



DIGITAL FUNDRAISING IN 2020

Social Media Fundraising

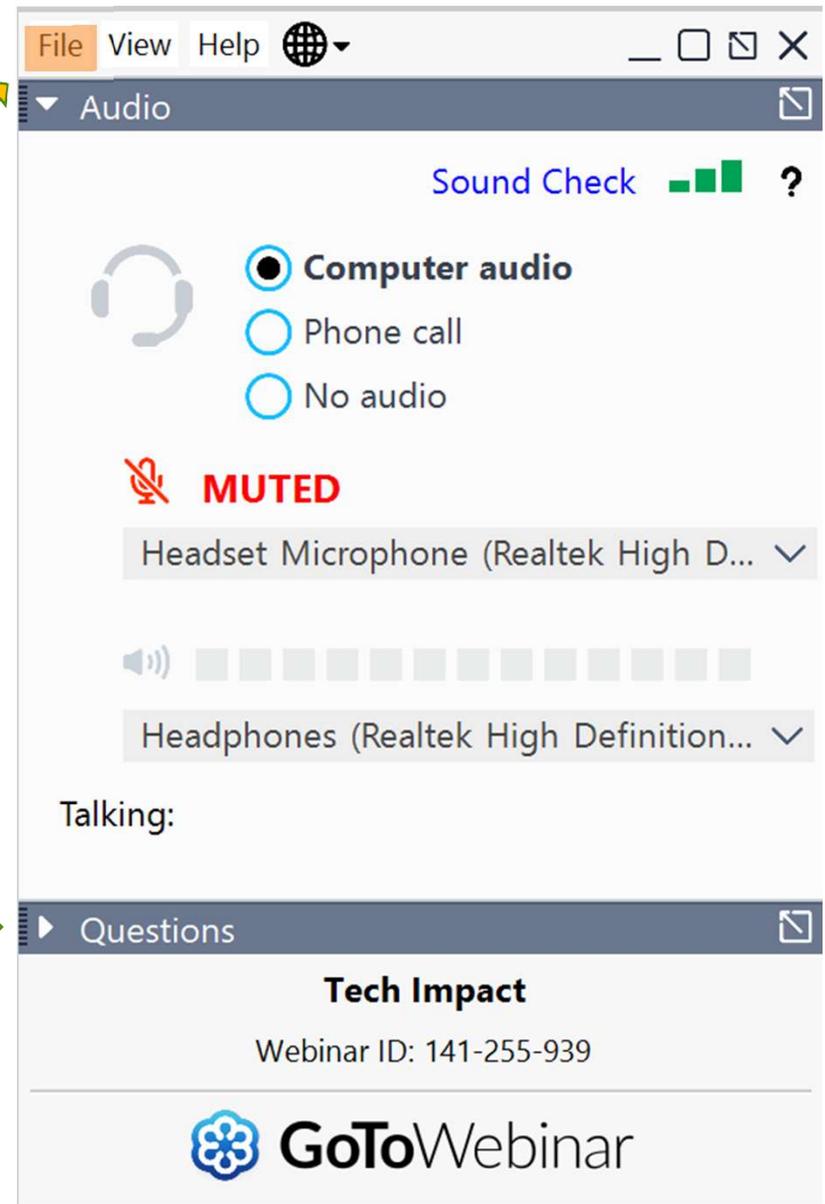


GOTOWEBINAR INTERFACE

If you cannot hear us speaking, go to:
File->Preference->Audio and check
your audio settings.

Type all comments/questions into the
"Questions" panel.

Your interface may display slightly differently.



The screenshot shows the GoToWebinar interface. At the top, there is a menu bar with 'File', 'View', and 'Help'. Below the menu bar is a dark blue header for the 'Audio' panel. The audio settings include a 'Sound Check' button with a green signal indicator and a question mark. There are three radio button options: 'Computer audio' (selected), 'Phone call', and 'No audio'. A red microphone icon with a slash through it is labeled 'MUTED'. Below this, there are two dropdown menus for audio devices: 'Headset Microphone (Realtek High D...)' and 'Headphones (Realtek High Definition...)' with a volume slider. The 'Talking:' section is currently empty. Below the audio panel is a dark blue header for the 'Questions' panel. The questions panel displays 'Tech Impact' and 'Webinar ID: 141-255-939'. At the bottom of the interface, the GoToWebinar logo and name are visible.

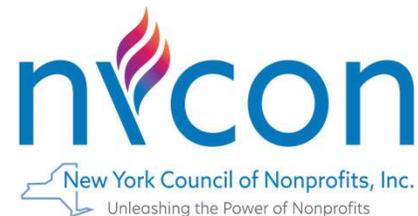
THANKS TO OUR SPONSORS FOR THIS SERIES!



Sponsored By:

**Hudson Valley
Fundors Network**

<https://hudsonvalleyfundorsnetwork.org>





Course Page:

<https://offers.techimpact.org/course-page-nycon>

Course Page

Course Page - NYCON Webinar Series

Please bookmark this Course Page. It will be updated with recordings of the webinars, slide decks, and any additional resources.

Important Information:

- This series will be delivered using GoTo Webinar. You will receive email reminders with access information for each session 24 hours and 1 hour prior to each session.
- **Every session will be recorded and available for your reference.**
- Add training@techimpact.org (NYCON: CHANGE OF ADDRESS?) to your contacts to ensure meeting details do not get caught in your spam folder.

Digital Fundraising

Session 1: Optimizing Your Website

Is your website sending capturing potential donors? Learn how to set up your website for success by including elements such as prominent "donate" buttons, tiered fundraising asks, and more.

After the session, you can download the slides for the seminar [here](#).

Course Schedule

This course takes place on the following dates:

- **Thursday, December 3, 2:45-4:15 PM EDT:** Digital Fundraising Session 1
- **Tuesday, December 8, 2:45-4:15 PM EDT:** Digital Fundraising Session 2
- **Thursday, December 17, 2:45-4:15 PM EDT:** Digital Fundraising Session 3
- **Thursday, January 14, 2:45-4:15 PM EDT:** Selecting a Donor Management System
- **Thursday, January 28, 2:45-2:14pm EDT:** Cyber Security Basics



KIMBERLY SANBERG

Owner, Cairn Strategies

Pronouns: She/Her

I help nonprofits fundraise, engage supporters, build awareness, and achieve their goals with strategic digital marketing and communications, including social media, website strategy, advertising, and email.



AGENDA

1. Homework Review
2. Social Media Overview
3. Integrate Across Channels
4. Optimize Your Social Media Profiles
5. Organic Social Media
6. Organic Social Examples
7. Peer to Peer Fundraising
8. Paid Social Media Posts & Examples
9. Platforms and Tools
10. Metrics & Analysis
11. Action Items



HOMework REVIEW

SUBMISSION #1



**Help Immigrants and
Refugees Settle into the U.S.
- Give to ANSOB Center
today!**



The

ANSOB

Center for Refugees

GLOBAL FUND FOR WOMEN

Champions for Equality.

2020

THE YEAR IN GENDER JUSTICE



Thank you for your continuing support this year! With your gift, refugees and immigrants have been able to integrate well into the United States through the range of services The ANSOB Center for Refugees and Immigrants has provided.

For almost 20 years, ANSOB has been providing refugees and immigrants from Africa, Asia, Europe and South and Central America, the services and support they need, to adapt in the U.S. and become productive (and happy!) members of society. Take for instance, one of our clients, a young Ethiopian refugee, Mr. Tesfaye. After fleeing persecution in Ethiopia, Mr. Tesfaye came to ANSOB, enrolled in our ESL classes, and we assisted him in applying for college and obtaining a job to pay for his expenses. It was also in our ESL classes that Mr. Tesfaye met the girl of his dreams, married her, and they are now raising a family in the U.S.!

The COVID-19 pandemic has had a tremendous impact on refugees and immigrants seeking to call the U.S. a permanent home. Undoubtedly, 2020 has shed light on the human spirit and resilience -- qualities that speak to the many clients who come to us. During the most trying days of the pandemic, we did not stop helping our clients. We kept our Center open, adapted quickly by switching our ESL and Citizenship classes to be remote, and our immigration services continued to operate.

As a warm welcome into 2021, can we count on your [continued support](#) to help refugees and immigrants settle into the U.S.? Your generous contribution will be used to enhance the ANSOB Center's many resources including our online ESL and Citizenship classes, volunteership program, case management, and Immigration Legal Services.

We couldn't do all this without you! Regardless of how big or small, every [donation](#) makes a difference, and can help more immigrant and refugee dreams come true. We thank you for your generosity!

In gratitude,

Staff and Board

The ANSOB Center for Refugees and Immigrants



Button

28-19 Steinway St, Queens, NY 11103, USA

(718) 278-4303

Share Via:



Learn more [→](#)

SUBMISSION #2





Learning cannot wait.

Imagine living in America and not being able to read to your school-age children, fill out a job application, or understand warning signs on the road while driving. Imagine being in the midst of a pandemic crisis and being unable to read health and safety advisories about the deadly Covid-19 virus.

Hi Kimberly,

This time a year ago, no one could have predicted how everyone's lives would change dramatically, and how much hardship our communities have had to endure. [The Ulster Literacy Association spent 2020—one of the most challenging years in our organization's 40-year history—connecting with its community of tutors and learners to tell them they are not alone.](#)

We pulled resources to provide help and support to our community members who may have lost employment and were in urgent need of food supplies and safe living conditions. We shared online teaching tools and conducted digital training to tutors. Our staff and volunteers continued to offer resources to learners in need.

Several ULA learners, like Jitka Halaska (*below*) even began making masks and distributed them freely with her family's help starting in April. "I just wanted to help—I had plenty of materials in my sewing room!" she says.



AMNESTY
INTERNATIONAL



HER LIFE IS IN DANGER. HELP BRING NASRIN HOME.



Our mission—to empower people and transform communities through literacy—is now more important than ever to keep our literacy programs going strong into 2021. **But we need your help, and that’s why I’m writing to you today. Please make your 100% tax-deductible gift contribution now--and thank you!** *[hyperlinked to choices for amounts and sustaining contributor option on ULA donation page]*

With your generous support, we can continue to provide adult literacy education to our diverse communities!

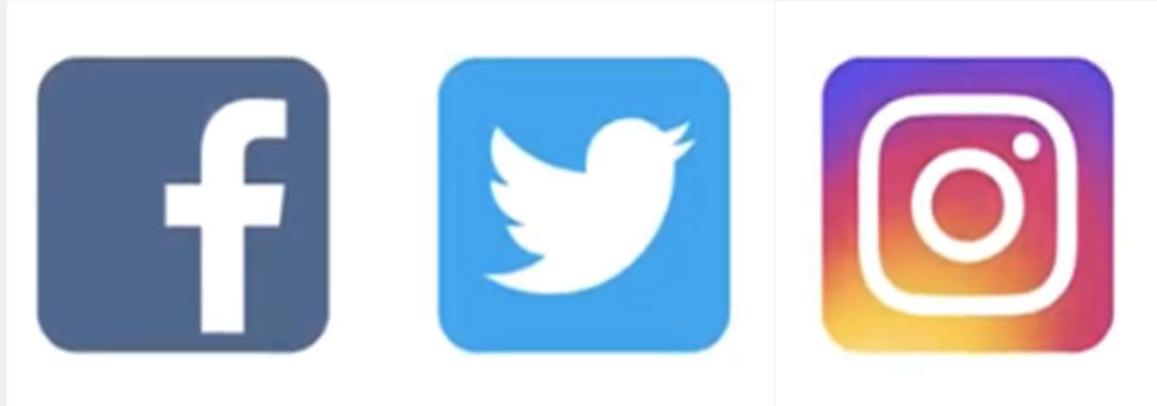
With deep appreciation,

Cassandra Beam
Executive Director
Ulster Literacy Association



SOCIAL MEDIA OVERVIEW

WE'RE GOING TO FOCUS ON:



WHAT SOCIAL MEDIA ISN'T

- A replacement for email, direct mail, or fundraising events
- Somewhere you can drop in twice/year with a fundraising ask
- A great stand-alone fundraising tool for small organizations with low name recognition



WHAT SOCIAL MEDIA CAN BE

- A way to engage with younger supporters
- A way to share your message cost-effectively
- A way to broaden your organization's reach
- A way to spread the word about your fundraising campaigns
- A tool for peer-to-peer fundraising
- A way to grow your email list





INTEGRATE ACROSS CHANNELS



Organic social consists of the content you post for your followers to see.

