



HEART

HOUSING & ECONOMIC ASSISTANCE TO REBUILD TEXAS

Fundraising with Social Media, Part II

June 12, 2019

Welcome & About Us



Questions?

Type them into the Q&A box

The screenshot displays the Zoom application interface. At the top, a toolbar includes icons for Participants, Chat, Recorder, Q&A, and Polling. Below this, a 'Participants (1)' panel shows 'Donna Dunlap (Host, me)' as the only participant. A 'Speaking:' section indicates that Donna Dunlap is the current speaker. Below the participants list, there are icons for screen sharing, chat, and other functions. A 'Chat' panel is visible, showing a message input field and a 'Send' button. At the bottom, the 'Q&A' panel is active, displaying a list of questions and answers. The 'Q&A' panel has a dropdown menu set to 'All (0)'. Below the list, there is a text input field with a placeholder that reads '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 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





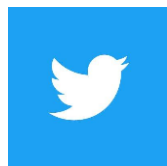
Facebook

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



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**
-

Maintain the Message





United Way ✓
@UnitedWay

Home

About

Fundraisers

Events

Photos

Videos

Community

Reviews

Posts

Create a Page

Like Follow + Create Fundraiser ...



United Way

8 mins ·

Rainy days are inevitable. Are you prepared?



Are you Saving As Much as You Should?

Saving is an important part of financial stability and there are steps you can take to make saving easier – even while paying back debt.

UNITEDWAY.ORG

Like Comment Share

1 Share



Comment on this...



United Way

Yesterday at 10:22am ·

It's important to give kids a sense of hope for the future.



Donate

Nonprofit Organization in Alexandria, Virginia

3.8 ★★★★★

Community

See All

Invite your friends to like this Page

212,516 people like this

203,992 people follow this

Kimberly Woods James and 2 other friends like this or have checked in

About

See All

www.unitedway.org

Nonprofit Organization · Community Organization · Social Service

Suggest Edits

Pages liked by this Page



Bridgehaven Mental H...

Like



United Way of South ...

Like



General Mills

Like

English (US) · Español · Português (Brasil) · Français (France) · Deutsch



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LIVE UNITED®



Tweets **11.5K** Following **6,088** Followers **181K** Likes **5,464** Lists **10**

Following

United Way ✓

@UnitedWay

We fight for the health, education, and financial stability of every person in every community. #LIVEUNITED #JOINTHEFIGHT

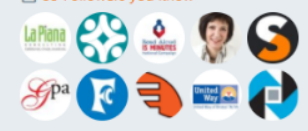
1,800 communities worldwide

unitedway.org

Joined September 2008

Tweet to United Way

55 Followers you know



Tweets Tweets & replies Media



United Way @UnitedWay · 49m

We're proud to introduce @Salesforceorg Philanthropy Cloud, a citizen and corporate social-giving platform launching in summer 2018.



United Way and Salesforce.org present Philanthropy Cloud | United ...

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

unitedway.org

Who to follow · Refresh · View all



American Red Cross @...

Follow



Habitat for Humanity ...

Follow



Salvation Army USA @...

Follow



Find people you know
Import your contacts from Gmail

Connect other address books

Trends for you · Change

#NationalPancakeDay
16.6K Tweets

#TuesdayThoughts



Instagram

Search

Sign Up

Log In

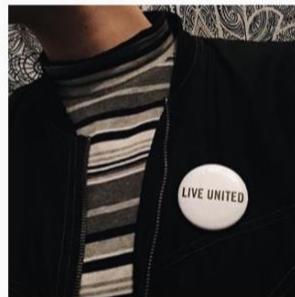


unitedway

Follow

907 posts 25.7k followers 919 following

United Way Worldwide United Way fights for the health, education and financial stability of every person in every community.
unitedway.co/2Gz1DiG



unitedway • Follow

unitedway Robert F. Kennedy once said, "This world demands the qualities of youth: not a time of life but a state of mind, a temper of the will, a quality of imagination, a predominance of courage over timidity, of the appetite for adventure over the love of ease." We're constantly amazed by the force for good that we see in the #nextgen. Your fight inspires all to #LIVEUNITED for the health, education and financial stability of every person in every community. 🇺🇸 @unitedwayofbroward #NationalYouthDay emmem12 @samztoe generationinkh Happy #NationalYouthDay to all of the incredible young people who are making a difference every day! noldidhungry Inspiring words! #NationalYouthDay

