Finding Your Social Media Sweet Spot

productive FUNDRAISING

@fundraiserchad

97 percent of nonprofits regularly use social media to engage their supporters and donors.

(*Global NGO Technology Report, 2019*)

But that doesn't mean they use it well ...

[redacted] Foundation

February 6 ·

Did you miss out on our January newsletter? Here it is if you did:
https://www.smore.com/58cdu

SMORE.COM

[redacted] Foundation Update

MISSION The [redacted] Foundation supplements the academic, cultural,...

1

Like Comment Share Buffer

[redacted] · 27 Apr 2015
[redacted] Ministries shirts now available @BonfireFunds
bonfirefunds.com/hope-within-mi...
1

[redacted] h • Follow
[redacted]lock Performing Arts Center

and Grieg's Piano Concerto.
Meet conductor Dr. Wiley before the concert as she presents her pre-concert talk at 2:15 p.m. at the Pollock Performing Arts Center, 340 N. 21st St, Camp Hill, PA. Order tickets online or purchase them at the door.
We look forward to seeing you at the Pollock Performing Arts Center!

Side by Side concert!
Participants include:
Margeaux Katz-Sgrignoli, with string students from Eagle View Middle School (Mechanicsburg, PA)
Veronica Jackson with string students from Francis C Hammond Middle School (Alexandria, VA)

48w

4 likes

APRIL 26, 2018

Add a comment... Post

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THE FORMULA

Tell the Right STORY
On the Right CHANNEL
In the Right FORMAT

Who is this guy?

And why does he think he knows what he's talking about?

career
fundraiser

DICKINSON
COLLEGE

AACA MUSEUM INC.
A World Class Automotive Experience
CARS · BUSES · MOTORCYCLES · & MORE

CULTURAL
ENRICHMENT
FUND

CFRE™

AFP
Association of
Fundraising Professionals
Master Trainer

productive
FUNDRAISING

TEMPLE
OWLS

MESSIAH

AGENDA

1) Boring Introductory Stuff ☑
2) Telling the Right Story
3) On the Right Channel
4) In the Right Format
5) Boosting Engagement
6) Successful Examples
7) Q&A

zoom
Video Conferencing
1
Participants
Q&A
Polling

SLIDES + RESOURCES

productivefundraising.com/resources

Tell the Right STORY

On the Right CHANNEL

In the Right FORMAT

what’s the mission of the organization that you serve?

Blah blah blah since 1958 blah blah blah our founder's vision blah blah cutting-edge blah blah sustainable blah blah we are so dang awesome!

your mission ≠
your story

super simple elevator speech

We help [who],

so they can [do what].

Let me tell you about

productivefundraising.com/resources

Kristen
@kwagg

"People don't care about things. People care about stories. People care about emotions" Tell the stories people care about and it will make people care more - @joshhirsch1 #3cmaannual

9:29 AM · 9/4/19 · Twitter Web App

1 Retweet **5** Likes

STORY TIME

story characteristics

story characteristics

- Compelling story about 1 PERSON, place or thing
- Rich detail (create a vivid picture)
- Brings up a SOLVABLE problem
- And ...

donor = hero

- Use “you” and “your” at least twice as much as “my,” “we” and “our”
- “Without you, none of this would have happened.”
- BOY: “Because of you, Johnny has a safe place to sleep tonight.”
- It’s about the DONOR (your/your), not you or the organization (my/we/our).

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What’s our goal?

What can I do to help?

Tell the Right STORY

On the Right CHANNEL

In the Right FORMAT

Social Media Channels Explained

BY: THE-PIXEL.COM

EACH SOCIAL MEDIA PLATFORM IS DIFFERENT

Facebook
I LIKE DONUTS

Twitter
I'M EATING A #DONUT

Pinterest
HERE'S A DONUT RECIPE

Instagram
HERE'S A PHOTO OF MY DONUT

LinkedIn
MY SKILLS INCLUDE DONUT EATING

YouTube

Who hangs out where?

