



Implement what you learn

Digital Marketing & Fundraising Training

5-week course for non-profits

Parachute Digital

Guiding you through the digital landscape



Online Marketing & Fundraising

What you'll get from this course

After 5 weeks you will be able to:

- Track and understand your supporters' online behaviour
- Choose the best digital channels to engage & convert them into donors
- Create a digital strategy that is right for your organisation.

This course shows you how to increase your revenue by activating existing supporters and acquiring new donors online.

Is this digital marketing course for you?

Are you a marketer or fundraiser in a not-for-profit organisation?

Do you need to acquire more donors to increase revenue?

Do you want to better engage with your existing supporters?

If the answer is yes, then this course is designed for you.

Join us to learn and implement digital techniques and strategies for your organisation while we support you throughout your learning.

We're there for you

During and after the course, we offer online & phone support while you're implementing your new digital strategies.

What to expect

- Weekly classes
- Weekly homework exercises designed to take what you have learned in class and apply it directly to your organisation.
- Personal feedback on your homework
- Online & phone support
- Access to resources & training materials.

This course covers how to:

1. Give supporters a good experience



Content marketing



User experience



Social media



Mobile marketing

2. Get people to your website



Email marketing



Search (SEM & SEO)



Data analysis



Display advertising

3. Build a strategy for success



Acquisition



Retention



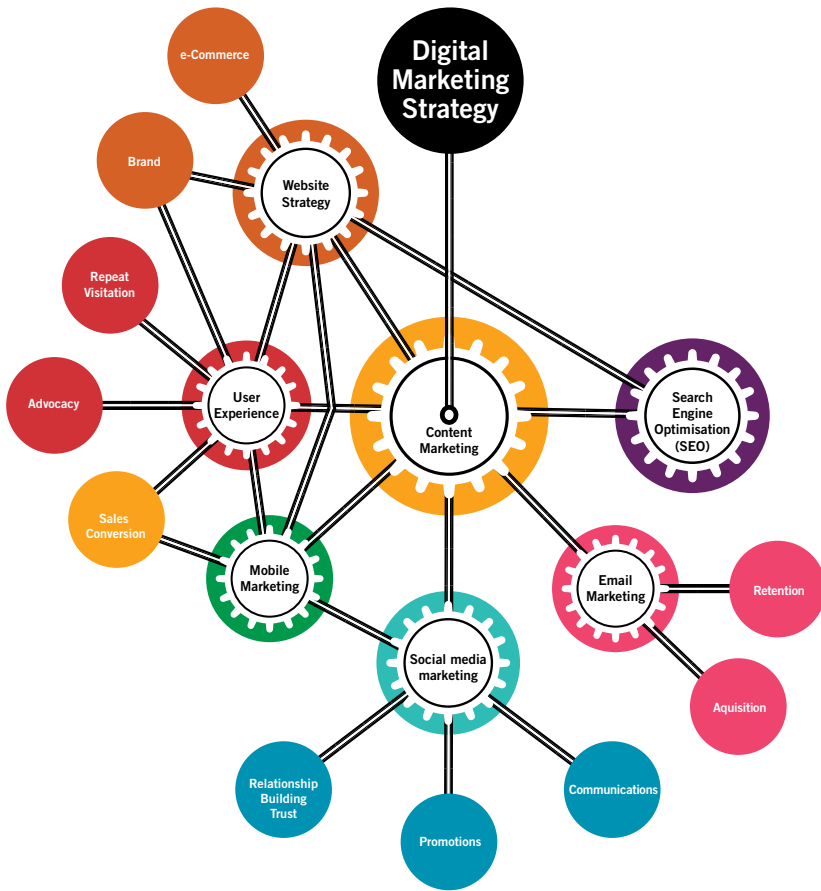
Engagement

Course details

Duration: 5 days, once a week

Location: Melbourne CBD and Sydney CBD

Investment: \$ 2,799 + GST per person, including lunches, coffee and tea.



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Enrol today to learn Parachute Digital's 4 Fundamentals of Digital Marketing and start raising more digital dollars for your organisation.