Paid social is also known as **social media advertising** and consists both of ads you run and organic posts that you pay to promote to a broader audience.



INTEGRATE ACROSS CHANNELS: ORGANIC POST EXAMPLES

Remember this integrated campaign examples from the first session?

FACEBOOK

 **Women for Women International** · 20 hrs · 

As COVID-19 greatly impacts each and every one of us, unprecedented challenges are facing women survivors of war right now—and you have a BIG opportunity to help.

From now until May 5th, [#GivingTuesdayNow](#), your gift will be TRIPLED dollar-for-dollar to meet our critical goal and help ensure that women in our programs in the most vulnerable places on earth like Afghanistan, the Democratic Republic of the Congo, Iraq, Nigeria, and Rwanda, have the immediate support they need in the weeks and months ahead. An emergency gift of any amount below will go three times as far to support women around the world as our country teams are actively responding to COVID-19:

- \$30 can help provide women with critical hygiene kits
- \$50 can help purchase a mobile phone and SIM card for women in Rwanda
- \$75 can help pay for emergency airtime on local radio
- \$100 can help give women materials to sew face masks

Your support is needed now to help us continue to innovate and serve women in crisis. Please donate today!



WOMENFORWOMEN.ORG
NOT AFFILIATED WITH FACEBOOK

COVID-19 Response: 3X the Impact [Donate Now](#)

Please donate today!

   16

2 Comments 1 Share

INSTAGRAM



womenforwomen • Follow



womenforwomen Your \$30 gift can help save lives!

Hand-washing and practicing good hygiene can stop the spread of #covid19, but these tools are not easily available for women survivors of war and conflict living in some of the worst places on earth to be a woman. But you can help change that. Can you contribute \$30 for a



261 likes

APRIL 27

Add a comment...



Post

TWITTER



WEBSITE

The screenshot shows the homepage of the Women for Women International website. The header includes the organization's logo on the left and navigation links on the right: "Sponsor a Sister", "Donate" (with a dropdown arrow), "Supporter Login", "Search", and "Menu". Below the header is a main navigation bar with links for "Why Women?", "What We Do", "Our Impact", "How to Help", and "About Us". The main content area features a large banner image of women, with a prominent text overlay on the left. The text overlay reads: "3x the Impact for COVID-19 Response". Below this headline, it states: "As the global COVID-19 pandemic escalates we must support the most vulnerable women survive this global pandemic. From now until May 5th, your gift will be TRIPLED dollar-for-dollar to meet our critical goal of \$50,000 to help ensure we can continue to serve women survivors of war." At the bottom of the text overlay is a button labeled "TRIPLE MY GIFT". In the bottom right corner of the banner image, there is a small "Privacy - Terms" link with a circular icon.

WOMEN *for* WOMEN
International

[Sponsor a Sister](#) [Donate](#) [Supporter Login](#) [Search](#) [Menu](#)

[Why Women?](#) [What We Do](#) [Our Impact](#) [How to Help](#) [About Us](#)

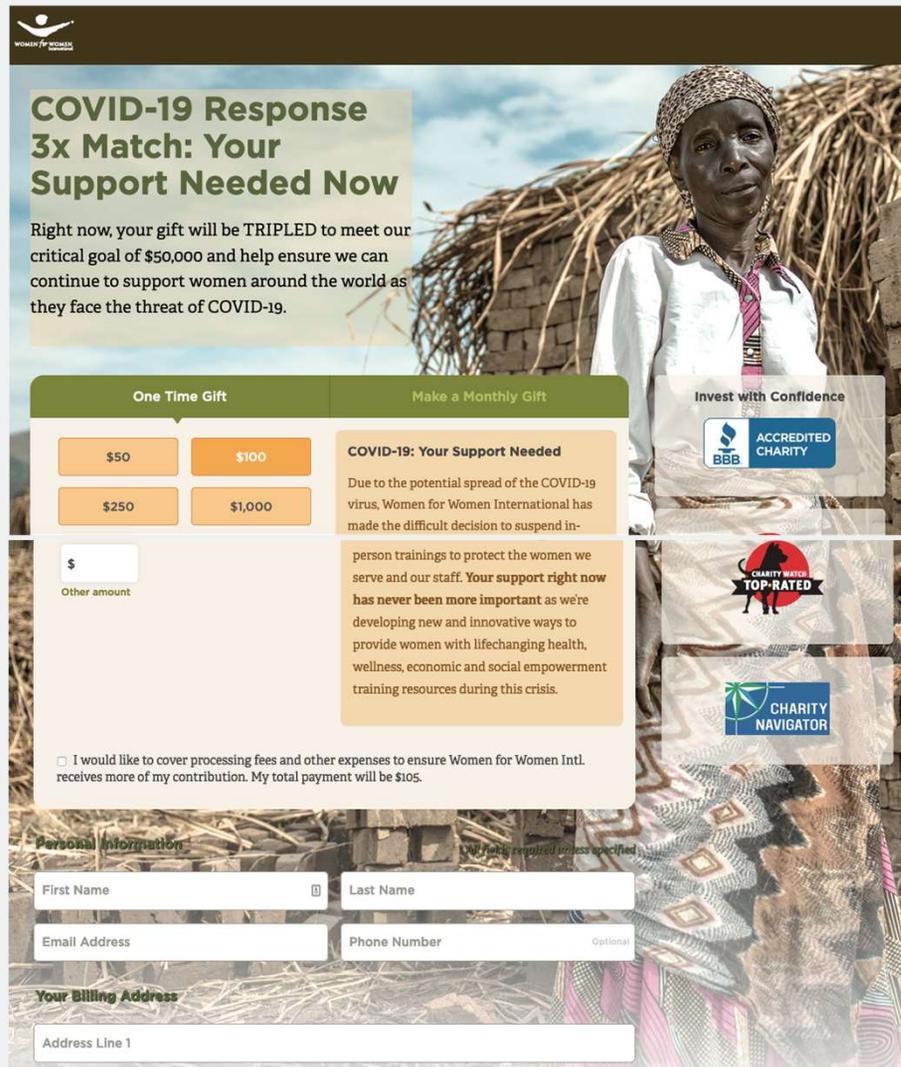
3x the Impact for COVID-19 Response

As the global COVID-19 pandemic escalates we must support the most vulnerable women survive this global pandemic. From now until May 5th, your gift will be **TRIPLED** dollar-for-dollar to meet our critical goal of \$50,000 to help ensure we can continue to serve women survivors of war.

[TRIPLE MY GIFT](#)

[Privacy - Terms](#)

DONATION FORM



COVID-19 Response
3x Match: Your Support Needed Now

Right now, your gift will be TRIPLED to meet our critical goal of \$50,000 and help ensure we can continue to support women around the world as they face the threat of COVID-19.

One Time Gift | **Make a Monthly Gift**

Invest with Confidence
BBB ACCREDITED CHARITY
CHARITY WATCH TOP-RATED
CHARITY NAVIGATOR

COVID-19: Your Support Needed

Due to the potential spread of the COVID-19 virus, Women for Women International has made the difficult decision to suspend in-person trainings to protect the women we serve and our staff. **Your support right now has never been more important** as we're developing new and innovative ways to provide women with lifechanging health, wellness, economic and social empowerment training resources during this crisis.

I would like to cover processing fees and other expenses to ensure Women for Women Intl. receives more of my contribution. My total payment will be \$105.

Personal Information All fields required unless specified

First Name Last Name

Email Address Phone Number Optional

Your Billing Address

Address Line 1

RESPONSIVE MOBILE DONATION FORM

11:52

give.womenforwomen.org/don...

WOMEN for WOMEN International

COVID-19 Response 3x Match: Your Support Needed Now

One Time Gift | Monthly Gift

\$50 | \$100

\$250 | \$1,000

\$

Other amount

I would like to cover processing fees and other expenses to ensure Women for Women Intl. receives more of my contribution. My total payment will be \$105.

Personal Information
*All fields required unless specified

First Name



**OPTIMIZE YOUR SOCIAL
MEDIA PROFILES**

EXAMPLE: FACEBOOK PAGE (1/2)

The image shows a screenshot of the ASPCA Facebook page. On the left is a navigation menu with links for Home, About, Fundraisers, Events, Photos, Videos, Posts, Community, Groups, Instagram, YouTube, and Pinterest. The main content area features a large photo of a person in an ASPCA hoodie interacting with a dog in a cage. Below the photo are buttons for Like, Follow, Create Fundraiser, and a highlighted blue Donate button. Further down, there are two fundraiser listings: 'Charles's Birthday Fundraiser for ASPCA' and 'Linda's Birthday Fundraiser for ASPCA'. On the right side, there is a promotional banner for 'I SPEAK for those who can't' with a 'Create a Facebook Fundraiser!' button highlighted in red. Below the banner, text reads 'We rely on dedicated animal lovers like you to help raise money for animals in need.' Another red circle highlights the 'Send Message' button.

EXAMPLE: OPTIMIZED FACEBOOK PAGE

The image shows a screenshot of the ASPCA Facebook page. The page layout includes a left-hand navigation menu, a top utility bar, and a main content area. Two red circles highlight specific elements: one around the 'About' section in the left menu and the 'BUSINESS INFO' section in the main content; the other around a 'STORY' post featuring a dog and a call to action to create a fundraiser.

Navigation Menu (Left):

- ASPCA  @aspca
- Home
- About**
- Fundraisers
- Events
- Photos
- Videos
- Posts
- Community
- Groups
- Instagram
- YouTube
- Pinterest
- Create a Page

Top Utility Bar:

- Like
- Follow
- Create Fundraiser
- ...
- Donate
- Send Message

About Section (Left):

ABOUT [Suggest Edits](#)

BUSINESS INFO

- Founded in 1866
- Mission**
From rescue to recovery to adoption, the ASPCA is here for animals every step of the way. We pride ourselves in not just saving lives, but in changing them for... [See More](#)

CONTACT INFO

- Call (212) 876-7700
- m.me/aspca
- <http://www.aspc.org>

MORE INFO

- About**
From rescue to recovery to adoption, the ASPCA is here for animals every step of the way. We pride ourselves in not just saving lives, but in changing them for the better—and none of it would be possible without the support of people like you.
- Company Overview**
We were the first humane society in North America and are one of the largest in the world today. www.aspc.org
- General Information**
ASPCA Social Media Policy

Thank you for joining the ASPCA Facebook® page. We encourage participation and hope you will share your pinions on our issues. By tak... [See More](#)

STORY

 **I SPEAK for those who can't.**

Create a Facebook Fundraiser!

We rely on dedicated animal lovers like you to help raise money for animals in need. Create your own ASPCA Fundraiser in honor of your birthday, a special pet, person or any event. It's easy to create a fundraiser, share it with friends and reach your goal! Visit <https://www.facebook.com/fundraisers> and select the ASPCA to get started today.

[See More](#)

EXAMPLE: FACEBOOK DONATE

The image shows a Facebook donation interface for ASPCA. On the left, the ASPCA profile page is visible, including the logo with the text 'ASPCA ASPCA.ORG WE ARE THEIR VOICE®', the handle '@aspcas', and a navigation menu with options like Home, About, Fundraisers, Events, Photos, Videos, Posts, Community, Groups, Instagram, YouTube, and Pinterest. The main content area is a 'Facebook Pay' modal window. At the top of the modal, it says 'Paying on Facebook is now called Facebook Pay. Learn More'. Below that, the recipient is identified as 'ASPCA Donate to ASPCA US 501(c)(3) Nonprofit Organization'. The 'Donation Amount (US Dollars)' is set to '\$ 90'. There are two buttons for 'Donation Frequency': 'One-Time Donation' (highlighted in blue) and 'Monthly Donation'. A payment method is shown as 'VISA' with a masked card number. A note states: 'Payment methods you already added are securely saved for next time. Learn More'. Below this is a link 'Use other payment method'. The section 'Who can see that you donated?' indicates 'Only ASPCA can see your donation.' A disclaimer at the bottom of the modal reads: 'By tapping Donate, you agree to Facebook's terms and data policies. Currently, all fees are ... waived.' At the very bottom of the modal is a large green 'Donate \$90.00' button. In the background, parts of the ASPCA page are visible, including a 'Like' button, a 'Fundrai' button, a 'Donate' button, and a 'Send Message' button. There is also a promotional image of a puppy with the text 'I SPEAK for those who care' and 'ASPCA'.

