

FREE WEBINAR

How to Use Social Media to Raise More Money in Your Year-End Campaign



Tuesday, August 27



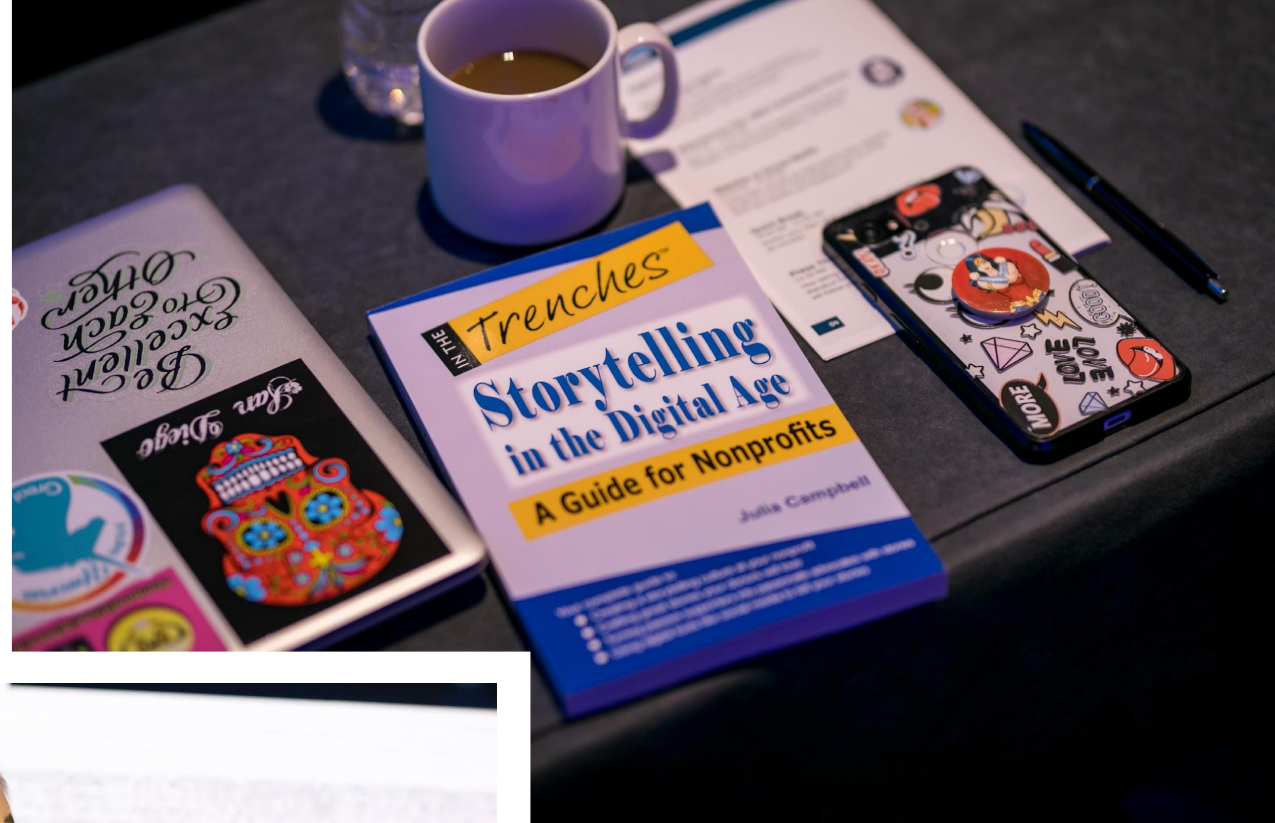
12PM ET



Julia Campbell



NONPROFITnation





The state of social media for nonprofits right now;



How to drive organic social media engagement at year-end (and beyond);



An overview of some battle-tested free and low-cost social media tools to save time and inspire creativity.

WHAT WE
WILL COVER
TODAY:

#GIVINGTUESDAY Y AND YEAR-END CALENDAR

Get your copy here:

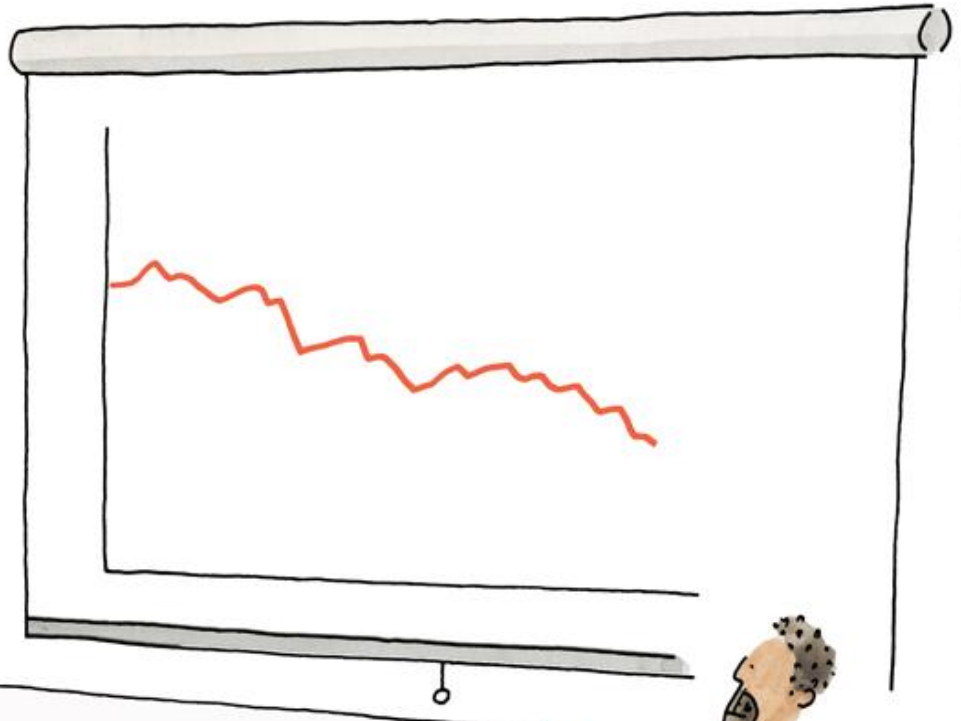
<https://docs.google.com/document/d/1s6Nq6hl3jbH1pdpSex0Jivy5m8ZKfwZgUkvyoFA55HQ/edit>



