



## Benchmarks, Budgets, and Trends—North America



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## WELCOME

### Hello Content Marketers,

Welcome to *Nonprofit Content Marketing 2016: Benchmarks, Budgets, and Trends—North America*.

Over the years, we've watched nonprofit marketers grow in their content marketing capabilities, and this year we see them using more content marketing tactics than ever. On top of that, they rated each tactic as more effective than they did last year. In addition, more nonprofit marketers are using social media and paid methods to distribute content, and they're getting savvier with Facebook in particular.

Budget is still a challenge this year, but less of a challenge, especially for those who have a documented content marketing strategy. Generally speaking, those who have a written strategy to guide their efforts are performing best at content marketing.

For more resources on how you can maximize your content marketing program, see the back page of this report for ways to get in touch.

**Yours in content,**

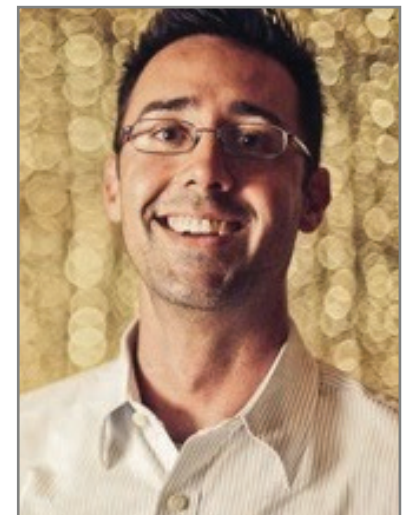
**Joe & Frank**



**Joe Pulizzi**

Founder

Content Marketing Institute



**Frank Barry**

Director of New  
Growth Ventures

Blackbaud

### More nonprofit marketers are using content marketing this year (76%) than last year (61%).

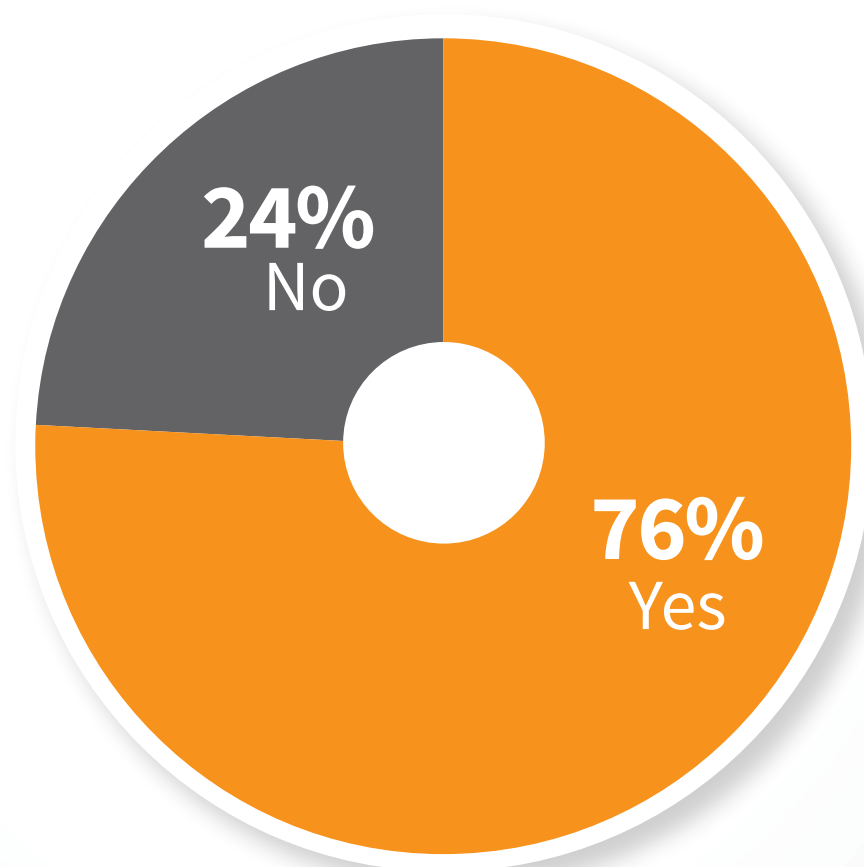
- ▶ In terms of content marketing maturity:
  - 26% of nonprofit marketers' organizations are in the sophisticated/mature phase
  - 31% are in the adolescent phase
  - 41% are in the young/first steps phase.
- ▶ 26% of nonprofit marketers say their organizations are effective at content marketing (down from 35% last year); however, effectiveness increases when certain factors are present (i.e., a documented content marketing strategy, frequent content marketing team meetings, and organizational clarity on what content marketing success looks like). The biggest influencer, however, is content marketing maturity level (55% of those in the sophisticated/mature phase say they are effective).
- ▶ The percentage of nonprofit marketers using each type of content marketing tactic increased over the last year. Infographics had the biggest increase (53% last year vs. 71% this year). In addition, they rated each tactic as more effective than they did last year. The biggest increase was for case studies (42% last year vs. 63% this year).
- ▶ Social media content (other than blogs), eNewsletters, and in-person events are the tactics that nonprofit marketers use most frequently; however, they say in-person events and illustrations/photos are the most effective.
- ▶ Of all the social media platforms that nonprofit marketers use to distribute content, use of Instagram increased the most (from 38% to 58%).

## KEY TAKEAWAYS

- ▶ Facebook is the social media platform nonprofit marketers use most often, and also the one they say is most effective.
- ▶ While the effectiveness ratings for Facebook (+7%) and Instagram (+3%) increased over the last year, those for all of the other social media platforms decreased.
- ▶ 50% of the most effective nonprofit marketers meet daily or weekly (either in person or virtually) to discuss their content marketing program. Those who are least effective meet much less often (only 24% of that group meets daily or weekly, with another 24% saying they meet only when it is necessary).
- ▶ Nonprofit marketers' most important goals are engagement (82%), brand awareness (79%), and client/constituent retention/loyalty (74%).
- ▶ 84% of nonprofit marketers say increased fundraising is an important content marketing metric; 30% say it is the *most important* metric.
- ▶ Budgets for nonprofit content marketing have remained relatively flat over the last year (23% of total marketing budget, on average, was allocated to content marketing last year vs. 21% this year). However, last year and this year about one out of three marketers expected increases in their nonprofit content marketing budgets in the subsequent year (37% last year vs. 33% this year).
- ▶ Lack of budget—while still among the top five challenges for nonprofit content marketers—was cited by fewer respondents this year (56% last year vs. 45% this year). Marketers who have a documented content marketing strategy fare even better in this regard, with only 38% saying lack of budget is a challenge.



### Percentage of Nonprofit Respondents Using Content Marketing



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

## Does your organization use content marketing?

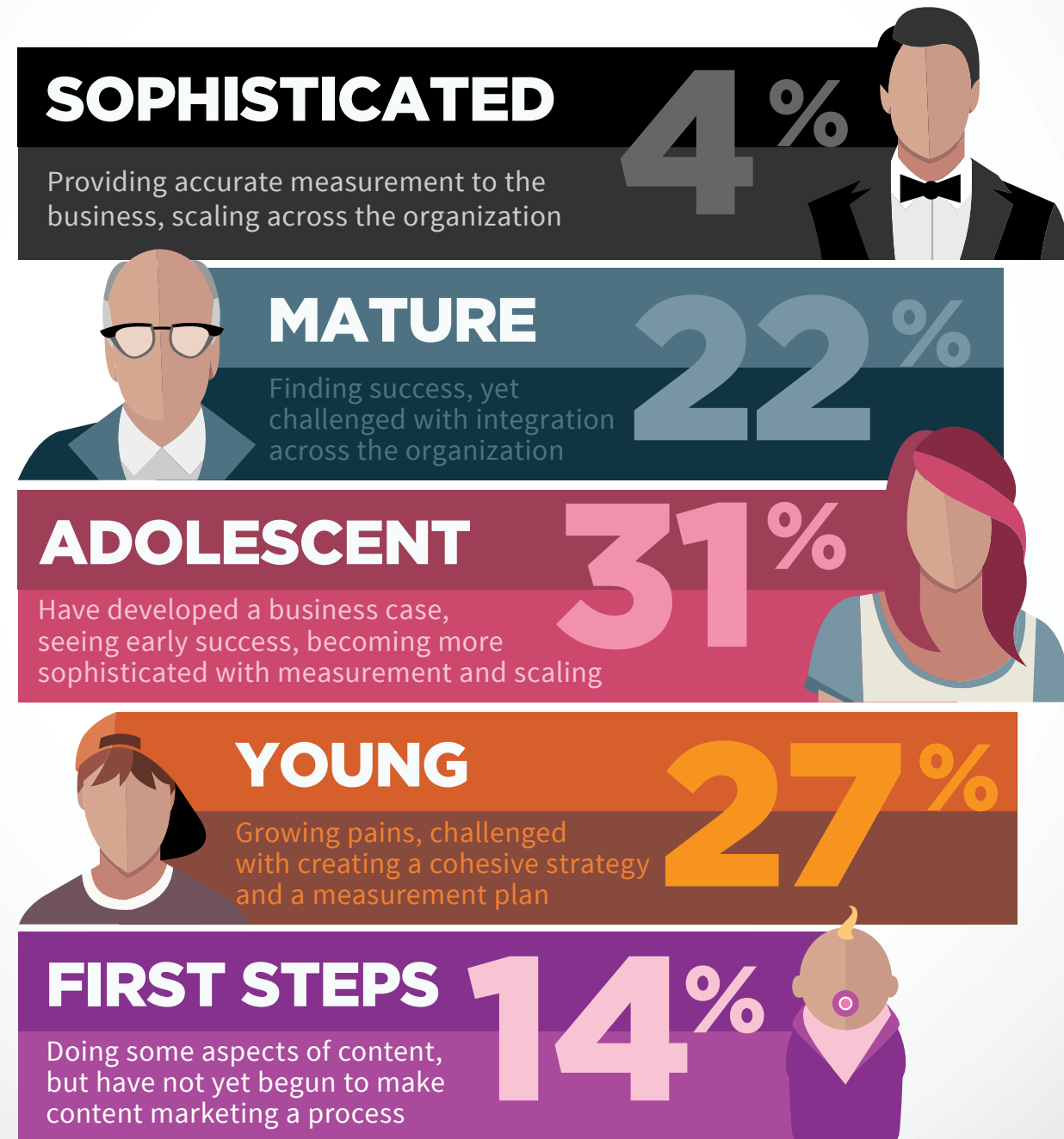
# 76%

**SAY YES**

Last year, 61% of nonprofit marketers said they use content marketing.

The survey defines content marketing as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive action.”

### How Nonprofit Marketers Assess Their Content Marketing Maturity Level



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

### How would you describe your organization's content marketing maturity level?

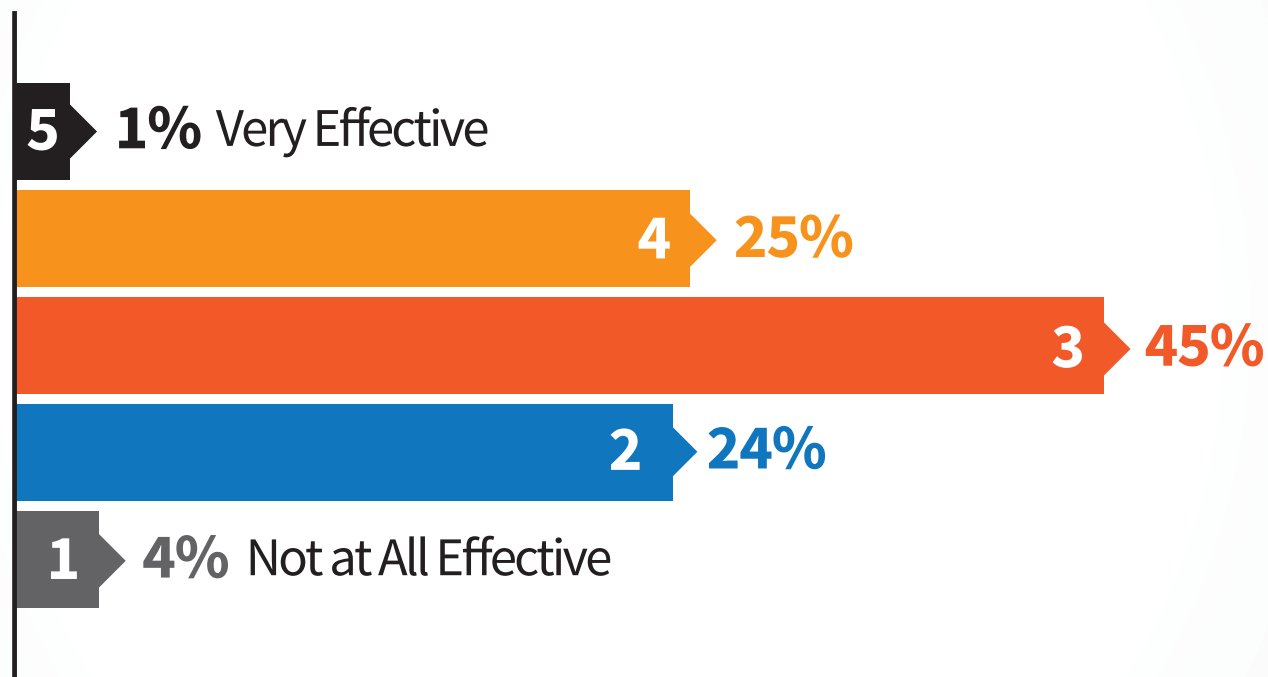
**26%** SAY SOPHISTICATED OR MATURE

This was a new question this year. In general, effectiveness levels are greater among marketers whose organizations have higher levels of content marketing maturity.