EXAMPLE: TWITTER PROFILE

The image shows a screenshot of the ACLU's Twitter profile. At the top, a black banner features the text "FIGHTING FOR ALL OF US." in white. To the left of the banner is a red circular profile picture with the text "ACLU 100 YEARS". Below the banner, the profile name "ACLU" and handle "@ACLU" are displayed. A blue "Following" button is visible. The bio states: "The ACLU is a nonprofit, nonpartisan, legal and advocacy 501(c)(4) organization. Visit our site for more about us and our affiliated org, the ACLU Foundation." Below the bio, location information "All 50 states", the website "aclu.org", and birth date "Born January 19, 1920" are listed. At the bottom, it shows "5,684 Following" and "1.7M Followers".

FIGHTING FOR
ALL OF US.

ACLU 100 YEARS

⋮ ✉ 🔔 **Following**

ACLU ✓
@ACLU

The ACLU is a nonprofit, nonpartisan, legal and advocacy 501(c)(4) organization. Visit our site for more about us and our affiliated org, the ACLU Foundation.

📍 All 50 states 🔗 aclu.org 🗓️ Born January 19, 1920

📅 Joined February 2008

5,684 Following **1.7M** Followers

EXAMPLE: TWITTER PROFILE



Amnesty International USA ✓
@amnestyusa

We've been fighting the bad guys since 1961 - you can join us! Official Amnesty International USA profile - RTs≠endorsements.

📍 New York 🌐 [amnestyusa.org](https://www.amnestyusa.org) 🕒 Born May 28, 1961
📅 Joined September 2008

6,318 Following **4.1M** Followers

Following

EXAMPLE: INSTAGRAM PROFILE



The image shows a screenshot of the United Way Instagram profile. The profile picture is the United Way logo, which consists of a blue hand holding a red figure with arms raised, set against a background of yellow and orange concentric circles. The profile name is "unitedway" with a verified badge. There is a blue "Follow" button, a dropdown arrow, and a three-dot menu icon. The profile statistics are: 1,165 posts, 41.2k followers, and 1,122 following. The bio reads: "United Way fights for the health 🍏, education 📖 and financial stability 💰 of every person in every community." Below the bio is a link: untldwy.org/statement-equity-justice. Below the link, it says "Followed by" followed by a blacked-out name. At the bottom, there are seven circular icons representing different categories: COVID-19, Community, Ambassad..., Character, Volunteer, Education, and Recovery.

unitedway  [Follow](#)  

1,165 posts 41.2k followers 1,122 following

United Way
United Way fights for the health 🍏, education 📖 and financial stability 💰 of every person in every community.
untldwy.org/statement-equity-justice

Followed by 

 **COVID-19**  **Community**  **Ambassad...**  **Character**  **Volunteer**  **Education**  **Recovery**

EXAMPLE: INSTAGRAM PROFILE



feedingamerica 

Follow



409 posts

109k followers

850 following

Feeding America

The Feeding America network of food banks is leading the fight to #EndHunger in communities nationwide. Donate. Volunteer. Advocate. Educate.

linktr.ee/Feeding_America

Followed by



COVID-19



Facts & Quizzes



Disaster Response



Across America



Stories

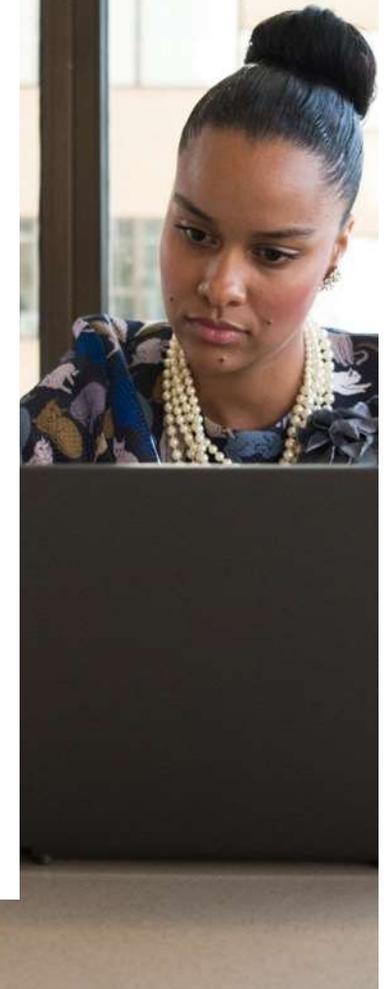


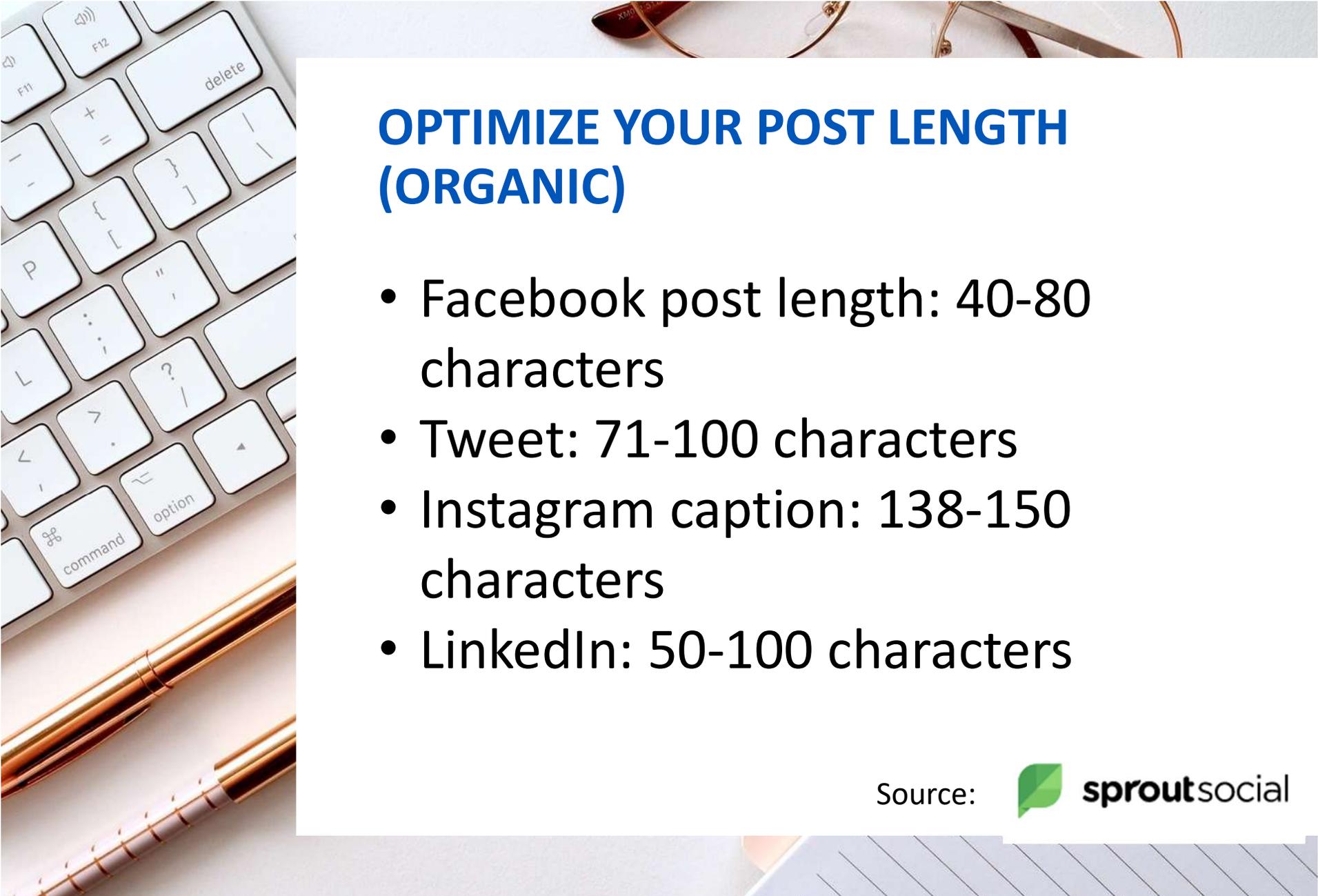
Star Volunteers



ORGANIC SOCIAL POST TIPS

- Optimize images and copy for each platform
- Check to make sure pages you link to are optimized for each platform
- Use good images/videos
- Be concise and engaging





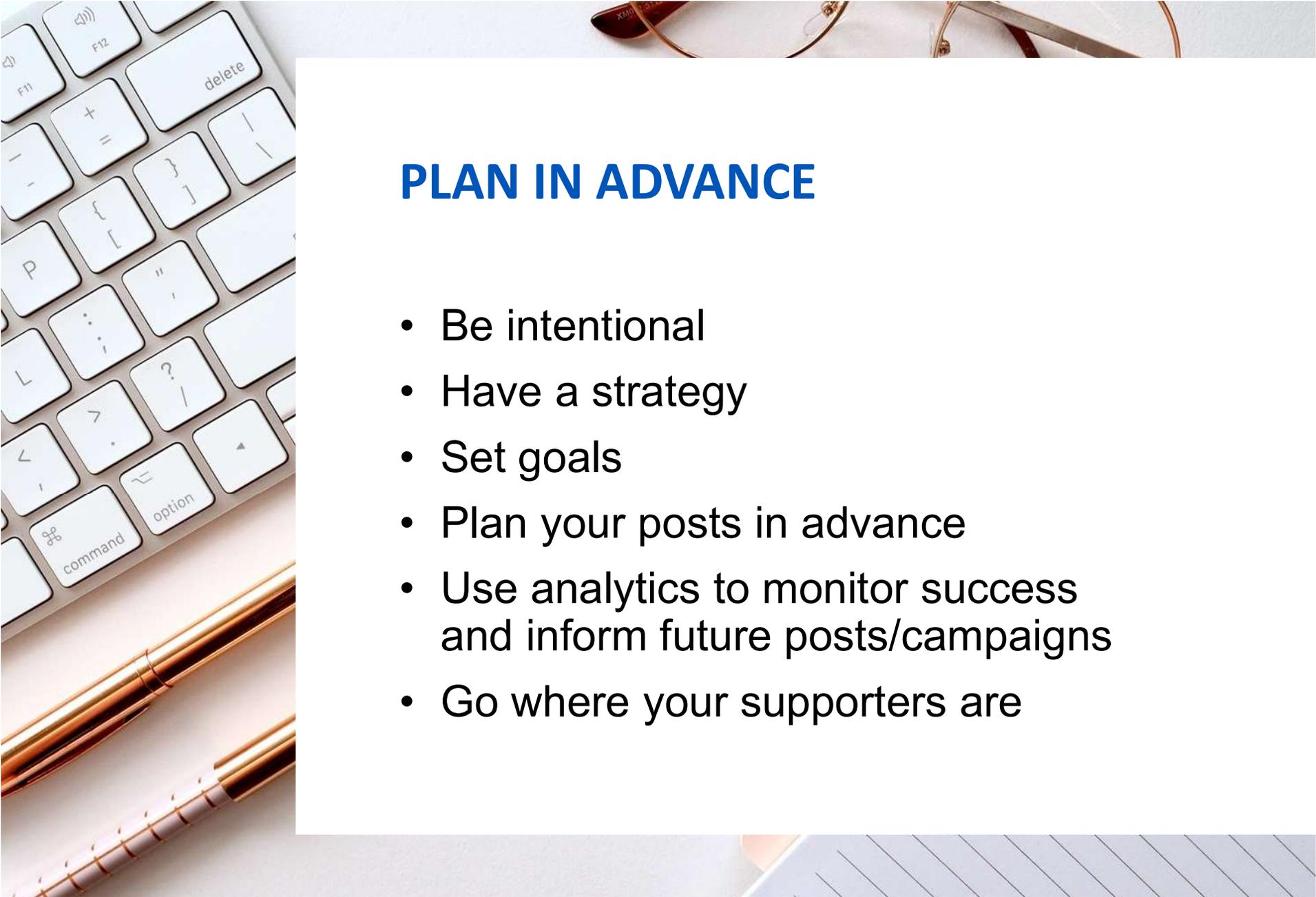
OPTIMIZE YOUR POST LENGTH (ORGANIC)

- Facebook post length: 40-80 characters
- Tweet: 71-100 characters
- Instagram caption: 138-150 characters
- LinkedIn: 50-100 characters

Source:  **sproutsocial**



ORGANIC SOCIAL MEDIA



PLAN IN ADVANCE

- Be intentional
- Have a strategy
- Set goals
- Plan your posts in advance
- Use analytics to monitor success and inform future posts/campaigns
- Go where your supporters are

REMEMBER: GOALS SHOULD BE S.M.A.R.T.

