HOW TO DRIVE DONOR ENGAGEMENT WITH SOCIAL MEDIA

Julia Campbell, MPA
www.jcsocialmarketing.com

GET THE DIGITAL STORYTELLING WORKBOOK: TEXT WORKBOOK TO 345345
ABOUT ME

Mom of 2

Returned Peace Corps Volunteer (Senegal 2000-2002)

Former Development and Marketing Director at small shops

Author, Storytelling in the Digital Age: A Guide for Nonprofits

Passionate digital storytelling evangelist

Tweet: @JuliaCSocial
Get the Digital Storytelling Workbook:

Text WORKBOOK to 345345
What We Will Cover Today

- How to navigate changes and trends in the social media landscape - what fundraisers need to know
- The 3 essential elements of nonprofit social media content that drives engagement
- Real-world examples from nonprofits driving donor engagement with social media
- Battle-tested tools to use to rock your social media visuals
SOCIAL MEDIA LANDSCAPE IN 2019
2019 This Is What Happens In An Internet Minute

Source: https://jacobsmedia.com/wait-internet-minute/
MAJORITY OF AMERICANS STILL USE FACEBOOK AND YOUTUBE
Young people are still using social media.
BABY BOOMERS ARE THERE TOO

82% of baby boomers utilize social media sites to connect with family and friends.

(Source DMN3)
AVERAGE TIME SPENT IS DOWN, EXCEPT FOR INSTAGRAM
29% of donors worldwide say that social media is the tool that most inspires them to give, however, email is a close second at 27%.

Of those donors inspired by social media:

56% say that Facebook inspires them the most.

20% say Instagram.

13% say Twitter.


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$125 MILLION RAISED ON FACEBOOK ON GIVING TUESDAY 2018. THAT’S UP FROM $45 MILLION ON GIVING TUESDAY 2017.
TRENDS TO KNOW AND UNDERSTAND

- Facebook pivot to privacy and communities: Facebook Groups
- Instagram Stories and Facebook Stories
- Instagram Donation Sticker
- Voice search and the Internet of Things (IoT)
WE DO NOT HAVE CONTROL OVER THESE CHANNELS.

Have an escape plan.
OUR UNIQUE RESPONSIBILITY

Trust in institutions is at an all time low.

We share our unique perspective by the stories and information that we put out into the world.

We have a moral obligation to engage our communities on digital platforms.
DONORS ARE DISAPPEARING

Charitable giving increased by 1.6% in 2018...

BUT!

The total number of donors dropped by 4.5%.

New donors to an organization dropped by 7.3%.

Source: Fundraising Effectiveness Project’s 2018 Fourth Quarter Report
DONORS ARE DISAPPEARING

Newly retained donors, those who have given a second time to an organization, dropped by 14.9%.

Gifts of less than $250 declined 4.4%.

Source: Fundraising Effectiveness Project's 2018 Fourth Quarter Report
WHY DONORS STOP GIVING

5% - thought charity did not need them
8% - no info on how the monies were used
9% - no memory of supporting
13% - never got thanked
16% - death
18% - poor service or communication
35% - others more deserving
54% - could no longer afford

Source: Dr. Adrian Sargeant – Managing donor defection
WHY DONORS KEEP GIVING — 7 KEY DRIVERS

1. Donor perceives organization to be effective
2. Donors knows what to expect with each interaction
3. Donor receives a timely thank you
4. Donor receives opportunities to make views known
5. Donor feels like they’re part of an important cause
6. Donor feels their involvement is appreciated
7. Donor receives info showing who is being helped

Source: DonorVoice National Donor Commitment Study
People will forget what you said. People will forget what you did. But people will never forget how you made them feel.

Maya Angelou
WHY SHOULD SOMEONE GIVE TO YOUR NONPROFIT?

1. Find a partner and introduce yourself.
2. Share one reason why someone should give to your organization.
3. Find another partner when alerted.
3 ESSENTIAL TYPES OF NONPROFIT SOCIAL MEDIA THAT PERSUADES
ETHOS — THE ETHICAL NATURE

- Trust and credibility
- Speaker bio
- Branding
- Why should we listen to you?
- Why should we believe what you are telling us?
Stories of Changed Lives

Michael
When people think of homelessness, they often think of people standing on the side of the road, begging for a few dollars. Many of the men enrolled in Next Step break this stigma. However, because of unfortunate events, they are now experiencing homelessness.

