

Session Title: Fundraising with Facebook and Twitter: Tried and True Strategies -

#15NTCsocialfund

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- Social fundraising is here now.
- The digital space is becoming more fragmented and complex and you have to be on more and more channels
- The separation between our online and offline selves has been vanishing
- Humans of New York - crowdfunding campaign to have kids visit Harvard + scholarships
 - Raised \$1.2M
 - all of the social is what pushed it (<https://www.facebook.com/humansofnewyork>)
- You should merge social and fundraising
- 72% of US internet connected adults visit FB once a month
- The average FB user spends 21 minutes on FB a day
- One of the biggest areas of growth in social networks is in the 65+ crowd
- From Fan to Donor
 - **1. Cultivate an engaged social supporter base**
 - engagement: people who are liking, commenting, sharing, clicking.
 - 10% of people who had engaged in a post will take that action. 1000 people liked a post about a petition, 100 of them will sign the petition, for ex.
 - Brand voice doesn't really work on social. What does work is "friend voice" -- friends telling friends what they care about and what's important to them.
 - Beth Kanter talks about strong ties and weak ties. Twitter is more about content people don't know each other very well. Facebook is more about friends - it is a much stronger tie. The word of mouth effect on FB is more powerful than any other social network.
 - Examples
 - American Rivers - check out their FB page. Parker's 50 Favorite Things about Northwest Rivers video.
 - Autism Treatment Center of America's - someone shared a pic of a book their friend wrote.
 - Tap WoM effect of FB -- Help people look and feel: happy, hopeful, inspiring, wise, caring, in the know.
 - one way to do that: storytelling
 - Book: The Storytelling Animal - by Jonathan G___Schall

- Storytelling drives everything - no stats, stories drive fundraising
 - hook (get 'em), hold (keep 'em), payoff (call to action)
- The limbic system - appeal emotionally to people
- elements of storytelling: hook, hold, and payoff
- give your audience more of what they want and less of what they don't want. learn from your successes and failures.
- Tools
 - Action Sprout tool - "timeline" looks through your last 400 posts and which ones are doing better than average
 - Action Sprout Inspire tool - it will look for the pages you like and what posts are doing well/are overperforming.
 - Crowd Tangle.
 - Buzzsumo - troll email lists
 - Care2 - put out what petition is doing the best right now on various issues.
- When people see info about a charity on FB they are more likely to donate. Big opportunity to cultivate NEW donors.
 - highlight advocacy success, donor, etc.
- Generally speaking Twitter is more of an influence network. It's not as much about reaching your constituents DIRECTLY. Most of your supporters will be on Facebook.
- People that do use Twitter: Advocates, media, blogger, evangelists.. Build up that peer network of INFLUENCERS.
- TIP: look at Buzzsumo - do a keyword search - and figure out who is talking about that topic
- hashtagify.me shows you trending hashtags in your niche
- TIP: use a Twitter Chat where you regularly meet with influencers. Or find chats that exist already.
- Twitter Tips
 - Engage with your network.
 - Participate in Twitter chats
 - Build Twitter karma - follow and promote the agendas of like-minded people, retweet often, share links from
 - Be consistent. Consider having a regular, daily tweet, such as "Photo of the Day" or "Tip of the Day."
 - Repeat tweets
 - Ask questions - use twitter to conduct research
 - Be generous - promote others
 - Be you - use your own voice, be honest, be real
- @KidsAreHeroes - Organization on Twitter
- Consider having a blog for your non-profit
- **2. Use the supporter data to boost all fundraising**
 - Learn from your page/yourself.

