



DIGITAL FUNDRAISING IN 2020

Social Media Fundraising

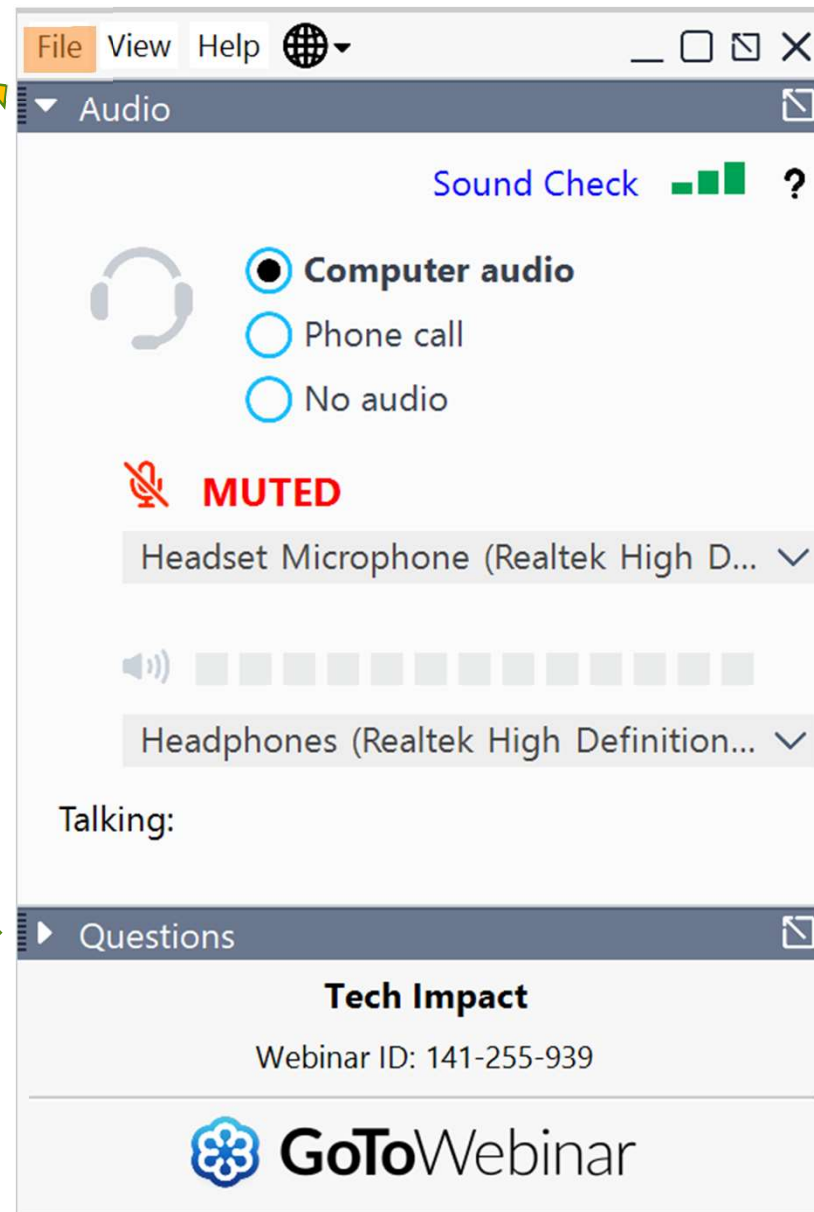


GOTOWEBINAR INTERFACE

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.



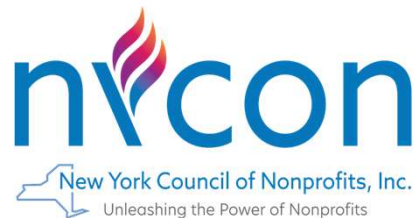
THANKS TO OUR SPONSORS FOR THIS SERIES!



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!**



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!

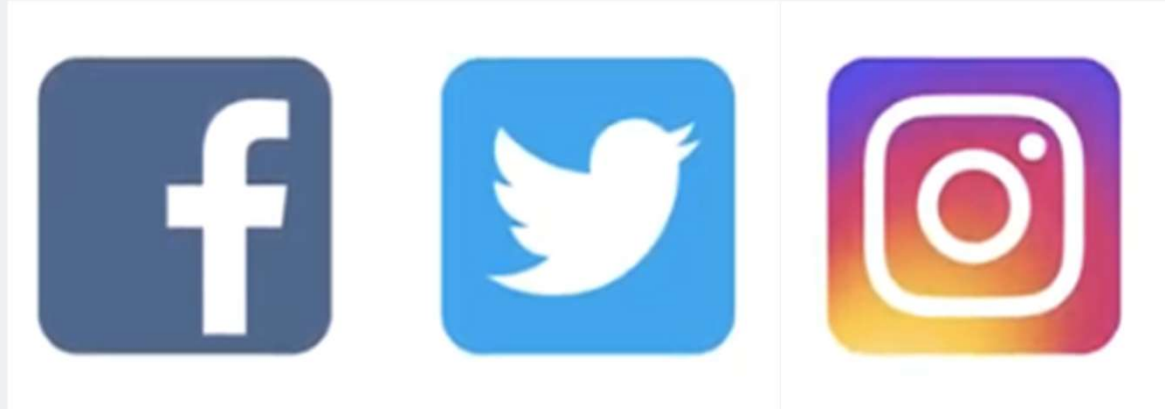
With deep appreciation,

Cassandra Beam
Executive Director
Ulster Literacy Association

A woman with curly hair and glasses is smiling while looking at a laptop screen. She is wearing a light-colored blazer over a green top. In the background, another person is visible, also smiling, and there are papers and a laptop on a desk. The scene is set in a bright, modern office environment.

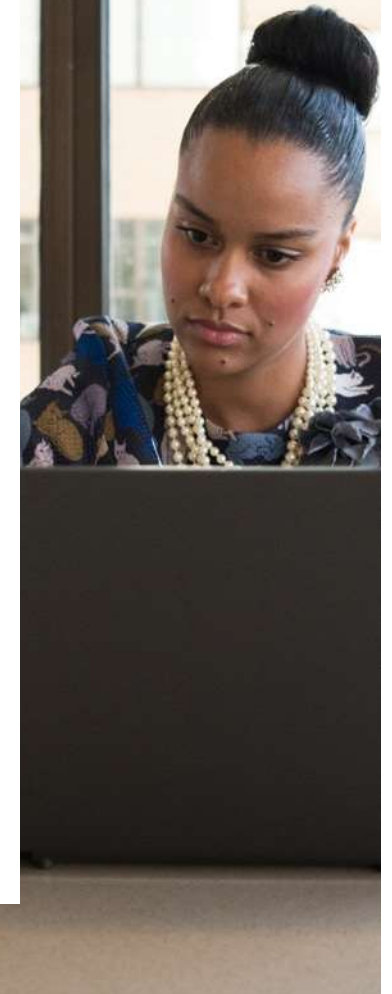
SOCIAL MEDIA OVERVIEW

WE'RE GOING TO FOCUS ON:



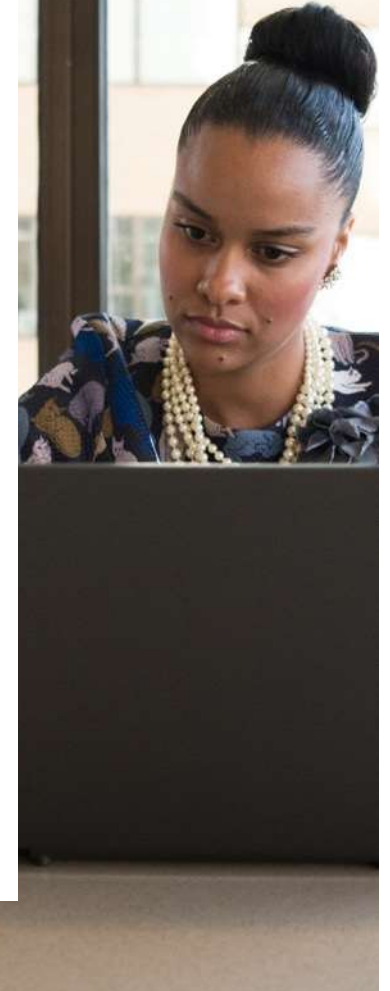
WHAT SOCIAL MEDIA ISN'T

- 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

Please donate today!

[Donate Now](#)

👍❤️😮 16

2 Comments 1 Share

INSTAGRAM



YOUR GIFT CAN
SAVE LIVES!



