

# Getting Ready For The Springshare



BROUGHT TO YOU BY  
MAINESHARE

May 22, 2019



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MAINESHARE

# Agenda

- Ensure your organization is verified to collect donations
- Start sharing your organization's unique profile link with donors and supporters
- 10 Steps to success
- Social Media strategies
- Tools and Resources



# Your Success Checklist

1. Define Your Goals
2. Tell Authentic Stories
3. Identify Calls-to-Action
4. Add Engaging Visuals
5. Empower Ambassadors
6. Prepare Communications
7. Rally Your Team
8. Review Your Campaign
9. Plan The Big Day
10. Create A Stewardship Plan



# Do you have defined goals?

Your The SpringShare goals can go beyond dollars raised:

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches



# Is your story authentic?

- Focus on a specific person, program, initiative, etc.
  - How do donors make these stories possible?
- Include photos, graphics, and key statistics
- Make sure your story reflects your initial goals
- Keep it consistent and scannable for donor ease
- Highlight the joy of giving, making your donor the hero!



# Spell Out the Impact

- What's your goal? - \$10,000
- How many people do you serve yearly? - 500
- How many programs do you run yearly? - 50

**\$20 = 1 person served | \$200 = 1 program created**

**Bring your impact to life** with a story of a person who has been positively impacted by your organization and how donors can be a part of creating more stories.



# Are your calls to action clear?

- Include a link to your The SpringShare profile in all of your communications for easy donor access
- Make it clear how your potential donors can help you make a difference on The SpringShare
- Cater your calls to action to different goals and audiences
  - Fundraise! Donate! Volunteer! Join! Subscribe!



# Are you featuring visual content?

- On your The SpringShare Profile...
  - Cover Photo & Logo
  - Donation Levels
  - Story Photos or Infographics
  - Embedded Video
- Across your digital platforms...
  - On your website and Social Accounts
- In Your Communications...
  - Emails & Social Media Posts

**Visuals help tell  
your story and  
increase online  
engagement!**



# Asset Checklist

- Images
  - 5-10 Photos of your mission in action
  - Stock Photos that encapsulate your mission
  - Springshare Logo added to shareable content
- Videos
  - Host on YouTube or Vimeo for easy sharing
  - Thank You Video
- Infographics
  - Highlight donor impact & data
- Testimonials
- Last year's impact



# Are your ambassadors prepared?

- Identify your Springshare Ambassadors
  - Social Ambassadors
  - Board Members
  - P2P Fundraisers
  - Internal Support
- Arm them with key messaging and shareable content
  - Sample posts and graphics in your The SpringShare Nonprofit Toolkit!
- Communicate your goals and campaign game plan
  - Break down tasks into manageable responsibilities



### Building Board Support

[View](#)



### Peer-to-Peer Fundraisers

[View](#)



### Giving Day Blog Articles

[View](#)



### Email Marketing Templates

[View](#)



### Social Media Tips

[View](#)



### Download The SpringShare Graphics

[View Downloads](#)



# Do you have a communications plan?

- Plan your online communications ahead of The Springshare
  - Announcement/Save The Date
  - Campaign Countdown
  - Day-Of Updates
  - Supporter Gratitude
- Utilize multiple online channels for the best engagement
  - Social Media
  - Email Communications
  - Organization Website
  - Ambassador Sharing
- Customize the templates, guides, and graphics in your Springshare Nonprofit

Toolkit for the perfect plan!



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# Telling Your Story

- Create a 24 Hour “Story Arc” that your supporters can follow throughout the day on Social Media
- Create a unique hashtag to promote your campaign on The Springshare that aligns with your goals
- Give supporters a reason to check back in and follow your progress during The Springshare and beyond!



# Telling Your Story





# Email Marketing

- Email is a great way to share information with your supporters directly and immediately
- Develop an email timeline leading up to The SpringShare
  - Schedule messages in advance with mailchimp, constant contact, etc.
- Chance to include multiple calls to action:
  - Link to your The SpringShare Profile
  - Ways to Get Involved
  - Shareable Graphics
- Use your personal email signature as a CTA



# Social Media

- Always include a clear CTA
- Create consistent **shareable** content (C.O.P.E.)
- Include photos for increased engagement
- Add the The SpringShare Logo to all of your promotional materials leading up to the day
- Swap out your social media profile photos with THE SpringShare graphics from the toolkit
- Use Hashtags to be a part of the conversation



# Twitter

- You get 280 characters to make an impression
- Great platform for updates and quick thanks
- Engage with supporters by retweeting and liking their tweets about The SpringShare
- Follow different people or organizations you admire
  - Donors & Volunteers
  - Prominent Community Members
  - Local Businesses
- Use hashtags to trend in different conversations
  - #fundraising, #nonprofits, #giving



