



HEART

HOUSING & ECONOMIC ASSISTANCE TO REBUILD TEXAS

Fundraising with Social Media, Part I

May 29, 2019

Welcome & About Us



Questions?

Type them into the Q&A box

The screenshot displays the Zoom application interface. At the top, there is a toolbar with icons for Participants, Chat, Recorder, Q&A, and Polling. Below this, a 'Participants (1)' panel is visible, showing 'Donna Dunlap (Host, me)' as the only participant. The 'Speaking:' section indicates that Donna Dunlap is the current speaker. Below the participants list, there is a 'Send to:' dropdown menu set to 'All Participants', a text input field with placeholder text 'Select a participant in the Send to menu first, type chat message, and send...', and a 'Send' button. The 'Q&A' section is also visible, showing 'All (0)' questions. At the bottom, there is a text input field with placeholder text 'Select a question, and then type your answer here. There is a 256 character maximum.' and two buttons: 'Send' and 'Send Privately...'.

Upcoming Webinars

<https://www.tsahc.org/nonprofits-local-governments/heart-program-documents#accordion-bottom-4>

- June 12, 2019 at 10:00am: Fundraising with Social Media, Part II
- June 26, 2019 at 10:00am: Passive Habitability & Emergency Preparedness
- July 10, 2019 at 10:00am: Developing a Culture of Philanthropy Within Your Organization
- July 24, 2019 at 10:00am: The Secret to Raising More Money: The Importance of Stewardship
- August 7, 2019 at 10:00am: Income Certification, Part II



Fundraising with Social Media 101

Mandi Cambre
May 29, 2019

Learning Objectives

- Understand the role of social media in an overall fundraising and engagement strategy
 - Increase proficiency in the language of online fundraising
 - Gain knowledge to build and your nonprofit's social media presence and outreach
 - Apply learned skills to pursue fundraising and engagement objectives
-

The Role of Social Media in Fundraising

Online Presence and Sustainability

How is an online fundraising strategy linked to long-term financial and organizational sustainability?

Sustainability

- **Sustain**: to maintain; to keep alive; to support; to subsist; to nourish

- Webster's Dictionary

- **Sustainability**: the ability to generate resources to meet the needs of the present without jeopardizing the needs of the future (financial) *and* the ability to develop, mature, and cycle out programs to be responsive to constituencies over time (programmatic). “(..) financial and impact information can and must be brought together in an integrated, fused discussion of strategy.”

- Nonprofit

Sustainability: Making Strategic

Decisions for

Financial Viability

For the first time ever, charitable giving exceeded the \$400 billion mark in 2017, spurred by growth from all four sources of giving.

\$410.02 billion

Where did the generosity come from?*

Giving by Individuals
\$286.65 billion

Increased 5.2 percent (3.0 percent when inflation-adjusted) over 2016

Giving by Foundations
\$66.90 billion

Increased 6.0 percent (3.8 percent when inflation-adjusted) over 2016

Giving by Bequest
\$35.70 billion

Increased 2.3 percent (0.2 percent when inflation-adjusted) over 2016

Giving by Corporations
\$20.77 billion

Increased 8.0 percent (5.7 percent when inflation-adjusted) over 2016

Contributions by source
(by percentage of the total)

Giving by individuals increased \$14.27 billion over last year for a growth rate of 5.2 percent, on track with the growth in total giving.

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2018: The Annual Report on Philanthropy for the Year 2017*.

Giving to arts was the second-fastest growing subsector, with an 8.7 percent increase over the previous year to a total of \$19.51 billion in 2017.

Giving to foundations increased 15.5 percent in 2017, the largest gain of any subsector, far outpacing the growth in total giving.

Where are all of the charitable dollars going?

(as a percentage of the total)

The 6 largest subsectors all grew in 2017, but growth rates ranged widely from 2.9 percent all the way to 15.5 percent.

31% Religion \$127.37 billion

14% Education \$58.90 billion

12% Human Services \$50.06 billion

11% To Foundations \$45.89 billion

9% Health \$38.27 billion

7% Public-Society Benefit \$29.59 billion

5% Arts, Culture, and Humanities \$19.51 billion

6% International Affairs \$22.97 billion

3% Environment/Animals \$11.83 billion

2% To Individuals \$7.87 billion

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.