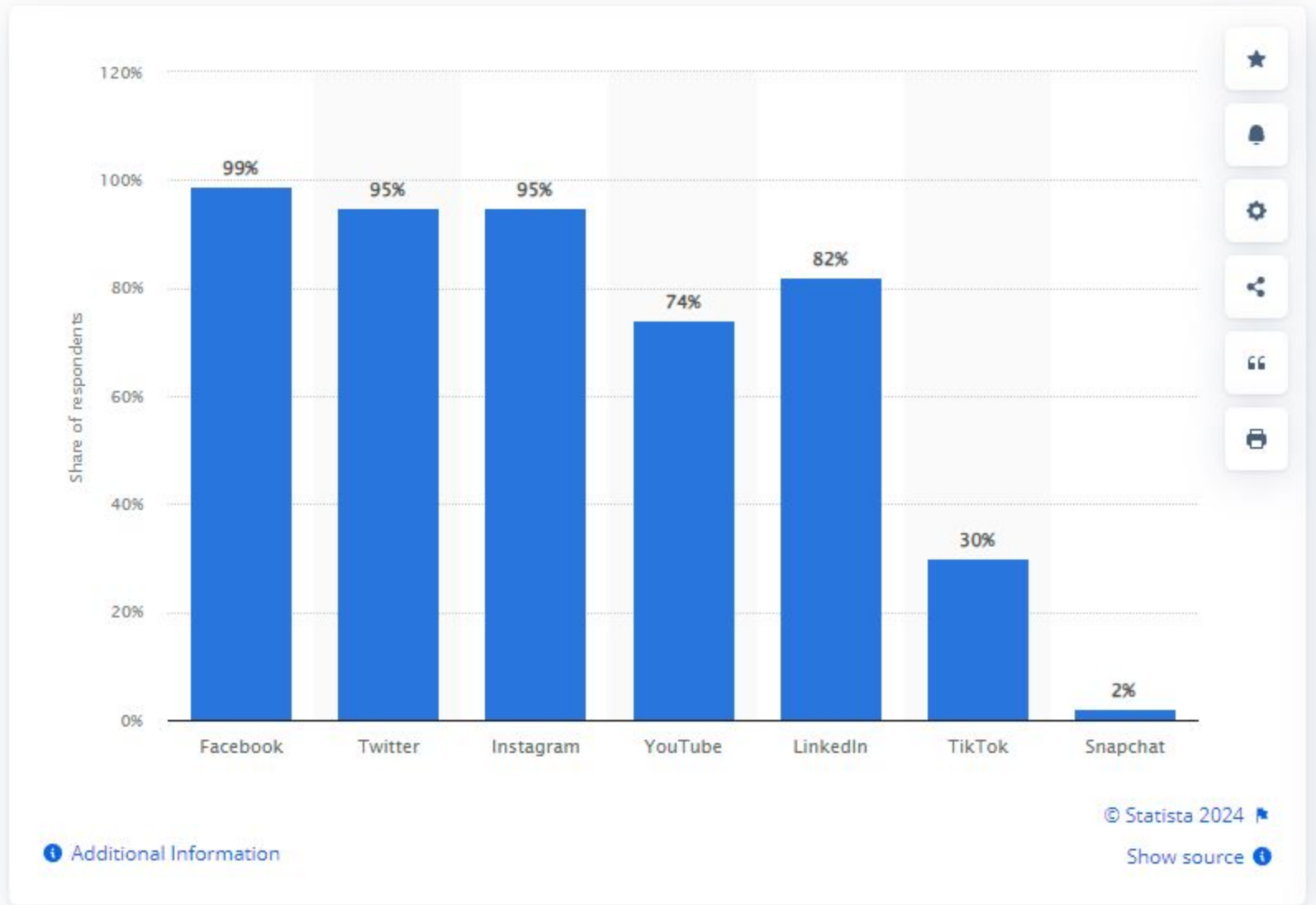


WHAT THE HECK IS GOING ON IN THE SOCIAL MEDIA LANDSCAPE RIGHT NOW?

WHY ISN'T SOCIAL MEDIA
MAGICALLY SOLVING ALL
OF OUR PROBLEMS?



TOM
FISH
BURNE



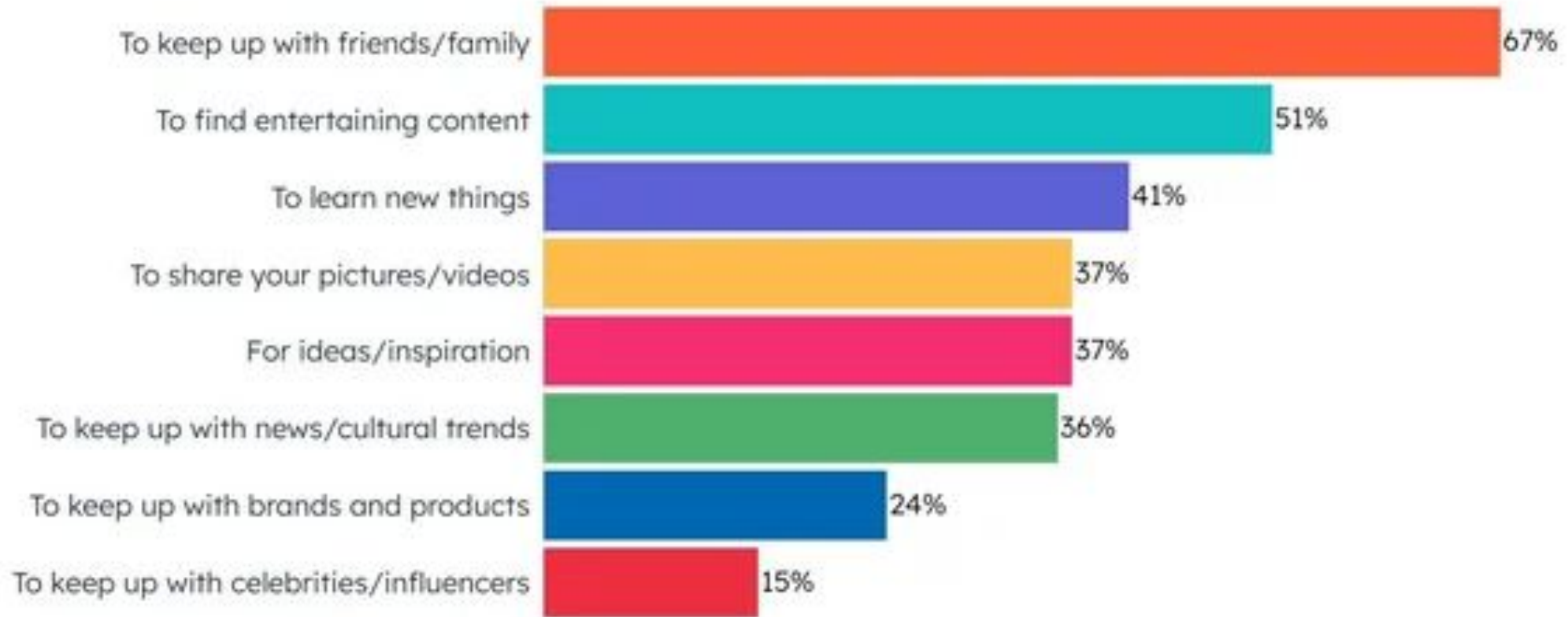
<https://www.statista.com/statistics/1371096/social-media-usage-nonprofit-organizations-platform-us/>

Nonprofit

Average engagement rate: September 2023



Why do people use social media?



