

# Social Media Strategies for Giving Day Success

Everything you need to know about the most popular social media platforms and how to use them for your Giving Day



# Your Giving Day Experts



## **Kelsey Rossbach - Customer Success Project Director**

Kelsey Rossbach is the Customer Success Project Director at GiveGab, the Nonprofit Giving Platform. Her work involves working with Giving Days across the country, including The Big Share. Kelsey loves having the opportunity to work with so many unique communities, all working to help make the world a better place one nonprofit mission at a time!



## **Karin Edsall - Raise the Region Customer Success Champion**

Karin Edsall is a Customer Success Champion at GiveGab. Her role is to support the project manager and the community partners as well as working closely with nonprofits to help them fundraise as successfully as possible! Karin loves supporting nonprofits as they address community needs and are essential to the well-being of our society!



# The Benefits of Social Media

- In 2017, 71% of internet users were social network users
- Creates an opportunity to communicate with supporters regularly on their terms
- Allows for more casual updates and calls to action
- Builds off your organization's voice, branding, and message
- Gauge supporter engagement and conversations

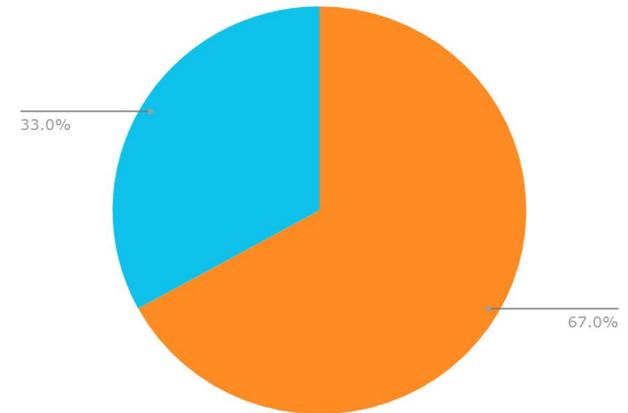
Source: Nonprofit Tech For Good



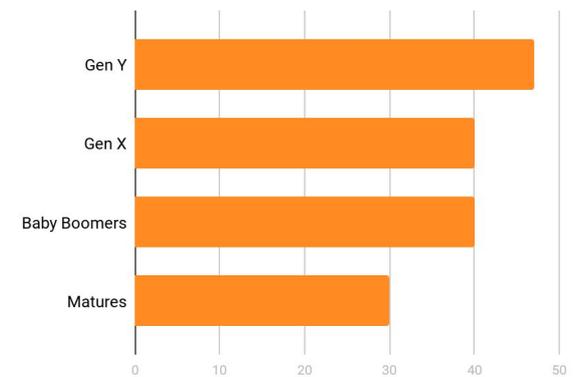
# The Power of Online Giving

- It's not just for millennials - but they are important!
- Giving has become more accessible across more digital platforms than ever before
- Captures crucial information needed to develop personal stewardship and segmentation plans and build longer-lasting relationships

% of nonprofits set up to fundraise online



% of generation that gave online through an organization's website





# Social Media & Online Giving

- Mobile Responsive Giving
  - Upwards of 25% of all online donations are made through a mobile device
- Interactive Giving
  - Donors feel more connected when you create more specific asks
- Convenient Giving
  - The ability to give quickly on any device motivates donors to commit
- Storytelling
  - Encourages supporters to be a part of the story
  - Becoming even more significant in the digital era

Source: Nonprofit Tech For Good



## Social Media Basics

- Supporters can “Like” or “Follow” different organizations to easily stay connected to their social pages
- Supporters can engage with content shared by “Liking” or “Sharing” which widens your reach to their network
- Creates a curated “Newsfeed” that caters to their personal interests for more genuine engagement



# Popular Social Media Platforms



Facebook

- The #1 Social Network



Twitter

- “Micro-Blogging” Network



Instagram

- Photo Hosting and Sharing



YouTube

- Video Hosting and Sharing



Snapchat

- Live Photo and Video Sharing

Your social media strategy should focus on quality over quantity!



