



Intersection of Social Media and Fundraising

Presented by

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bc dc ideas

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[scribd.com/
doc/91386318
/NCCN12](https://scribd.com/doc/91386318/NCCN12)



- 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



A photograph of three women sitting on a brown couch in a room with large windows. The woman on the left is wearing a light pink shirt and white pants, and is gesturing with her hands while speaking. The woman in the middle is wearing a light pink shirt and glasses, and is looking towards the woman on the left. The woman on the right is wearing a bright pink shirt and black pants, and is also looking towards the woman on the left. The text "Social Media is a Conversation" is overlaid in large white letters across the center of the image.

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



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

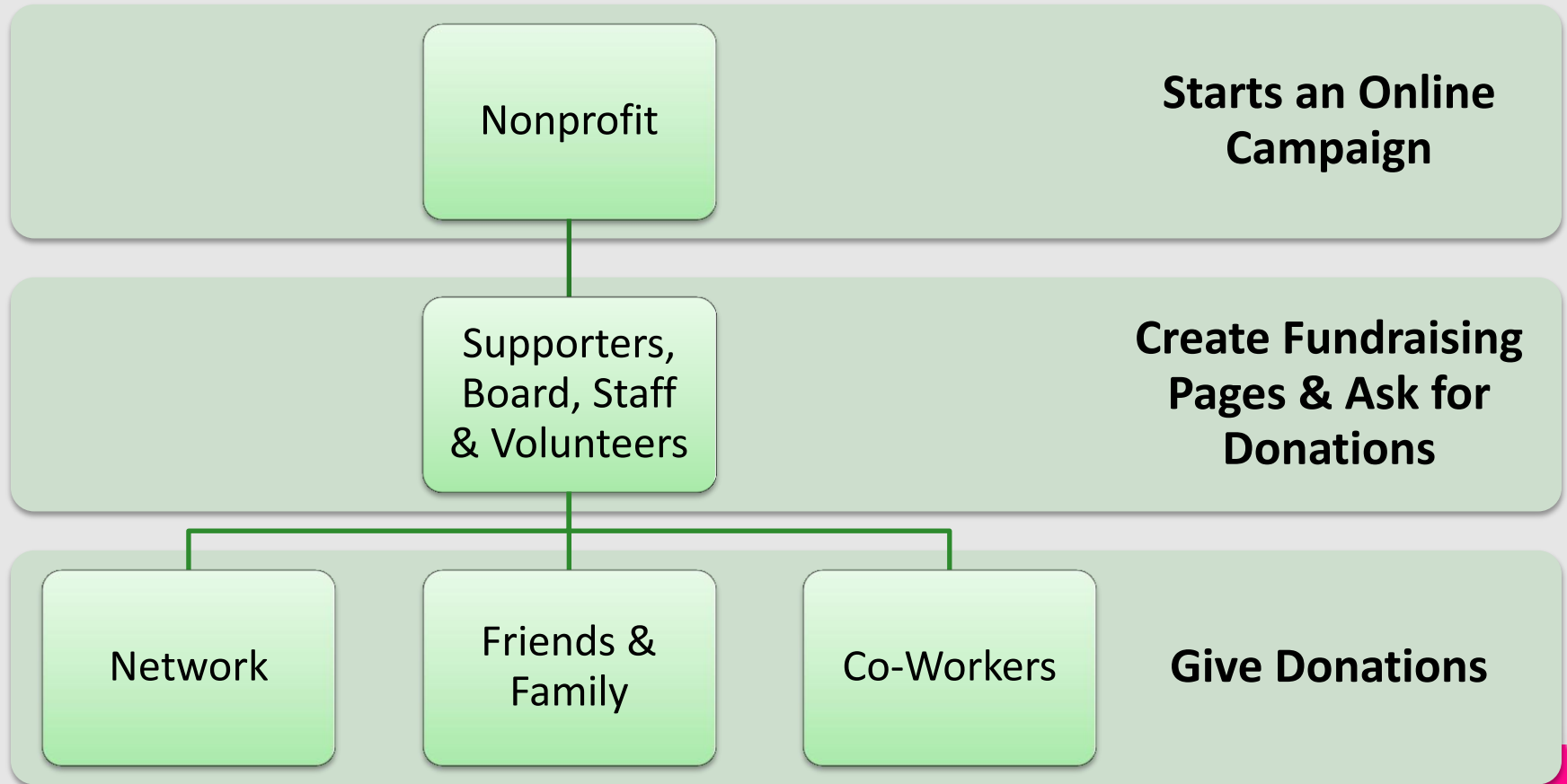
- Mention on all your current communications – newsletters, website, etc.
- Engage bloggers to tell your story
- Leverage advocates to repost
- Reach out to the media





