



Social Media and Fundraising for Nonprofits

University of San Diego's
Nonprofit Governance Symposium

Presented by:

Jenny Jones, M.A., Consultant, Trainer

Don Stump, Executive Director, North County Lifeline

OVERVIEW

- What is online fundraising?
- Why does social media matter?
- Is my organization ready?
- Case studies

What is Online Fundraising?

Used to be:

- “Donate Now” button



Is Becoming:

- Social media and e-campaigns
- Text-to-donate
- Mobile Aps

Adds 10-15% to an offline campaign!

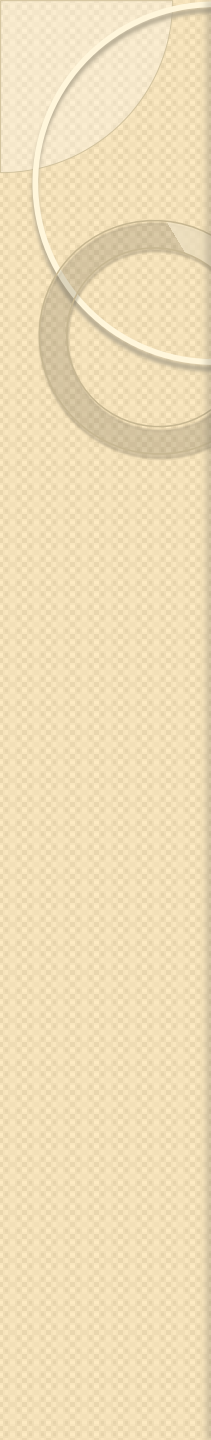
Online Fundraising

- Wired Wealthy Survey
 - 46% “Relationship Seekers”
 - 36% “Casual Connectors”
 - 22% “All Business”
- 51% prefer giving gifts online
- Frequency of visiting website after making a gift – most less than 1 or 2 a year

Online Fundraising

Millennial Donor Survey

- 49% Millennials gave online
- ~50% gave \$150 or less as largest gift
- Top 2 preferred methods of communicating: web and email
- Top 2 preferred methods of donating: personal request and online



*“Chains of habit are generally
too small to be felt until they are
too strong to be broken.”*

~Samuel Johnson

What do we mean by Social Media?

- What are Social Media tools?
- Impact in the for-profit sector

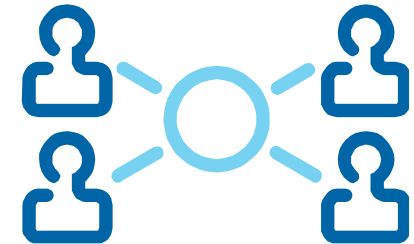
Social Media is ...

“Fancy way of describing the zillions of conversations people are having online every day.”

www.brandinfiltration.com

Social Media

- How 'big' is it?
 - Grown 230% since 2007 (orangesoda.com)
 - About 17% of all web usage
 - 3 out of 4 people use social networks regularly
 - 200M + blogs



- What sites are the biggest?

◦ Facebook	700M+ users
◦ LinkedIn	100M+ users
◦ Twitter	200M+ users
◦ YouTube	500M+ users
◦ Google+	20M+ users (already!)

Social Media - Benefits

- 67% of consumers who follow brands on Twitter are more likely to buy those brands after becoming a follower.
 - Chadwick Martin Bailey
- 60% of consumer who follow brands on Facebook are more likely to recommend those brands after becoming a follower.
 - Chadwick Martin Bailey

Social Media - Benefits

- Study by “22 Squared”
 - Looked at behavior of 1,945 companies
 - CNN, CocaCola, Denny's, Doritos, McDonalds, etc.
 - Looked at how they interacted online
 - Looked at interactions
 - Control group
 - Followers engaged – read website, blog
 - Followers contributed – posted reviews, voted
 - Followers participated – followed brand online
 - Followers created – posted content, uploaded pics

Social Media - Benefits

- How consumers interacted affected the number of online conversations:


◦ Control	42 / 100 consumers
◦ Engage	110 / 100
◦ Contribute	123 / 100
◦ Participate	260 / 100
◦ Create	270 / 100



2.5 X Greater!

Social Media – Benefits

But . . . did they buy?

