

**Pro bono opportunity with NRC:**

## Non-profit digital customer journeys

NRC is currently expanding its efforts to raise funds and engagement from general public audiences in several European countries. As part of this work the External Relations Department is looking for pro bono assistance in increasing regular donor recruitment through digital channels.

Regular donors provide flexible funds for NRC that allow the organisation to respond quickly to crises, set up activities where they are most needed and fund key activities like innovation. Digital regular donors pay more and are more loyal – increasing recruitment would allow NRC to do more for people forced to flee.

### **Desired outcomes/deliverables of the project:**

Higher conversion rate on digital donor recruitment with an acceptable CPO, and documented learning from the process.

### **Time frame:**

We are looking to meet regularly over a two-month period - 20 April – 20 June 2021. The task can be carried out part-time, with some time set aside for analysis.

### **Qualifications and requirements:**

We are looking for individuals with digital advertising expertise (in particular social media) and knowledge of how the marketing funnel works in different contexts. We see particular relevance in subscription services (as they are somewhat similar to monthly donations), but all e-commerce experience is relevant.

**If you are interested, please send an email to [corporate@nrc.no](mailto:corporate@nrc.no) by 26 March 2021.** Please add “Friends of NRC Pro Bono Opportunity” as the subject title.

### *About NRC:*

*The Norwegian Refugee Council is an independent humanitarian organisation helping people forced to flee. We work in crises across more than 30 countries, where we help save lives and rebuild futures. In 2019, we assisted 9.1 million refugees and internally displaced people with services like shelter, water, education, food, livelihoods, legal support. To learn more, visit [nrc.no](http://nrc.no).*

**Appendix:**

*Breakdown of tasks:*

Task	Hours
Briefing on channels, ads strategy and results	2
Analysis of ads, ad sets, campaigns	5
Test our customer journey in Norwegian channels to find flaws and improvement points	2
Work with digital fundraising team in trouble shooting our conversion funnel	10
Help identify hypotheses still to be tested	2

*Additional information about digital fundraising in NRC:*

- NRC's lead fundraising market is the Norwegian market. Our principal aim is to recruit regular donors – individuals who donate an amount monthly – an important source of flexible funds for NRC's work.
- We use content marketing as a key component to digital donor conversion. We have had an incredible increase (369%) in conversion from 2019 to 2020 but struggle to codify learning and cement audiences/customer journeys we can use over time. Ads that yield results rarely do so over time.
- Contrary to digital marketing theory and best practice, we often see conversion rates high when addressing *colder* audiences (i.e. based on interests and demography) and poorer conversion rates when attempting to retarget warmer leads. We currently target both cold and warm audiences.
- We are working to design donor journeys from start to finish to improve efficiency of content placed into a customer journey but haven't cracked the code yet.
- In the first two months of 2021, we have recruited xx donors – on target to hit 1000 goal by the end of the year – but looking to unlock real volume.