Integrating Online Communications Into Your Fundraising Campaign

October 22, 2019

LOGISTICS

Participation
Webinars are for sharing information! Please enter your questions into the Questions/Chat Box or raise your hand for assistance.

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Founder & Principal, TuttleCo
@ChrisTuttle
What We’ll Cover
Thinking About Online Communications
Defining Your Goals, Audience and Story
The Options for Online Channels
- Email
- Social Media
- Specific Fundraising Platforms
Choose Your Mix
Creating an Action Plan
Stories of Success
Thinking About Online Communications

M & R Study Data Results

Online revenue change since 2016

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>12%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Cultural</td>
<td>25%</td>
<td>68%</td>
<td>12%</td>
</tr>
<tr>
<td>Environmental</td>
<td>11%</td>
<td>48%</td>
<td>86%</td>
</tr>
<tr>
<td>Health</td>
<td>9%</td>
<td>18%</td>
<td>30%</td>
</tr>
<tr>
<td>Hunger/ Poverty</td>
<td>3%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>International</td>
<td>35%</td>
<td>44%</td>
<td>53%</td>
</tr>
<tr>
<td>Rights</td>
<td>24%</td>
<td>56%</td>
<td>13%</td>
</tr>
<tr>
<td>Wildlife/ Animal Welfare</td>
<td>22%</td>
<td>20%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Source: www.mrbenchmarks.com

Change in Online Revenue from 2017 to 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>2016-17</th>
<th>2017-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Cultural</td>
<td>28%</td>
<td>1%</td>
</tr>
<tr>
<td>Environmental</td>
<td>20%</td>
<td>0%</td>
</tr>
<tr>
<td>Health</td>
<td>14%</td>
<td>-5%</td>
</tr>
<tr>
<td>Hunger/ Poverty</td>
<td>22%</td>
<td>0%</td>
</tr>
<tr>
<td>International</td>
<td>23%</td>
<td>-9%</td>
</tr>
<tr>
<td>Rights</td>
<td>88%</td>
<td>-14%</td>
</tr>
<tr>
<td>Wildlife/ Animal Welfare</td>
<td>35%</td>
<td>3%</td>
</tr>
<tr>
<td>Rights</td>
<td>28%</td>
<td>2%</td>
</tr>
<tr>
<td>Wildlife/ Animal Welfare</td>
<td>16%</td>
<td>0%</td>
</tr>
<tr>
<td>National/ State</td>
<td>24%</td>
<td>4%</td>
</tr>
<tr>
<td>International</td>
<td>23%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: www.mrbenchmarks.com
Utilizing a Strategic Multi-Channel Approach

One Method Does Not Replace Another

Now that I have email I don’t need to send out direct mail ever again!

Why Multiple Methods?

- Multiple touch points
- Reinforce messaging
- Choice in message delivery
- Different tools have different advantages
2  Defining Your Goals, Audience and Story

Make Sure Your Campaign Goals are Clear
Clear goals will help you identify how to use each channel within your campaign in the most strategic way as well as how integrate effectively.

Define Online Campaign Success Goals
If you’re in a long-term campaign, like a capital campaign, divide it up to smaller chunks (like 4-8 weeks).
Setup Your Donor as The Hero of the Story

Develop a consistent narrative for your whole campaign, that’s used across channels.

Who Are You Actually Trying to Reach? …and which tools do they use?


So, How Do You Choose?
3  Thinking Through The Options for Channels: Email

Emails Are Very Cost Effective

Reach out to your Constituents to let them know what you’re doing
Or ask them to take action

Does Anyone Open Email Anymore?

Yes. Especially from organizations they know and like.

15% Open Rate
.44% to 2.4% Click-Through Rate

These vary based on organization and email list.

www.mrbenchmark.com
But the details are critical

Subject line about how this email helps the recipient

From a recognized sender

Visual

Multiple clear calls to action

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Build Your Lists

Recruit Your Own Supporters:

- take a signup sheet to events
- send them a postcard

Make friends Online! Have people signup to:

- see resources
- get more information
- affirm a pledge

Have something that makes it worth their time to subscribe!