start
a
ripple

Peer-to-Peer Fundraising: How It Works

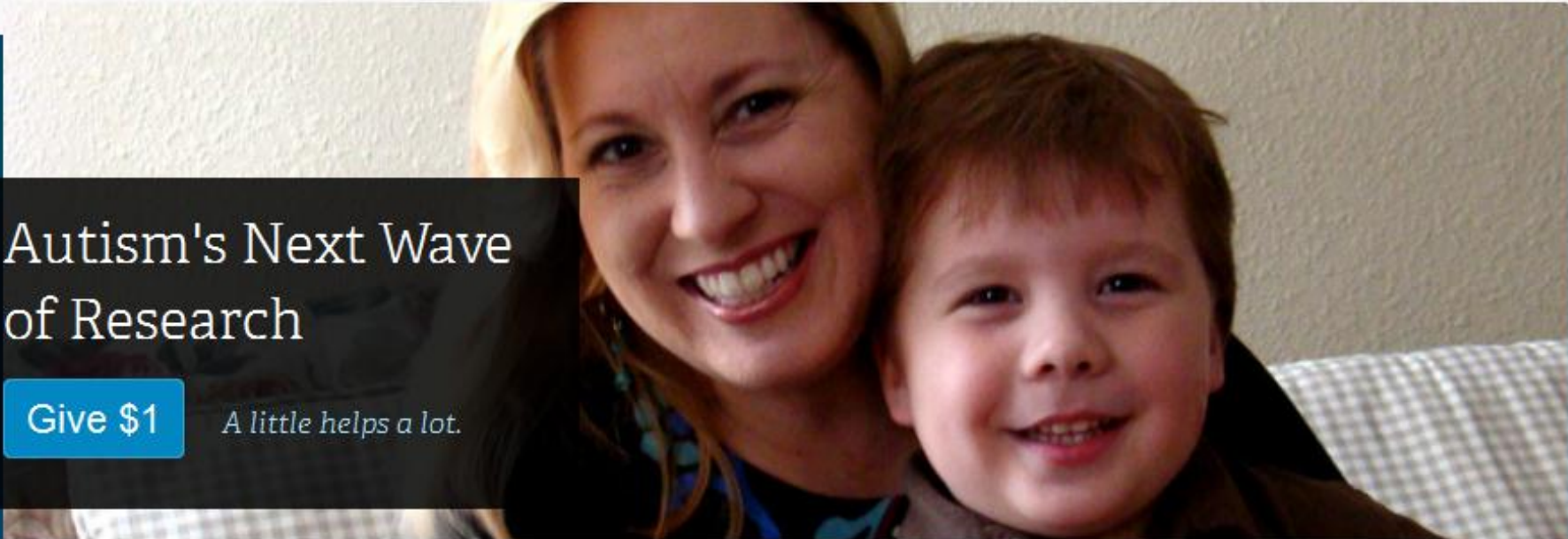


Peer-To-Peer Fundraising



- 7.5% transaction fees are industry standard + monthly fees
- Make sure it's completely social media optimized
- Start small and repeat





Autism's Next Wave of Research

[Give \\$1](#)

A little helps a lot.