HubSpot Blog Research, Consumer Trends 2023 Report
Bi-annual survey of 600+ U.S. adults in Jan. 2023

HubSpot





September
is for story finding



October
is for drafting



November
is for optimizing



No Turkey
until your appeal
is at the printer!



BE LASER-FOCU SED ON YOUR AUDIENCE!

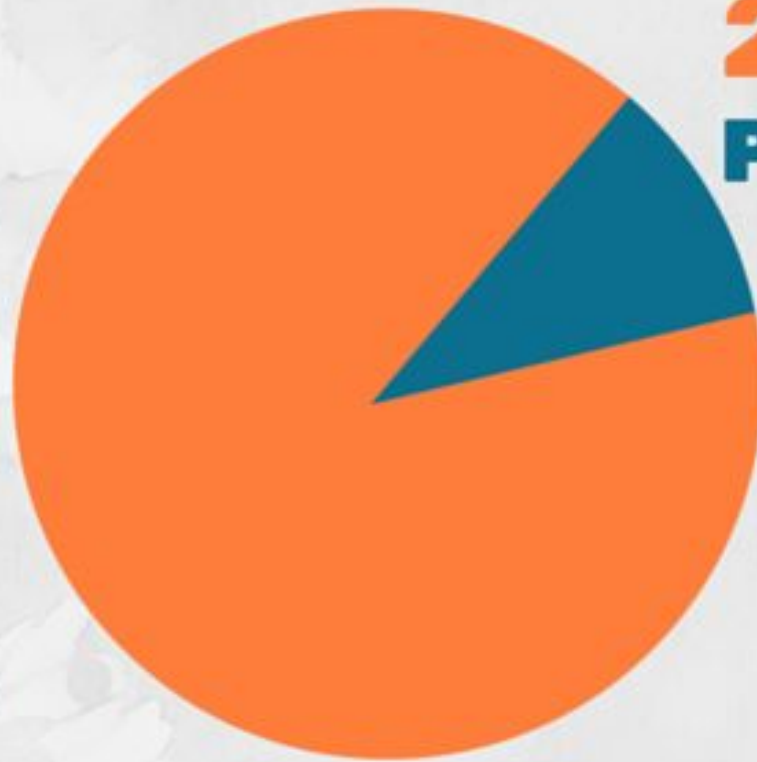
What do they care about?

What interests them – BEYOND your organization's mission?

What binds them together?

What makes them a community of like-minded people?

80%
Interact
Educate
Inspire
Entertain
Connect



20%
Promote





Road Scholar

April 28 at 8:00 AM

Author Harper Lee was born on this day in 1926. Do you still read library books?



ROAD SCHOLAR

259

29 comments 20 shares



Road Scholar

April 30 at 8:42 AM

On April 30, 1926, aviator Bessie Coleman, the first American woman to obtain an international pilot's license from the Fédération Aéronautique Internationale, died after her plane crashed during rehearsal for an aerial show in Jacksonville, Florida.



ROAD SCHOLAR

189

8 comments 19 shares



Road Scholar

April 28 at 1:44 PM



Any classes like this in your communities?



TODAY.COM

This free ballet class is giving women over 50 their confidence back

You're never too old to learn something new ... or become a ballerina.

74

24 comments 8 shares



Road Scholar

3d



Go, Janice! How do YOU #AgeAdventurously?



TURNT010.COM

'Age has not defined me:' 81-year-old earns bachelor's degree from university

Janice Hall, 81, was among those who recently graduated from Bethel University in Indiana.

454

19 comments 13 shares

RS Road Scholar ✓
April 26 at 9:09 AM · 🌐

Lou is aging adventurously. Are you retired or still working?



CBSNEWS.COM
91-year-old Virginia math teacher has no plans to retire after decades at same school

👍 48 14 comments 3 shares

RS Road Scholar ✓
2d · 🌐

The Kentucky Derby happens today! If you could name a race horse, what would you name it?

👍👎 84 361 comments 17 shares

Road Scholar's Instagram Tutorial

Presented by
ROAD SCHOLAR










TWO MOST IMPORTANT SOCIAL MEDIA PRINCIPLES:

Make it all about your audience and who you want to attract.

Design it for the platform where you are posting.
YouTube is different than TikTok, LinkedIn, etc.!

Who is your audience? How can you reach them? What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

	Facebook	Twitter	Pinterest	YouTube	LinkedIn	Instagram	TikTok
DEMOGRAPHICS	 2.7 Billion users Ages 25-34	 353 Million users Ages 30-49 68% Male	 442 Million users Ages 30-49 78% Female	 2.3 Billion users All ages	 740 Million users Ages 46-55	 1.2 Billion users Ages 25-34	 689 Million users Ages 18-24
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbook- ing"	"How To", Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships, Conversation
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
DOWNSIDE	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic

YOUR PLATFORM- SPECIFIC STRATEGY

When choosing the right goals for your nonprofit on a specific platform, ask:

Why are you using PLATFORM SPECIFICALLY?

How does PLATFORM offer you something different to other platforms?

What attracted you to PLATFORM in the first place?

How can PLATFORM assist you in achieving your **overall** marketing goals?

How much time or budget can you commit to PLATFORM?

3 KEYS TO GETTING MORE FOLLOWERS:

Consistency

Have a consistent posting strategy – both in content, in cadence, and in style.

Engagement

Engage with, tag, like, comment on, and follow other accounts.

Hashtags

Use hashtags strategically, both to get found and to find other accounts.

WHAT WILL YOU SHARE?

Behind the scenes content

Educational (e.g. how to run food drive, how to prevent elder abuse)

Culture focused (showing the human side of your org)

Fun / lighthearted

Client stories

Volunteer stories

Get to know the team

Instagram Takeovers

Partner showcase



Like This Page · December 3, 2014 ·

Humans of EPL

Heather: "I have always liked the library. As a kid I took advantage of it, and years later I didn't know if I'd be able to get a card again. The staff made me feel good and I was happy I could start fresh."

The Library has also been very helpful since I got breast cancer; it helped with the resources I needed. It has been 8 months since my treatment."

