

Social Media & Give DeKalb County Profile Strategies

May 4, 2023



Zoom Etiquette

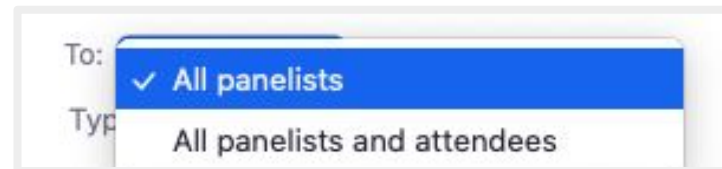
This is being recorded. The recording will be available on the /trainings page by **March 22, 2023.**

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.



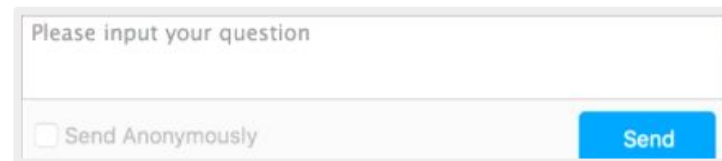
Chat Box



The screenshot shows the Zoom chat box interface. The 'To:' dropdown menu is open, displaying two options: 'All panelists' (selected with a checkmark) and 'All panelists and attendees'. The 'Type' field is visible below the dropdown.



Q&A



The screenshot shows the Zoom Q&A form. It features a text input field with the placeholder text 'Please input your question'. Below the input field, there is a checkbox labeled 'Send Anonymously' and a blue 'Send' button.

Meet the Team



Kelsey

Project
Director



Jennifer

Project
Manager

Agenda



- **Creating the Perfect Profile**
- **Highlighting Visual Content**
- **Importance of Virtual Engagement**
- **Rallying Your Ambassadors**
- **Hosting Virtual Events**
- **Key Social Media Strategies**
- **Key Takeaways**
 - **Reminders & Updates**

Creating the Perfect Profile

Before You Start Your Profile...

1. Define Your Goals

- a. How will your donors and supporters need to do to help you be successful according to your giving day goals?
- b. What do you want people to feel when they view your profile?
- c. What do you want the main call to action to be?

2. Gather Your Assets

- a. Do you have several photos, graphics, or videos ready?

3. What is your giving day story?

- a. What do your organizations need to know about your organization?

Perfect Profile Checklist

- ☐ Logo and a cover photo
- ☐ Authentic, up-to-date story
- ☐ Goals displayed prominently
- ☐ Clear calls to action
- ☐ Additional visual content featured (photos & videos)
- ☐ Donation levels with images & descriptions

Visual Content

Returning participant? Refresh your images if you copied them from last year!

- Let images tell a story about your work
- Don't have any good quality images? Ask your staff, volunteers, and supporters to submit theirs!
- Use stock images for donation levels

Formatting Your Story

Tell Your Story



- Change Font Typeface
- Header Text Formatting
- Text Color & Size
- Paragraph Text Formatting
- Content Alignment
- Add Bulleted or Numbered Lists

- Upload Images
- Add Hyperlinks
- Insert Tables
- Insert Horizontal Lines
- View in Fullscreen
- Edit in HTML
- Undo/Redo last action
- Click to see more/hide more

Curate Your Story

Themes to Think About:

- Your Founding
- Your Focus
- Your Impact
- Your People
- Your Strengths
- Your Future


Who inspires your stories?

- Beneficiaries
- Volunteers
- Donors
- Staff
- Community Members

✓

Add Your Story

Cover Photo



Select Image

Remove

Image should be 5MB max and a JPG, JPEG or PNG file type.
Recommended dimensions: 1500x500.

Set a Goal

☒ Display Goal on Profile

\$

10000

.00

Tell Your Story

GT America

Formatting

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Furrever Friends

In 2015, Alyssa had just settled into a new job in a new city and was finally ready to adopt the four legged friend she had always wanted. She wasn't sure what to expect on her first visit to the shelter, but her life forever changed when she met Logan. Alyssa looked into the eyes of the 10 year old mutt and her heart broke thinking that just because he wasn't a puppy, he wouldn't be able to find a loving home. Alyssa changed all that when she adopted Logan, promising to make his last years the best ones yet.

