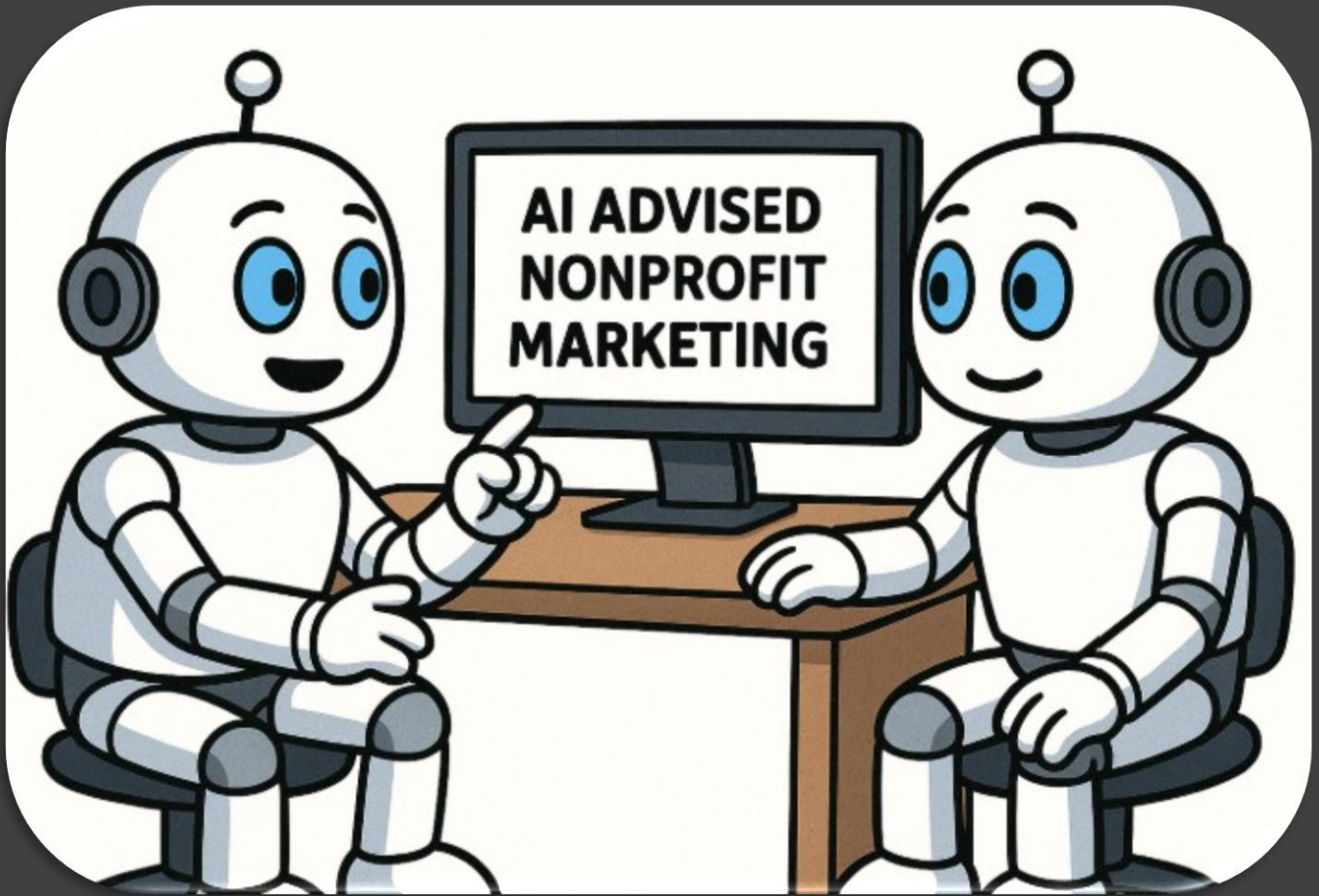


How AI Advised Nonprofit Marketing



Makes Nonprofit Marketing
More Affordable

A White Paper by:
Robert Roth, PhD

Taking Advantage of AI Advised Nonprofit Marketing

AI Advised Nonprofit Marketing makes nonprofit marketing outreach more **effective** and **efficient**, and **far more affordable**. And that is good news for most nonprofits because most nonprofits have a limited (or no) marketing staff and a very limited marketing budget.

