

Communications Capacity-Building Program



Visit the program homepage for:

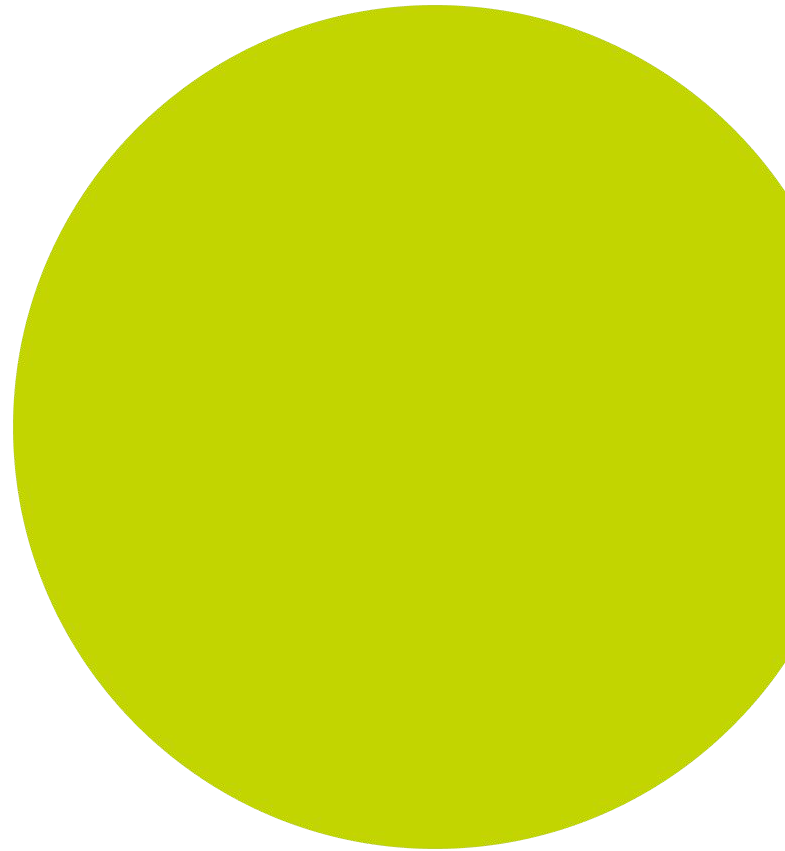
- Survey to leave feedback about the program, including suggestions for future webinar series
- 1:1 Consultations Requests & Coordinator Contact Information
- Upcoming Webinar Info & Registration
- Previous Webinar Resources

<https://mhp.si/wff-comm-cap-program/>

Retargeting on a Budget

Simple, Smart Strategies for Nonprofits

June 2025 | Tim Whitley





Tim Whitley

Partner & Co-Founder

- Co-founder of mhp.si, with ownership in ad-tech, marketing, and SaaS firms
- Leads company vision, strategy, and long-term growth
- Specialist in TraDigital™ marketing frameworks
- Focused on data-driven results for clients and communities
- Advocates for open communication and leadership development
- This session offers simple, budget-friendly retargeting tactics—no jargon required



Hurst Lowe's 10 PM ▾

76054 ▾

What can we help you find?



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Installations



Deals

MyLow ^{New}

Appliances

Bathroom

Building Supplies

Flooring

Lawn & Garden

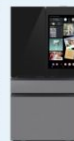
Lighting

Outdoor

Father's Day

SAMSUNG**Save \$100 on every \$1,000 you spend on select appliances.**

Including the new Bespoke AI Family Hub™+.

*Limited manufacturer's warranty. Terms apply, offer valid through 9/10/25.[Shop Now](#)

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[Appliances](#) / [Refrigerators](#) / [French Door Refrigerators](#)

LG



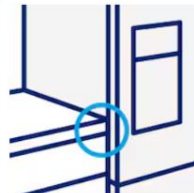
Whirlpool



GE



Samsung



Counter-Depth



Standard-Depth



Deals

**Looking for the perfect refrigerator? Try the Lowe's Refrigerator Finder.**[Take the Quiz](#)

Pickup & Delivery

☐ Pickup Today at:[Hurst Lowe's & nearby stores](#)**French Door Refrigerators**

313 results

Sort By

Top Sellers ▾



Site Retargeting

The Weather Channel

Search City or Zip Code

US | °F

GO PREMIUM

SIGN UP

57° Keller, TX

50° Ibiza, Balearic Isla...

36° Copenhagen, Cap...

33° Munich, Bavaria,...

