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# Social Media Fundraising for Nonprofits



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Focus on Funding: Bayou Region Conference

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# Learning Objectives

- Understand the role of social media in an overall fundraising strategy
  - Evaluate social media best practices for maximum organizational efficiency
  - Assess pros and cons of different donation platforms
  - Apply learned skills to pursue fundraising and engagement objectives
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# Common Issues



How do I do it?!



The board doesn't think it's important.



Can I ask donors to give more than once?



Not enough time!

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# The WHY: Role of Social Media in Fundraising

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In 2016, INDIVIDUAL DONORS drove the rise in philanthropic giving

And for only the sixth time in 40 years, all nine major philanthropy subsectors realized giving increases

# \$390.05 billion

Where did the generosity come from?\*

**Giving by Individuals**  
\$281.86 billion

↑ 3.9% **72%**

increased 3.9 percent (2.6 percent when inflation-adjusted) over 2015

**Giving by Foundations**  
\$59.28 billion

↑ 3.5% **15%**

was 3.5 percent (2.2 percent when inflation-adjusted) over 2015

**Giving by Bequest**  
\$30.36 billion

↓ 9.0% **8%**

declined 9.0 percent (10.1 percent when inflation-adjusted) over 2015

**Giving by Corporations**  
\$18.55 billion

↑ 3.5% **5%**

increased 3.5 percent (2.3 percent when inflation-adjusted) over 2015

Contributions by source  
(by percentage of the total)

The single largest contributor to the growth in total giving was an increase of \$10.53 billion in **GIVING BY INDIVIDUALS**—offsetting declines from bequest giving.

Visit [www.GivingUSA.org](http://www.GivingUSA.org) to learn more and to order your copy of *Giving USA 2017: The Annual Report on Philanthropy for the Year 2016*.

\* All figures on this infographic are reported in current dollars unless otherwise noted.



Giving to international affairs comprised a larger percentage of total charitable giving in the United States, increasing from 4 percent to 6 percent in 2016.



Giving to environment/animals increased 7.2 percent in 2016, the largest gain of any subsector, outpacing growth in overall giving for the last two years.

Where are all of the charitable dollars going?

(as a percentage of the total)

Each charitable subsector grew in 2016 except for giving to individuals. Growth rates ranged from approximately 3–7 percent.



Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.



**Giving USA**  
Shared intelligence.  
For the greater good.



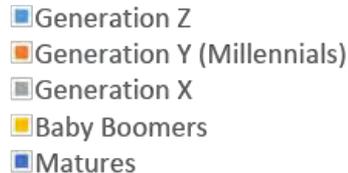
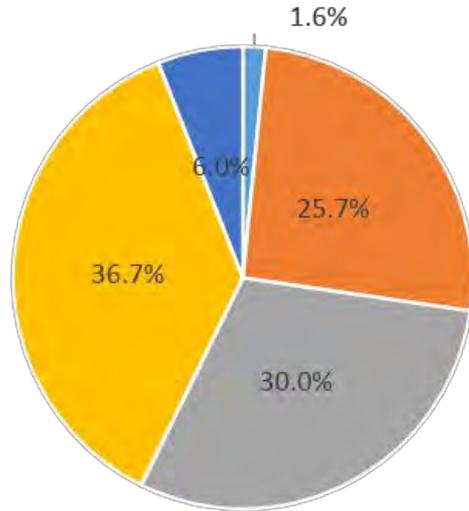
**THE GIVING INSTITUTE**  
Shared intelligence.  
For the greater good.



**IUPUI**

LILLY FAMILY SCHOOL OF PHILANTHROPY

# Generational Giving



- Baby Boomers are the largest group giving, Matures (and their bequests) have decreased) and Generation Z joins the group.
- 75% of donors say they rely on social media to feel connected to nonprofits.
- 64 is the average age of a donor in the U.S.
- \$132 is the average online donation amount.