Like Comment Share Hootlet

11

Write a comment...

IF WE CAN PUT
LOVING PEOPLE FIRST,
AND ASKING
QUESTIONS SECOND,
I WOULD ARGUE
THAT WE COULD
CHANGE LIVES.

TO
WRITE
LOVE
ON HER
ARMS.



twloha • Follow



twloha Today is International Survivors of Suicide Loss Day. In honor of his late sister, our friend and former TWLOHA intern, Billy Dwyer, shared his experience with losing a loved one to suicide. You can read "Carrying My Sister's Story" at the link in our profile now. If you or someone you know is struggling, please visit our FIND HELP page at twloha.com/find-help. You are not alone.

150w



rach.captivated Billy, you are amazing. Thankyou



6,007 likes

NOVEMBER 18, 2017



Add a comment...

Post



ChildrensPartnership

@KidsPartnership

Follow

We are ONE week away from [#GivingTuesday](#)! Watch below as Aurora Garcia-Barrera, our Community Engagement Advocate, shares all that we do to provide resources for the community.

Remember, you can visit bit.ly/2zGSoKj to [#Give4Kids](#) !!



4:30 PM - 21 Nov 2017 from Los Angeles, CA

1 Retweet 2 Likes



Michelle Obama

@MichelleObama

Following

For [#GivingTuesday](#), the Global [@GirlsAlliance](#) asked young women what they're thankful for this holiday season—and how they plan to pay it forward to girls around the world.

I hope you'll follow their lead. Support projects for girls at gofundme.com/globalgirlsall...



9:50 AM - 27 Nov 2018

Book Fundraising is a great way to rally your friends and family in support of patients at Boston Children's Hospital. You can start your own fund

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e you ra

Boston Children's Hospital



Help every child by 12/31

This year, your support is more important than ever. Make your year-end gift by December 31 to help find answers and hope for the sickest children and their families.

[GIVE NOW](#)

ENGAGE WITH OTHER ACCOUNTS.



Tag others.



Follow other accounts.



Share others' content.



Find others to follow using the Explore/Search feature or searching key words and hashtags.



You can also find others to follow based on location.

A top-down view of a bowl filled with popcorn, with several pieces scattered around it on a wooden surface. A black remote control is positioned to the right of the bowl. The entire scene is dimly lit, with a dark grey overlay. The text "VIDEO IS CRUCIAL!" is centered in white, bold, sans-serif font. A thin vertical blue line is on the right side of the text.

VIDEO IS CRUCIAL!

GOING LIVE

You can share a live video to connect with your followers in real time!

Once a live video has ended, you can use the recording and promote it on other channels.

Live video gets the most engagement of any kind of video on social media.

Live on Instagram

We'll notify some of your followers so that they don't miss it. Your video will disappear from the app once it's finished, unless you save it to your camera roll.

We'll notify some of your followers so they don't miss it.



Start Live Video



TYPE LIVE NORMAL BOO

ENCOURAGE ENGAGEMENT WHEN YOU GO LIVE

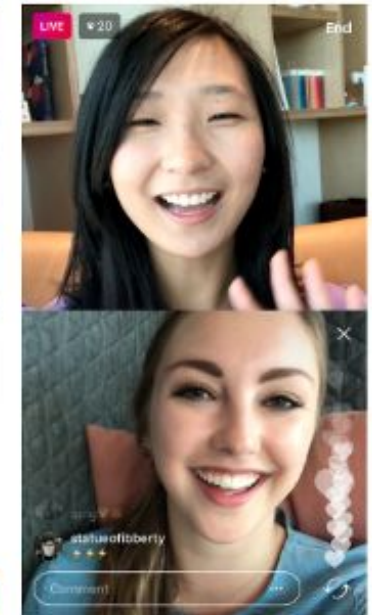
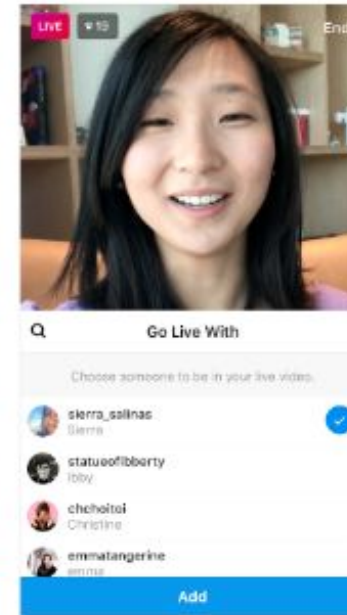
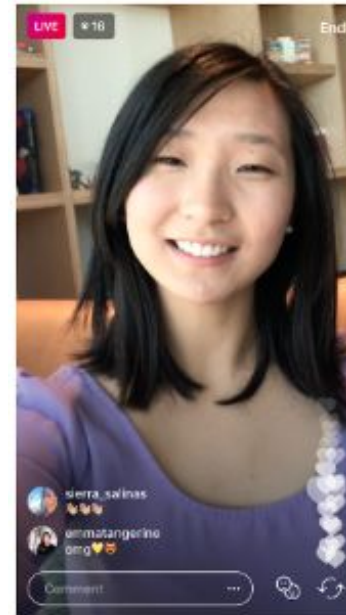
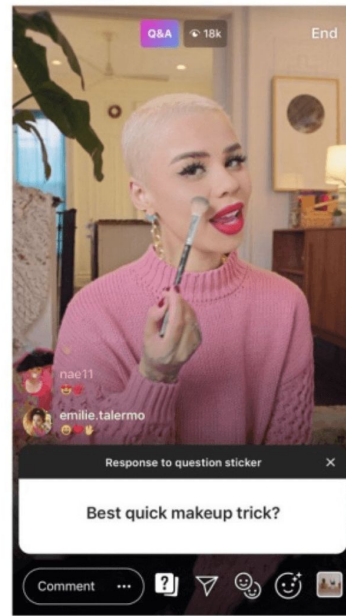
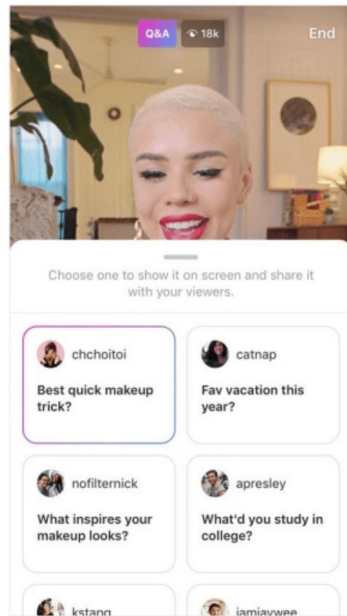
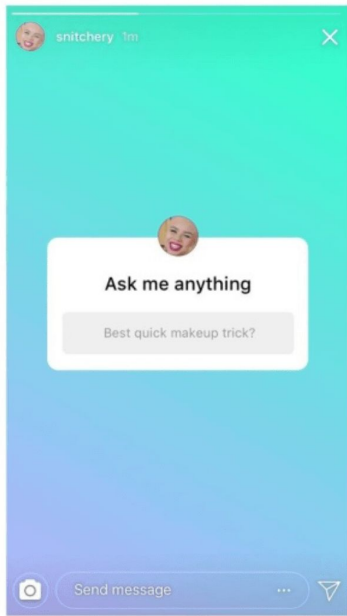
When you go Live, encourage viewers to share it with their networks and to ask questions and comment.

