Creating a Mobile and Social Media Strategy for Fundraising

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TUTOR MENTOR CONFERENCE 2014

Objectives

Discuss mobile user impact on orgs

Outline a social media strategy for fundraising

Tools for your website to increase donations

Creating promotional online media

Email, blogs, apps, trackers

Twitter & Facebook

"The Future is Mobile"

WHY MOBILE?

- 71% of SM time spent on mobile
- 79% of smartphone users check email via mobile
- People donate 2.2 x more via mobile

WHY SOCIAL MEDIA?

- 59% of SM users donate money after interacting with a NPO
- 52% make in=kind donations to the org
- 53% go on to volunteer with the org

Planning

Are your goals S.M.A.R.T?

Specific
Measurable
Achievable
Realistic
Timely

“Our goal is to raise $75,000 by 2016 from our members to cover organizational expenses for the next year. We will raise the money through our new winter fundraising campaigns and by sending out more e-newletters

Our goal is to raise $75,000 by 2016. By March 2015, we will have 250 of our members pledge to donate at least $25 a month for a year. We will get pledges through our 2014 Thanksgiving party for corporate sponsors, Giving Tuesday social media campaign, Christmas direct mail drive, and ongoing monthly e-newsletter”

Which goal is SMART?

Mobile and Social Media Strategy

PLAN: goals, campaign, preparation, timeline

CREATE: materials, tools, web management

PUBLISH: email communications and blogging

SHARE: social media promoting

DISCUSS: engaging with users

STREAM: monitor fundraising

Plan

What do donors get in exchange?

Thank you letters are not enough

Tax write-offs less than $500 are insignificant

Play into donors' self-interest by creating freebies

Plan

Do you have a budget for SM?

In-house vs. outsourcing SM managers

Paid vs. organic marketing

Hidden expenses not accounted for

Plan

What is your timeline?

Social media management calendar

Blog editorial calendar

Organization action plan

Plan

Is your website responsive?

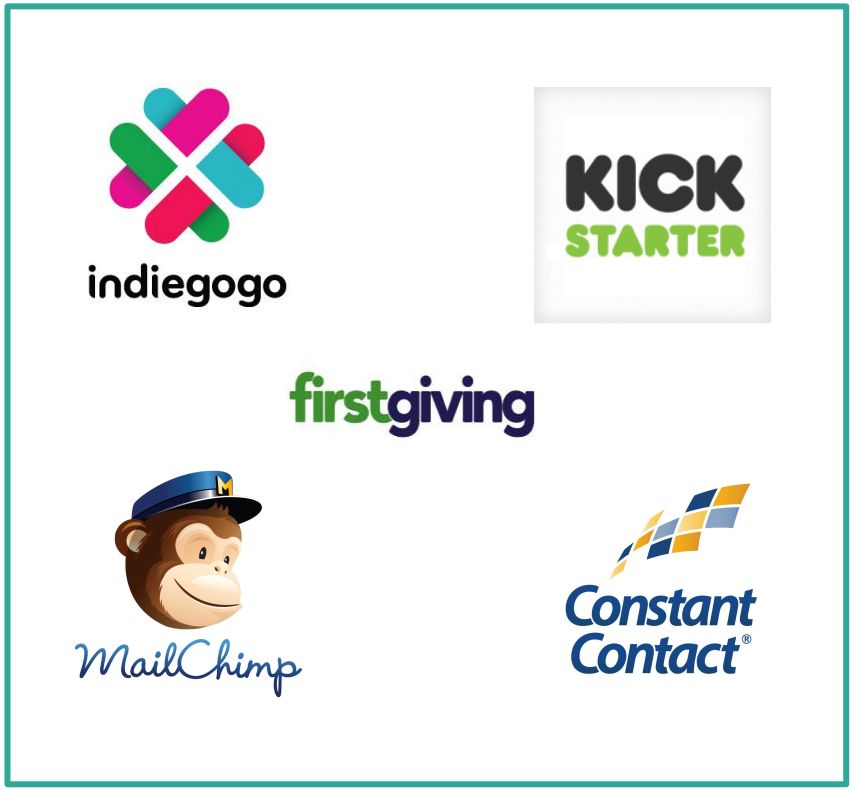
Viewports
Media Queries
Browser adaptability

Is Your Site Responsive?