Among those who reported being the most effective:

- 55% were in the sophisticated/mature phase
- 26% were in the adolescent phase
- 12% were in the young/first steps phase

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



**Note:** For this survey, we define effectiveness as “accomplishing your overall objectives.” We refer to those who rate their organizations as a 4 or 5 (on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at All Effective”) as the “most effective” or “best-in-class” marketers. The 1s and 2s are considered the “least effective,” while the 3s are neutral.

2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

Overall, how effective is your organization at content marketing?

**26%** SAY THEY ARE EFFECTIVE

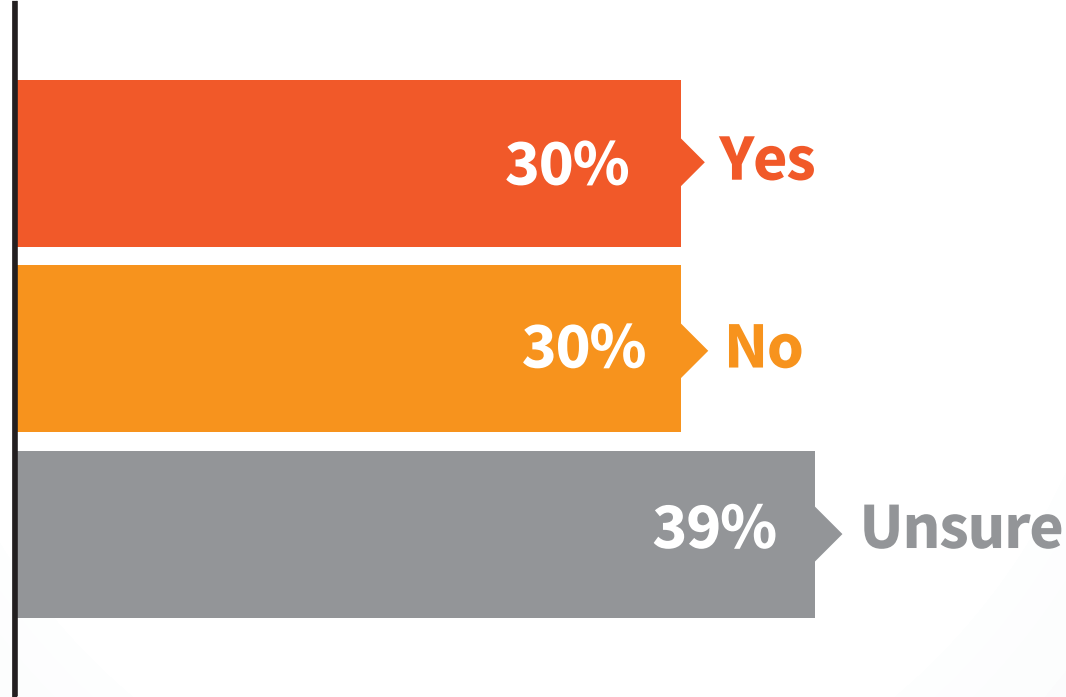
Last year, 35% of nonprofit marketers said they were effective.

Overall effectiveness increases with:

- Experience (58% of sophisticated/mature marketers say they are effective)
- Organizational clarity on what content marketing success looks like (53%)
- A documented content marketing strategy (44%)
- Daily or weekly content marketing meetings (42%)



Percentage of Nonprofit Marketers  
Whose Organizations Have Clarity  
on Content Marketing Success



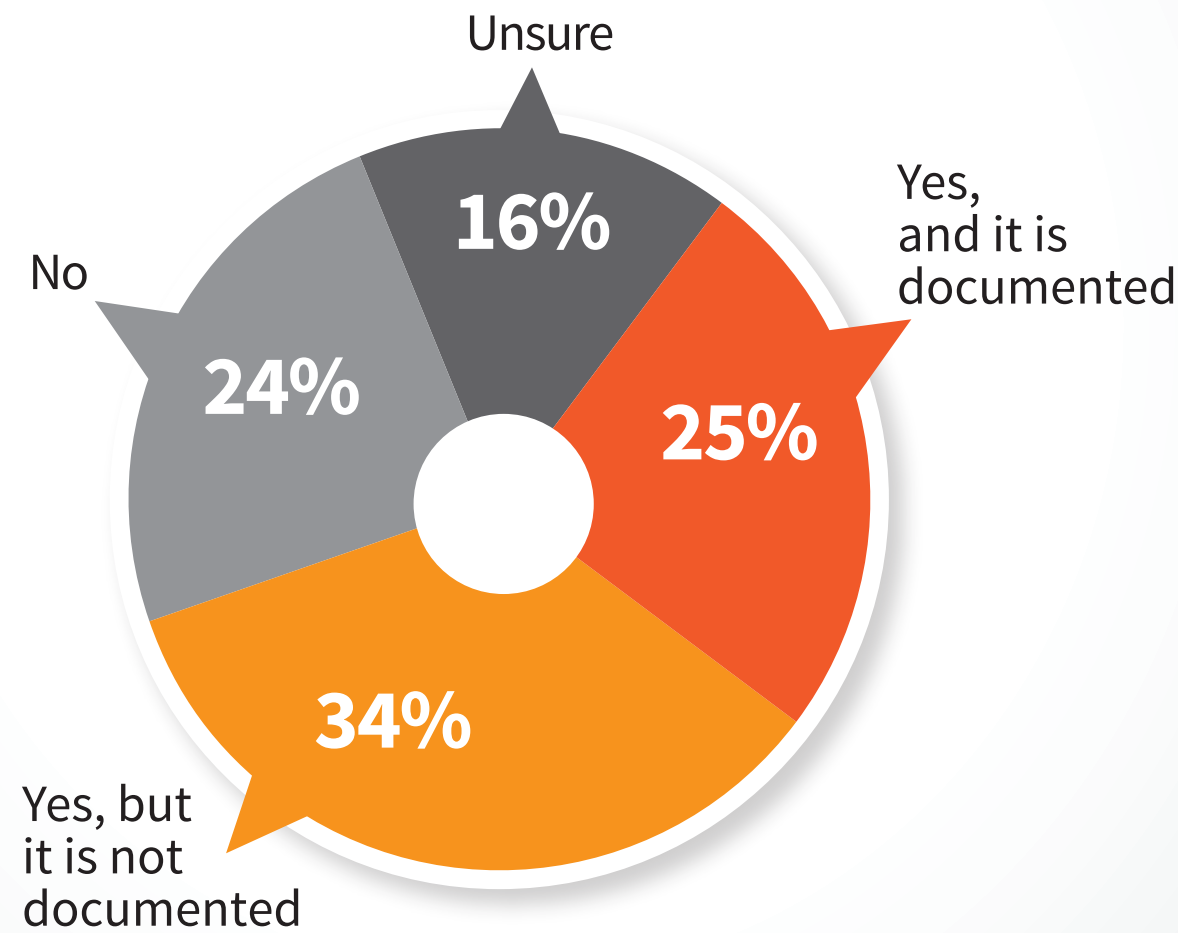
2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

In your organization,  
is it clear what an effective or  
successful content marketing  
program looks like?

30% SAY YES

Nonprofit marketers whose organizations have a clear vision of content marketing success are more effective than those that do not (61% of the most effective nonprofit marketers have clarity compared with 10% of the least effective).

Percentage of Nonprofit Marketers Who Have a Content Marketing Strategy



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

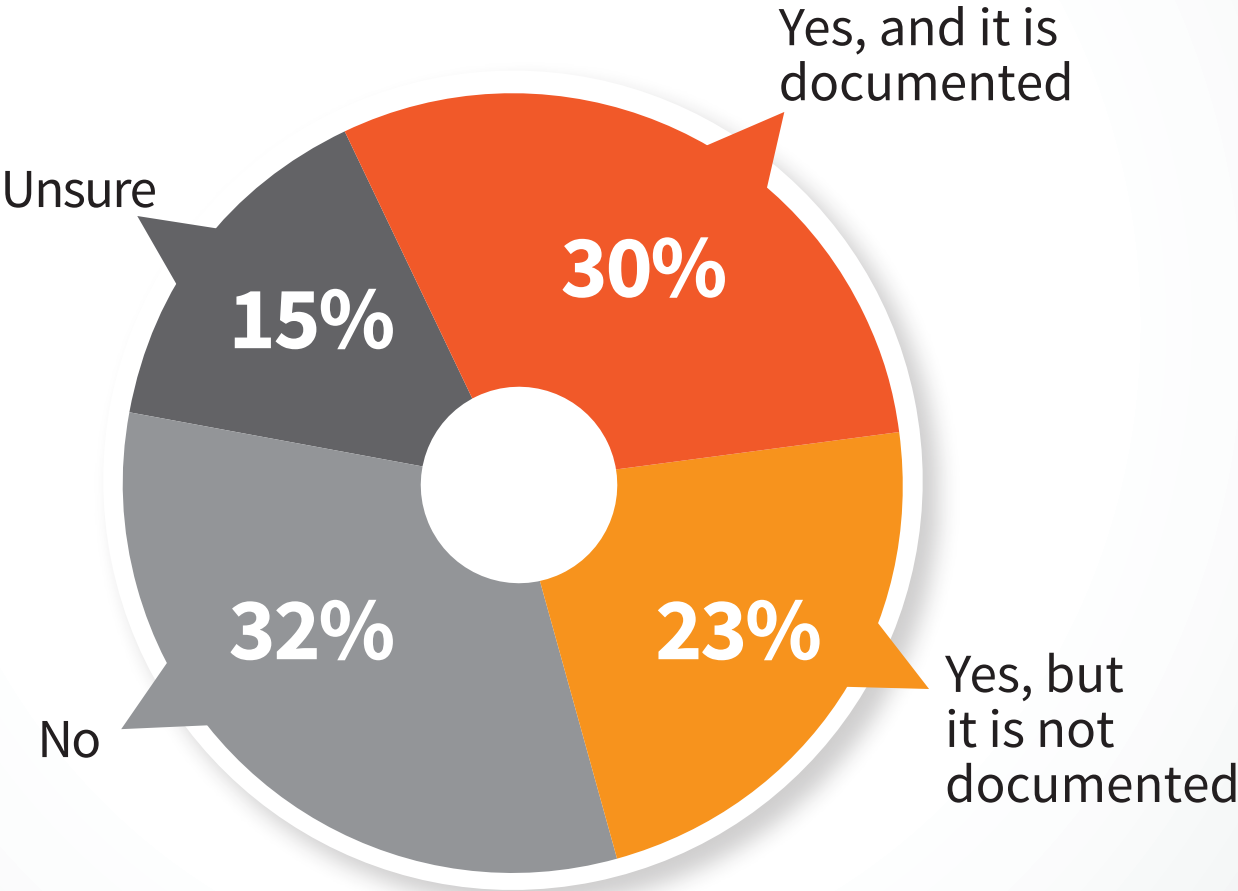
Does your organization have a content marketing strategy?

**25%** HAVE A DOCUMENTED CONTENT MARKETING STRATEGY

Last year, 23% of nonprofit marketers had a documented content marketing strategy, 43% had a verbal-only strategy, and 21% had no strategy.

In general, nonprofit marketers who have a documented content marketing strategy are more likely to get better results with the tactics and social media platforms they use (i.e., they rate them as more effective) than those who have a verbal-only or no strategy.