Changed For The Better

Alyssa and Logan were the perfect pair, despite some of the health problems that come with being an older dog. He brought out the best in her and she did the same for him, until after only a year together, Logan passed away. Even though Alyssa didn't get to spend as much time with Logan as she would have liked, their time together changed Alyssa forever.

Note: Pasting text from outside of GiveGab into this text editor can cause inconsistent styling on your public-facing profile. If you are inserting copied text, please **highlight all** inputted text and select the "Clear Formatting" wand icon before reaching out to support.

Vimeo Url

https://www.youtube.com/watch?v=xzM71NyCQHU

Vimeo links must be in the following format: <https://vimeo.com/123456>.

Save

The Significance of Storytelling

Storytelling helps donors connect to your organization!

- Provokes active listening and participation
- Lays the foundation of your organization's "big picture" or "why"
- Provides context and clear calls to action
- Empowers supporters to be a part of your story and mission
- Even more significant in the digital era!

Story Writing Prompts

Focus Story: Not a mission statement, but a story built around your mission

- What services do you provide (who is being helped)?
- How are services delivered (how do you help them)?
- What are the outcomes of these services?

People Story: Told from the perspective of a current employee, volunteer, or supporter

- How did you get involved with the organization?
- What impact did the organization have on you?
- What impact does your work with the organization have on the larger community?

Story Writing Prompts

Impact Story: Before-and-after tales of beneficiaries who have felt the direct impact of your organization and its mission

- Tell us about your life before you worked with our organization
- What led you to reach out to our organization?
- How was our organization able to help you?
- Do you remember any specific individuals you worked with or programs you participated in? Tell us about them.
- What does your life look like after working with us? What are you looking forward to in your future?

Suggested Donation Amounts

Help donors understand the impact of their gift by suggesting a donation amount!

1. Identify 3 - 4 dollar amounts to suggest
2. Determine what each amount can support
3. Add an image & short description for each



\$25

Purchases 10 Books



\$50

Sponsors one membership in a computer literacy course



\$100

Purchases 5 new keyboards for community computer use



Highlighting Visual Content

Visual Content: The Facts

40x more likely to get shared on social media than other types of content

People remember **80%** of visual information vs. 30% of read information

In a persuasive speech to an audience, **67%** of the audience were persuaded with visuals versus 50% without

29% of people consider social media to be the communication tool that most inspires giving

87% of donors who first donate from a social referral source make their second donation from a social referral source