# Social Media & Storytelling

**Storytelling goes beyond statistics and bullet points, and empowers donors to join you in making your vision a reality.**

- Evokes active listening and participation
- Lays the foundation of your organization's "big picture"
- Provides context and clear calls to action
- Encourages supporters to be a part of the story
- Becoming even more significant in the digital era





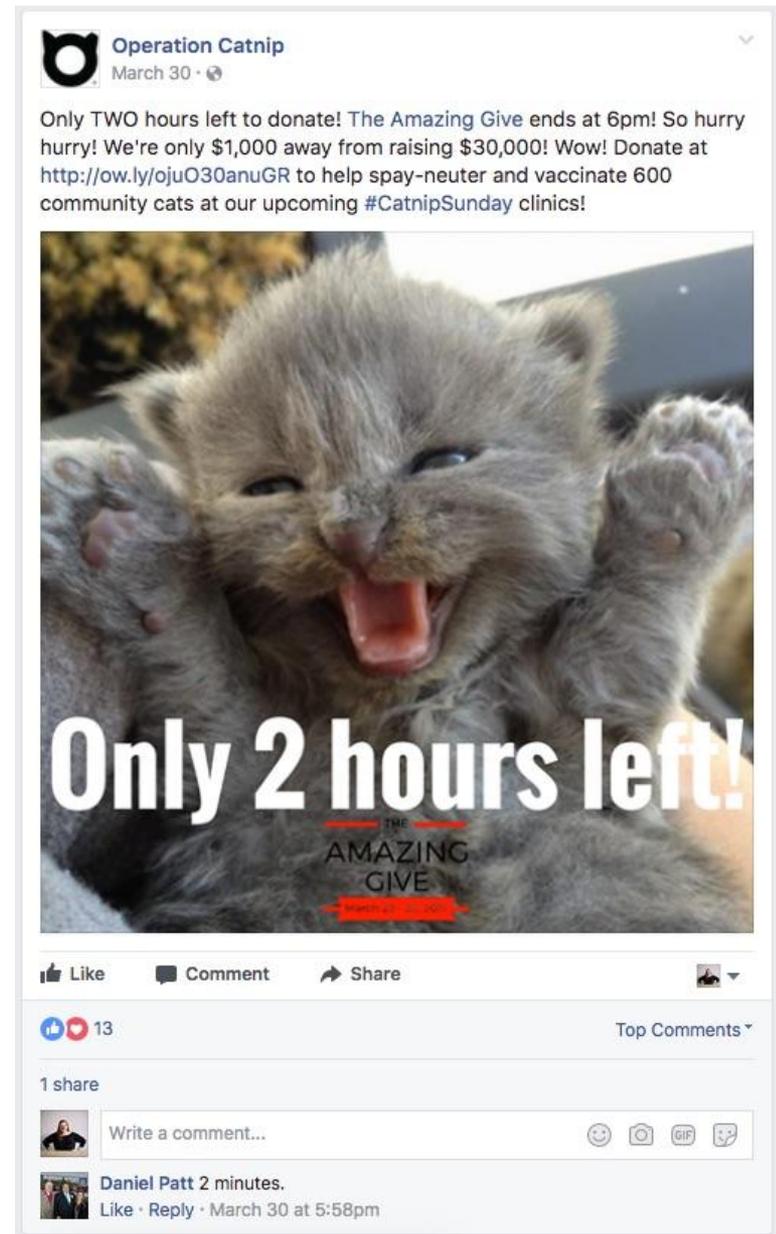
# Facebook Basics

- The most popular and most effective social media platform
- Organizations have their own “Page” supporters can “Follow” and engage with
- Free to sign up and have a page, with the option for paid promotions
- Customizable with your organizations logo and photos
- Ability to schedule different posts in advance
- Supporters can help you expand your reach to their own network by liking, sharing, or commenting on the content you share
- Helpful analytics on the back end to track social engagement



# Facebook Strategies

- Schedule Posts Regularly
  - Not every post should be an ask
- Share Visuals for Enhanced Engagement
  - Photos, videos, albums, live streams, etc.
- Consider Paid Promotional “Boosts”
  - Expand your reach through targeted posts
- Create a Facebook Event
  - Save the date for your Giving Day!
- Always include Calls to Action





# Twitter Basics

- Organizations can set up a free account with their own “@Handle”
- Create 140+ character “Tweets” with photos, videos, gifs, links, and more
- Supporters can follow you to see your Tweets in their newsfeed
- Organizations can also follow their supporters and other relevant groups
- Supporters can Retweet, Favorite, or reply to tweets to expand your reach
- Use #Hashtags to connect to globally trending topics
- Additional analytics to help your organization track engagement
- Paid promotional ads available to increase your following



# Twitter Strategies

- Provide Regular Updates
  - Ramp them up on your Giving Day!
- Thank Your Supporters
- Connect with Prominent Voices
- Share Relevant Tweets
- Use Trending #Hashtags
- Create a Twitter Poll
- Use shortened link calls to action



**The DoSeum** @TheDoSeum · May 4

30 minutes to our first @thebiggivesa power hour! One donation = one cup of slime!

