

The Channel Playbook

How to use every marketing channel — Paid, Organic, Owned, Earned — to promote one offer.

4

Paid

2

Organic

3

Owned

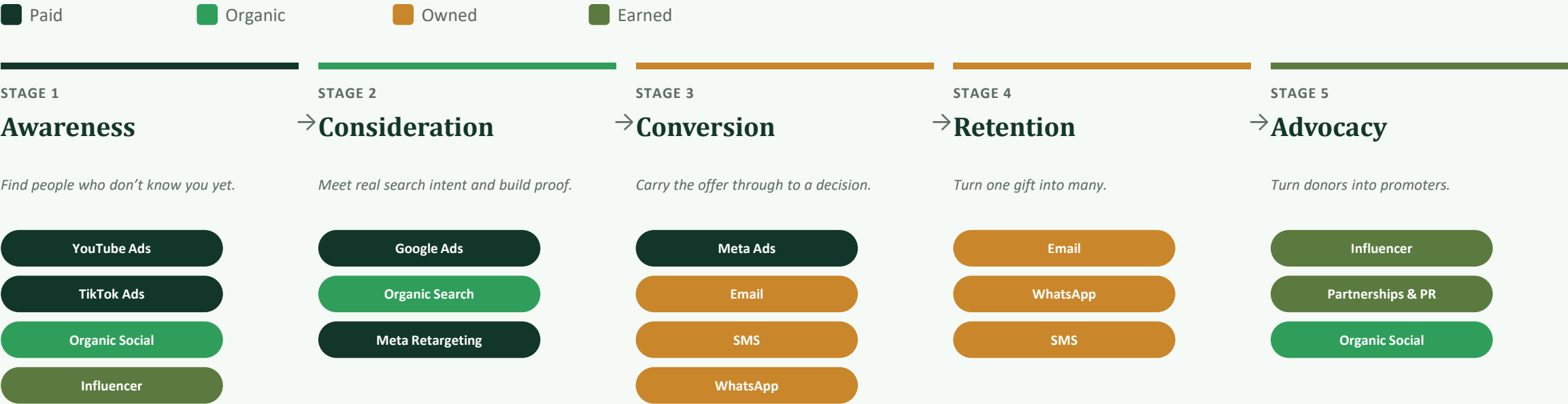
2

Earned

OVERVIEW

How It All Works Together

One offer, one journey — each channel plays a different role as a donor moves through it.



Referrals and repeat gifts from Advocacy feed straight back into Awareness — lowering the cost of every future campaign.

NO SINGLE CHANNEL DOES IT ALL

Paid adds reach; Organic builds trust; Owned converts and retains; Earned compounds the system.

THIS MAPS ONTO THE OTHER PLAYBOOKS

Stages 1–3 = Acquisition Playbook. Stages 4–5 = Retention Playbook. This page bridges the two.

Meta Ads

Paid reach and direct-response campaigns across Facebook and Instagram.

WHAT THIS CHANNEL IS FOR

Meta is the strongest channel for finding new donors through lookalikes and re-engaging warm traffic through retargeting. It rewards clear tracking and a single, focused objective per campaign.

EXAMPLE — LAYERED STRUCTURE

A “\$45 = 10 food packs” video ad runs to a lookalike of existing donors, then retargets landing-page visitors who didn’t convert with the same offer.

CHECKLIST

- ✓ Pixel and Conversions API installed and firing correctly
- ✓ Objective matches average gift size (Sales vs. Leads)
- ✓ Three-tier audience structure built (lookalike / warm / cold)
- ✓ Creative follows the one-person, one-ask rule
- ✓ Recurring-donor exclusion list uploaded and refreshed monthly

Meta Ads

Do's, don'ts, the KPIs to track, and what to do when this channel isn't working.