I deliver *AI Advised Nonprofit Marketing Services™* that help nonprofits take advantage of AI to overcome their marketing challenges.

Nonprofit Marketing is Challenging!

Despite having limited marketing resources, nonprofit managers have no choice but to overcome several challenges including:

- **Complexity**

Marketing is a complicated process. Managing it well requires expertise in research, strategic planning, budgeting, media planning, fundraising and numerous other best practices.

- **Simply Not Knowing**

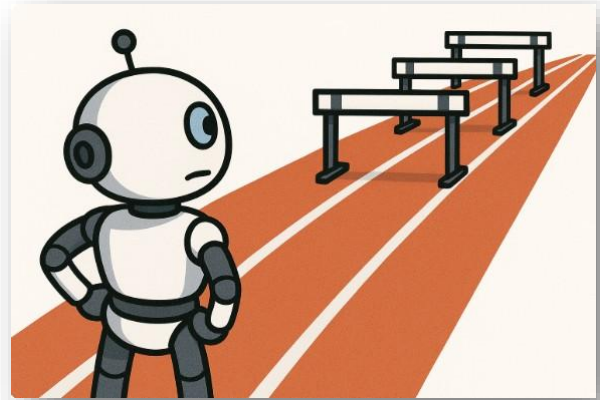
Many nonprofits, especially those with limited marketing staff or consulting resources, simply don't know how to utilize available resources (such as Google Ad Grants for up to \$10,000 per month for 501(c)(3) nonprofits).

- **Compliance**

Maintaining 501(c)(3) public charity status requires complying with a wide variety of Internal Revenue Service and ethical requirements.

- **Skepticism**

Some nonprofit boards and managers are predisposed to allocating every available penny to outreach programs at the expense of fundraising.



