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-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.
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

Different audiences, different media

Don’t choose one, do all!

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

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

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

8hrs Mobile
6hrs PC
3hr Mobile
36mins PC
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

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.