		<u>Bought</u>	<u>Referred</u>	
Control		11%	26%	
Engage		20%	47%	
Contribute		26%	55%	
Participate	32%	53%		
Create	35%	64%		

Social Media

“It ’s all about ROE – return on engagement. Is your social media personality working? You ’ll know when opportunities arise that never would have been possible otherwise.”

~Sarah Evans



Why does Social Media matter to Nonprofits?

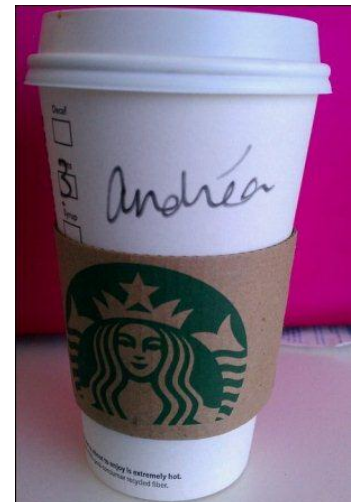
- Increasing communication
- Branding/messaging
- Establish credibility and trust
- Volunteer engagement and recruiting
- Online and event fundraising
- Peer-to-Peer fundraising

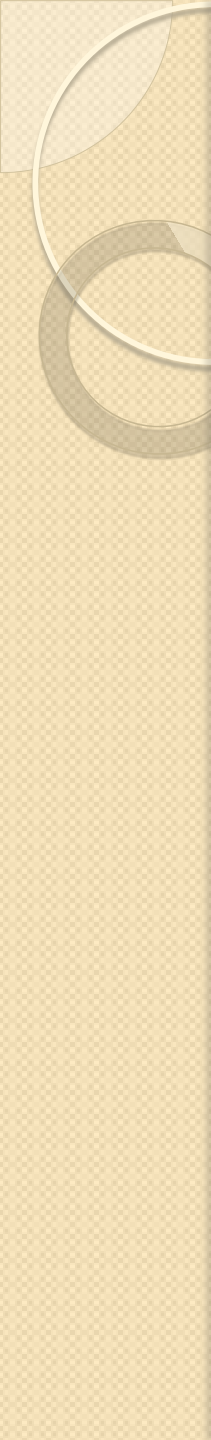
Quantifying Your Reach / Post

# Facebook Fans	Average Friends/ Fan	Potential Reach
1	150	150
10	150	1,500
100	150	15,000
1,000	150	150,000

**This is not unduplicated reach.*

***Actual reach could be greater or less than estimated.*





“Trust agents have established themselves as being non-sales-oriented, non-high-pressure marketers. Instead they are digital natives using the Web to be genuine and to humanize their business.”

~Trust Agents by Brogan, Smith



Is My Organization Ready?

Factors for Self Review

- Mission
- Board of Directors
- Case for Support/Goals
- Institution Credibility
- Internal Factors
- External factors

Mission Statement

- Have a Strategic Plan? Executive summary?
- Is there a clearly defined mission and purpose that is social media ready?
- Reflects the vision and direction of the company for at least five years?

Board of Directors

- Active on organization's social media sites?
- Includes individuals from all generations including “Digitally Savvy” persons
- Are they fully committed to the fundraising plan or campaign?
- Understands organization's needs/case?
- Is the leadership recruited and connected personally or in social media to a wide pool of potential friends and donors?
- Trained about fundraising and social media?

Case for Support & Goal

- Is a “case for support” completed and tested?
- Has it been refined to shorter “social media friendly” messages?
- Is the fundraising goal achievable?
- Is there urgency?
- Impact of case for support on constituents must be compelling!

Institutional Credibility

- Are the organization's leadership and staff respected in the community?
- Is the organization's most credible communicators committed or trained on social media use?
- Does the organization have a reputation of succeeding on mission?