Percentage of Nonprofit Marketers Who Have an Editorial Mission Statement



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

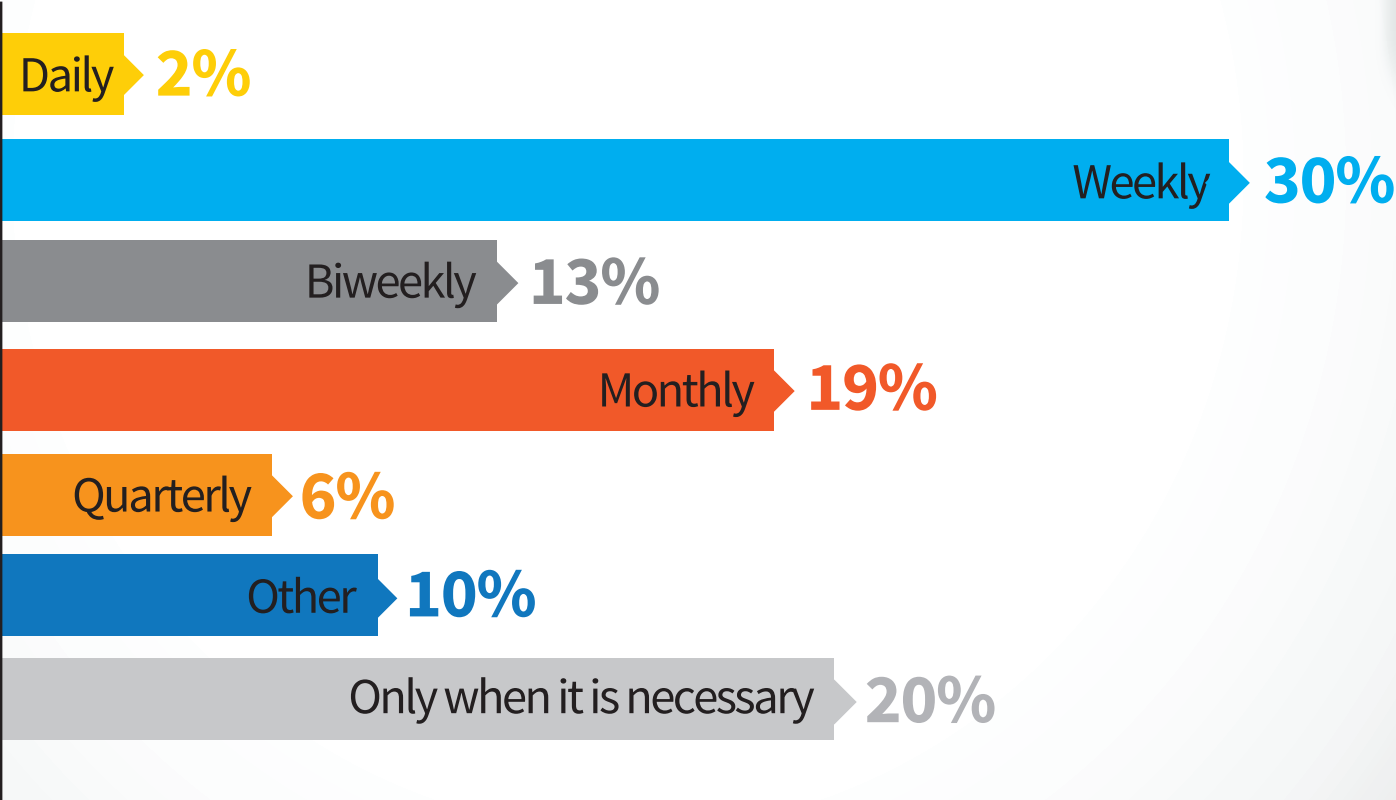
Does your organization have an editorial mission statement for the primary audience you target?

**30%** HAVE A DOCUMENTED EDITORIAL MISSION STATEMENT

This was a new question this year. The likelihood of having a documented editorial mission statement increases if the nonprofit marketer also has a documented content marketing strategy (46% of those with a documented content marketing strategy also have a documented editorial mission statement).

- Among the most effective nonprofit marketers:
- 42% have a documented content marketing strategy
  - 42% have a documented editorial mission statement

# How Often Nonprofit Marketers Meet to Discuss Their Content Marketing Program



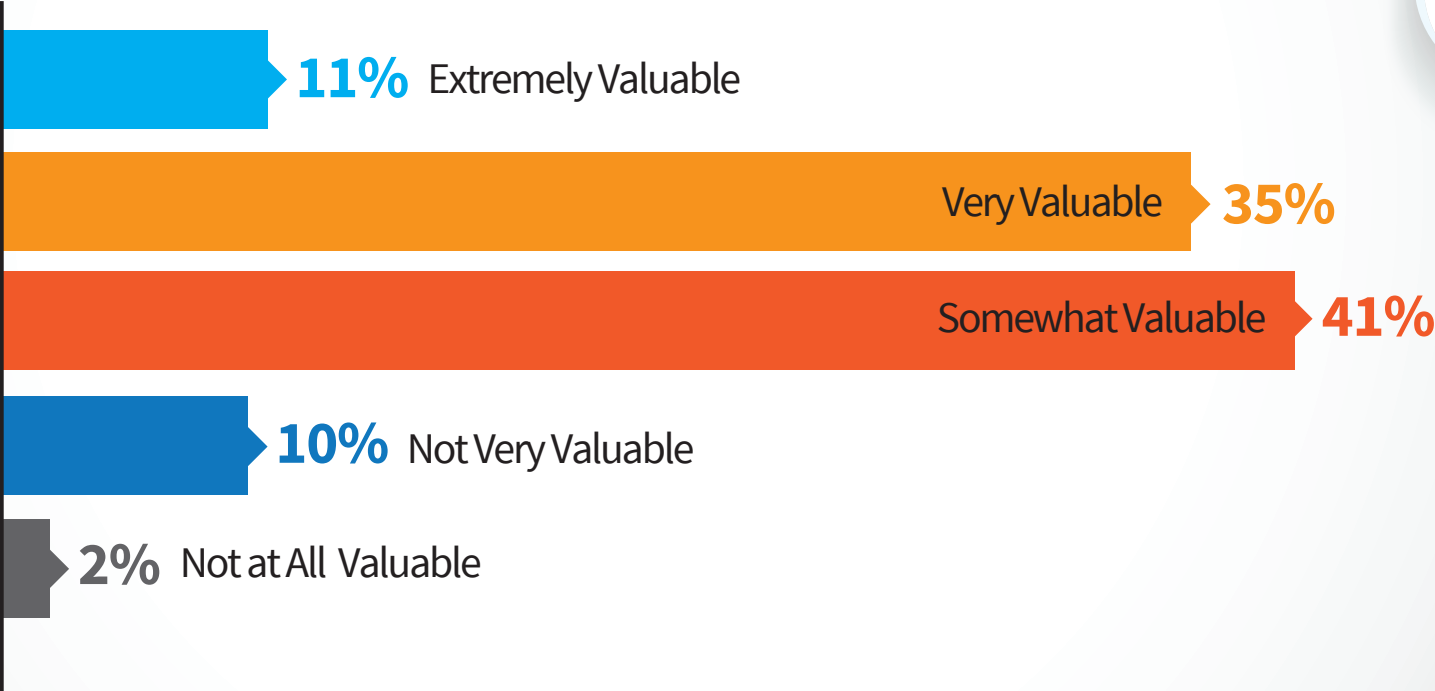
2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

How often does your team meet (either in person or virtually) to discuss the progress/results of your content marketing program?

32% SAY DAILY OR WEEKLY

50% of the most effective nonprofit marketers (vs. 24% of the least effective) meet daily or weekly to discuss their content marketing program. An additional 24% of the least effective meet only when it is necessary.

# How Nonprofit Marketers Perceive the Value of Internal Content Marketing Meetings



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

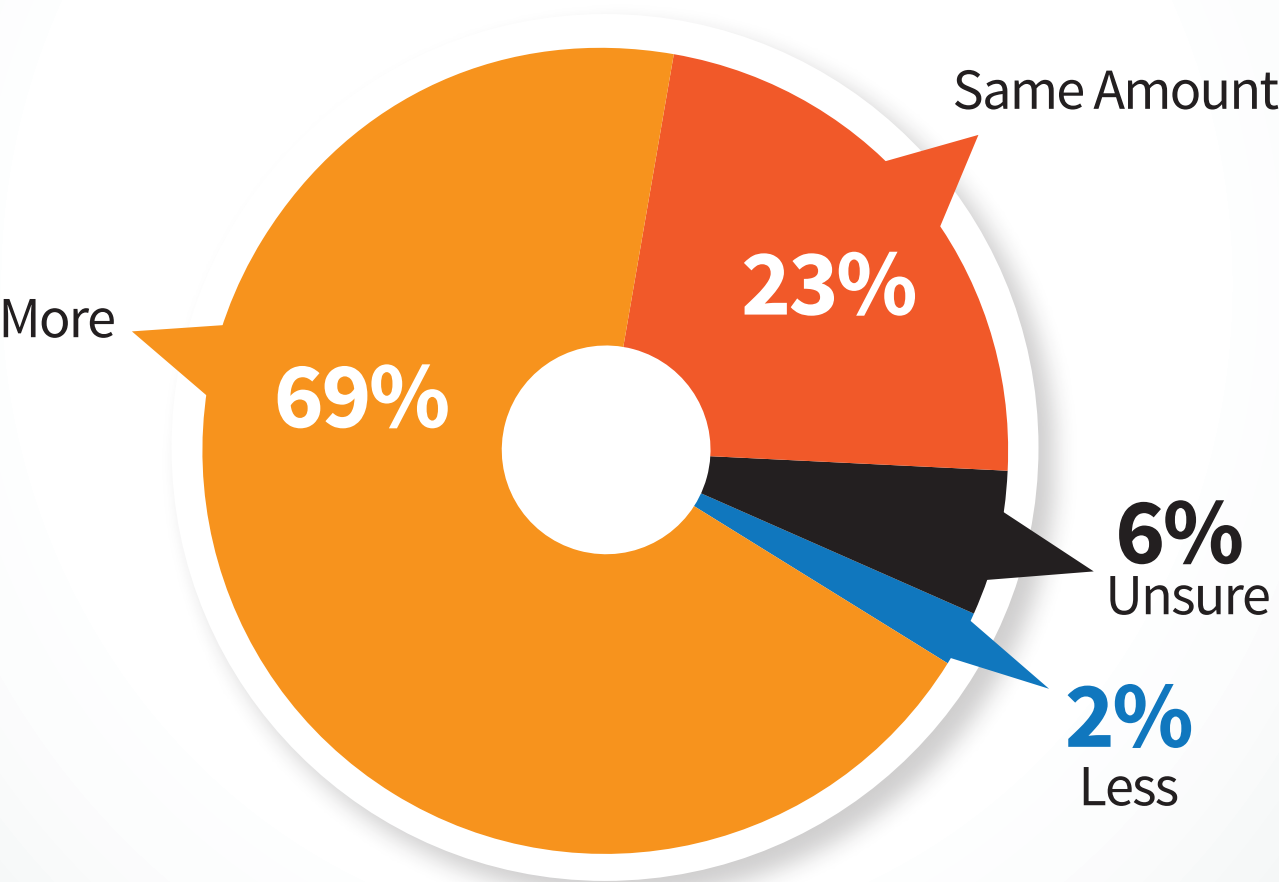
How valuable are team meetings in helping your organization to be more effective at content marketing?

46% SAY MEETINGS ARE VALUABLE

Nonprofit marketers who meet daily or weekly are more likely to consider meetings valuable (62%) than those who meet biweekly or monthly (51%).



Expected Change in  
Nonprofit Content Creation  
(2015 vs. 2016)



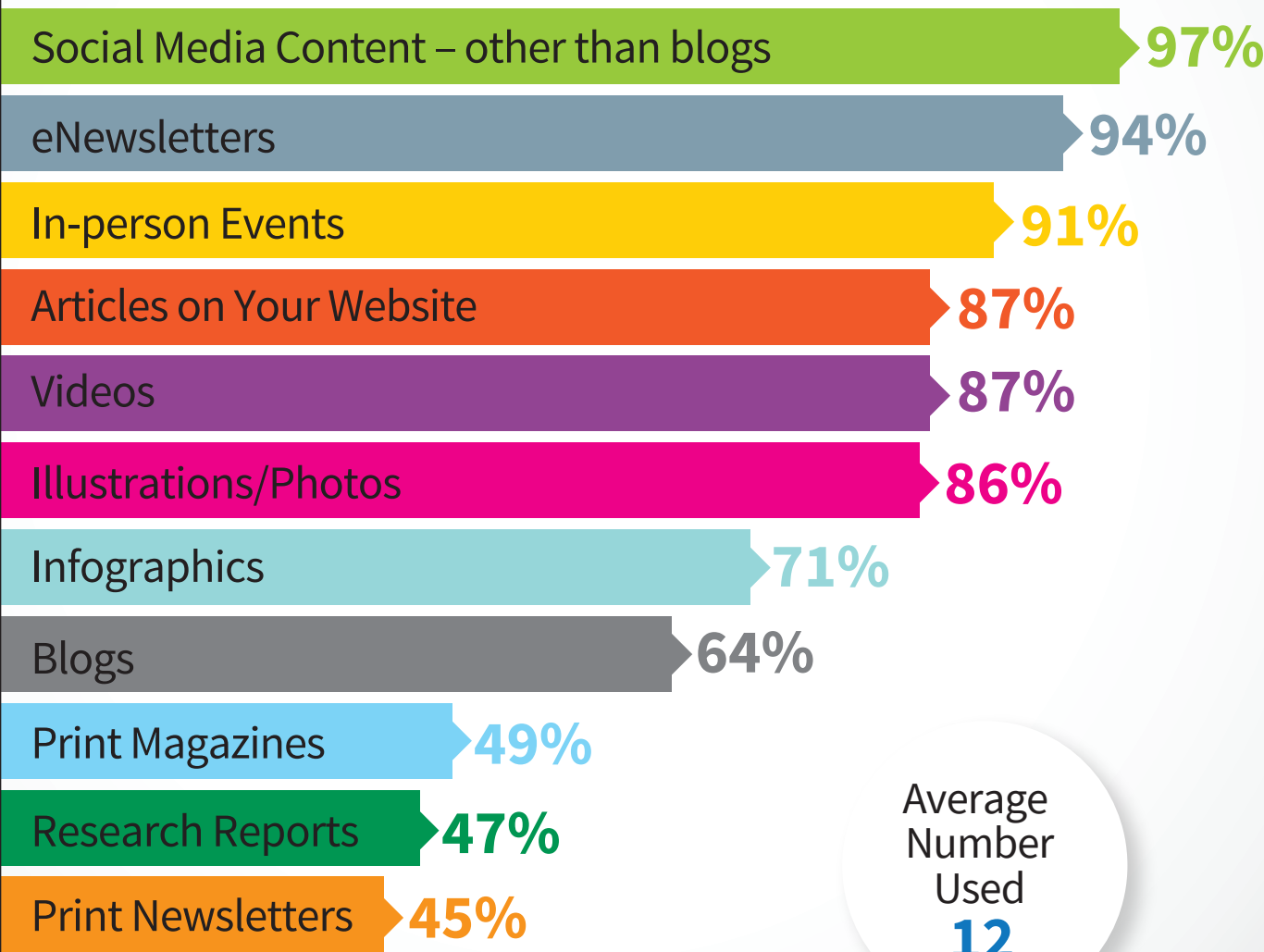
2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

Compared with 2015,  
how much content  
will your organization  
produce in 2016?

