

LEAD GENERATION





Introduction

WHAT IS A LEAD?

A lead is a person who has indicated interest in your organization's service or offer in a way.

This person has already opened communication with your organization.





Introduction

WHAT IS LEAD GENERATION?

It is the *process* of attracting and converting strangers and prospects into leads.

It is a way of warming up potential donors to your NGO and getting them on the path of eventually donating.





Introduction

WHY DO WE NEED LEAD GENERATION?

- More and more competitive market
- Outbound market is no longer sufficient
- New purchasing habits

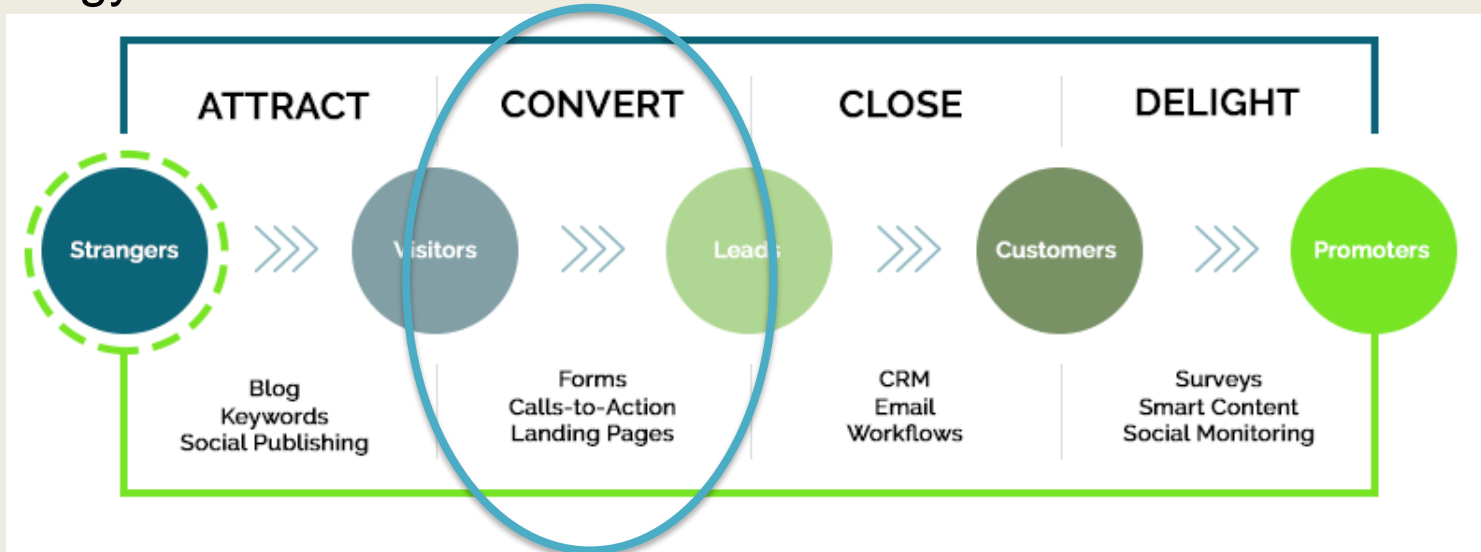
Inbound marketing, also known as Love marketing, allows the organization to attract the potential donor in a different way, less intrusive, taking advantage of the new technologies

I 
MARKETING



How do we generate leads?

Lead generation falls in the second stage of the larger inbound marketing methodology:



It occurs after you've attracted an audience and are ready to actually convert those visitors into leads.



How do we generate leads?

Being donor centered is key



Define your targeted audience carefully.



How do we generate leads?