Encourage live interaction!

Interact with viewers and people that comment.

Mention people by name as they join.

Invite viewers to get notifications about when you go live in the future by clicking the Follow button.



POTENTIAL TOPICS

When you launch a new program or service or have a big announcement to make.

Behind-the-scenes in the moment looks at your office and in the field.

Live Q&A or “Ask Me Anything” with your audience.

Live chat about news in the industry and your cause.

Celebrating a major milestone.

Plan ahead – let followers know you are going to go live!

Tune in live
TOMORROW!

amirahinc • Following

#instagramlive #facebooklive #live #lightscameraaction #bignews #announcement #wearesoexcited #getthisonvideo #tunein #noon #12pm #thursday #lunchtime #lunchwithamirah #amirahcommunity #endtrafficking #supportsurvivors #hopeliveshere

21w

kfuocs So curious. 21w 1 like Reply

anchordinc What time? 21w 1 like Reply View replies (1)

21 likes
MAY 29

amirahinc LIVE 6

fishwifetales joined

juliacampbell77 joined

Send a request to be in amirahinc's live video. Request

Hello 😂 😍 🙌 👍 😂😂😂

Comment ? 📌 ❤️

INSTAGRAM STORIES

What You Need to Know about Instagram Stories

The 'Stories' feature is a fun way for users to share in-the-moment, behind-the-scenes photos and videos on Instagram.

Instagram Stories can be seen for just 24 hours before they disappear unless you save them into your Story Highlights.



BEST PRACTICES FOR USING INSTAGRAM STORIES

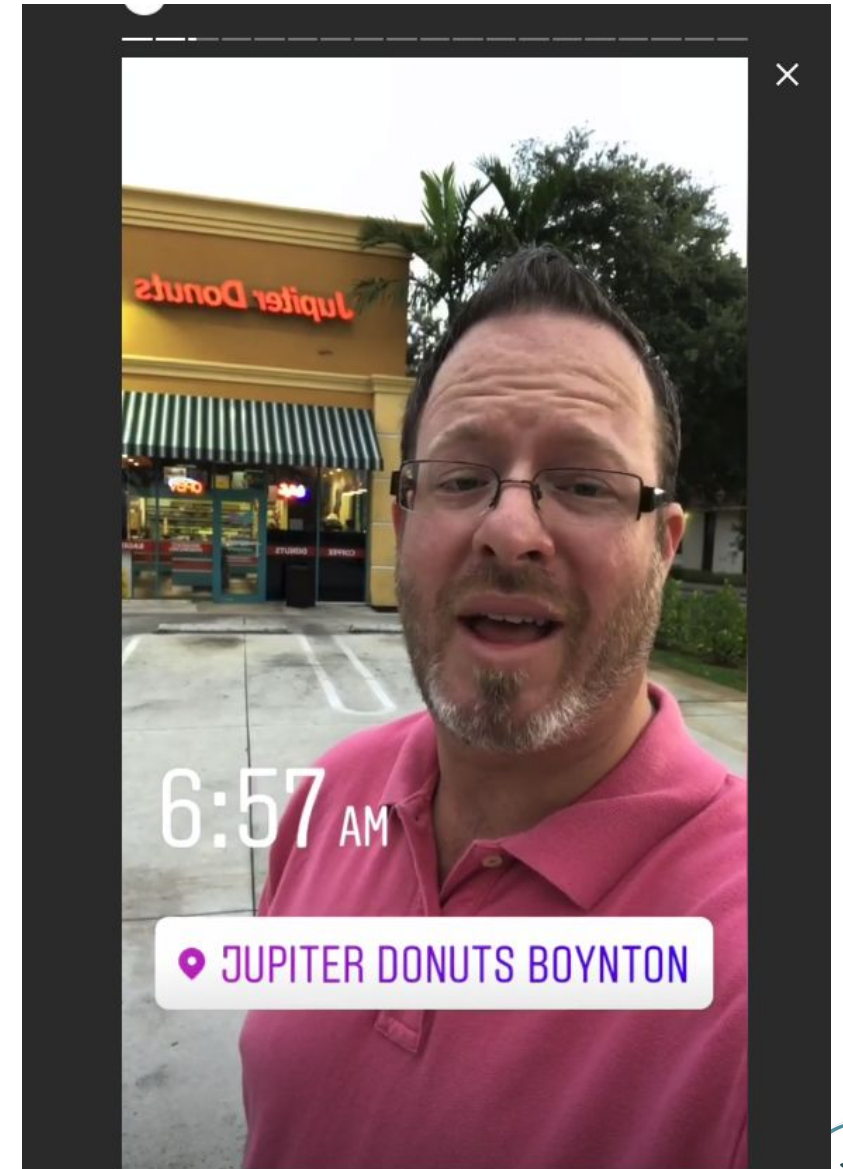
Instagram Story viewers don't want perfection—they want personality.

The best stories are those that elicit laughter and brighten someone's day, so incorporate humor and quirkiness into your promotional content!

Experiment with the stickers, location tagging, tagging other accounts, and hashtags.

Do not post several static photos in a row or several short videos – mix up static plus video.

It's about documenting, not “content creation” – don't overthink it!



TOPICS FOR STORIES

Show a “day in the life” of your nonprofit.

Short how-to or informational and education articles.

Promote your other social networks.