Internal Factors

- Fully staffed on social media and to fundraise?
- Data systems, software and hardware to accommodate donor and social media activities?
- Capacity to update and create appealing graphics and website updates
- Social Media Policies and Procedures are well defined and understood
- Capacity to receive online gifts via website and/or via social networking sites
- Administrative and equipment support

External Factors

- What are the current economic factors that could effect your communication and asking?
- What psychological factors about your industry, mission, the organization may affect you asking and messaging?
- Who are your competitors and what are their messages and asks and campaigns?



Online Fundraising Process Review

1. Fundraising Readiness Assessment
2. Social media community building
3. Online fundraising campaign planning
4. ***Launch your campaign!***

Case Study: PETA

- iPad/iPhone App
 - 14,000 people downloaded the App
 - 250,000 actions taken
 - Advocacy, donation
 - Sleek, simple design
 - Donation Levels – “Captain Cow”

My PETA Rank



Alerts



Donate



PETA Rank



About

In their own words

Website:

“The key for websites is posting small bits of highly sharable content.”

~Amy Cook

Email:

“Focusing on reaching donors through email is highly effective.” ~Amy Cook

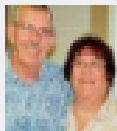
In their own words

“Our social media strategy at PETA is simpler than a lot of people’s. We boil it down to engagement. Every post, every day. We just want to engage with people and strengthen our relationship with them.”

~Joel Bartlett, Director of Marketing

Case Study:Voices for Children

- 36-Hourgroupon.com challenge
- Groupon, Facebook & Twitter
- Goal: 62 people give \$620 in \$10 gifts
- Final Result: 170 people gave \$1,700
- + Matching Gift of \$1,250
- **\$2,950 raised**



Mary Kay Thomson Vesey I am part of this group and have three foster children that I advocate for. I would love it if you could find it in your heart to donate \$10 for a very worthy cause.

August 23 at 10:01am · Like · 1 person

Write a comment...

Campaign



Voices For Children

Good Morning everyone! As of this moment, we have more than DOUBLED our original goal with 132 gifts. When factoring in the matching gift, you all have helped us raise \$2,570 in just 24 hours! 100% of this will go to recruit, train, and supervise more Court Appointed Special Advocates (CASAs) for San Diego's foster children.



If 62 People Donate \$10, Then Voices for Children Can Fund a Court-Appointed Special Advocate to Aid
www.groupon.com

Every month, abused and neglected children in San Diego are removed from their homes and forced to leave behind friends and possessions to ensure their safety. These children are then placed in the foster system, often separated from siblings, schools, and trusted adults. Voices for Children trains ...

Unlike · Comment · Share · August 24 at 9:10am

You and 2 others like this.

Write a comment...

Concluding Thoughts

- Online Fundraising
 - Growing quickly
 - Habit forming
 - Not dissimilar from traditional fundraising
 - Dependent up on an engaged social media community
- Social Media
 - Requires strategy
 - About engagement



Questions?

Donald Stump, Executive Director

North County Lifeline

dstump@nclifeline.org



Jennifer Amanda Jones, M.A.

Consultant, Trainer

jenniferamandajones@gmail.com



Online Fundraising Resources for Nonprofits

1. Resources: Getting Started and Building an Online Community

Social Media and Nonprofits:

- Nonprofit Marketing Guide: www.nonprofitmarketingguide.com
- Social Brite: www.socialbrite.org
- Do Something: <http://www.dosomething.org/>
- Beth Kanter: www.bethkanter.org
- Nonprofit Technology Network: www.nten.org
- Jennifer Amanda Jones : <http://jenniferamandajones.com>
- List of tools: <http://mashable.com/2007/11/05/30-charity-fund-raising-tools/>

General Social Media News Sources:

- Mashable: www.mashable.com
- Social Media Examiner: www.socialmediaexaminer.com
- Tech Crunch: www.techcrunch.com

Related Books:

- Trust Agents by Brogan, Smith
- Networked Nonprofit by Kanter

Social Media Polices:

- Jennifer Amanda Jones: <http://jenniferamandajones.com>
- Examples of policies: <http://socialmediagovernance.com/policies.php?f=5>