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

The screenshot shows the mycharity: water website interface. At the top is a dark navigation bar with the logo and a 'BETA' tag, followed by menu items: WHY WATER?, PROJECTS, GET INVOLVED, PHOTOS+MEDIA, ABOUT US, and EVENTS. Below the navigation bar is a mission statement: 'Our vision is simple and ambitious: clean, safe drinking water for everyone on the planet. Welcome to mycharity: water.' To the right is a 'members login' section with fields for email and password, a 'SIGN IN' button, and a 'Forgot password?' link. Below the mission statement are two buttons: 'TAKE THE TOUR' and 'GET STARTED NOW'. The main content area features a section titled 'THE PROGRESS ON MYCHARITY: WATER' with a disclaimer: '* This progress reflects donations on mycharitywater.org only. [?]'. This section displays four key statistics: \$12,426,258 RAISED THROUGH CAMPAIGNS, 94,831 MEMBERS, 164,414 DONATIONS, \$11,186,524 Raised for water projects, 621,312 People served, \$1,239,734 Raised for drilling rigs [?], and 103.3% Rigs Funded [?]. Below this is a 'HOW IT WORKS.' section with three numbered steps: 1. Right now, one billion people on the planet don't have access to safe, clean drinking water. That's one in eight of us. 2. On mycharity: water, you can run, bike, give up birthday presents or just raise money to fund water projects for communities in need. 3. 100% of the money you raise will go directly to people in need and in 18 months, you'll see proof of the projects built using photos and GPS. The steps are illustrated with icons: water glasses, a bicycle, a person running, a gift box, a water pump, and a group of people.

mycharity: water **BETA**

WHY WATER? | PROJECTS | GET INVOLVED | PHOTOS+MEDIA | ABOUT US | EVENTS mycharity: water

Our vision is simple and ambitious: clean, safe drinking water for everyone on the planet. Welcome to mycharity: water.

TAKE THE TOUR → GET STARTED NOW →

members login. [Forgot password?](#)

email password **SIGN IN**

THE PROGRESS ON MYCHARITY: WATER * This progress reflects donations on mycharitywater.org only. [?]

\$12,426,258 RAISED THROUGH CAMPAIGNS	94,831 MEMBERS	164,414 DONATIONS	\$11,186,524 Raised for water projects	621,312 People served
			\$1,239,734 Raised for drilling rigs [?]	103.3% Rigs Funded [?]

HOW IT WORKS.

- 1 Right now, one billion people on the planet don't have access to safe, clean drinking water. That's one in eight of us.
- 2 On mycharity: water, you can run, bike, give up birthday presents or just raise money to fund water projects for communities in need.
- 3 100% of the money you raise will go directly to people in need and in 18 months, you'll see proof of the projects built using photos and GPS.

\$3,000,000 as of late 2010





tools make
us human

EUGENE A. SLOANE'S
BICYCLE
MAINTENANCE
MANUAL

BY THE AUTHOR OF THE BEST-SELLING
The Complete Book of Bicycling AND
The New Complete Book of Bicycling





- 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



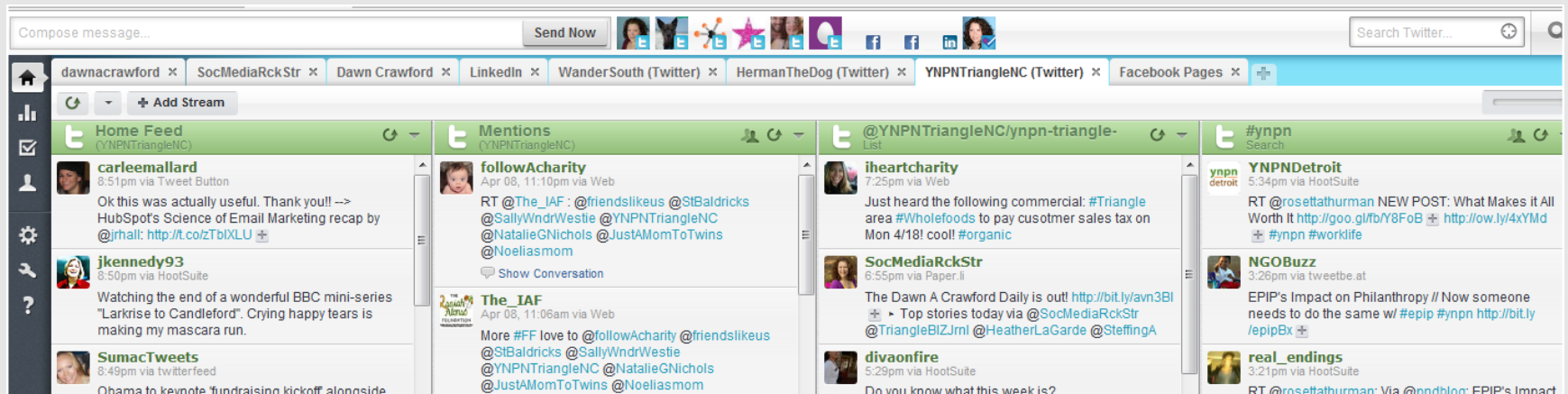


- Get on VIP's radar
- Ask for Retweets
- Leverage advocates
- Fundraise one tweet at a time
 - Have a sponsor/partner match number of tweets \$1 up to a total