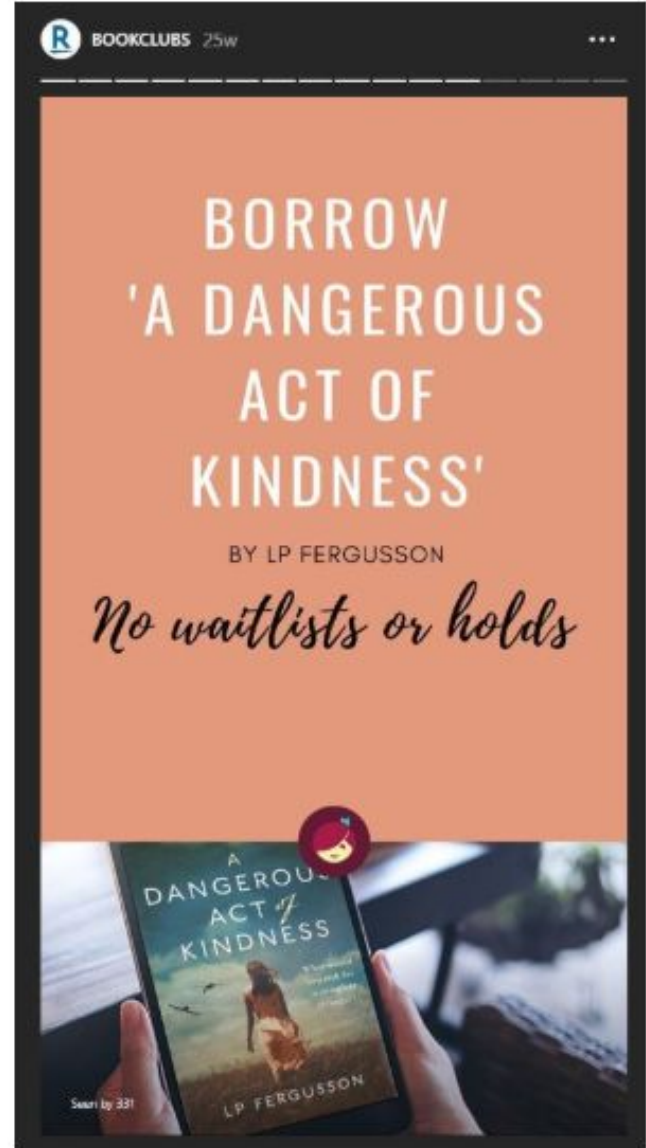
Promote your website.

Announce your online fundraising campaign.

Be authentic.

Use humor.





It's #NATIONALPOETRYMONTH

To raise awareness
we are sharing a polar
bear poem every day

Novaya Zemlya

Five bears piled high,
wheezing.
One cornered in the kitchen,
the others deep in the dump.
A special load for the Burlak.
They could still smell white mushroom
and sour cream
under the rectangular sun.

4/30 #POLARPOETRY

Ghost

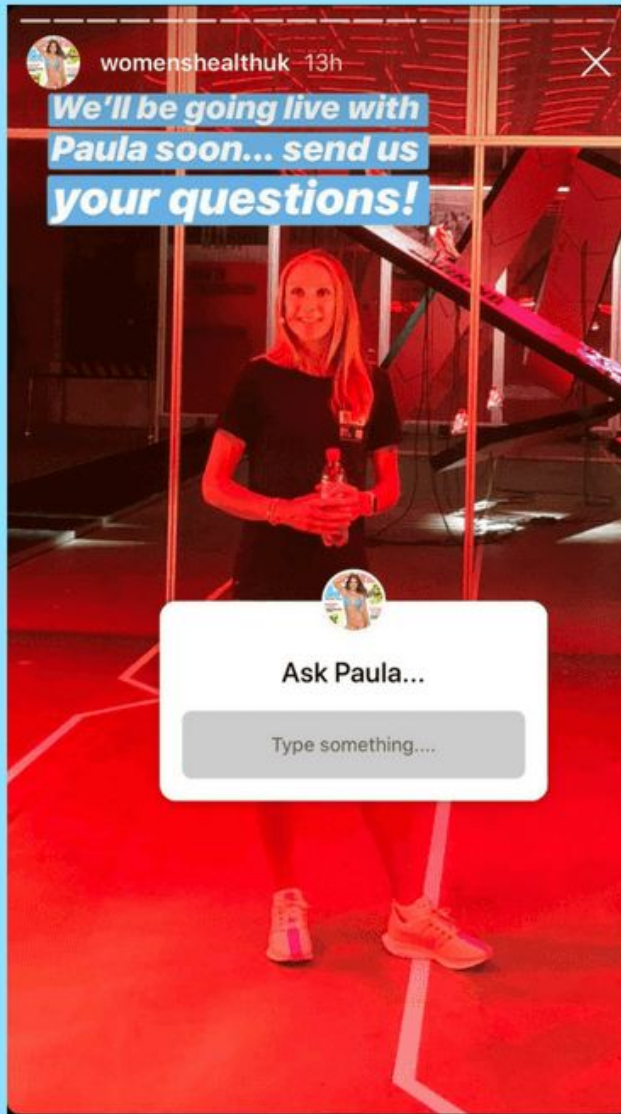
Snow cloak, winter eyes,
fangs the colour of stars
wait for bubbles.

26/30 #POLARPOETRY

Chimera

The seal kept sinking.
I followed it.

30/30 #POLARPOETRY



americancancersociety 22h




Groundbreaking research

RESEARCH
Donations go to americancancersociety

[Donate](#)

americancancersociety 22h



Free rides to treatment

ROAD TO RECOVERY
Donations go to americancancersociety

[Donate](#)

americancancersociety 22h



24/7 helpline for patients & caregivers

24/7 HELPLINE
Donations go to americancancersociety

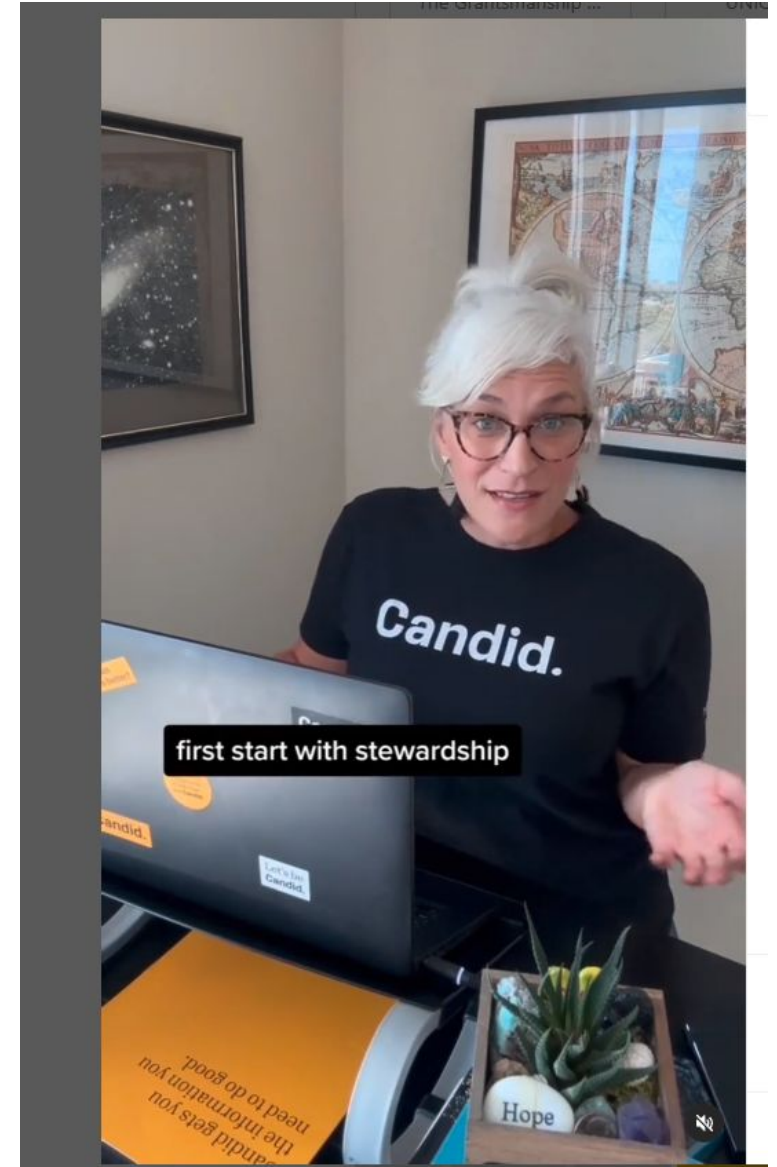
[Donate](#)

