Using Social Media and New Media Technologies in Fundraising

Presented by:
Maria Semple, The Prospect Finder LLC
The Options Seem Endless.....

1.15 billion monthly active users at the end of July 2013.

LinkedIn operates the world’s largest professional network on the Internet with more than 238 million members.
The options seem endless....

Estimated to be 500 million users.

Over 6 billion Youtube videos are watched each month.

(YouTube is owned by Google. Be found!)
More Visual Content:

...Pinterest:
70 million users.
Appeals to women.

Instagram:
150 million users.
Appeals to younger audience.
(Owned by Facebook)
Social Media Marketing Is...

Building your social network

of fans, followers, and connections, using

Relevant and interesting content that is shared, allowing you to

Reach and engage more people and

Reach volunteers & Raise More Money.
Be Where Your Customers Are

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<th>Social Networks</th>
<th>Content Sharing</th>
<th>Reviews &amp; Ratings Sites</th>
<th>Location-Based Services</th>
<th>Social Bookmarking</th>
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<td>facebook</td>
<td>WordPress</td>
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- The sites that *your customers and members* are using
- The sites that *your partners & suppliers* are using
- The sites that *your competitors* are using
Integrating With Your Website

- Make sure there is a link back to your website on ALL of your social media sites.
- Place social media icons on all pages of your website, so they know where to follow your org.
- Learn how to use email marketing to integrate your social media campaign and drive traffic to your Facebook page & website.
- Place a link to your “Donate Now” page on all of your social media & email marketing activities.
Basic Anatomy of a Facebook Business Page

1. Cover photo & profile picture
2. Recent photos and images
3. Public List of Friends/Fans
4. Posts by You and Others
Basic Anatomy of a Twitter Feed

- Avatar – Logo or Photo
- Your Handle
- Most Recent & Past Tweets
- Followers and Following
- Recent Images
Basic Anatomy of a LinkedIn Profile

Name, Location, Basic Stats

Your Photo or Your Logo

Work Experience, Now & Then

Information You Share

Communication Options

Your Network and Other Info, Twitter, Websites, Recommendations, etc.
Income: LinkedIn users on average have an income of $109,000 compared to Facebook’s $25,000 according a study by Seeking Alpha in 2012.

Bottom line: If you want to reach decision makers in the Business community, both you AND your organization need to have a presence on LinkedIn.
LinkedIn’s New Section: Volunteer Experience & Causes

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<th>Board Member</th>
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<td>Women in Development of Mercer County</td>
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<td>Economic Empowerment</td>
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<td>2008 – present (4 years)</td>
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<th>Volunteer</th>
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<td>Interfaith Hospitality Network, Somerset County NJ</td>
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<td>Social Services</td>
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<td>1995 – present (17 years)</td>
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<th>Exec Cmte Member &amp; Volunteer Instructor</th>
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<td>Somerset Sail and Power Squadron</td>
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<td>Education</td>
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<td>2000 – present (12 years)</td>
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<td>Boating Safety Classes</td>
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<td>Somerset County United Way</td>
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<td>Social Services</td>
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<td>2008 – present (6 years)</td>
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<th>Causes I care about:</th>
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<td>Children</td>
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<td>Disaster and Humanitarian Relief</td>
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<td>Economic Empowerment</td>
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<td>Health</td>
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<td>Social Services</td>
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Encourage all Board & Volunteers to fill this out.
LinkedIn’s Nonprofit Solution: Board Connect

nonprofits.linkedin.com
Create a Company Page

• Provides a free opportunity to brand your nonprofit within LinkedIn.
• Employees and Board can link themselves.
• People can “follow” your organization’s updates.
• Allows for photos and videos.
• Keep it fresh and relevant by posting updates.
Home page allows for updates, similar to personal profiles:

Notice the Follow Button!
Services Tab: Allows for more in-depth look at your organization

Waveny Care Network

Waveny Care Network - A Comprehensive Continuum of Care

Waveny Care Network provides a comprehensive continuum of healthcare to serve the growing needs of older adults from all areas.

Waveny Care Center

Waveny Care Center offers comprehensive healthcare services to older adults and others affected by illness or injury. Waveny encourages and assists individuals to live with dignity and as independently as circumstances permit. It has earned its enviable reputation for excellence thanks to its...