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:
 - Video Can Help Boost Donations in End-Of-The-Year Fundraising - <http://www.bethkanter.org/hoffman-video/>
 - Tips for Shooting A Winning Video For Your Nonprofit - <http://www.bethkanter.org/tips-video-shoot/>



Bloggging

- 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>





ideas

Facebook Advertising

- Great targeting
- Cost contained campaign
- Use social features
- Tap 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.

AUTISM SCIENCE FOUNDATION

Recipe4Hope.org

Share Me! 1 of 1

Tag Photo Options | Share

Autism Science Foundation
December 14, 2011

Everyone who shares this image before 10 a.m. EST on Friday, December 16 will be entered for a chance to win an ASF polar fleece jacket!

It takes lots of snow, and some helping hands, to build a snowman. It also takes all of us, working together, to support the research needed to understand autism.

Every donation to the Autism Science Foundation's Recipe4Hope – <http://www.recipe4hope.org/>, goes directly to fund pre- and post-doctoral autism research fellowships to encourage the brightest young scientists to devote their careers to autism research. Please donate today and trigger an avalanche of autism research.

Tag Photo Add Location Edit

Unlike · Comment · Share · Edit

👤 You and 41 others like this.

📄 63 shares

Autism Science Foundation If you share please also LIKE the photo
December 14, 2011 at 4:43pm · Like · 📄 2

Catherine Wells-Lindsay thanks Sue!
December 15, 2011 at 9:54am · Unlike · 📄 1

Autism Science Foundation THANK YOU to everyone who shared this image and helped us

Write a comment...

Photo Contests



- Raised over \$253,000 in 2010 and \$600,000 in 2009
- Entry \$5, votes \$1
- Read more: <http://philanthropy.com/blogs/prospecting/top-dogs-raise-money-in-pet-photo-contest/19166>



Gift Lists

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



A New Beginning: Sponsor Climate Solutions for India

\$65.00

India's rapid economic growth can bring millions of people out of poverty. But development based on fossil fuels, like coal and oil, is clogging urban air and threatening our climate future. Working with local NGOs in over 2,000 villages, we are supporting...



Clear the Air! Fight Toxic Air Pollution

\$15.00

Coal-fired power plants spew 386,000 tons of toxic mercury, arsenic and other hazardous pollutants into the air every year. Meanwhile, polluters are making every effort to undermine environmental safeguards like the Clean Air Act, so they can pump as many...



Come out of your shell. Save a Sea Turtle!

\$50.00

Sea turtles have inhabited the Earth since the age of dinosaurs. Yet they may not survive today's man-made threats. Every year, hundreds of sea turtles get trapped accidentally in fishing lines and die. EDF has provided turtle-friendlier gear to fishermen...



Creating Landowner "Credits" for Wildlife Recovery

\$20.00

Private landowners own 70 percent of the land in the lower 48 states. Much of that land is habitat for endangered wildlife. EDF's landowner





