

Internal Digital Advertising Training Guide

Feathr Platform — Geofencing, Donor Campaigns and Audience Targeting

PORTFOLIO WORK SAMPLE

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Collection

Institutional Narrative Architecture

Engagement Type

Internal Knowledge Management, Digital Marketing Training

Document Type

Staff Training Guide, Campaign Cheat Sheet

Platform

Feathr – Nonprofit Digital Advertising

Audience

New communications and marketing staff, healthcare nonprofit

How to Read This Piece

Work Submission

This is an original work submission: an internal staff training guide written to onboard new team members to the organization's digital advertising platform and campaign strategy. It is included in this portfolio because knowledge management is a leadership function, not a support function.

What This Shows

- Communications infrastructure design
- Knowledge management architecture
- Platform-agnostic digital strategy
- Geofencing and audience segmentation fluency
- Brand awareness vs. donor conversion framework
- The ability to build systems that operate after the author has left

Why This Belongs in an Executive Portfolio

A communications leader who can only produce external-facing content is a practitioner. A communications leader who builds the internal systems that allow others to produce quality content – and leaves those systems standing after walking out – is an architect.

This training guide was written for a specific operational problem: the organization had adopted Feathr, a nonprofit-focused digital advertising platform, and new staff were encountering geofencing, Lookalike Audience targeting and senior donor segmentation for the first time. The guide had to meet people where they actually were – which is why the title is "I Got You" rather than "Platform Onboarding Protocol."

The second section – the Brand Awareness vs. Donor/Planned Giving framework – is the more strategically significant piece. It translates a core media planning distinction into language a non-specialist can apply: **brand awareness campaigns build the foundation, donor campaigns harvest it.** Understanding that difference determines not just what ads to run, but when, for whom, with what budget allocation and against what metrics.

✔ The test of knowledge management is whether it works when the author is gone. This guide does.

New to the Organization? New to Feathr? New to Geofencing and Senior Targeting?

I Got You.

If you are new to Feathr and want to dive into geofencing, tax ads and advertising to seniors, this cheat sheet walks you through the process step by step so it does not feel overwhelming.



Each step is covered in detail in the sections that follow. Work through them in order and you will have a fully configured campaign ready to launch.

STEP 1

Setting Up Your Campaign in Feathr

Log in and navigate to the **Campaigns** tab. Click **Create New Campaign** and choose between:

Facebook Ad Campaign

Social ads on Facebook and Instagram

Display Ad Campaign

Banner ads that appear on websites and apps

Geofencing and Zip Code Targeting

Add the zip codes you want to target – especially those aligned with senior living communities or areas where potential donors reside. Geofencing allows us to focus ads on a specific geographic radius, reaching seniors or tax-season donors near facilities or neighborhoods most relevant to our work.

Audience Targeting Options

Option	How It Works
Lookalike Audiences	Upload a list of existing donors, email subscribers or social media followers. Feathr finds people who match similar profiles.
Partner-Based Targeting	Select followers of partner organizations – Housing Support Services Nonprofit Partner, Regional Food Bank Partner, Regional Social Services Partner – to reach audiences already engaged with aligned causes.

STEP 2

Targeting Seniors 65+

Custom Audiences for Seniors

- Set the age filter to **65+** to focus specifically on senior audiences
- If you have email lists of senior donors or subscribers, upload them to build a Lookalike Audience

Interest-Based Targeting

Select interests aligned with senior giving behavior:

- Retirement planning
- Healthcare
- Senior living
- Charitable giving

Building Ad Creative

Primary Text

The main message above the image or video. Keep it short and clear.

- **Senior/tax-season example:** "Your donation this tax season helps us provide vital healthcare to those in need – and it's tax-deductible."
- **Brand awareness example:** "Healthcare Nonprofit Phoenix – leading in climate-adaptive healthcare for our community."

Headline

Short, below the image.

