

# **2014 NONPROFIT** **CONTENT MARKETING** **BENCHMARKS, BUDGETS, AND TRENDS—NORTH AMERICA**



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# NONPROFIT CONTENT MARKETING: 2014 BENCHMARKS, BUDGETS, AND TRENDS—NORTH AMERICA

## Greetings Nonprofit Professionals,

Welcome to our first report that looks at the content marketing practices of nonprofit professionals in North America.

We are pleased to report that 92% of the nonprofit professionals we surveyed are using content marketing. Sixty-nine percent have someone who oversees content marketing strategy and 65% are producing more content than they were one year ago. These nonprofit professionals use an average of four social media platforms to distribute content, with 91% using Facebook.

On the flip side, only 26% of our respondents rate themselves as effective at content marketing, and only 25% have a documented content strategy to guide their efforts.

The numbers in the charts here reflect the findings from the overall sample of 1,714 respondents (see page 22). In the accompanying callouts, we have provided additional information on some of the key differences we noted between the most and least effective professionals\* and by organization size.\*\*

For example:

- ▶ 52% of those with a documented content strategy rate themselves highly in terms of effectiveness, compared with 14% of those without a documented strategy
- ▶ 86% of the most effective nonprofit marketers have someone in place who oversees content marketing strategy, compared with 46% of their least effective peers

The lack of content marketing knowledge and training is a bigger challenge for nonprofit professionals than it is for marketers at business-to-business (B2B) and business-to-consumer (B2C) companies—sectors the Content Marketing Institute has been studying for several years now. As knowledge grows among nonprofit professionals, we expect their confidence in content marketing to grow as well. We look forward to reporting back to you on the trends we uncover over the years to come.

## On with the content marketing revolution!



**Joe Pulizzi**  
Founder  
Content Marketing Institute



**Frank Barry**  
Director, Digital Marketing  
Blackbaud

*\*“Most Effective” = Respondents who rated their organization’s use of content marketing as 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being “Very Effective”). “Least Effective” = Respondents who rated their organization’s use of content marketing as 1 or 2 in terms of effectiveness (on a scale of 1 to 5, with 1 being “Not At All Effective”).*

*\*\*Large organizations are defined as 1,000+ employees; midsize as 100-999 employees; small as 10-99 employees; and microsize as 1-9 employees.*

*92% of nonprofit professionals use content marketing.*

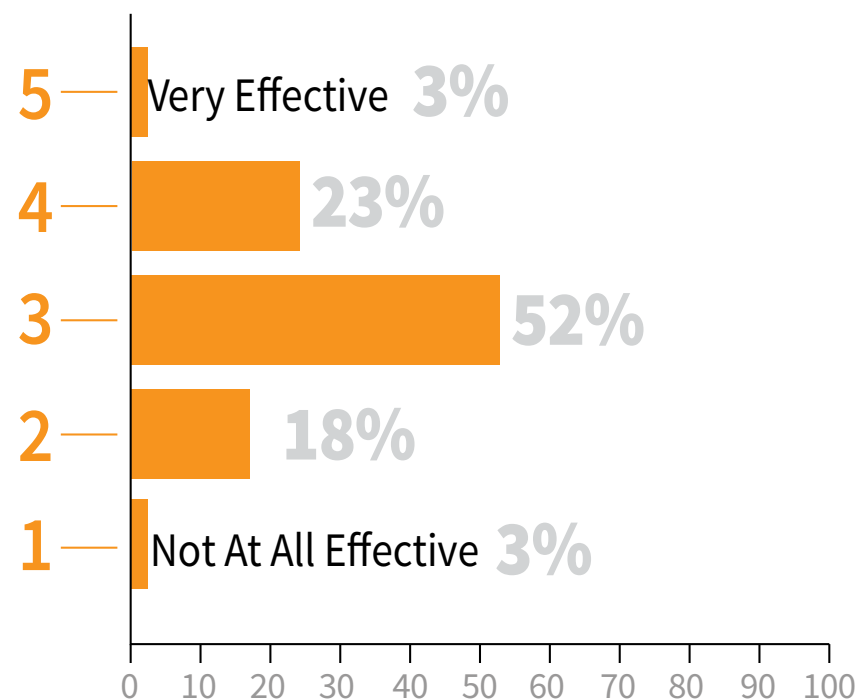
## Percentage of Nonprofit Professionals Using Content Marketing



2014 Nonprofit Content Marketing in North America: Content Marketing Institute/Blackbaud

*26% of nonprofit professionals believe they are effective at content marketing.*

### How Nonprofit Professionals Rate the Effectiveness of Their Organization's Use of Content Marketing



2014 Nonprofit Content Marketing in North America: Content Marketing Institute/Blackbaud

- ▶ Nonprofit professionals at large organizations rate themselves as more effective than their peers at smaller organizations rate themselves.
- ▶ 52% of nonprofit professionals who have a documented content strategy rate themselves highly in terms of effectiveness; only 14% of those without a documented strategy rate themselves highly.

# Profile of a best-in-class nonprofit content marketer.

## Comparison of Most Effective Nonprofit Content Marketers with Least Effective Nonprofit Content Marketers

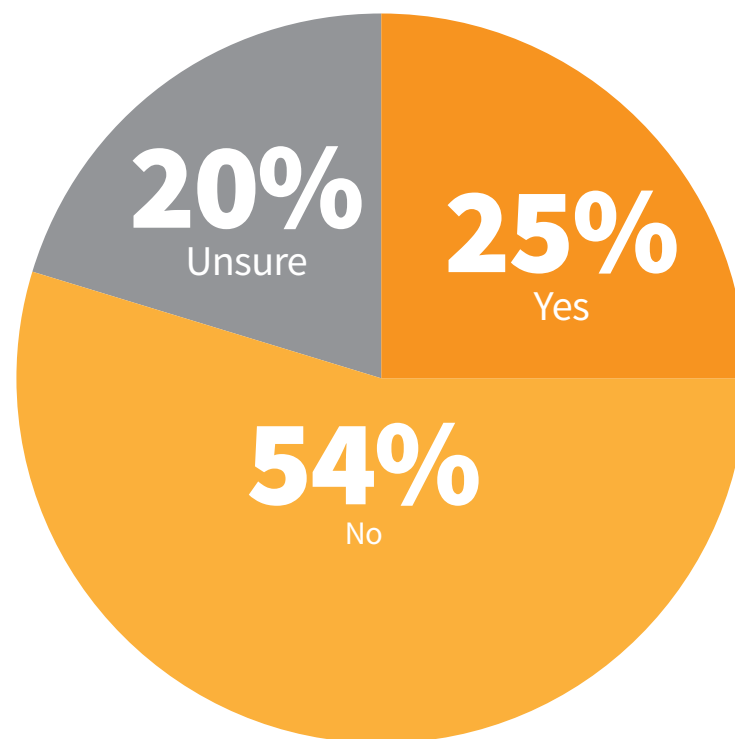
	Most Effective	Overall/Average	Least Effective
Has a documented content strategy	50%	25%	8%
Has someone who oversees content marketing strategy	86%	69%	46%
Average number of tactics used	13	11	9
Average number of social media platforms used	5	4	3
Percent of marketing budget spent on content marketing	30%	20%	12%
Challenged with producing engaging content	37%	48%	62%
Challenged with lack of knowledge and training	22%	45%	71%