* All figures on this infographic are reported in current dollars unless otherwise noted.

G Giving USA™
Shared intelligence.
For the greater good.

G THE Giving Institute™
Shared intelligence.
For the greater good.

Ψ IUPUI
LILLY FAMILY SCHOOL OF PHILANTHROPY

Generational Giving



Millennials (1981 - 1996):

- **46%** donate to crowdfunding campaigns.
- **16%** give through Facebook fundraising tools
- **84%** of Millennials give to charity, donating an annual average of \$481 across 3.3 organizations.
- Millennials are most likely to contribute to work sponsored initiatives, **donate via mobile and watch online videos** before making a gift.

Gen X (1965- 1980):

- **45%** donate to crowdfunding campaigns.
- **19%** give through Facebook fundraising tools
- Gen Xers are most likely to **fundraise on behalf of a cause**, make a pledge, and volunteer their time to an organization.
- **Email prompted 31% of online donations** made by Gen Xers
- **59%** of Gen Zs are inspired to donate to charity by a message/image they saw on social media.

Generational Giving



Baby Boomers (1946- 1964):

- **35%** donate to crowdfunding campaigns.
- **21%** give through Facebook fundraising tools
- **24%** of Boomers say they were promoted to give an online donation because of direct mail they received.
- Boomers are **most likely to make recurring donations** on a monthly, quarterly or yearly basis.

Greatest Generation (1928-1945):

- **30% of donors aged 75+ say they have given online in the last 12 months** and on average give 25% more frequently than younger generations
- Greatest prefer voice calls and direct mail. These donors are late adopters of email and **do not typically use text messaging or social media.**

Social Media by the Numbers

- Women outnumber men on most social media sites by 6%
- 68% of internet users are on Facebook, with 74% using it daily and 91% regularly interacting with content
- Over 2/3rds of all American adults use social networking sites
- 52% of online adults use 2+ platforms
- 56% of 65+ online adults use Facebook (31% of all seniors)

Source: Pew Research Center, "Social Media Use in 2018," March 1, 2018

Source: Pew Research Center, "10 facts about Americans and Facebook," February 1,

“We don’t have a choice on
whether we **DO** social media,
the question is
how well we **DO** it.”

- Erik Qualman

Levelling the Playing Field

- Online fundraising, especially social media and crowdfunding, have democratized philanthropy—this is both intimidating and exciting.
 - More and more, people do not need or want to be told who they should donate to—they are empowered to find that information themselves...and they will.
-

Google



Google Search

I'm Feeling Lucky

Online “Fundraising”

- Online fundraising is not just about FUNDraising. It’s also:
 - **Friend-raising** – connect with potential and new donors while strengthening your relationships with current ones
 - **Awareness building** – Raise awareness of your mission and organization in a direct and intimate way
 - **Capacity-building** – Develop skills in building an individual donor base and using online tools
-

The Online Fundraising Grab Bag

- There are many facets of online fundraising an organization can explore:
 - Website
 - Social media
 - Newsletter
 - Blog
 - Email

A successful online fundraising strategy uses a website, at least one social media channel, and email.

Using Engagement to Build Your Audience

Learning the Lingo

- **Peer-to-peer? Crowdfunding?**

They're new terms for a time-honored fundraising tradition – word of mouth.

- Like traditional fundraising, online fundraising is about creating and building relationships.
- Tag? Like? Follow? Hashtag? Selfie? Unselfie? To succeed in online fundraising, you have to learn the lingo!



#SELFIE

A Multichannel Approach

- Online fundraising should be one tool in your fundraising toolbox
 - A sustainable fundraising strategy combines online fundraising (website, social media, email, blog, etc.), with existing communications (annual report, direct mail, galas, etc.) to cultivate donors, connect with prospects and make the ask
-

Engagement vs. Transaction



- “Giving is not a financial transaction. Giving is one of the most personal acts anyone can make.”
- “The purpose of fund development is to find donors, not donations.”
- “Donors give to you for reasons you can only guess at. (Don’t guess! Ask them why they give!)”