- "Donate Today for a Tax-Deductible Gift"
- "Join Us in Protecting Our Community"

Call to Action (CTA)

- **Tax/donor campaigns:** Donate Now
- **Awareness campaigns:** Learn More

Images and Videos

- Use clean, welcoming visuals – community care settings, healthcare delivery, positive community imagery
- Follow Meta's minimal-text-on-image guidelines

STEP 4

Budget and Scheduling

Daily or Total Budget

Allocate more toward the weeks leading up to tax deadlines for donor campaigns; spread evenly over time for awareness campaigns.

Start and End Dates

Set campaign windows to align with tax season, Giving Tuesday, year-end appeals or specific organizational milestones.

Time Blocks — Making This Manageable

Task	Time Required
Campaign setup — login, audience, zip codes	1 – 2 hours, Days 1 – 2
Ad creative development — copy, images, CTA	3 – 4 hours, Days 3 – 4
Budget and scheduling	1 hour, Day 4 – 5
Daily monitoring once live	15 – 30 minutes/day

- ✔ Total initial setup: approximately **five to six hours over the first week**. After launch, daily check-ins keep everything on track.

Brand Awareness vs. Donor/Planned Giving Campaigns — The Core Distinction

These are two different campaign types that work together. Knowing the difference determines budget allocation, audience targeting, creative tone and the metrics that matter.

Element	Brand Awareness Campaign	Donor/Planned Giving Campaign
Objective	Build recognition and trust over time	Drive donations or legacy gift conversations
Audience	Broad — people unfamiliar with the organization but likely interested in community health	Specific — seniors 50+, high-net-worth individuals, tax-motivated donors
Targeting	Geofencing key Phoenix areas, Lookalike Audiences from partner organizations	Age filters, zip codes for senior communities and higher-income neighborhoods
Creative tone	Mission-driven, non-transactional	Direct, benefit-focused, clear CTA
Key metrics	Impressions, reach, engagement	Click-through rate, conversion rate, donations and email sign-ups
Timeline	Long-term, consistent presence with budget spikes around awareness moments	Time-bound — tax season, year-end, Giving Tuesday, capital campaign windows

How they work together: Brand awareness builds the foundation. Donor campaigns harvest it. An audience that has seen the organization's name and mission multiple times is far more likely to convert when a donation ask arrives. Running one without the other means either planting seeds with no harvest, or making asks to people who don't recognize the name.

Aligning Both Strategies With Organizational Moments



Capital Campaigns

Brand awareness ensures the public already knows and trusts the organization before a major ask arrives. When the campaign launches, the conversion work is easier.



National Expansion

Brand awareness introduces the organization to new geographic regions. Donor campaigns then convert that new awareness into financial support as the organization establishes itself.



Climate-Adaptive Healthcare Positioning

Consistent brand exposure around climate-adaptive healthcare creates a public association that makes every future announcement – a new clinic, a new program, a new partnership – more credible and more newsworthy.



Annual Giving Drives

When Giving Tuesday or year-end appeals arrive, an audience that has seen the brand consistently throughout the year converts at higher rates than a cold audience receiving a single ask.

Liz Sahadi Smith

Strategic communications executive with 25 years of experience architecting institutional narrative, governing AI-era brand reputation and building resilience infrastructure for organizations operating under high public scrutiny.

Narrative Arbitrage — Category Engineering

Engineered the climate-adaptive healthcare category to bypass political friction and generate **\$18M in earned media value**. The category was adopted by partner organizations statewide.

Algorithmic Brand Governance

Architects organizational Share of Model strategy, ensuring authoritative citation status in AI-generated outputs and governing how institutional reputation is synthesized across media and information platforms.

Resilience Architecture — Reputational De-risking

Designs crisis communications infrastructure that outlasts staff transitions and survives narrative hijacking. Built systems that achieved **143% positive sentiment across 113 consecutive days** of record heat and contributed to the first heat death decline in a decade.

Relational Capital Stewardship

Manages high-value media and institutional relationships as balance-sheet assets — PBS/WETA documentary feature, coverage in The New York Times, Reuters, AP, NPR, BBC and Politico. **91% award win rate — 20 wins from 22 submissions.**

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