HEART
HOUSING & ECONOMIC ASSISTANCE TO REBUILD TEXAS

Fundraising with Social Media, Part II

June 12, 2019
Welcome & About Us

HEART
HOUSING & ECONOMIC ASSISTANCE TO REBUILD TEXAS

Enterprise

tsahc
State Affordable Housing Corporation

REBUILD TEXAS FUND

Center for Disaster Philanthropy
The when, where and how of informed disaster giving

The Meadows Foundation
Serving the People of Texas
Questions?

Type them into the Q&A box
Upcoming Webinars

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

• 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 201

Mandi Cambre
June 12, 2019
Learning Objectives

• Understand the pros and cons of fundraising on common social media platforms

• Troubleshoot common issues

• Gain knowledge of how to tailor messaging for effectiveness

• Incorporate knowledge into conducting a successful crowdfunding campaign
Pros and Cons: Social Media Platforms
Know Your Mediums
**Facebook**

**Pros:**
- Largest social media network in the world – over 2.13 billion active users
- 96% of social media marketers say Facebook delivers the best ROI.
- Extensive photo and text capabilities

**Cons:**
- Getting lost in the shuffle
- Less commonly used by Generation Z

**Twitter**

**Pros:**
- 330 million active monthly users
- Number of daily users steadily increasing
- “Trending” topics get shared easily

**Cons:**
- Rapid-fire
- Character limit (280)
- More international than U.S. users

**Instagram**

**Pros:**
- 800 million+ active monthly users
- 91% of Instagram users also use Facebook, 95% use YouTube, and 60% use Snapchat (market integration)
- Photo-centric

**Cons:**
- Most users under 35
- More international than U.S. users
- Not as easy to share
LinkedIn

Pros:
• 123 million users joined in last two years
• Active platform for professionals
• Brands prioritized

Cons:
• Business to Business
• Mostly Gen X

Snapchat

Pros:
• 100 million daily users
• “Raw” appeal (no polished profiles)
• Young demographic

Cons:
• Most popular demographic is 12-24 year olds
• Very low adoption rate for 35+ users
What’s the Problem?:
Common Issues and Solutions
Common Issues (and their solutions!)

- Fundraise during a campaign, and engage otherwise.
- Maintain brand and message across platforms – but don’t cannibalize content
- Tell your story, not someone else’s
- Post on a schedule for consistent engagement
- Don’t engage negatively, but don’t ignore comments
- Don’t spread yourself too thin – quality is better than quantity
Fundraise During a Campaign

JUST GIVE ME
THE MONEY
Four Things to Remember

1. A reputation is not built simply by claiming expertise
2. People do not share advertisements and they do not follow advertising channels
3. People block out promotion
4. Ads make you an entertainer; **content makes you a thought leader**
"When your brand is strong and consistent, every image, piece of content, and advertisement reinforces your unique value."

- Maintaining a strong and consistent brand is key to developing trust with your customers. 
- Consistency in your branding is vital for building a strong brand image.
United Way
@UnitedWay
We fight for the health, education, and financial stability of every person in every community. LIVEUNITED JOINTHEFIGHT
1,800 communities worldwide
unitedway.org
Joined September 2008

Welcome to the new era of corporate giving

United Way and Salesforce.org present Philanthropy Cloud | United Way and SalesFor e.org present Philanthropy Cloud. The next generation citizen & corporate social giving platform.
unitedway.org

Who to follow
- American Red Cross
- Habitat for Humanity
- Salvation Army USA
- Find people you know
- Connect other address books
- Trends for you
#NationalPancakeDay
Walk for Twitter

Twitter, Inc. [US] | https://twitter.com/UnitedWay
United Way Worldwide United Way fights for the health, education and financial stability of every person in every community.

unitedway.co/2Gx1DiG
Tell Your Story

WHAT'S YOUR STORY?
Tell Your Story

@Gap

All impacted by #Sandy, stay safe! We'll be doing lots of Gap.com shopping today. How about you? 4sq.com/QPVDt9
29/10/2012 14:32

@Foursquare

A check-in at Frankenstorm Apocalypse - Hurricane Sandy
Other Great Outdoors in New York, NY

@Entenmanns

Who's #notguilty about eating all the tasty treats they want?!
16 minutes ago via web

Retweeted by ContraDawg and 24 others
Post Consistently
Respond Carefully
**DON'T**

- Ignore
- Delete (with few exceptions)
- Form letter
- Blow up

**DO**

- Address politely
- Take it private/offline
Don't Try to Do It All!