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How Much Permission Do You Need?

There’s a big gray area; you’ll need to figure out your own organizational policy.

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The last example of “buying a list” is something I would rarely ever suggest anyone do. Esp small-mid size orgs who don’t see the return on cold-prospect appeals that well known orgs would.

Usually I see it more for mail appeals than email, especially given most mass email service providers (MailChimp, Constant Contact, etc) do not allow for the import of purchased emails.

This gets further complicated by GDPR compliance, for which this would be outright illegal to do with email addresses of anyone living in the EU or soon to be separate UK.

Above comments still need addressed. Title for this slide could be: "Build Your Lists"

Hi Chris, do you want the title changed from ‘Where Do Addresses Come From?’ Would you want ‘How to build your lists?’ or just Build Your Lists? I'll put whatever you want, but the title here was hidden for some reason until I reset the slide.

Chris, would you prefer I remove #3 completely? It's one image but I can rebuild a new
Broadcast Email Tools for Nonprofits

Up to 2,000 subscribers and 10,000 free emails per month.

MailChimp

VerticalResponse

A Deluxe Company

10,000 free emails per month for 501(c)(3)s or 15% discount.

Is Your Email Readable and Accessible?

Time for a poll
Thinking Through The Options for Channels: Social Media

Breaking Through the Social Interaction

How can you compete with all this?

Top Reasons People Share


It's all about relationships!
What They Like to Share

Facebook

Twitter

In the US, users are most likely to get social content that is:

- 85.7% News
- 61.0% Photos
- 48.8% Videos

In order the most shared articles are:

- 23% Photos
- 18% Videos
- 15% News
- 12% Links
- 12% SF
- 10% Memes
- 9% Promotional

All graphics researched and created by Go-Gulf.ae.

Facebook

Powerful networking tool to grow community, interaction, drive website traffic, and attract new constituents.

Twitter

Broadcast your thoughts widely and frequently to connect with supporters, organizations, and the media.
LinkedIn

LinkedIn is an online rolodex that’s great for building networks, staying in touch, and connecting with professional groups.


Instagram

Instagram

Other Platforms to Consider

Snapchat

Tumble

Pinterest
How Many People Are on Each Platform?

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Monthly Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>3.5 billion</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>2 billion</td>
</tr>
<tr>
<td>Instagram</td>
<td>1.1 billion</td>
</tr>
<tr>
<td>Twitter</td>
<td>510 million</td>
</tr>
<tr>
<td>Pinterest</td>
<td>320 million</td>
</tr>
<tr>
<td>TikTok</td>
<td>2 billion</td>
</tr>
<tr>
<td>Snapchat</td>
<td>1 billion</td>
</tr>
<tr>
<td>Signal</td>
<td>300 million</td>
</tr>
<tr>
<td>Reddit</td>
<td>110 million</td>
</tr>
<tr>
<td>kik</td>
<td>110 million</td>
</tr>
</tbody>
</table>


Think Through a Policy

Provide clear guidelines for what staff should and shouldn’t do when posting and interacting with your social media communities.

http://www.idealware.org/reports/nonprofit-social-media-policy-workbook/

Thinking Through The Options for Other Fundraising Channels

5
Organization Appeals

Sources:
https://techcrunch.com/2016/06/30/facebook-now-lets-you-fundraise-on-behalf-of-non-profit-organizations/

P2P Appeals

use examples of individual's FB Fundraiser for an org and a crowdrise board fundraiser

Crowdfunding

Brain tumor Treatment for Niki
Peer-To-Peer Fundraising
Ask your supporters to get their friends to donate too.