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

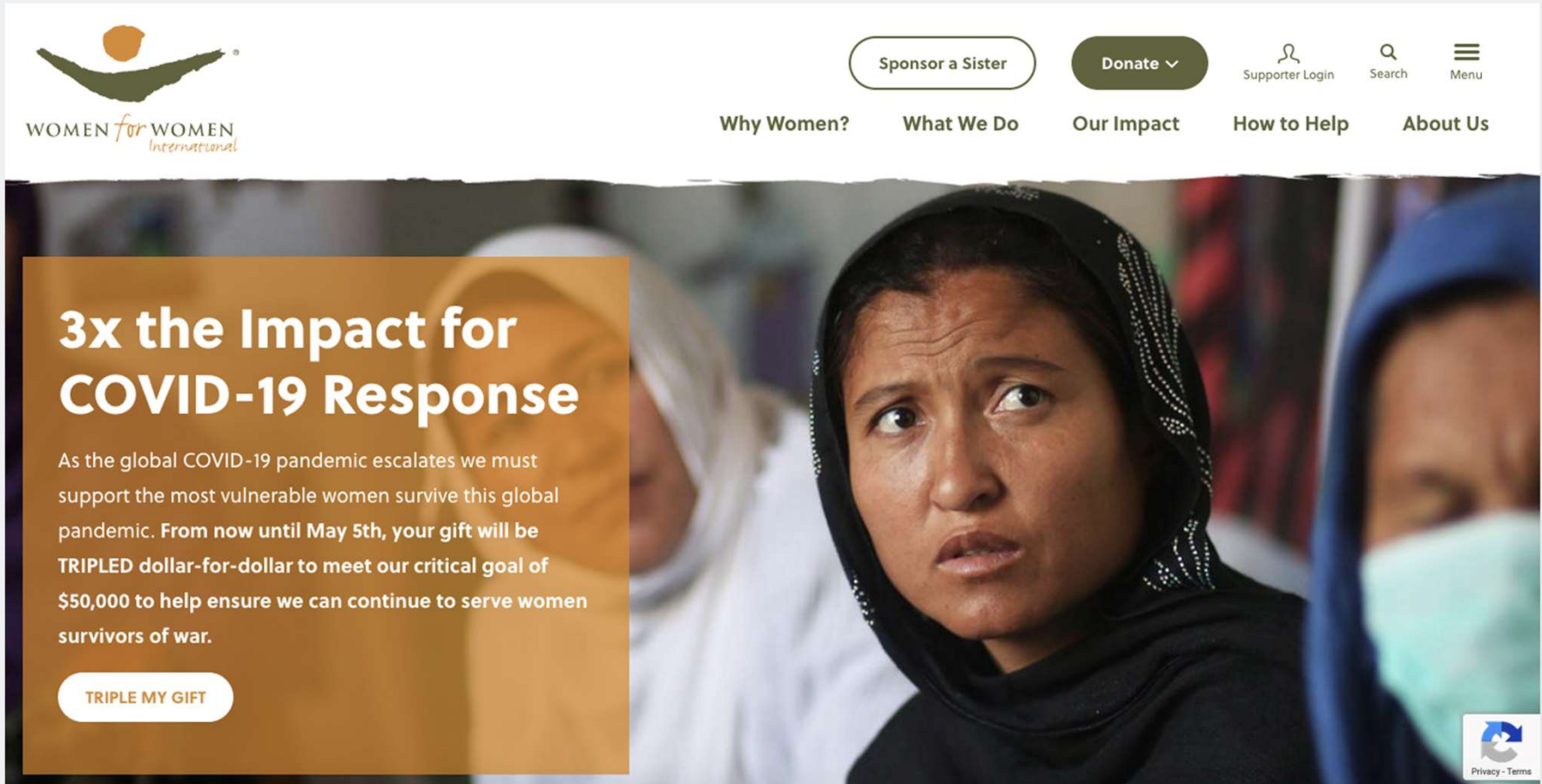
Add a comment...

Post

TWITTER



WEBSITE



The screenshot shows the homepage of the Women for Women International website. The header features the organization's logo on the left, which consists of a stylized orange sun above a green swoosh, with the text "WOMEN for WOMEN International" below it. To the right of the logo are navigation links: "Sponsor a Sister" (in a rounded rectangle), "Donate" (in a dark green rounded rectangle with a dropdown arrow), "Supporter Login" (with a person icon), "Search" (with a magnifying glass icon), and "Menu" (with a hamburger menu icon). Below these are five main navigation links: "Why Women?", "What We Do", "Our Impact", "How to Help", and "About Us". The main content area features a large background image of a woman in a black headscarf looking upwards with a concerned expression. Overlaid on the left side of this image is a dark orange rectangular box containing the text "3x the Impact for COVID-19 Response" in large white font. Below this, in smaller white text, it reads: "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 this box is a white rounded rectangle with the text "TRIPLE MY GIFT" in dark orange. In the bottom right corner of the main image area, there is a small blue and white icon of a recycling symbol with the text "Privacy - Terms" below it.

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
<input type="button" value="\$50"/>	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.
<input type="button" value="\$100"/>	
<input type="button" value="\$250"/>	
<input type="button" value="\$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 Last Name

Email Address Phone Number Optional

Your Billing Address

Address Line 1

Invest with Confidence

BBB ACCREDITED CHARITY


CHARITY WATCH TOP-RATED

CHARITY NAVIGATOR

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 is a screenshot of the ASPCA Facebook page. On the left is a sidebar with the ASPCA logo (a circular emblem with 'ASPCA' and 'ASPCA.ORG' and 'WE ARE THEIR VOICE.' below it), the name 'ASPCA' with a verified badge, and the handle '@aspca'. Below this is a vertical menu with links: Home, About, Fundraisers, Events, Photos, Videos, Posts, Community, Groups, Instagram, YouTube, and Pinterest. The main content area features a large cover photo of a person in a dark hoodie and beanie interacting with a dog in a cage. Below the cover photo are buttons for 'Like', 'Follow', 'Create Fundraiser', and 'Send Message'. A 'Donate' button is circled in red. Below the navigation bar is a 'Fundraisers' section with a '+ Create' button. It lists two fundraisers: 'Charles's Birthday Fundraiser for ASPCA' by Charles Kidd (\$310 / \$200, 7 hours left) and 'Linda's Birthday Fundraiser for ASPCA' by Linda Paul Capeder (\$50 / \$200, 7 hours left). To the right of the fundraisers is a promotional graphic for a video titled 'I SPEAK for those who can't', featuring a puppy. Below this graphic, the text 'Create a Facebook Fundraiser!' and 'We rely on dedicated animal lovers like you to help raise money for animals in need.' is circled in red.

ASPCA
ASPCA.ORG
WE ARE THEIR VOICE.

ASPCA ✓
@aspca

Home
About
Fundraisers
Events
Photos
Videos
Posts
Community
Groups
Instagram
YouTube
Pinterest

Like Follow + Create Fundraiser ...

Donate Send Message

Fundraisers + Create

Charles's Birthday Fundraiser for ASPCA
Fundraiser for ASPCA ✓ by Charles Kidd
\$310 / \$200 · Only 7 hours left!

Linda's Birthday Fundraiser for ASPCA
Fundraiser for ASPCA ✓ by Linda Paul Capeder
\$50 / \$200 · Only 7 hours left!

I SPEAK for those who can't

ABOUT ASPCA

Create a Facebook Fundraiser!

We rely on dedicated animal lovers like you to help raise money for animals in need.

EXAMPLE: OPTIMIZED FACEBOOK PAGE

The screenshot shows the ASPCA Facebook page layout. On the left is a navigation sidebar with links: Home, About (highlighted), Fundraisers, Events, Photos, Videos, Posts, Community, Groups, Instagram, YouTube, and Pinterest. At the bottom of the sidebar is a green 'Create a Page' button. The main content area is divided into sections: 'About' (with a 'Suggest Edits' link), 'BUSINESS INFO' (containing 'Founded in 1866' and 'Mission'), 'CONTACT INFO' (with phone, website, and social media links), and 'MORE INFO' (with 'About', 'Company Overview', and 'General Information' sections). A 'STORY' section on the right features a post with a dog's photo and the text 'I SPEAK for those who can't.' Below this is a 'Create a Facebook Fundraiser!' section with a detailed description of the fundraiser and a 'See More' link. Red circles highlight the 'About' section, the 'BUSINESS INFO' and 'CONTACT INFO' sections, the 'STORY' section, and the 'Create a Facebook Fundraiser!' section.

ASPCA ASPCA.ORG WE ARE THEIR VOICE®
@aspca

Home
About
Fundraisers
Events
Photos
Videos
Posts
Community
Groups
Instagram
YouTube
Pinterest
Create a Page

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 screenshot shows the Facebook Pay interface for donating to ASPCA. The background is a blurred view of the ASPCA Facebook page, showing the profile picture, name, and a navigation menu on the left. The main content area is a white modal window titled "Facebook Pay".

Facebook Pay

Paying on Facebook is now called Facebook Pay. [Learn More](#)

ASPCA **Donate to ASPCA**
US 501(c)(3) Nonprofit Organization

Donation Amount (US Dollars)
\$ 90

Donation Frequency
One-Time Donation Monthly Donation

Payment methods you already added are securely saved for next time. [Learn More](#)

[Use other payment method](#)

Who can see that you donated?
Only ASPCA can see your donation.

By tapping Donate, you agree to Facebook's terms and data policies. Currently, all fees are ... waived.

Donate **\$90.00**

The background page also shows the ASPCA logo with the tagline "WE ARE THEIR VOICE", the handle @aspca, and a navigation menu with options: Home, About, Fundraisers, Events, Photos, Videos, Posts, Community, Groups, Instagram, YouTube, and Pinterest. There are also buttons for "Like", "Donate", and "Send Message". A post from ASPCA features a photo of a puppy and the text "I SPEAK for those who can't".