69% SAY THEY WILL  
PRODUCE MORE

Regardless of organization size, effectiveness, or maturity level, many nonprofit marketers plan to produce more content in 2016 than they did in 2015.

# Nonprofit Content Marketing Tactic Usage



Average  
Number  
Used  
**12**

2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

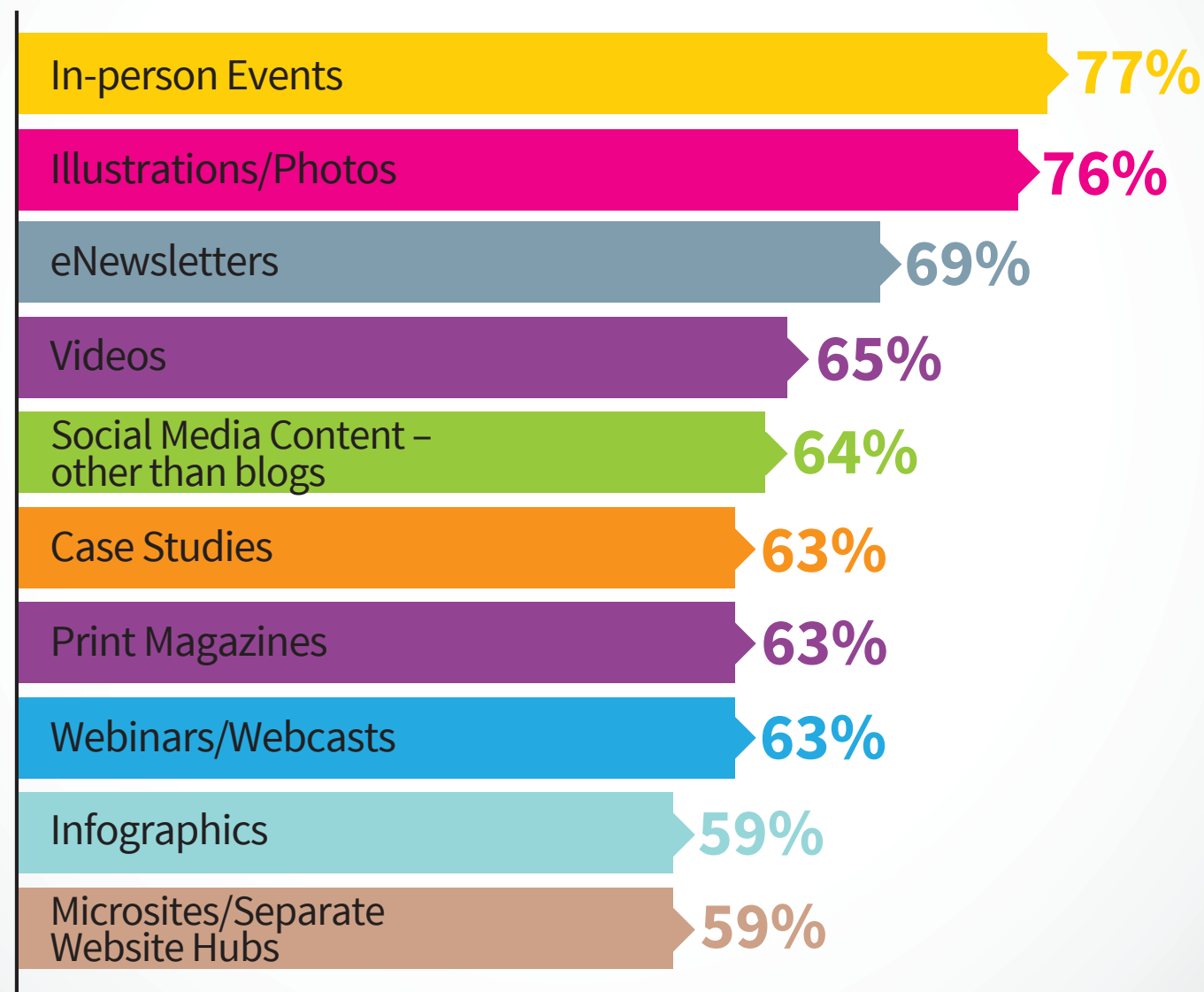
## Which content marketing tactics does your organization use?

**97%** **USE SOCIAL MEDIA  
CONTENT**

The use of all the tactics shown on the accompanying chart increased over the last year, except for illustrations/photos, which stayed the same. The tactic that increased the most was infographics (53% last year vs. 71% this year).

**Note:** Fewer than 45% of nonprofit marketers said they use the following tactics: Microsites/Separate Website Hubs (42%), Digital Magazines (41%), Online Presentations (41%), Case Studies (36%), Mobile Apps (36%), Branded Content Tools (33%), Webinars/Webcasts (28%), White Papers (27%), Books (25%), Podcasts (19%), Virtual Conferences (15%), eBooks (14%), and Games/Gamification (9%).

### Effectiveness Ratings for Nonprofit Tactics



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

## How effective are the tactics your organization uses?

### IN-PERSON EVENTS AND ILLUSTRATIONS/PHOTOS TOP THE LIST

Of the tactics they use, the ones shown in the chart are the 10 that nonprofit marketers say are most effective. The effectiveness ratings for all of these increased over the last year.

Like last year, in-person events, illustrations/photos, and eNewsletters were rated most effective.

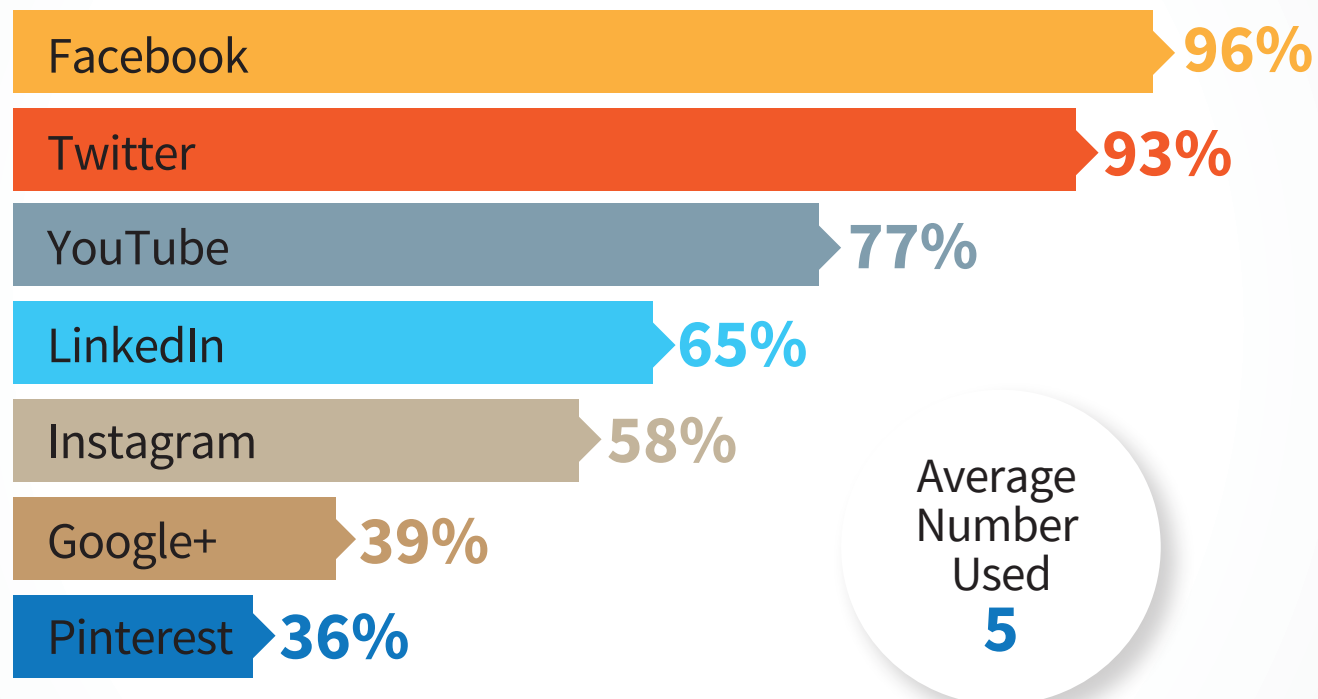
Case studies and webinars/webcasts are new on the top 10 effectiveness chart this year. Last year:

- 42% of nonprofit marketers said case studies were effective, compared with 63% this year
- 45% of nonprofit marketers said webinars/webcasts were effective, compared with 63% this year

The other largest increases were for:

- Illustrations/photos (65% last year vs. 76% this year)
- Videos (54% last year vs. 65% this year)
- Infographics (48% last year vs. 59% this year)

### Nonprofit Content Marketing Social Media Platform Usage



**Note:** Fewer than 40% of nonprofit marketers said they use the following social media platforms: Vimeo (16%), Tumblr (11%), SlideShare (8%), Periscope (8%), Vine (7%), iTunes (6%), Snapchat (6%), and Medium (2%).

2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

## Which social media platforms does your organization use to distribute content?

**FACEBOOK AND TWITTER  
ARE USED MOST OFTEN**

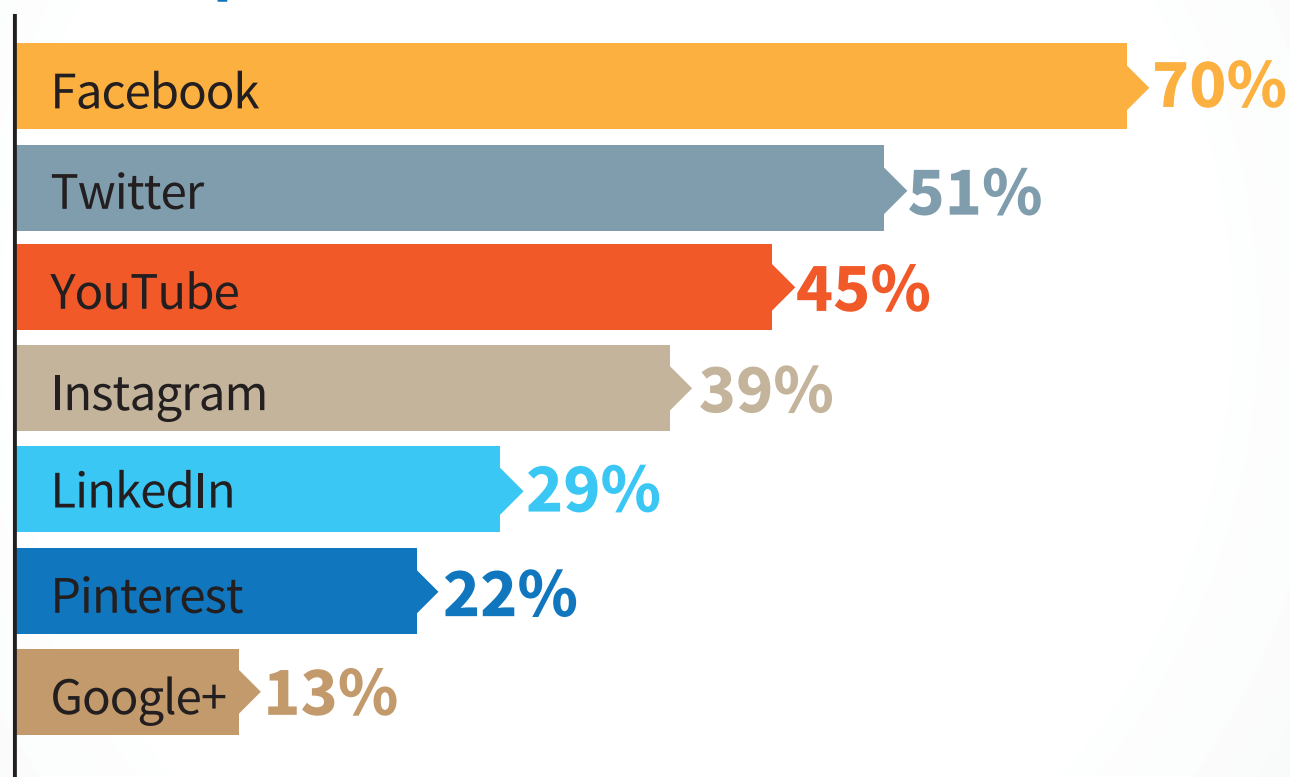
Facebook, Twitter, and YouTube continue to be the three most often used social media platforms. The use of Twitter increased by 9 percentage points over last year, while Facebook and YouTube increased by 2 and 1 points, respectively.