Any Channel Works To Ask a Friend

Peer-to-Peer Platforms
Consider tools offered by your donor management software vendor.
There are also stand-alone tools like CrowdRise, Razoo, CauseVox, and Classy.
Choosing Your Mix

Which Channels Make Sense For You?

What will help you most effectively deliver your message?

For Most Channels, You’ll Need to Commit Beyond the Campaign

You can’t just swoop in and ask for money
What Does Your Audience Want?

Each community is different. Trying to identify the ideal communications mix for your constituents can be tricky.

How will you reach constituents across multiple channels? Which channels do they prefer?

- Online vs. Offline?
- Direct Mail vs. Email?
- What about social media?

Does the answer vary for each type of information?

Response Rates?

What format will cause your audience to be most likely to respond to requests?
How Much Time Can You Commit?

Rule of thumb:
Four to six hours per week per channel

Creating an Action Plan

Set Your Campaign Timeline

When will you start?
When will you end?
How do planning and follow up fit in?
What's Your Campaign’s Arc?

A possible formula:

1. Kick Off Your Program
2. Give Updates on Progress
3. Last minute appeal
4. Thank you

Kicking Off a Program

“Seeding a Campaign”

Give Updates on Progress

How can you support our work for children in Syria? Our appeal is 20% funded. You make a donation at unicef.org/Syria.ForUs

Thank you!
While these are good, I'm wondering if we can find any examples with images? These feel old given how visual social is these days.

Guest User, 10/2/2019
Tell Them Where Their Money Is Going

Asking for specific dollar amounts for specific campaigns can inspire donors.

Last Minute Appeal

Deadlines can be a huge motivator in driving donations.

Give Thanks

A heartfelt and healthy thank you to our community and all who support us in so many ways!
Have A Schedule

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response to questions</td>
<td>Response to questions</td>
<td>Response to questions</td>
<td>Response to questions</td>
<td>Response to questions</td>
<td>Response to questions</td>
<td>Response to questions</td>
</tr>
<tr>
<td>Share a story or powerful image</td>
<td>Ask a question</td>
<td>Share on social media</td>
<td>Encourage friends to spread the word</td>
<td>Spread the word</td>
<td>Promote your campaign</td>
<td>Promote your campaign</td>
</tr>
</tbody>
</table>

Multi-Channel Campaign - Be Strategic

If you’ll be fundraising across multiple social channels, consider how the campaign can best be promoted on each channel, instead of cross-posting the exact same content.

Emphasize the Social Aspects of Fundraising

Call out your supporters, report progress, and send reminders about big campaigns.
Let's please replace the 2nd example as that much text in an image is not accessible content, isn't best practice, and is against Facebook's 20% text rule.

Guest User, 10/2/2019
Provide Support

Make certain that someone at your organization can answer your supporter’s questions, or connect them with someone who can!

Be In It For the Long Haul

Take Action

Listen and Respond

Interact

Your Value

Think Value

Attract Followers

Build Relationships

Remind them of what you do, provide multiple touch points, and build excitement with events and contests.
Don’t Just Ask for Money

Provide value and remind them of the good work you do.

Think Through a Policy

http://www.idealware.org/reports/nonprofit-social-media-policy-workbook

Don’t Forget Your Fundraising Metrics!

Online vs. Offline Trends
Which of your “friends” gave?
LYBUNT or SYBUNT
Average size of gifts?
How many gifts at each level?
Real Life Examples of Success

A Simple Birthday Campaign

Offer Variety
Minnesota Zoo: The Zoo Never Sleeps

24-hour Facebook Live stream on Day of Giving raised $127,000 with a $4,000 investment

Jewish Family Service

Used Facebook boosted posts, the Give2gether platform, and other channels and equipped ambassadors with media to share. Raised $6,000 in nine days.

Questions?

NEXT COURSE

Accidental Techie, 3-Part Course
Tuesdays starting November 7, 2019
1:00 to 2:30 Eastern

Enter OnlineComms2019 to receive 20% off this course
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