EXAMPLE: TWITTER PROFILE



The image shows a screenshot of the ACLU Twitter profile. The header features the text "FIGHTING FOR" in small white letters above "ALL OF US." in large, bold white letters. On the left is a red circular profile picture with the text "ACLU 100 YEARS" in white. Below the header, there are three circular icons: a menu icon (three dots), an email icon, and a notification icon (bell with a plus). To the right of these icons is a blue button with the text "Following". Below the icons and button, the text "ACLU" is followed by a verified account icon (checkmark in a circle). Below that is the handle "@ACLU". The bio reads: "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, there are three location and link icons: a location pin, a link icon, and a date icon. The text "All 50 states" is next to the location pin, "aclu.org" is next to the link icon, and "Born January 19, 1920" is next to the date icon. Below this, the text "Joined February 2008" is next to a calendar icon. At the bottom, the text "5,684 Following" and "1.7M Followers" is displayed.

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](https://www.aclu.org) 📅 Born January 19, 1920

📅 Joined February 2008

5,684 Following **1.7M** Followers

EXAMPLE: TWITTER PROFILE



EXAMPLE: INSTAGRAM PROFILE



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



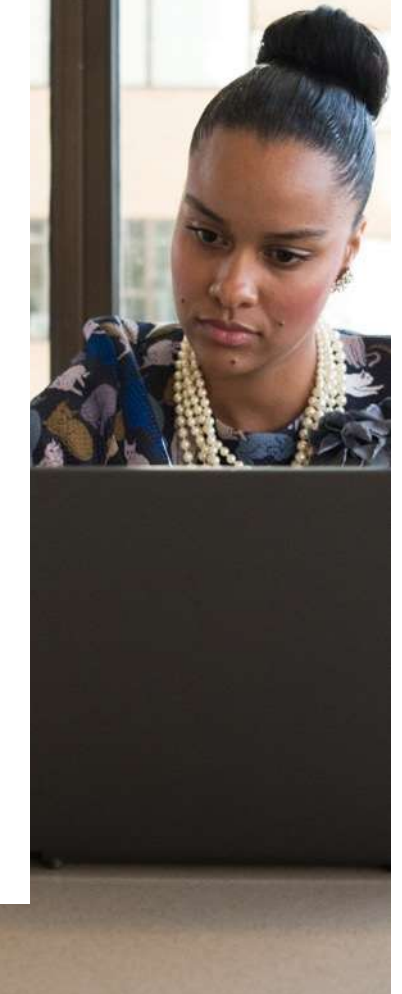
Recovery

EXAMPLE: INSTAGRAM PROFILE



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:  **sprout**social

A group of people are in a modern office setting. A man in a yellow jacket is seated at a desk, gesturing while talking to a woman standing next to him. The woman is wearing a white shirt and a tan scarf. They are looking at a laptop screen. In the foreground, the back of a woman's head with red hair is visible on the left, and the back of another woman's head is visible on the right. The desk has several laptops, notebooks, and a wire basket. The background features large windows with black frames and a brick wall. The text "ORGANIC SOCIAL MEDIA" is overlaid in white on a green rectangular background in the lower-left portion of the image.

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

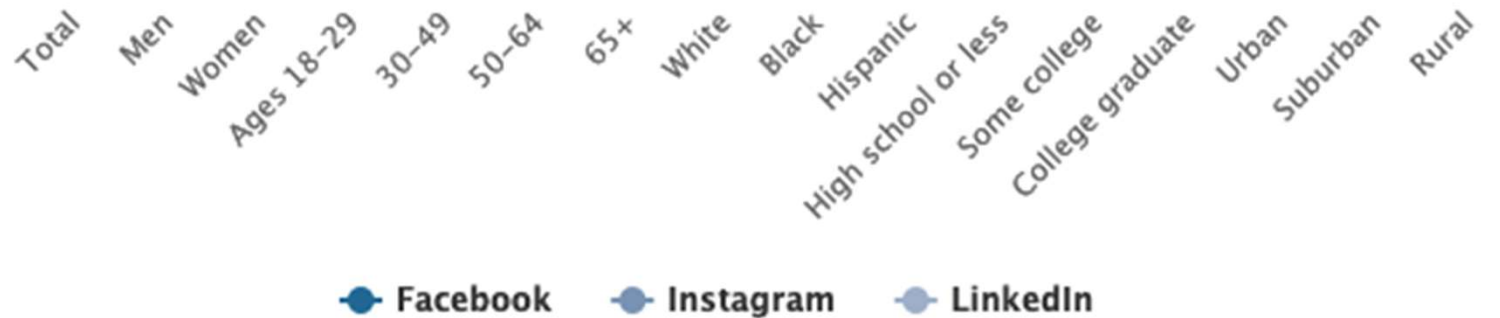
KNOW WHERE YOUR SUPPORTERS ARE (1/2)

% of U.S. adults who use ...

100

50

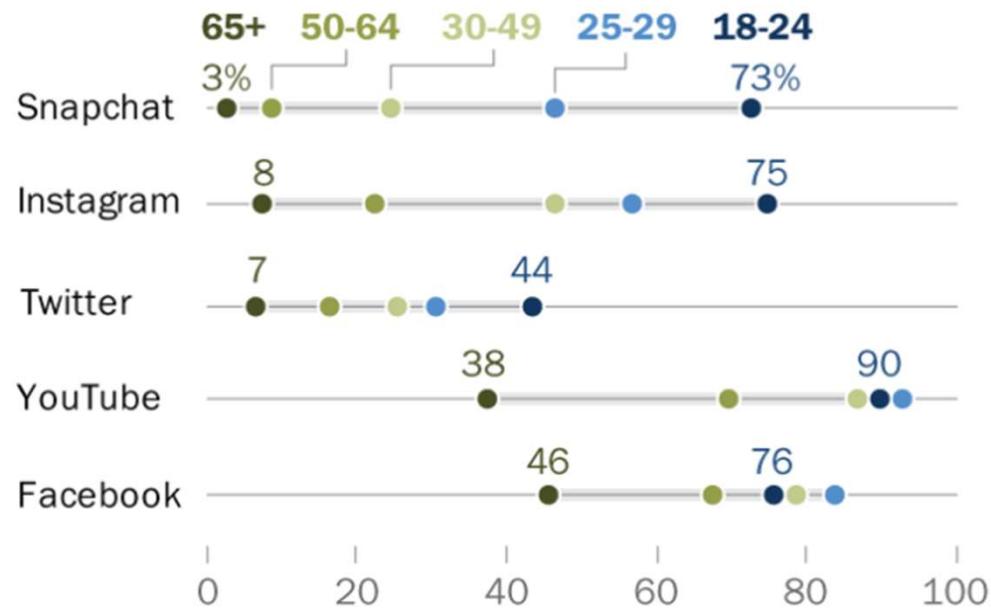
0



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

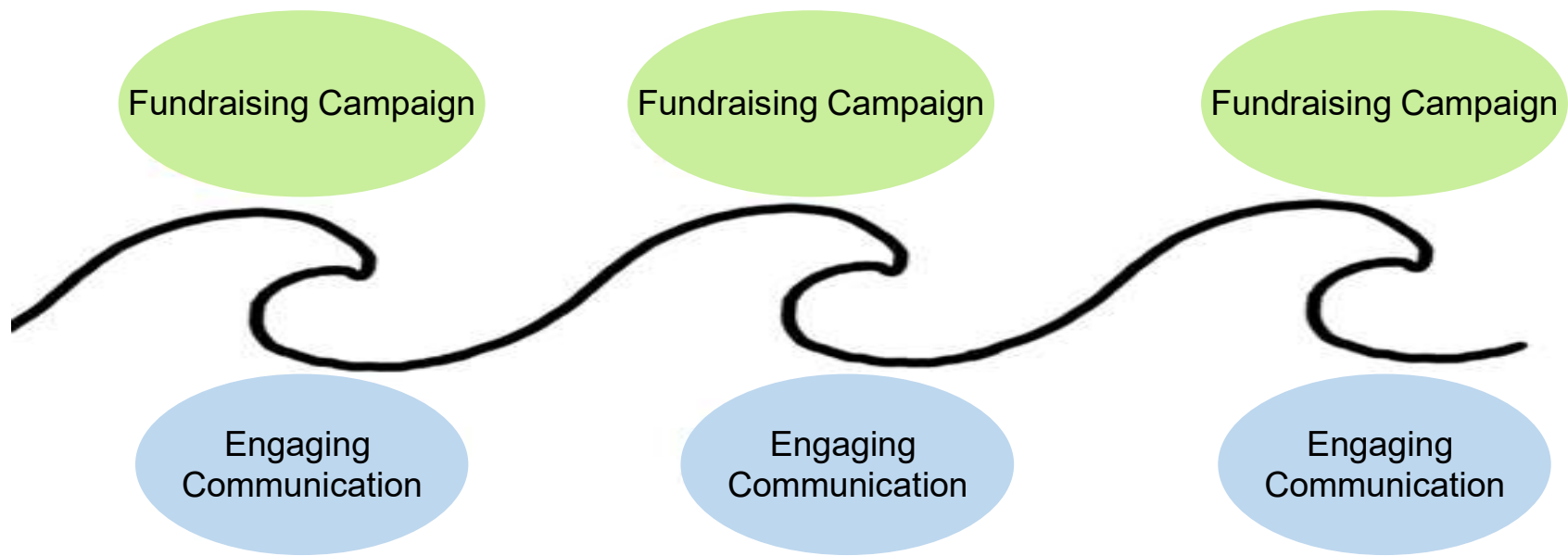




OPTIMIZE YOUR CONTENT

- 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

posttv

#WOC
IN
TECH



TWITTER



TWITTER



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

👍❤️👤 667 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.