S : Specific

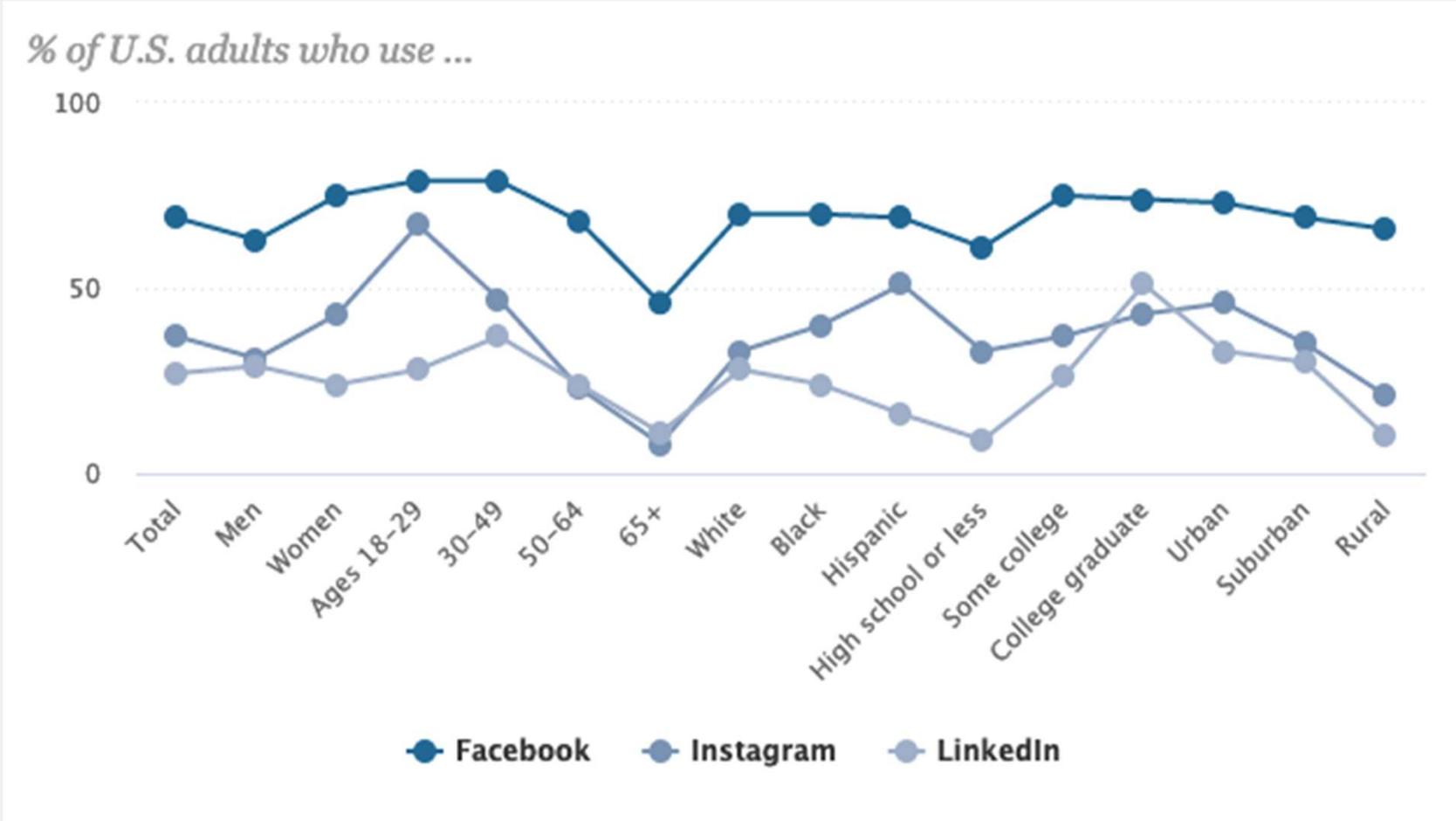
M : Measurable

A : Attainable

R : Relevant

T : Timely

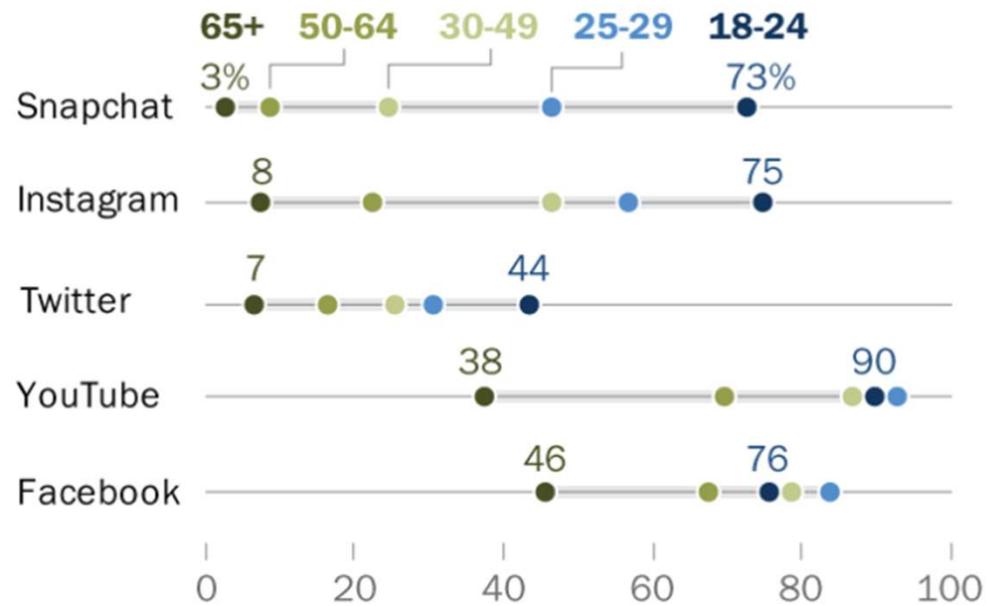
KNOW WHERE YOUR SUPPORTERS ARE (1/2)



Source: Pew Research Center

KNOW WHERE YOUR SUPPORTERS ARE (2/2)

% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER



INTERACT WITH FOLLOWERS

- Respond to messages and comments on posts and ads quickly
- Retweet often
- Tag followers and organizations

Amnesty International USA Retweeted



Giovanna Garcia @giogarciaLC_ · Jun 23

We enjoyed meeting with Kitty Close from [@RepLoisFrankel](#) office. We spoke about the need for meaningful change in our criminal justice system and the importance of ending gun violence! [#RightsNowLobbyDay](#)
[@amnestyusa](#)



7

18

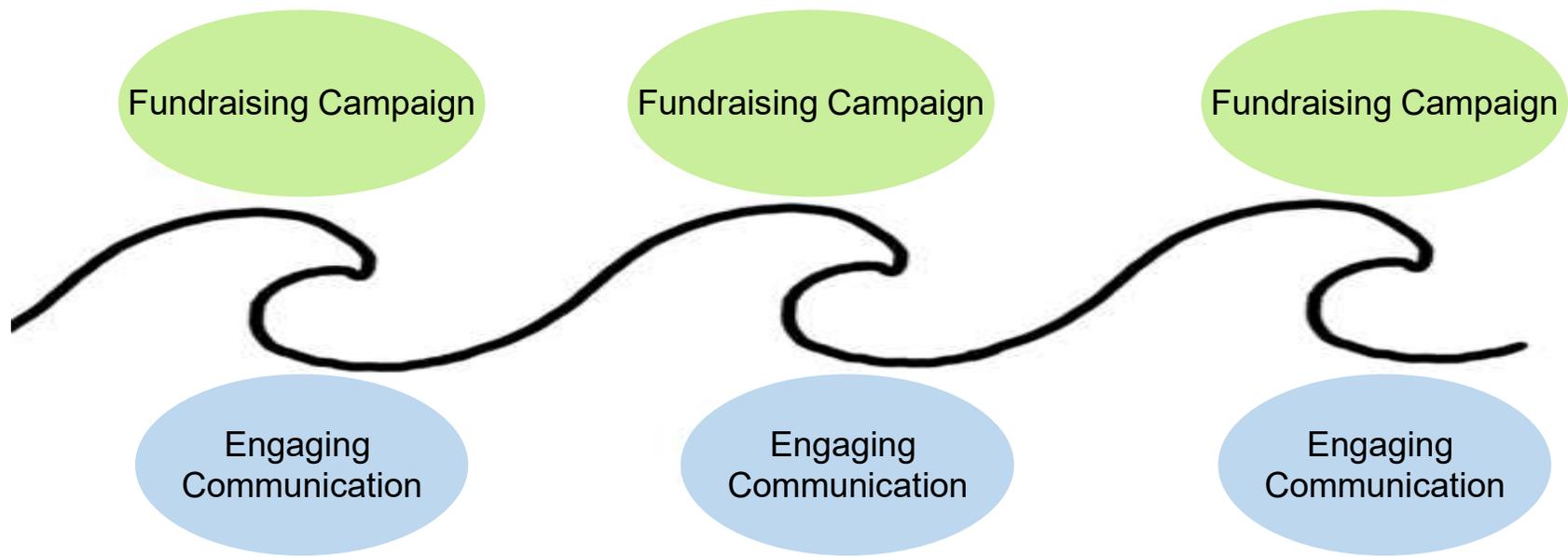




OPTIMIZE YOUR CONTENT

- Have a balance of fundraising and non-fundraising content
- Post regularly
- Use hashtags
- Take advantage of trends
- Use images
- Make it easy for people to donate

REMEMBER THE MIX



Pinned Tweet



Humane Society International @HSIGlobal · 1h

BREAKING: Dutch Parliament votes in favor of shutting down the 128 remaining mink fur farms in the Netherlands in wake of #COVID19!

HSI urges the government to listen and act swiftly to end the country's horrific fur farm industry.



BREAKING: Dutch Parliament votes for closure of Dutch mink farms t...

AMSTERDAM—Dutch MPs voted overwhelmingly today in favour of shutting down the estimated 128 remaining mink fur farms in the ...

hsi.org

8

66

173





ORGANIC SOCIAL EXAMPLES

TWITTER



A screenshot of a Twitter post from ASPCA (@ASPCA) dated May 5. The post features a video player with a play button, a duration of 0:14, and 1.3K views. The text of the tweet promotes a COVID-19 Relief and Recovery Fund for animal welfare groups, with a link to aspc.org/GTN and the hashtag #GivingTuesdayNow. The video shows a woman interacting with a dog.

ASPCA  @ASPCA · May 5

Right now, 100% of your donation will go toward our COVID-19 Relief and Recovery Fund, helping animal welfare groups across the country amid this pandemic. Give here >>aspc.org/GTN #GivingTuesdayNow

0:14 1.3K views

  27  38 

TWITTER

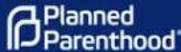


Planned Parenthood  @ · Dec 30, 2019 

Patients are counting on Planned Parenthood, so we're counting on you. Until midnight 12/31, all gifts will TRIPLE in impact. Don't miss this chance — make your tax-deductible gift now: p.ppfa.org/34Kuhbs



3X
THE IMPACT
THROUGH 12/31

 4  10  22 

TWITTER



ASPCA  @ASPCA · May 5 

Just 63¢ a day can help give neglected animals a new beginning. From 5/3 - 5/10, [@ebay](#) shoppers can donate to the [@ASPCA](#) during checkout and help animals in need. Thank you [@eBay4CharityUS](#)



 2

 31

 94



FACEBOOK



Human Rights Campaign

Friday at 4:49 PM · 🌐



The Human Rights Campaign is committed to protecting communities' rights and wellbeing. Donate \$29 today — we'll send you an HRC identity cloth face mask o... See More



HRC Gives Back

DONATE

👍❤️👤 66

7 Comments 8 Shares 🧑🏻‍🦱

FACEBOOK

 **World Wildlife Fund is**  supporting **World Wildlife Fund.** ...
March 2 · 

Tomorrow is World Wildlife Day and WWF's first Giving Day. Will you join together with other people who want to protect wildlife and their homes? Be a hero for nature and make a donation to support WWF's global conservation efforts today.



