



# #GREATCOMMUNITYGIVE

An initiative of The Community Foundation

## Social Media for Giving Days





# Agenda

- Benefits of social media
- Social media and online giving
- Popular platforms
- Sample posts
- Before, During, and After GCG
- Key Takeaways
- Resources



# About Me

- Program Officer of The Community Foundation of Harrisonburg and Rockingham County



HARRISONBURG-ROCKINGHAM

# Benefits of Social Media

Sharing with  
Supporters

Casual Updates

Tracking Supporter  
Engagement

Calls to Action

Voice, Branding, and Messaging

# Social Media and Online Giving

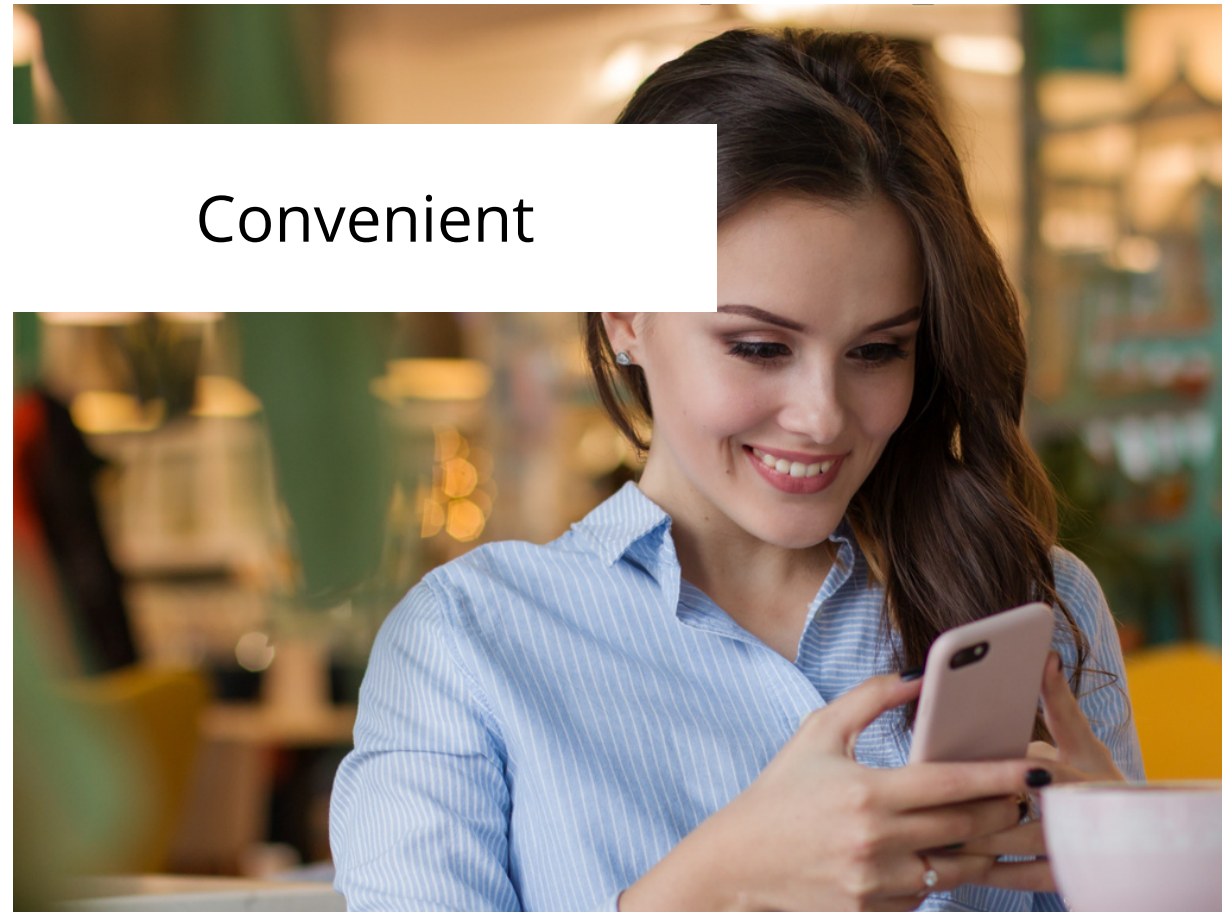
Mobile-Responsive



Interactive



