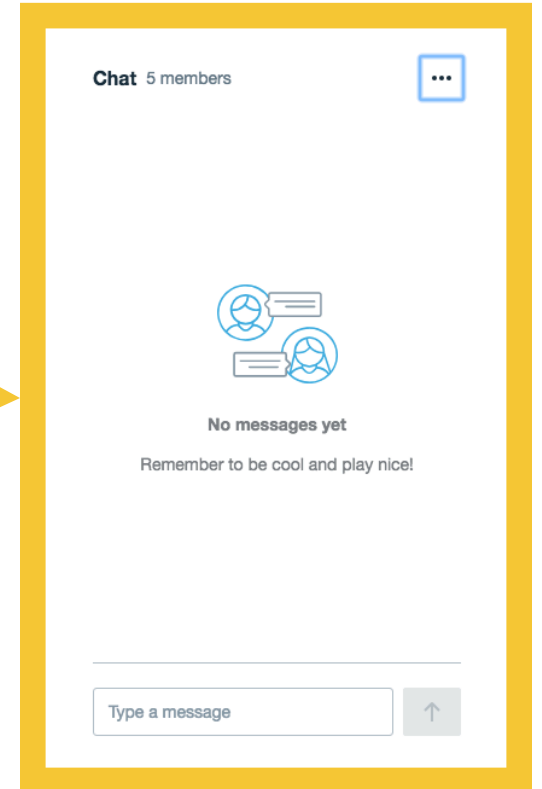
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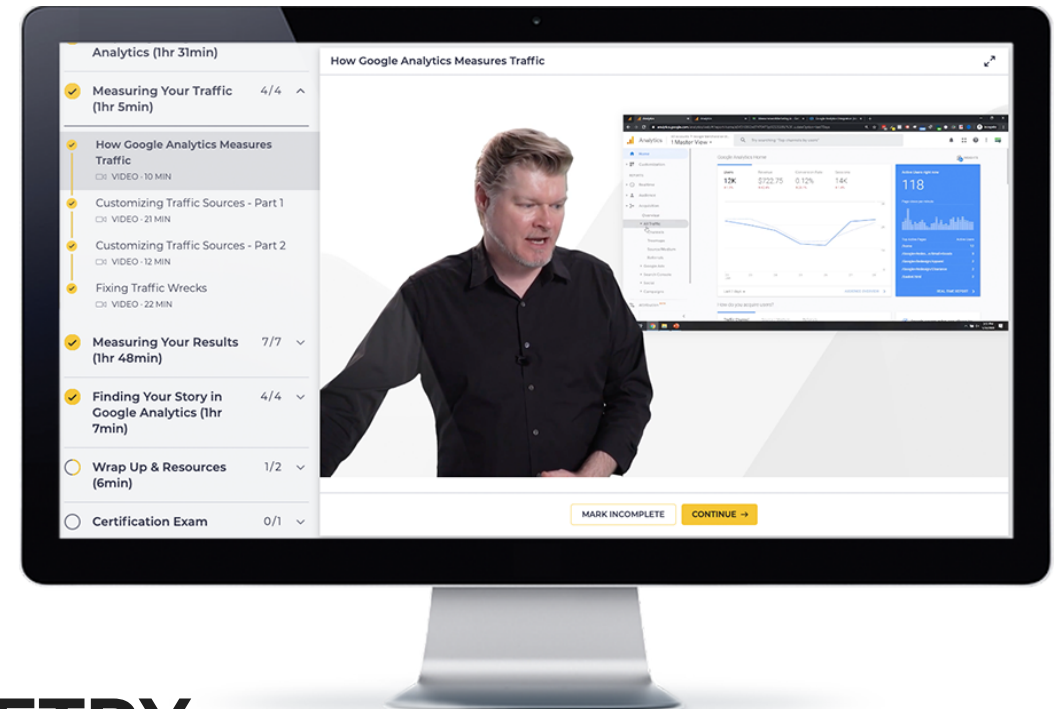


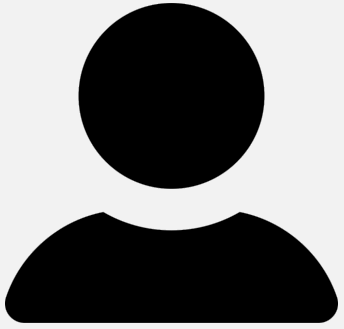
Nonprofit Email Volume Trends

Get the **Google Analytics** Course for **Free**

courses.nextafter.com

Use the code **LEARNFROMHOMETRY**





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Q&A

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Thank You For Joining!