As was the case last year, the biggest increase in use was with Instagram (38% last year vs. 58% this year).

The use of LinkedIn, Google+, and Pinterest all decreased by 2 percentage points or less.



### Effectiveness Ratings for Nonprofit Social Media Platforms



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

## How effective are the social media platforms your organization uses?

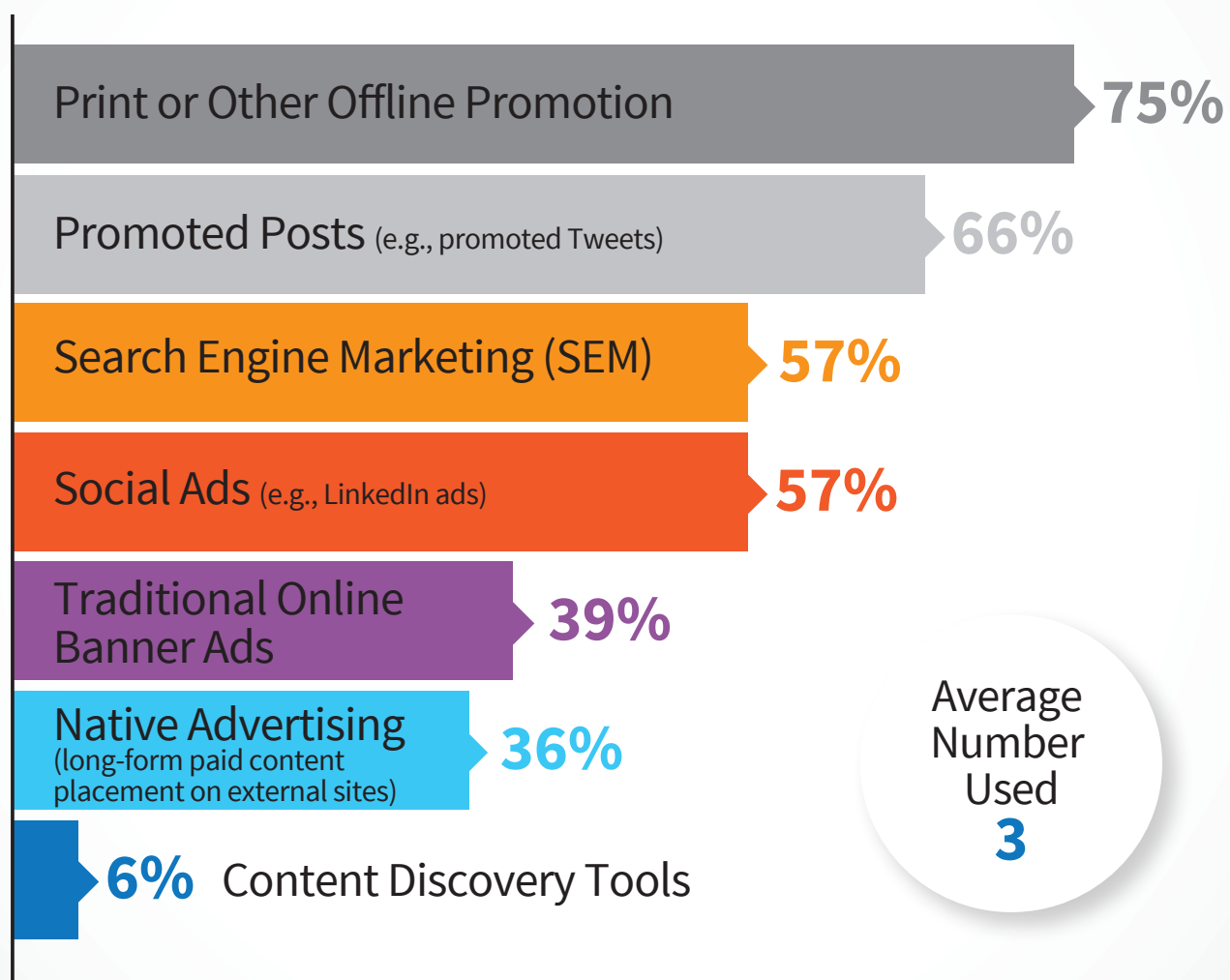
**FACEBOOK IS RATED MOST EFFECTIVE**

Nonprofit marketers once again rated Facebook the most effective platform (63% last year vs. 70% this year).

In addition to Facebook, the only other platform that had a higher effectiveness rating this year was Instagram (36% last year vs. 39% this year). The effectiveness ratings for all the other platforms decreased, with Pinterest and Google+ dropping the most (9 percentage points each).



### Nonprofit Paid Advertising Usage



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

**Which paid advertising methods does your organization use to promote/distribute content?**

**75%** **USE PRINT OR OTHER OFFLINE PROMOTION**

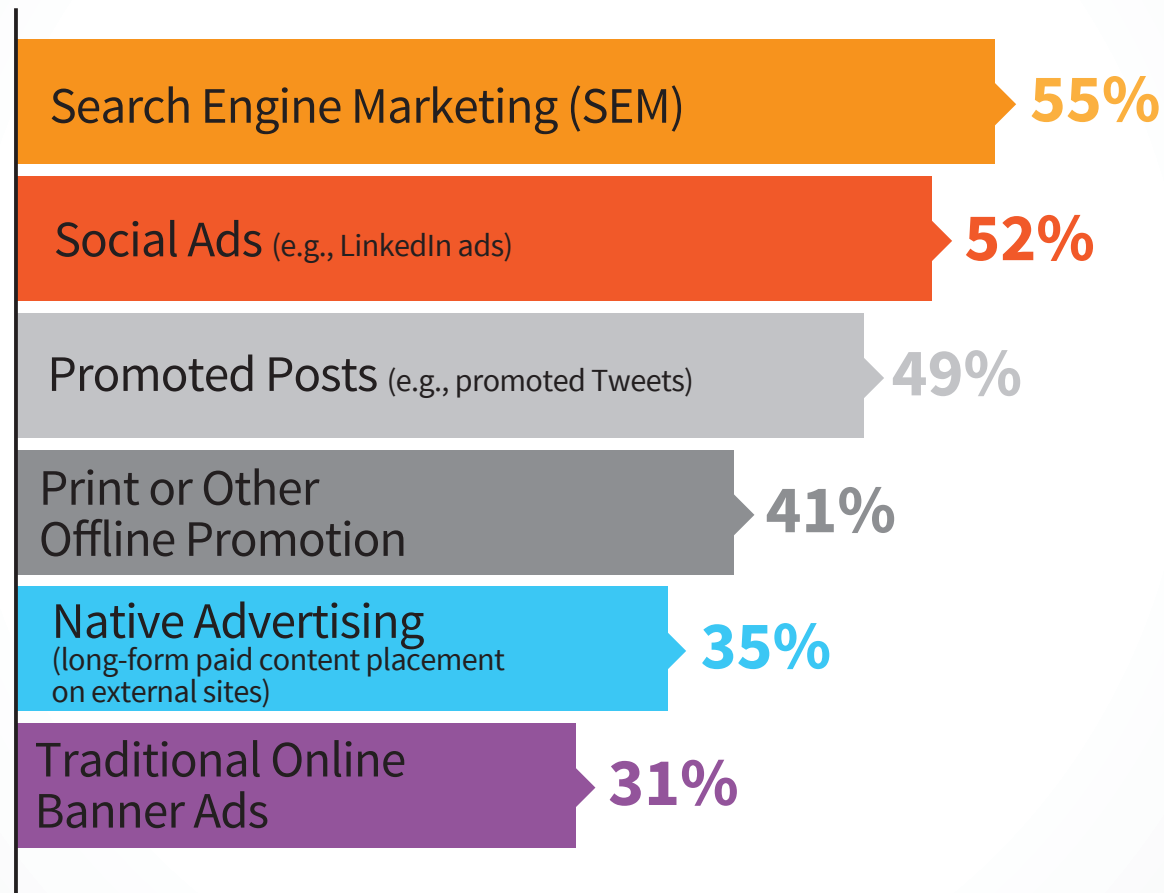
The use of print or other offline promotion was the top method last year as well (73% last year vs. 75% this year).

The largest increases in usage were for:

- Promoted posts (48% last year vs. 66% this year)
- Search engine marketing (41% last year vs. 57% this year)
- Social ads (48% last year vs. 57% this year)

Native advertising increased by 4 percentage points, traditional online banner ads decreased by 2, and content discovery tools stayed the same.

### Effectiveness Ratings for Nonprofit Paid Advertising Methods



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

**How effective are the paid advertising methods your organization uses to promote/distribute content?**

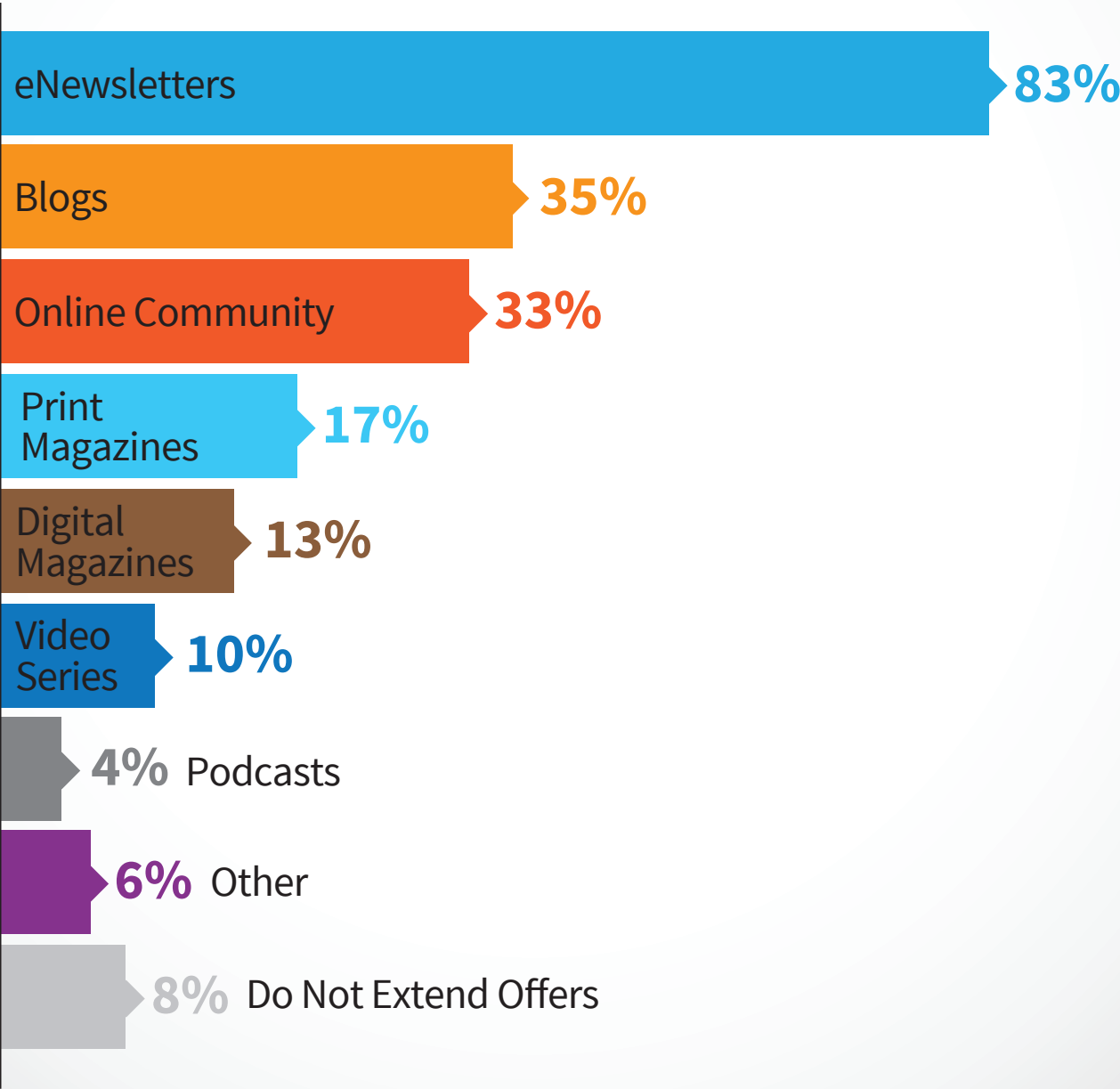
**55%** SAY SEM IS EFFECTIVE

As they did last year, nonprofit marketers say search engine marketing (SEM) is the most effective paid advertising method they use (56% last year vs. 55% this year).

