FACEBOOK LIVE FUNDRAISING
BEST PRACTICES FOR NONPROFITS
WEBINAR

Text FBLIVE to 51555 to send this presentation to your phone
Facebook Live Fundraising Webinar Agenda

- 12 Tips for Nonprofits to Get Started on Facebook Live with John Haydon
- Best Practices for Connecting with Donors on Facebook Live with Michelle White Hart
- How to Boost Facebook Live Donations Using Mobile Solutions with Jeremy Koenig
- Questions and Answers with Expert Panel
Speaker Introductions

John Haydon
Digital PR and Fundraising Expert

Michelle White Hart
Video Confidence Mentor and Coach

Jeremy Koenig
MobileCause Creative Director and Product Architect
12 Tips for Nonprofits to Get Started on Facebook Live

John Haydon
Digital PR and Fundraising Expert
Facebook Live Basics

Although Facebook Live is simple to use (just tap the live broadcast icon while publishing an update from your mobile device - see left), many nonprofits are understandably hesitant about this new form of unscripted content marketing.

Key Considerations for Fundraisers

1. What are we going to talk about?
2. How should we respond to commenters?
3. How long should we broadcast?
4. Will anybody actually tune-in?

If you have clear objectives and a plan that makes sense, you’ll be more successful using Facebook Live to engage with supporters.

To start broadcasting, tap the Facebook Live icon within the publisher.

Before you go live, you’ll be prompted to describe your live video and you can even apply Snapchat-like filters and add emojis.
12 Tips for Showing the Impact of Your Nonprofit

Tip #1: Don't Freak Out!

Mistakes will be made. No matter how much you prepare, every now and then something goes wrong. This is especially true when trying something like Facebook Live for the first time.

- You’ll feel nervous—everyone feels nervous the first time they’re on video
- The feeling will pass after a few broadcasts
- You will survive—even if everything goes totally wrong, you will still live
Tip #2: Get Your Feet Wet with a Small Group

If you are going to make mistakes, it's best to do it in front of people you trust, like friends.

- Conduct a dry run with a small test group
- Check the video and audio quality (use a tripod or selfie stick)
- Make sure lighting is good
- Practice calling out commenter’s names and reading comments
- Practice asking viewers to follow you on social channels
- Test out other Facebook Live features
Tip #3: Pick a Specific Topic People Want to Discuss

Obviously you want to pick a topic that people want to discuss. The more specific and relevant your topic is, the better.

- Feature trending topics or news
- Answer frequently asked questions about a specific topic
- Provide an insider’s view behind the scenes
- Research other popular themes that work on Facebook and Twitter
Tip #4: Live Broadcast Your Next Event

Many of your supporters won’t be able to attend your event, but if possible, they would love to participate via Facebook Live.

- Empower a tech-savvy member of your staff to broadcast the presentation at your next annual fundraising event.
Tip #5: Tell People When You’re Going Live

Facebook Live isn’t that exciting if no one shows up. Make sure your core supporters are there when you go live.

- Post an update on your page the week before and the day before
- Include the date, time, and topic in a Facebook cover photo
- Send an e-blast invitation to your email list
- Share your broadcast date/time in your email newsletter
- Send a text message invitation to your mobile subscribers
- Send a reminder text and tweet immediately before you go live
Tip #6: Make an Outline for Your Broadcast

You’ll be less nervous if you jot down an outline of your broadcast on a small index card. Here’s a simple outline:

- Introduce the topic or event
- Introduce yourself
- Welcome your viewers
- Outline the interview questions
- Tell people what’s next
- Plan on responding to comments throughout the broadcast
Tip #7: Make Sure the Bandwidth is Healthy

Because Facebook live streams video, it will require more bandwidth than a phone call.