© ANTONIO BUSIELLO / WWF-US © SHUTTERSTOCK / YATRA / WWF © MARTIN HARVEY / WWF

© NATURE.COM / EDWIN JESSEBEL / WWF © NATURE.COM / ASTORIA / WWF © NATURE.COM / ASTORIA / WWF © NATURE.COM / ASTORIA / WWF

 **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!

Help protect women from COVID-19

[Donate Now](#)

👍❤️👏 1216 Comments 6 Shares

TWITTER



TWITTER



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

Holocaust Survivors Message: Giving Tuesday

ushmm.org

INSTAGRAM



INSTAGRAM



INSTAGRAM





PEER-TO-PEER FUNDRAISING



TIPS

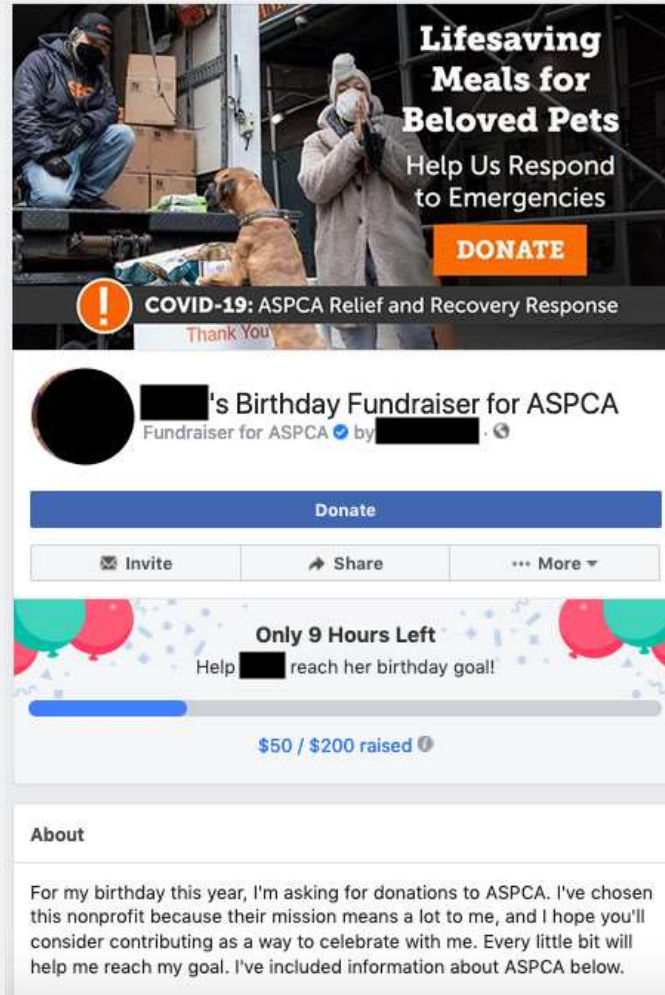
- Directly ask your supporters on social media to tell their friends
- Provide social media copy for your supporters so they can easily share your message
- Let your supporters know that you need their help
- Make your ask specific – what are you trying to do? How can they help?

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 birthday fundraiser page for ASPCA. At the top, there is a banner with the text "Lifesaving Meals for Beloved Pets" and "Help Us Respond to Emergencies". Below this, there is a "DONATE" button. A small orange icon with an exclamation mark is next to the text "COVID-19: ASPCA Relief and Recovery Response". Below this, there is a "Thank You" message. The main section of the page is titled "[Redacted]'s Birthday Fundraiser for ASPCA" and includes a "Fundraiser for ASPCA" badge. Below the title, there is a "Donate" button and a row of buttons for "Invite", "Share", and "More". A progress bar shows "Only 9 Hours Left" and "Help [Redacted] reach her birthday goal!". Below the progress bar, it says "\$50 / \$200 raised". At the bottom, there is an "About" section with a paragraph of text.

Lifesaving Meals for Beloved Pets
Help Us Respond to Emergencies
DONATE

COVID-19: ASPCA Relief and Recovery Response
Thank You

[Redacted]'s Birthday Fundraiser for ASPCA
Fundraiser for ASPCA by [Redacted]

Donate

Invite Share More

Only 9 Hours Left
Help [Redacted] reach her birthday goal!

\$50 / \$200 raised

About

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.

A woman with curly hair and glasses is smiling while looking at a laptop screen. She is wearing a light-colored blazer over a green top. In the background, another person is visible, also smiling, and there are papers and a laptop on a desk. The scene is set in a bright, modern office environment.

PAID SOCIAL MEDIA POSTS



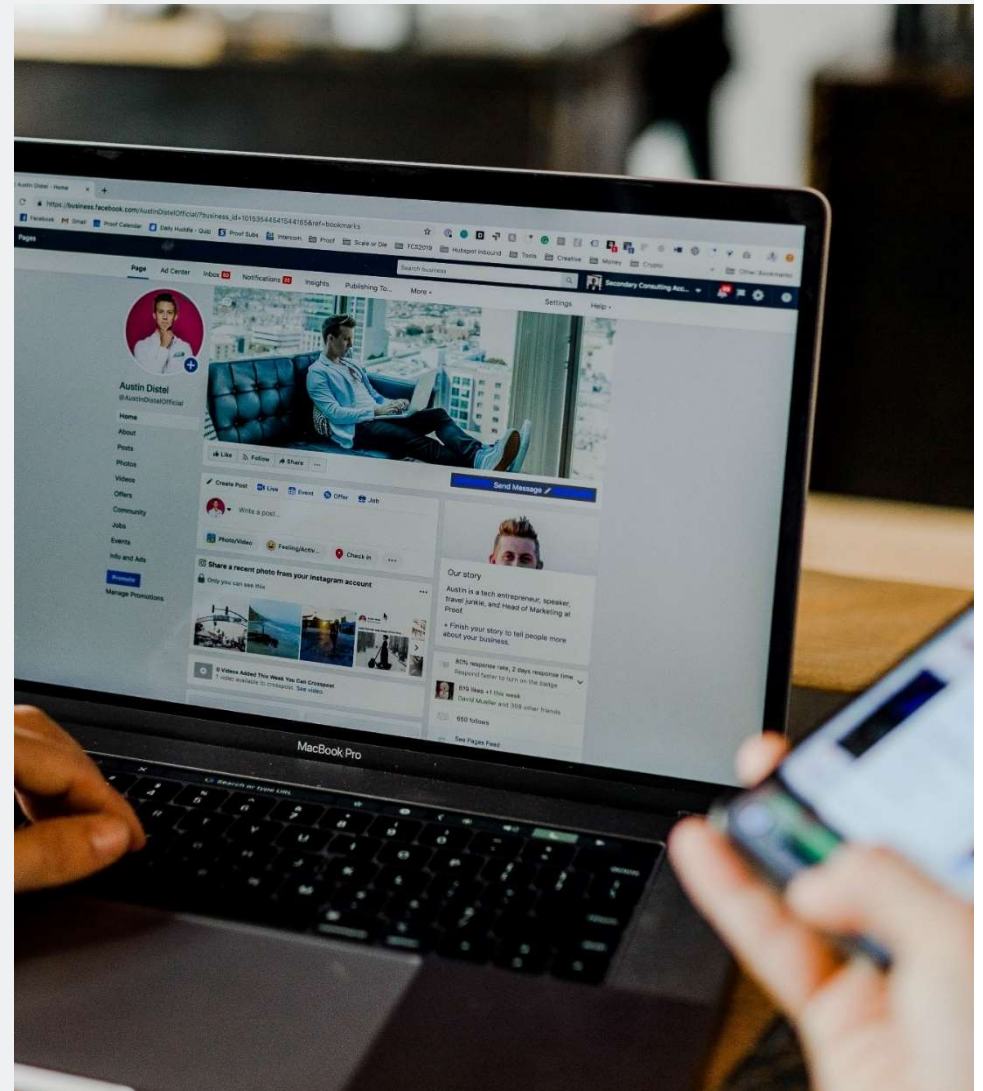
PAID SOCIAL POST TIPS

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

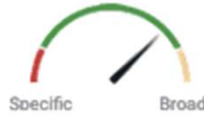
Detailed Targeting
Include people who match ⓘ

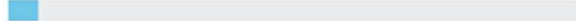
Interests > Additional Interests

Animal welfare

Q Add demographics, interests or behaviors

Suggestions Browse

Audience Definition

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*

ed on factors like past entered and market data. u 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.



