

AM Workshop 3

How to Drive Donor Engagement Using Social Media

Social media was once promised as the silver bullet for nonprofits. Start posting, start tweeting, start Instagramming—and, like magic, the donations will just roll in! As we now know, this is not the case. In our current attention economy, organic (unpaid) reach is down, social media algorithms prioritize updates from friends and family over businesses and brands, and millions upon millions of pieces of content are uploaded every single day. For nonprofits to effectively raise money and build community on social media requires thoughtful, strategic, and consistent effort and a boatload of creativity.

In this workshop, social media and digital fundraising expert Julia Campbell will walk you through the secrets to successful donor relations in the digital age. Participants will also get digital access to her *Storytelling in the Digital Age Workbook* and a content calendar template.

Participants will learn:

- How to navigate social media changes and trends — what fundraisers need to know
- How to use social media to build relationships with current donors and prospects
- How to share social media content your donors will love
- Free and low-cost tools to enhance your digital fundraising on a shoestring budget
- Real-world examples and case studies from small and mid-size nonprofits

Julia Campbell, Principal, Julia Campbell Social Marketing

Julia has run her digital marketing consulting business for almost a decade, focused exclusively on mission-driven organizations. A mom of two and a Returned Peace Corps Volunteer, she is the author of [Storytelling in the Digital Age: A Guide for Nonprofits](#), a call-to-action for nonprofits to use stories to accomplish their missions. Based in Boston, Julia is a global authority on digital storytelling, with happy clients spanning the globe from Moscow to San Francisco. She has provided workshops and training to Meals on Wheels America, the Make-A-Wish Foundation, the Boys & Girls Clubs of America, and Facebook. Julia is a frequent contributor to Nonprofit Tech for Good, Social Media Today, Maximize Social Business, Elevation Web, Network for Good, Wild Apricot, and others. Her passion is to get nonprofits of all sizes to stop spinning their wheels on social media and to start getting real results using digital tools. You can check out her thoughts and ideas on all things nonprofit digital storytelling and social media at www.jcsocialmarketing.com/blog.

