

Digital Marketing Fundamentals for Nonprofits Course Curriculum

WELCOME

- Welcome to Digital Marketing Fundamentals for Nonprofits
- Literacy Support
- Course Dates and Curriculum
- Disclaimer
- Policy: Downloadable Content and Access to Materials
- Tuition Tax Credits - CRA Form T2202
- How to Use This Course
- Course User Guide
- On-Lesson Discussions

Module 1: Introduction to Digital Marketing for Nonprofits

- Lesson 1: Opportunities for Nonprofits in the Digital Age
- Lesson 2: Challenges for Nonprofits in the Digital Age
- Lesson 3: Digital Transformation Strategies for Nonprofits
- Lesson 4: Key Digital Marketing Terms

Module 2: Website Optimization

- Lesson 1: Website Design Principles for Nonprofits
- Lesson 2: User Experience (UX) and Accessibility Best Practices
- Lesson 3: Search Engine Optimization (SEO) Basics
- Lesson 4: Boosting Website Engagement

Module 3: Content Marketing

- Lesson 1: Developing a Content Strategy
- Lesson 2: Storytelling
- Assignment: Nonprofit Storytelling
- Lesson 3: Storytelling Channels
- Lesson 4: Creating Compelling and Shareable Content
- Lesson 5: Create a Donation Page With Zeffy

Module 4: Social Media Marketing for Nonprofits

- Lesson 1: Social Media Overview for Nonprofits
- Lesson 2: Developing a Social Media Strategy

- Lesson 3: Social Media Strategy Case Studies
- Lesson 4: Social Media Guidelines
- Lesson 5: Social Media Advertising
- Lesson 6: Adding a Donate Button on Facebook/Instagram
- Assignment: Create a 1-Month Social Media Content Calendar

Module 5: Email Marketing

- Lesson 1: How Nonprofits Can Leverage Email Campaigns
- Lesson 2: Building and Segmenting Email Lists
- Lesson 3: Compliance and Ethics
- Lesson 4: Email Automation Platforms

Module 6: Digital Tools and Analytics

- Lesson 1: Digital Tools for Nonprofits
- Lesson 2: Key performance Indicators (KPIs) for Digital Marketing

WRAP UP

- Reflection Assignment: Digital Marketing Fundamentals
- Course Completion