Michael is just one example of the type of situations Next Step was designed to help.

https://www.denverrescuemission.org/stories
HOW TO CREATE ETHOS

Appropriate language
Compelling, authentic character
Brand reputation

REAL-LIFE STORIES
What Is It Like to Be a Childhood Cancer Survivor? It’s Complicated.
by Zoe Enderle Wagner
© June 25, 2018

Honored Kid Zoe was diagnosed with acute myeloid leukemia when she was a teenager. Now, almost four years after finishing treatment and getting the news that the cancer was gone, Zoe is taking a look at what she's learned during her cancer — and cancer-free — journey.
LOGOS — THE LOGICAL RATIONALE

Appeals to logic and reason

Why is this issue important?

Why is this story vital to understanding this issue?

What is the problem?

Does the evidence support you?
HOW TO CREATE LOGOS

Facts and statistics
Analogies
Citing authorities
Case studies
In Hungry Kate: The Girl with the Belly Ache, The Community Foodbank of New Jersey highlights the problem inside the story: Kate is one of 400,000 kids who struggle with hunger in New Jersey.
“DATA MAKES PEOPLE THINK, EMOTIONS MAKE THEM ACT.”

ANTONIO DAMASIO
PATHOS — THE EMOTIONAL APPEAL

Only stories that resonate at a deeply human, universal level, beyond a recounting of “things that happened”, are going to move people from passive to passionate.
“Who will come to my graduation?”

Dear Julia,

Foster youth often worry about this question. But not Matt. He knew we’d do whatever it took to make sure he wasn’t alone on his graduation.

**Matt entered foster care when he was 15.** His father was minimally involved in his life, and his mother and grandfather were living in another country. For two years, Matt bounced from place to place before arriving at Plummer.

**At 17, Matt moved into our group home,** determined to graduate high school and get a job. He quickly moved from our group home to our supported apartments.

**This month, Matt graduated high school.**

And, thanks to people like you, his grandfather flew here from the Dominican Republic to cheer him on.

People like you make family possible for our young people. Thank you!
Mom Who Initially Struggled To Accept Her Gay Son Now Stands In At Same-Sex Weddings

May 07, 2019  By Yasmin Amen

Sara Cunningham (courtesy Sara Cunningham)
“When Hurricane Maria was approaching, we went and stayed with my grandfather farther inland. The hurricane brought water all the way inland, and our houses flooded. Mud and water reached up to the top of the door frame and washed everything away.

My house is completely destroyed. I’m just trying to put our life back together.” - Deborah. To support families like Deborah’s, visit the link in our profile.

cillasflowers 🙏
kickzartnonprofit 🍂🍁🍁
quickwit.social 👍
DON’T JUST “PULL HEARTSTRINGS”.

HI MY NAME’S SARAH MCLACHLAN
I’M ABOUT TO RUIN YOUR DAY
Sarpan Gamanga often used to spend four hours every day walking to get water from a nearby stream. Not anymore. Thanks to @charitywater funding, Sarpan and the other women in Energoa village now have water tape right at home. Which makes for a much shorter journey.

#waterchangeseverything

ronash_
@heal_the_atmosphere

socialcenna

Kalisha_Uka
My eyes were opened once I went to India for the first time as I am Indian but was born and am living in New Zealand.

Kalisha_Uka
What state are u filming in??

bucharan
Sextlysexy

OoOeMac
@kimmi_v3r3z3l1

Add a comment
YOU DID IT!

Today, we reached our $1.7 million goal for water projects in Rwanda. We couldn’t have done it without you.

1,788 of you started fundraising campaigns for clean water. You went out and inspired your friends to donate. And 13,782 of them did. Today, the September Campaign hit its goal of $1.7 million raised. That means 26,000 people in Rwanda will soon drink clean water. Thank you for changing lives.

- the charity: water team
With her dual cataracts removed, nine-year-old Monique once again sits proudly at the front of the class she had to leave behind three years ago. The once shy and withdrawn little girl, who was slowly losing all ability to see, can now stare boldly into her future with a smile.
“The Kibera School for Girls has helped me work towards my dream and potential. It has helped my family because they do not have to struggle to pay school fees.

I will pursue my dreams and become the world’s most famous lawyer. I will come back and give to the community.

I will empower young girls who have big ambitions just like me.”

