

WHY MOST NONPROFIT DIGITAL CAMPAIGNS FILL THE FUNNEL WITH THE WRONG PEOPLE

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| The Hidden Problem: Top-of-Funnel Quality

Many ministries and nonprofits are unknowingly filling their funnel with people who:

- Have low connection to the mission
- Engage once... and never return
- Don't convert into donors, volunteers, or advocates

On paper, campaigns look like they're working. In reality, they're creating drag on everything downstream. **More leads... but less impact. More spend... but weaker results.**

| Why This Happens

Most digital platforms are built to optimize for:

- Clicks
- Impressions
- Low-cost traffic

Not alignment.

That means your campaigns are often reaching:

- People who are curious, but not committed
- Users who click easily, but don't take action
- Audiences with little connection to your mission or values

You're not just paying for traffic. You're paying for misalignment.

| The Real Cost of Low-Quality Leads

When the wrong people enter your funnel:

- Conversion rates drop
- Donor acquisition becomes more expensive
- Email lists grow—but engagement declines
- Teams spend time nurturing people who will never act

Over time, this creates a cycle: **More spend** → **lower efficiency** → **pressure to scale** → **even lower quality**.

| What High-Quality Top-of-Funnel Actually Looks Like

High-quality supporters don't just click. They:

- Feel aligned with your mission
- Engage beyond the first touch
- Are more likely to give, serve, or share

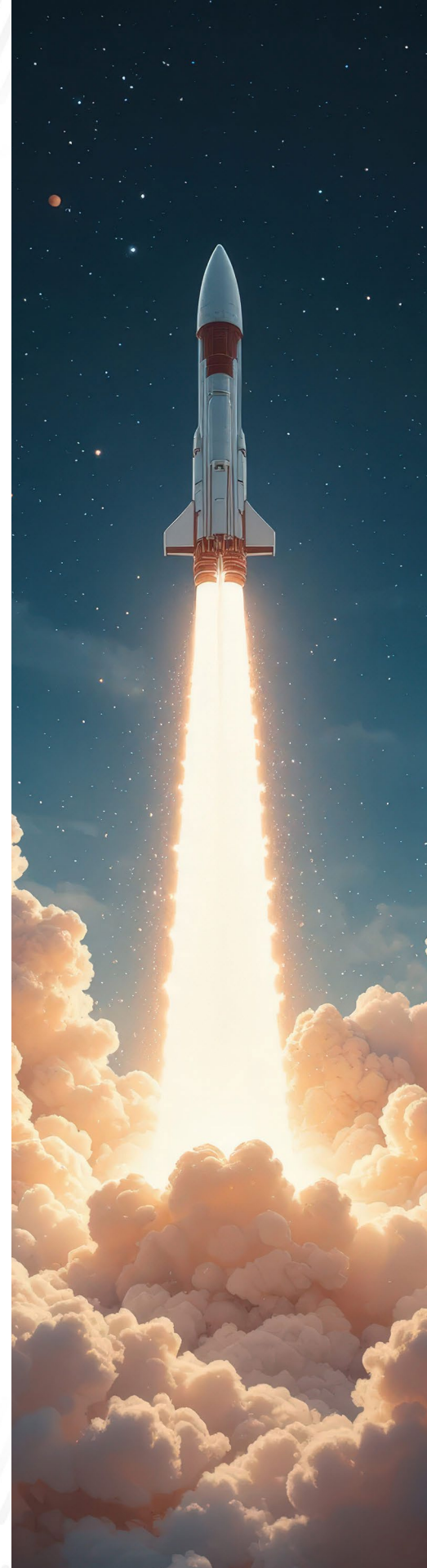
The difference isn't just behavior. It's intent.

| The Key Shift: From Volume to Alignment

The strongest-performing campaigns don't start with scale. They start with alignment. That means reaching people who:

- Already care about purpose and impact
- Are more open to cause-driven messaging
- Show real behavioral signals—not just passive interest

Fewer people. Better fit. Stronger outcomes



| Where Most Campaigns Fall Short

Even experienced teams run into the same limitations:

- Targeting based on assumptions, not real behavior
- Over-reliance on broad social and search audiences
- Limited access to environments where mission-driven users are already engaged

So campaigns optimize for what's available... not what's effective.



| A Better Starting Point

Radiant Digital helps nonprofits improve funnel quality by:


- Reaching audiences already engaging with faith and purpose-driven content
- Using first-party behavioral data—not modeled guesses
- Placing campaigns inside trusted, values-aligned environments


This shifts the equation: From chasing clicks. To attracting people who care.

| The Question to Ask

If your campaigns are generating activity—but not results... It's worth asking: Are you filling your funnel... Or filling it with the right people?

Curious whether your current campaigns are attracting high-quality supporters—or just filling a leaky funnel? Let's take a look together. Contact us today at www.radiantdigital.com.

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