

Case Study: End-to-End Donor Engagement with Google Paid Ads for a Non-Profit

Client Context

A national non-profit organization focused on youth empowerment approached ZetaMu Consulting to **boost donations and volunteer sign-ups** through digital marketing. While they had run Google Paid Ads before, their campaigns were not integrated with their CRM or email marketing tools, resulting in **poor lead tracking, missed follow-up opportunities, and limited reporting on ROI**.

The organization needed an **end-to-end solution** that could capture leads from ads, nurture them with targeted communications, and measure campaign impact all the way to donation or volunteer action.

Project Objectives

1. Launch **Google Paid Ad campaigns** to attract donors and volunteers.
 2. Use **Formstack** to capture lead and donation form submissions seamlessly.
 3. Integrate **Constant Contact** for automated, segmented email nurturing.
 4. Connect all incoming data to **Salesforce Nonprofit Success Pack (NPSP)** for centralized tracking.
 5. Implement **data analytics** to monitor and optimize campaign performance.
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Implementation Approach

1. Google Ads Campaign Design

- Created **separate campaigns** for:
 - *Donations*: Targeted keywords like “support youth programs” and “charity for education”.
 - *Volunteers*: Keywords such as “volunteer youth mentorship” and “non-profit volunteering opportunities”.
- Used **geo-targeting** to focus on high-conversion regions.
- Designed **Responsive Search Ads** with multiple headline variations to maximize CTR.
- Added **ad extensions** (callouts, sitelinks, structured snippets) to increase visibility and ad quality score.

2. Lead Capture with Formstack

- Built custom **donation forms** and **volunteer sign-up forms** in Formstack.
- Configured forms to:

- Validate data before submission.
- Pass UTM parameters from Google Ads for attribution tracking.
- Send instant confirmation emails to submitters.

3. Automated Email Nurturing via Constant Contact

- Created segmented email lists:
 - New donors
 - Repeat donors
 - Volunteer prospects
- Developed **automated email journeys**:
 - Donor welcome series with impact stories and future giving opportunities.
 - Volunteer onboarding sequence with upcoming events and training details.
- Synced contact lists between Formstack and Constant Contact automatically.

4. Salesforce NPSP Integration

- Connected Formstack submissions directly to **Salesforce Nonprofit Success Pack**.
- Mapped fields to **standard NPSP objects**:
 - Leads for new prospects.
 - Contacts for existing donors/volunteers.
 - Opportunities for donations.
 - Campaigns for specific ad-driven fundraising drives.
- Configured workflows to trigger internal alerts for high-value donations.

5. Data Analytics & Performance Tracking

- Integrated **Google Analytics** and Salesforce reports to track the donor journey end-to-end.
- Set up dashboards to display:
 - Click-to-form conversion rate.
 - Email open and click-through rates.
 - Average donation value per campaign.
 - Volunteer sign-up rate by ad group.
- Used **A/B testing** on ad copy, landing pages, and email subject lines to continually improve results.

Key Results (First 90 Days)

- **Lead Conversion Rate Increased by 45%** due to optimized ad targeting and landing forms.
- **Donations Attributed to Google Ads Increased by 60%** compared to previous campaigns.
- **Volunteer Sign-Ups Doubled**, driven by a dedicated volunteer campaign funnel.
- Email nurturing from Constant Contact improved **repeat donor rate by 22%**.

- Centralized Salesforce reporting provided **full ROI visibility** from first ad click to final donation.
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Key Aspects of Success

- **Integrated Tech Stack:** Every touchpoint — ad click, form submission, email follow-up, CRM entry — worked in sync.
 - **UTM-Based Tracking:** Ensured accurate attribution of donations to specific Google Ads campaigns.
 - **Segmentation & Personalization:** Customized communication increased engagement.
 - **Salesforce Automation:** Reduced admin workload by auto-updating donor and volunteer records.
 - **Data-Driven Optimization:** Weekly analytics reviews led to quick adjustments for higher ROI.
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Takeaways

- For non-profits, **Google Paid Ads work best when tied into a complete engagement ecosystem** rather than as a standalone channel.
- Integrating **Formstack, Constant Contact, and Salesforce** ensures every lead is captured, nurtured, and measured.
- Data analytics should be **embedded into the campaign process**, not treated as an afterthought.