- “Most Effective” = Respondents who rated their organization’s use of content marketing as 4 or 5 in terms of effectiveness (on a scale of 1 to 5, with 5 being “Very Effective”)
- “Least Effective” = Respondents who rated their organization’s use of content marketing as 1 or 2 in terms of effectiveness (on a scale of 1 to 5, with 1 being “Not At All Effective”)

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***25% of nonprofit professionals have a documented content strategy.***

**Percentage of Nonprofit Professionals Who Have a Documented Content Strategy**

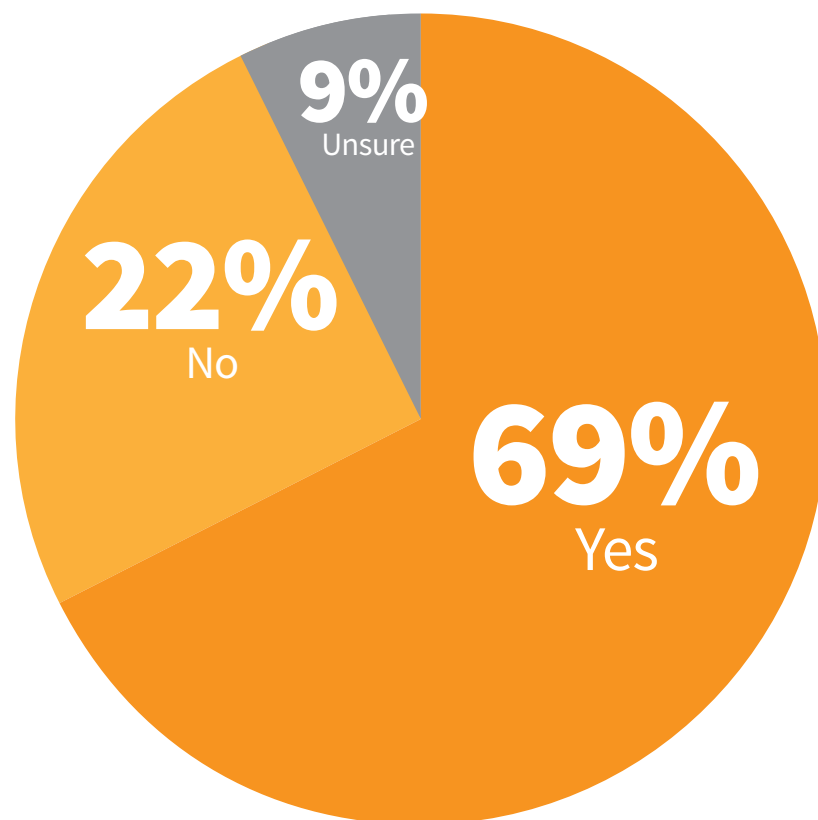


- ▶ 26% of small nonprofit organizations have a documented content strategy, compared with 37% of large nonprofit organizations.
- ▶ 52% of nonprofit professionals who have a documented content strategy rate themselves highly in terms of effectiveness, compared with 14% of those without a documented strategy.

*2014 Nonprofit Content Marketing in North America: Content Marketing Institute/Blackbaud*

***69% of nonprofit organizations have someone in place to oversee content marketing strategy.***

### Percentage of Nonprofit Organizations With Someone Who Oversees Content Marketing Strategy

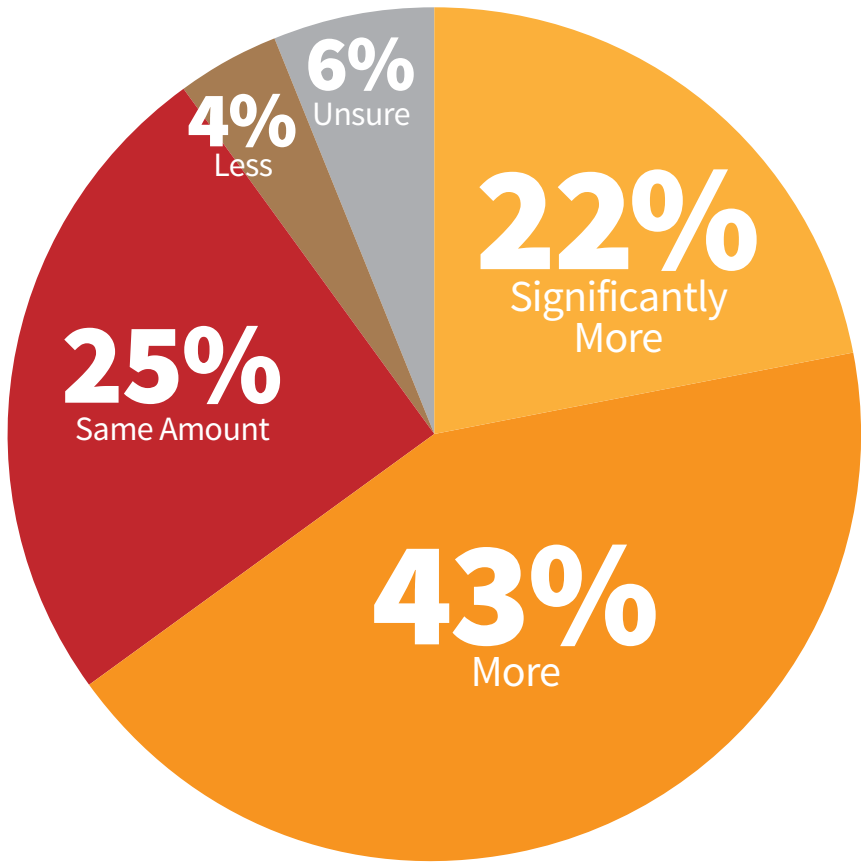


- ▶ Small organizations are more likely than large organizations to have someone who oversees content marketing strategy (71% vs. 62%).
- ▶ 86% of the most effective nonprofit professionals have someone who oversees content marketing strategy, compared with 46% of their least effective peers.