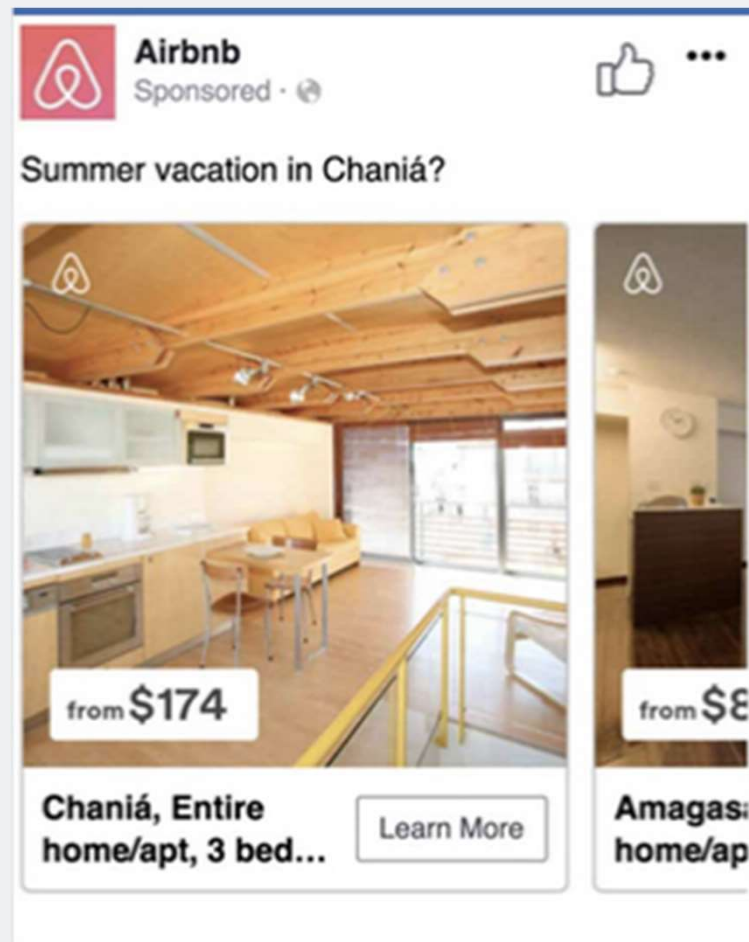
AUDI.IE
The all-new Audi Q5

Learn More

 77

5 comments 1 Share

FACEBOOK: CAROUSEL ADS





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

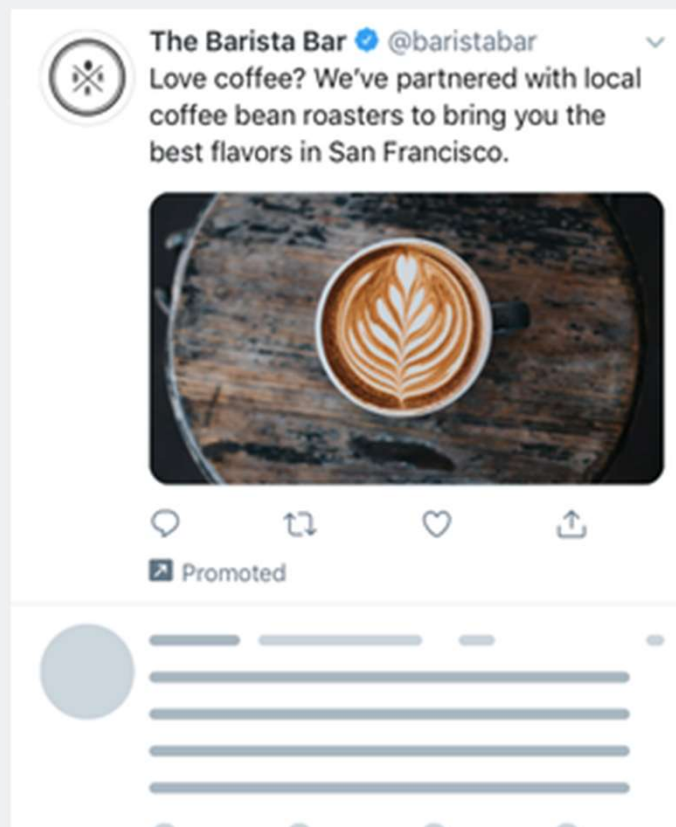
TYPES OF ADS: TWITTER

Promoted Plain Text Tweet



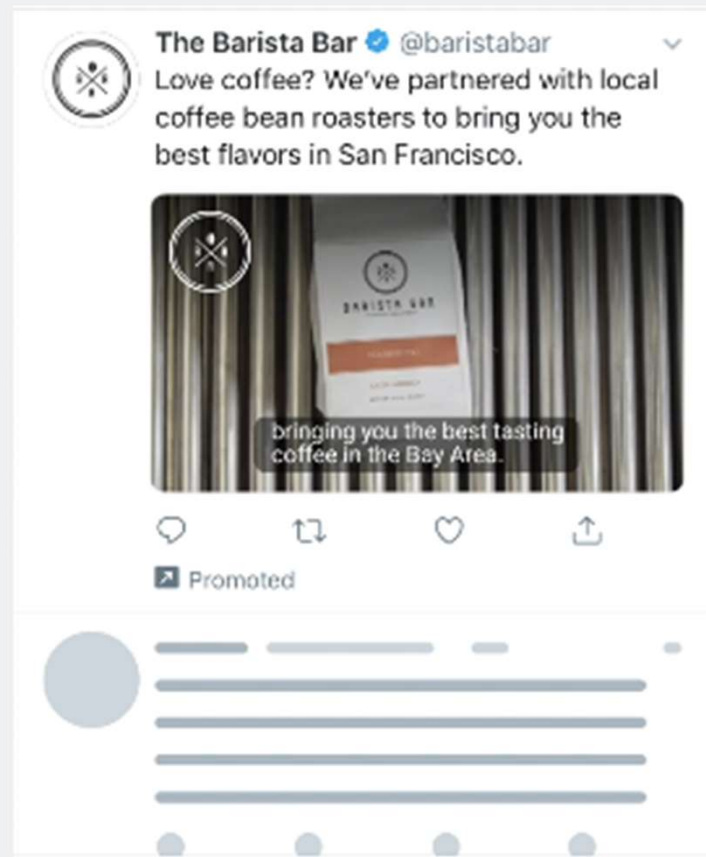
TYPES OF ADS: TWITTER

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.








Nate, osteosarcoma survivor

Children's Cancer Research Fund™

LIVE

JOIN US ON FACEBOOK
APRIL 29 - 7:00PM

 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.



Donate to Our Covid-19 Response Fund

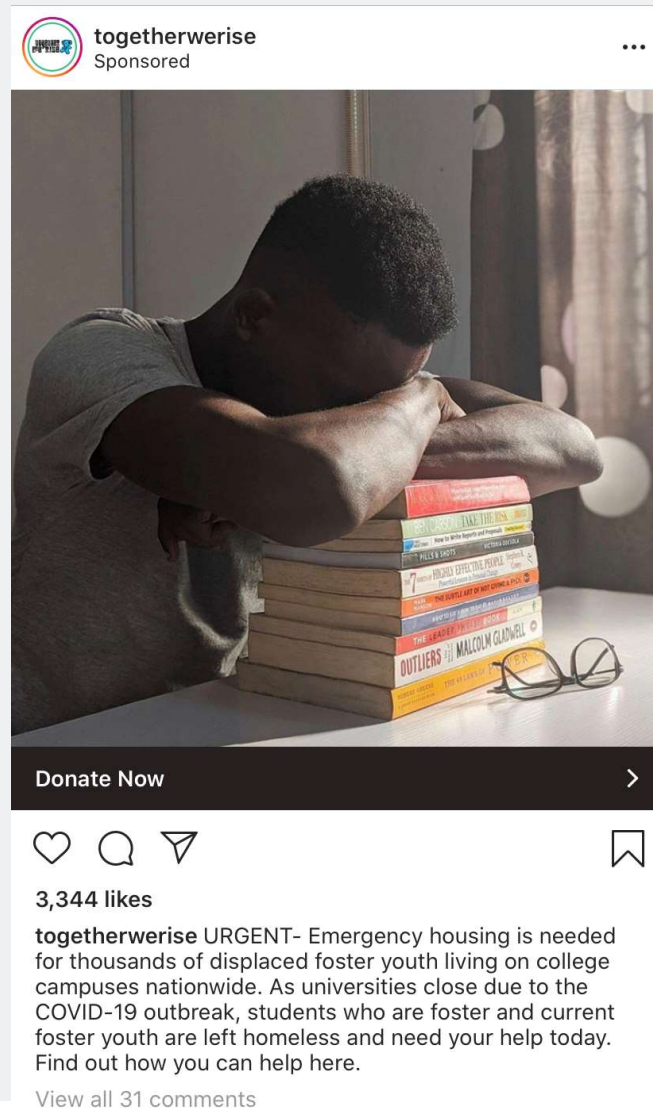
We can't do it without you
feedingamerica.org
Not affiliated with Facebook