Recommend • Share
Each service area can be profiled in depth. Include videos!

Waveny Care Center

Service Overview

Waveny Care Center offers comprehensive healthcare services to older adults and others affected by illness or injury. Waveny encourages and assists individuals to live with dignity and as independently as circumstances permit. It has earned its enviable reputation for excellence thanks to its patient-oriented philosophy and superior staff.

What makes Waveny unique?

Waveny Care Center is one of the finest healthcare providers in Connecticut. It is unique among its peers because of the numerous on-site services and benefits it provides to its patients and residents:

- JOAHC accreditation earned since 1986
- Skilled nursing with an industry-leading staff-to-patient ratio
- Warm, caring, highly-qualified professional staff
- Average staff tenure exceeds five years
- On-site physical, occupational, speech, nutrition and wellness programs
- Educational, cultural, spiritual and intergenerational activities led by a certified therapeutic recreation specialist
- Over 400 dedicated volunteers
- Delectable, chef-prepared cuisine
- Comprehensive library
- Internet access
- Exquisite grounds for rest and relaxation

History

Conceived and planned out of concern for the quality of life for its neighbors, the Care Center was built entirely with contributions from the New Canaan community. It is incorporated as a not-for-profit charitable organization and is governed by a volunteer Board of Directors.
Board Connect

Talent Finder account ($1,000 value)
Amplify your ability to search and to reach.
FREE for one person at your nonprofit!

For more info, email: boardconnect@linkedin.com
Glade Run is located on 336 acres in rural Zelienople, Pennsylvania, approximately 25 miles north of Pittsburgh. Founded in 1854 by William Passavant as The Orphan's Home and Farm School, the organization has grown through the years to serve more than 1,500 clients on an annual basis, in four different local offices. Glade Run serves children ages 6 to 18 through a residential treatment facility, group homes and St. Stephen's. Children are referred to Glade Run from 43 counties and more than 40 school districts throughout Pennsylvania. In-community, outpatient services are provided to more than 750 individuals and families each year from our offices in Butler, Beaver Falls and Pittsburgh. Through community based services, we offer the hope of keeping the family unit together. Services include: blended case management, foster care, family preservation and reunification, individual counseling, wraparound/behavioral services and therapeutic classrooms and summer camps. Glade Run employs approximately 500 people to keep operations running smoothly.
About

Glade Run provides a variety of treatment and educational solutions in schools, in the home, and at our facilities.

Mission

Linking Faith and Service

Company Overview

We are proud to stand behind 158 years of building a brighter future for children and their families.

Description

Glade Run provides hope and healing to children and families. We have offices in four locations: Pittsburgh, Zelienople, Butler, and Beaver Falls.

General Information

We offer counseling in the community, residential treatment, a private academy, autism spectrum programming, as well as therapeutic animal and horticultural activities.
St. Stephen’s Academy parents celebrate a successful year

We would like to share the great comments made recently by the parents of St. Stephen’s Academy students about communication and support between teachers and families. The families of St. Stephen’s Academy recognize a difference in the level of care and support that they receive from the teachers and staff:

“My son has wonderful teachers who are good with him and care about him as a kid and a student. I am really grateful to St. Stephen’s for helping my son and being so supportive to our family.”

“Miss Tracy is a nice person and she keeps me up to date on what is going on with my son.”
Glade Run
@gladerun
Glade Run offers hope and healing to families and children by building bridges to a brighter future.
Pittsburgh, PA  http://www.gladerun.org

177 TWEETS
162 FOLLOWING
115 FOLLOWERS

Tweet to Glade Run
@gladerun

Tweets

Glade Run @gladerun
1 Jun
St. Stephen's parents celebrate a successful year with some positive feedback. Check it out!... fb.me/1YtqJVwmY
Expand

Glade Run @gladerun
1 Jun
Congratulations to Foundation board chair Rev. Dr. Donald Green, who last night received the inaugural... fb.me/wv6T4Su7
View photo

Glade Run @gladerun
1 Jun
I posted 38 photos on Facebook in the album "Oliver High School Volunteers at Glade Run" fb.me/1KgmDbTxY
Expand