 **WWF's Giving Day for World Wildlife Day**
\$5,055 raised of \$6,000

159 people donated.

  360 5 Comments 84 Shares 

FACEBOOK



Women for Women International May 21 at 10:57 AM · 🌐

The world we know has changed dramatically. COVID-19 has spread to nearly every corner of the globe and has had a massive impact on every part of our lives – none more so than the women we serve

That's why we are working around-the-clock to adapt our programs and help fight the global spread of COVID-19 to protect the most vulnerable women from disease and devastation. This is why we are excited to announce that a generous anonymous donor has provided \$100,000 match now through June 30th to help raise immediate, lifesaving resources. Please make a special gift today to take advantage of this special match opportunity to **DOUBLE** your impact.



© Ryan Carter

WOMENFORWOMEN.ORG
NOT AFFILIATED WITH FACEBOOK

DOUBLE Your Impact! Donate Now

Help protect women from COVID-19

    121 6 Comments 6 Shares

TWITTER



TWITTER

World Food Program USA @WFPUSA · 8m

This **#GivingTuesday** support @WFP's mission to feed the most vulnerable people in the worst conflict zones, including **#Yemen** & Syria.

Help us feed 3,000 families for a month & with this 2X match, your donation will be doubled:

\$75 ➔ \$150 = 2 food boxes 🍲🍲🌟!

2X MATCH

UN WFP
World Food Program USA

GIVING TUESDAY
December 1, 2020

2X MATCH: Send double the food to families
wfpusa.org

TWITTER

 **US Holocaust Museum** @HolocaustMuseum · 22h

Even amid a pandemic, Holocaust survivors who volunteer at our Museum have found new ways to teach about this history and remind individuals of their power to confront hatred and antisemitism. [#GivingTuesday](#)

Edna Friedberg
Historian

0:09 / 1:41

like hearing testimony directly from a survivor.

Holocaust Survivors Message: Giving Tuesday
ushmm.org

INSTAGRAM



INSTAGRAM



INSTAGRAM





**PEER-TO-PEER
FUNDRAISING**



TIPS

- Directly ask your supporters on social media to tell their friends
- Provide social media copy for your supporters so they can easily share your message
- Let your supporters know that you need their help
- Make your ask specific – what are you trying to do? How can they help?

FACEBOOK FUNDRAISERS

- Get set up as a nonprofit on Facebook
- Enroll in Facebook Pay
- Invite your supporters to fundraise for you (e.g. birthday fundraisers)



EXAMPLE: FACEBOOK BIRTHDAY FUNDRAISER

The image shows a Facebook fundraiser page. At the top is a banner with a photo of a person in a winter coat and a dog. The text on the banner reads: "Lifesaving Meals for Beloved Pets", "Help Us Respond to Emergencies", and a "DONATE" button. Below the banner is a red warning icon and the text "COVID-19: ASPCA Relief and Recovery Response" with a "Thank You" button. The main title of the fundraiser is "[Redacted]'s Birthday Fundraiser for ASPCA" by "[Redacted]". There is a blue "Donate" button, and below it are "Invite", "Share", and "More" options. A progress bar section features colorful balloons and the text "Only 9 Hours Left" and "Help [Redacted] reach her birthday goal!". The progress bar shows "\$50 / \$200 raised". Below this is an "About" section with the following text: "For my birthday this year, I'm asking for donations to ASPCA. I've chosen this nonprofit because their mission means a lot to me, and I hope you'll consider contributing as a way to celebrate with me. Every little bit will help me reach my goal. I've included information about ASPCA below."



**PAID SOCIAL MEDIA
POSTS**



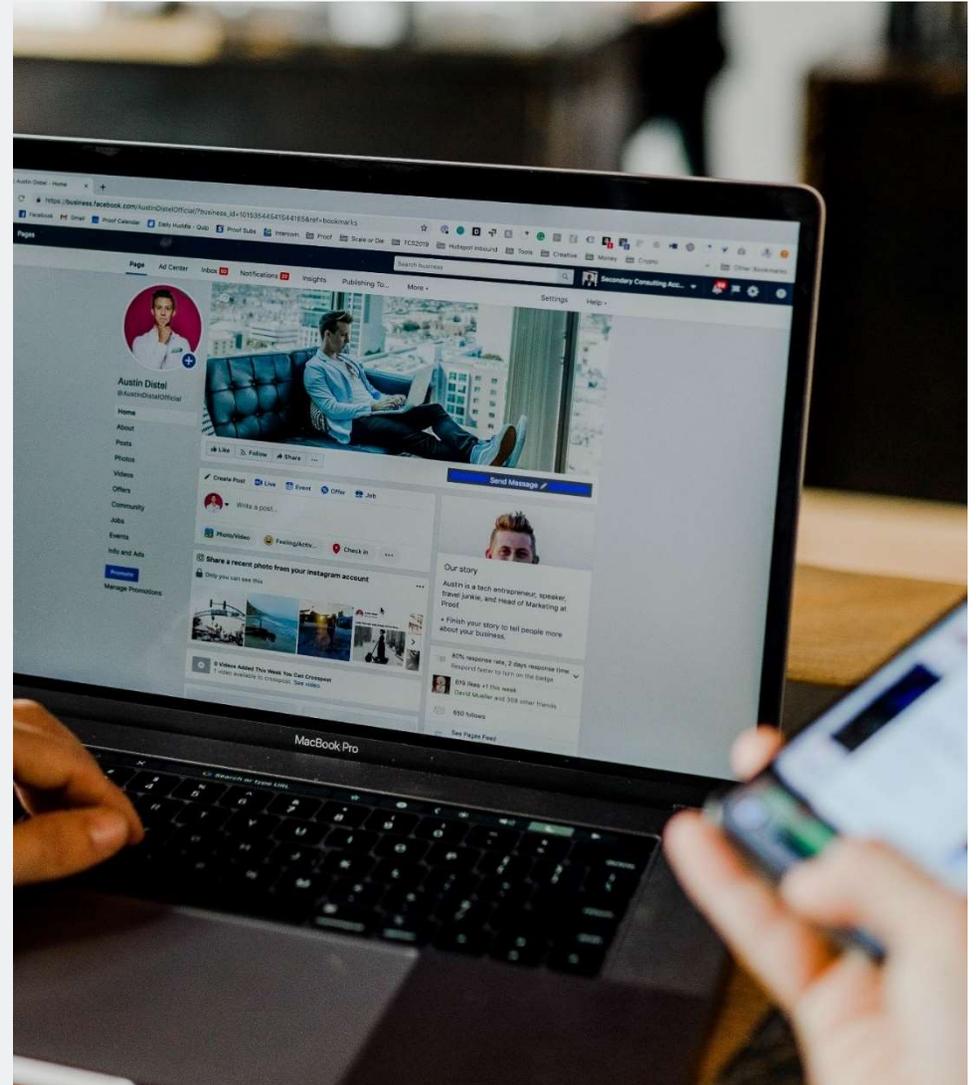
PAID SOCIAL POST TIPS

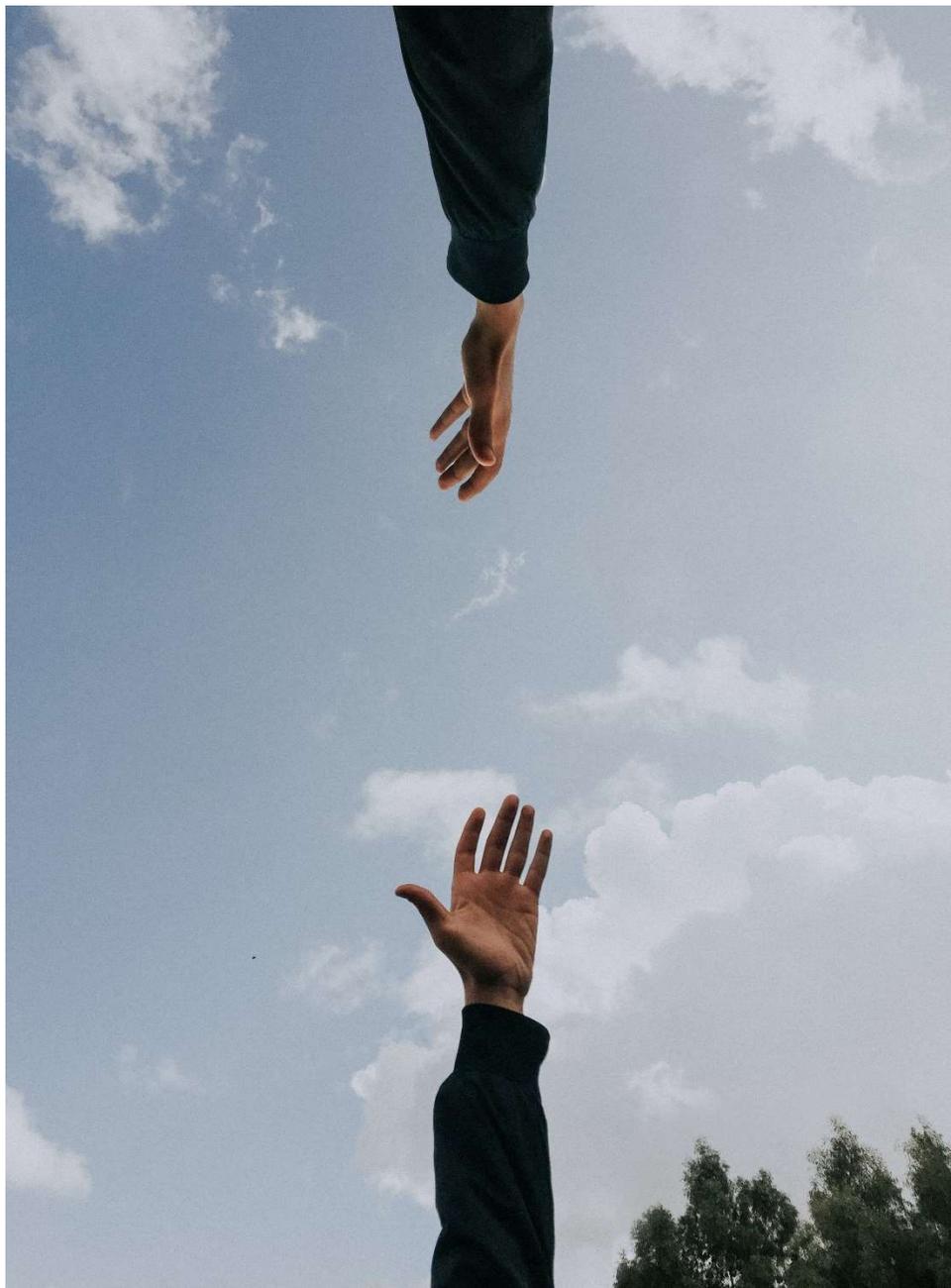
In addition to the organic social media post tips, you should:

- Plan out your campaign -- budget and timeline
- Use ad preview to make sure ads look good
- A/B test
- Created a targeted list

WHAT ARE YOU TRYING TO DO?

- Fundraise?
- Grow your email list for future fundraising campaigns?
- Increase awareness of your organization to make future fundraising campaigns more successful?





WHO DO YOU WANT TO REACH?

- Location
- Age
- Gender
- Interests
- Past engagement with your organization

EXAMPLE: FACEBOOK AD TARGETING

Exclude

Locations
Location:
• United States

Age
18 - 65+

Gender
All genders

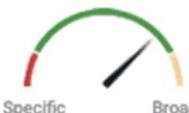
Detailed Targeting
Include people who match ⓘ

Interests > Additional Interests

Animal welfare ✕

🔍 Add demographics, interests or behaviors Suggestions Browse

Audience Definition



Specific Broad

Your audience selection is fairly broad.