My Dashboard

Today

Hourly

10 Day

Weekend

Monthly

Radar

Winter

More Forecasts

-21%

-45%

-48%

-33%

-37%

-33%

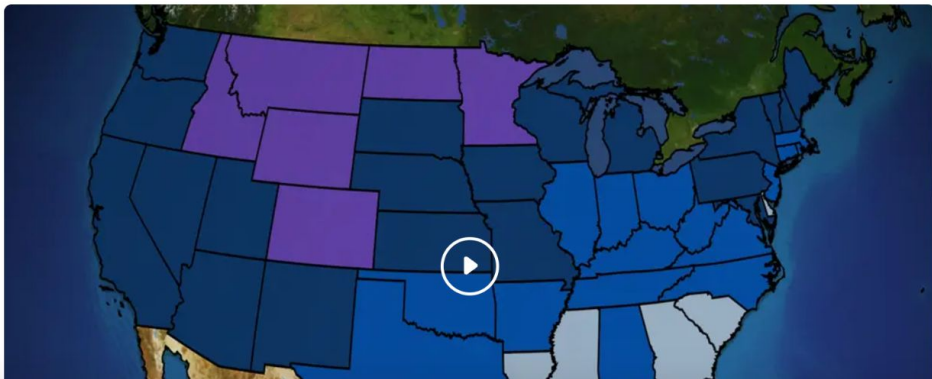
LOWE'S

Your Kitchen's Perfect Fit

Lowe's

TOP STORY

HOW LOW DID YOURS GO?



Advertisement

Sage

Here are 10 ways we can help you get there

Get your free E-Book

Why this subject matters

Nonprofits Face Low Conversion Rates on First Visit

- Most website visitors do not take action the first time. Industry research (e.g., from WordStream and Google Analytics benchmarks) shows that conversion rates for first-time visitors typically range between **1–3%**.
- Retargeting gives nonprofits a **second, third, or even fourth opportunity** to move users toward key goals like **donating or registering for events**.

Why this subject matters

Reinforces Mission and Builds Trust Over Time

- Donations are emotionally driven, but they require trust. **Retargeting allows nonprofits to reinforce their message and impact through storytelling ads, testimonials, or visuals that build credibility.**
- This is especially important when **users abandon donation forms or bounce from landing pages without converting.**

Why this subject matters

Maximizes ROI from Existing Traffic

- Nonprofits often operate under tight marketing budgets. Retargeting improves ROI by re-engaging users who were already acquired—typically through SEO, email, social, or paid ads.
- Rather than paying to bring in new visitors repeatedly, retargeting allows non-profits to focus on conversion efficiency from current traffic.

Why this subject matters

Enables Segmented and Personalized Messaging

- Retargeting allows for tailored creative:
 - Visitors to a volunteer page can be shown recruitment messaging.
 - Abandoned donation form visitors can be served reminders with impact statements.
 - Newsletter readers can be nudged toward monthly giving.
- This audience-specific messaging increases relevance, which improves engagement rates and donor acquisition.

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**Have you heard of
Site Retargeting?**