- If you can, use Wi-Fi
- If not, make sure you’ve got 4 bars with a 4G connection
- Test your broadcast from the event location
- Plan for a contingency device (a coworker’s smartphone)
Tip #8: Write a Compelling Description

When you’re ready to go live, you will be prompted to write a description for your broadcast. Have one ready to cut and paste.

- Keep it short and simple
- Make your topic clear and compelling
- No more than one sentence
- Emojis can be used to grab attention

Example: Case Foundation
Tip #9: Respond to Commenters

The cool thing about Facebook Live is that you can see comments live during your broadcast. This is a unique opportunity to have an authentic discussion with your supporters.

- Call out commenters by name
- Read their comment
- Reply to their comment
- Say thank you
Tip #10: Ask for Followers

As your broadcast reaches more users, your viewer count will increase. This is your captured audience.

- Ask participants to like your Facebook page
- Followers receive a notification each time you broadcast
- Totally boosts your Newsfeed karma

**Bonus:** Promote your email newsletter to viewers.
Tip #11: Share Your Recording with Supporters

You’ve put a lot of time and effort into your first Facebook Live broadcast. Congratulations! Make sure this investment goes further by sharing it with your supporters.

• Send a follow-up email
• Link to the broadcast recording in emails and text messages
• Reshare broadcast across social channels
• Tell them when your next broadcast will be
Tip #12: Repurpose the Recording

When you complete a Facebook Live broadcast, always save the recording when prompted at the end. The video file you save is yours to refine and repurpose.

- Edit out the pauses, ums, and tangents
- Slice it up into smaller videos (60 seconds or less for Instagram)
- Transcribe the audio for blog posts (check out transcribeme)
- Edit and use the audio for a podcast
Best Practices for Connecting with Donors on Facebook Live

Michelle White Hart
Video Confidence Mentor and Coach
Connection is the New Currency

BEING SEEN ON VIDEO IS AN ESSENTIAL SKILL FOR FUNDRAISERS

Donors care more about the people you serve and the impact you make more than the organization itself. Be intentional about recording the faces and voices of those serving and being served by your mission.

**Best practices for high-performing live stream video:**

- Be yourself
- Be raw and real (the Jimmy Fallon effect)
- Be unscripted (informal is more relatable than produced)
- Be off the cuff (donors love to see who your people really are)
- Be interactive

**Are you uncomfortable being on camera?** Use FaceTime or Skype to get used to seeing yourself on-screen. Recording “selfie” videos is an essential skill for effective fundraisers (especially if you want to reach Millennials).
Think Differently About Charitable Events
TAKE YOUR CAUSE TO THE WORLD!

Nonprofit organizations of all shapes and sizes can now live stream fundraising events to friends, family, alumni, volunteers, ambassadors, and donors around the world in an instant.

**Best practices for live streaming fundraising events:**

- Empower supporters who can’t attend your in-person event to join the event on Facebook Live
- Highlight performances and the keynote speaker
- Mention virtual attendees’ online comments during the event
- Make it easy for them to give online and be recognized

**Every cause can now easily create a culture of worldwide participation at any charitable event!**
Capture Behind-the-Scenes Footage
LIVE STREAM YOUR EVENT BEFORE, DURING, AND AFTER YOUR PRODUCTION

People (especially donors) are captivated by behind-the-scenes footage because it authentically captures the essence of your mission in a way that traditional communications cannot.

**Ideas for live streaming your next event:**

- Stream the rehearsal, setup, and tear down
- Stream as an attendee (red carpet, dinner, dance floor, etc.)
- Stream unscripted excitement from donors
- Stream impromptu feedback from presenters
- Stream raw testimonials from recipients
- Stream the after-party

**Create an exclusive experience and give donors the privilege of getting to know you and your team!**

Think of behind-the-scenes footage as a reality show that showcases who you really are and the good that your organization accomplishes every day!
Empower a Member of Your Staff
ANYONE WITH A SMARTPHONE CAN BE YOUR FACEBOOK LIVE PRODUCER

Empower a member of your staff (or a talented volunteer) to be your Facebook Live producer at your next event. Provide for them a selfie stick, tripod, and all-access press pass and you will be ready to stream live at your next event with style!