YOU CAN DO ANYTHING, BUT NOT EVERYTHING.

-David Allen
Running a Crowdfunding Campaign
Putting It Together
Just Another Campaign!

Charles Sumner Ward Fundraising Principles (1905)

- Concentration of Time (a deadline)
- Organization (planning and people)
- Sacrifice (time and effort)
- Constituent Education (leading up to the campaign)
- Pacesetting Gift (10% - 30% of your goal in advance of the campaign)
Crowdfunding = Peer to Peer

• Why do people like peer-to-peer fundraising?
  ○ They feel good.
  ○ They make an impact.
  ○ Connected to a cause (#hashtivism)
  ○ It is fun!
  ○ They’re in it together.

• Unfortunately, crowdfunding campaigns don’t come with the crowd! You will need to cultivate “champions” to support your campaign and broaden your reach. Start with a list of 25 people who you know would be willing to take action and put them into three buckets:
  ○ Promoters: People who will share your campaign and updates via email and social media.
  ○ Fundraisers: People who will help solicit donations via peer-to-peer fundraising
  ○ Donors: People who will contribute to your campaign
Build Momentum

• Don’t put everything into practice on Campaign Day!

• For maximum success:
  ○ Ask staff, board, key donors, and current followers to like and share content now (at least one month in advance).
  ○ Build your presence in the algorithms for each social site.
  ○ Use this time to test your content - what works? What doesn’t?
Goal for Giving Tuesday: Cool Nonprofit has three major goals for #GivingTuesday

- Raise $20,000 for our Cool Kids Program
- 100 new followers across our social media platforms
- 100 new donors (minimum 10% of our overall goal!)

Our Messages:

- CoolNonprofit’s Cool Kids Program helps 2,000 underserved kids with community mentors every year!
- $10 provides a week of mentoring materials for a Cool Kid!
- Cool Kids = Cool Cities

Hashtags to Use: #GivingTuesday #UNselfie #giveback #CoolKidsCoolCities #CoolOff #yourorganization #yourslogan #joinus #thankyou
Multichannel Crowdfunding

- Even though the event is primarily online, you want to use ALL of your channels to get the word out:
  - Social media
  - TV/Radio
  - Press release
  - Print story
  - Blogs/newsletters
  - Email
  - Businesses
  - Network reach (tell a friend to tell a friend!)
Ask your champions to share why they support your cause with photos and videos too!

Authentic messages from supporters are more likely to garner likes and shares
| Now – November 1 | · Organize and update your donor database  
· Spruce up your website  
· Review previous years’ data and set goals around donors and dollars  
· Recruit your team  
· Develop your communications strategy and write some of your messages; gather photos, stories, and quotes – share your messaging platform with the team  
· Start recruiting any businesses or big names you plan to get involved  
· Register on GivingTuesday.org and download materials |
| November 1 – November 28 | · Start talking about the work you plan to fundraise for in social media posts – plant the seed  
· Talk about your plan to participate in #GivingTuesday, your goals, and educate your supporters on the day – newsletter article, mention on social media, an email to close donors and prospects, press release  
· Remind your team of their roles and responsibilities  
· Get it on the calendar – Outlook invite, Facebook event, etc.  
· Finalize all collateral (photos, videos, etc.) |
| November 24 (Thanksgiving) | · Email/text/social media post to thank donors for their contribution – reaffirm WHAT their donations support |
| November 29 - #GivingTuesday | · Promote through all channels – social media posts, emails, and any electronic collateral should all have a link to your donation page  
· Emphasize the deadline – this is ONE DAY!  
· Update on goals – tell people where you’re at to encourage them to help  
· Celebrate anything big – meeting a match goal, a large donation, meeting the overall goal |
| November 30 | · Begin stewardship |
Stewardship!
KEEP IT GOING...
Don't Lose A Donor!

- Share your success across platforms
- Send thank you emails to ALL donors
- Where possible, personalize notes to donors
- Add all donors to your database ASAP
- Keep the content coming!
Donor Thank You Ideas

Remember - donors want to feel special!
- Personal phone calls
- Personal notes - from staff, board, or clients
- Social media shout outs
- Thank you event
- Personal videos/photos
- Spotlight in published materials
93% of individuals surveyed said they would “definitely or probably give again” the next time they were asked by a charity that thanked them promptly and in a personal way and followed up later with a meaningful report on the program the donor funded. Under these circumstances, 64% would give a larger gift, and 74% would continue to give indefinitely.

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THANK YOU!
QUESTIONS???