Potential Reach: 39,000,000 people ⓘ

Estimated Daily Results

Reach ⓘ

3.8K - 11K

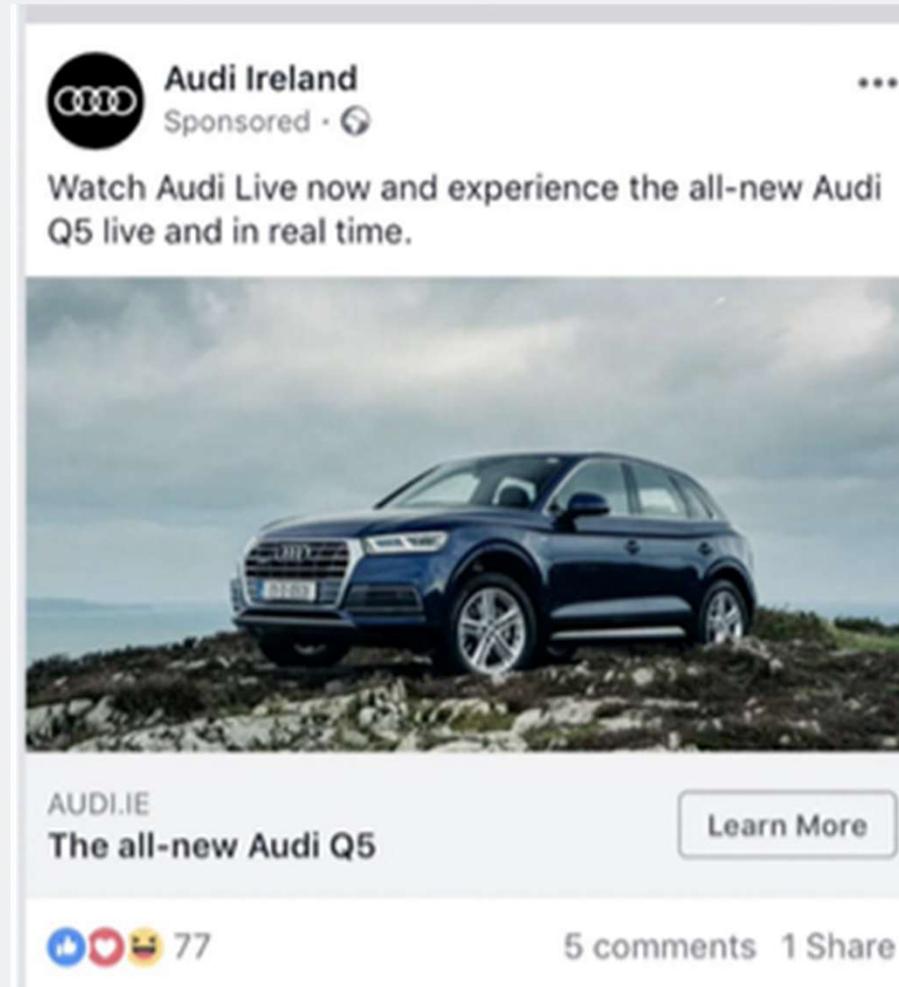
Size: 92,586,600

Interests > Additional Interests > Animal welfare

Description: People who have expressed an interest in or like pages related to *Animal welfare*

Based on factors like past entered and market data. An idea of performance mates and don't guarantee

FACEBOOK: PHOTO ADS



Audi Ireland
Sponsored · 🌐

Watch Audi Live now and experience the all-new Audi Q5 live and in real time.

AUDI.IE
The all-new Audi Q5

Learn More

👍❤️😄 77 5 comments 1 Share

FACEBOOK: CAROUSEL ADS

A Facebook carousel advertisement for Airbnb. The ad is titled "Summer vacation in Chaniá?". It features two property listings. The first listing is for a "Chaniá, Entire home/apt, 3 bed..." with a price of "from \$174" and a "Learn More" button. The second listing is for "Amagas home/ap" with a price of "from \$8". The ad includes the Airbnb logo, the text "Sponsored", and a thumbs-up icon.

Airbnb
Sponsored · 🌐

Summer vacation in Chaniá?

from \$174

Chaniá, Entire home/apt, 3 bed... [Learn More](#)

from \$8

Amagas home/ap



FACEBOOK: OPTIMIZE YOUR AD LENGTH

Note: Ad format determines which length is ideal

- Headline: 25-40 characters
- Ad text: 90 characters
- Link description: 20-30 characters

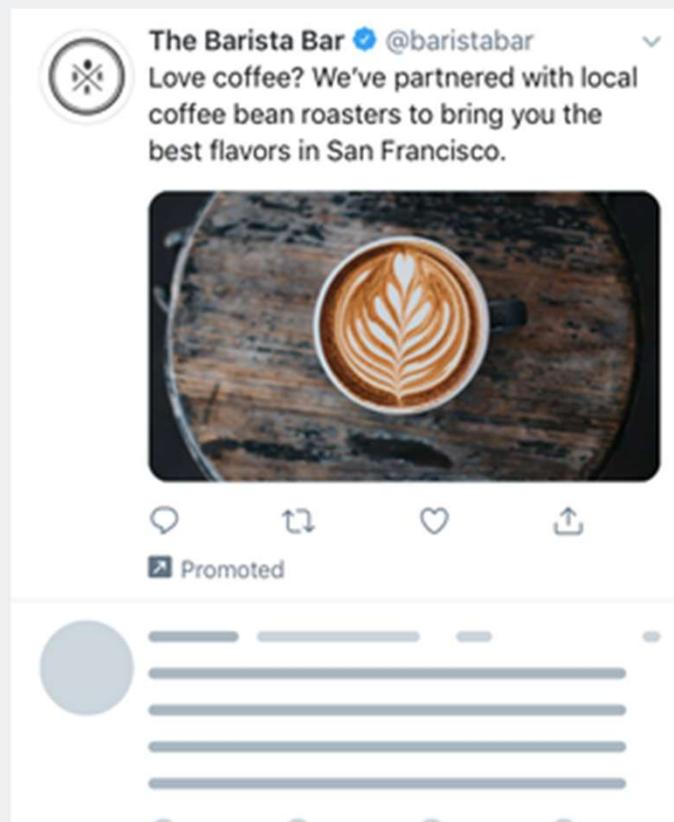
TYPES OF ADS: TWITTER

Promoted Plain Text Tweet



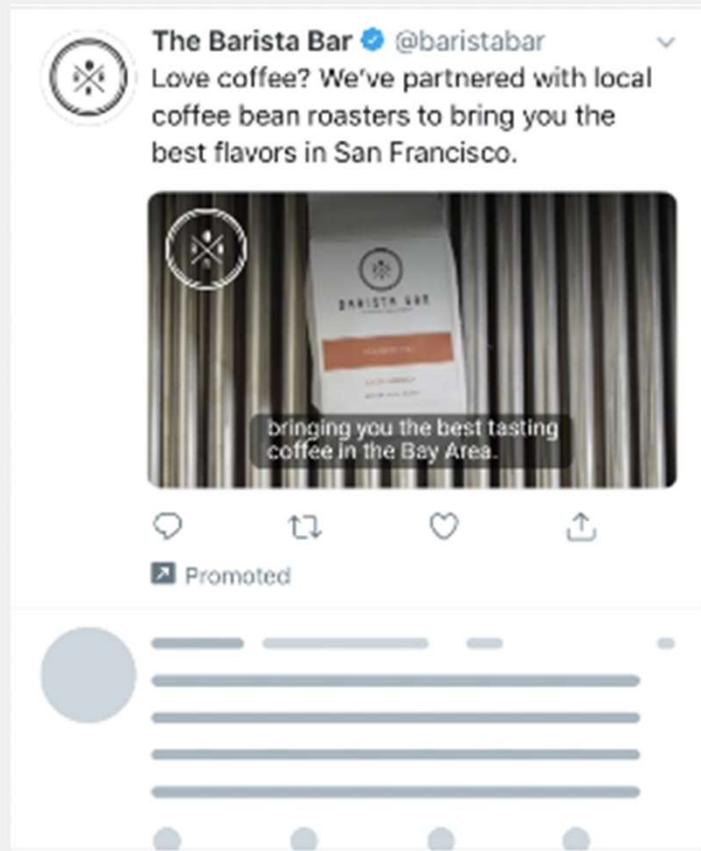
TYPES OF ADS: TWITTER

Promoted Image Tweet



TYPES OF ADS: TWITTER

Promoted Video





**PAID SOCIAL
EXAMPLES**

FACEBOOK

 **Children's Cancer Research Fund**
Sponsored · 

Don't miss the incredible story of Nate, a 17 year old fighting osteosarcoma, and the researchers looking for creative ways to cure his disease during our Dream Stream on April 29 at 7 PM CDT.



 Like  Comment  Share

 16

10 shares

FACEBOOK



Doctors Without Borders/ Médecins Sans Frontières (MSF) is supporting **Doctors Without Borders/ Médecins Sans Frontières (MSF)**.

Sponsored ·

We've never faced an emergency like this one. Our teams are racing to respond to the COVID-19 pandemic in more than 70 countries. We are already in acti... [Continue Reading](#)



Coronavirus Emergency: Unite Without Borders/ Ensemble Sans Frontières

\$50,755 raised of \$100,000



1,454 people donated.

3.1K

166 Comments 848 Shares

FACEBOOK

**Feeding America**...
Sponsored · Paid for by Feeding America · 

We are committed to serving communities facing hunger across America, wherever they are. Help support your neighbors during this time of increased need.

i

Donate to Our Covid-19 Response Fund
We can't do it without you
feedingamerica.org
Not affiliated with Facebook

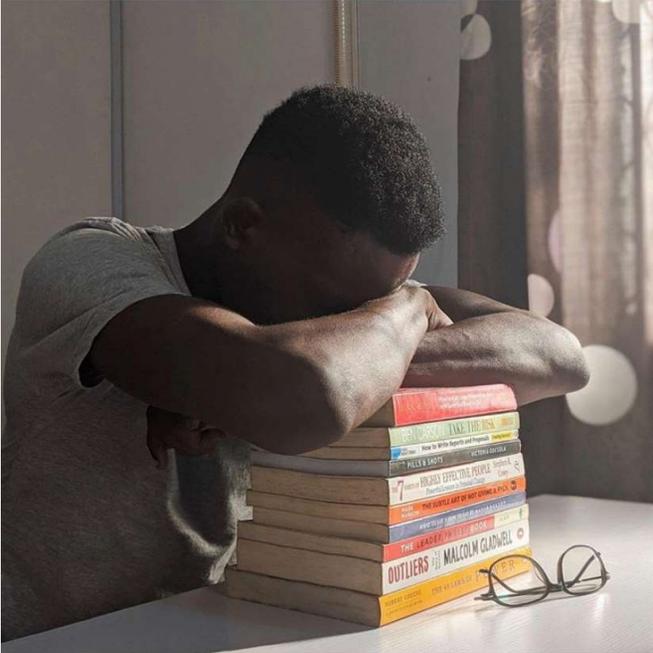
Donate Now

   718

21 Comments 65 Shares  

INSTAGRAM

 togetherwerise
Sponsored



Donate Now

3,344 likes

togetherwerise URGENT- Emergency housing is needed for thousands of displaced foster youth living on college campuses nationwide. As universities close due to the COVID-19 outbreak, students who are foster and current foster youth are left homeless and need your help today. Find out how you can help here.

View all 31 comments

INSTAGRAM

 International Rescue Committee
Sponsored



Donate Now >

♥ 💬 📌

Paid for by International Rescue Committee
146,878 views

rescueorg Our teams are working around the clock to prevent the spread of COVID-19 in crisis zones. Families in places like Yemen and Syria have faced years of war and now face a second crisis of disease. Will you please help?

[View all 142 comments](#)

INSTAGRAM



The image shows a screenshot of an Instagram post from the International Rescue Committee. The post features a photograph of two young girls in pink headscarves and blue shirts, one holding a baby wrapped in a yellow blanket. A red banner in the top right corner of the photo reads 'DONATE NOW'. Below the photo, a yellow banner contains the text 'ALL DONATIONS MATCHED UNTIL JUNE 19' and a black button with 'DONATE NOW >'. The post has 135 likes and a caption that reads: 'Paid for by International Rescue Committee rescuing Malnourished children in Yemen are already fighting for their lives. Add COVID-19 into the mix and it's a disaster. Hungry and sick children need you more than ever. Donate through June 19 and your gift will be matched.'

International Rescue Committee
Sponsored

**ALL DONATIONS MATCHED
UNTIL JUNE 19**

DONATE NOW >

Learn More >

135 likes

Paid for by International Rescue Committee
rescuing Malnourished children in Yemen are already
fighting for their lives. Add COVID-19 into the mix and it's a
disaster. Hungry and sick children need you more than
ever.
Donate through June 19 and your gift will be matched.