DO

- ✓ Build lookalikes from real donor lists
- ✓ Test 3+ creatives before scaling budget
- ✓ Separate one-time and recurring ad creative

DON'T

- ✗ Run Sales and Leads objectives in one campaign
- ✗ Skip pixel setup before spending
- ✗ Scale budget before 50 conversions per ad set

KPIS TO TRACK

Metric	What it tells you
Cost per donor	Real acquisition efficiency, not just click cost
Donate-page conversion rate	Whether traffic quality matches the audience targeting
Blended cost per recurring donor	The metric that actually funds the program long-term

TROUBLESHOOTING

Symptom	Likely Fix
Cheap clicks, few donations	Optimising for the wrong event — switch to Sales objective with a value-based Purchase event
CPM spikes fast	Audience too narrow — broaden or consolidate ad sets

Google Ads

Capturing people already actively searching for your cause.

WHAT THIS CHANNEL IS FOR

Search ads meet people at the exact moment of intent — they're already looking. Combined with a Google Ad Grant, this is often the cheapest quality donor source available to a registered charity.

EXAMPLE — INTENT-MATCHED LANDING

A search ad for “donate Ramadan food aid” links directly to a Ramadan-specific landing page — never the homepage.

CHECKLIST

- ✓ Google Ad Grant applied for and maintained, if eligible
- ✓ Keywords grouped by intent (branded, cause-specific, competitor)
- ✓ Negative keyword list actively maintained
- ✓ Donation-value conversion tracking set up in Google Ads
- ✓ Ad copy matches the landing page headline exactly

Google Ads

Do's, don'ts, the KPIs to track, and what to do when this channel isn't working.

DO

- ✓ Bid on specific, high-intent keywords
- ✓ Use ad extensions — sitelinks, callouts
- ✓ Review the search terms report weekly

DON'T

- ✗ Bid on broad generic terms alone
- ✗ Send traffic to the homepage
- ✗ Ignore Quality Score — it directly affects cost

KPIs TO TRACK

Metric	What it tells you
Cost per conversion (donation)	Real efficiency of the search spend
Quality Score	Whether ad relevance is keeping costs down
Search impression share	How much of the available intent you're capturing

TROUBLESHOOTING

Symptom	Likely Fix
Ad Grant account underperforming	Below 5% CTR or a policy issue — pause low-CTR keywords, review compliance
High spend, low conversions	Broad match pulling irrelevant traffic — tighten match types, add negatives

YouTube Ads

Story-driven video reach that builds the connection other channels convert.

WHAT THIS CHANNEL IS FOR

YouTube is best for emotional, story-led awareness at scale — not usually a direct-response channel on its own. It works hardest when paired with a retargeting campaign that catches viewers afterward.

EXAMPLE — AWARENESS THEN ASK

A 15-second skippable in-stream ad shows a beneficiary story and drives to a landing page; viewers are later retargeted with a direct donation ask.

CHECKLIST

- ✓ Hook grabs attention in the first 5 seconds, before skip
- ✓ Correct campaign type chosen (skippable, bumper, or discovery)
- ✓ End screen or overlay includes a clear next step
- ✓ Audience built from channel/video engagement plus custom intent
- ✓ Frequency capping set to avoid ad fatigue

YouTube Ads

Do's, don'ts, the KPIs to track, and what to do when this channel isn't working.

DO

- ✓ Front-load the emotional hook in 5 seconds
- ✓ Use a real person's face early
- ✓ Layer a retargeting campaign after awareness

DON'T

- ✗ Open with a logo or the org's name
- ✗ Reuse one long video for awareness and conversion
- ✗ Ignore view-through conversions in reporting

KPIS TO TRACK

Metric	What it tells you
View-through rate (past 5-sec)	Whether the hook is actually working
Cost per view	Efficiency of the awareness spend
View-through conversions	Donations that follow a view without a click

TROUBLESHOOTING

Symptom	Likely Fix
High skip rate	Slow opening — re-edit to lead with the stake, not the org
Views but no downstream donations	No retargeting layered after awareness — build a direct-ask follow-up

TikTok Ads

Native, fast-paced video that works best when it doesn't look like an ad.

WHAT THIS CHANNEL IS FOR

TikTok reaches younger donor demographics, but only rewards content that feels native to the platform. Polished, repurposed ads consistently underperform raw, authentic ones here.

EXAMPLE — RAW AND NATIVE

A 15-second phone-shot video of a volunteer explaining the cause direct-to-camera, using trending audio, links to a fast, mobile-first donation page.