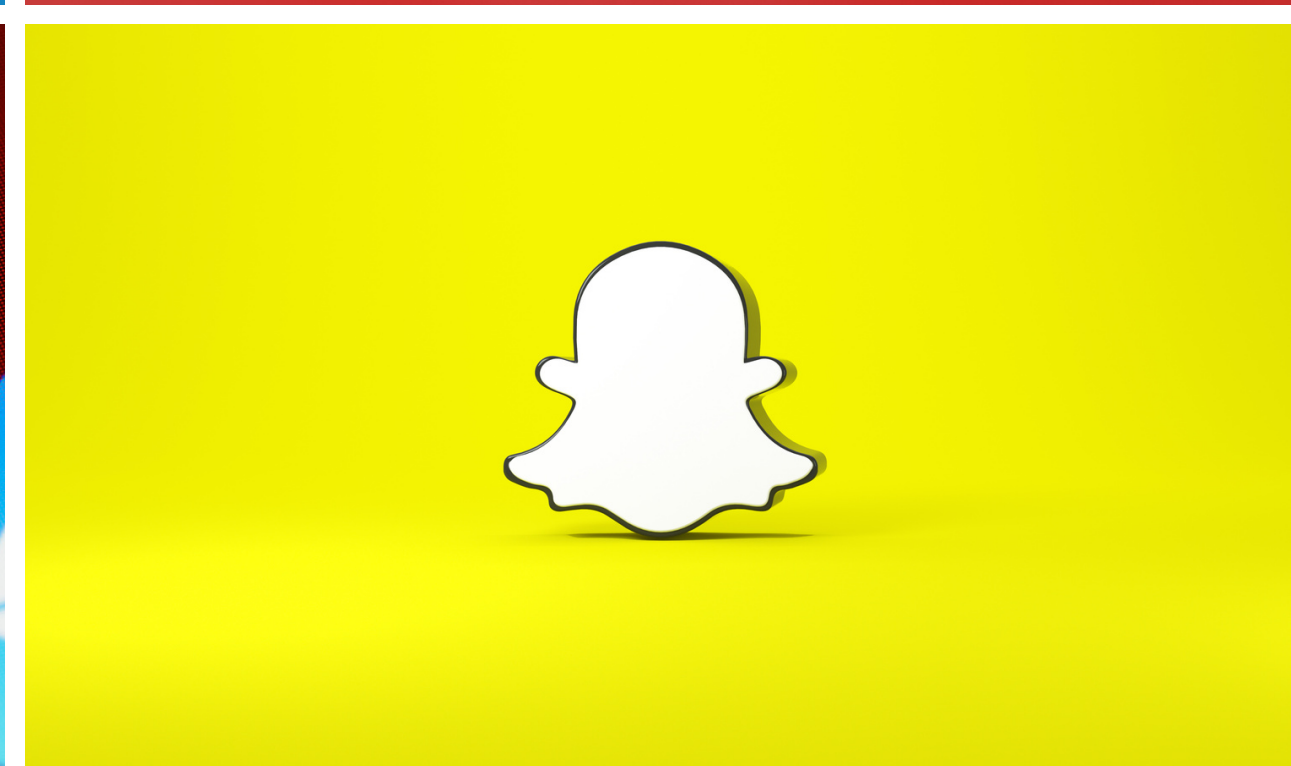
Convenient



Opportunity



# Popular Social Media Platforms



# Sample Posts

## Social Media

WATCH OUR SOCIAL MEDIA STRATEGIES TRAINING VIDEO

[Sample Posts](#)

[Facebook Tips](#)

[Twitter Tips](#)

[Instagram Tips](#)

Twitter



"Are you ready to be a part of Great Community Give? It's a day to celebrate all the good going on in our communities! #greatcommunitygive"

Facebook



"Save the date: Great Community Give is April 20th! You can be part of the celebration by giving to your favorite nonprofit (which we know is us!). Visit [greatcommunitygive.org](http://greatcommunitygive.org) to find out more."