Glade Run @gladerun
29 May
What did you see outside YOUR window at work today? Here's what I saw at Glade Run.... fb.me/1tVVRa2dD
View photo  Reply  Retweet  Favorite

Glade Run @gladerun
21 May
I posted 12 photos on Facebook in the album "Highmark Walk 2012" fb.me/1kG1TvqLf
Expand

Glade Run @gladerun
21 May
I posted 69 photos on Facebook in the album "Spring Plant..." fb.me/1255j5eZl
Expand
Glade Run Lutheran Services

**Impact: Opening the Home**
In the fourth part of a series, parents Bob and Casey discuss how they chose Glade Run and share about 5 views

**Impact: Autism Paperwork**
In the third part of a series, parents Bob and Casey discuss the process and the frustrations associated with the 12 views

**Impact: Dalton's Diagnosis**
In the second part of a series, Bob and Casey discuss Dalton's autism spectrum disorder diagnosis. From their initial 44 views

**About Glade Run Lutheran Services**
Glade Run Lutheran Services is a non-profit organization that strengthens families and creates treatment solutions for children and teens across Pennsylvania.

by gladerunlutheran

Latest Activity: Jun 12, 2012
Date Joined: Feb 8, 2010
Country: United States
Glade Run offers hope and healing to families and children by building bridges to a brighter future.

Pittsburgh, PA
Photography

Glade Run

Walking the labyrinth to meditate on a sunny day at Glade Run #labyrinth #meditate

gladerun.org

A Tilt Shift style picture of Glade Run's Zelienople Campus showing off our Annex building and the bell tower on a fine fall day. #tiltshift #fall #folliage #miniature

Uploaded by user

The Glade Run Adventures area to support therapeutic animal and horticultural programming #Farm #Garden

1 like

gladerun.org
Kick-start Growth: Use Your Email List

- Announce your new presence in your newsletter with a clear Call-to-Action

- Include standard links in every email so subscribers can share your content

- Include social media sign up icons in every email so subscribers can join you on your social sites
• Permission-based: **Build relationships.** Email marketing is **NOT:** Junk email; Spam; No opt-outs available.

• It is: Delivering professional email communications to an interested audience...containing information they find **valuable.**

• On average, it takes 7 touches for an action to occur. **Stay top of mind** with customers & prospects.

• Email is still the **backbone of online marketing.** (How often do you check?? Smartphone? In meetings? While on phone?)
Keeping Supporters Engaged

Informative newsletters to supporters:

• Strengthen their connection to your organization
• Demonstrates the impact your organization is making
• Increase support by staying top of mind
• Connected supporters share your content and generate referrals!
WHY USE AN EMAIL SERVICE PROVIDER?

• Provides easy-to-use templates which are mobile-friendly – how easily can it be read on a smartphone?
• Reinforce brand identity: logo, website colors, font
• Email addressed to recipient only
• Manage lists, handling subscribers, provides easy opt-outs (Recipient defines spam!)
• Improves email delivery and tracks results (who opened & when & where they clicked)
• Use Permission Reminders and anti-spam check
BUILDING YOUR LIST

• Meetings: one-on-one and networking events
• Your own email signature line (& employees)
• Event location: provide sign-up page
• Website sign-up box & Facebook Business Page app.
• **NEW!** Text To Sign Up and QR Code Sign-ups
• List segmentation: allows you to be targeted with emails (donors vs. funders, etc.)

*Your subscriber list is one of the most valuable assets your nonprofit will have. Guard it carefully & never share or sell the list.*
DEFINE YOUR OBJECTIVES WITH EACH EMAIL SENT

• **Promote:** motivate donations, provide event info
• **Inform:** differentiate your organization; information about what you do
• **Relate:** Increase loyalty; Encourage referrals & sharing
COMING UP WITH VALUABLE CONTENT

• Share news about your organization especially success stories. What is your audience interested in?
• Use Google Alerts to stay informed
• Embed your YouTube videos and photography
• Acknowledge your audience: thank you notes, holiday greetings.

Tip: Use bullet points. Shorten articles & provide click-through to a PDF to read more.
HOW OFTEN TO SEND?