[thebiggivesa.org/organizations/...](https://thebiggivesa.org/organizations/...)

#BigGive2017 #TheGOOseum





# Instagram Basics

- Popular platform specifically for photo and short video sharing
- Organizations can set up a “Business Page” for more robust profiles
- Photo editing tools and filters to enhance your content
- Ability to add up to 10 photos to a single post
- Supporters can follow your page and like your posts on their feed
- Posts can’t include links, but you can add one to your main profile
- Use #Hashtags to feature your organization in different conversations
- Create in Instagram, and share immediately to Facebook and Twitter



# Instagram Strategies

- Share Personal Stories
  - Your Beneficiaries
  - Your Donors
  - Your Volunteers
  - Your Staff
- Highlight Events in Action
- Start a Countdown
- Host a "Take Over"
- Create A Challenge or Contest





# YouTube Basics

- World's most popular video sharing platform
- Create a free account "Channel" to host and share your own videos
- Customize your channel with your logo and information about your cause
- Upload your own videos of any size or format
- Utilize YouTube's basic editing tools to add customizations to your video
- Videos are easily shared on other platforms, and can also be embedded on your website and Giving Day profile for quick viewing



# YouTube Strategies

- Show Your Mission in Action
  - Volunteer Opportunities
  - Fundraising Events
  - Important Projects
- Share Testimonials
- Highlight Project Impact
- Create an Infographic Video
  - No filming required!
- Say Thank You

## Abode Contemplative Care for the Dying

There's no place like our home!

Causes: Health and Wellness, Homelessness & Housing, Education



**\$50**

\$50 will help purchase needed fans and linens for the guest rooms.



**\$150**

\$150 will provide food for guests and family members for a week.



**\$250**

\$250 will purchase porch swings for guests and family members to enjoy.