# Sample Posts



Great Community Give

Published by Amanda Bomfim · April 21, 2021

## \$1.5 MILLION FOR HARRISONBURG AND ROCKINGHAM COUNTY!!

1,021  
People reached

133  
Engagements

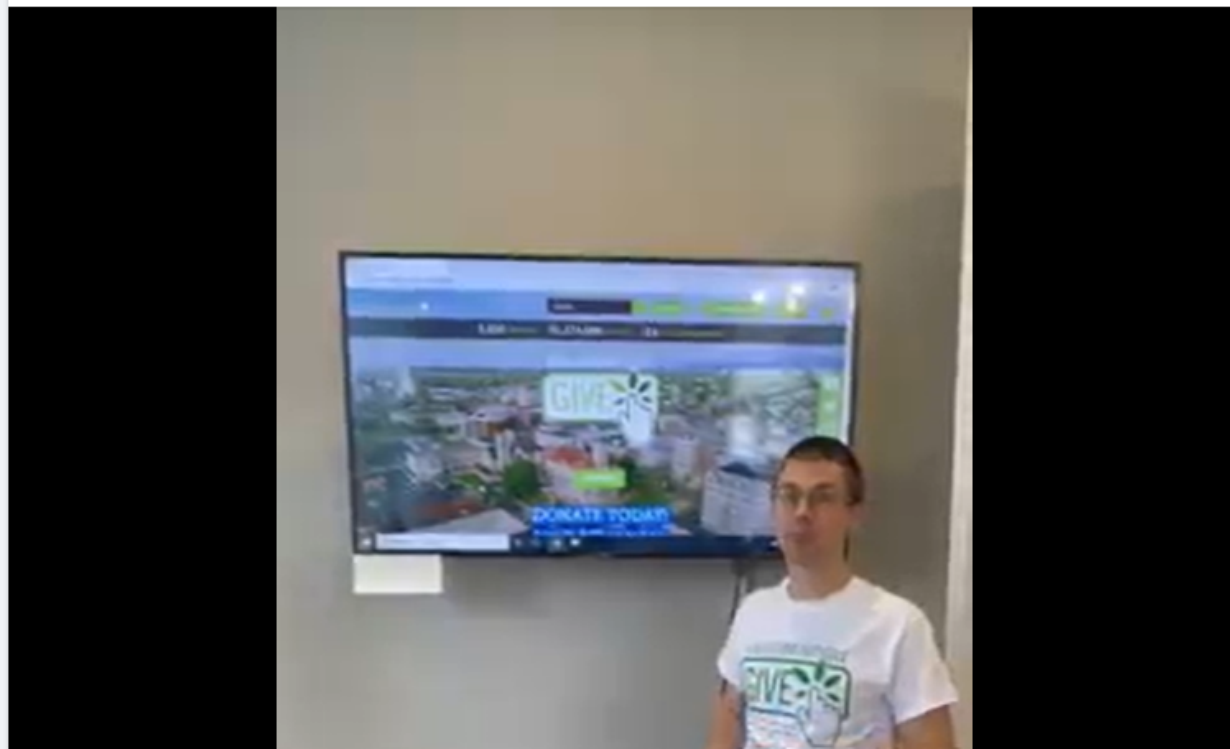
↑ +9.6x higher  
Distribution score

Boost post



4 Shares

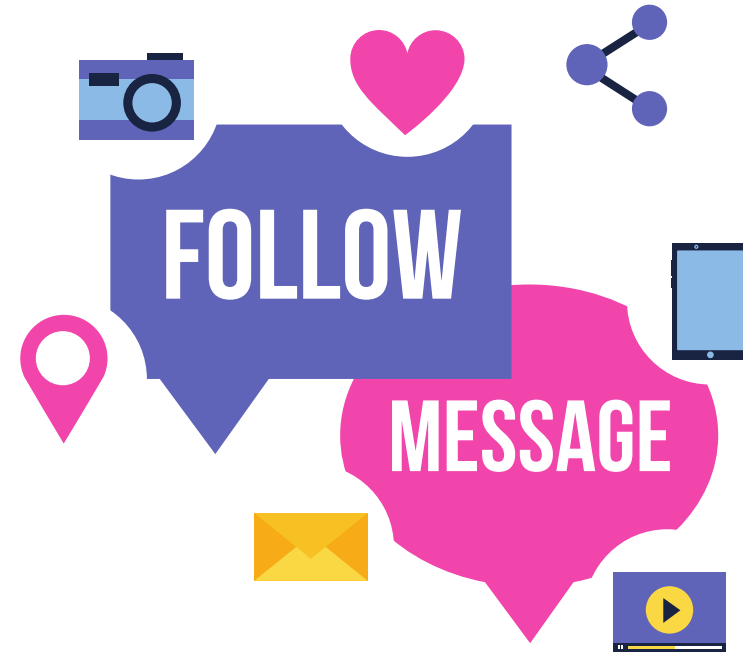
FIVE THOUSAND community members gave and still counting!! Keep on giving Harrisonburg and Rockingham County!!