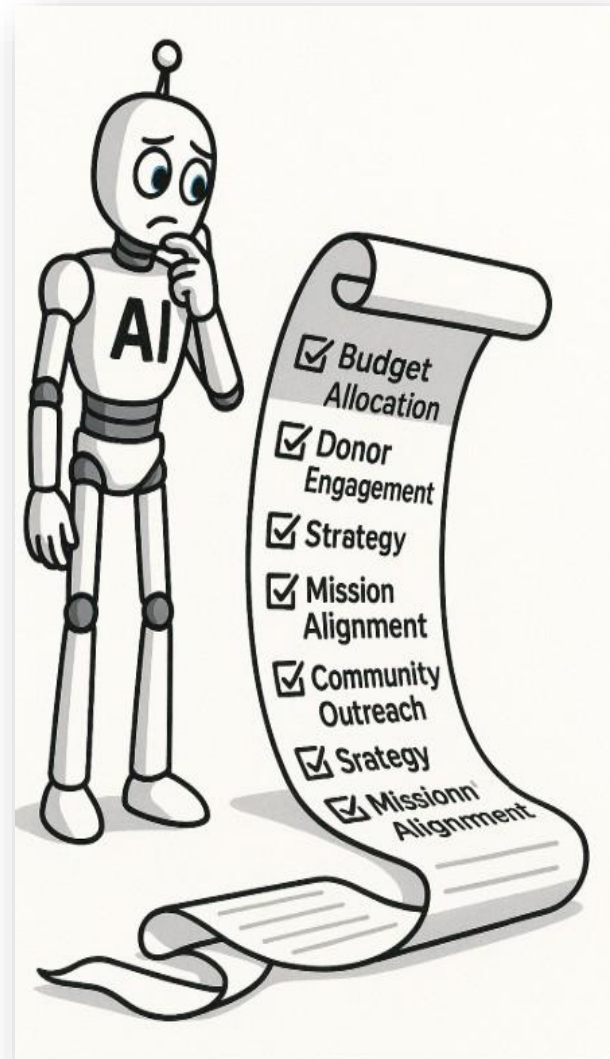
AI Advised Nonprofit Marketing

Overcoming these interconnected and complex problems is certainly challenging. Fortunately, there are armies of AI bots (that is what the AI Robots like to call themselves) that are ready, willing and able to help nonprofit marketers conquer these challenges.

How AI Bots Help

The great thing about AI Bots is that they are remarkably capable of helping marketers conquer a long list of challenges including:

- **Research** that analyzes and interprets data about markets, consumers, competitors, and industry trends
- **Marketing Planning** that moves beyond relying solely on human intuition to make strategic decision making and budgeting faster and far more accurate
- **Marketing Expense Reduction** that makes every dollar invested as productive as possible
- **Google Ad Grant Management** that creates top Internet visibility with little or no media expense
- **Website Optimization** that engages participants, donors and volunteers in top search positions
- **Sponsorship Development** that engages for-profit partners and aligns marketing messaging with each partner's branding priorities



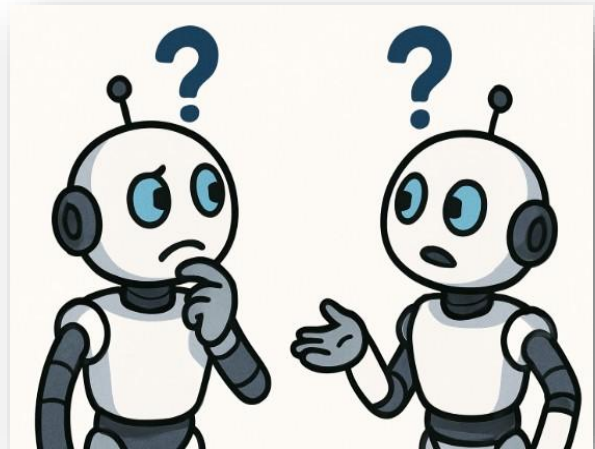
Nonprofit marketing is daunting when tackling it relies solely on human intuition. However, when AI Bots are on the job, marketers can proceed with confidence.

So, What Happens Next?

If your nonprofit is challenged by limited (or no) marketing staff and a limited budget, *AI Advised Nonprofit Marketing Services™* may be on good solution. [Read more](#) about AI Advised Nonprofit Marketing Services

Or . . .

If your organization is blessed with a good marketing skillset and budget, here is a do-it-yourself AI Marketing Roadmap:



- **Understand the problems that AI helps solve**

AI can help with donor segmentation and personalization, automated content creation and fundraising. Chatbots can accelerate supporter engagement and AI can assist with email optimization and A/B testing.

- **Audit Existing Marketing Data and Tools**

AI thrives on data. Use it to evaluate donor info, email metrics, social engagement and centralize data using tools like CRM.

- **Define Clear Goals for AI Use**

Start small and specific setting goals such as:

- Use predictive analytics to increase year-over-year new donor attraction by 15%.

- **Choose the Right AI Tools**

Look for platforms tailored to nonprofit needs such as CRMs, content tools including Gemini and ChatGPT, Email & fundraising tools and Analytics platforms such as Google Analytics.

Test each of the tools in your AI toolkit to make sure they integrate well with your current marketing processes and systems.

Let's Work Together

I am on a mission to help nonprofits take advantage of AI to overcome their most difficult marketing challenges.

If you share my interest, please join me on this mission. Let's work together to craft continuously improving AI Marketing Best Practices.

And last, but most certainly not least, I hope that you got one or more helpful ideas from reading this White Paper.

Thanks for reading!

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Marketing

by Dr. Bob