CANDID'S EXPERIMENT

- Candid (formerly known as Guidestar) is a research-driven organization that profiles nonprofits on its website. It does not provide direct services.
- In September 2022 Candid decided to dive into creating short-form videos for social media to evaluate the potential benefits.
- The goal: To create 22 social media videos under 90 seconds in duration over a three-month period, with the caveat that staff would not be overly burdened by the tasks involved.
- They used their existing [Instagram account](https://www.instagram.com/candidorg/reels/), though prior to this effort, they had rarely used the Reels feature. <https://www.instagram.com/candidorg/reels/>
- They also opened a [TikTok account](https://www.tiktok.com/@candidorg). <https://www.tiktok.com/@candidorg>

MEASUREMENT OF SUCCESS

1. Engagement: On Instagram, Candid saw a 92% increase; TikTok had a 72% increase when compared to static Instagram posts.
2. Followers: Candid achieved a 12% increase in Instagram followers.
3. Staff time: While the average time for on-screen talent was under 30 minutes, production time was much higher, ranging from 20–30% of one staff member's time each week.



Reply to cidneyjk's comment
maybe a weird ask but
could you do a video
on how to properly
poop/dispose of poop
outdoors ? 🤔



Not weird at all,
It's my job to educate ppl
about this ❤️

<https://www.tiktok.com/@westernwatergirl>



<https://www.youtube.com/@InvisiblePeople/shorts>

MAIN TAKEAWAYS FOR SHORT-FORM VIDEO

You don't need fancy equipment to succeed.

Many influencers just use their phones and a ring light! You may need some kind of microphone for good sound, and some software to edit videos, but you don't have to invest thousands.

You don't have to follow trends to make good content.

From Candid: "Some of our top videos were just authentic conversations on topics that we knew would be valuable for our audiences. No dancing, no music or other theatrics were necessary; our fan's favorite videos just featured a staff member with some good advice to share."

If it's not your thing, don't do it. Trust your gut and don't do something that makes you feel icky. (That's different than getting out of your comfort zone and trying something new however!)

ORGANIZATIONS USING SHORT-FORM VIDEO – EXAMPLES

[OverDrive](#)

[Los Angeles Public Library](#)

[People for the Ethical Treatment of Animals \(PETA\)](#)

[charity : water](#)

[Pencils of Promise](#)

KEEPING TOP OF MIND WITH SOCIAL MEDIA

Social media is a perfect place to stay top of mind and remind your donors why they gave, and to make them feel like they are part of a bigger community and mission.



Girls Inc. of Lynn

Yesterday at 7:38 AM · 🌐



Every November, we give thanks for all those who support our mission and believe as we do that every girl is a leader in her own life and deserves to grow up Strong, Smart and Bold. Thanks to you, Girls Inc. of Lynn girls grow up to be healthy, educated and resilient.

#thejameswobrienfoundation

#thelorantfoundation... See more



👍❤️ 19

1 Comment 1 Share

charity: water @charitywater · Jan 1

We're thrilled to share that, together, we exceeded our year-end goal to fund clean water for 5,000 families! You chose to be generous. You chose to be kind. You chose to believe in a better world. Thanks to you, the future looks especially bright on the first day of 2022 ♥



1 4 29

charity: water @charitywater · Jan 1

If there's one thing Helen's community taught us, it's that nothing is more important than family. Despite all of the ups and downs of 2021, supporters like you still showed up, and the impact of the #charitywater family grew bigger and more beautiful than ever before.





girlsinc

Follow

471 likes

1w

girlsinc We exceeded our ambitious goal of \$75,000! Thank you, thank you, thank you. Thank you for being #inhercorner and ensuring girls grow up strong, smart, and bold.

femwinism ❤️❤️❤️❤️

lisaannkat @hchoo1919 strong, smart, and bold like our girls! 👧👧

laynazelle Adorable ❤️

entremoms Love it 👤 😊

hchoo1919 @lisaannkat 🙌 👧👧

jencyaw ❤️❤️❤️

♡ Add a comment...

⋮



www.belovedatlanta.org/donate



belovedatlanta • [Follow](#)
Atlanta, Georgia



belovedatlanta In case we haven't made it clear: We appreciate your donations TODAY, TOMORROW, NEXT WEEK, shucks even NEXT YEAR! 😊

Our mission is to transform communities in Atlanta, one woman at a time.

So let this #givingtuesday be the start of a loving relationship with us, as you support #200kfor21.

#belovedatl #atl #atlanta #nonprofit
#december #goals #fundraiser
#tuesdaymotivation #tuesdayvibes
#support #women
#womensupportingwomen
#womenempowerment #healing #hope
#love #encouragement



28 likes

DECEMBER 1, 2020



Add a comment...

Post



The Night Ministry

December 2 at 7:59 PM · 🌐

Thank you to everyone who joined us to Give, Serve, & Advocate on #GivingTuesday. We are still running the numbers, but we feel so grateful to everyone who made a donation, signed up to make sack suppers, and joined our Advocacy Team. Special thank you to our dedicated #GivingTuesday Champions, who helped us reach so many more people by sharing their passion for our mission.