• Create a master schedule: Don’t get overwhelmed (maybe monthly to start?)
• Include frequency schedule in the sign-up area....set expectations
• Keep content concise and relevant to planned frequency – too much & they’ll opt-out
• Test your list: Weekday vs. Weekend
DELIVERABILITY

• Images must be enabled by most users to count as an ‘open’. This is set by the user and not you.
• Always use image descriptions. Images can also be clickable to your website.
• Avoid tall top-bar images: make sure some text is visible in the preview window
• Avoid image-only messages: your audience will see a blank preview panel
• Run Spam Check before sending
GETTING EMAIL OPENED

• Use a name your audience recognizes in the “From” line (@yourcompany.com)
• Include your organization name. Be consistent.
• Subject Line: Short & simple…30-40 characters including spaces (5-8 words)
• Incorporate the immediate benefit of opening
• Capitalize and punctuate carefully
• Avoid copying techniques inherent in spam emails: “free”, “Guarantee”, “spam”, “credit card”. ALL CAPITAL LETTERS. Excessive punctuation!!!???. Use of $$$ and other symbols. No “from” address. Misleading subject lines.

Tip: Check out your own Spam Box and you’ll know ‘what not to do’.
BUYING LISTS

All email service providers *prohibit* you from buying lists and dumping those email addresses into their database.

Doing so will cause your Spam Reports to increase and could result in your account being shut down. (You’ll lose the legitimate email addresses, too!)

*Remember: The recipient decides whether to mark your email as Spam & that ‘click’ gets registered back to your email service provider.*
UNDERSTANDING THE BACK-END REPORTS

• Open tracking rates indicate levels of interaction: An image embedded in the email was enabled by the recipient OR a link with embedded tracking code was clicked.
• Track forwarding
• Track click-throughs. Use Call-To-Action links that link to PDF, your website or videos.
• Track how email was shared on social networks
• Bounced emails: Understand why & correct
• Compare your open rates to industry rates
LEVERAGING YOUR EMAIL MARKETING WITH SOCIAL MEDIA

• Constant Contact ® allows Archiving of all emails. This creates a URL to share across social media platforms.
• Share on LinkedIn Profile and your LinkedIn groups
• Share on Twitter
• Share on Facebook
• This leverages your communications BEYOND your current subscribers. Helps to build lists & relationships.
• ALWAYS include the Social Share Bar at top of every email you send so your recipients can share it, too!
• Provide a link to your newsletters and announcements on your Facebook page and **ASK** people to share this link.

• Make sure to include the “Join our Mailing List” tab on your Facebook page so that people can easily sign up to get your e-news.

• Always provide a link back to your website and the donations page.
Resources for Email Marketing

• Get a FREE email marketing trial by visiting http://theprospectfinder.constantcontact.com

• Lots of great free tips available at: http://www.socialquickstarter.com/
ONLINE GIVING

• Simple and efficient for the donor. Provides donors 24X7 access.
• One-time and recurring donations.
• Links can be provided in your email marketing so it’s a simple one-click to donation page.
• Instant donor acknowledgement.
• Donors can easily share your donation page by forwarding emails & sharing on social media.
Playing by the Rules

• Your nonprofit should be registered in every state if you plan on collecting donations from that state’s residents.
• Rules vary by state.
• E-Book available: “Charity Registration: State by State Guidelines for Compliance”. Go to tonymartignetti.com/charity-registration to learn more.
Resources for Online Giving

• Idealware provides good overviews in both written and webinar format.  
  http://idealware.org/articles/few-good-online-donations-tools

• Discuss your specific needs with Marc Halpert, Managing Partner at e-giving.  
  http://www.yourbestinterestonline.com/egiving
Bottom Line:

• Your supporters will want to follow you on THEIR terms. Offer opportunities to connect.
• Always capture email addresses & maintain an updated email marketing list. This is a valuable asset.
• Automate! Link the 3 major social sites to trigger the other OR use a service: Hootsuite.

Q&A
Let’s stay in touch:

http://www.linkedin.com/in/mariasemple
http://www.facebook.com/TheProspectFinder
http://www.twitter.com/mariasemple

Want monthly Prospecting Tips?

Just send your email address by text message:

Text PROSPECT to 22828 to get started.