



Digital Engagement Checklist

For Nonprofit Marketing & Resource Development Professionals

Use this checklist to ensure your nonprofit builds a consistent and engaging online presence that inspires action and deepens connections.

1. Define Your Digital Identity

- Clear Mission & Values: Ensure your online presence reflects your nonprofit's mission and values.
- Consistent Branding: Use a unified logo, colors, fonts, and tone across all platforms.
- Updated Profiles: Regularly update website and social media bios with accurate information, including a call to action (e.g., "Donate now," "Join us," or "Volunteer").

2. Understand Your Audience

- Identify Key Segments: Know your target audiences (donors, volunteers, beneficiaries, etc.).
- Tailored Messaging: Develop messages that address their needs, interests, and motivations.
- Engagement Goals: Set measurable goals (e.g., increase donations, grow followers, raise awareness).

3. Content Strategy

- Content Calendar: Plan posts weekly or monthly to ensure consistent content.
- Mix of Content: Share a variety of posts, including:
 - Impact stories (e.g., beneficiary testimonials, project updates).
 - Educational content (e.g., infographics, statistics).
 - Behind-the-scenes moments.
 - Calls to action (e.g., events, donations, advocacy).
- Engaging Visuals: Use high-quality images, videos, and graphics to captivate your audience.
- Embrace Trends: Leverage trending topics, hashtags, and challenges that align with your mission.

4. Optimize for Engagement

- Clear CTAs (Calls to Action): Every post should encourage specific actions (e.g., "Donate today," "Share this," "Sign up," "Learn more").
- Interactive Elements: Use polls, Q&A sessions, or live streams to boost interaction.
- Engage Back: Reply to comments, messages, and tags promptly to build community.

5. Build Your Email List

- Capture Emails: Use your website and events to grow your subscriber list.
- Personalized Outreach: Segment emails based on audience interests (e.g., donor updates, volunteer opportunities).
- Regular Newsletters: Send updates with compelling subject lines, impactful stories, and easy donation options.

6. Leverage Analytics

- Track Metrics: Use tools like Google Analytics, social media insights, and email performance reports.
- Adjust Strategy: Regularly review what works (and what doesn't) to refine your approach.

7. Collaborate & Partner

- Tag Partners: Acknowledge collaborators and cross-promote their content.
- Engage Influencers: Partner with advocates or influencers who share your mission.
- Community Amplification: Encourage supporters to share your content with their networks.

8. Stay Current & Flexible

- Trends & Tech: Keep up with platform updates and new digital tools.
- Experiment: Test new content formats (e.g., Reels, Stories, or TikToks).
- Adapt Quickly: Be ready to pivot strategies based on audience behavior and trends.

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