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*65% of nonprofit professionals are producing more content than they did one year ago.*

Change in Amount of  
Nonprofit Content Creation  
(Over Last 12 Months)

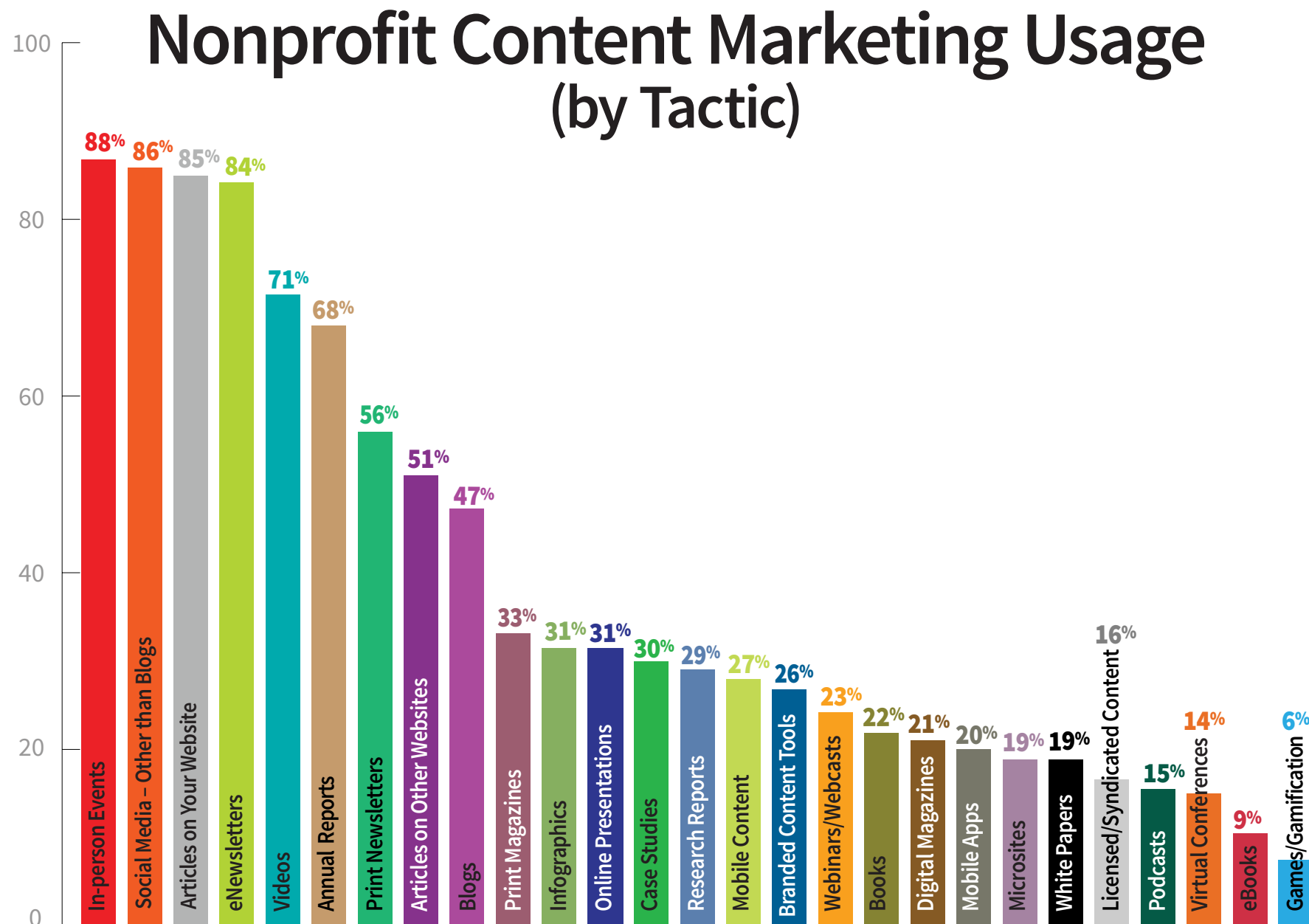


► 69% of the most effective nonprofit professionals are creating more content than they did one year ago, compared with 55% of their least effective peers.

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*Nonprofit professionals use an average of 11 content marketing tactics.*