Source: Public Interest Registry, "2017 Global Trends in Giving Report"  
Source: MobileCause, "Charitable Giving by Generation"  
Source: Blackbaud, "Charitable Giving Report, 2017"

# Social Media by the Numbers

- Women outnumber men on most social media sites by 6%
- 45% of all 65+ adults use social media
- 71% of internet users are on Facebook, with 70% using it daily and 65% regularly interacting with content
- Nearly 2/3rds of all American adults use social networking sites
- 52% of online adults use 2+ platforms
- 56% of 65+ online adults use Facebook (31% of all seniors)
- Millennials spend 8 hours a day online

“We don’t have a choice on  
whether we **DO** social media,  
**the question is**  
how well we **DO** it.”

- Erik Qualman

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# Levelling the Playing Field

- Online fundraising, especially social media and crowdfunding, have democratized philanthropy – this is both intimidating and exciting.
  - More and more, people do not need or want to be told who they should donate to – they are empowered to find that information themselves...and they will.
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# Google

Google Search

I'm Feeling Lucky

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# The WHAT: What Social Media Is...and Isn't

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# A Multichannel Approach

- Online fundraising should be one tool in your fundraising toolbox
  - A sustainable fundraising strategy combines online fundraising (website, social media, email, blog, etc.), with existing communications (annual report, direct mail, galas, etc.) to cultivate donors, connect with prospects and make the ask
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# Learning the Lingo

- **Peer-to-peer? Crowdfunding?**  
They're new terms for a time-honored fundraising tradition  
– word of mouth.
  - Like traditional fundraising, online fundraising is about creating and building relationships.
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# Engagement vs. Transaction



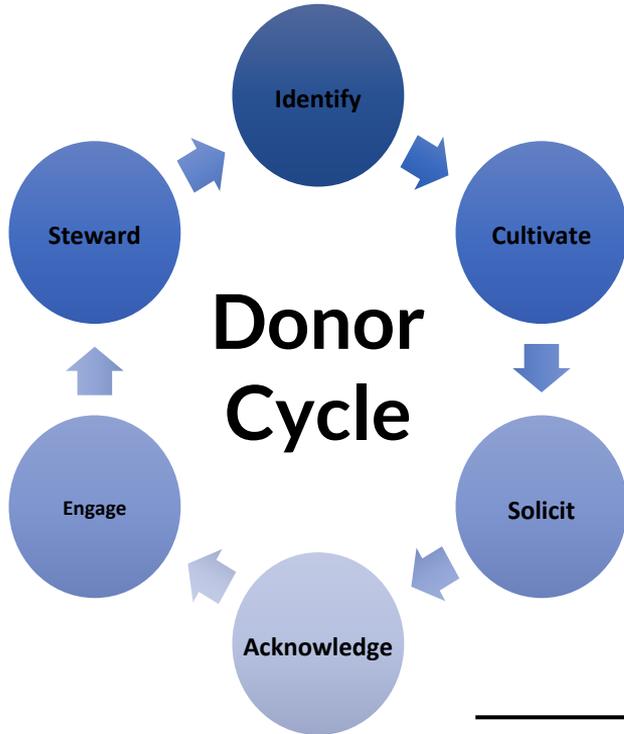
- “Giving is not a financial transaction. Giving is one of the most personal acts anyone can make.”
- “The purpose of fund development is to find donors, not donations.”
- “Donors give to you for reasons you can only guess at. (Don’t guess! Ask them why they give!”

*-Simone Joyaux*

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# Not an ATM!



- “Online fundraising” does not mean constantly asking for money online!
  - Engagement AND Transaction
  - Keep online channels updated and available for donations, but a specific ask should generally be part of a campaign.
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# The HOW: Implementing Your Strategy

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In order to be efficient and effective on social media, you need to:

- Know your mediums
  - Know your audience
  - Know your resources
  - Set goals  
(and create a plan to achieve them!)
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# Know Your Mediums