2. Resources: Fundraising Online

- Facebook Causes: www.causes.com
- Nonprofit Quarterly
Article: http://www.nonprofitquarterly.org/index.php?option=com_content&view=article&id=4071:online-fundraising-and-engagement-the-vital-link&catid=150:from-the-archives&Itemid=351

3. Resources: Online Thank Yous

- Creative Examples:
 - http://www.nonprofitmarketingblog.com/site/a_creative_way_to_thank_your_donors_the_video/
 - <http://www.bethkanter.org/say-thanks/?sf2143090=1>

4. Resources: Organizations to Watch:

- Humane Society: www.humanesociety.org
- Charity Water: www.charitywater.org
- Peta: www.peta.org
- Red Cross: www.redcross.org
- Carol's Ferals: <http://exchange.causes.com/2011/07/how-carols-ferals-raised-10-of-their-budget-through-causes/>

5. Resources: Online Fundraising Companies

- Fundly: www.fundly.com
- Convivio: www.convivio.com
- Network for Good: www.networkforgood.org
- Greater Giving: www.greatergiving.com

ONLINE FUNDRAISING CAMPAIGN READINESS ASSESSMENT

There are several types of fundraising campaigns, but few are ever alike. Similar to annual and capital campaigns, an online campaign requires rigorous planning and preparation. However, there are some unifying criteria used to assess the “readiness” and potential of an organization’s ability to carry out a successful online campaign.

Below you will find the basic criteria of campaign readiness. Each element is vital, therefore, it is recommended that an organization take the time to address each point and delay the launch of a campaign until such time as the organization reaches no less than a level of 8 on a 10 point scale.

Please rate your organization’s readiness to carry out a successful Online Fund campaign on a scale of 1 – 10, with ten being the highest level.

Mission Statement

- **Have a Strategic Plan? Executive summary?**
- **Is there a clearly defined mission and purpose that is social media ready?**
- **Reflects the vision and direction of the company for at least five years?**

Rank: _____

In narrative, please explain your ranking:

Board of Directors

- **Active on organization’s social media sites (friend/follow, comments, etc.)**
- **Includes individuals from all generations including “Digitally Savvy” people**
- **Are they fully committed to the fundraising plan or campaign?**
- **Understands organization’s needs/case?**
- **Is the leadership recruited and connected personally or in social media to a wide pool of potential friends and donors?**
- **Trained about fundraising and social media?**

Rank: _____

In narrative, please explain your ranking:

Campaign Case/Goal

- **Is a “case for support” completed and tested?**
- **Has it been refined to shorter “social media friendly” messages?**
- **Fundraising goal is achievable**
- **Is there urgency?**
- **Impact of case for support on constituents must be compelling and easy to convey online (via graphics, stories, testimonials, volunteer/donor comments, etc.)!**
-

Rank: _____

In narrative, please explain your ranking:

Institutional Credibility

- **Are the organization’s leadership and staff are respected in the community?**
- **Is the organization’s most credible communicators committed or trained on social media use?**
- **Does the organization have a reputation of succeeding on mission?**
- **Does the organization have a history of online engagement via social media, websites, e-newsletters?**
- **Does the organization have a reputation as credible, trustworthy source for issue/topic?**

Rank: _____

In narrative, please explain your ranking:

Internal Factors

- **Fully staffed on social media and to fundraise?**
- **Data systems, software and hardware to accommodate donor and social media activities?**
- **Prospects identified, positioned and categorized**
- **Capacity to update and create appealing graphics and website updates**
- **Social Media Policies and Procedures are well defined and understood**
- **Capacity to receive online gifts via website and/or via social networking sites**
- **Administrative, equipment and operational support**

Rank: _____

In narrative, please explain your ranking:

External Factors

- **What are the current economic factors that could affect your communication and asking?**
- **What psychological factors about your industry, mission, the organization may affect you asking and messaging?**
- **Who are your competitors and what are their messages and asks and campaigns?**
- **Timing issues (when constituents are online, etc.)**

Rank: _____

In narrative, please explain your ranking:

Total points:

You are ready to launch your campaign with a minimal score of 48. The closer you are to 60 the better your chances of success. Under 48? Examine what capacity building strategies do you need to put in place to become fully ready for an online fundraising campaign.