CHOOSE YOUR OWN AMOUNT





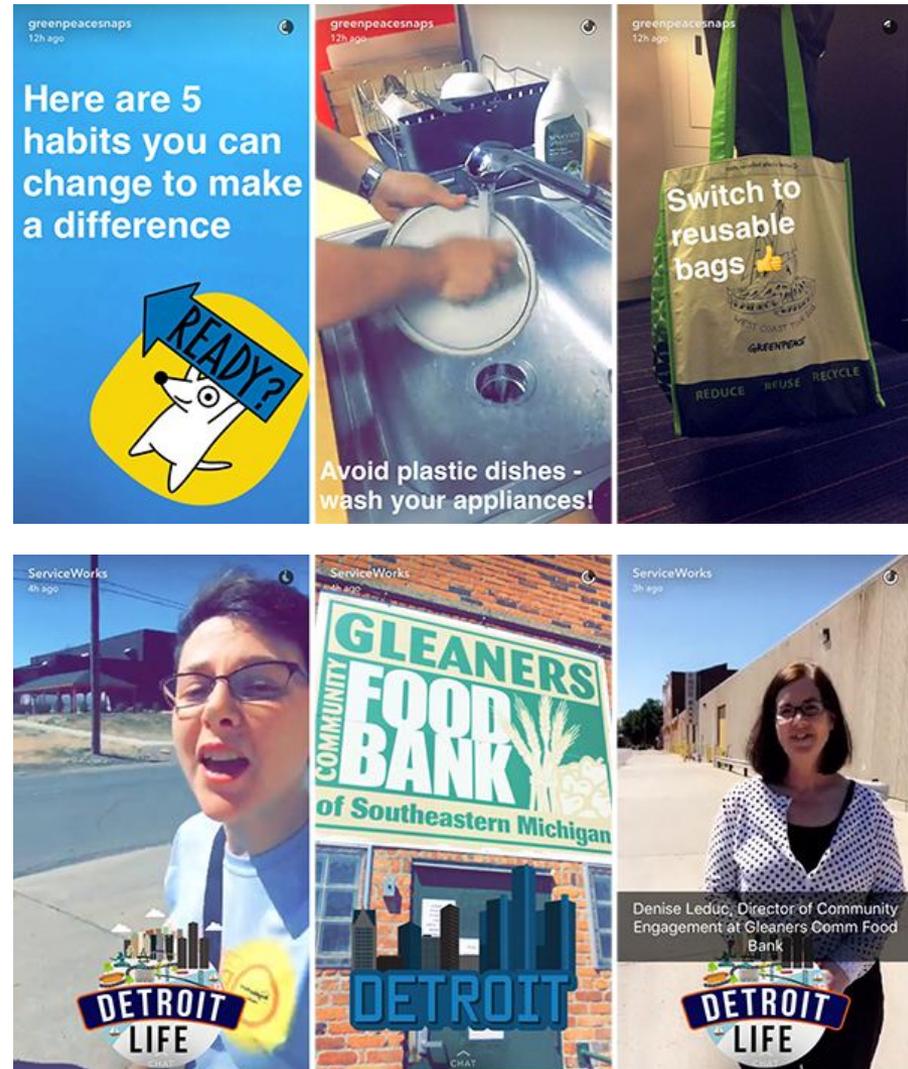
# Snapchat Basics

- Create and share live photos and videos with your followers
- Use “Geo-Filters” to determine your location or create your own
- Share videos to your “Snapchat Story” that lasts for 24 hours
- Add text, drawings, emojis, and more to your “Snaps”
- Easily see who is watching and engaging with your content
- Share your Snapchat Code so supporters can easily follow you
- Create fun content for stronger engagement with your younger supporters



# Snapchat Strategies

- Share Live Updates
  - Perfect for a 24-Hour event
- Give A Behind The Scenes Look or Show A Day in the Life
- Create a “Slide Show”
- Give Quick Interviews
- Take Fun Selfies With Supporters





## Social Media & Storytelling

“When people hear information, they're likely to remember only 10% of that information three days later.

However, if a relevant image is paired with that same information, people retained 65% of the information three days later. Pictures beat text as well, in part because reading is so inefficient for us. Our brain sees words as lots of tiny pictures, and we have to identify certain features in the letters to be able to read them. That takes time.”

- John Medina, Brain Rules



# Social Media & Online Fundraising

## Online Donors..

- ✓ Tend to be lower capacity donors
- ✓ Decide quickly when and where to make their gift
- ✓ Are driven by emotional appeals
- ✓ Engage with content regularly via email and social media
- ✓ Are motivated to give by their peers
- ✓ [Want to be a part of your story!](#)



# Before Your Giving Day

- Swap out your cover photos and profile photos with the Giving Day Graphics and logos
- Ramp up posts as you get closer to the Giving Day
- Share your Giving Day goals with your followers
- Include clear calls to action for your supporters (The link to your Giving Day Profile)



## Key Takeaways

- Find the social approach that's right for your organization
- Create regular content to share with supporters
- Add photos or videos for increased engagement
- Start sharing more frequently closer your Giving Day
- Include clear calls to action like your profile link
- Have fun and be creative!



# Helpful Resources

- [Nonprofits.fb.com](https://Nonprofits.fb.com) - Facebook Resources for Nonprofits
- [YouTube.com/nonprofits](https://YouTube.com/nonprofits) - YouTube Resources for Nonprofits
- [NPtechforgood.com](https://NPtechforgood.com) - Technology Resources for Nonprofits
- [Support.Twitter.com](https://Support.Twitter.com) - Understanding Twitter's Features
- [Help.Instagram.com](https://Help.Instagram.com) - Understanding Instagram's Features
- [Support.Snapchat.com](https://Support.Snapchat.com) - Understanding Snapchat's Features
- [GiveGab.com/Blog](https://GiveGab.com/Blog) - Best Practices and Creative Solutions for Nonprofits



# Helpful Resources

- Watch our on demand webinar recordings
  - Giving Day Storytelling Made Easy
  - Top 10 Ways to Get Your Board Ready
  - Creative Giving Day Engagement Ideas
- Visit [RaiseTheRegion.org](https://www.RaiseTheRegion.org) to view more

## helpful tools

- Suggested email templates and timelines
- Sample Social Media Posts
- Board Engagement Tips
- Free Ebook on Giving Day Success



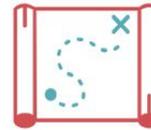
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# Questions?

Have more questions? Email us at  
[info@raisetheregion.org](mailto:info@raisetheregion.org)