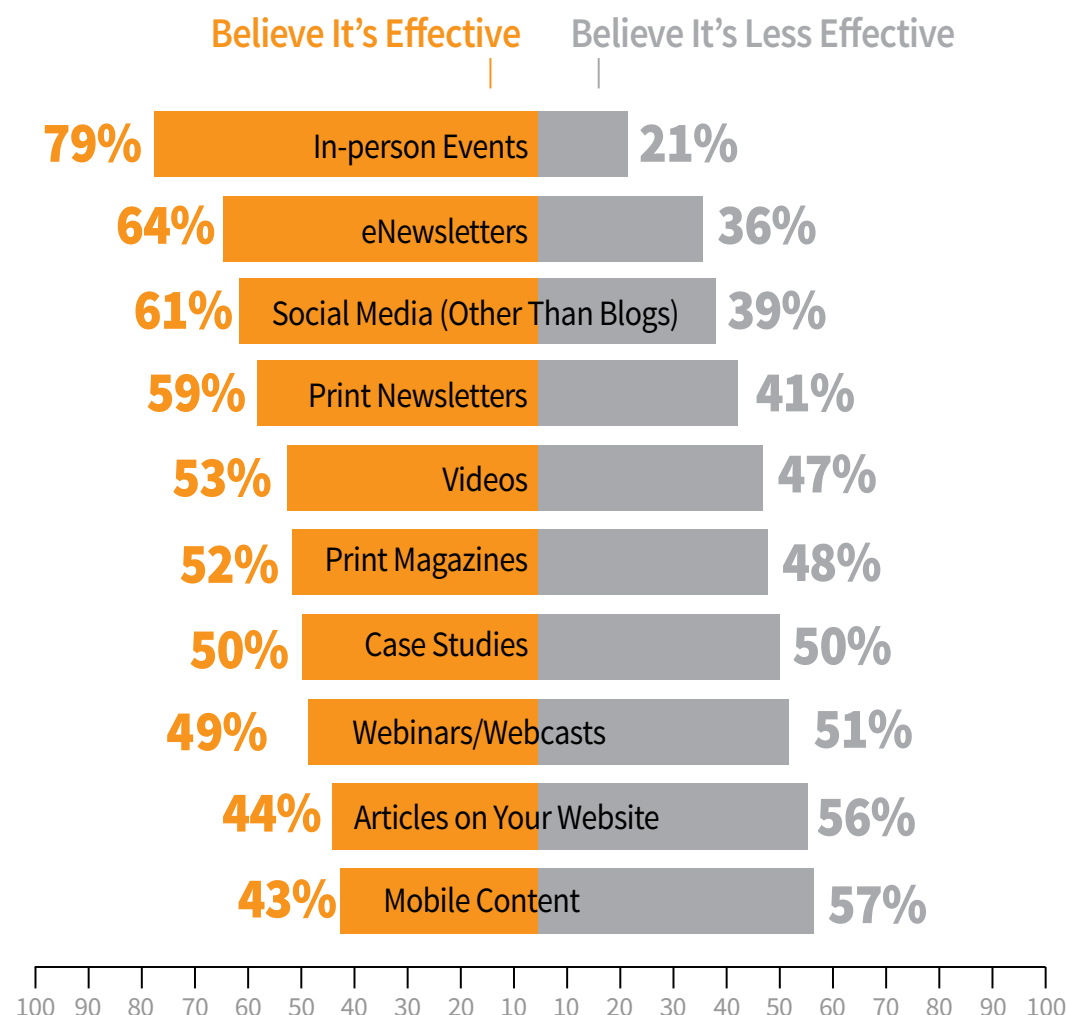


► The most effective nonprofit professionals use all of these tactics more often than their least effective peers do; however, they use some of these tactics a *great deal* more frequently, including videos (80% vs. 60%), articles on other websites (59% vs. 38%), blogs (58% vs. 38%), infographics (43% vs. 18%), and online presentations (43% vs. 19%).

# Nonprofit professionals rate in-person events as the most effective content marketing tactic.

## Confidence Gap

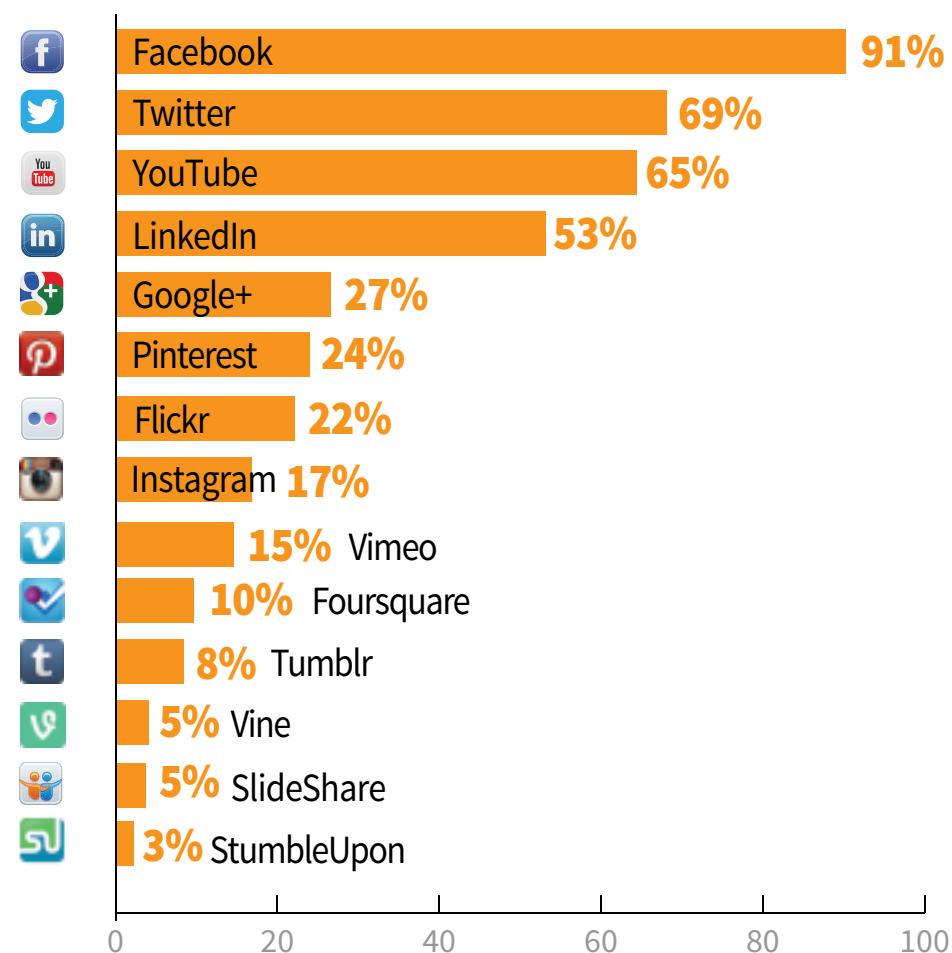
Effectiveness Ratings of Tactics Among Nonprofit Professionals Who Use Them



- The most effective nonprofit professionals consider all tactics to be more effective than their least effective peers do; however, they rate some tactics a *great deal* higher in terms of effectiveness, including articles on their website (71% vs. 19%), eNewsletters (85% vs. 35%), social media – other than blogs (85% vs. 32%), and videos (74% vs. 26%).

# *Nonprofit professionals use Facebook more than any other social media platform.*

Percentage of Nonprofit Professionals Who Use Various Social Media Platforms to Distribute Content