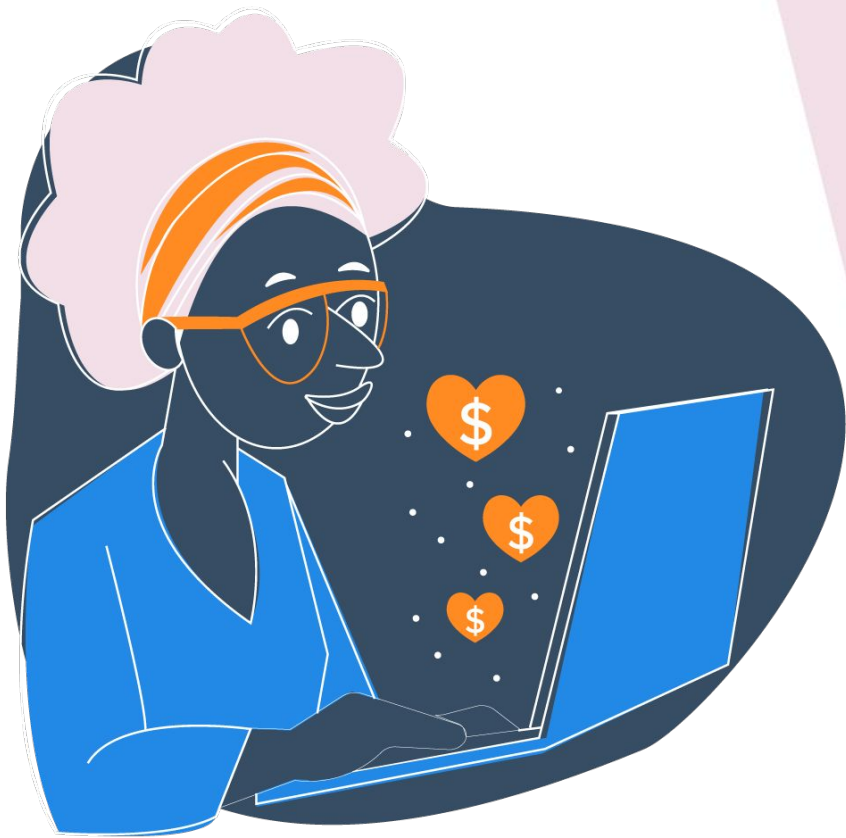
Visual Content: Example

What's more memorable, and easier to understand when driving?

While driving down this road, there is a chance that one or more rocks of varying size may fall from the slopes on one or both sides of you. You should be aware of this before you travel this way so you are cautious of this particular type of hazard.

OR





Importance of Virtual Engagement

Why is this important?

- Online engagement is at an all-time high
- Create sense of community & belonging
- Reach more supporters where they are
- Allows for instant engagement and sharing
- Grow your team's social media and marketing skills



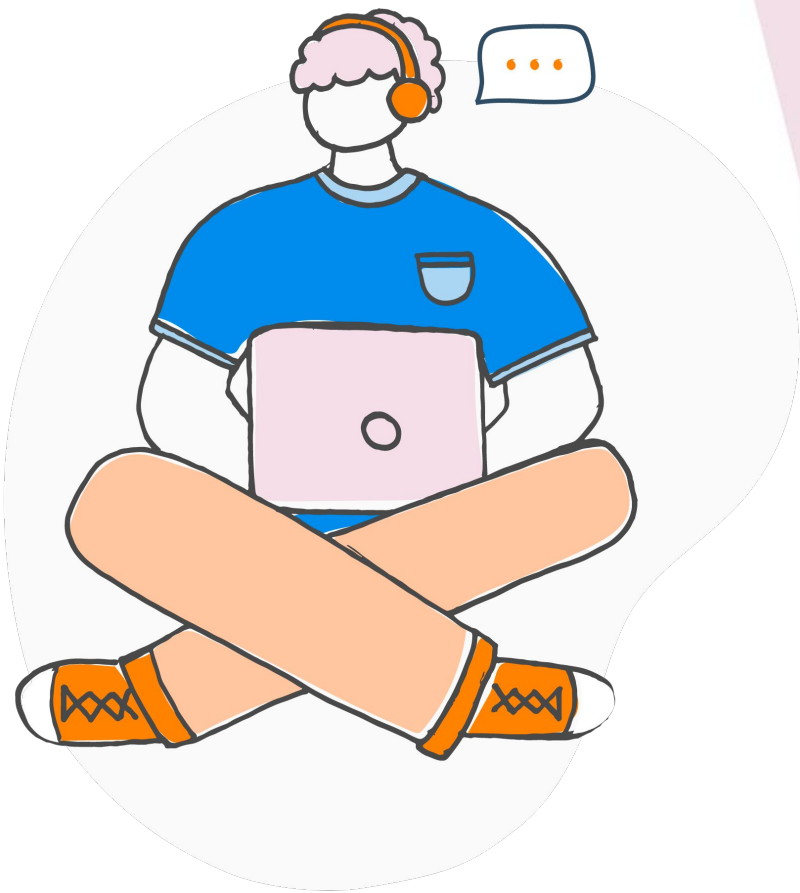
Rallying Your Ambassadors

Rally Your Ambassadors

Reach out to existing supporters to see who is willing to

- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images
- Become a Peer-to-Peer Fundraiser





Host Virtual Events

Choosing Your Event

Things To Consider

The type of event you organize will determine your call to action.

- Know your audience when choosing your event
 - How comfortable are they using a computer?
 - Will they have access to smartphones?
 - Will they enjoy a story telling contest? Or a Live Music Session?
- Timing - is your event happening before, on, or after Giving Day?
- Know which interactive tools you will use and how to use them
 - Organize a day of run-through/dress rehearsal
- Consider event follow up - think about what guests will expect after the event?