CHECKLIST

- ✓ Creative shot vertically and native to the platform
- ✓ Spark Ads used to boost a proven organic post where possible
- ✓ Landing page fast-loading and fully mobile-optimised
- ✓ Pixel installed and events firing correctly
- ✓ Hook lands within the first 2 seconds

TikTok Ads

Do's, don'ts, the KPIs to track, and what to do when this channel isn't working.

DO

- ✓ Use trending sounds and formats where relevant
- ✓ Let real staff or volunteers be the face
- ✓ Boost organic posts already performing well

DON'T

- ✗ Reuse a Meta or TV ad unchanged
- ✗ Over-produce — it reads as inauthentic here
- ✗ Send traffic to a slow or desktop-first page

KPIS TO TRACK

Metric	What it tells you
Cost per click	Baseline efficiency of the creative and targeting
6-second video view rate	Whether the hook earns real attention
Cost per donor	The number that actually matters for the budget

TROUBLESHOOTING

Symptom	Likely Fix
Low engagement despite spend	Creative feels like a traditional ad — reshoot native and unpolished
Clicks but no donations	Landing page not mobile-optimised — rebuild for fast, one-tap giving

Organic Search

Free, compounding traffic — the long-term foundation under paid search.

WHAT THIS CHANNEL IS FOR

SEO brings people who are searching for your cause, related terms, or your organisation by name — at zero media cost once it's built. It compounds slowly but keeps paying long after a campaign ends.

EXAMPLE — CONTENT THAT COMPOUNDS

A blog post “How Zakat Is Calculated” ranks organically and links to a Zakat calculator and donation page, bringing consistent monthly traffic at no media cost.

CHECKLIST

- ✓ Keyword research done for cause-related and branded terms
- ✓ On-page SEO applied — title tags, headers, meta descriptions
- ✓ Donation and landing pages are technically fast and mobile-friendly
- ✓ Internal linking connects content pages to donation pages
- ✓ Google Search Console monitored monthly

Organic Search

Do's, don'ts, the KPIs to track, and what to do when this channel isn't working.

DO

- ✓ Target specific, real search intent
- ✓ Build content that answers real donor questions
- ✓ Keep donation pages fast and crawlable

DON'T

- ✗ Keyword-stuff content unnaturally
- ✗ Neglect page speed and mobile experience
- ✗ Treat SEO as a one-time project

KPIs TO TRACK

Metric	What it tells you
Organic traffic to donation pages	Whether SEO is feeding the funnel, not just the blog
Keyword ranking movement	Progress on the terms that matter most
Organic-assisted donations	The real revenue contribution of the channel

TROUBLESHOOTING

Symptom	Likely Fix
Ranking but not converting	No clear path to donate — add internal CTAs/links to giving pages
Traffic not growing	No fresh content or technical issues — audit speed/indexing, publish consistently

Organic Social

Free reach through your own following — the credibility layer under every paid channel.

WHAT THIS CHANNEL IS FOR

Organic social builds trust and community over time, which paid ads later amplify. It's rarely the biggest donation driver on its own — but without it, paid ads land on a page nobody already trusts.

EXAMPLE — CONSISTENCY BUILDS TRUST

A weekly “Where your donations went” Reel builds a trust habit that a later paid campaign can convert on.

CHECKLIST

- ✓ Content calendar planned around clear content pillars
- ✓ Native formats used per platform — Reels, static posts, TikTok clips
- ✓ Consistent posting cadence maintained, not sporadic
- ✓ Comments and DMs responded to promptly
- ✓ Best-performing organic posts flagged for paid boosting

Organic Social

Do's, don'ts, the KPIs to track, and what to do when this channel isn't working.