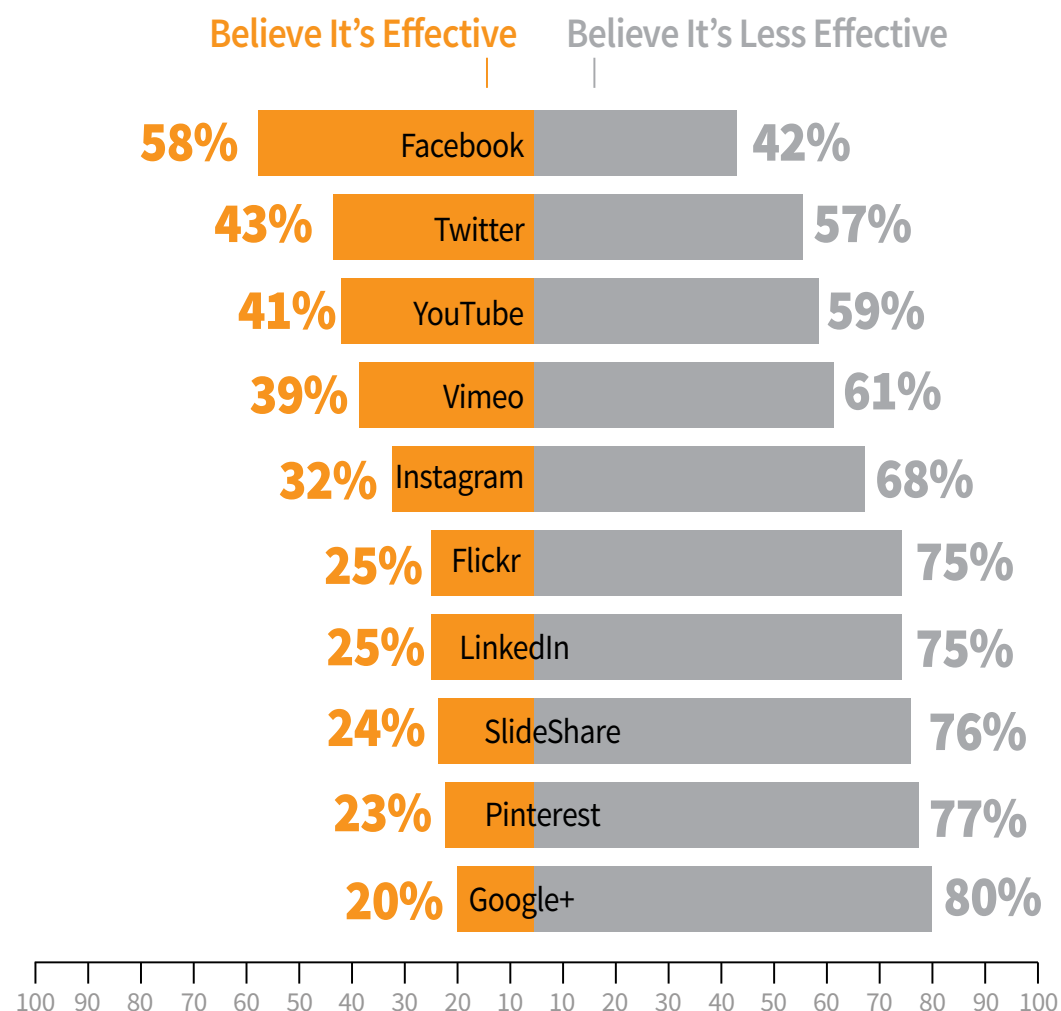
2014 Nonprofit Content Marketing in North America: Content Marketing Institute/Blackbaud

- ▶ Nonprofit professionals use an average of four social media platforms to distribute content.
- ▶ Regardless of company size or effectiveness, the vast majority of nonprofit organizations use Facebook.

# Nonprofit professionals are uncertain about social media effectiveness.

## Confidence Gap

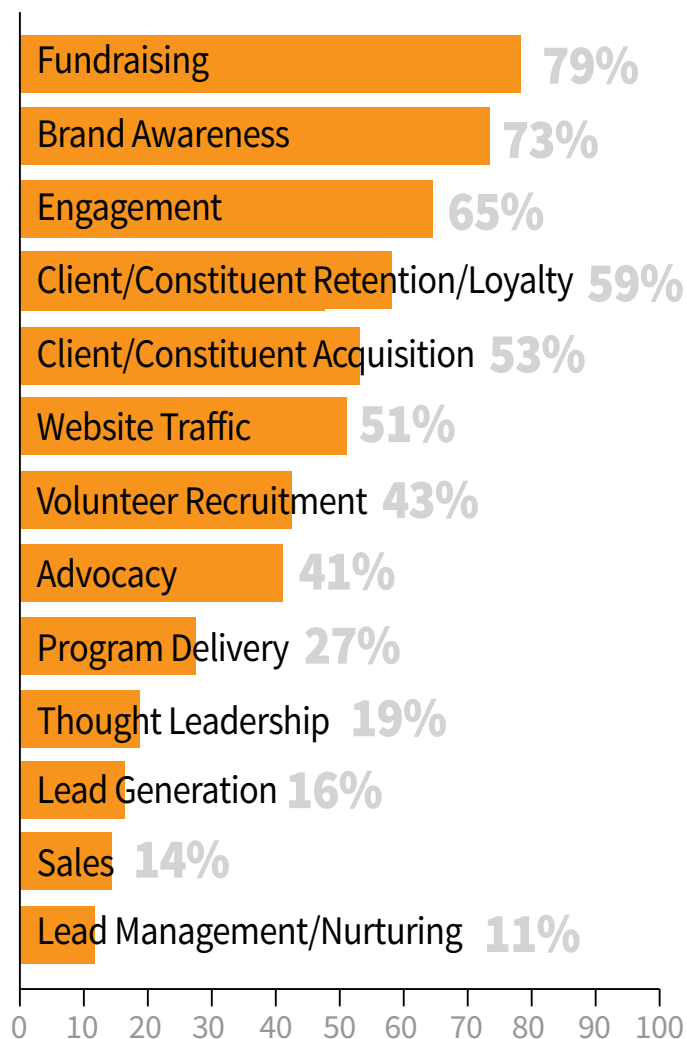
Effectiveness Ratings of Social Media Platforms  
Among Nonprofit Professionals Who Use Them



► The most effective nonprofit professionals have far more confidence in all social media platforms than their less effective peers do. For example, 79% of the most effective marketers consider Facebook to be effective, compared with 30% of the least effective marketers.

# *Fundraising is the top organizational goal for nonprofit content marketing.*

### Organizational Goals for Nonprofit Content Marketing



- ▶ Large nonprofits cite brand awareness (79%) and engagement (69%) as top goals over fundraising (68%).
- ▶ Small nonprofits cite volunteer recruitment as a goal more often than large organizations do (45% vs. 26%), while large nonprofits place higher emphasis on lead generation (29% vs. 16%).