The effectiveness rating for social ads increased from 45% last year to 52% this year.

The effectiveness rating for all the other methods shown here decreased over the last year.

Content Offers Nonprofit Marketers  
Ask Audience to Subscribe to



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

Which content offers does  
your organization ask its  
audience to subscribe to?

83% SAY eNEWSLETTERS

While the most effective nonprofit marketers offer eNewsletter subscriptions at about the same rate as the overall sample, they are more likely to offer blog subscriptions as well (45%).

In addition, blogs are the area with the largest difference between the most and least effective nonprofit marketers (45% of the most effective offer blog subscriptions vs. 27% of the least effective marketers).

# Organizational Goals for Nonprofit Content Marketing



**Note:** Percentages comprise marketers who rated each goal a 4 or 5 on a 5-point scale where 5 = “Very Important” and 1 = “Not at All Important.”

2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

How important will each of these content marketing goals be to your organization in the next 12 months?

82% SAY ENGAGEMENT IS AN IMPORTANT GOAL

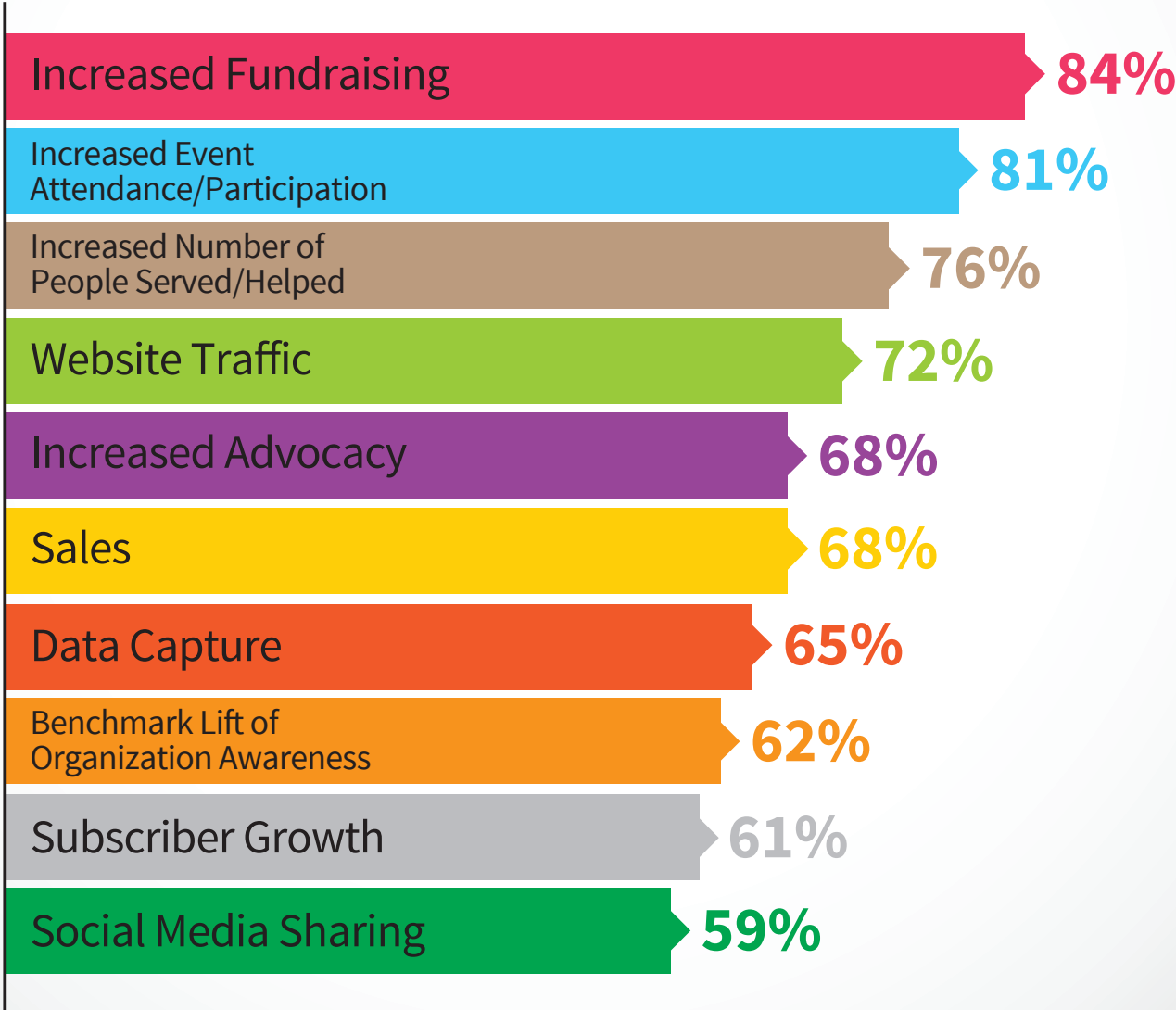
Like their peers overall, nonprofit marketers who have a documented content marketing strategy say engagement, brand awareness, and client/constituent retention/loyalty are their three most important goals; however, they rate client/constituent acquisition as more important than their peers do (83% vs. 69%), placing it above fundraising (59%).

The largest differences in the Most Important ratings of goals among the most and least effective nonprofit marketers are:

	MOST EFFECTIVE	LEAST EFFECTIVE
Engagement	95%	72%
Program Delivery	54%	36%
Volunteer Recruitment	39%	15%



# Most Important Metrics That Nonprofit Content Marketers Use



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

## How important are the metrics that your organization uses?

### INCREASED FUNDRAISING AND EVENTS TOP THE LIST

The largest differences in the Most Important ratings of metrics among the most and least effective nonprofit marketers are:

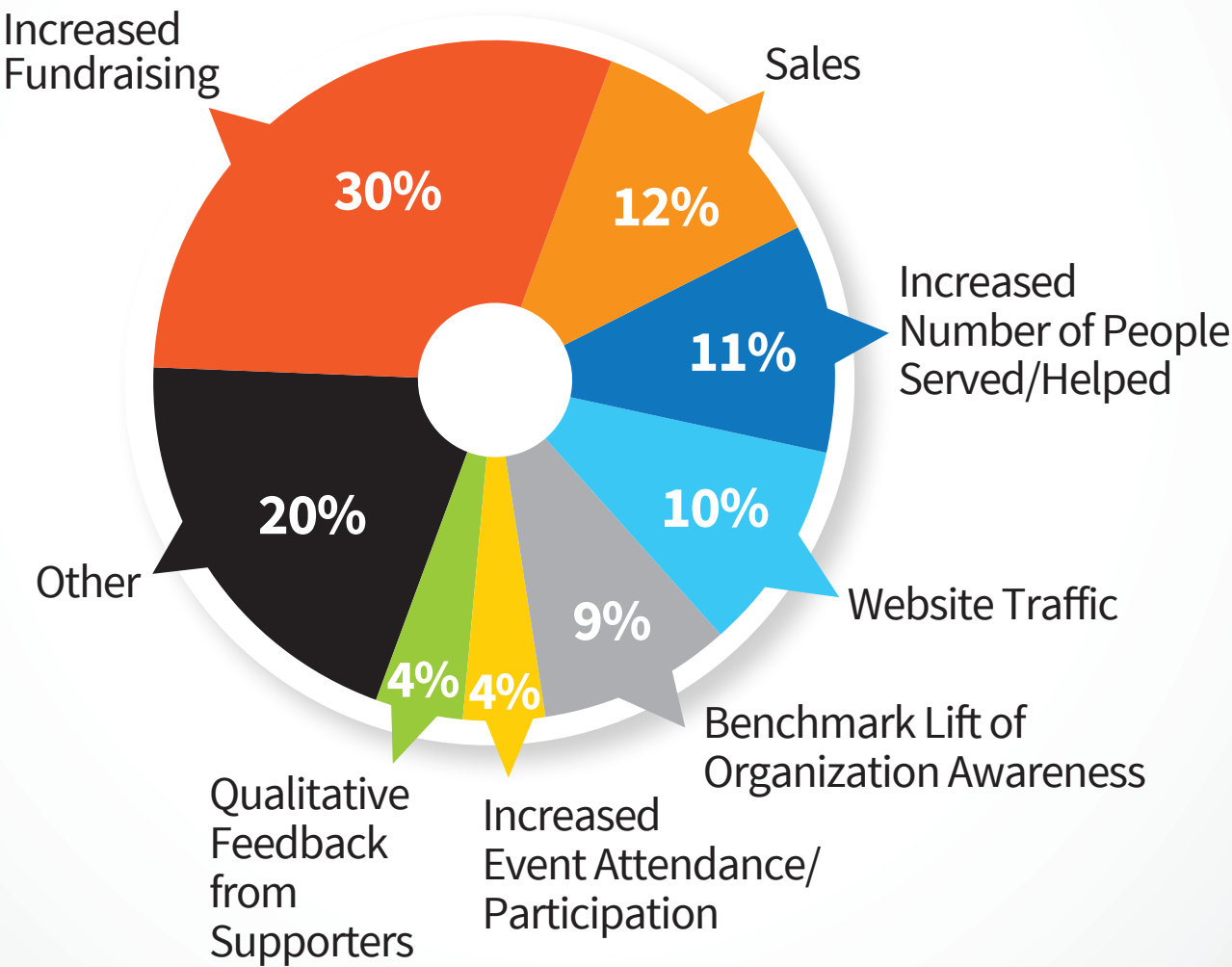
	MOST EFFECTIVE	LEAST EFFECTIVE
Increased Event Attendance/Participation	85%	65%
Social Media Sharing	65%	45%
Time Spent on Website	65%	45%

**Note:** Percentages comprise marketers who rated each goal a 4 or 5 on a 5-point scale where 5 = “Very Important” and 1 = “Not at All Important.”

**Note:** Additional metrics rated as important were Time Spent on Website (57%), Qualitative Feedback from Supporters (54%), Increased Retail Traffic (50%), Increased Number of Volunteers (50%), SEO Ranking (48%), and Inbound Links (47%).



The Most Important Metric Nonprofit Content Marketers Use



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

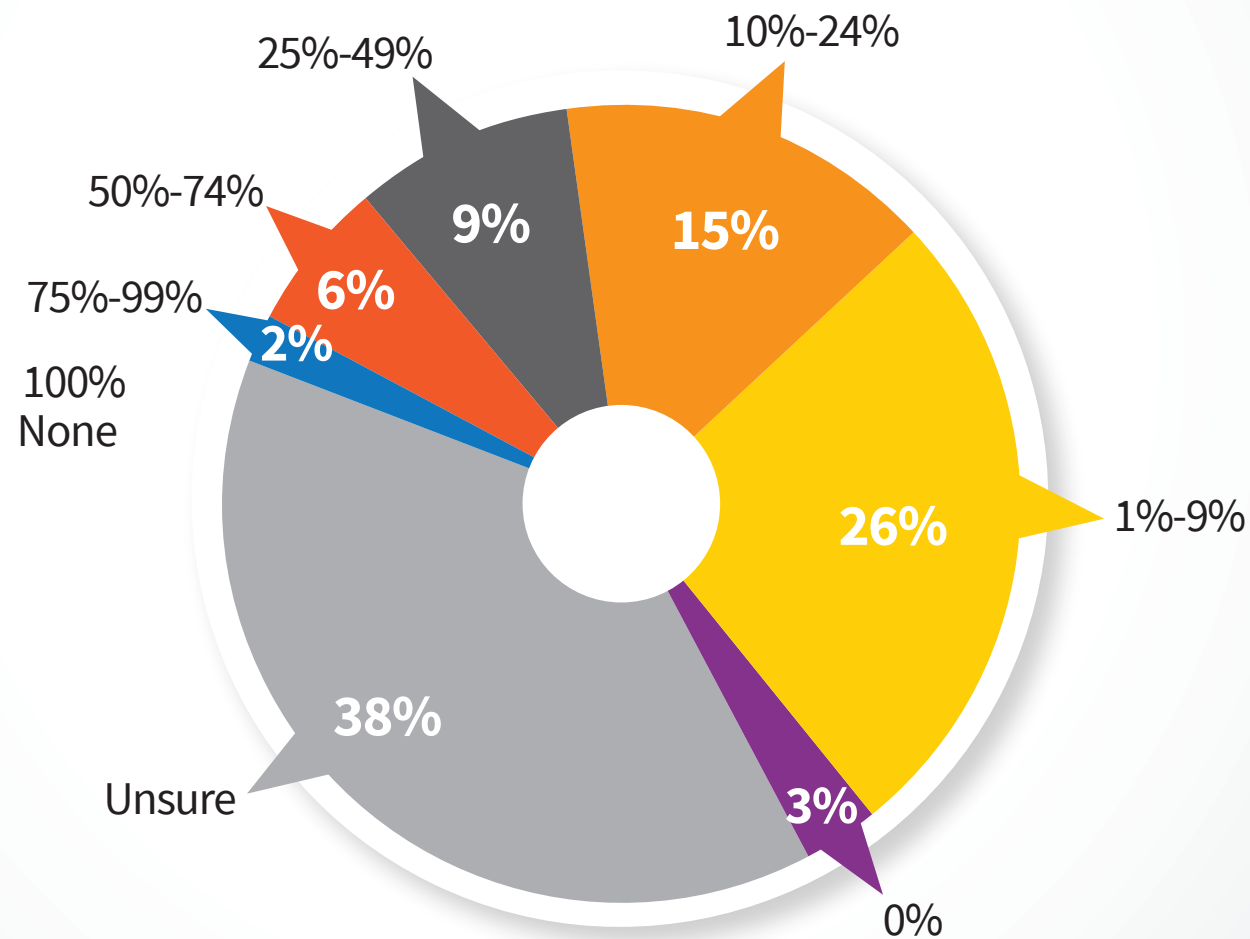
What is THE MOST important metric your organization uses?