<meta name= “viewport” content=”width=device-width, initial-scale=1”/>

Create: Tools You'll Need

- Enlist a web service to manage your emails
- Include visual content in everything you post
- Use fundraising apps and trackers



Create: Media Outlets

Traditional

- PDF Flyers
- E-Newsletter
- Press Release via news
- Word of mouth

VS.

Millennial

- Site landing page
- Social media announcements
- Promo videos that go viral
- Word of influencers

Different audiences, different media

Don't choose one, do all!

Create: Visuals

- Use a desktop publishing software
- Add stock photos or pics to your blog posts
- Use video to showcase what your org does

Create: Know your Dimensions

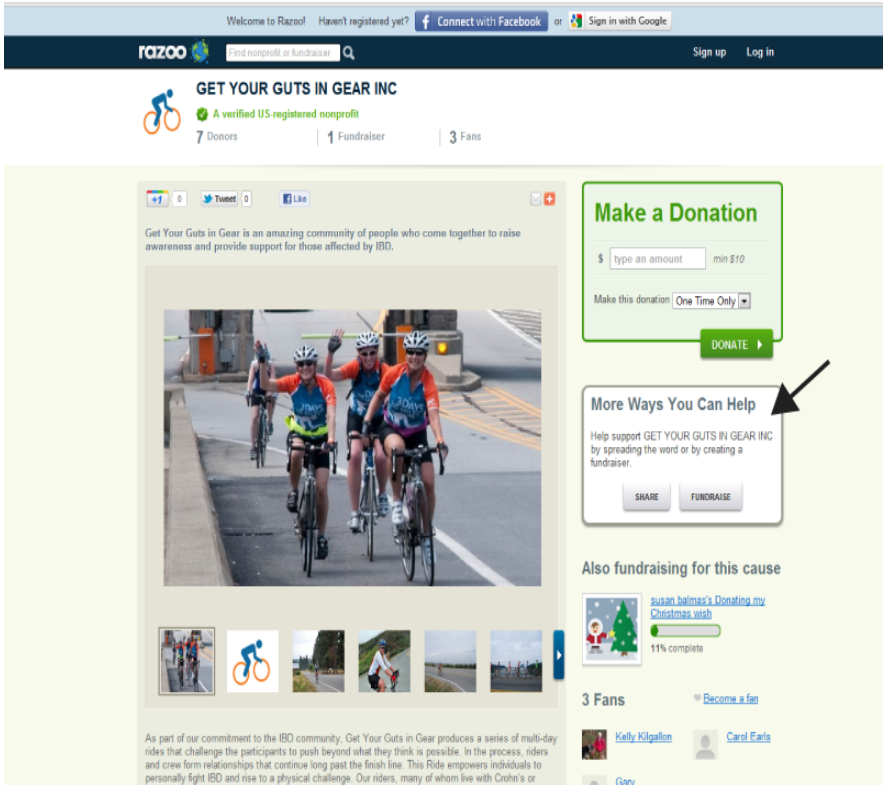
851 x 314

1080 x 608

1500 x 421

Create: Fundraiser Apps & Trackers

- Peer to peer fundraising page setup
- Event registration RSVP
- Option to add members
- Social media share buttons
- Widgets to add to blogs and website



Publish: Building an Email List

Add a subscription option to the first page of your site

Embed the newsletter into email, don't attach a PDF!