DO

- ✓ Post consistently rather than in bursts
- ✓ Repurpose one story across formats, not unchanged
- ✓ Respond to comments/DMs quickly

DON'T

- ✗ Post the same static image everywhere unedited
- ✗ Go silent between campaigns
- ✗ Ignore engagement — algorithms and donors both notice

KPIS TO TRACK

Metric	What it tells you
Engagement rate, by platform	Whether content is resonating, not just being seen
Follower growth rate	Whether the audience base is actually expanding
Clicks to donation page from social	Whether organic is feeding the funnel

TROUBLESHOOTING

Symptom	Likely Fix
High followers, low engagement	Content stale or off-format — diversify formats, revisit pillars
Little donation traffic from social	No clear CTA in bio/posts — add a consistent link-in-bio and CTA

Email

The highest-control, highest-ROI owned channel — no algorithm, no ad cost.

WHAT THIS CHANNEL IS FOR

Email is direct access to your list, entirely on your own terms. It rewards segmentation and deliverability discipline more than any other channel — a clean list beats a big one.

EXAMPLE — A SIMPLE SEQUENCE

A 3-email Ramadan sequence: Day 1 story, Day 15 progress update with a matching-gift mention, Day 28 final urgent push.

CHECKLIST

- ✓ List segmented by donor type — new, returning, monthly, lapsed
- ✓ Subject lines tested before a large send
- ✓ Mobile-responsive template used
- ✓ Unsubscribe and preference options clearly available
- ✓ Sending domain authenticated (SPF/DKIM/DMARC)

Email

Do's, don'ts, the KPIs to track, and what to do when this channel isn't working.

DO

- ✓ Segment every send, never blast the full list
- ✓ Test subject lines on a small sample first
- ✓ Keep each email focused on one clear ask

DON'T

- ✗ Send the same email to donors and non-donors
- ✗ Neglect deliverability/authentication setup
- ✗ Over-email — it drives unsubscribes

KPIS TO TRACK

Metric	What it tells you
Open rate	Whether the subject line and sender are earning attention
Click-through rate	Whether the content is driving action
Revenue per email sent	The real efficiency of the channel

TROUBLESHOOTING

Symptom	Likely Fix
Declining open rates over time	Sender reputation or subject fatigue — check authentication, refresh style
Opens but no clicks/donations	Unclear CTA or mismatched offer — simplify to one clear button

SMS

The fastest, highest-open-rate channel — reserved for real urgency.

WHAT THIS CHANNEL IS FOR

SMS gets read almost immediately, which makes it powerful for true deadlines — and easy to burn out if overused. Treat every send as a genuine interruption, not routine communication.

EXAMPLE — REAL DEADLINE ONLY

“48 hours left to double your Ramadan gift — tap here” sent on the final day of a matching campaign.

CHECKLIST

- ✓ Explicit opt-in consent collected and documented
- ✓ Message under ~160 characters with one link
- ✓ Sent only for genuinely time-sensitive moments
- ✓ Opt-out (STOP) instructions included
- ✓ Send times respect donor time zones

SMS

Do's, don'ts, the KPIs to track, and what to do when this channel isn't working.

DO

- ✓ Reserve SMS for real urgency, not updates
- ✓ Keep it short with one clear link
- ✓ Always include a clear opt-out

DON'T

- ✗ Text donors who haven't explicitly opted in
- ✗ Overuse it — it burns trust fast
- ✗ Send at inconvenient hours

KPIs TO TRACK

Metric	What it tells you
Click-through rate	Whether the message and timing are landing
Opt-out rate	Whether you're respecting the channel's limits
Conversion rate from SMS traffic	The real value of the send

TROUBLESHOOTING

Symptom	Likely Fix
High opt-out rate	Overused or non-urgent sends — restrict to genuinely time-sensitive moments
Low click-through	Message unclear or link buried — lead with the action, one link only

WhatsApp

Direct, high-trust, conversational engagement.

WHAT THIS CHANNEL IS FOR

WhatsApp is especially strong in Muslim donor communities where it's already the primary channel of communication. It rewards a personal tone far more than any broadcast-style channel.

EXAMPLE — VOICE NOTES, NOT BLASTS

A broadcast list receives a short voice note from a field team member 3 days after a campaign, followed by a simple donation link.

CHECKLIST

- ✓ Broadcast list built with explicit opt-in
- ✓ WhatsApp Business/verified account set up for scale
- ✓ Messages feel personal, not mass-blasted
- ✓ Response process in place for replies and questions
- ✓ Rich media used where appropriate — voice notes, images, short video

WhatsApp

Do's, don'ts, the KPIs to track, and what to do when this channel isn't working.