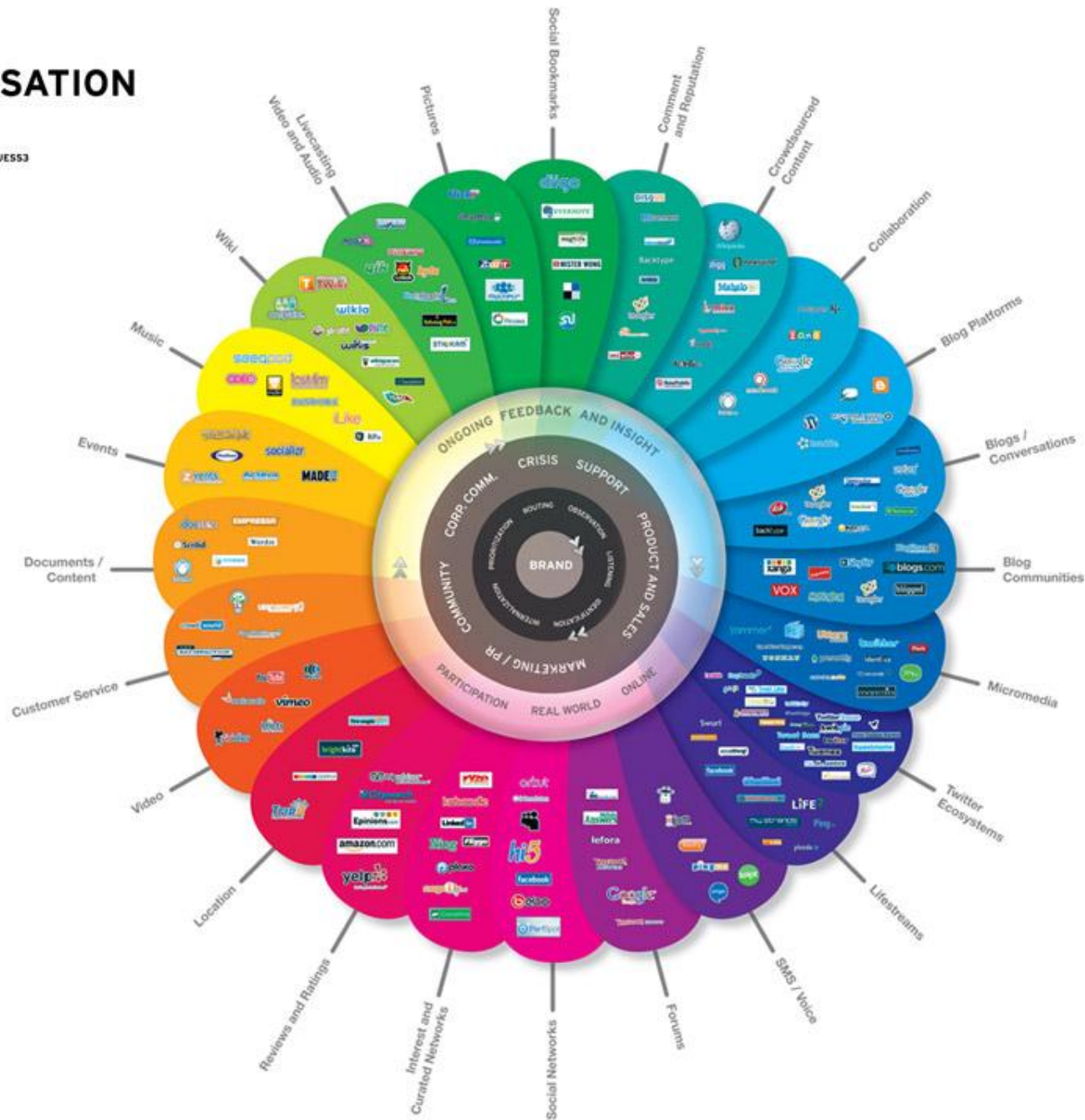
parting
thoughts

A photograph of three women sitting on a brown couch in a room with large windows. The woman on the left is wearing a light pink top and white pants, gesturing with her right hand while holding a cup and saucer. The woman in the middle is wearing a light pink top and glasses. The woman on the right is wearing a bright pink top and black pants. The text "Social Media is a Conversation" is overlaid in large white letters across the center of the image.