179 likes

8 DAYS AGO

Log in to like or comment.

unitedway • Follow

unitedway United Way's volunteer experts, working with partners from all sectors of society, connect people to the resources they need to get on more solid financial ground. From financial wellness classes in the workplace and in community centers to career training and job-search assistance, credit counseling and free tax preparation assistance, we're helping people to earn more and save more. 🇺🇸 @unitedwayind pickmeupdora Live united

78 likes

1 DAY AGO

Tell Your Story



Tell Your Story



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

A check-in at Frankenstorm Apocalypse - Hurricane Sandy

Other Great Outdoors in New York, NY



 Foursquare @foursquare



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

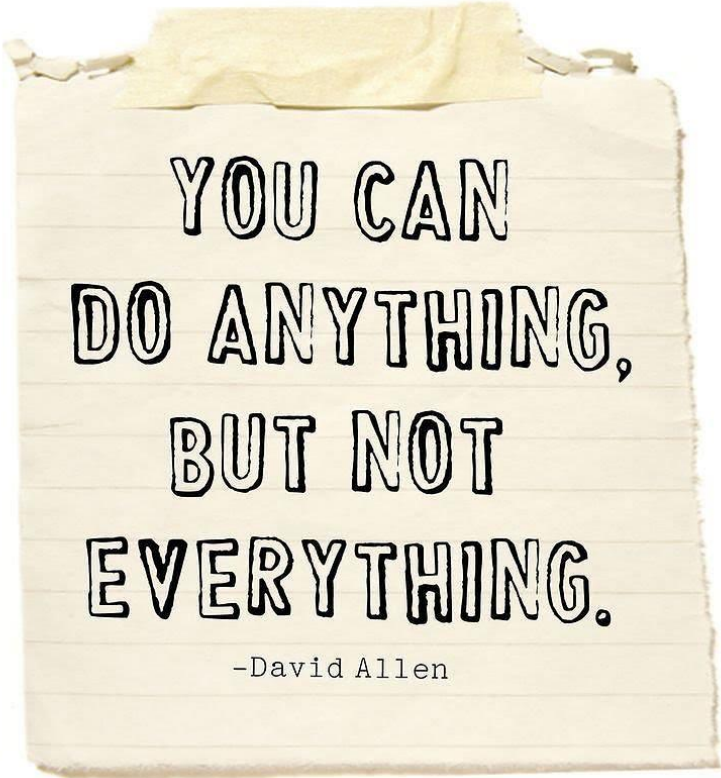
- Ignore
- Delete (with few exceptions)
- Form letter
- Blow up

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?
-

Social Media Messaging Platform for #GivingTuesday

@yourinsta @yourTwitter Facebook Name

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!)
-

A person is holding a large white sign. The sign has the text "(INSERT YOUR CAUSE)" in a large, bold, sans-serif font. Below this, the hashtag "#unselfie" is written in a cursive, handwritten style. Underneath that, "#givingtuesday" is also written in a cursive, handwritten style. At the bottom of the sign, there are two versions of the "GIVING TUESDAY" logo. The first logo has "GI" in blue, a red heart icon, and "ING TUESDAY" in blue. The second logo has "GI" in black, a green heart icon, and "ING TUESDAY" in green. Below the second logo, the word "AUSTRALIA" is written in a small, black, sans-serif font.

(INSERT YOUR CAUSE)

#unselfie
#givingtuesday

#GI♥INGTUESDAY™

#GI♥INGTUESDAY
AUSTRALIA

- 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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)	<ul style="list-style-type: none"> Email/text/social media post to thank donors for their contribution – reaffirm WHAT their donations support
November 29 - #GivingTuesday	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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???
