**Student Title: Magee, Tim OL 501 Assignment 2**

**Student Date: January 18, 2016**

**Magee Example Project OL 501 Assignment 2**

**Online Learning: OL 501 Nonprofit AdWords Training 1: Getting Started**

**Center for Sustainable Development:** <http://www.csd-i.org/nonprofit-adwords-training/>

**Use this Document as your template for your assignment.**

**Assignment 2.**

**1. Your simple list of a group of goals that you have chosen.**

Last fall CSDi went through process of refining our goals for this coming year. Most of the general goals were the same from the previous year, but each year refinements have made them more and more specific.

Goals that I could work for the purposes of this course include goals for which we currently don't have AdWords campaigns—or goals whose existing AdWords campaigns are dated and need a revision to meet current refinements.

**Here is a list of goals that we want to develop:**

**New training programs**

Thousands of people have enrolled in our training programs. Although we offer advanced training programs, we have discovered a niche for user-friendly, how-to, beginning nonprofit courses. An example of need could be: many nonprofits with newsletters have not learned how to grow their mailing lists—or send a take-action newsletter that will be opened by subscribers.

**Donations from individuals**

We've received a number of donations over the years from individuals who have found our website during a Google search process. However, we haven't as of yet developed an AdWords campaign targeted towards finding new donors. This will be a learning experience for us since we feel that AdWords will present us with a somewhat homogenized new group—whereas our typical donors today come from many different backgrounds and demographics, have different interests—and contribute varying amounts of money.

**Targeted newsletter subscriptions**

Since we began getting serious about our newsletter five or six years ago, our list grew to around 25,000 subscribers. The vast majority of these subscribers found us on the Internet organically: meaning they were searching for something to do with nonprofits or development and stumbled across our website—and then signed up for our newsletter. The challenge with this is that it makes it difficult to target a campaign to such a varied group.

So a goal for this year is to set up an AdWords campaign that has a couple of ads aimed at several different focus groups and begin developing lists of clearly defined subscribers that we can send segmented newsletters to them that relate to their areas of interest.

Looking back, we brought in 2,750 in the first 18 months of receiving subscribers. Since we've become more sophisticated at capturing subscribers, we feel that 3000 new subscribers brought in from an AdWords campaign in 12 months is a safe guess.

We're also going to try and segment these new subscribers through the ads into groups of 1) donors, 2) volunteers, and 3) people who are working in or would like to transition into the nonprofit world.

**2. Quantify your goals.**

**Goal: Participants in new training programs**

* Who: Nonprofit professionals. People hoping to transition into working with a nonprofit. People who would like to start a nonprofit.
* How many: 50 new people to enroll in 2 new training programs. Since each person will take more than one course we would expect 100 enrollments.
* How much: $150 per enrollment X 100 enrollments = $15,000.
* When: over 12 months
* Where: Enrollees will be from North America and the UK.

**Goal: Donations from individuals**

* Who: Private Individuals hoping to positively impact challenges that nonprofits serve.
* How many: 200 new donors.
* How much: $100 average donation X 200 donors = $20,000.
* When: over 12 months
* Where: Donors will be from North America.

**Goal: Targeted newsletter subscribers**

* Who: Nonprofit professionals. People hoping to transition into working with a nonprofit. People who would like to start a nonprofit.
* How many: 3,000 new subscribers.
* How much: N.A.
* When: over 12 months
* Where: subscribers will be from North America and the UK.

**3. Prioritization.** For the purposes of this course, choose one of your goals that will be best for developing your first AdWords campaign.

After sharing the simple list of quantified goals with my coworkers, we decided to make our first priority for our first/next AdWords campaign:

**Goal: Targeted newsletter subscribers**

* Who: Nonprofit professionals. People hoping to transition into working with a nonprofit. People who would like to start a nonprofit.
* How many: 3,000 new subscribers.
* How much: N.A.
* When: over 12 months
* Where: subscribers will be from North America and the UK.

I then saved my template of my goal description to my AdWords campaign Notebook.

We will use what we learn in the course to develop campaigns for the other two goals after the course ends.

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