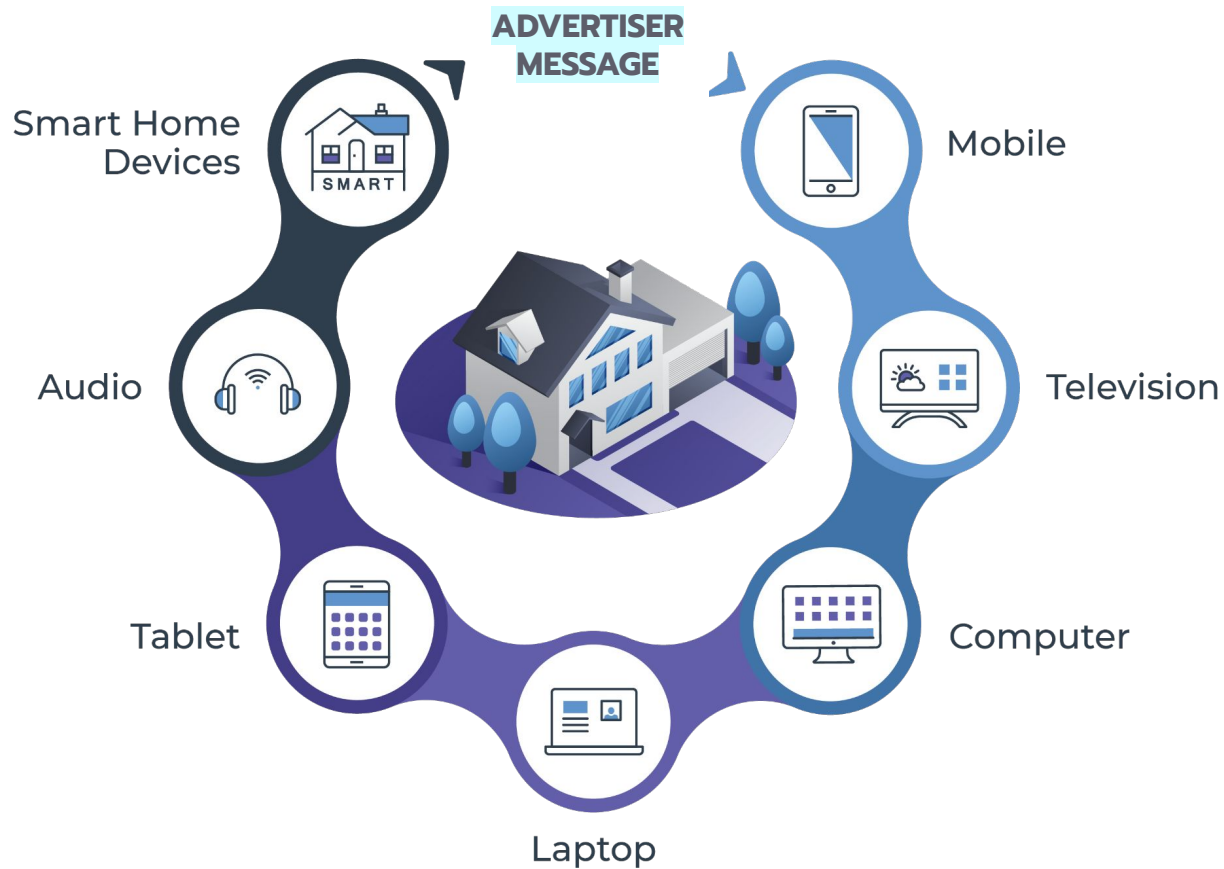
**Have you used
Site Retargeting?**



**Site retargeting is essential
for nonprofits because it
makes strategic and
financial sense—improving
conversion rates,
reinforcing mission
messaging, and increasing
donor lifetime value with
minimal incremental cost.**

Recommended Frequency by Medium (Per User Per Week)

Channel	Recommended Frequency	Reasoning
Facebook/Instagram (Meta)	3–5x/week	Meta suggests 2–5 exposures/week improves conversion. Too frequent = ad fatigue.
Display (Programmatic)	4–6x/week	Mid-funnel influence; high volume impressions cost-effectively build recall. Use frequency caps.
YouTube (Skippable Ads)	2–3x/week	Strong for awareness; longer-form storytelling helps deepen emotional engagement.
CTV/OTT (Streaming Video)	1–2x/week	TV-style emotional storytelling—limited frequency due to high cost and potential ad fatigue.
Email Marketing	1–2x/week max	Email fatigue is high; once a week is usually optimal unless in a giving campaign week (then 2x).
Google Search Ads	No strict limit	Intent-based; frequency naturally caps based on search behavior. Optimize for presence, not frequency.
Retargeting (All Types)	5–7x/week	These are warm audiences; more exposures are acceptable—especially for abandoned donation forms.



Recommended Frequency by Medium (Per User Per Week)

Cap per medium, not campaign total:
If you're running across 4 channels,
ensure the combined frequency
doesn't exceed 15–18 exposures per
user per week.

Campaign Phase Matters

- **Awareness (weeks 1–2):** Focus on storytelling, higher frequency in Display and Social.
- **Consideration (weeks 3–4):** Use retargeting, testimonials, and mid-funnel email.
- **Conversion push (last 5–7 days of campaign):** Accept slightly higher frequency (up to 7–10/week on retargeting, 10x/week on Meta).

Best Practices to Follow

- Use frequency caps at the DSP level and in Meta/Google Ads to prevent fatigue.
- Monitor performance drop-offs (CTR, engagement) as frequency increases.
- Segment audiences (e.g., new visitors vs. past donors) to allow more tailored frequency levels.
- Rotate creative every 5–7 days to maintain relevance without burning out messaging.
- Prioritize frequency on higher-converting audiences (retargeting, look-alikes of donors).
- For more information, search “Site Retargeting”

Scenario: \$2,000 Retargeting Budget/Month

Medium	Budget	Justification
Facebook/Instagram	\$800	High engagement, best for abandoned forms and warm leads.
Google Display	\$500	Low-cost visual reinforcement across web.
YouTube	\$200	Cost-efficient video storytelling.
Google Search RLSA	\$200	High-converting retargeting via branded or cause-related search terms.
Email Retargeting	\$150	Abandonment flows, donor journey automation.
CTV (Optional Pilot)	\$150	Limited-run testing for major asks (Giving Tuesday, Year-End).



**Will you use Site
Retargeting in the
Future?**

The image features a large, bright yellow circle in the center, set against a dark blue background. The background is decorated with several concentric circles of varying shades of blue, creating a ripple effect. The word "Questions?" is written in a bold, dark blue font, centered within the yellow circle.

Questions?

RESULTS • STRATEGY • PERFORMANCE

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