

Nonprofit Marketing Effectiveness Report

Lexington, KY Insights for 2025



A Community-Driven City with Diverse Need

Lexington, Kentucky is known for its rich equestrian heritage, vibrant arts scene, and strong community spirit. With over **3,500 registered nonprofits** in the Lexington-Fayette metro area, organizations are tackling challenges in education, housing, food insecurity, health equity, animal welfare, and economic mobility.

However, many nonprofits in Lexington struggle to maximize their marketing effectiveness due to limited staffing, outdated technology, and the pressure to deliver immediate impact with minimal resources.



Key Findings on Lexington Nonprofit Marketing in 2025



Majority lack a defined marketing strategy.

Only **28%** of Lexington nonprofits report having a documented marketing plan guiding their campaigns and donor communications.



Heavy reliance on social media – but results are inconsistent.

Facebook remains the top platform used, but engagement rates have declined as algorithms prioritize paid content. Less than **15%** of nonprofits are using paid social effectively to drive donations.



Email remains underutilized.

While **71%** maintain email lists, fewer than **22%** send segmented campaigns tailored to donor interests and giving behavior.



Donor acquisition costs are rising.

Lexington nonprofits report an average **donor acquisition cost (DAC) increase of 9% year-over-year**, driven by competition for attention and rising ad costs.



Retention rates remain below national benchmarks.

Average donor retention in Lexington is **37%**, compared to the national average of **45%**. Retention-focused marketing remains a significant opportunity for growth.

Opportunities for Lexington Nonprofits to Improve Marketing Effectiveness

Develop a documented marketing strategy

Organizations with written marketing plans raise on average 27% more annually.

Leverage paid social and retargeting.

Nonprofits investing even modestly in targeted Meta ads are seeing 2-3x higher event registrations and online donations.

Invest in email segmentation and automation.

Sending tailored messaging based on donor behavior and interests increases open rates by up to 50% and giving by up to 23%.

Prioritize donor retention marketing.

Even small changes—thank you videos, personalized impact updates, or automated gratitude emails—can meaningfully increase repeat giving.

Actionable Next Steps for Lexington Nonprofits

1

Audit your current marketing strategy and tools.

Identify gaps and areas for quick wins.

2

Develop or update your annual marketing plan.

Align messaging, channels, and campaigns with organizational goals.

3

Test paid social campaigns targeting your donor base.

Start small and scale based on return.

4

Segment your email lists by donor history and interests.

Increase relevance and engagement.

5

Build a donor retention plan.

Thank donors promptly, show impact, and personalize follow-ups.

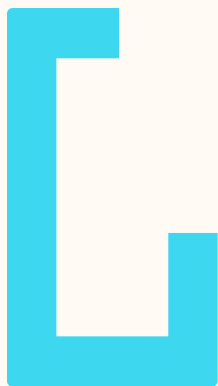
Final Thoughts: Lexington's Path Forward

Nonprofits in Lexington have a powerful community to mobilize. By investing in marketing strategy, better tools, and donor-focused messaging, organizations can amplify their mission and grow giving sustainably in 2025 and beyond.

Book a Free Marketing Strategy Session Today

to identify your highest ROI opportunities.

Schedule now



 **Harness**