Focus on no more than 5 stories per letter

Deliver info fast by focusing on the 5Ws

Choose simple, direct subject lines

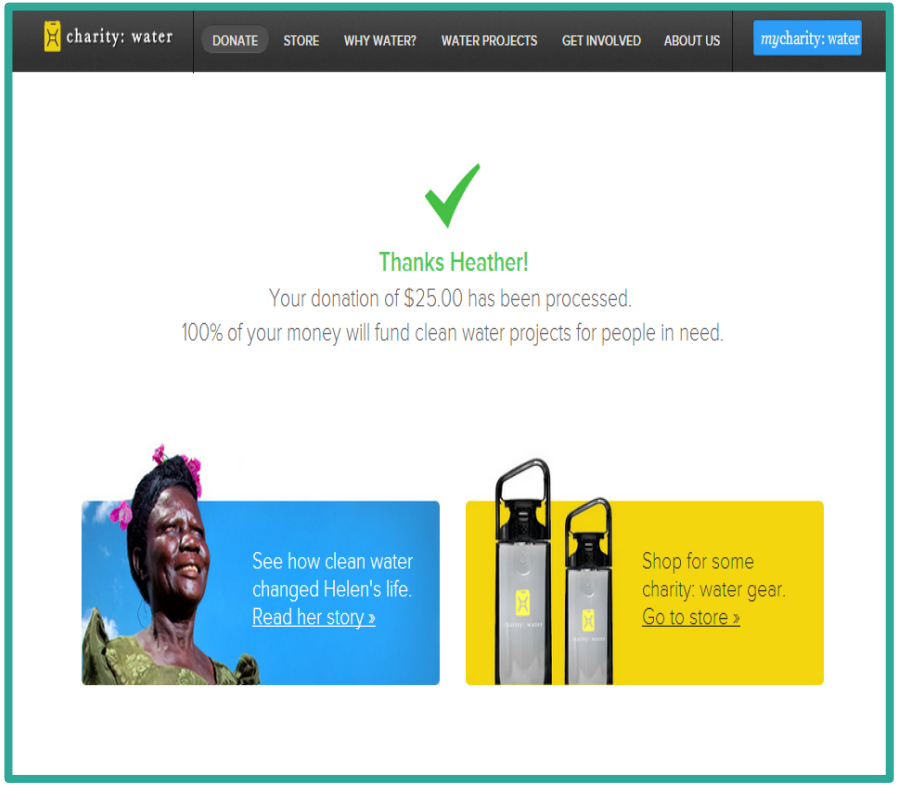
Do more than just email and direct mail marketing

Publish: Options for your Website

- Place a donation entry form on the right margin
- Feature a donation button on every page of your site
- Visitors should be able to get to the donation page in 3 clicks or less

Publish: Donation Landing Page

- What donors see after they have submitted payment
- Should include some call to action:
  - Option for donors to tweet or post
  - Option to submit a volunteer form
  - Option to join Facebook group
  - Link to your store



Publish: Blogging

Share expertise and gain insight from readers

Can compliment your website or be the website

Obtain posts via staff, volunteers, and participants

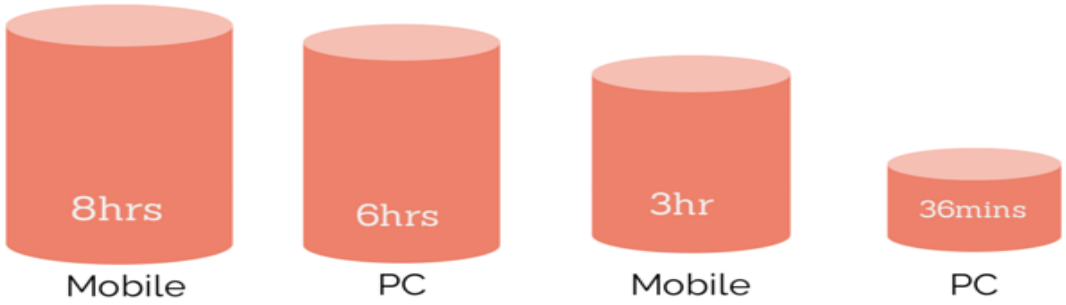
Guest blog to contribute and promote

Blogging: sharing your org's story

Share

Facebook & Twitter Mobile Use

The majority of users on both are mobile users



Share

Devolop a Following

Add social buttons
"Like" or "Share" options
Retweet or re-post often
Stay active: comment or reply
Reward participation

Discuss

Using Social Media to Inform

Use #hashtags
Place links in your tweets
Participate in t-chats
Join industry facebook groups
Follow influencers, get them involved

Stream

Monitoring your campaigns

Find, follow, filter info with hashtags
Live tweet conferences
Upload or live-stream events
Expect the unexpected

THANK YOU
NEXT STEPS

1

CONNECT

Connect with others at the conference. Go through Action folder tonight.

2

PLAN

Meet with staff for knowledge share. Put together your strategy plan

3

WORK

Setup your SM accounts. Gather the tools you need and start building

4

REVIEW

Review your plan at the end of the year. Evaluate and improve it for next year