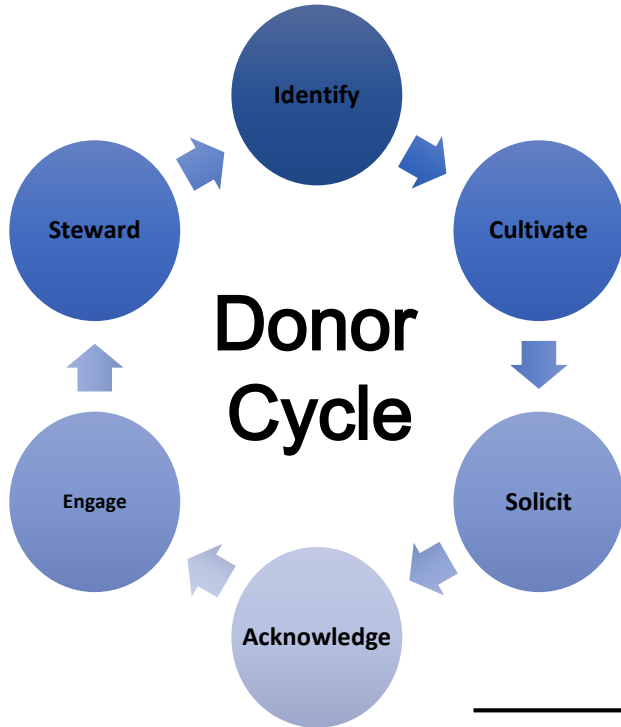
-Simone Joyaux

Authenticity Matters



- People use the internet to keep up with the things they care the most about- families, friends, the news, the things they love, and the causes that move them.
 - Canned messaging won't cut through the noise.
 - Treat your donors like individuals if you want them to have an authentic experience.
 - Ask yourself: why does this matter?
-

Not an ATM!



- “Online fundraising” does not mean constantly asking for money online!
 - Engagement AND Transaction
 - Keep online channels updated and available for donations, but a specific ask should generally be part of a campaign.
-

Creating Your Strategy

A woman with long dark hair is screaming with her mouth wide open, looking towards a man with blonde hair who is seen from the back. The man is wearing a blue shirt. The background is slightly out of focus, showing what appears to be a poster with the words "by demand" visible. The overall scene suggests a moment of intense emotional conflict or a dramatic confrontation.

**THERE'S NO TIME THERE'S
NEVER ANY TIME !!!!!**



In order to be efficient and effective with online fundraising, you need to:

- Know your mediums
 - Know your audience
 - Know your resources
 - Set goals
(and create a plan to achieve them!)
-

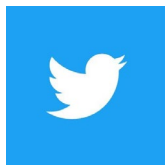
Know Your Mediums





Facebook

- Largest social media network in the world – over 2.13 billion active users
- 1.15 billion mobile daily active users
- 25 – 34 is the most common age demographic
- 74% female and 62% male users
- 96% of social media marketers say Facebook delivers the best ROI.



Twitter

- 330 million active monthly users
- 24% of American adults use it
- 18 – 29 is the most common age demographic (only 8% 65+)
- 24% female and 23% male users
- 74% of users say they use the network for news

