

## OL 501 Assignment Three Homework Instructions

### Online Learning: OL 501 Nonprofit AdWords Training: Getting Started

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

#### This week's resources:

Class Home Page 501

OL 501 Assignment 3 Discussion

Magee Example Project OL 501 Assignment 3

#### Assignment 3.

**Week 3. Who are these new nonprofit supporters you are hoping to reach in order to meet your support goals? What causes do they want to support?**

First: Get specific about who your supporters are for the purpose of developing AdWords ads. You might identify supporters that are wealthy, needy, young, retired—or others.

#### Getting started.

##### Part 1: Detail your organization's supporters using basic information that you already probably have at hand.

As I mentioned in this week's discussion, for the purposes of this course this assignment isn't meant to commission a company to perform an analysis! Let's take this from a more practical standpoint—using basic information that you already probably have at hand.

#### Your Supporter Needs

First: Get specific about your supporters for your goals. Are your supporters donors, volunteers, subscribers?

So the first step in this week's assignment is to make a short list of the types of new supporters you are looking for organized by the goals that you established in Assignment 2.

So get out a sheet of paper, and make this short list of goals from A2 with current types of supporters listed below. Leave space beneath each of the types of supporters listed for adding detail.

##### Part 2: Write a detailed description of each type of supporter using information that you already have.

#### So, beneath your list of goals and their supporters, detail each type of supporter with detailed descriptions:

- Who are you hoping to reach in order to meet your support goals?
- Identify the type of person they are: We need a persona—or an avatar to visualize here!
- Are they wealthy, needy, young, professional, retired?
- What specifically are new supporters looking for?
- What level of support can they provide?
- Where are they located?
- What groups might they be affiliated with that you can target?
- **Action:** Create a description of the type of person they are: We need a persona—an avatar to visualize here!

##### Part 3: Prioritize your supporters to match your prioritized goals.

In my example, I took the three goals from A2 and added my list of supporters beneath all three. You only need to do this for the one prioritized goal that you chose to use in the course. I did all three because I was involved in the process and just kept going—and thought it might be useful in the future.

Put your prioritized goal separately at the bottom of the assignment.

A sub-goal of this week's assignment is to create a template that you can revise and improve as you uncover new information. Also, this template can be edited for describing new types of supporters that you may need to target as you develop new goals in the future.

**Action:** Continue your campaign template collection by specifically identifying the supporters that for the goal that you chose in A2 to use in this course. Use my example of this week's assignment as your template and add it to your campaign notebook along with the template from A2.

**In Summary:** In this third week, you will provide a detailed list of supporters for your first AdWords campaign to use during this course.

**Homework:** Follow the Magee Project Example exactly in order to turn in your homework assignment—it is the format we are looking for. Pull it up on your screen and type right over the top of what I've written. This will really speed up the process for you—and also continue the process of creating a set of templates for speeding up the development of future campaigns.

**The complete Assignment Three homework to turn in will be:**

1. Provide a detailed list of supporters for your first AdWords campaign to use during this course.
2. Describe them completely by adding who, what, when, where and why.
3. Prioritize them. For the purposes of this course, place your chosen goal for this course separately and near the bottom of the assignment.
4. Slip this assignment 3 template into your campaign notebook. Save your assignments electronically too in one easy to find location so that you can copy paste into future assignments.

**Go to Magee's Example Project Assignment 3 to see what this could look like.**

See you next week in Assignment 4.

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