Types of Virtual Events



Get creative and go live on Facebook, YouTube, or other platforms leading up to and on the Giving Day

- AMA, “Ask Me Anything” with a staff member or ED
- Volunteer, Member, Board or Staff Spotlight
- News Update (post regularly, like a “Tidbit Tuesday” or “Fundraising Friday”)
- Tours of your workspace
- Testimonials

Create and Plan for a Virtual Event

- **Step 1:** Identify your goals & audience
- **Step 2:** Choose the type of event you want
- **Step 3:** Create a call to action! Make it fun, make it competitive, have incentives!
- **Step 4:** Give specific roles to each member of your planning team
- **Step 5:** Promote your event!





Examples of Virtual Events

Creating a Video Series



- Weekly videos encourage consistent engagement
- Keep the videos short to keep the viewer's attention
- Consider some points on what to model the videos around
 - Your organization's story and/or mission
 - Your volunteers and/or staff members' stories
 - Your actions and impact on the community

Virtual Volunteer Coffee Hour



This is a great way to get supporters together virtually but working toward a common goal.

- Volunteers can hang out virtually while they work on individual tasks
 - Ex: knitting hats for newborns, sewing masks for nurses, creating care packages for the elderly, setting up P2P page
- Have volunteers share their progress on social media and ask them to promote your participation in Give DeKalb County

Awareness Webinar

This event gives your organization an opportunity to tell your supporters what you are currently working on and how this ties in to your overall mission:

- Tips for Success:
 - - Start with an Ice Breaker
 - - Set an agenda so attendees know what to expect
 - - Include lots of visuals!
 - - Allow time for questions and discussion



Host a Trivia Contest

Invite supporters to log in and participate in a game of Trivia!

- Tips for Success:
 - Encourage teams
 - Have fun! Include sound effects and visuals
 - Consider a variety of topics so everyone has a few questions they can excel in
 - Share teams on social media.
 - Include pictures of the winning team and samples of some of the event's toughest questions!



Host a Virtual Scavenger Hunt



Create teams and have a Top Secret List of random items that can be found around the house; at the beginning of the event email this list to all participants:

- Tips for Success:
 - Each item has a specific amount of points
 - Define a time limit to search for everything on the list
 - Teams must present all of their findings after the time runs out
 - The team with the most points wins!
 - Take photos of the wackiest finds and share online!




Social Media Strategies and Tools

Be Active on Social Media

- Identify the social platforms that work best for you
- Post regularly leading up to and on the Giving Day, and encourage engagement with your posts
- Post a variety of content - not just Giving Day announcements or donation solicitations
- Use visual content whenever possible



Engaging Post Example

 Haven to Home Canine Rescue is at Haven to Home Canine Rescue. ...
March 9 at 4:14 PM · 🌐

In November 2022, Haven to Home was contacted by a Kentucky Rescue Partner asking if we could help Zelda--a very emaciated German Shepherd--rescued from severe neglect and abuse. Kentucky kept Zelda for three weeks in hopes that her health would improve before transporting to a foster in PA. Zelda began to gain weight and regain her health in her foster home.

Three weeks after arriving in PA, Zelda surprised us with five beautiful babies. Zelda's puppies have since gone to... [See more](#)



**Zelda...
Waiting
for her
Second
Chance**



End Domestic Abuse Wisconsin is 🙏 asking for donations. ...

March 3 at 2:45 PM · 🌐

On Tuesday, March 7, join us for [Community Shares of Wisconsin's #CSWBigShare](#) to learn about our work & support survivors statewide! Donate early at bit.ly/TBSEndAbuse 💜

A little bit about us: End Abuse was founded in 1978. Since then, we've served as a central point of contact for domestic violence (DV) victims and survivors, advocates directly supporting survivors, DV service providers, and other health, social service, law enforcement, and criminal legal system profession... [See more](#)

we can all help
End Abuse

honoring **45 years** of serving Wisconsin
survivors & advocates



Donate Early:
bit.ly/TBSEndAbuse

Engaging Post Example



Chrysalis · Follow

March 23, 2022 · 🌐

T-minus ONE DAY until #TheFutureisWorking! In celebration, we are opening our donation page at noon today! Get your donation in now and it will be matched by our partners, the Sun Family Foundation and Thermal-Vac Technology. Thank you for helping us provide our clients with the key resources and support during every phase of their job search:
<https://tinyurl.com/2p99pxpb> #FutureWorkOC #GivingDay #ChangeLives