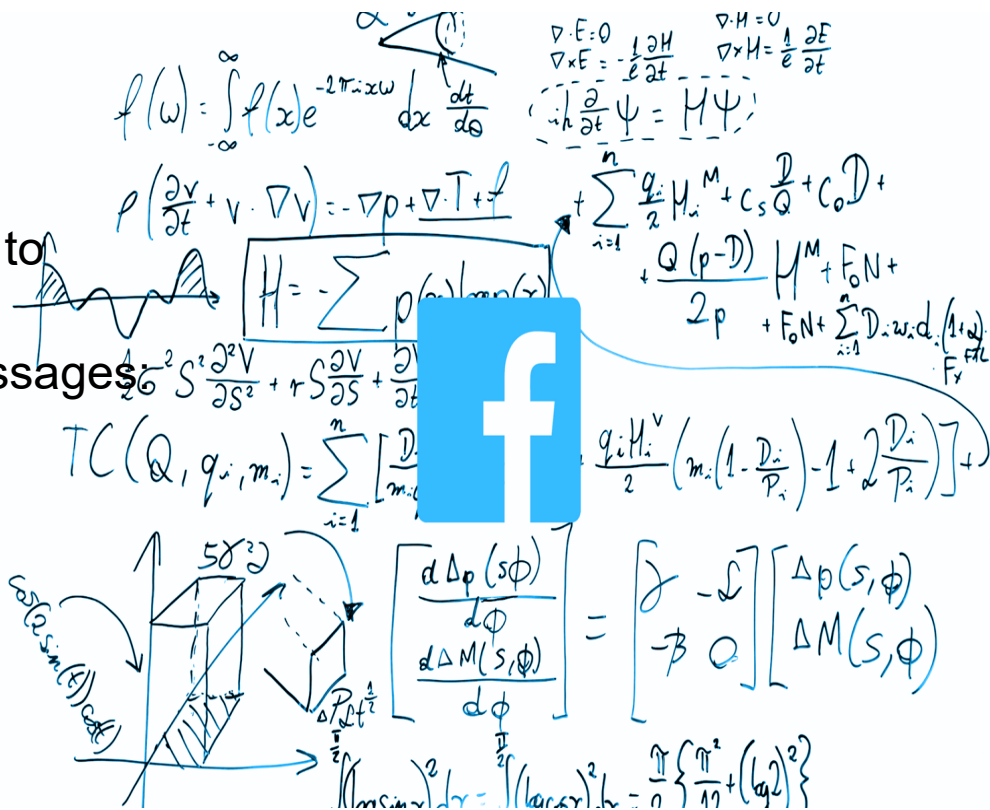


Instagram

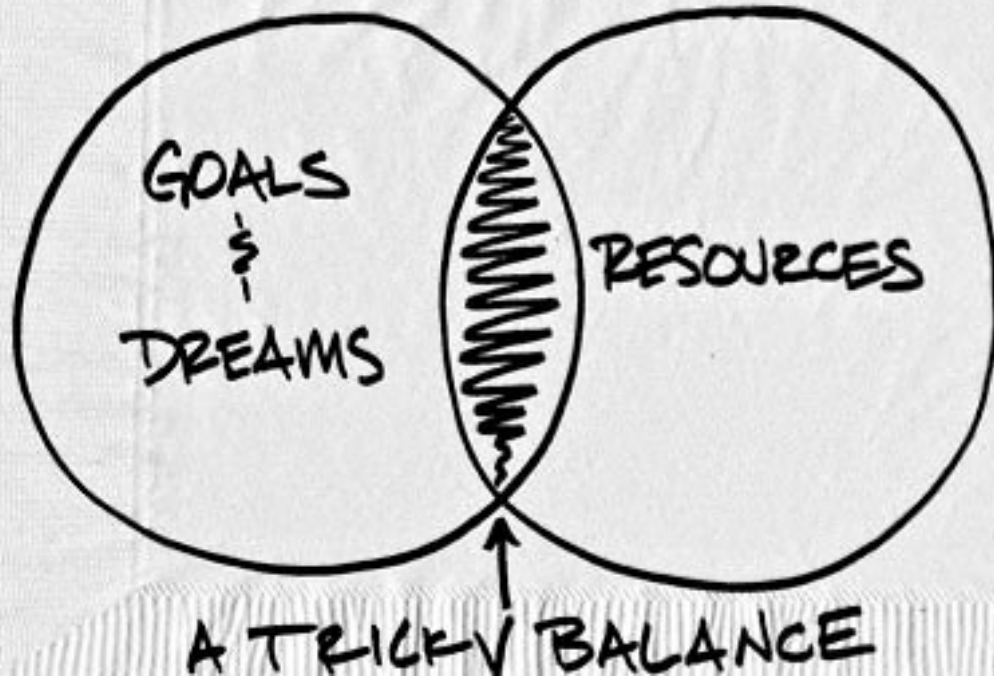
- 800 million+ active monthly users
- 80% of users come from outside the U.S. (but used by 39% of American women and 30% of men)
- 18 – 29 is the most common age demographic
- 68% female
- 95% of Instagram users also use Facebook

THE ALGORITHMS

- Most important thing to remember: MEANINGFUL CONTENT
- People have to interact for content to be seen
- Reactions, comments, shares, messages all factor into the algorithm
- Consistency matters, especially on Facebook and Instagram



Know Your Resources



- What do you already have?
 - What do you need?
 - Who will do it?
 - Available time
 - Accountability
-

