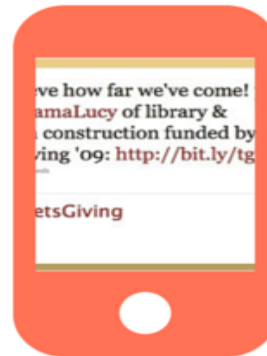


Creating a Mobile and Social Media Strategy for Fundraising

PRESENTED BY E. WILSON

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-newsletters

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



indiegogo



KICK
STARTER

The logo for Kickstarter, with the word 'KICK' in large, bold, black capital letters and 'STARTER' in smaller, bold, green capital letters below it.

firstgiving



MailChimp



Constant
Contact®

The logo for Constant Contact, featuring a stylized graphic of overlapping yellow and blue squares above the text 'Constant Contact' in a blue, sans-serif font.

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

 1500 x 421



 1080 x 608



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

The screenshot shows a Razoo fundraiser page for 'GET YOUR GUTS IN GEAR INC'. The page header includes the Razoo logo, a search bar, and navigation links for 'Sign up' and 'Log in'. The fundraiser title is 'GET YOUR GUTS IN GEAR INC', with a verified US-registered nonprofit status. It shows 7 donors, 1 fundraiser, and 3 fans. The main content area features a photo of cyclists and a 'Make a Donation' widget with a text input field, a 'DONATE' button, and a 'More Ways You Can Help' section with 'SHARE' and 'FUNDRAISE' buttons. An arrow points to the 'More Ways You Can Help' section. Below this is a 'Also fundraising for this cause' section with a progress bar for 'susan balmas's Donating my Christmas wish' (11% complete) and a '3 Fans' section with 'Become a fan' and user avatars for Kelly Kilgallon and Carol Earls.

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

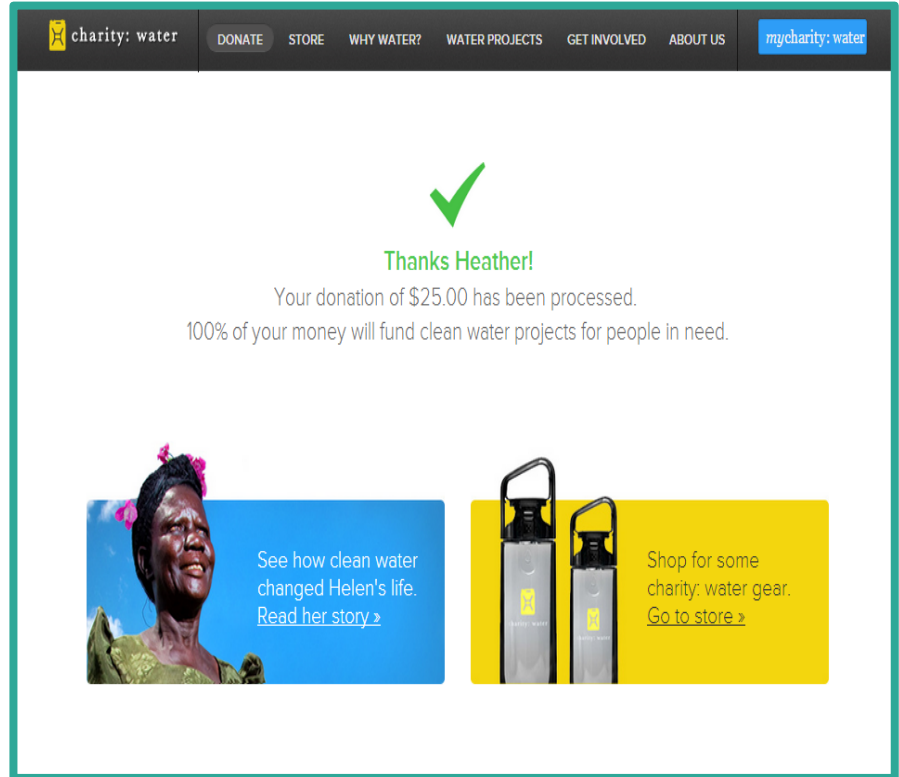
Publish: Options for your Website

- 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



The screenshot shows a confirmation page for a donation to charity: water. The page features a green checkmark icon and the text "Thanks Heather!". Below this, it states "Your donation of \$25.00 has been processed." and "100% of your money will fund clean water projects for people in need." At the bottom, there are two promotional banners: one on the left with a photo of a woman and the text "See how clean water changed Helen's life. Read her story >", and one on the right with photos of water filters and the text "Shop for some charity: water gear. Go to store >". The navigation bar at the top includes links for "DONATE", "STORE", "WHY WATER?", "WATER PROJECTS", "GET INVOLVED", "ABOUT US", and a "mycharity: water" button.

charity: water

DONATE STORE WHY WATER? WATER PROJECTS GET INVOLVED ABOUT US mycharity: water

✓

Thanks Heather!

Your donation of \$25.00 has been processed.
100% of your money will fund clean water projects for people in need.

See how clean water changed Helen's life.
[Read her story >](#)

Shop for some charity: water gear.
[Go to 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

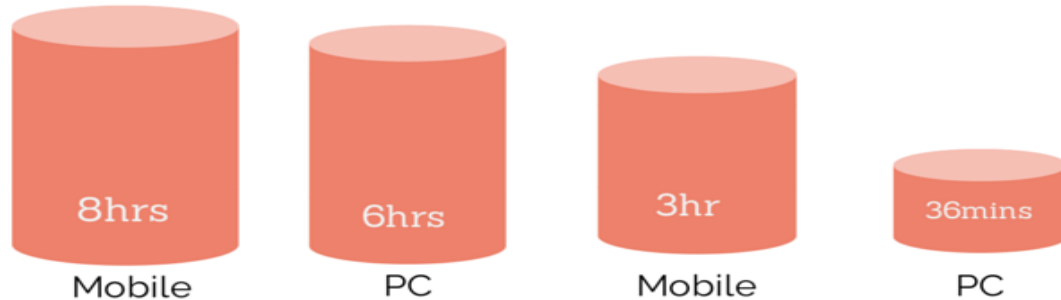
Blogging: sharing your org's story

Share



Facebook & Twitter Mobile Use

The majority of users on both are mobile users



Share



Develop 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



1500
LIKES

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