- Christian, 8th grader
A Beautiful Past, and a Future for the Indonesian Forest Worth Fighting For

September 26, 2018  |  Waya Maweru

I am Waya Maweru. I am an Indonesian woman of Manado blood. With full awareness, I will stand to fight for the future of Indonesia's forests.
“The story Greenpeace tells, and has always told, is that a better world is possible, and brave individual and collective actions can make it a reality.

Now, to save the world, we’re going to get a billion other people to smash their own impossibly.

We will tell stories using language that is optimistic, bold and includes a humorous wink. We will rebel against convention and make beauty in the face of dreary and stale.”
Different emotions can lead people to different actions.

What do you want people to believe and do?

Think about how they would feel if they were taking that action.

Think about stories that would make them feel that way.
Reunion: [https://youtu.be/gHGDN9-oFJE](https://youtu.be/gHGDN9-oFJE)

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Effective storytelling involves a deep understanding of human emotions, motivations, and psychology in order to truly move an audience.

People do what the heart tells them, and then they rationalize their decisions using logic and reason.
SIX WORD STORY
“KATIE STEALS TO FEED HER KIDS.”
Create at least one 6 word story about someone whose life is different because of your organization.
HOW TO CREATE YOUR SOCIAL MEDIA PLAN

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5 TYPES OF SOCIAL MEDIA STRATEGIES

LIKE US SO WE CAN TELL YOU HOW AWESOME WE ARE
LIKE GRAB

WE ARE AWESOME
WE ARE AWESOME
WE ARE AWESOME

BROADCAST

AWESOME DEAL
1/2 OFF
PROMOTION

HELP OUR AWESOME VIDEO GO VIRAL
ONE-HIT WONDER

HOW CAN WE HELP YOU BE MORE AWESOME?

ALL TOO RARE

© marketoonist.com
1) DETERMINE YOUR GOAL

What would you do if you couldn’t fail?
What do you hope to achieve with digital storytelling?
What does success look like?
What do you want people to do?
THINK DEEPER

“Getting on Facebook”
“Start tweeting”
“Get 5,000 fans”

THERE ARE NOT GOALS – they are tactics to get to your goals

Our cat adoption numbers tanked this quarter. But the important thing is, our YouTube views are waaay up.
2) IDENTIFY YOUR TARGET AUDIENCE
KNOW YOUR AUDIENCE.

What do your supporters really value?
What do they want to know more about as related to our nonprofit and our work?
What motivates them?
What drives them to participate?
KNOWLEDGE GAPS

What does your target audience already know about you?

What misconceptions may they have about the population you work with or the work that you do?
"There’s so much that’s not ‘normal’ about raising a kid with a disability. [Goodwill’s LifeWorks] is something with a focus and routine he can do every day."
gwnne.org/2TgAx95 #goodwill #disability #caregivers
QUESTIONS

Who are your supporters?
What do they value?
Why are they interested in your work?
What drives them?
Who said Instagram was just for kids? Let us know who you follow on social media in the comments section below.

NYTIMES.COM

The Glamorous Grandmas of Instagram
The subversive cadre of women over 60 prove that "old" is not what it used to be.
3) CHOOSE PLATFORMS
Which online platforms will help us reach our target audience and get them to take the action we desire?

Those are the platforms and channels that you focus on.

Don’t be afraid to break up with social media platforms that aren’t working!
Born with Hypoplastic left heart syndrome, a congenital heart disease, 18-year-old Joshua has been a patient at Boston Children's since he was a newborn. After five open-heart surgeries, it was time for a new heart. Josh received his transplant on Aug. 4, 2014. Josh's mom, Barbara shares his extraordinary story: http://on.bchil.org/1N8Tz9E #DonateLife
In the United States, 1 in 6 kids struggles with hunger. You can help.
Though she's only six years old, Fiesta has survived the cruel life of a dogfighting ring — and she has the health issues to prove it. Thankfully, now she's at Best Friends, where she'll receive all the medical attention she needs and, with any luck, the chance to open up and love.

Can you give just $5 to help Fiesta and other animals like her? It's easy to make a gift today by clicking the DONATE button below! -Abigail

Fiesta

Some people think Fiesta looks a little older than she really is. And it's easy to understand why. Though she's only six years old, she's survived the cruel life of a...
Thanks to you, we raised: $572,678 for children’s health!
Today marks the start of #CarersWeek. We spoke to young carers who bear the responsibility of caring for a parent. It can be a worrying and stressful thing to do - and Action for Children offer practical and emotional support to ensure they enjoy and achieve, like their peers.