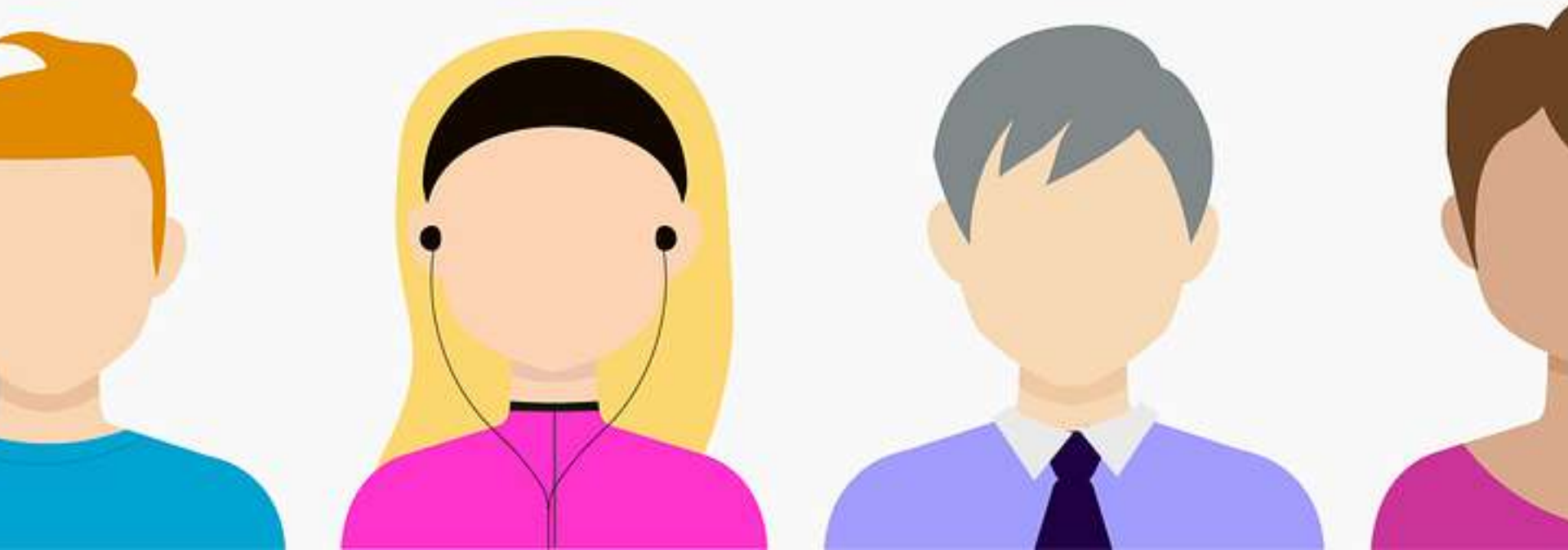
DEMOGRAPHICS
PURPOSE
BEST FOR
DOWNSIDE
1.3+ Billion Users
Ages 25-54
60% Female
Building Relationships
Building Brand Loyalty
Limited Reach
600 Billion Users
Ages 18-29
News & Articles; Converstation
Public Relationship
140 characters or less
1 Billion Users
All Ages
Search "How To"
Brand Awareness; Service industry
Resource Intensive
600 Billion Users
Ages 30-49
News & Article; Converstation
Business Development; B2B Businesses
Limited interactions
200 Billion Users
Ages 18-29
Building Relationships; Converstation
Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses
Images only
70 Billion Users
Ages 18-35
80% Female
"Scrapbooking"
Lead Generation; Clothing, Art & Food Businesses
Images only; Very specific demographic

Deciding where to be ...

It’s not your decision to make.

Your audience has already made it for you.

DONOR AVATAR



I know my audience ...

Do you know yours?

JUST ASK

Do you need to be everywhere?

Please don’t be.

Fundraisers do not have to utilize every social media tool. But multi-channel communication and engagement is the new way of donor relations.

(Rogare, 2019)

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In the Right FORMAT

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48w

4 likes

APRIL 26, 2018

Add a comment... Post

buffer
hootsuite™

POST NATIVELY

(especially with video)

USE MORE VIDEO

- 1/3 of online activity is spent watching video.
- Facebook native video posts have twice the level of engagement of other post types.
- Social video generates 12 times more shares than text and images combined.
- Google found that more than half the people who watch YouTube videos posted by nonprofits go on to make a donation.

(Source: Julia Campbell, 2019)

DIY > POLISHED

Plan Your Content

WEEK #	ORGANIZATIONAL EVENTS / THEME	EBLAST	SOCIAL MEDIA	PRINT NEWSLETTER	OTHER MAILINGS	EVENTS	NOT
1	New Years		Happy New Year Post				
2		Happy New Year Post					
3							
4							
5							
6					Impact Postcard		
7							
8						Open House	
9							
10							
11				Winter Newsletter			
12							
13							
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20							
21							
22							
23							
24							

editorial calendar

productivefundraising.com/resources

MOST EFFECTIVE POSTS

- Bite-Size Stories
- Raw Native Video
- Tied to Current Events
- Cause Awareness Days
- Volunteer Spotlights
- Celebrate Your Staff
- Old Content that Worked the First Time
- Behind the Scenes
- Inspirational Quote Images
- #MotivationMonday #FlashBackFriday #SundayFunday

Like | Follow | + Create Fundraiser | ···

Learn More | Send Message

AMOS Health + Hope

@amoshealth

- Home
- Welcome
- About
- **Photos**
- Videos
- Posts
- Community
- Events
- Reviews
- E-Newsletter Signup
- Iconosquare

Create a Page

ABC-NYS, March 19-30, 2019

21 Photos · Updated 2 months ago

Last week, we had the pleasure of hosting the ABC-NYS mission team! The 5 team members worked alongside staff and volunteers to make improvements to the AMOS Cyberbox and prayer garden. They also planned for an exciting future project in the community of San Onofre! Year after year, their ongoing service, support, and long-term vision continue to bring health and hope to Nicaragua. ABC-NYS, thank you for your overflowing love, positive energy, and firm commitment to AMOS and the people you help us serve. We are so grateful to partner with you!