St. Jude patients
Luigi,
Ashtyn
and Maelin

#GivingTuesday made a difference

We are so grateful for everyone who came together for the families of St. Jude yesterday. Thanks to generous donors, we can continue our lifesaving mission: *Finding cures. Saving children.*®

Our donors can trust that their giving has helped save the lives of thousands of children. Here are some facts about the donations we receive:

- Approximately 75% of the funds necessary to operate St. Jude must be raised from generous donors.
- The treatments for pediatric cancer can last up to three years or more and cost on average \$425,000 per family, including housing, travel and food, but **no family ever receives a bill**

← chasing waterfalls



nationalparkservice ✓

🎵 TLC • Waterfalls

Follow



National Park Service ✨

@NatlParkService

Don't go chasing waterfalls...cautiously approach and be careful of slippery conditions. In fact, you may just want to stick to the rivers and lakes that you're used to.



205K



804



14.8K



Liked by **bonniemarie1313**, **fundraiserchad** and others

nationalparkservice Waterfalls found in national parks are popular places for viewing and taking ph... more

View all comments

3 days ago



massdaytripping

Western Massachusetts

Follow



<https://www.instagram.com/nationalparkservice>

LONG TERM STRATEGY: REMIX AND RECYCLE.

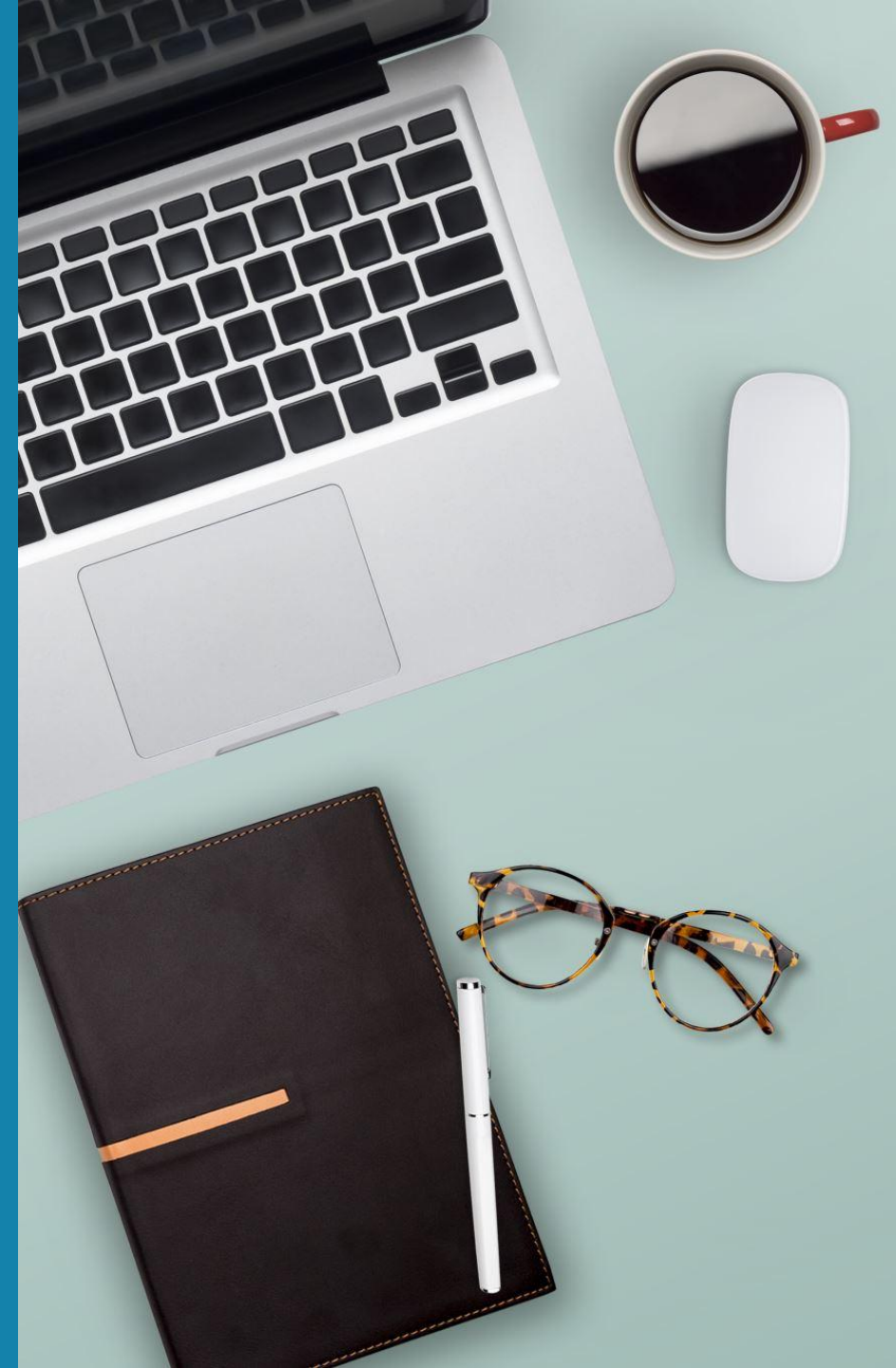
Use your email content in a blog for the News section on your website.

Cut up your email and blog content into social media posts.

Choose three items from your content archives online or offline, that you can repurpose on social media.

One press release or annual appeal letter can be adapted into an unlimited number of other content pieces, including:

- Slide deck with bullet points
- Blog post
- Pinterest infographic
- LinkedIn article
- Facebook update
- Video summary



BATTLE-TESTED TOOLS

Canva –

https://about.canva.com/en_in/canva-for-nonprofits/

Animoto –

<https://animoto.com/business/non-profit>

ChatGPT - <https://chat.openai.com/>

[12 Ways to Use ChatGPT and Other AI Tools for Fundraising](#)



30 QUICK WAYS TO SPICE UP YOUR NONPROFIT SOCIAL MEDIA ACCOUNTS

www.jcsocialmarketing.com

WWW.JCSOCIALMARKETING.COM



BATTLE-TESTED TOOLS

Hootsuite – Nonprofits can save up to 75% on Hootsuite and up to 50% on social media training courses through Hootsuite Academy.

<https://www.hootsuite.com/pages/landing/non-profit-discount-application-techsoup>

Buffer – They offer a 50% discount to nonprofit organizations.

<https://buffer.com/nonprofits>

<https://buffer.com/remix> - Transform any link, tweet, or product into beautiful Instagram content.



TRENDS COME AND GO



I'D LOVE TO CONNECT!

Subscribe to the Nonprofit Nation Podcast in your favorite podcast app.

www.pod.link/nonprofitnation

My website:

www.jcsocialmarketing.com

LinkedIn:

www.linkedin.com/in/juliacampbell



with Julia Campbell