- Facebook.com/ads/audience_insights/activity
 - you can look at household income, home ownership, common job titles, see who is on your email list and your FB page
- <http://Facebook.com/graphsearch>
 - Ex. Pages liked by women who like “The Ellie Fund”
 - favorite interests of people who like [your org]
- See if the people that are commenting and liking are donors and if they are, call them out either on your page or direct message them. develop that personal relationship.
- Tool: Action Strap
- Tool: @Attentive_ly or <https://attentive.ly>
- **3. turn your base into email donors**
 - email is the lifeblood of online donating
 - you have: more control, customize messaging, A/B testing, primary source of online fundraising
 - donation conversion rates by platform
 - email 33.83%
 - facebook 6.82%
 - youtube 6.76%
 - twitter 3.19%
 - stumbleupon 0.08%
 - conversion rates by source
 - email 3.19%
 - search 1.95%
 - social 0.71%
 - Picking a FB Ready Call to Action: Key Steps:
 - 1. Be audience centric. pick a good issue / action. Your supporters will believe this action matters.
 - 2. you want it to be solvable
 - 3. You want this to be a proven action
 - Crafting the Perfect Content
 - motivational - problem, solution, action
 - clear
 - consistent ask - pick one action step (sign, pledge, etc.)
 - tap into emotion - what is it they care about? use an image
 - urgency - there's a deadline. something is happening right now.
 - make action takers look good
 - have a target
 - The Right Image
 - attention grabbing and powerful
 - consistent
 - link post optimized (although I have heard from other sources this is not true for all pages)

- use text on image - make sure text is no more than 20% image
 - <https://www.canva.com/>
 - <https://bufferapp.com/pablo>
- 1200 pixels by 627 pixels - Facebook feature image on your post when you add a URL
- Tool: Creative Common Search - to find pictures that are good without licenses.
- Bonus Tips
 - repost the best
 - transparency - be very explicit with how data will be used
- Facebook Advertising
 - can be very effective
 - know your goal and boost your best
 - post on your page first and see how it does organically
 - then pay to promote that one
 - short tests of organic posts
 - small buys to start (\$, not \$\$)
 - try different ad types
 - suppression list helps with new email acquisition
 - do not push ad out to those already on your email list
 - **do not buy ads for page likes**
 - target wisely - use facebook ad insights, interests (can be very effective), lookalikes (to your email list)
 - Facebook relevance score
 - You can upload an email list into FB ads and target those list of users.
 - You can also target people that looked at your website.
 - Immediately follow up with action-takers via email.
 - more likely to donate after recent interaction with your organization - ONBOARDING
 - ex. drip campaign/drip email marketing: when someone takes an action, that's a trigger (ex. joining your email list), right away they get a welcome message (ex. hey, thanks blah blah learn more and share this info), 2 days later "donate now", 2 days after that increase their urgency "matching donor, donate now."
 - Measure - you should be constantly measuring
 - cost per action
 - cost per new name
 - ROI
- **4. advanced strategies: fundraise on Facebook and multi-channel targeting**
 - Upsell: every time you ask someone to take an action on FB, after they take that action they are asked to chip in.

- top tips:
 - ask has to be relevant to the action they just took
 - clean transition
 - **ask people to support the issue not the organization**
 - monitor comments
- Example: The Brain Aneurysm Foundation
 - Giving Tuesday, got 16 donations in 3 hours
- Direct FB fundraising
 - Need to build engagement first
 - Example: Jewish Voice for Peace
 - direct FB fundraising
 - raised \$2,400

Donation Tips:

1. Train your supporters
2. Donate for IMPACTS not organizations. ask them to donate to an impact or a cause not your org
3. Chip In language really works (“donate” tends to turn people off on posts)
4. Goals and deadlines - have a specific goal for how much you’re trying to raise and by when
5. Consistency of experience
6. update your audience - let them know how it went
7. think of doing monthly fundraisers

Extra Credit: Multi-Channel Fundraising. Use FB ads to increase the output of the other fundraising campaigns you’re having at the same time.

- article - The Upshot: Facebook Says Experiments Prove Ads on Its Site Can Spur Donations
- increasingly we can use social to support other things

Evaluation survey: <http://po.st/oCr2An>

Other Notes:

- EMAIL HIM (Michael Grenetz) AFTER FOR MORE GUIDES :-)
michael@actionsprout.com Twitter: @mgrenetz
- John Haydon - john@johnhaydon.com Twitter: @johnhaydon
- first things first: make it easy to **share donation with peers**. provide social donation options (ex. Jewish Voice for Peace)
- Make sure that there is a social button on your donation page!
- What do our posts make our readers feel? How can we get them to share that feeling with their network?

Engagement is the only metric that matters!

Facebook lists - pick similar organizations and keep an eye out for great material

Question and Answer Session:

1. check out Human Rights Campaign on Instagram