Content is King

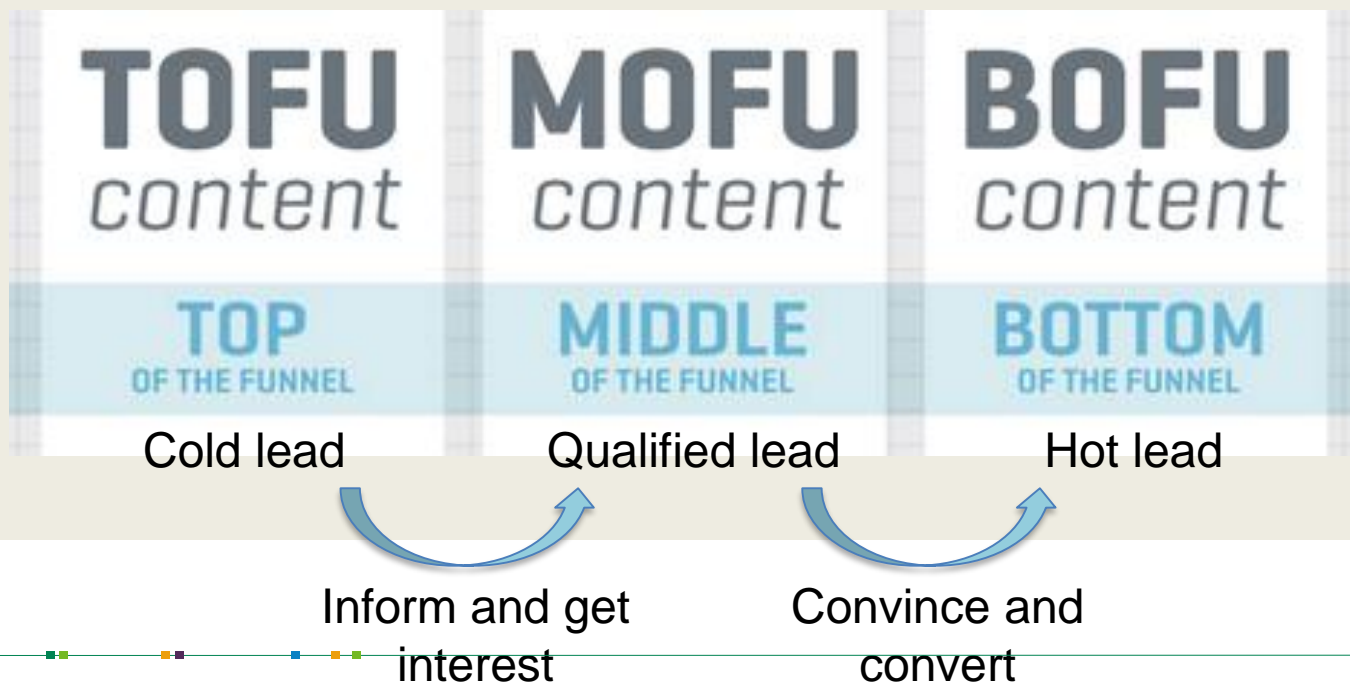


Content should be donor centered, not organization centered.
It's not about what we want to say, its about what he wants to hear.
The more in tune the offer is with your audience, the more likely they will go through the whole process



How do we generate leads?

Lead nurturing: technique used to make the leads go faster in the funnel of donating. Make sure you know in which stage you are in order to use the right tool and content to advance in the funnel





How do we generate leads?

Multiple channels:

- Blogs with newsletter (suscribers)
- Social media
- Banners in web
- Display
- Third party platform
- ...

(Dedicated)
landing
page with
form

Offer given
and lead
created



How do we generate leads?

New channels/methods:

- Immfly: entertainment on board which free access is given once you give your contact information
- CPA model (like F2F). Suppliers assume the whole process: they get leads and convert them
- Banners or pop up on site when visitor is leaving the page.
- Get tel from your subscribers inviting them to sign a petition (Educo's case: very positive results (conversión 11%, CPA 31€ - only cost of TM)



How do we generate leads?

Create added value content and tools that corresponds to your targeted donor and publish it in the most adequate/efficient way:

- Publication/report
- Petition
- Quiz or survey
- Help videos
- Free trial or downloadables (ebook for instance)
- Courses/webinars
- Sharing best practises, case studies, free tools
- Contest
- ...

The more valuable the offer for the target, the more info you can ask for



How do we generate leads?

Learnings from:

- Un Enfant par la main
- ChildFund Korea
- ChildFund Germany





How do we generate leads?

Ideas for the Alliance:





How do we generate leads?

| | SVBD | JOINING FORCED TO EVAC | CFA | ADVOCA CY & SDG | OTHERS |
|-------------------|---|--|----------------------------------|-----------------------|--|
| QUIZ OR SURVEY | X Parents participating to the survey | X How far do you know your children's rights? How do you punish? | | X | X Donors' profile |
| DOWNLOA DABLES | X Verbatims: ebook X Sharing results: report | X Educo's material from Kit (ebook) | X Toolkit with best materials | | X Inspiring examples X Tips for travel X Stock photos |
| PETITION | X | X | | | |
| VIDEO | X Youtuber | X | X Youtuber | | X Recipes from the world |
| COURSES | | X Child Protection | X | | |