30% SAY INCREASED FUNDRAISING

When presented with the same list of metrics shown on p. 23 of this report—and asked, “which is the most important metric your organization uses”—30% of nonprofit marketers said increased fundraising.

These percentages don’t vary much in terms of how effective the marketer is; however, those who have a documented content marketing strategy said website traffic is the most important metric (21%), followed by increased fundraising (17%).

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



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

**Approximately what percentage of your organization's total marketing budget (not including staff) is spent on content marketing?**

**21%** IS THE AVERAGE

Last year, the average percentage of total budget allocated for content marketing was 23%.

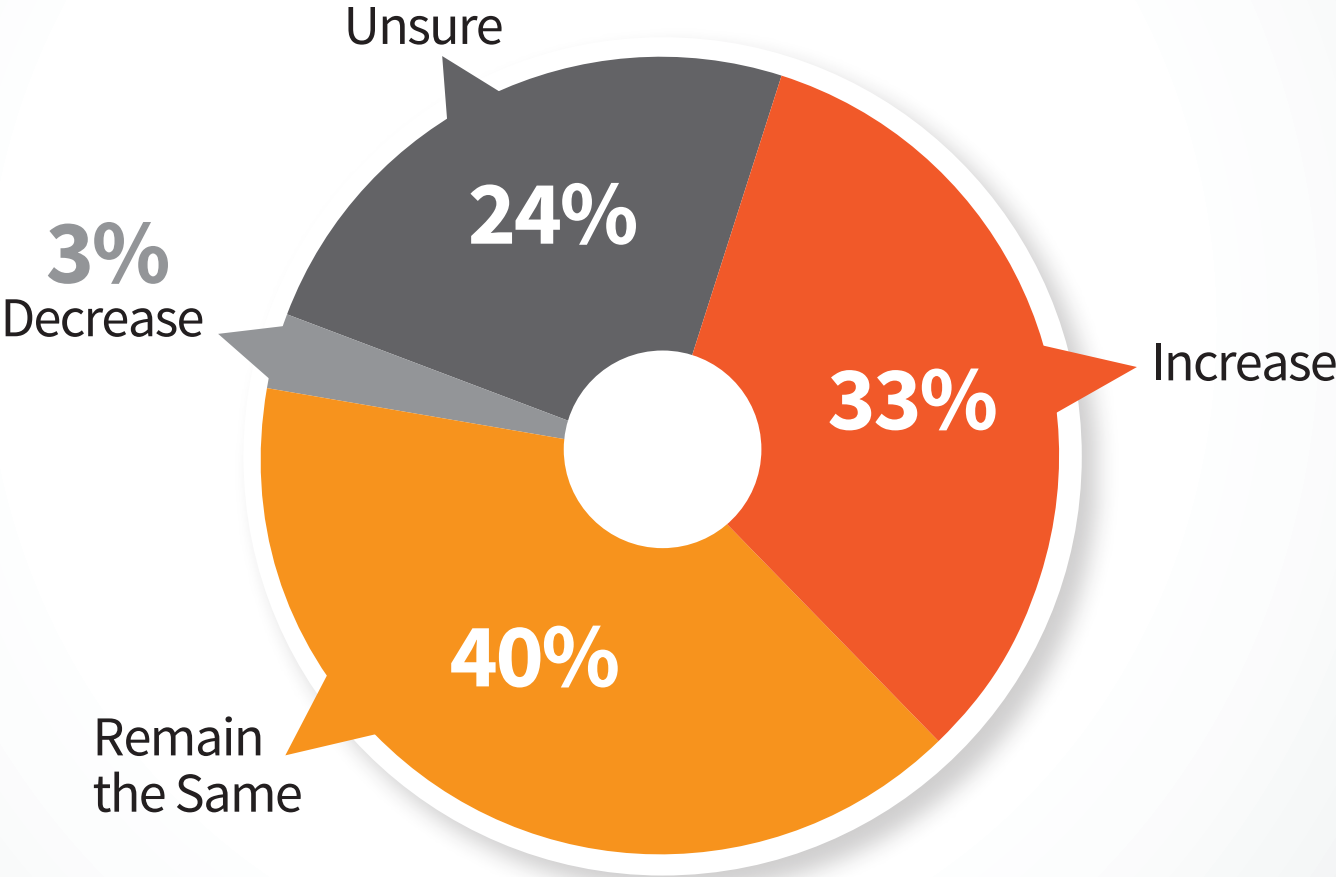
When we look at different segments of respondents, this is how the average spending percentages compare:

- Those with a documented content marketing strategy spend a higher percentage (27%) than those with a verbal strategy (25%) or no strategy (13%).
- The most effective nonprofit marketers spend a higher percentage (32%) than the least effective (12%).
- Marketers at large organizations with 1,000+ employees spend a higher percentage (33%) than marketers at small organizations with 10-99 employees (15%).

How do you expect  
your organization’s content  
marketing budget to change  
in the next 12 months?

**33%** SAY THEY WILL  
INCREASE SPENDING

Nonprofit Content Marketing Spending  
(Over Next 12 Months)

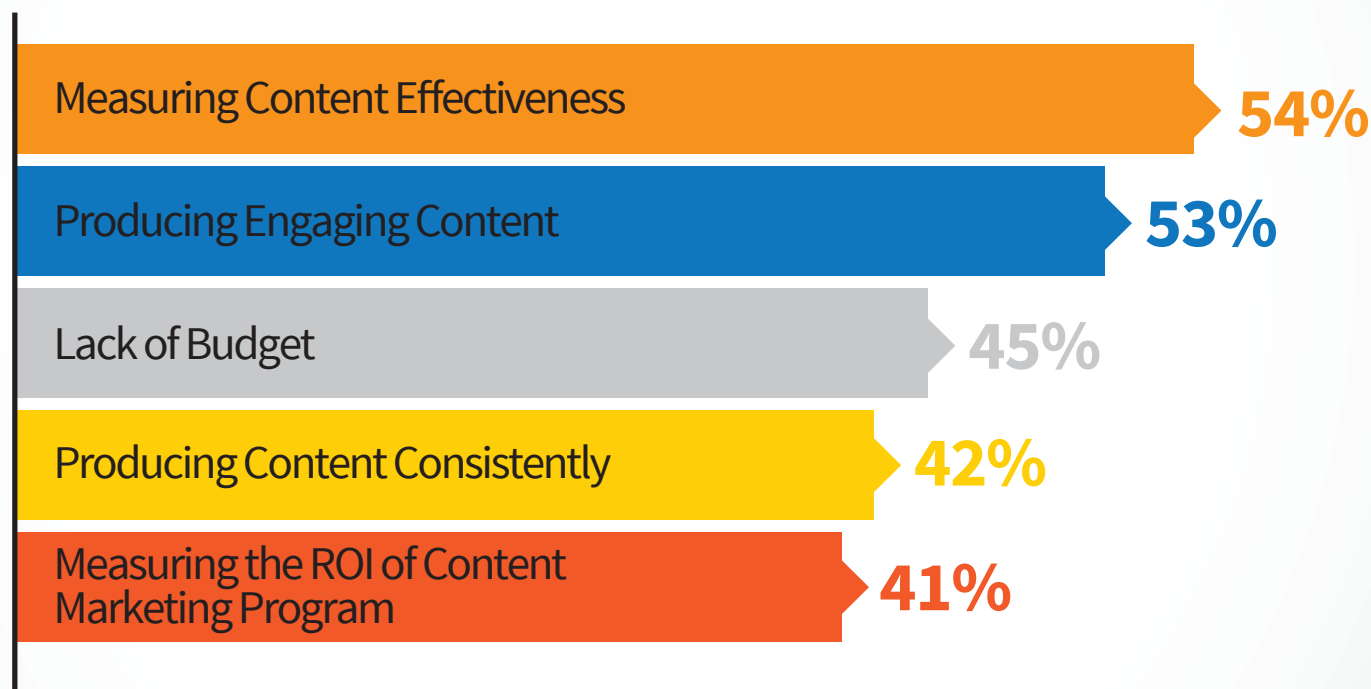


Last year, 37% of nonprofit marketers said they would increase spending.

The largest nonprofit organizations (1,000+ employees) are most likely to increase spending (43%).

2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

### Top Challenges for Nonprofit Content Marketers



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

## What are your organization's top five content marketing challenges this year?

### MEASURING CONTENT EFFECTIVENESS AND PRODUCING ENGAGING CONTENT TOP THE LIST

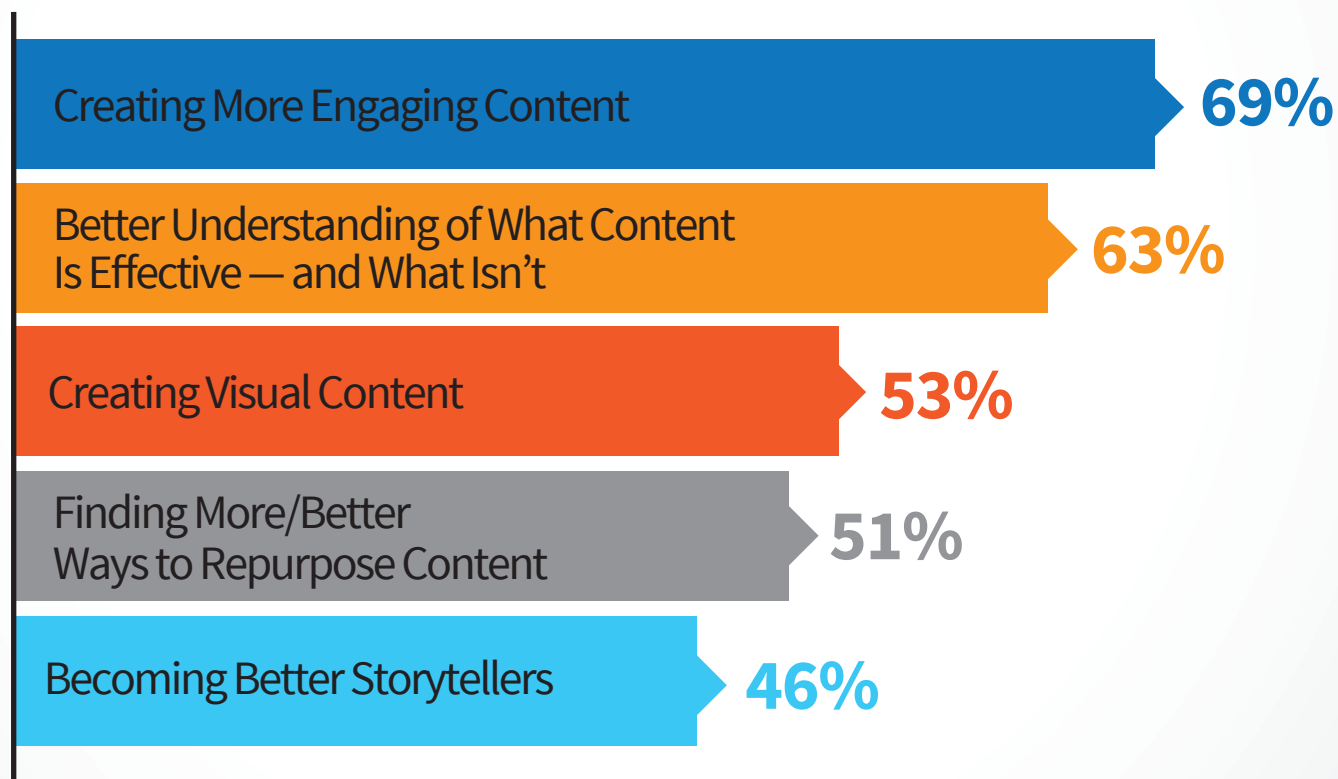
This year, we asked nonprofit marketers to select their top five challenges from a list that also included:

- Producing a variety of content (36%)
- Lack of integration across marketing (33%)
- Gaps in knowledge and skills of internal team (30%)
- Lack of buy-in/vision from higher-ups (25%)
- Implementing the technology that we already have in place (24%)
- Understanding/choosing technology that we need (24%)
- Finding or training skilled content marketing professionals/content creators (17%)
- Other (5%)
- No challenges (0%)

Last year, lack of budget was the top challenge for nonprofit marketers (56%). Measuring content effectiveness and producing engaging content were the second and third challenges last year (at 52% and 49%, respectively).



