

Social Media And Fundraising

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Session: Boosting Local Investment in Early Childhood

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Great Start Collaborative Convention

Kellogg Center at MSU

Agenda for this Presentation

1. What is social media?
2. What are common social media tools for grassroots fundraising?
3. How do they fit into fundraising management?
4. Where can I learn more about them?

What is Social Media?

- Websites and online tools that are based on user participation and user-generated content
- Online relationship building tools
- Reach audiences beyond your local community
- Proven to help generate charitable donations
- Best as tools to ‘cultivate’ donors rather than to make ‘asks’ for funding

Why do people use Social Media?

- Simple, easy way to connect with lots of people
- Connect with persons across country/globe
- Connect with persons interested in unique issues
- Multi-media opportunities
- Variety of ways to express opinions
- Build meaningful relationships



Need to Manage Social Media for Successful Fundraising



Five Activities of Fundraising Management

1. **Analysis** – How much do we need to raise? Are we ready to fundraise?
2. **Planning** – See ‘Fundraising Planning Exercise’
3. **Execution** – Volunteers trained, tasks assigned & deadline established
4. **Control** – How will donations be properly managed, recorded & acknowledged to donors?
5. **Evaluation** – When over, were fundraising goals met? What can be improved for next time?

Social Media Tools Commonly Used for Fundraising

1. **Facebook** – Share story, build relationships and collect donations
2. **Google Grants** – Free advertising for sharing your story and building relationships
3. **Twitter** – Share story and build relationships
4. **YouTube** (Video) – Share visual story/build relationships
5. **Texting** – Use of cell phone to share story, build relationships and collect donations

Build Social Media into Fundraising

1. Start with your own website for your campaign
 - Your website is 'campaign central'
 - Includes 'case' for giving & instructions to donate
 - Include 'Donate Now' button
 - Include links to FB, YouTube and Twitter
2. Use social media tools to build relationships and connect persons to your website
 - Facebook – Share story/connect to website
 - Google Grants – Free advertising for your fundraising
 - Twitter – Share story; connect to website
 - YouTube (Video) – Share visual story
 - Texting – Use of cell phones

Facebook

- Most popular social networking site
- Use Facebook:
 - Share your story
 - Build one on one relationships
 - Direct persons to your website to give
 - Recruit volunteers to your campaign
- Facebook *Causes* is a tool for direct collection of donations for a established 501c3 nonprofits
 - See www.facebook.com/causes

Google Grants

- Google Grants – Free advertising of your campaign to persons who search on key words
- Basic requirements:
 - 501c3 nonprofit status
 - Website
- Learn more about Google Grants for nonprofits at www.google.com/grants

Twitter

- Share your story and direct persons to your website
- 140 characters per ‘tweet’;
 - *Example of Tweet:* “Great Start relies on your support to give children a great start in education! Click here to donate now!”
- Who uses Twitter?
 - 55% female 45% male
 - 18-34 yrs. most used (45%), 35-49 yrs. (25%)
- For information on using Twitter for fundraising, see www.fundraising123.org/article/3-surefire-ways-use-twitter-promote-your-organization

YouTube

- Video sharing website
- Share your story visually and direct persons to your website
- Easily connected to from all social media sites
- For more information:
www.youtube.com/watch?v=Im-pZq-z_hA&feature=related

Texting

- Use of cell phones to:
 - Share story
 - Build relationships
 - Raise funds
 - Fees charged for this service
- For more information:
 - Visit The Mobile Giving Foundation at www.mobilegiving.org
 - Read article on 'Steps to Mobile Giving' at www.mobilemarketer.com/cms/opinion/columns/3924.html

Conclusion

Using social media to fundraise

- No or low cost strategy for fundraising
- Good for sharing your story with lots of people
- Cultivate donors without geographic boundaries
- Connects persons to your website (i.e. ‘campaign central’)
- Allows connections with persons regarding unique social issues (e.g. unusual disease)
- Encourages crafting of concisely written ‘case’
- Important part of a complete fundraising plan

Learn more about:

Fundraising and Social Media

- ECIC - Andy Heller, Media Director (See Tuesday)
- Network for Good:
www.fundraising123.org/fundraising
- Google Grants: *www.google.com/grants*
- Twitter: *www.fundraising123.org/article/3-surefire-ways-use-twitter-promote-your-organization*
- Texting: Visit The Mobile Giving Foundation at *www.mobilegiving.org*