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The 50 Digest

“Ignoring online marketing is like opening a business but not telling anyone.”
— Kevin Bornemann



Embracing Powerful Ways to Foster Creativity in your Marketing Efforts

Creativity and innovation go hand in hand with successful marketing. In case you're stumped for ideas, here are [4 Critical Ways to Implement Creativity and Innovation for the Marketing of a Nonprofit](#).



Quitting Twitter? Here Are Six Alternatives, From Threads to Bluesky and Spill

Are you considering leaving Twitter, but aren't sure where to head next for your text-based social media platform? Here's a list of [best alternatives](#), including Spill and Threads.



10 ChatGPT Alternatives for Marketers

You've likely heard of (and used) ChatGPT by now. Maybe you haven't been impressed, or maybe you're just searching for alternatives. Check out these [10 ChatGPT Alternatives](#)!

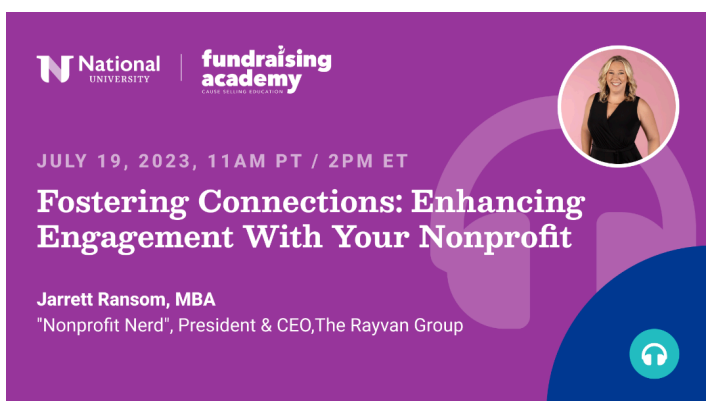


The 5 Types of Social Media and Pros & Cons of Each (Research)

Trying to navigate social media marketing but aren't sure where to start? Here are [The 5 Types of Social Media and Pros & Cons of Each](#).

VolunteerMatch

VolunteerMatch has an exciting new pilot program that dives into the essential tenets of volunteer management. Explore the [Learning Pathways](#) and sign up for the first session on August 8th!



New Fundraising Academy Webinar

Register for Fundraising Academy's next webinar, [Fostering Connections: Enhancing Engagement With Your Nonprofit](#), on July 19th. You'll gain a deeper understanding of effective engagement practices and acquire actionable skills to foster meaningful connections!

Client Spotlight: The Game Changers

We partnered with [The Game Changers](#) to collaborate on the development and design of a website and marketing for their documentary release in 2018. After the [success](#) of the first documentary, they are now [releasing a sequel](#)!



Marketing/Nonprofit Humor:



Fifty & Fifty is here to help explain your mission in a clear, compelling way through digital marketing, copywriting, content creation, [and more](#).

Til' next month!



Fifty & Fifty



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