



TIPS FOR SOCIAL MEDIA FUNDRAISING

Tips for Social Media Fundraising

Recruit someone familiar with social media

Recruit or appoint a social media fundraising person who is familiar and knowledgeable with social media.

Living up to your mission statement by actions

Show your audience how you are living up to your mission statement by your actions and initiatives. Rather than repeating the mission statement in posts, show them the fruit of what you are doing by giving frequent updates. This will go further in building a relationship and support.

Remember your audience when making posts

Every post should be made with your audience in mind, so be sure to explain your specific program for which you are raising funds, and how it fits into your work. Keep this in mind when using buzzwords or acronyms, always pause and ask yourself if your audience has the context to understand what you are talking about and, if not, briefly explain.

Plan out strategic social media funding campaigns

Plan out strategic social media funding campaigns. A campaign is different from regular social media posting, as it's a planned series of posts with a specific goal and ask. This works well for targeted fundraising, and it can also help raise awareness, including getting more likes on Facebook or getting more sign-ups to your email newsletter if you have one. When done properly, this will accomplish your goals and the campaign will end before audience fatigue starts to set in. Avoid posting too many asks which can lead to audience and compassion fatigue.

Words and photos work together

Match words to photos and photos to words. Every social media post is a chance for show and tell. A caption should add meaning to a photo posted, and a photo should add meaning to a caption. They should always be working together to tell a complete and thorough story.

Regular interesting posts engage your audience

Work to build a natural following increasing your engagement over time. You will do this by steadily posting content that your audience finds interesting. While there is no set rule on how often non-profits should post on social media, the recommendation is 3 to 5 posts on 1 to 2 platforms weekly. If posts are infrequent, it does not provide a view of being active.

Diversify your content

Diversify your content by planning out what you will post a week or two ahead of time and ensure that every post you share in a week is different from the others. Ideas to share can include:

- a) Project/program successes, big and small – there is no need to wait for huge milestones. Even if projects/programs are developing slowly, sharing the latest news does show progress.
- b) Fundraising – ensure you can take donations directly on social media such as Facebook.

Tips for Social Media Fundraising (cont'd)

- c) Share figures— provide statistics on the work you do which could be the number of people (families, adults and children) helped and how, projects implemented and/or completed, or any work you are proud of.
- d) Resources available for those you are serving – in addition to getting support for your work through social media, it can also be a tool for the work itself giving people tips on resources that can be accessed to help them or sharing links to help with their needs.
- e) Volunteer opportunities – use your social network for networking, recruiting, and reaching out to the people who believe in your work when you need new team members.

Graphics, photos or posters

Create social media specific graphics or select a relevant photo (ensure you use good quality photos/images) – you could create a poster that is optimized for the social media platform you are using. You can make different sized posters easily through a free design service called Canva found at <https://www.canva.com>. Remember to limit the words used. If you chose not to use posters, you can use posts with simple photos which tend to perform even better. When choosing an image for a post, use compelling photos of people or the work you do. Remember to relate the caption to the photo.

Make it easy for people to give

Make it easy for people to give. When you prepare a heartfelt appeal for help, you have to provide simple ways for people to donate or get involved. Include a live link to “Donate” or website link providing information on how to learn more and get involved. When sharing a link on Facebook or Twitter, an image appears automatically with the post: the thumbnail. This image allows people to quickly judge whether they want to find out more and click the image, so you want to ensure that this thumbnail is appealing. Preview your posts and change the image if necessary. When raising money for a good cause, you need to build connections, convince people to donate and get the word out both on and offline.

Copyright concerns

Do not use any ideas or concepts that are subject to copyright unless you obtain the necessary rights and/or permission to do so.

Photos and images

Use photos and images with the necessary consent of the individual or photographer.

Monitor activity posts

Since social media activity is instant and all activities are in “real time”, monitor your social media sites and activity posts often during any fundraising campaign. Remove unflattering comments; there will always be some regardless of the positive initiative the program would have.

Tips for Social Media Fundraising (cont'd)

Keep donors informed

Keep donors informed via social media on how successful the fundraising campaign was; thank them for their participation and share how the funds raised will be used.

Protect personal information

Protect any personal information that is collected during the fundraising campaign on social media or elsewhere.

Reposting or Retweeting information

Be careful not to repost or retweet any defamatory material that could have been inadvertently or intentionally posted on your social media sites.

Social media as an extension

Use social media as an extension of your traditional fundraising and not instead of it.