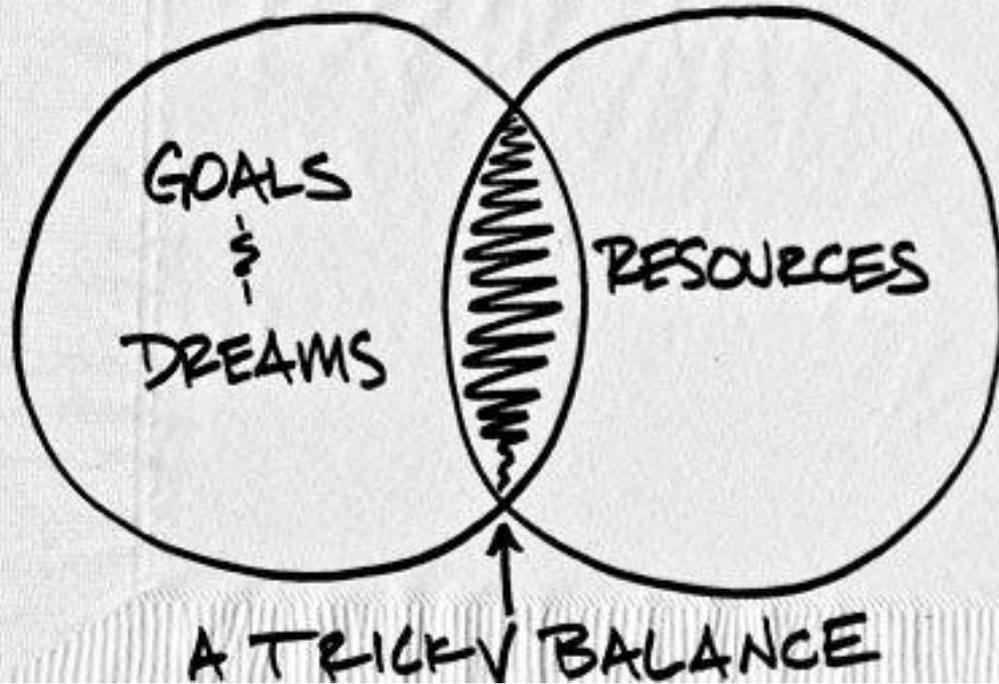
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# Know Your Audience

- Age, Gender
  - How do they talk to you?
  - How do they talk to each other?
  - Where are they spending time?
  - Every major social media platform has native analytics that will give you insights into who is engaging with your content. Use them!
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# Know Your Resources



- What do you already have?
  - What do you need?
  - Who will do it?
  - Available time
  - Accountability
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# Accountability

- Establish a team
  - Create a communications calendar
  - Engage staff, board members, volunteers, even donors (especially important for campaigns)
  - Stick to your communications calendar and have ready-to-go content.
  - Create job descriptions and follow through
  - Have a social media policy
  - Carve out specific times for online fundraising, just as you would for a meeting
-

Specific

**S**  
**G**

What do you want to do?

Measurable

**M**  
**O**

How will you know when you've reached it?

Achievable

**A**  
**A**

Is it in your power to accomplish it?

Realistic

**R**  
**L**

Can you realistically achieve it?

Timely

**T**  
**S**

When exactly do you want to accomplish it?