DO

- ✓ Use it for warm updates and urgent moments
- ✓ Respond to replies promptly — it's two-way
- ✓ Use voice notes/video for authenticity

DON'T

- ✗ Treat it like email — it needs a personal tone
- ✗ Message without consent
- ✗ Send generic mass blasts with no personalisation

KPIS TO TRACK

Metric	What it tells you
Message read rate	Whether the channel is actually being seen
Reply/engagement rate	Whether the relationship feels genuinely two-way
Click-through to donation link	The real conversion value of the channel

TROUBLESHOOTING

Symptom	Likely Fix
List not growing	No clear opt-in pathway — add it to donation confirmation and landing pages
Low response/engagement	Messages feel mass-blasted — add personalisation, voice notes, real signatures

Influencer

Borrowed trust — reaching people paid ads alone can't move.

WHAT THIS CHANNEL IS FOR

An influencer's audience already trusts them. That trust can move a donor further, faster than a cold ad — but only when the partnership is genuinely relevant and clearly tracked.

EXAMPLE — AUTHENTIC AND TRACKABLE

A mid-tier Muslim lifestyle creator posts an authentic Ramadan appeal with a personal reason for supporting, using a trackable link or code.

CHECKLIST

- ✓ Influencer's audience genuinely overlaps with the target donor profile
- ✓ Clear brief given but authentic voice preserved
- ✓ Trackable link or promo code assigned per influencer
- ✓ Usage rights and disclosure requirements agreed in advance
- ✓ Performance reviewed before renewing any partnership

Influencer

Do's, don'ts, the KPIs to track, and what to do when this channel isn't working.

DO

- ✓ Choose relevance over raw follower count
- ✓ Give a clear brief but let them speak naturally
- ✓ Track each influencer's result individually

DON'T

- ✗ Over-script the content — it reads as inauthentic
- ✗ Skip disclosure/compliance requirements
- ✗ Judge success by reach alone

KPIs TO TRACK

Metric	What it tells you
Tracked donations per influencer	The real return of each partnership
Cost per donor, by influencer	Whether the fee/product exchange is worth it
Engagement rate on the post	Whether the audience actually responded, not just saw it

TROUBLESHOOTING

Symptom	Likely Fix
High reach, low tracked donations	No clear trackable CTA given — provide a dedicated link/code before posting
Content feels off-brand	Over-scripted brief — loosen it, focus on key facts not exact wording

Other Channels

Relationship-driven growth that often costs the least per donor acquired.

WHAT THIS CHANNEL IS FOR

Mosques, schools, businesses, and local media relationships lend credibility no paid channel can buy. These take longer to build than a campaign but often produce the cheapest, most loyal donors.

EXAMPLE — LOCAL, RELATIONAL, EARNED

A local business agrees to match the first \$5,000 raised through a community iftar event, later covered by a local news outlet.

CHECKLIST

- ✓ Target partner list identified — mosques, schools, businesses, media
- ✓ Clear, simple partnership offer prepared
- ✓ Press kit or story ready for local media outreach
- ✓ Partnership results tracked separately in the CRM
- ✓ Relationship maintained beyond a single campaign

Other Channels

Do's, don'ts, the KPIs to track, and what to do when this channel isn't working.

DO

- ✓ Approach partners with a specific, simple ask
- ✓ Keep local media relationships warm year-round
- ✓ Say thank you and report back to every partner

DON'T

- ✗ Treat partnerships as a one-off transaction
- ✗ Approach media only when you need coverage
- ✗ Let a partner relationship go unmanaged after the first ask

KPIs TO TRACK

Metric	What it tells you
Number of active partnerships	The breadth of your relationship base
Revenue/donors sourced via partnerships	The real value this channel is producing
Media placements secured	Earned visibility building trust at scale

TROUBLESHOOTING

Symptom	Likely Fix
Partners agree once but don't renew	Purely transactional — build a regular touchpoint/reporting cadence
Media outreach ignored	No relationship built in advance — engage local media before you need them