**Social Media is a
Conversation**

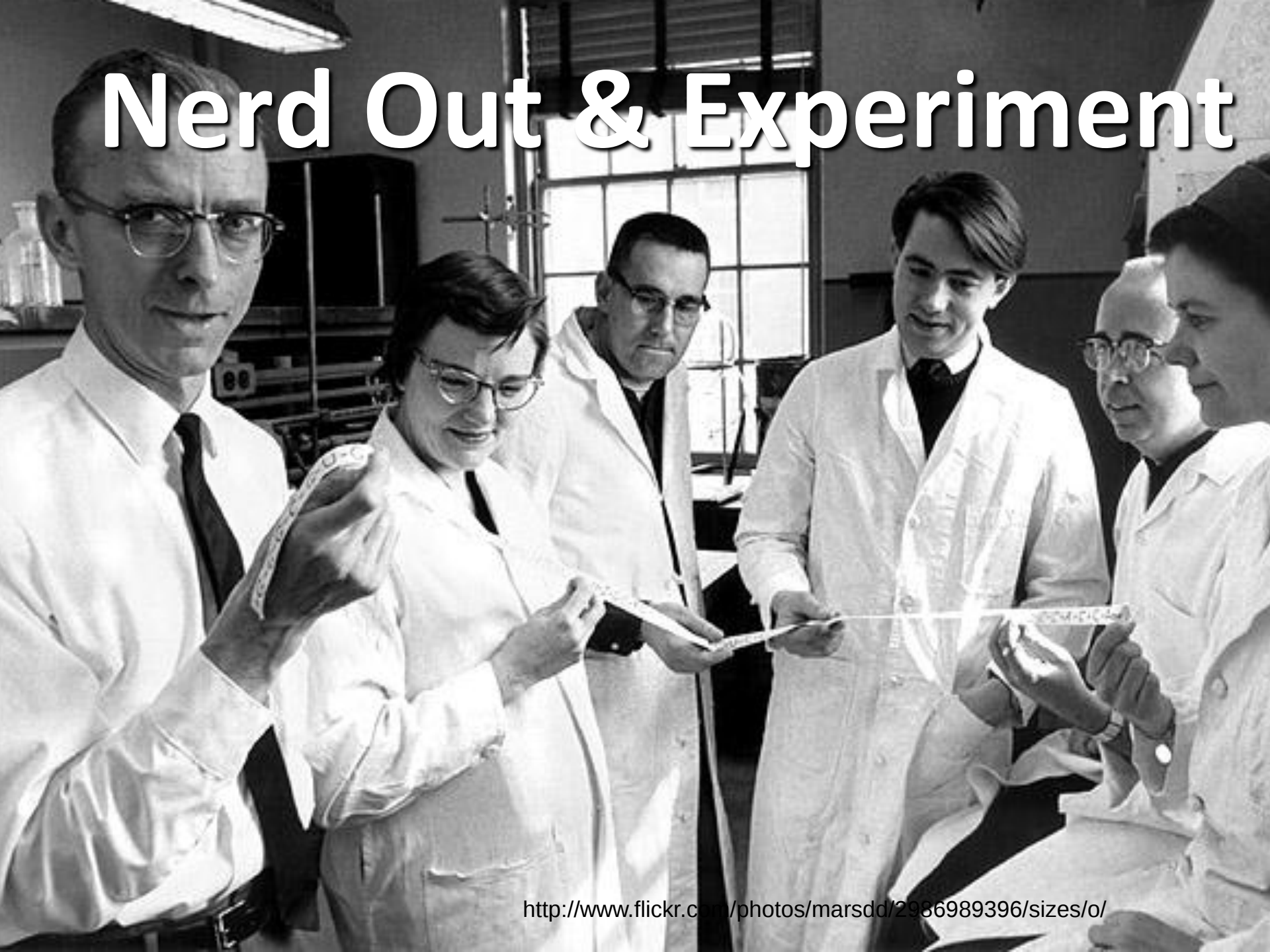
THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3



Explore

Nerd Out & Experiment



<http://www.flickr.com/photos/marsdd/2986989396/sizes/o/>

A young child with light brown hair and a joyful expression is standing on a dark asphalt street. The child is wearing a dark blue hooded jacket with a grey patterned front panel. They are waving their right hand towards the camera and holding a white plastic bag with red text in their left hand. The background shows a dark asphalt surface with a circular manhole cover visible on the left. The text "Say Bye-Bye" is overlaid in large white letters across the center of the image.

Say Bye-Bye

<http://www.flickr.com/photos/seandreilinger/2339868030/sizes/o/>

A close-up photograph of two hands, one from the left and one from the right, reaching towards each other to form a heart shape with their fingers. The hands are silhouetted against a bright, hazy sky with soft, wispy clouds, suggesting a sunset or sunrise. The lighting is warm and golden. The hand on the left has a dark wristband.

**Passion is
Infectious**

Biz Card + Magic = Presentation + Reading List

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