

Digital Marketing for NPOs

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Abstract

Not-for-profit organisations (NPOs) are active participants in the global efforts of making the world a better place for all. The fluctuating political climate and shrinking space for civil society in many countries worldwide, coupled with the disruptions caused by the Covid-19 pandemic, have heightened fundraising woes for NPOs, making it hard for them to financially sustain their missions. Through an extensive literature review, the chapter aimed at demonstrating how NPOs can leverage the power of digital marketing to build and maintain sustainable organisations to continue providing vital impactful services. It covers the importance and the types of digital marketing strategies for NPOs. The chapter established that digital marketing has emerged as a cost-effective way through which NPOs can expand their missions and promote DEI in society.

Key Terms in this Chapter: Social Media Marketing, Email Marketing, Website Marketing, Content Marketing, Spam, Personalization, Search Engine Optimization