Donate Now


 718


21 Comments 65 Shares 

INSTAGRAM







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





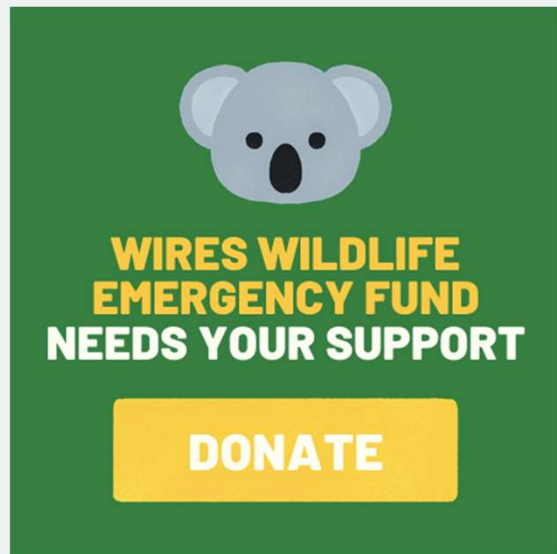
PLATFORMS AND TOOLS

TYPES OF TOOLS

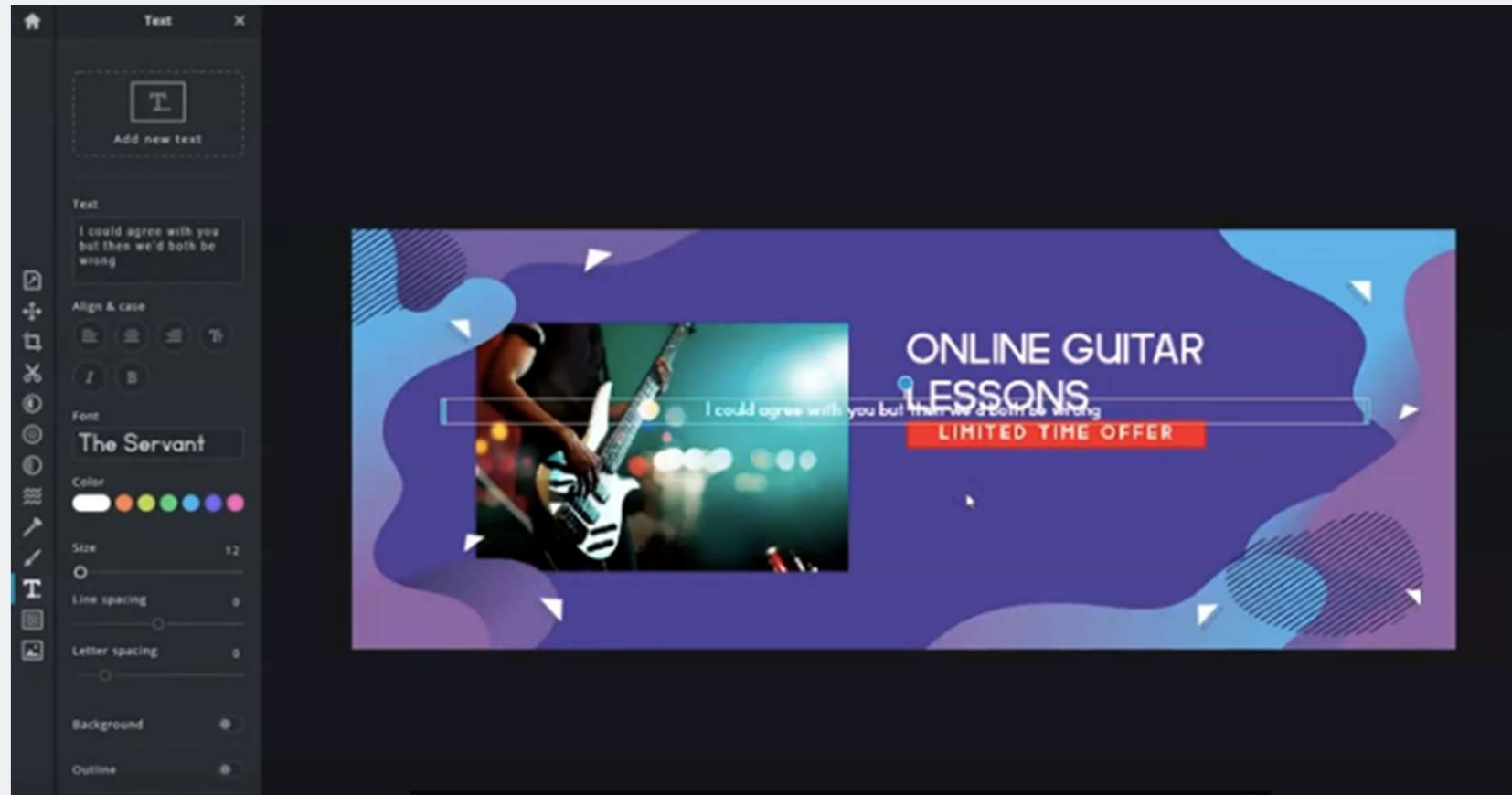
- Graphic design
- Link sharing
- Testing / previewing
- Collaboration and social media management
- Scheduling



GRAPHIC DESIGN

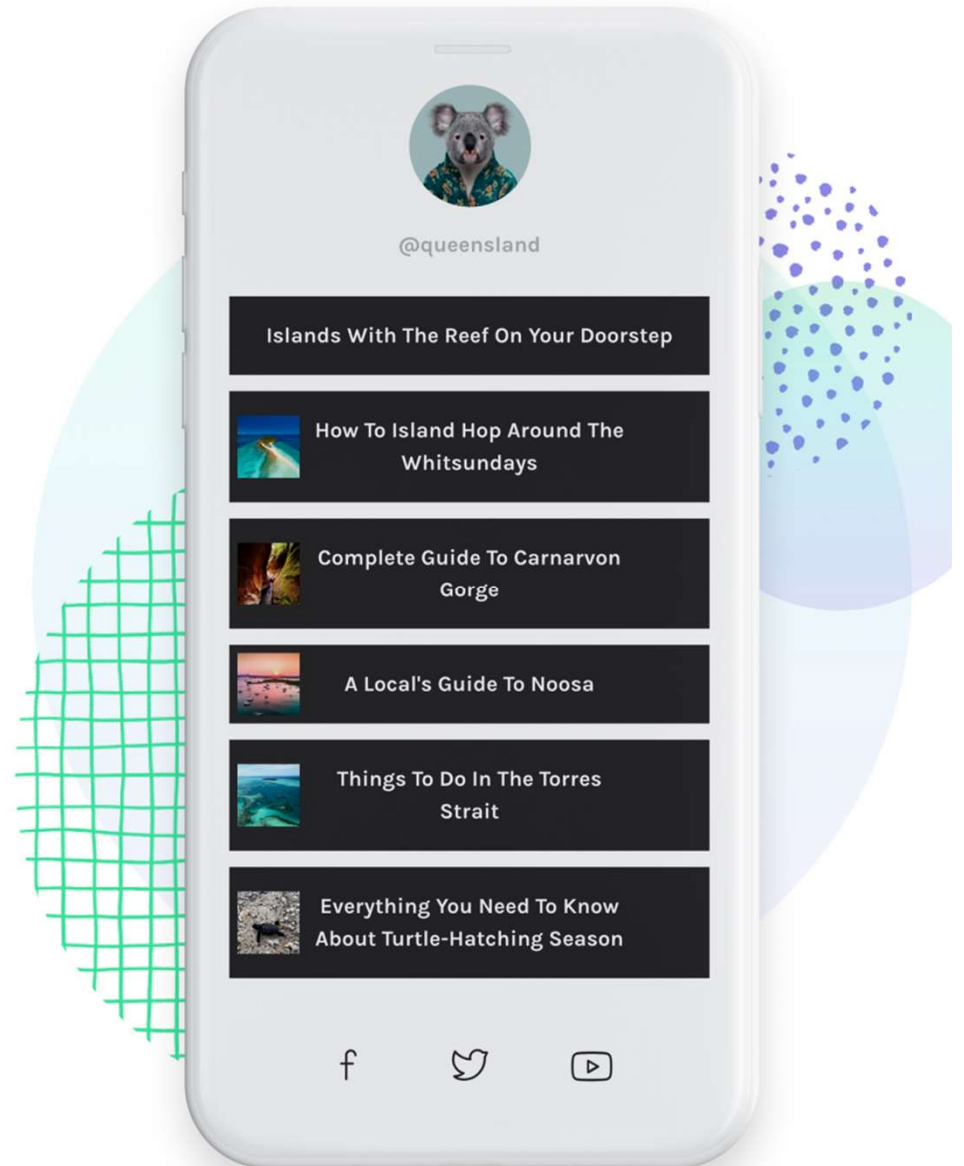


GRAPHIC DESIGN



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

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



COVID-19 Update



Photo/Video



Get Messages



Feeling/Activity

COLLABORATION



Content calendar

HELP79

Content production

Social schedule

Freelancer timesheets

Posts by platform

Hide fields

Filter

Grouped by 1 field

Sorted by 1 field

Color

Social post

Platform

Related story

Character count

Post length?