# Instagram

- Great platform for sharing photos and stories
- Include a link to your The SpringShare profile in the description of your Instagram profile for CTA
- Create a post on Instagram and immediately share it on Facebook and Twitter (C.O.P.E.)
- Telling your stories through photos
  - Supporter Spotlights (“Why I Give...”)
  - Event Highlights
  - Impact Projects
- Create unique hashtags for different topics



# Facebook

- Great platform for sharing photos and longer stories or updates about your organization
- Engage with supporters by Liking (or Loving!) and sharing your posts
  - Any time a supporter engages with your content that engagement becomes visible to their entire network - expanding your reach
- Create a Facebook Event for The SpringShare
- Live Stream an event during The SpringShare
- Consider “boosting” your content to potential donors with paid promotions



# Preparing Your Outreach Strategy

- Create consistent SHAREABLE content
- Send out a call for Giving Day Ambassadors
- Multi-Channel Outreach
  - Email
  - Social Media
  - Direct Mail
  - Phone
- Clear calls to action



# Is your SpringShare Team ready?

- Gather your team before The SpringShare or send a campaign specific email with helpful tools and updates
  - What are your goals? How can they help you achieve them?
  - Where can they find crucial campaign resources?
  - What are the roles that your The SpringShare team will play?
- Play to your team's strengths and capacity
- Make it fun for everyone involved (And say thanks!)



# Are you campaign confident?

- Review your game plan and SpringShare profile
  - Is your profile complete?
  - Does it reflect your goals and mission?
  - Are your communications ready?
  - Are they clear and concise?
- Are you promoting your SpringShare profile consistently across all of your digital platforms?
- Try going through the process as if you were a donor, from the first point of access to success!



# Is your big day **BIG** enough?

- Assign day-of roles for your SpringShare team
  - Play to your team strengths and capacity!
- Mix in pre-scheduled communications with live updates throughout the day
- Share any in-person opportunities with supporters ahead of time and on the day
  - Don't forget to take pictures and videos to share online with those that can't attend!
- Have fun with your team and your supporters!



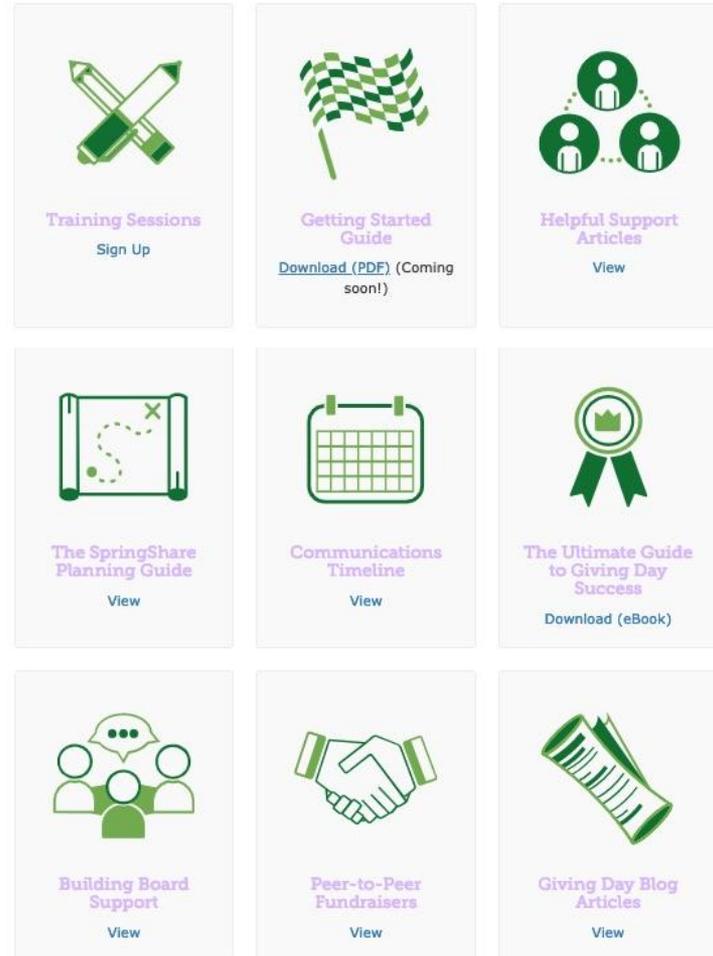
# How will you thank your supporters after The SpringShare

- Pre-schedule general messaging to all supporters
  - Social media posts and overall success update
  - Giving Day thank you email to your organization's email list
- Follow up with donors for more personal stewardship
  - Access their contact information in your GiveGab Dashboard
- Highlight impact of donor funded projects
  - This doesn't have to happen right away!