Check out the rest of our coalition:

[Bracken's Kitchen](#)

[CIELO Commu...](#) See more



THE FUTURE IS
WORKING
A GIVING DAY TO DEVELOP A STRONGER
WORKFORCE FOR ORANGE COUNTY



CHRYSLIS
a nonprofit organization Changing Lives Through Jobs

24 HOURS | 14 ORGANIZATIONS | 1 CAUSE
MARCH 24

GiveGab is becoming  Bonterra.

Streaming Tools



- Youtube Live/ Facebook Live/ Facebook Event
- Google Hangouts/ Zoom/ Skype

Are there others that you have used?

- Tell us about them in the chat!

Live Watch Party

- Similar to a live feed on Facebook, but the participants will be invited separately by the host or co-host to view preloaded videos
- Users can sync their feeds together and even respond to it within a common comment section.
- Learn more [here](#).



Live Events



- **Facebook Live** lets you livestream events, performances and gatherings on Facebook. Viewers can watch from a phone, computer or connected TV. Reactions, shares, comments, and other interactive features enable you to engage with your audience.
- **Facebook Events** is a feature that can help you organize social gatherings via Facebook. You get a dedicated page for providing all the details of your event plus a range of tools to notify friends about it and keep track of who's going.

YouTube Live

You can meet your audience live by using the Live Streaming feature. However, before you begin with your live video YouTube, you have to do following things:

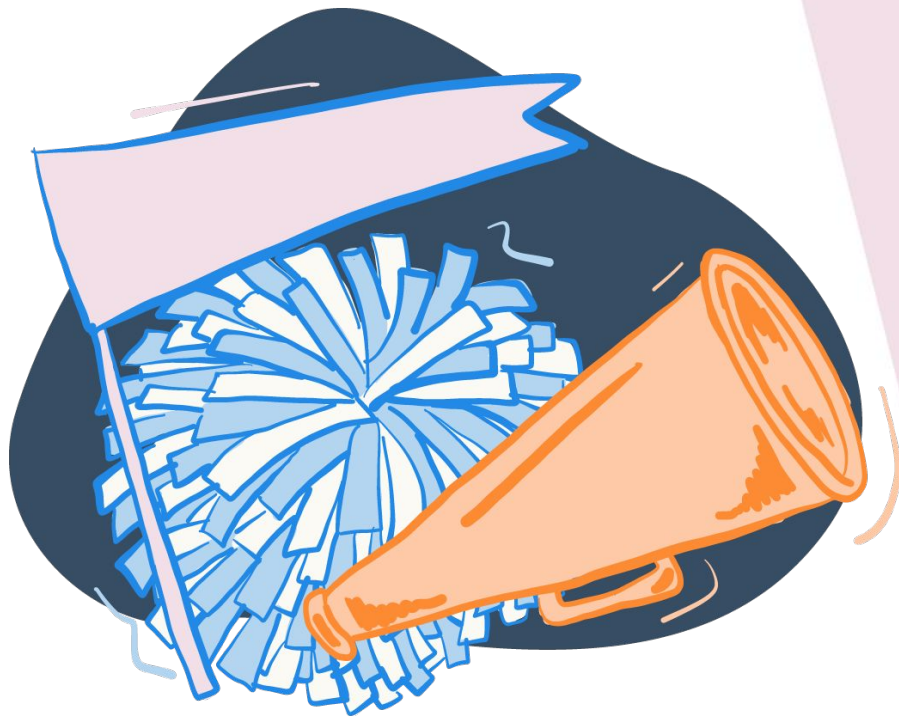
- You need to confirm that your YouTube channel is verified.
- Also, confirm that you have no live stream restrictions over the most recent 90 days.
- You need to enable live streaming-
 - On desktop, you should go to Creator Studio Tools – > Live Streaming.
 - Whereas on the YouTube application on Mobile – > Create a Live Stream.