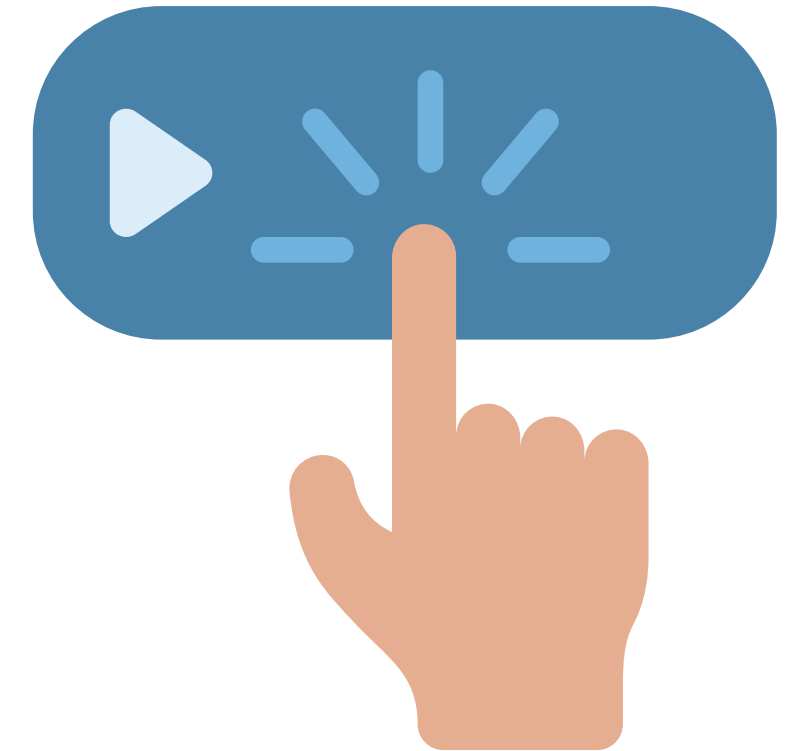
Switch Cover Photos  
and Profile Photos



Increase posting as  
we get closer



Share your goals



Clear Calls to  
Action

**Before the Giving Day**



Facebook: @GreatCommunityGive  
Twitter: @GreatCommGive  
Instagram: @greatcommunitygive



Organize your  
resources and your  
people



Be authentic!

**Before the Giving Day**



Create content and  
schedule ahead of time



Add a countdown



Add hashtag  
#GreatCommunityGive  
or other (limited 1-2  
per post)

**Before the Giving Day**

#GREATCOMMUNITYGIVE



An initiative of  
The Community Foundation

**SAVE THE DATE**

JOIN US ON APRIL 20, 2022

FOR MORE INFO, GO TO [GREATCOMMUNITYGIVE.ORG](https://GREATCOMMUNITYGIVE.ORG)

**Before the Giving Day**

# Posting Tip

Include your Great Community Give Profile Link in all posts!

- Use bit.ly for a cleaner look



**During the Giving Day**



Go Live!



