Webinar Agenda

- Top 3 Ways to Engage Donors On Social Media Right Now - Lindsey Newman
- Creating an Effective Social Media Strategy For Your Cause - Ritu Sharma
- “Cartersville Dances with the Stars” Social Media Fundraising Case Study - Jessica Mitcham
- Campaign Promotion Made Easy: End-to-End Donor Experience - Jeremy Koenig
Speaker Introductions
SOCIAL MEDIA FUNDRAISING EXPERTS

Ritu Sharma
Co-founder and CEO

Jessica Mitcham
Executive Director

Jeremy Koenig
Creative Director & Product Designer

Lindsey Newman
Senior Copywriter & Social Media Specialist
Top 3 Ways To Engage Donors On Social Media Right Now

Lindsey Newman
Senior Copywriter & Social Media Specialist
Create A Culture Of Continuous Real-Time Donor Engagement

Social media poses both the biggest challenge and biggest opportunity for nonprofit organizations. Everyone from Millennials to Gen Xers to Baby Boomers uses it. Though it may seem daunting at first, social networks are arguably the best place to fuel your follower base with both new and existing supporters by engaging them through compelling, shareable content, storytelling updates, and calls to action.
#1 Make A Plan

Set your goals and go after them

Create a clear-cut plan of who and what you’re trying to target and craft content for those goals. In addition to internal goals, set weekly and monthly goals around follower count and engagement, volunteer sign-ups, and donations—anything you can use social networks for in supporting your cause!
#2 Customize Your Message

Tailor your content to each platform

A one-size-fits-all approach doesn’t work for social media. Every channel is unique, and your posts should reflect that. Facebook is a great place for slightly longer, engaging posts. Twitter’s 140 character limit means you have to be short and to the point. And for Instagram and YouTube, you’ll need to create graphic and video content for your cause.
#3 Inspire Participation

Get followers involved in your cause

Put effort into growing your nonprofit’s social following by telling your story. All of your hard work will pay off, transforming social media into a powerful tool where you can get people involved, start conversations with followers, promote your fundraising events and campaigns, ask followers to donate and fundraise on your behalf, and more!
Creating An Effective Social Media Strategy For Your Cause

Ritu Sharma
Co-founder and CEO
Social Media Gives You An Unprecedented Opportunity To Scale Your Mission

By leveraging digital communication technologies like Facebook, Twitter, and YouTube, nonprofit organizations have a unique opportunity to raise more awareness and funds, and get followers to participate in advocacy actions for their cause. However, a well-designed fundraising strategy is the first step—and often the biggest challenge.
Social Media For Nonprofits: Strategy

A SOLID ACTION PLAN IS IMPERATIVE FOR LONG-TERM FUNDRAISING SUCCESS

Technology is not a miracle cure, it is an amplifier—and it amplifies both good and bad. A social media page alone is not enough! While many nonprofits do well with general awareness, organizations need a sound fundraising strategy to put behind their social efforts to achieve ongoing success.

How to Build an Effective Social Strategy:

1. Think about social as part of a long-term strategy for bringing new donors and constituents into the funnel

2. Design a social strategy that builds on your organization’s fundraising, marketing, and advocacy efforts and inject a hefty dose of social into each

3. Have a clear vision of what you wish to accomplish via social media, how it maps to your goals, and how you’ll analyze the data

4. Involve different departments and get your board engaged

5. Invest in a consultant to help you build a thoughtful strategy that you can maintain and build upon for years to come
As a general rule, it is best to focus your efforts to the 1-2 channels you are already use. Put a dedicated team member (who can write well!) in charge of posting updates across channels—their passion for your cause and the community will shine through.

