Intersection of Social Media and Fundraising

Presented by
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Social Media & Communications Consultants

@SocMediaRckStr
• Raleigh-based full service agency that works exclusively with nonprofits
• Nearly 10 years of dedicated nonprofit experience paired with 7 years of corporate advertising experience
• Bring us your problem and we’ll solve it

Clients, Experience & Affiliations
Social Media is a Conversation
Creating Your Sustainable Plan

Make a Plan
Peer-to-Peer Fundraising
Master Tools
Pick-A-Platform
Get Some Ideas
Final Thoughts
pick a direction

http://portcanaveralcove.com/Lost%20Ibis.jpg
Prime the Pump

- Give value
- Be a person
- Identify champions
- Take it off social media
- Engage often
Create a Plan

• Time limited
• Clear call to action
• Creative themes work
• Update often
• Use multi-media
• Ideas!
• Beth Kanter Case Study Search
  http://www.bethkanter.org/category/case-studies/
Surround Sound Approach

• Mention on all your current communications – newsletters, website, etc.
• Engage bloggers to tell your story
• Leverage advocates to repost
• Reach out to the media
start a ripple
Peer-to-Peer Fundraising: How It Works

Nonprofit

Supporters, Board, Staff & Volunteers

Starts an Online Campaign

Create Fundraising Pages & Ask for Donations

Give Donations

Network

Friends & Family

Co-Workers
Peer-To-Peer Fundraising

- 7.5% transaction fees are industry standard + monthly fees
- Make sure it’s completely social media optimized
- Start small and repeat
Philanthroper.com – called the “Groupon” for nonprofits because it highlights one nonprofit a day to raise awareness and funds $1-$10 at a time

First Campaign - $307 donations ($1 only) - 6 national blog posts - 31 tweets with amazing reach

Second Campaign - $450 donations
Mega Example – Charity: water

$3,000,000 as of late 2010
tools make us human

http://www.flickr.com/photos/bre/552152780/sizes/l/
• Come HOME to Facebook - make your cause mesh with people's personal lives = family, friends and community

• Ask often

• Utilize the cover photo

• Leverage celebrations with Causes
  
  • Backend through Network for Good
• Get on VIP's radar
• Ask for Retweets
• Leverage advocates
• Fundraise one tweet at a time
  • Have a sponsor/partner match number of tweets $1 up to a total
Social Media Dashboard
HootSuite – HootSuite.com

- Manage all your social media in one place
- Schedule updates
- Batch upload
- Analytics
• Video is the next social media revolution – be ready for it!
• Need more of an example than Kony 2012?
• Great article on video fundraising ideas:
  • Tips for Shooting A Winning Video For Your Nonprofit - [http://www.bethkanter.org/tips-video-shoot/](http://www.bethkanter.org/tips-video-shoot/)
Blogging

- Showcase what the fundraiser will fund – people, places and things
- Feature guest posts by bloggers about why they donate = your customers
• Visual pin board of photos and ideas
• 3rd most visited social media site
• Primarily happy photos, but can be used for good
• Ask for repins to spread messages
• Use the price tags to highlight giving amounts
• Great for SEO
• Still VERY early adopter
• Hybrid of Facebook and Twitter – long form information sharing
• Hang Outs are fun thing to play with
• Example:
  • Ottawa Public Health -
    https://plus.google.com/114449461171984600499/posts
Instagram

• Photo sharing social network for iPhones and Androids
• Bought by Facebook in April so it will be around for a while
• Try a photo contest or just advertise your fundraiser
• Examples:
  • Unicef - http://statigr.am/unicef_es
  • Autism Science Foundation - http://statigr.am/autismsciencefd
Facebook Advertising

- Great targeting
- Cost contained campaign
- Use social features
- Trap a video or large photo in an ad by using the “Ad from a Page post” feature
Viral Facebook Photos

Share this image to trigger an avalanche of autism research.

Recipe4Hope.org
Photo Contests

- Raised over $253,000 in 2010 and $600,000 in 2009
- Entry $5, votes $1
Gift Lists

- People are buying air
- Links to a e-commerce site
- Any conservation nonprofit could do this
parting thoughts

http://fc05.deviantart.net/fs11/i/2006/241/d/e/swallow_tattoo_idea_by_meowle.jpg
Social Media is a Conversation
Say Bye-Bye

http://www.flickr.com/photos/seandreilinger/2339868030/sizes/o/
Passion is Infectious

http://www.flickr.com/photos/krystalt/5248185017/sizes/l/
Biz Card + Magic = Presentation + Reading List

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