# Nonprofit professionals cite increased fundraising as their top content marketing metric.

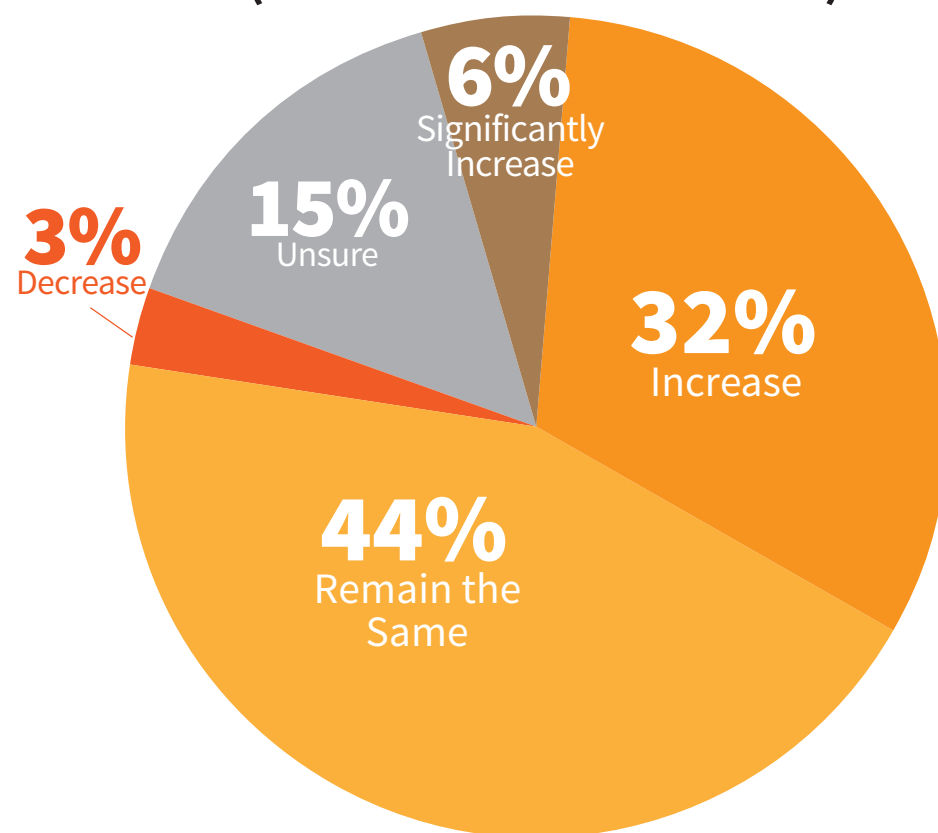
## Metrics for Nonprofit Content Marketing Success



► Increased fundraising is the top metric for both the overall sample and small organizations (66%). Website traffic is the top metric for large organizations (58%), followed by increased fundraising (50%).

***38% of nonprofit professionals plan to increase their content marketing budget over the next 12 months.***

### Nonprofit Content Marketing Spending (Over Next 12 Months)

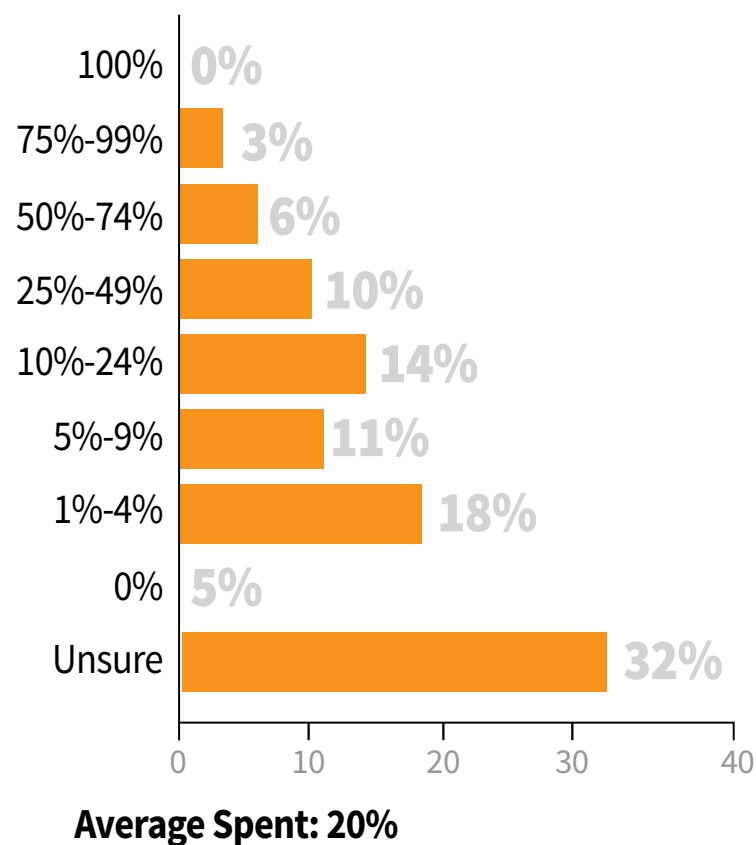


- ▶ Regardless of organization size and effectiveness, nonprofit professionals plan to increase content marketing spending at similar rates.
- ▶ Nonprofit professionals with a documented content strategy are more likely than those without a documented strategy to increase their content marketing budgets over the next 12 months (46% vs. 36%).

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*On average, 20% of nonprofit marketing budgets are allocated to content marketing.*

### Percent of Total Marketing Budget Spent on Nonprofit Content Marketing



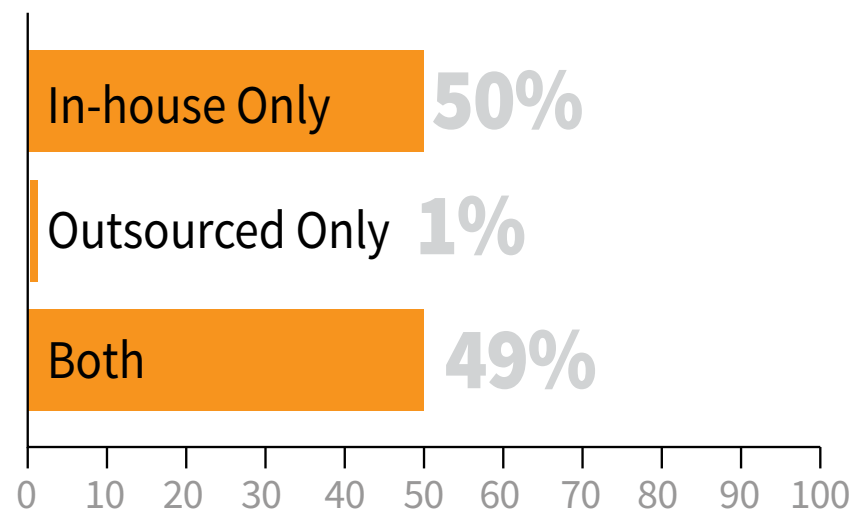
- ▶ Large nonprofits allocate more of their total marketing budget to content marketing than small nonprofits do (23% vs. 20%).
- ▶ The most effective nonprofit professionals allocate a higher percentage (30%) of their total marketing budget to content marketing than their least effective peers do (12%).