Be consistent



Tag Great  
Community Give



Be creative with  
your asks

During the Giving Day



**Share Donors'  
Impact!**

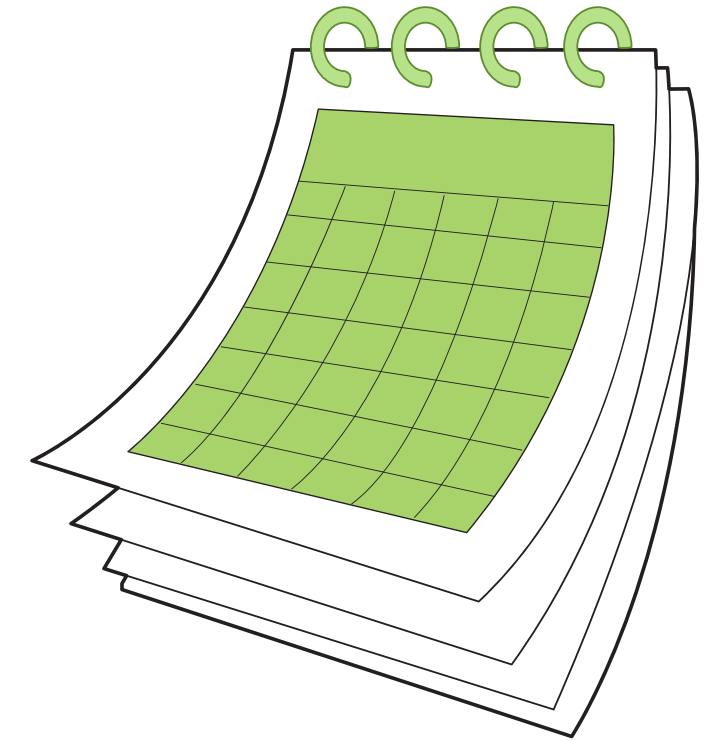
**During the Giving Day**

*thank  
you*

Respond, thank, and engage your  
audience



Review and Recap



Keep it Going all year  
long!

**After the Giving Day**



# Key Takeaways

- Find the right approach for YOU
- Create regular QUALITY content
- Make your posts dynamic - don't be afraid to use video
- Start sharing more frequently closer to GCG
- **Clear calls to action** - share your profile link
- Take advantage of the resources!
- THANK YOUR DONORS

# GiveGab Resources

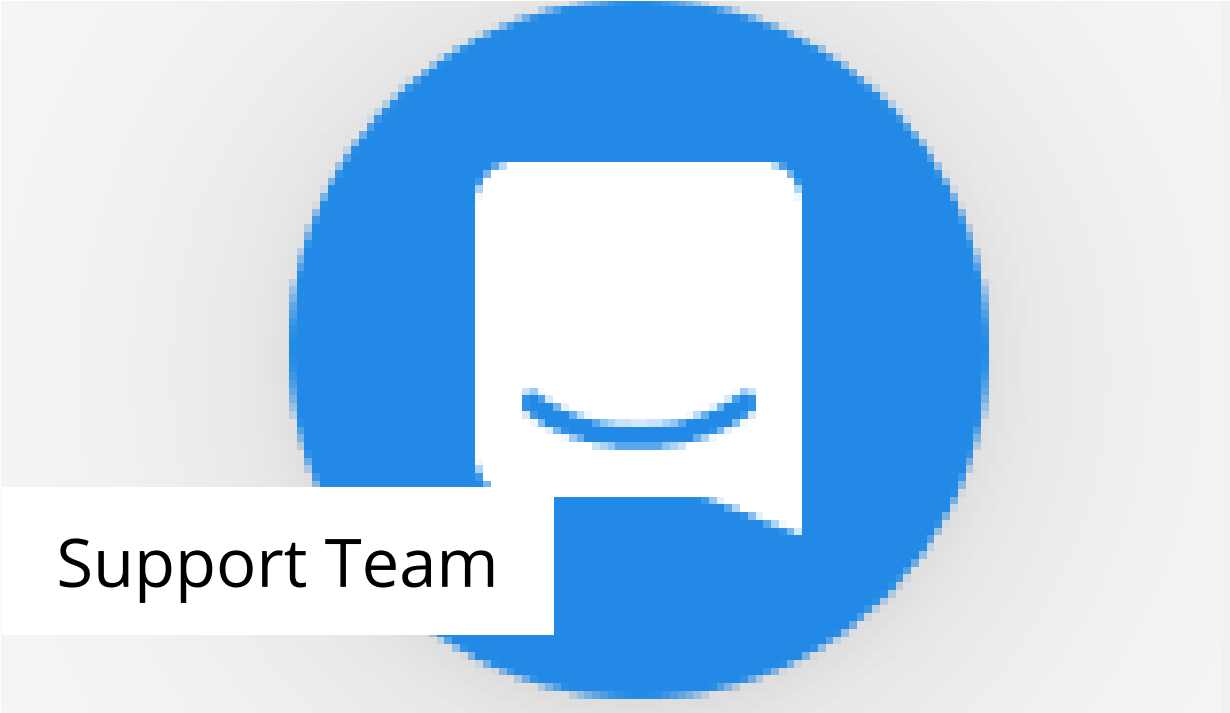


Nonprofit Toolkit



Trainings

Learn  
Experience  
Development  
Skills  
Knowledge



Support Team

# Thanks for Joining!

## Q&A

**Email Address**

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