**How to Integrate Social Media with Fundraising Efforts:**

- Identify the most compelling stories in your organization
- Build a content calendar with images, quotes, blogs, and more
- Test your mobile-friendly donation page and create shortlinks—this is vital!
- Identify influencers (people with a lot of followers) and reach out to ask them to help share your fundraising campaign
- Send an email to inform supporters about your fundraising campaign and link out to your social channels
- Provide staff and volunteers with talking points to use in posts and in person
- Thank each person who contributes, not just donors, on their walls and yours
- Leverage analytics and report back to your team about results and lessons learned—the make improvements in your next campaign
Social Media Fundraising Case Study

Jessica Mitcham
Executive Director
Good Neighbor Proven Strategies

RAISED $124K AND BOOSTED EVENT VISIBILITY THROUGH SOCIAL INTEGRATION

Event fundraising campaigns are huge in the nonprofit space, but it is imperative to have fundraising solutions that integrate with social media to make it easy for participants to support your cause and the event throughout the year.

The Cartersville Dances with the Stars event featured local celebrities competing to see who could raise the most money by getting the community involved using text-to-give keywords and individual donation pages to raise over $124k!

**Proven Strategies:**
- Create a separate social network/Facebook page for the event
- Drive traffic to the page with posts on your org’s main page
- Tease out event info on social channels in months leading up
- Encourage “celebrity” participation and repost from their pages
- Produce content, images, and assets for use by participants
- Create individual donation pages to track, share, and promote
- Update social pages during live event with photos, videos, etc.
- Create posts to follow up with and thank donors and participants

“MobileCause’s easy-to-use solutions helped increase our fundraising volume and overall donor database by over 10x!” -Jessica Mitcham
Create Excitement and Integrate Calls to Action

Text-to-give keywords collect pledges

Vote for Shelley and donate to Good Neighbor Homeless Shelter today!
Text SHELLEY to 51555 or click mcause.us/shelley #CartersvilleDWTSS16

1,444 Views
Like Comment Share

Shortlinks track donation page clicks

Vote for Shelley and Derek! Text SHELLEY to 51555 or click here mcause.us/shelley to vote and make a donation! #CartersvilleDWTSS16

1.7K Views
Like Comment Share

Hashtags create a community of support

Congratulations 2016 winners Shelley and Derek! #CartersvilleDWTSS16
Try Text to Give Keyword

Text **Shelley** to **51555** or go to **mcause.us/shelley** (this is a demo!)
Campaign Promotion Made Easy: End-to-End Donor Experience

Jeremy Koenig
Creative Director & Product Designer

MobileCause
Map Out Your Entire Donor Experience and Track Everything

From the first time an individual likes one of your posts to a lifetime of recurring online donations, each donor touchpoint presents an opportunity for your nonprofit organization to grow its mission and fuel your cause. Once you have properly set up your fundraising campaign, you will be able to measure and gauge donor behavior every step of the way.
Step 1: Sign Up Experience

Text **UWDAY** to **51555** or go to **mcause.us/uwday**

**Essential Social Media Fundraising Components:**
- Keywords and shortlinks for easy promotion
- Mobile-friendly forms
- Embed logos, photos, and videos
- Custom fields for donor data collection
- Secure donation pages
- Suggested donation amounts and recurring gift options
- Peer-to-peer fundraising integration
- Automatic email receipts and SMS notifications

Mobile-friendly sign-up form with campaign branding, video, and custom fields
Step 2: Donation Experience

Confirmation page with donation, crowdfunding, and social share instructions

Mobile-friendly secure donation form with suggested donation amounts and recurring gift options

Donation thank you page with auto-play video and social follow links
Step 3: Peer-to-Peer Fundraising Experience

Supporters can set up their own peer-to-peer fundraising page with photo, message, and goal.

Individual fundraisers raise donations from friends and family on behalf of your organization.
Questions & Answers

PLEASE TYPE QUESTIONS AND THEY WILL BE SELECTED BY THE MODERATOR

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MobileCause provides mobile and online fundraising software for a new generation of donors. To speak directly to a fundraising expert about implementing solutions for your organization please call (888) 661-8804 or visit mobilecause.com/demo.