Personal preference seldom equates to fundraising best practice.
PABLO
BY BUFFER
Create engaging social media images in under 30 seconds
productivefundraising.com/resources

Boosting Engagement

SHOW UP

DON'T JUST POST &
THINK YOU'RE DONE

NO TIME = FEWER CHANNELS

GET THEM TO

COMMENT

(not like or vote)

Ask
open-ended
questions

NON-ASK QUICK CALLS TO ACTION

"comment yes or no below"

POSITIVE ENGAGEMENT

And finally, what do you do when they actually do engage?

LOVE

Successful Examples

NWLC @nwlc · Mar 4

"If you stop any woman on the street & say 'Hey, how is it with you & your mom?' it's gonna be a really long answer & I feel like you should make movies about things that have long, complicated answers" -Greta Gerwig ⬅️ is what women telling women's stories looks like #Oscars 🏆

2 264 991

NATIONAL WOMEN'S LAW CENTER
EXPANDING THE POSSIBILITIES

facebook

Email or Phone

Password

Log In

Forgotten account?

Know Your Lemons

@knowyourlemons

Home

Shop

Posts

About

Videos

Photos

Notes

Like Share

Shop Now

Send Message

Shop

5.0 **5 out of 5** · Based on the opinion of 13 people

This year for breast cancer awareness spread the 💗 by sharing 12 🍋.

Image owned by WorldwideBreastCancer.org. Do not crop or edit this ad or image in any way, thanks!

Learn about each symptom at knowyourlemons.com

Worldwide Breast Cancer, the charity that created this campaign, needs you.
If everyone who saw this image donated $1, we'd save **thousands of lives** because of you!

knowyourlemons.com/donate

britishredcross • Follow

britishredcross Thank you to @rustybear2012 and all those knitting 'trauma teddies' for the @RedCrossAU to help comfort children in hospitals. 🐻 😊 #PowerOfKindness

britishredcross #britishredcross #redcross #traumateddies #teddy #teddies #donate #australia #australianredcross #redcrossau #bear #teddybear #cuddlybear #bears

hit018 Thank you and more ❤️

fairy.shopping1 ❤️❤️❤️

juju_mc Hi @britishredcross do you need more knitted toys? Or hats?

paolapuerto9623 Qué bonita iniciativa desde Colombia Saludos

jobortunity_hi5 Follow our profile to learn about our training and education center for disadvantaged youth in Tanzania 👫❤️

DoSomething.org
February 2 at 3:32 PM ·

With the extreme cold of the polar vortex, your local homeless shelter may be filled to capacity and in desperate need of everyday essentials. Join a movement of young people donating from coast to coast. https://bit.ly/2TtGe0i

18 1 Comment 10 Shares

Like Comment Share Agorapulse

FIRST RESPONDERS TO BREAST CANCER

Susan G. Komen Florida
@komenflorida

Home
About
Events
Photos
Videos
Community
Groups
Reviews
Posts
Notes
Fundraisers

Create a Page

Susan G. Komen Florida
October 5 at 6:29 PM ·

Meet Komen Florida BigWig David Hubert, a firefighter with the Palm Beach Gardens Fire Rescue. As a first responder, David loves giving back to the community that raised him. Support David's campaign and help him to become the biggest BigWig. http://komenflorida.org/davidhubert

Search for posts on this Page

Visitor Posts

September 18 at 9:44 AM

This is the life of a male breast cancer patient/survivor. I did no...Continue Reading

Like · Comment

James Keegan
September 16 at 12:10 PM

I am a Warrior in Pink. I am also a Breast Cancer Survivor. This p... See More

9 Likes 3 Comments 4 Shares

Like · Comment

Pat Jund Keegan
June 26 at 9:19 AM

Jackie Robinson Stadium, Daytona Bch FL Spreading the word that Men get breast cancer too....

1 Like 2 Comments

Like · Comment

Instagram

Search

projectsomos • Follow
Project Somos Children's Village

projectsomos Last week our monthly supporters had the opportunity to do a live video chat with six of our students! The Somos kids got to practice their English and the donors got to ask questions about their experience here. Thanks to all who participated! We look forward to our next "visit"! #projectsomos #childrensvillage #donors #donorexperience #learning #feedingchildren #educatingchildren #childrensvillage #fincalife

41 likes

2 DAYS AGO

Add a comment... Post

The End!

@fundraiserchad

productive
FUNDRAISING
with Chad Barger, CFRE

keynotes & workshops

Oh Yeah! It's
FREE

further learning

@fundraiserchad

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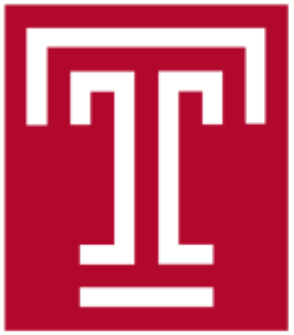

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questions

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Participants
Q&A
Polling

questions

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