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***49% of nonprofit professionals outsource content creation.***

### Insourcing vs. Outsourcing of Nonprofit Content Creation

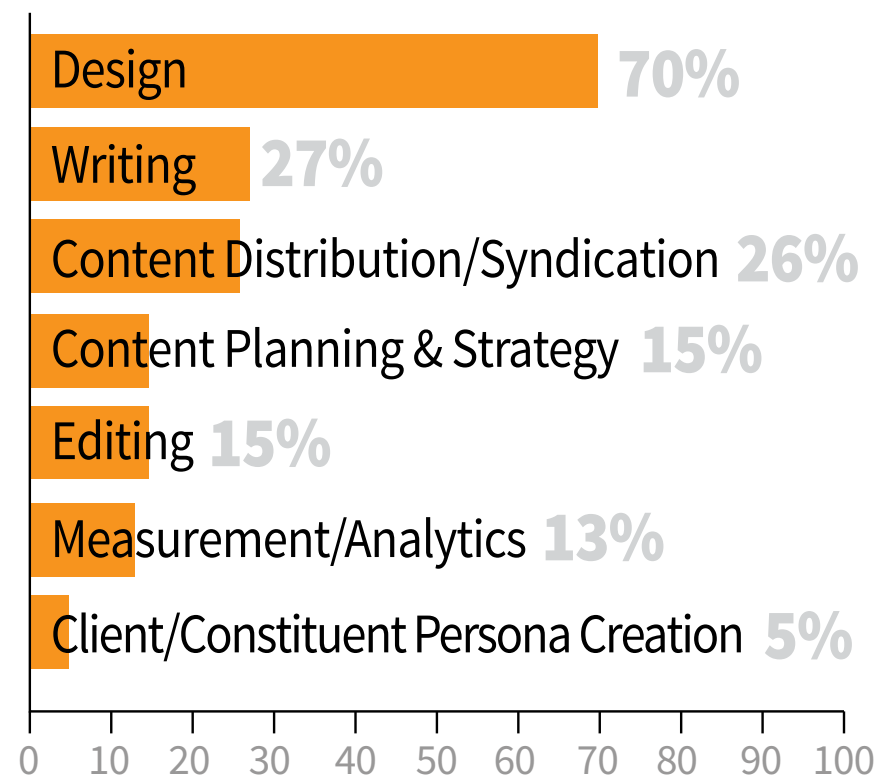


*2014 Nonprofit Content Marketing in North America: Content Marketing Institute/Blackbaud*

- ▶ 61% of large nonprofits outsource some portion of their content creation compared with 48% of small nonprofits.
- ▶ 57% of the most effective nonprofit professionals outsource some aspect of content creation compared with 40% of the least effective nonprofit professionals.

*Among those who outsource, nonprofit professionals are most likely to seek design services.*

### Content Marketing Functions that Nonprofit Professionals Outsource

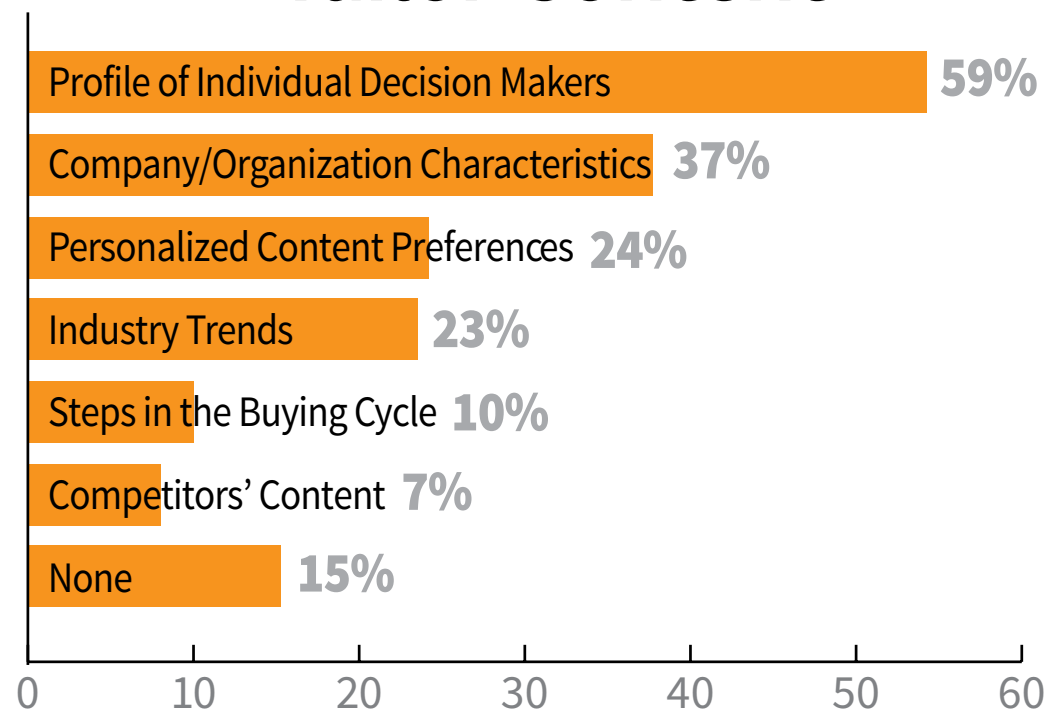


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- ▶ The most effective nonprofit professionals are less likely to outsource design, writing, and content planning/strategy than their least effective peers are.
- ▶ Small nonprofits are more likely than large nonprofits to outsource design (72% vs. 59%), while large nonprofits are more likely than small nonprofits to outsource writing (34% vs. 25%).

*Nonprofit professionals most often tailor content based on the profile of individual decision makers.*

### How Nonprofit Professionals Tailor Content



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- ▶ 80% of nonprofit professionals tailor their content in at least one way.
- ▶ The most effective nonprofit marketers tailor content more often in every category listed here, when compared with their less effective peers.

# *Nonprofit professionals cite lack of time and lack of budget as top content marketing challenges.*

## Content Marketing Challenges that Nonprofit Professionals Face



► The most effective nonprofit professionals are far less challenged than their least effective peers with producing engaging content (37% vs. 62%) and lack of knowledge/training (22% vs. 71%).