This video is even better with sound!

I will often go shopping.

1:29 | 1,163 views
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Generosity.org
@generosityorg

A few community leaders finishing installing a well in the Oyoko community of Ghana that now serves 250 people.

2:50 PM - Oct 22, 2014

See Generosity.org's other Tweets
What's your favourite way to help children every day? Reply with the emoji that represents you!

هجـ< running a marathon
🎁< hosting a bake sale
📚< reading to children
👕< volunteering in our shops
💰< donating in an emergency

#WorldEmojiDay
7:22 AM · 17 Jul 18 · Twitter for iPhone

5 Retweets 12 Likes
#3WordsICannotStand

"Stop being crazy."
"The weather's bipolar."
"Get over it."

#LanguageMatters

10:58 AM - 26 Jul 2018 from Alexandria, VA
tsa Are we cool? We like to think we're cool. We want you to have a pleasant experience at the airport and arrive safely at your destination. But getting caught while trying to fly with marijuana or cannabis-infused products can really ruin your mellow.

Let us be blunt: TSA officers DO NOT search for marijuana or other illegal drugs. Our screening procedures are focused on explosives and detecting potential threats. But in the event...
brandenharvey Even though I'm back in the States (and slowly recovering from jetlag) I wanted to share another meaningful story I got to experience in Rwanda with @red.

On our second day in the country, we drove out to this women's sewing collective. This group gives women who have engaged in transactional sex the opportunity to gain skills and make a living doing something that doesn't put them at an increased risk to HIV. For many women, transactional sex has always been the only option for income and now this program offers an alternative.

When we first arrived at the collective, we were greeted with a beautiful song (which was awesome!) led by this girl. And when the director of the program
MY BROTHER IS LOSING HIS STATUS AND THERE'S NOTHING I CAN DO. I DON'T WANT TO THINK ABOUT LOSING HIM.

- MARIAM

Your story is the power that generates change today. Congress needs to hear from you. Young immigrants across the country today are telling Congress we cannot continue funding these hateful agencies. We must #DefundHate NOW! 📞 & share your story: 888-872-5316

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Hope is being able to see that there is LIGHT despite all of the darkness.
BY THE TIME YOU READ THIS

A GIRL WILL BE FORCED INTO MARRIAGE.

AND ANOTHER GIRL HAS BEEN FORCED INTO MARRIAGE.

EVERY 2 SECONDS A GIRL UNDER 18 IS FORCED INTO MARRIAGE. HELP END CHILD MARRIAGE.

GET THE RING. GIVE CHILD MARRIAGE THE FINGER.

DONATE NOW

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SOCIAL MEDIA WORKSHEET

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4) CHOOSE CADENCE
RECOMMENDATIONS

Facebook – 3x per week
Instagram – 2x per week
Instagram Stories – Daily
Twitter – Daily
LinkedIn – 3x per week
Pinterest – 3x per week
YouTube – When you have a great video to share

The best posting schedule is the one that you can keep up with CONSISTENTLY!
REPURPOSE AND RECYCLE

One great story can be repurposed across all digital channels.

Blog post
Email blast
Facebook post
Tweet
Instagram post
LinkedIn post
YouTube video
TIPS FOR SOCIAL MEDIA VIDEO

Shorter is better!

Grab attention with the first frame.

Include captions – most videos are watched with sound off.

Can download and re-purpose across channels.

Authenticity is better than polish.
BATTLE-TESTED TOOLS

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

WordSwag mobile app –  
http://wordswag.co/

Adobe Spark –  
https://spark.adobe.com/edu/
ONE
can
CHANGE
ENTIRE DAY

MAKING
IS BETTER
than
faking
PERFECTIONS
VIDEO CREATION TOOLS

- Unfold – http://www.unfoldstori.es/
- Lumen5 – https://lumen5.com/pricing/

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SOCIAL MEDIA TOOLS


Buffer – https://buffer.com/nonprofits

Later – https://later.com/

BuzzSumo – http://buzzsumo.com/nonprofits/

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SOCIAL MEDIA POSTS CONNECT THE DOTS FOR YOUR SUPPORTERS.
The Work of Social Media:

- Learn the unique language and etiquette of each platform
- Consistently create great content that works for each platform
- Active participation and not just “post and run”
- Research and understand what your audience wants
- Respond to comments and questions
- Measurement, analysis, improvement

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QUESTIONS?

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Blog: www.jcsocialmarketing.com/blog

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