Exercise

- Individual brainstorming about possible global lead generation ideas. Make sure it serves at least one other global priority (SVBD, Joining forces to EVAC, CFA or Advocacy)
- Vote 6 ideas
- By groups of 4 people, develop one of the 6
Create a global lead generation campaign:
 - Define target
 - Define content strategy/approach
 - Define channels and generate content for the different stages of the funnel
- Vote 2 campaigns

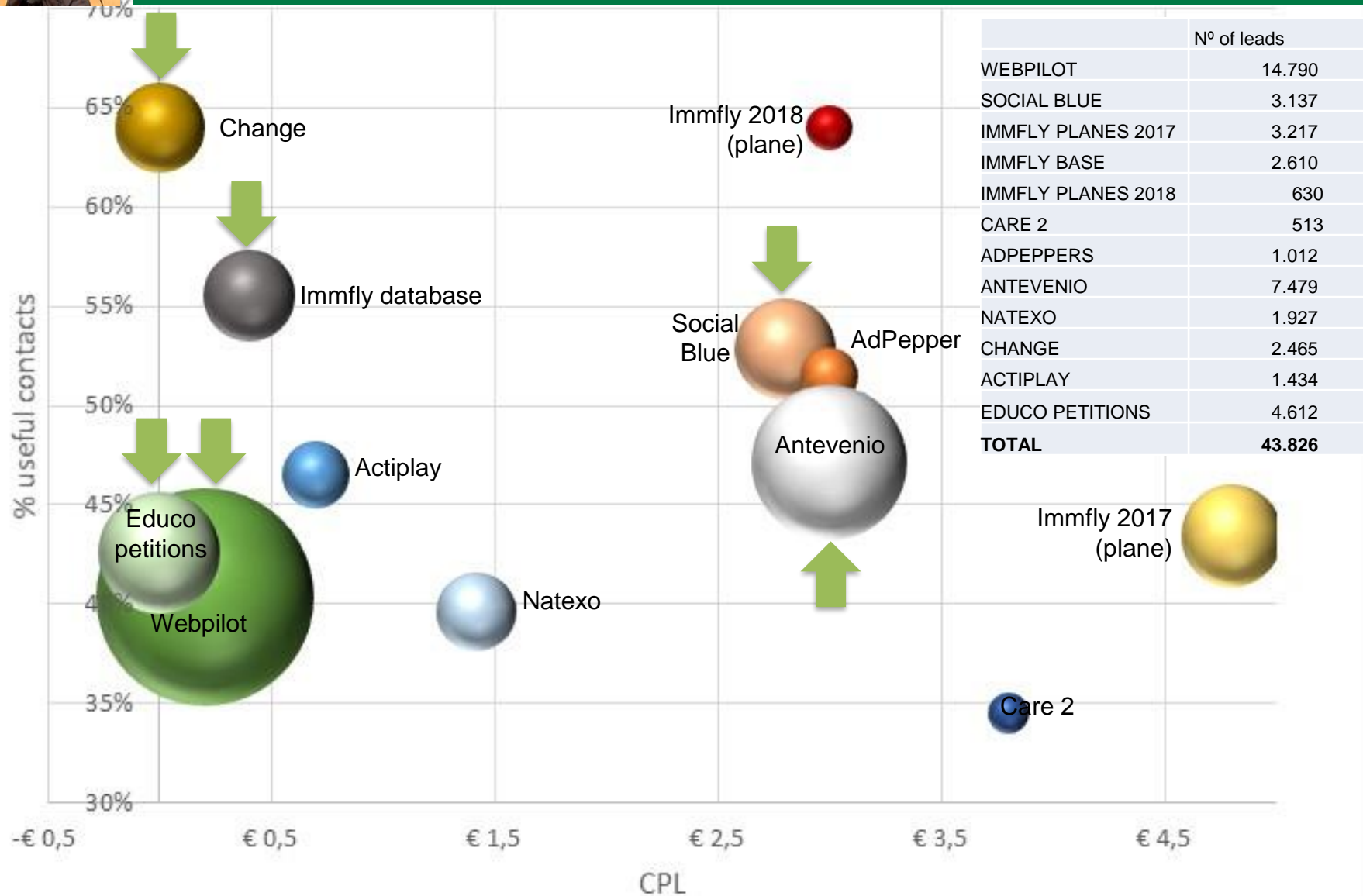


Educo's methodology for analysis

STEP 1: METRICS OF VOLUME OF LEADS, USEFUL