Attachments

Date

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

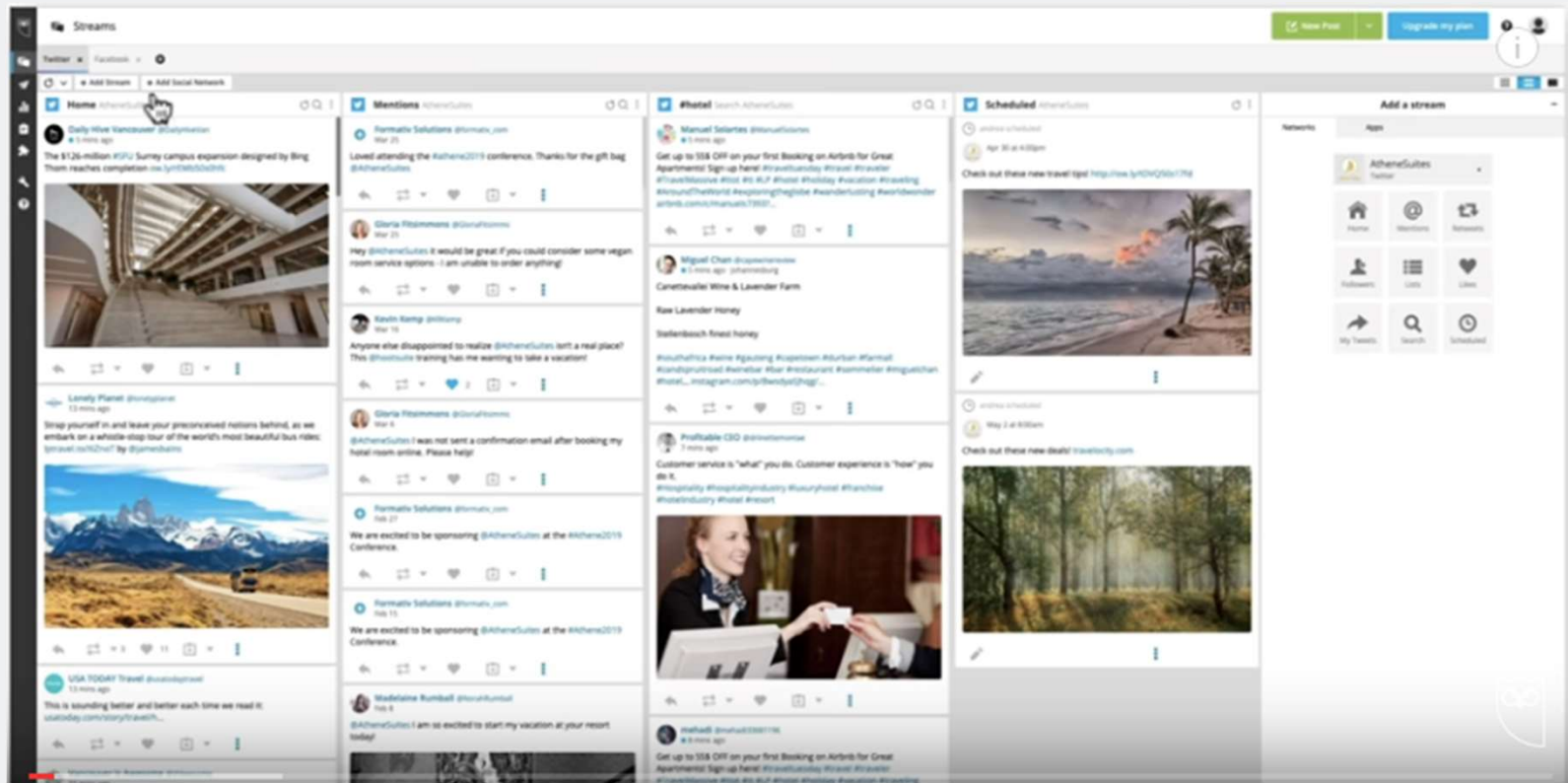
SCHEDULING



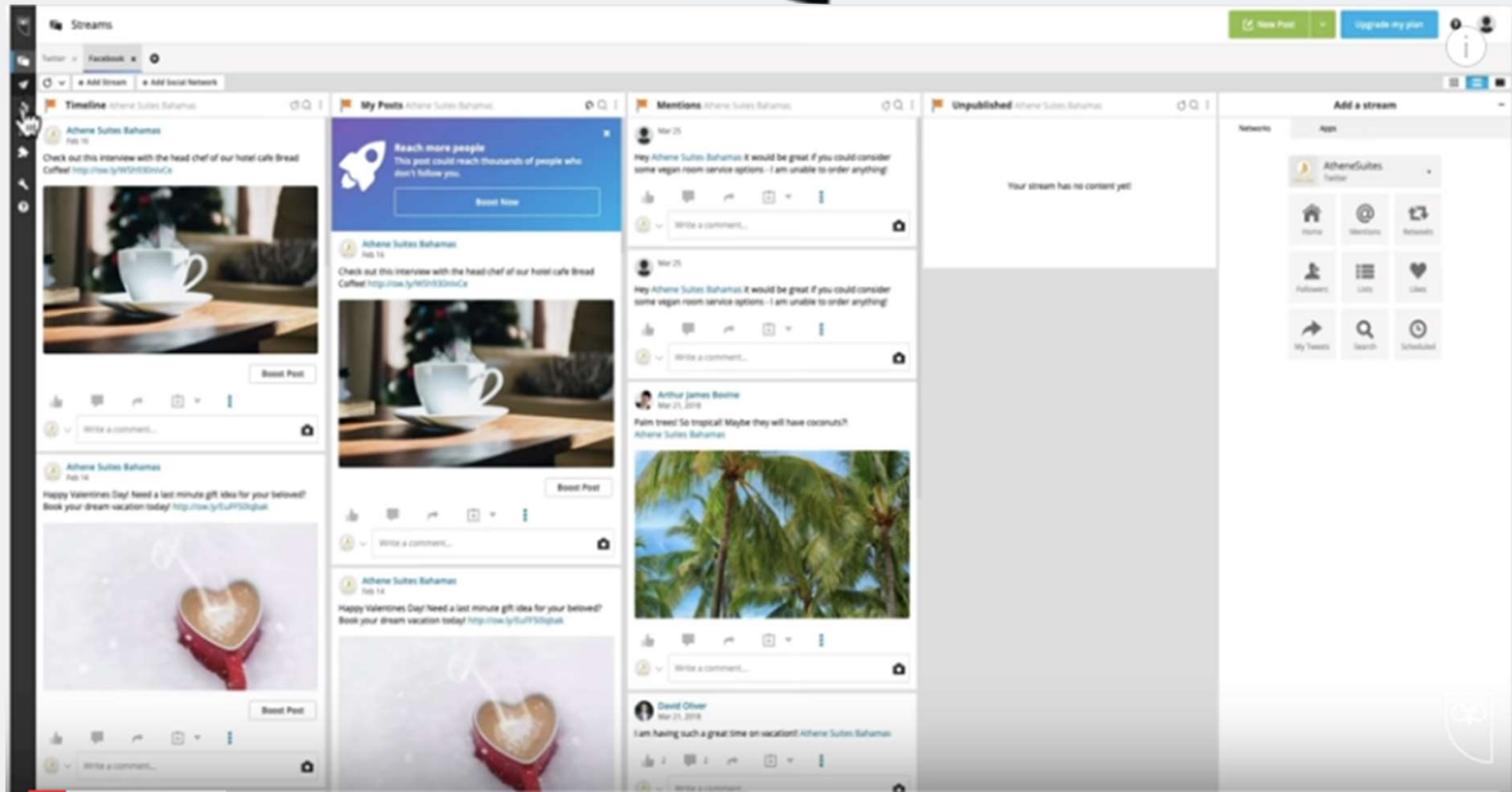
SCHEDULING



Hootsuite™



SCHEDULING



SCHEDULING



TweetDeck

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/)

31 991 2k

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

Marilyn Jackson Retweeted

Elena Pieper @ms_pieper 12h

Ich möchte gerne in einer Welt leben, in der Männer sich abgründtief für solche Fotos schämen.

Joe Miller @JoeMiller


2

Notifications @Tech_Impact

Michael Stein Retweeted 7m

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



1

TechSoup Canada liked 2h

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.

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/S](https://accounts.youtube.com/accounts/SetSI...) etSI...

@nonprofitorgs @nonpr... 17 Sep 2019

Hello from @NonprofitOrgs! Now in its

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 o #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