PLATFORMS AND TOOLS

TYPES OF TOOLS

- Graphic design
- Link sharing
- Testing / previewing
- Collaboration and social media management
- Scheduling



GRAPHIC DESIGN

A stylized illustration of a grey koala's head and shoulders, positioned at the top center of the green background.

**WIRES WILDLIFE
EMERGENCY FUND
NEEDS YOUR SUPPORT**

DONATE

IT'S JUNE. IT'S PRIDE MONTH.

**FIGHT
BIGOTRY
AND
HATRED**

Stand in solidarity with the
LGBTQ community.

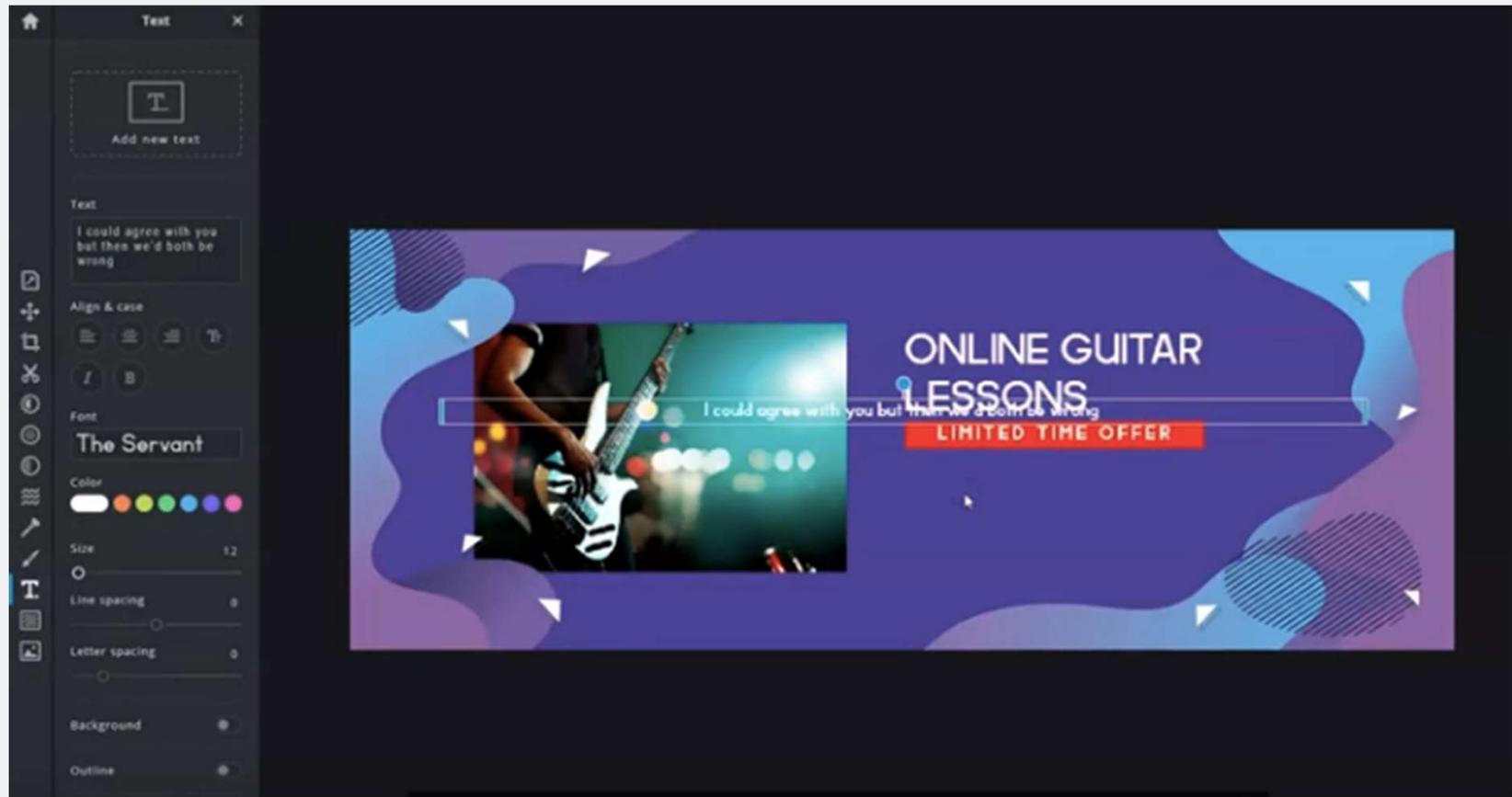
A vertical graphic consisting of horizontal stripes in the colors of the rainbow: red, orange, yellow, green, blue, and purple.A small black icon of a hand with fingers spread, located in the top left corner.

Laredo York
Primary School

A photograph of a young boy wearing a yellow baseball cap and a yellow shirt, resting his chin on his hand and looking thoughtfully to the side. The photo is framed by a blue and pink abstract shape.

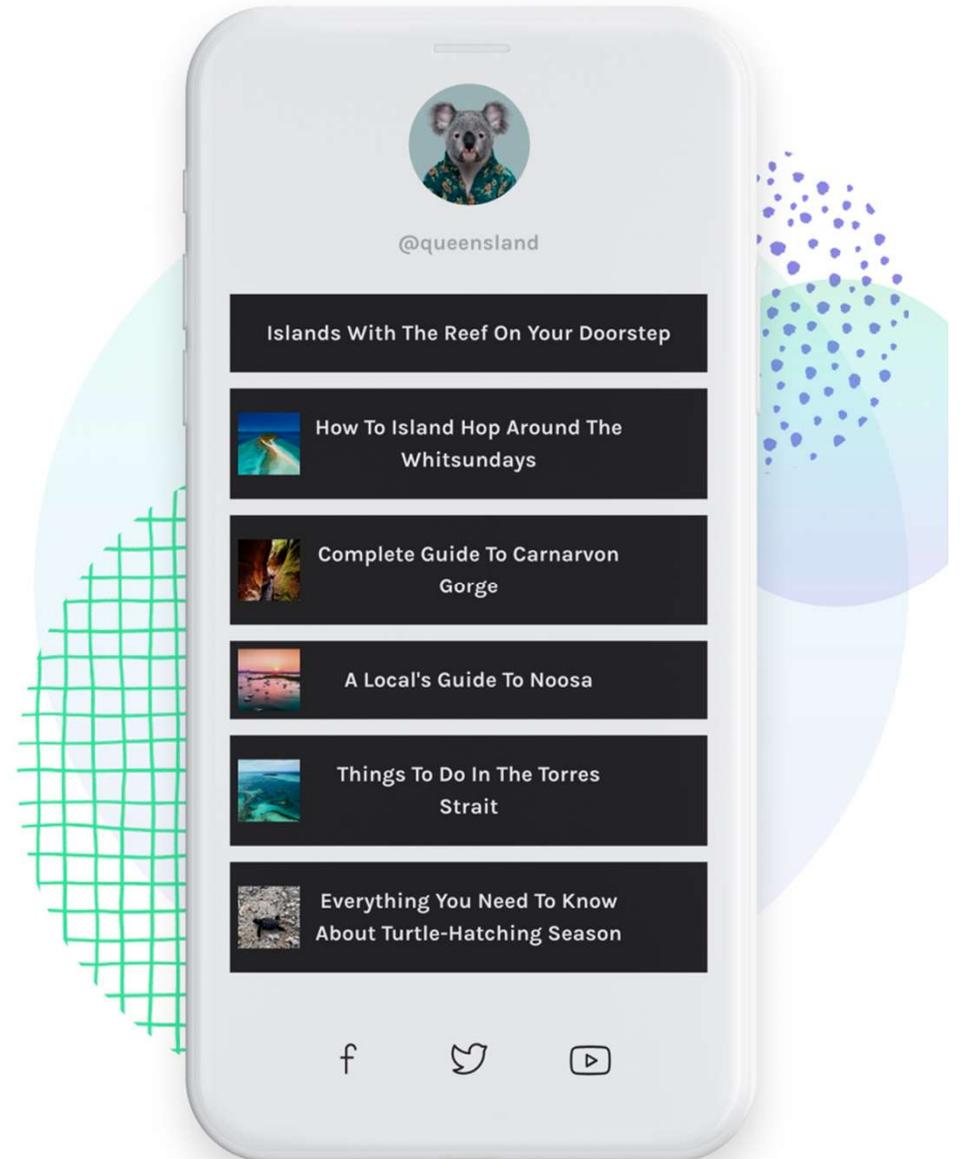
Benjamin Shah
4-Compassion

GRAPHIC DESIGN



BIO LINK TOOLS (INSTAGRAM)

- LinkTree
- Shorby
- Sked Link
- Lnk.bio
- Link in Profile
- Milkshake App
- Campsite



PREVIEW: TWITTER CARD VALIDATOR

Card validator

Card URL

omepage-donate&pcode=WEBMEMBER&lpcode=WEBGUARD

Preview card

Card preview



The card for your website will look a little something like this!



Donate to the ASPCA and Help Animals
secure.aspc.org

PREVIEW: FACEBOOK

Create Post

The concern around the coronavirus is growing each day, but our priority remains with the health and safety of our employees, clients and the animals we serve. You can help us respond to emergency situations like the COVID-19 outbreak. |



CURE.ASPCA.ORG

Donate to the ASPCA and Help Animals

Your tax-deductible donation will make a life-changing difference for...

COVID-19 Update

Photo/Video

Get Messages

Feeling/Activity

COLLABORATION



Content calendar

Content production | Social schedule | Freelancer timesheets

Posts by platform | Hide fields | Filter | Grouped by 1 field | Sorted by 1 field | Color | ...

Platform	Related story	Character count	Post length?	Attachments	Date	Time	
Platform: Voyager Facebook (Count 3)							
1	From coral reefs to fresh fish—here's the ultimate guide to the Maldives.	Voyager Facebook	Diggin' the Maldives	73	🔥		5/14/2020 1:00pm
2	Watch Jacques Martin dish on his favorite cuisines in our latest video.	Voyager Facebook	Spotlight on Jacques Martin	72	🔥		5/22/2020 12:00pm
3	Travel experts weigh in on the true cost of luxe amenities.	Voyager Facebook	Is a luxury stay worth it?	59	🔥		5/30/2020 1:00pm
Platform: Voyager Instagram (Count 3)							
4	A few of our favorite pools 🏊‍♂️	Voyager Instagram	Voyager's favorite 5-star hotels	29	🔥		5/8/2020 3:00pm

SCHEDULING



SCHEDULING



Hootsuite™

The screenshot displays the Hootsuite Streams interface, which is a dashboard for monitoring and managing social media content. The interface is organized into several columns and rows of posts. At the top, there are navigation tabs for 'Home', 'Mentions', '#Hotel', and 'Scheduled'. The 'Home' column shows a post from 'Daily Hive Vancouver' about a \$126-million KPU Surrey campus expansion. The 'Mentions' column shows several posts from 'Norman Solutions' regarding the Athens2019 conference. The '#Hotel' column features posts from 'Manual Solertes', 'Miguel Chan', and 'Profitable CEO' about hotel bookings and customer service. The 'Scheduled' column shows a post from 'joshua christoff' about travel tips. On the right side, there is a sidebar with a navigation menu and a section titled 'Add a stream'.

SCHEDULING



The screenshot displays the Hootsuite dashboard interface. At the top, there are navigation tabs for 'Streams', 'Facebook', and 'Add Social Network'. Below this, the dashboard is divided into several columns:

- Timeline:** Shows a post from 'Athene Suites Bahamas' with a photo of a coffee cup and a link to an interview. It includes a 'Boost Post' button and a comment input field.
- My Posts:** Features a 'Reach more people' notification and a post from 'Athene Suites Bahamas' with a similar coffee cup photo and a 'Boost Post' button.
- Mentions:** Lists mentions from users like 'Mar 25' and 'Arthur James Beebe' with their respective text and profile pictures.
- Unpublished:** A section that currently displays 'Your stream has no content yet'.
- Add a stream:** A sidebar on the right with a grid of icons for 'Home', 'Mentions', 'Reposts', 'Followers', 'Lists', 'Likes', 'My Tweets', 'Search', and 'Scheduled'.