**Need more help?**

Post a volunteer job opportunity for an aspiring young marketer who would like to build their creative portfolio by helping your charity grow its brand using Facebook Live.

A qualified candidate should be fun, relatable, and creative, as well proficient in Facebook Live and iMovie (most Millennials already are!)
How to Boost Donations on Facebook Live Using Mobile Solutions

Jeremy Koenig
MobileCause Creative Director and Product Architect
Steve Harvey Text-to-Give Case Study

SHOUT OUT DONOR NAMES ON FACEBOOK LIVE AS DONATIONS COME IN

Watch call-to-action video clip: https://youtu.be/RzEELgUGnsk
Collect Donations on Smartphones
BEST PRACTICES FOR MAXIMUM GIVING

People who text your organization's keyword:

- Instantly receive a text message with instructions to make a secure donation of any amount on their smartphone

- People are automatically subscribed to receive text message updates from your organization (Texts have an incredible 98% open rate)

**Pro Tip:** Although encouraged to give as little as $1 (which is our best practice for Facebook Live campaigns), the average donation amount from this campaign was $23. When presented with multiple donation amounts, people tend to select the second option so consider adjusting your suggested amounts mid-campaign to increase your average gift size.
Send Text Reminders to Increase Gift Fulfillment
BEST PRACTICES FOR MAXIMUM GIVING

People who don’t complete a donation will receive text message reminders on day 1, 3 and 8.

- The average gift fulfillment rate after receiving all three messages is 84%
- Organizations also have the option of calling donors back and completing donations over the phone
Collect Campaign Donations on Your Website
BEST PRACTICES FOR YOUR WEBSITE

Give donors the option to go to your website and give to your campaign:

- 1/3 of broadcast donations will be completed through your website
- The DONATE button on your homepage should link directly to your campaign donation page during the broadcast
Shout Out Donor Names and Amounts!

BEST PRACTICES FOR CREATING AN INTERACTIVE DONATION EXPERIENCE

The fundraising thermometer updates in real-time as donations are completed from any and all campaign donation forms:

- Donation amounts and donor names
- Goal, raised, and remaining
- Total donors

The thermometer can be viewed online from any device and linked directly from your website and social media.

Offline donations (cash/check) can be manually entered to appear on the thermometer.
Send Text Message Announcing Broadcast
BEST PRACTICES FOR PROMOTING FACEBOOK LIVE WITH TEXT MESSAGES

Send a text message reminder to your mobile subscribers as you are about to start your Facebook Live broadcast:

- 90% of text messages are ready within 3 minutes
- Text reminders increase attendance to virtual events by 50%

Did you know? People who do not want to receive texts from your organization can conveniently reply stop to be taken off the list. If they ever want to join again all they have to do is re-text your keyword.
Your Aha! Moment

WHY YOUR NONPROFIT NEEDS A MOBILECAUSE ACCOUNT TODAY

According to MobileCause estimations...

If the Harvey Foundation had not used a text-to-donate keyword with a fundraising thermometer (and only provided an online donation page link as most nonprofit organizations do) they would have raised half as many donations from followers and fans.

- That’s more than $500,000 that would not have been raised!
- That’s more than 21,000 people who would not have made a donation!
Questions & Answers

PLEASE TYPE QUESTIONS AND THEY WILL BE SELECTED BY THE MODERATOR

John Haydon
Digital PR and Fundraising Expert

Michelle White Hart
Video Confidence Mentor and Coach

Jeremy Koenig
MobileCause Creative Director and Product Architect
MobileCause provides all-in-one mobile and online software for a new generation of fundraising. To speak directly to an expert about your upcoming campaign please call (888) 661-8804 or go to mobilecause.com/free-consultation