



JUMA VENTURES: LINKING METRICS TO MISSION



Nonprofits face unique marketing challenges. MightyHive helped Juma Ventures reframe KPIs to address more meaningful metrics.

Nonprofits are governed by principles that don't fit neatly into digital performance metrics. Revenue, CPA, and customer lifetime value don't always apply to programs designed to increase community engagement and donorship.



"This has been an educational partnership. MightyHive has shown us how to navigate social and programmatic campaign strategies, while continuing to iterate and enhance our campaigns to match our unique goals."

Lucia Fernandez-Palacios, Juma Ventures

MightyHive partnered with San Francisco-based nonprofit [Juma Ventures](#) to grow the organization's brand awareness and donor support, finessing maximum results from a limited marketing budget. Juma's mission to provide youth from underserved communities with job opportunities, training, and mentorship, led the team to design a campaign program with a unique set of performance metrics and targeting tactics.

THE MIGHTYHIVE APPROACH

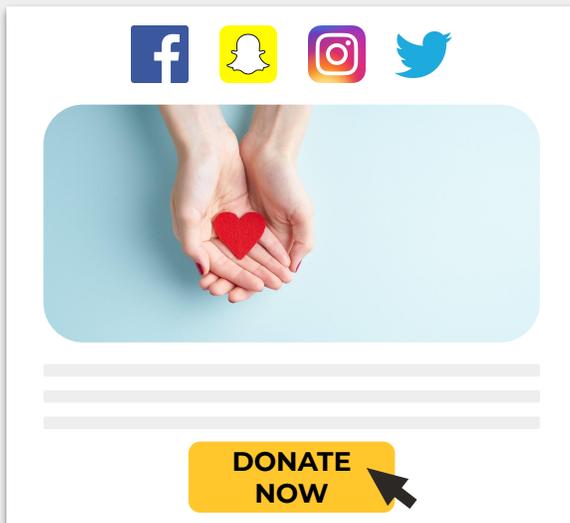


Taking advantage of Juma's strengths, including an enthusiastic online community of supporters, MightyHive tested digital marketing strategies across both programmatic and social platforms, expanding reach beyond existing organic audiences.

THE POWER OF SOCIAL

Social channels drive strong engagement for nonprofits due to their existing social following. Online engagement (defined as information consumption, interest immersion, and sense of presence) is especially valuable to organizations that rely on public support.

Designing lookalike models based off of Juma's small but valuable first-party data pool allowed the organization to reach net-new users with an affinity for philanthropy.



55%

Of respondents who engaged with causes via social media have been inspired to take further action including donation, event attendance, and volunteering.

Source: [Digital Persuasion: How Social Media Motivates Action and Drives Support for Causes](#) (2016); Waggener Edstrom Worldwide and the Georgetown University Center for Social Impact Communication

CHOOSING METRICS THAT MATTER

Small to medium-sized nonprofits do not receive donations at the same rate that consumer-facing brands sell products, highlighting the need to identify and measure more relevant online goals such as:

- Email subscription sign-ups
- Social media engagement
- Event registrations

These concrete, micro-level goals imply success on a larger scale, as indicators of increased brand awareness and donor support.

While the exact KPIs differ from organization to organization, together, MightyHive and Juma quantified success through the lens of Juma's mission: to break the cycle of poverty by paving the way to work, education, and financial capability for youth across America.