**YOU CAN  
DO ANYTHING,  
BUT NOT  
EVERYTHING.**

-David Allen

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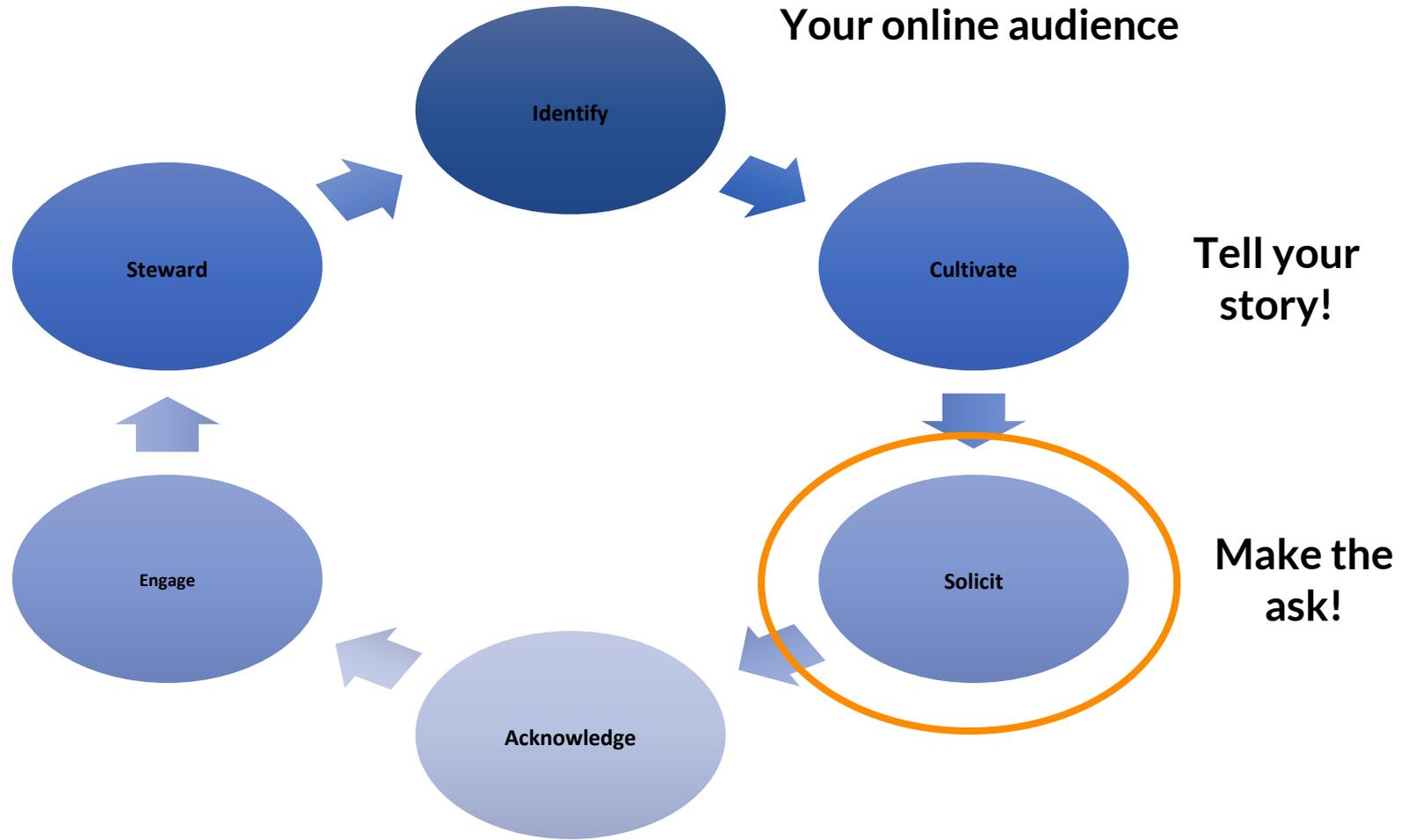
# The **WHEN**: Running a Campaign

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**JUST GIVE ME**



**THE MONEY**



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# Remember!

- 1) A reputation is not built by simply claiming expertise
  - 2) People do not share advertisements and they don't follow advertising channels
  - 3) People block out promotion
  - 4) Ads make you an entertainer; content makes you a thought leader
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**BAYOU**

[www.GiveBayou.org](http://www.GiveBayou.org)

**May 1**

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# Facebook

- Largest social media network in the world – over 2.13 billion active users
  - 1.15 billion mobile daily active users
  - 25 – 34 is the most common age demographic
  - 76% female and 66% male users
  - 96% of social media marketers say Facebook delivers the best ROI
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# Collecting Donations



**DONATE**



**SUPPORT  
OUR MISSION**  
CLICK HERE

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# Facebook Donate Button

## Pros:

- Immediacy
- No fees
- Can link to your website

## Cons:

- Not comprehensive
  - Have to keep it updated!
  - \$100 minimum
  - Less ability to upgrade a donation
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“The experience matters.  
People give 38% more when  
donation pages reinforce the  
purpose and power of the gift.”

*-MobileCause “Online Giving Tips for Maximum Donations”*



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**THANK YOU!**

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