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*Large nonprofits face different content marketing challenges than small nonprofits do.*

### Biggest Nonprofit Content Marketing Challenge (by Organization Size)

	Large Organizations (1,000+ Employees)	Small Organizations (10-99 Employees)
Lack of Time	20%	25%
Lack of Budget	19%	27%
Lack of Integration Across Marketing	14%	4%
Lack of Knowledge and Training	8%	8%
Producing the Kind of Content that Engages	5%	11%
Producing Enough Content	5%	4%
Lack of Buy-in/Vision from Higher-ups Inside Your Company	5%	4%
Inability to Measure Content Effectiveness	4%	3%

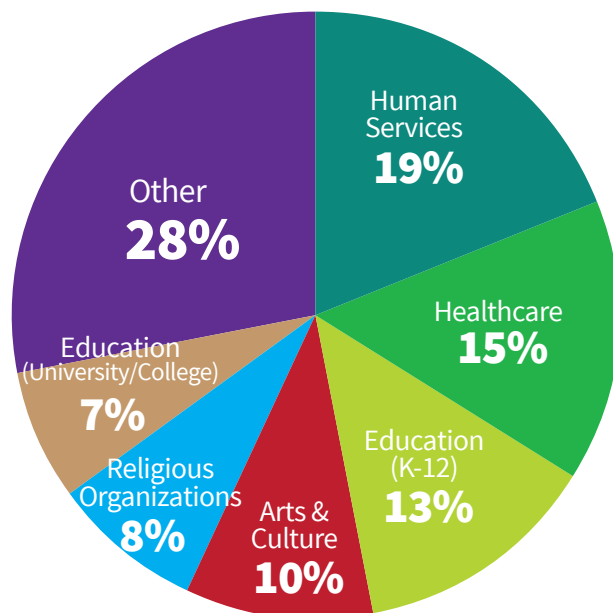
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## DEMOGRAPHICS

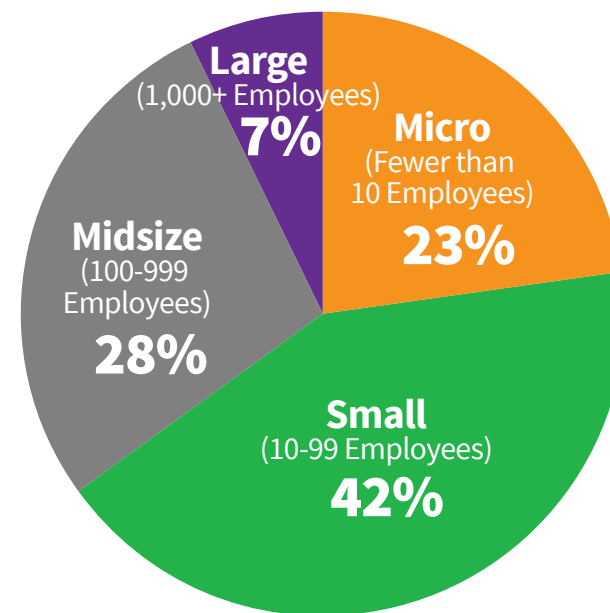
**Nonprofit Content Marketing: 2014 Benchmarks, Budgets, and Trends—North America** was produced by Content Marketing Institute and Blackbaud and sponsored by FusionSpark Media.

The survey was mailed electronically to a sample of nonprofit marketers from lists provided by Content Marketing Institute, Blackbaud, MarketingProfs, and Brightcove. A total of 1,714 nonprofit professionals from North American organizations responded in July and August 2013, representing a full range of industries, functional areas, and organization sizes.

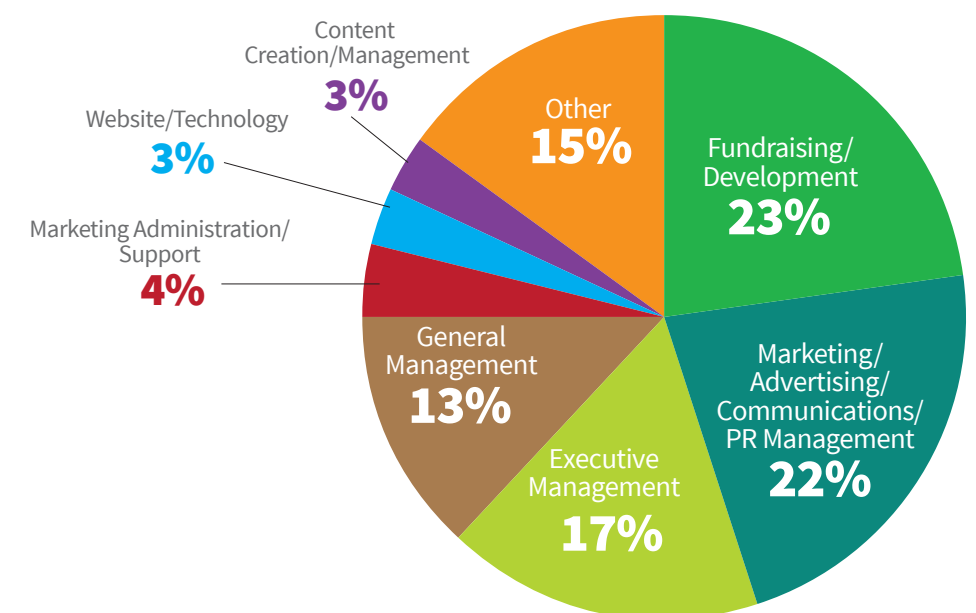
### Nonprofit Industry Classification



### Size of Nonprofit Organization (by Employees)



### Nonprofit Job Title/Function



#### Blackbaud - Forward-looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at [www.sec.gov](http://www.sec.gov) or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

### About Content Marketing Institute:

**Content Marketing Institute** (CMI) is the leading global content marketing education and training organization. CMI teaches enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's **Content Marketing World**, the largest content marketing-focused event, is held every September, and **Content Marketing World Sydney**, every March. CMI also produces the quarterly magazine *Chief Content Officer*, and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI is a 2012 and 2013 Inc. 500 company. View all original CMI research at [www.contentmarketinginstitute.com/research](http://www.contentmarketinginstitute.com/research).

### About Blackbaud:

Serving the nonprofit and education sectors for 30 years, **Blackbaud** (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 29,000 nonprofit customers in more than 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent K-12 education, animal welfare and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions and related services for organizations of all sizes including: fundraising software, online fundraising software, event fundraising software, advocacy, constituent relationship management (CRM), analytics, financial management and vertical-specific solutions for ticketing, school management, and more. For more information, visit [www.blackbaud.com](http://www.blackbaud.com).

### About FusionSpark Media:

Since 1999, **FusionSpark Media, Inc.** (FSM) has worked with nonprofits, government agencies, and businesses to develop content marketing initiatives that achieve fundraising, sales, education, community engagement, and marketing communications goals.

FSM's team includes professionals with backgrounds in marketing communications, print and broadcast journalism, and nonprofit management. We have deep roots and hands-on experience in developing purpose-driven communications strategies, stories, and interactive content that inspires hearts, informs minds, and influences outcomes. For more information, visit [@FusionSpark](https://twitter.com/FusionSpark) and [www.fusionspark.com](http://www.fusionspark.com).