Accountability

- Establish a team
 - Create a communications calendar
 - Engage staff, board members, volunteers, even donors (especially important for campaigns)
 - Stick to your communications calendar and have ready-to-go content.
 - Create job descriptions and follow through
 - Have a social media policy
 - Carve out specific times for online fundraising, just as you would for a meeting
-

Implementing Your Strategy

Creating Goals

- If this is your **first online fundraising campaign**, ask yourself these questions:
 - How much have we raised from individual donors in the past?
 - What is our average donation amount?
 - How many good email addresses do we have? Facebook fans? Twitter followers?
 - How much do we need to meet our fundraising goal?
 - If you have **fundraised online before**, ask yourself these questions:
 - How much have we raised online in the past year?
 - What channels do most of our online donations come from?
 - What is the average amount that we have raised in a campaign or event?
 - What is the average online donation amount for us?
 - How much do we need to raise to meet our fundraising goals?
-

Specific

S
G

What
do you want
to do?

Measurable

M
O

How will you
know when
you've
reached it?

Achievable

A
A

Is it in your
power to
accomplish it?

Realistic

R
L

Can you
realistically
achieve it?

Timely

T
S

When exactly
do you want to
accomplish it?

SMART Goals

SMART Goal

We will raise 100 new followers on Facebook in the next three months.

- Fundraising Goals:

- % of current donors give
- % of lapsed donors give
- % of new donors give
- Goal \$ amount
- % of donations at certain \$ amounts

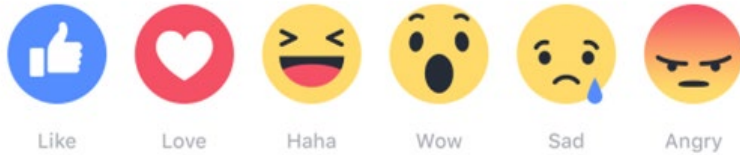
- Communications Goals:

- # of new fans/followers
 - # of new email addresses
 - # of new newsletter subscribers
 - # of shared posts
 - # of website visits
-

Expanding Your Network

- **Advertise your online presence to current donors** send out links to your new/updated website, social media account(s), etc. in an email to donors and/or your newsletter
 - **Start a social media campaign to get more followers** Be sure to share with your current fans and followers what your goals are and ask them to like, comment, and share
 - **Cross-pollinate your online presence** Website and social media links in your email signature, social media links on your website, website listed on social media
-

Crowdfunding Champions



Facebook:

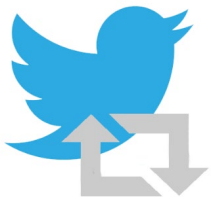
- Reacts, comments, tags, and shares all generate more interest in a post through FB algorithm

Instagram:

- Likes, comments, and tags generate higher interest.

Twitter

- Retweet, like, and comment!
-



Manage Your Messaging



TweetDeck



Boomerang
for Gmail

Measure Your Success

- Use qualitative and quantitative data to measure your success:
 - Listen and respond to your followers
 - Use Facebook Insights, Twitter Analytics, Instagram Insights, etc. to measure the impact of posts
 - See how many hits you're getting to your webpage and which pages are the most popular
 - Use an email content manager to measure opened/unopened email rates
 - Adjust accordingly!
-

Good Rules of Thumb



- Less is more on every social media network except Twitter. On most, you should not post more than 1-3 times a day.
 - Have at least two hours of time between posts (unless it's Twitter)
 - Do not use the exact same post across multiple social media channels.
 - Respond! People will unfollow unresponsive channels.
 - Photos and videos! They're eye-catching, engaging, and showcase your work.
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-

Resources

- Facebook 101: <https://sproutsocial.com/insights/topics/facebook-101/>
 - Twitter 101: <https://sproutsocial.com/insights/topics/twitter-101/>
 - Instagram 101: <https://sproutsocial.com/insights/topics/instagram-101/>
 - Twitter Glossary: <https://help.twitter.com/en/glossary>
 - Social Media Calendar Templates: <https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>
 - Content Tips: <http://www.donorsnap.com/blog/nonprofit-editorial-calendar-how-to-make-your-content-strategy-easy-and-engaging/>
 - Sample Social Media Policy: <http://www.nonprofitmarketingguide.com/blog/2010/05/03/rough-draft-of-a-nonprofit-social-media-policy/>
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THANK YOU!

QUESTIONS???