9 28 50

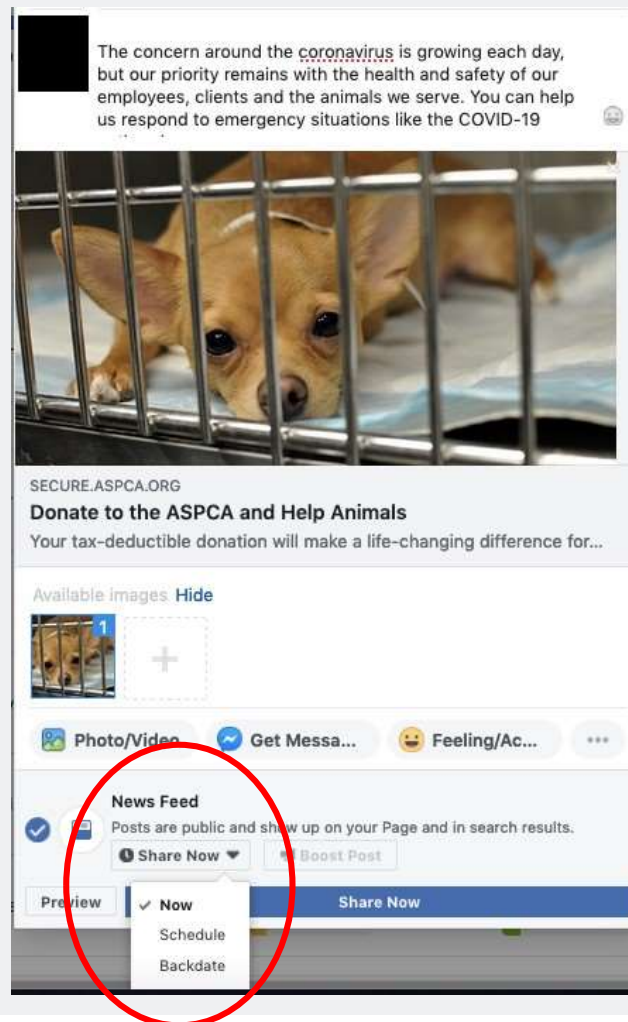
Show this thread

Enez Özen liked

No Context WTH? @NoContext



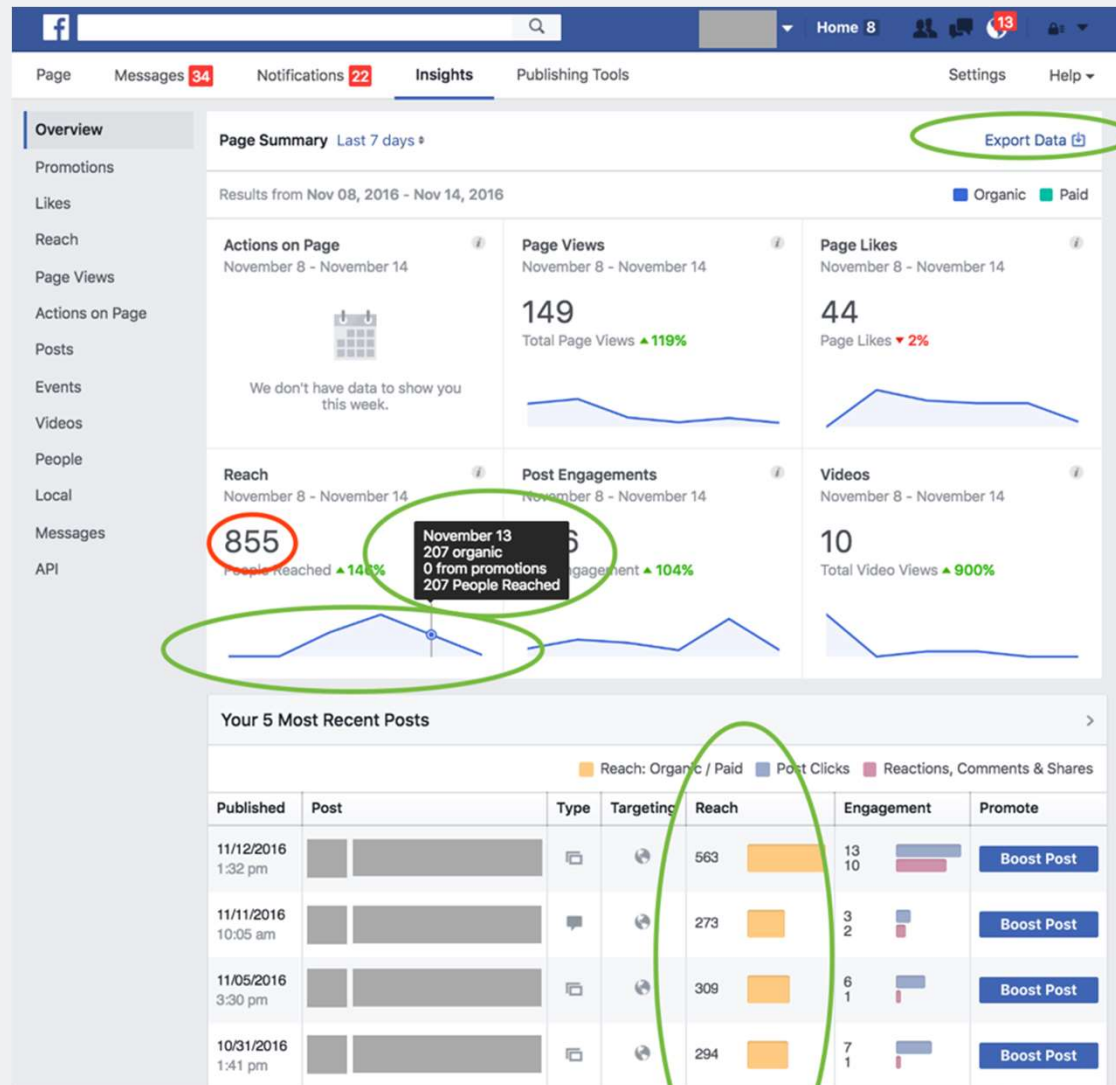
SCHEDULING



A photograph of three business professionals in an office. In the foreground, a woman with short blonde hair, wearing a blue blazer over a yellow top, is smiling broadly at the camera. Behind her, another woman with dark hair in a bun is looking at a laptop. To the left, a man with a beard, wearing a light blue shirt, is also looking at a laptop. They are all seated at desks with computers. A small potted plant is visible on the desk in the foreground. The background is slightly blurred, showing office equipment and plants.

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

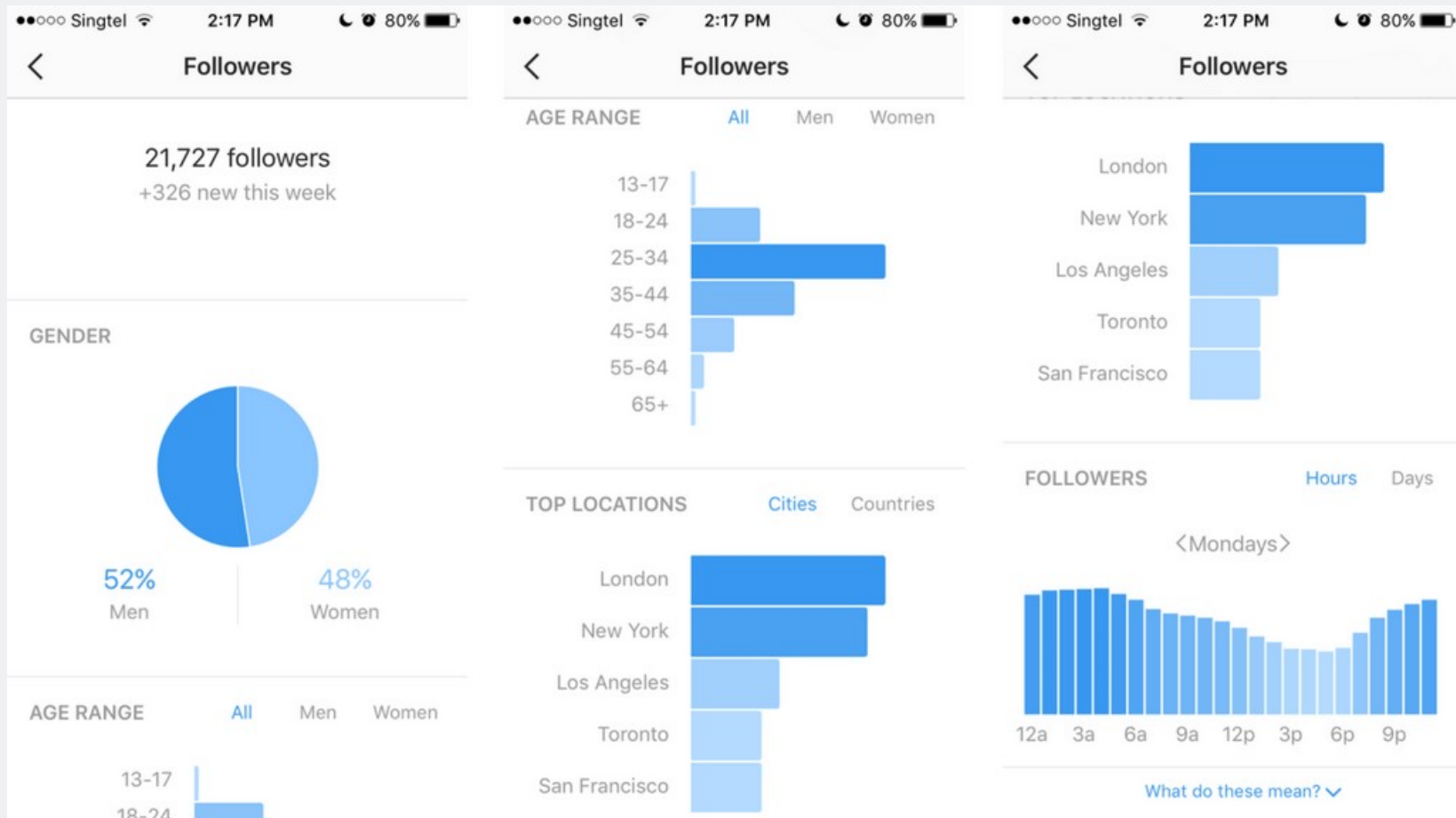
Tweet impressions

11.7K

Mentions

11

INSTAGRAM



Source: falcon.io

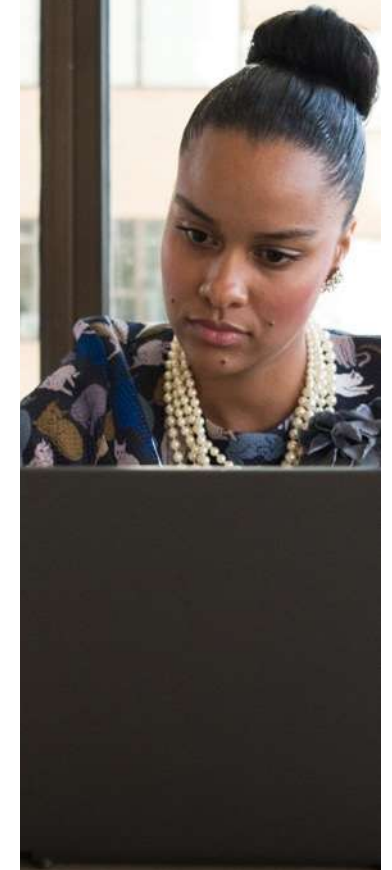
ACTION ITEMS

posttv

#WOC
IN
TECH

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 FUNRDAISING
SERIES:**

www.surveymonkey.com/r/695DW3Z

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

A photograph of a man and a woman in an office. The man, on the right, is wearing a grey blazer over a brown shirt and is smiling while looking at a laptop. The woman, on the left, has long dark hair and is wearing a striped shirt, also smiling and looking at the laptop. They are in a modern office with large windows in the background. A blue banner is at the bottom of the image.

THANK YOU

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