CONTACTS RATIO, CPL



Educo's methodology for analysis





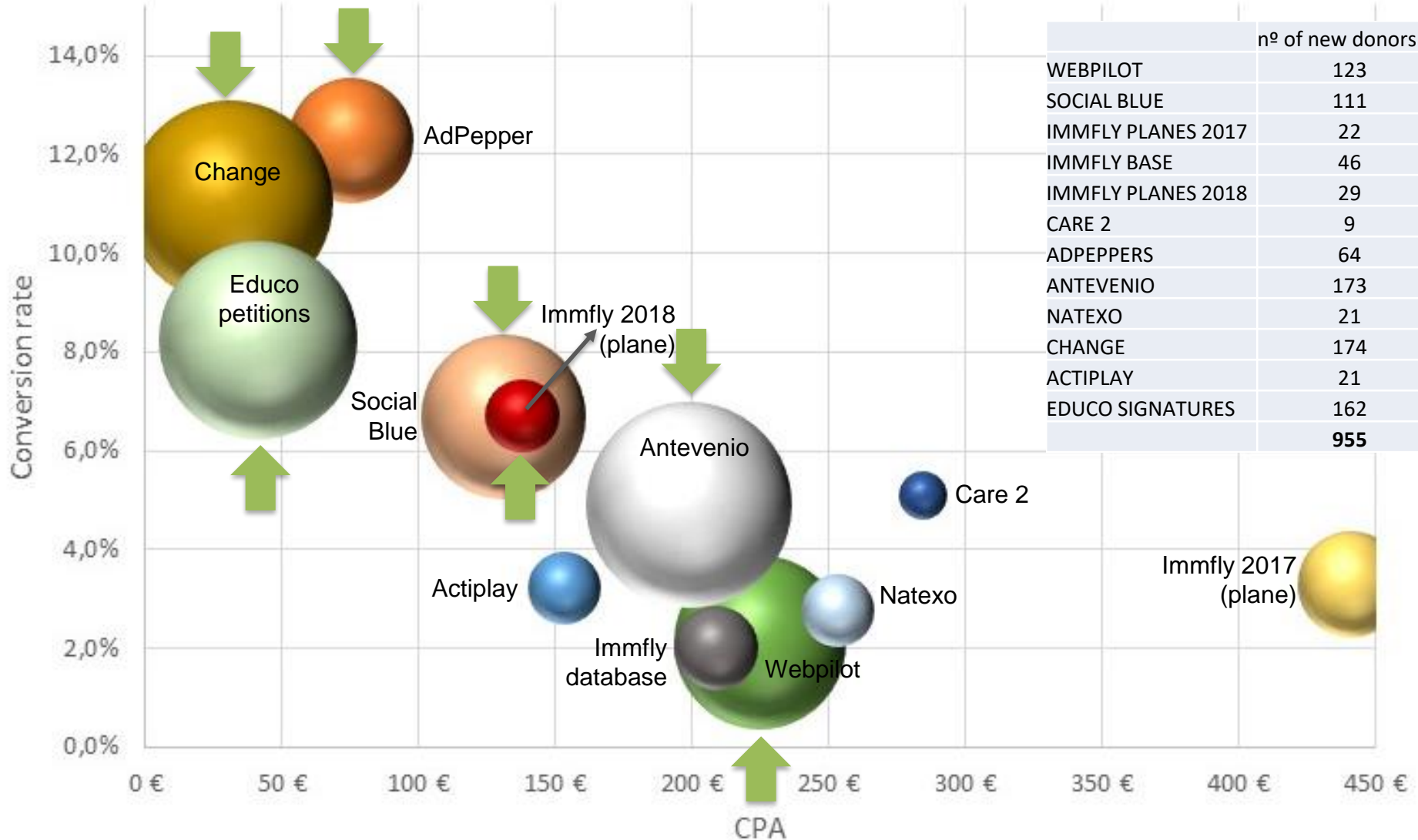
Educo's methodology for analysis

STEP 2: METRICS OF VOLUME OF NEW DONORS,
CONVERSION RATE, CPA





Educo's methodology for analysis



| | n° of new donors |
|--------------------|------------------|
| WEBPILOT | 123 |
| SOCIAL BLUE | 111 |
| IMMFLY PLANES 2017 | 22 |
| IMMFLY BASE | 46 |
| IMMFLY PLANES 2018 | 29 |
| CARE 2 | 9 |
| ADPEPPERS | 64 |
| ANTEVENIO | 173 |
| NATEXO | 21 |
| CHANGE | 174 |
| ACTIPLAY | 21 |
| EDUCO SIGNATURES | 162 |
| Total | 955 |