# Tips, Tools, and Resources

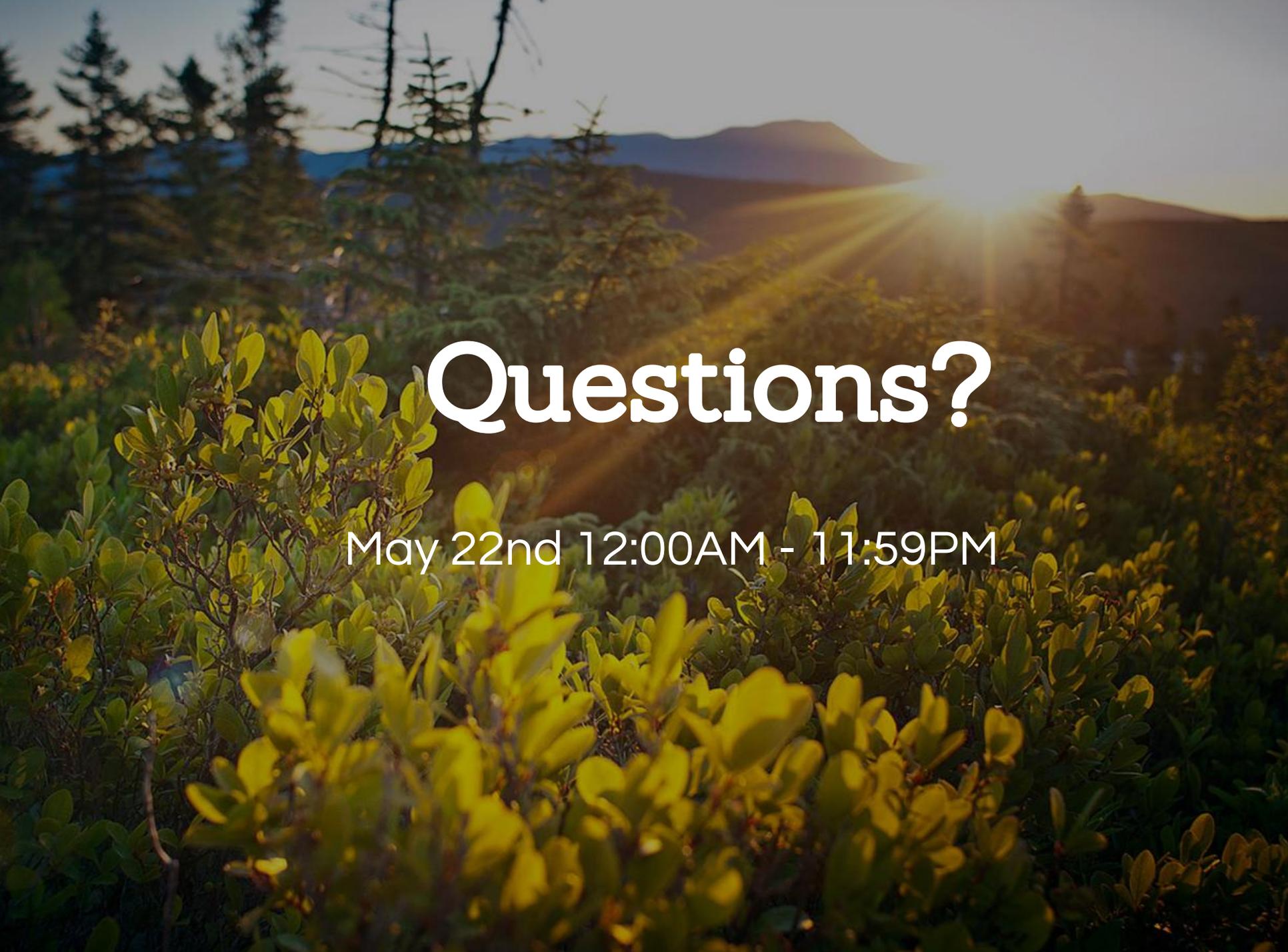
- The Nonprofit Toolkit has everything you need to plan, prepare, and promote The Springshare and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - The Springshare Graphics
  - Helpful resources for your board members, volunteers, and fundraisers





# Your Next Steps

- Register for The Springshare
- Follow us on Social Media!
- Watch your inbox for important emails from MaineShare
- Sign up for upcoming training sessions
- Check out the Nonprofit Toolkit

A scenic landscape at sunset. The sun is low on the horizon, casting a warm glow and long rays of light across the scene. In the foreground, there are dense, green bushes with small, rounded leaves. In the background, there are rolling hills and mountains under a clear sky. The overall atmosphere is peaceful and natural.

# Questions?

May 22nd 12:00AM - 11:59PM