Considerations/Planning

- Schedule practice sessions with all speakers and do some testing
- Make sure you are well aware of the functionality the chosen platform offers
- Use an expert within your team
- Give yourself ample time to promote your virtual event
- Create content and share it in email blasts and across multiple social media platforms
- Make sure you have a point of contact so participants can ask questions





Key Takeaways

Key Takeaways

- Use photos & videos as much as possible when posting
- Ambassadors will help you reach new audiences
- Engage with supporters in various ways on social media
- Start your online engagement **before** the giving day and maintain your online presence
- Have fun with it!



Key Resources

- [New Downloads](#)
- [Communication Guide](#)
 - [Sample Email Content](#)
 - [Social Media Content & Tips](#)
- [Board Kickoff Guide](#)
 - [Sample Board Responsibilities](#)
 - [Storytelling Template](#)
 - [Board Member Social Media Guide](#)
 - [Board Member Email Content](#)



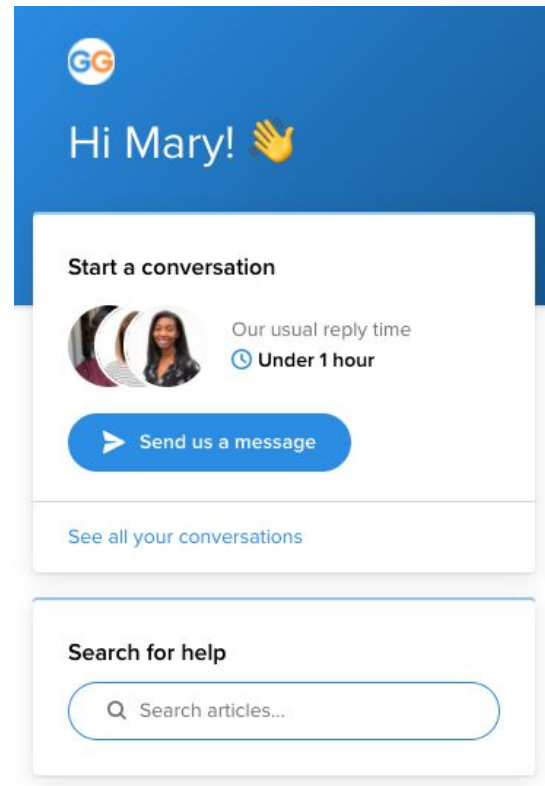
Giving Day Support & Resources


Visit our [Help Center](#)

Check out [Our Blog](#)

Send us an email at
CustomerSuccess@GiveGab.com

GiveGab is becoming  **Bonterra.**



Chat with GiveGab's Customer Success Team whenever you have questions or need a hand! Just look for the little blue chat bubble. 

Reminders

- Visit the Trainings page
 - <https://www.givedekalbcounty.org/info/trainings>
- Sign up for Office Hours
- Register for upcoming webinars
- Check your email for important reminders
- April 1 = registration deadline

Overall Promo

- **Print media:** Shaw, New Values, etc.
- **Radio:** WDKB, WSPY, WLBK, The Coyote, WNIU/WNIJ
- **Social media:** Facebook (ads, boosted posts, page like campaign, targeted ads), Instagram, Admin Group
- **e-Blasts:** Chambers, Community Foundation
- **Bus signs:** VAC, City of DeKalb
- **Community signage:** First National Bank, Heartland Bank, Kar-Free, etc.
- **Community news:** Kingston, Hinckley, Waterman, Shabbona, etc.
- **Yard signs and banners:** 300+ yard signs - more details to come

Bonus Pool



BONUS POOL

\$50,000

THANK YOU

Community Partners
for your generosity!

GiveDeKalbCounty.org

Showing Appreciation

- Please help us thank Media Sponsors and Community Partners
 - Engage with GDC social media (like, comment, share)
 - Thank them in your own communications
- They support all of us!

Mail-in Donations & Form

- Donors who prefer to give by check:
 - a. Should **legibly** complete a mail-in donation form indicating the organization(s) and donation amount(s).
 - b. Write a single check for the total amount payable to “DCCF.”
 - c. Mail a completed form and check to the DeKalb County Community Foundation, 475 DeKalb Avenue, Sycamore, IL 60178.
- Mail-in donations postmarked **April 20 – May 4 are accepted.**
- **Form available now**

Questions?