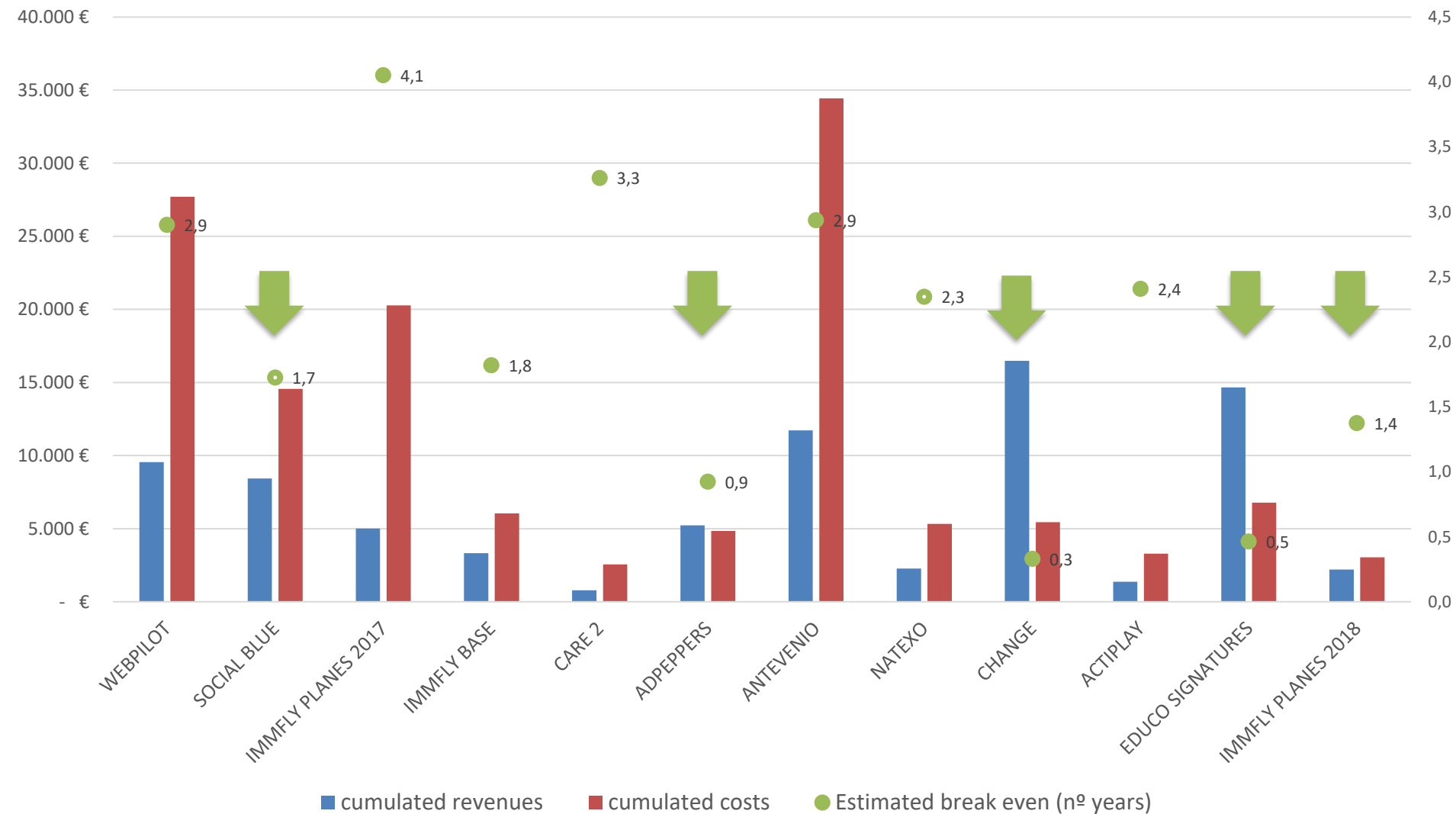
Educo's methodology for analysis

STEP 2: METRICS OF COSTS, REVENUES AND ROI





Educo's methodology for analysis





Educo's methodology for analysis

RECOMMENDED INDICATORS & RECO FOR SPAIN

CPA < +/-150€.

If higher, only consider if high volume and high retention

Take into account % of lapsed donors

Negotiate CPL in case the volume and conversion rate are satisfactory but not the CPA

Total conversion rate (new donors/useful contacts) objective → 5% (2017 results: 4,7% vs 2016 3,4%)

Total break even: +/- 2 years



An innovative idea for lead generation and fundraising