SCHEDULING



TweetDeck

The screenshot displays the TweetDeck interface with four columns:

- Column 1: Home @Tech_Impact**
 - board to turn over communication with the White House about the new Postmaster General — asking whether he was "selected for reasons of politics or patronage" and how he'll distance himself from his financial portfolio. [washingtonpost.com/business/2020/](https://www.washingtonpost.com/business/2020/)
 - Kristen Lamoreaux** @Lamoreau... now
A report by the U.S. Equal Employment Opportunity Commission said Black people make up about 7% of the tech industry, 8% Hispanic and 36% are women. bit.ly/2Ay8EIS
 - Merilyn Jackson Retweeted
 - Elena Pieper** @ms_pieper 12h
Ich möchte gerne in einer Welt leben, in der Männer sich abgründig für solche Fotos schämen.
- Column 2: Notifications @Tech_Impact**
 - Michael Stein** Retweeted **Tech Impact** @Tech_Impact 8h
Updating the 2020 #TechForwardConf! We're headed online to share excellent speakers, interactive workshops and helpful breakouts. Join nonprofit leaders for this mission-focused technology conference on 9/15, now with no travel required: bit.ly/3hhsPoz
 - TechSoup Canada** liked **Tech Impact** @Tech_Impact 2h
We're proud to introduce the Technology Learning Center, or TLC, an expansive collection of #nptech education materials. Visit bit.ly/2AGKANx.
- Column 3: Messages @Tech_Im...**
 - Leon Wilson, Tech Impact's I...** May 5
Leon Wilson: FYI
 - Dave Kerpen** @DaveKerpen Feb 26
Today is #BeLikeableDay! Please consider RT'ing my pinned tweet or tweeting this: Today is #BeLikeableDay! Take the pledge now to be kind on...
 - Fuze the Mc** @fuzethemc Jan 29
Hey! Tech long time. Hope your Wednesday is treating you well. You still in DC?

(404) 777-2474 is my new number , add yourself to my pho...
 - DAKAR** **Dakar24 Senegal** @daka... 27 Oct 2019
ONLY FOR YOU Tech Impact, accounts.youtube.com/accounts/SetSI...
 - @nonprofitorgs** @nonpr... 17 Sep 2019
Hello from @NonprofitOrgs! Now in its
- Column 4: Activity @Tech_Impact**
 - Box.org** liked
 - IRC - International Rescue Co**
Every day, refugees are at the frontlines fighting #COVID19.

That's why this week— ahead of #WorldRefugeeDay—we're p to take over our channels to ho the refugees who are essential making the world a better, safe for us all.

Learn more: Rescue.org/WorldRefugeeDay
 - Enez Özen** liked
 - No Context WTH?** @NoContext!

SCHEDULING



The concern around the coronavirus is growing each day, but our priority remains with the health and safety of our employees, clients and the animals we serve. You can help us respond to emergency situations like the COVID-19



SECURE.ASPCA.ORG
Donate to the ASPCA and Help Animals
Your tax-deductible donation will make a life-changing difference for...

Available images [Hide](#)



Photo/Video Get Message Feeling/Activity

News Feed
Posts are public and show up on your Page and in search results.

Share Now Boost Post

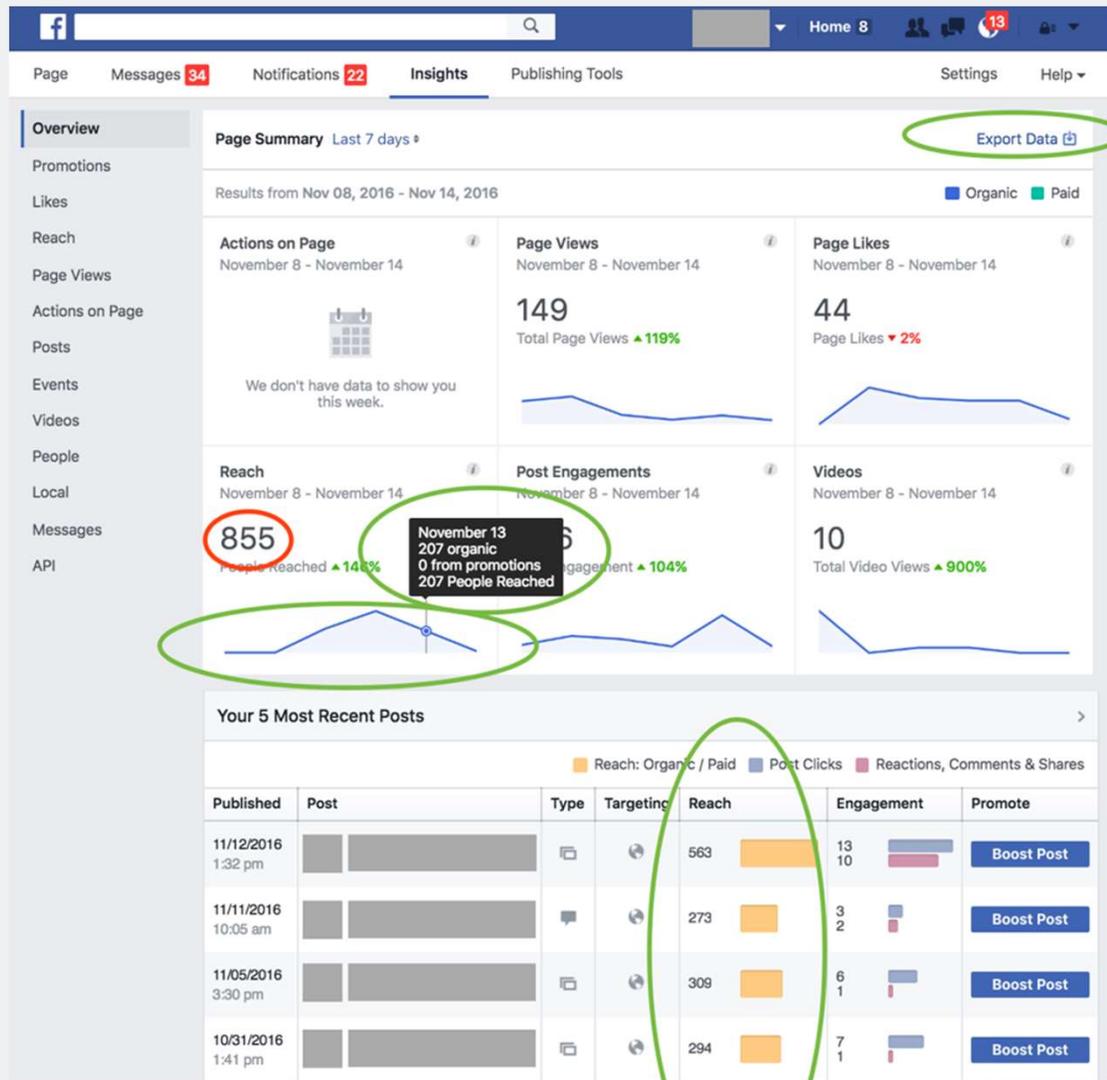
Preview **Now** Share Now

- Schedule
- Backdate



METRICS & ANALYSIS

FACEBOOK



TWITTER ANALYTICS



Tech Impact  @Tech_Impact

Page up

28 day summary with change over previous period

Tweets

15



Tweet impressions

22.1K ↓5.4%



Profile visits

237 ↑4.4%



Mentions

16 ↓33.3%



Followers

37K ↓-114



Jun 2020 • 15 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,202 impressions

"We don't want or need to go back to all the ways we did things in the past. How radical we are will depend upon our appetite for bold change." Check out the State of the Sector 2020 report from [@NPCthinks](#).

Top mention earned 88 engagements



#DigitalSkills4Today

@DS4Today · Jun 9

Meet the [@Changemakers](#) supported by [@sap4good](#): Take 6! 📺 Former [@wef](#) contributor & sole Lybian winner of the

JUN 2020 SUMMARY

Tweets

10

Profile visits

132

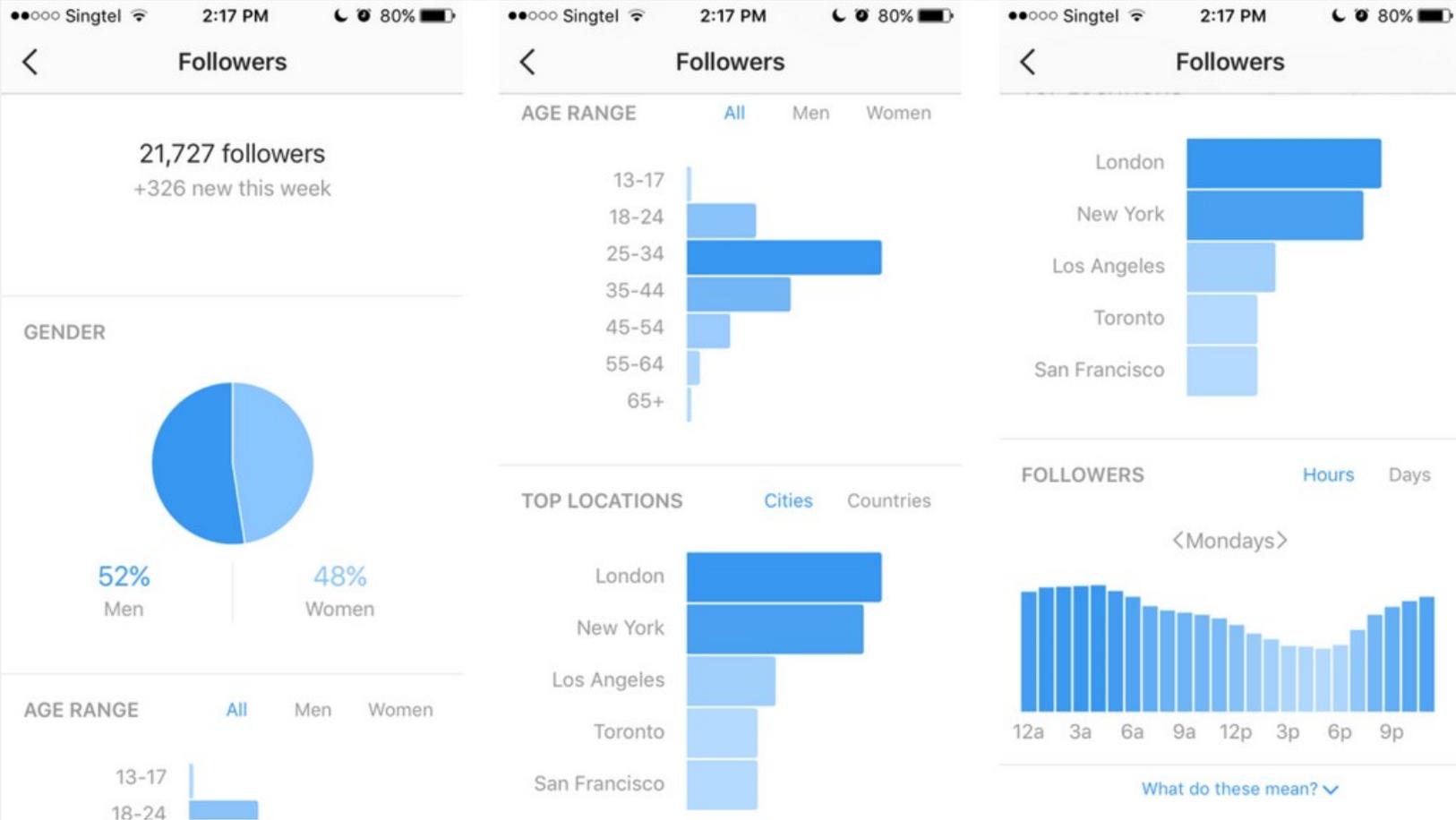
Tweet impressions

11.7K

Mentions

11

INSTAGRAM



Source: falcon.io



ACTION ITEMS

YOUR NEXT STEPS

- Optimize your website for fundraising
- Optimize your donation page(s)
- Create a campaign plan
- Develop your story
- Understand metrics to track
- Integrate your campaign across channels
- Write your campaign report (after)



QUESTIONS?

**WE VALUE YOUR
OPINIONS. PLEASE
COMPLETE THIS
EVALUATION OF THE
DIGITAL FUNRAISING
SERIES:**

www.surveymonkey.com/r/695DW3Z

This link is available on the course page:
<https://offers.techimpact.org/course-page-nycon>



THANK YOU

[TECHIMPACT.ORG](https://techimpact.org)