### Top Priorities for Nonprofit Content Creators



2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

**What are the top five priorities that your organization's content creators will focus on this year?**

**69%** SAY CREATING MORE ENGAGING CONTENT IS A PRIORITY

This year, we asked nonprofit marketers to select their top five priorities for internal content creators from a list that also included:

- Content optimization (38%)
- Better understanding of audience (37%)
- Content personalization (27%)
- Content curation (20%)
- Becoming stronger writers (11%)
- Other (4%)
- No priorities this year (0%)

Like their for-profit counterparts, nonprofit content creators will be most focused on creating more engaging content this year.



Profile of a Best-in-Class Nonprofit Content Marketer

	Most Effective	Average/Overall	Least Effective
Organization is clear on what an effective or successful content marketing program looks like	61%	30%	10%
Describes organization as sophisticated/mature	55%	26%	5%
Meets daily or weekly to discuss content marketing program	50%	32%	24%
Finds meetings extremely or very valuable	73%	46%	24%
Has a documented content marketing strategy	42%	25%	11%
Has a documented editorial mission statement	42%	30%	21%
Average number of tactics used	14	12	11
Average number of social media platforms used	6	5	5
Average number of paid advertising methods used	4	3	3
Percentage of total marketing budget allocated to content marketing	32%	21%	12%
Plans to increase content marketing budget in next 12 months	37%	33%	36%

**Chart term definitions:** A “best-in-class” content marketer (aka “most effective”) is one who rates his or her organization a 4 or 5 in effectiveness on a scale of 1 to 5, with 5 being “Very Effective” and 1 being “Not at All Effective.” Those who rate their organization a 1 or 2 are “least effective.” The numbers under “average/overall” represent total respondents.

2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

## COMPARISON CHART

# Differences Between Nonprofit and For-Profit\* North American Content Marketers

	Nonprofit	For-Profit
Uses content marketing	76%	86%
Considers organization effective at content marketing	26%	32%
Organization is clear on what an effective or successful content marketing program looks like	30%	44%
Describes organization as sophisticated/mature	26%	34%
Meets daily or weekly to discuss content marketing program	32%	45%
Finds meetings extremely or very valuable	46%	55%
Has a documented content marketing strategy	25%	33%
Has a documented editorial mission statement	30%	30%
Average number of tactics used	12	13
Average number of social media platforms used	5	6
Average number of paid advertising methods used	3	4
Percentage of total marketing budget allocated to content marketing	21%	29%
Plans to increase content marketing budget in next 12 months	33%	52%

\*All respondents to the Content Marketing Institute/MarketingProfs sixth annual content marketing survey who indicated the nature of their organization is for-profit, either primarily selling to businesses (B2B), consumers (B2C), or both (B2B+B2C), and located in North America (U.S. and Canada).

2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

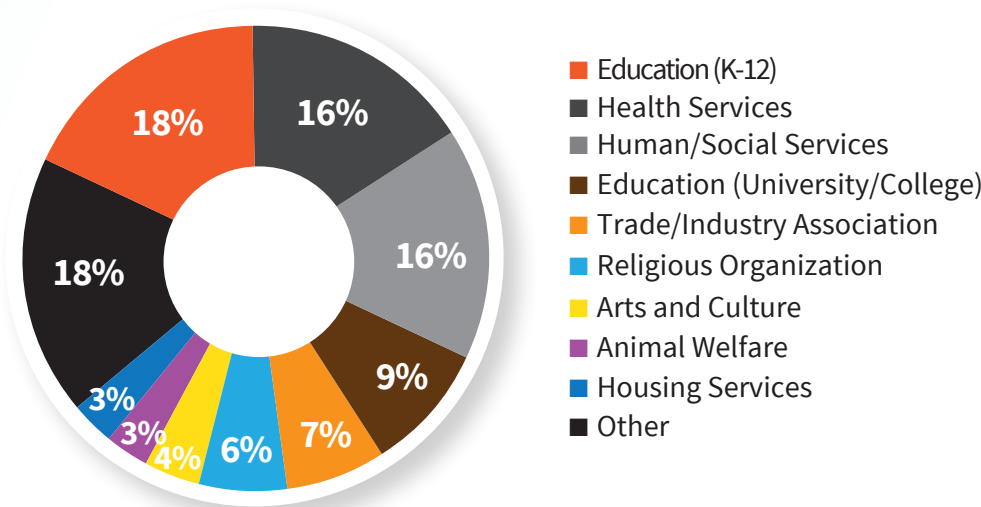
# DEMOGRAPHICS

*Nonprofit Content Marketing 2016: Benchmarks, Budgets, and Trends—North America* was produced by **Content Marketing Institute** in association with **Blackbaud** and sponsored by **FusionSpark Media**.

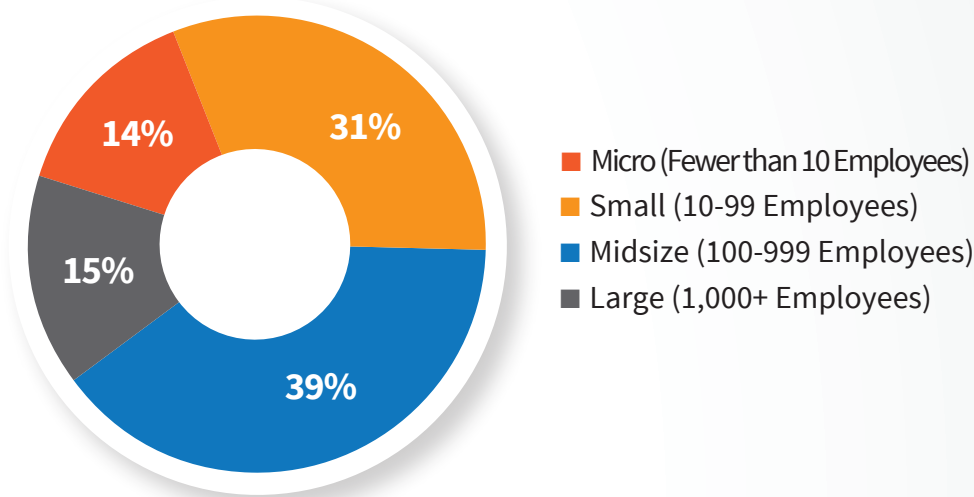
The sixth annual content marketing survey, from which the results of this report were generated, was mailed electronically to a sample of marketers using lists from Content Marketing Institute, MarketingProfs, the Business Marketing Association (BMA), Blackbaud, The Association for Data-driven Marketing & Advertising (ADMA), *Industry Week*, *New Equipment Digest*, and WTWH Media.

A total of 3,714 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—completed the survey during July and August 2015. This report presents the findings from the 404 respondents who said they were nonprofit marketers in North America (307 of whom said, “yes, our organization uses content marketing”). Responses were weighted in tabulation to reflect proportions in the results from prior studies due to differing participating rates among the partners involved each year.

## Nonprofit Industry Classification



## Size of Nonprofit Organization (by Employees)

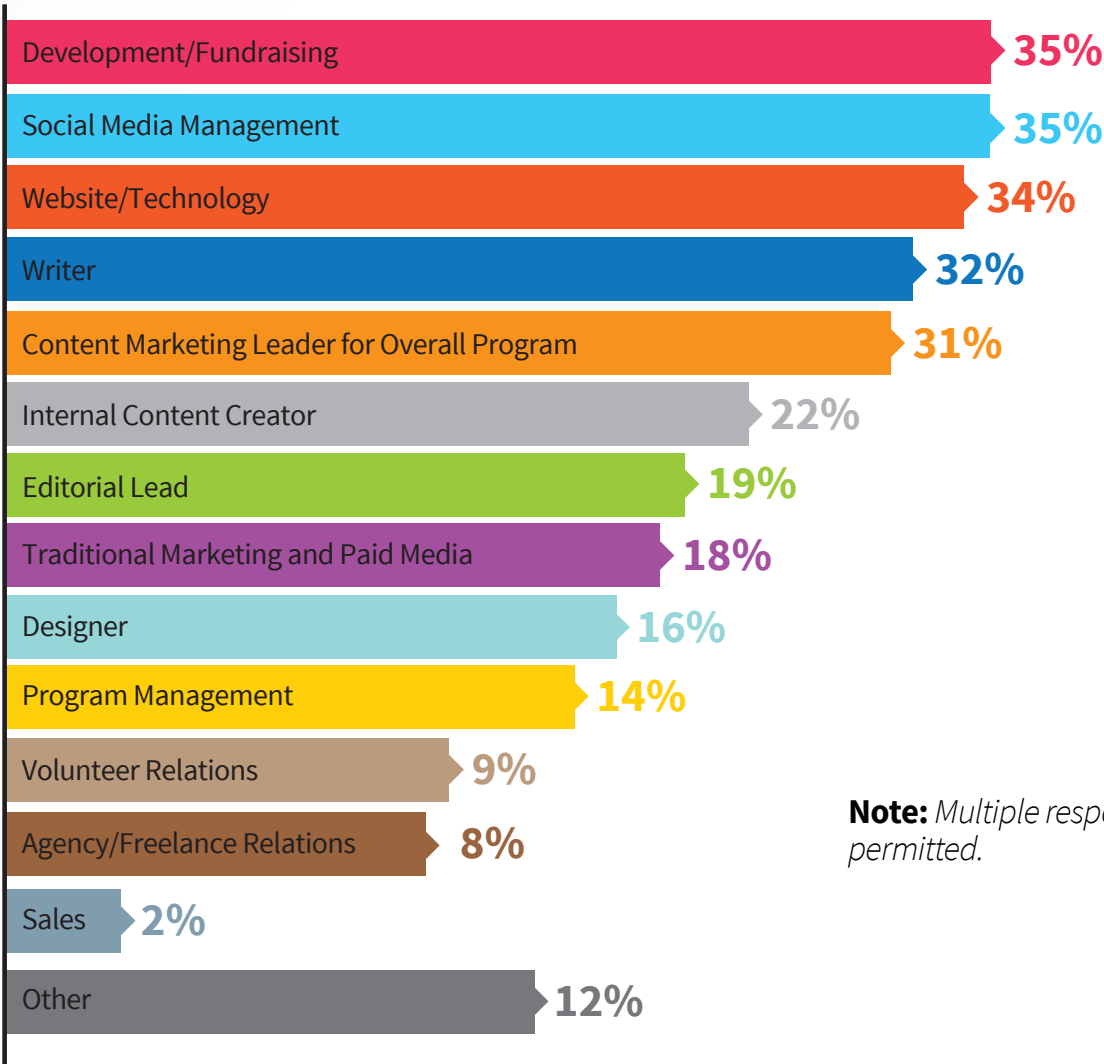


2016 Nonprofit Content Marketing Trends—North America: Content Marketing Institute/Blackbaud

DEMOGRAPHICS

The for-profit findings mentioned in this report also derive from the sixth annual content marketing survey. The full findings for B2B North America and B2C North America are available in separate reports. Special thanks to MarketingProfs for their assistance with the for-profit figures used for comparisons in this report.

Nonprofit Content Marketing Roles



**Note:** Multiple responses permitted.

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Blackbaud - Forward-looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained 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; risks associated with our products and services capability to provide online giving experiences; risks related to uncertainty regarding market acceptance of products and services, including the adoption of online fundraising; risks associated with the capability of our products and services to aggregate data from multiple external sources and the ability to successfully use those aggregations, including those aggregations related to a unique Giving Footprint; the ability to achieve success in fundraising initiatives; risks associated with successful implementation of multiple integrated software products; delays or interruptions in hosted services; failure to securely collect, store and transmit personal information 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

*Thanks to all the survey respondents and survey distribution partners who made this study possible.*

### About Content Marketing Institute (CMI)

**Content Marketing Institute** is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's **Content Marketing World** event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the **Intelligent Content Conference** event is held every spring. CMI publishes the bi-monthly magazine **Chief Content Officer**, and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI has been named an Inc. 5000 company for the last four years. Watch this [video](#) to learn more about CMI. View all CMI research at [www.contentmarketinginstitute.com/research](http://www.contentmarketinginstitute.com/research).

### About Blackbaud

Serving the not-for-profit and education sectors for more than 30 years, Blackbaud (NASDAQ:BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 30,000 customers in over 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, private 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, eMarketing, advocacy, constituent relationship management (CRM), financial management, payment solutions, analytics, education solutions, and vertical-specific solutions. 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-focused 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).