Strategies for Virtual Engagement

Montana Giving Days
2024 Training Series

Meet the Team

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Zoom Etiquette

This is being recorded. The recording will be available on the /trainings page by **the end of the week.**

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

To:	
✓ All panelists	
Typ	All panelists and attendees

Q&A

Please input your question

☐ Send Anonymously   Send

Agenda

- **Importance of Virtual Engagement**

- **Highlighting Visual Content**

- **Rallying Your Ambassadors**

- **Hosting Virtual Events**

- **Key Social Media Strategies**

- **Key Takeaways**
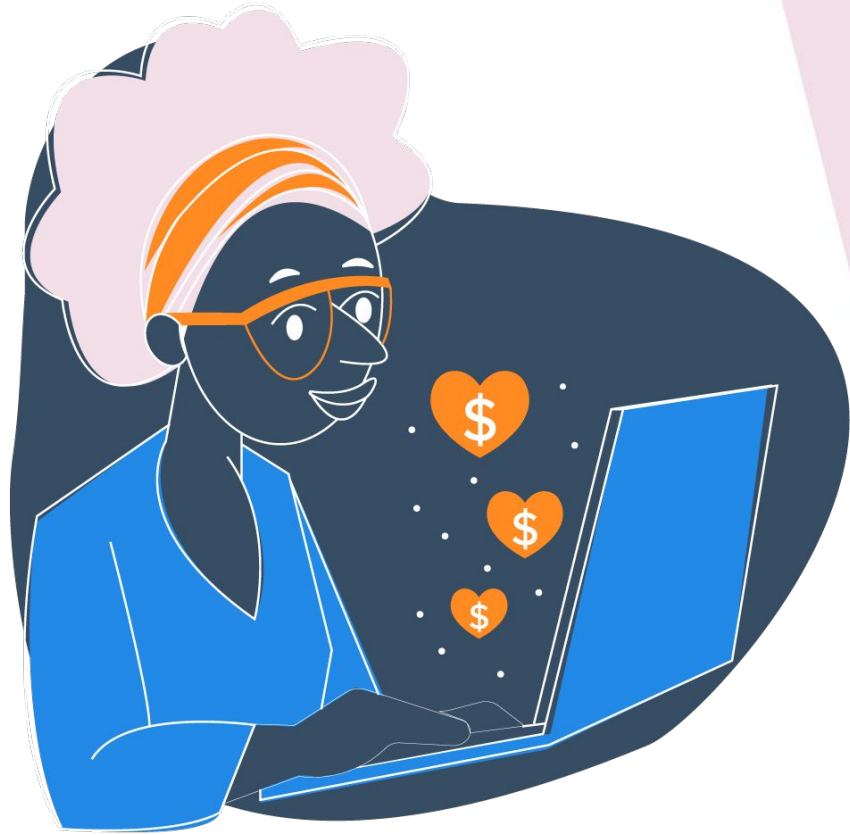
Importance of Virtual Engagement

Why is Virtual Engagement 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

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
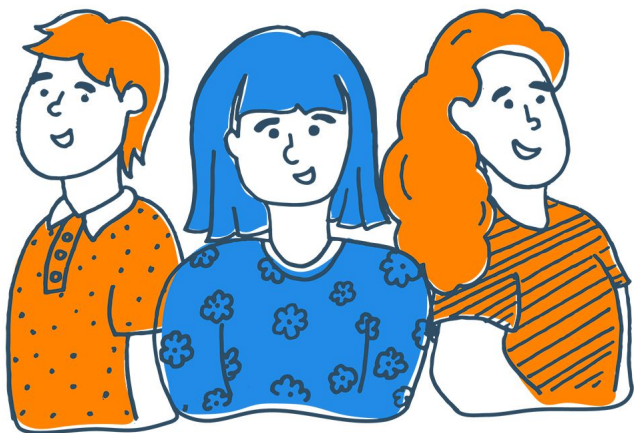
Visual Content: Example

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

Please be aware that there is a risk of falling rocks and that there **OR** may be fallen rocks on the road.

Highlighting Visual Content

Highlight Visual Content

Why the Orcas?

Orca Conservancy collaborates with some of the world's top research institutions and environmental groups to address the most critical issues now facing wild orcas. The organization's urgent attention is on the endangered Southern Resident killer whales of Puget Sound. Puget Sound has the largest concentration of Orcas, making it a popular hunting ground for international whaling. Together, we can raise funds to end this and save these magnificent creatures.

DONATE

- Use an up-to-date logo
- Include relevant, visually-engaging photos
- Use the Giving Day logo or other **shareable graphics** in all social media posts and emails
- Create a short video or a video series that tells a story over several "episodes"

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

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

Fundraising Engagement

The strongest way your ambassadors can impact your organization is through Peer-to-Peer fundraising. They can:

- Broaden your organization's reach by sharing social media content to their personal networks
- Generate excitement and momentum through engaging posts or livestreams
- Showcase their connection to your organization to encourage further community engagement
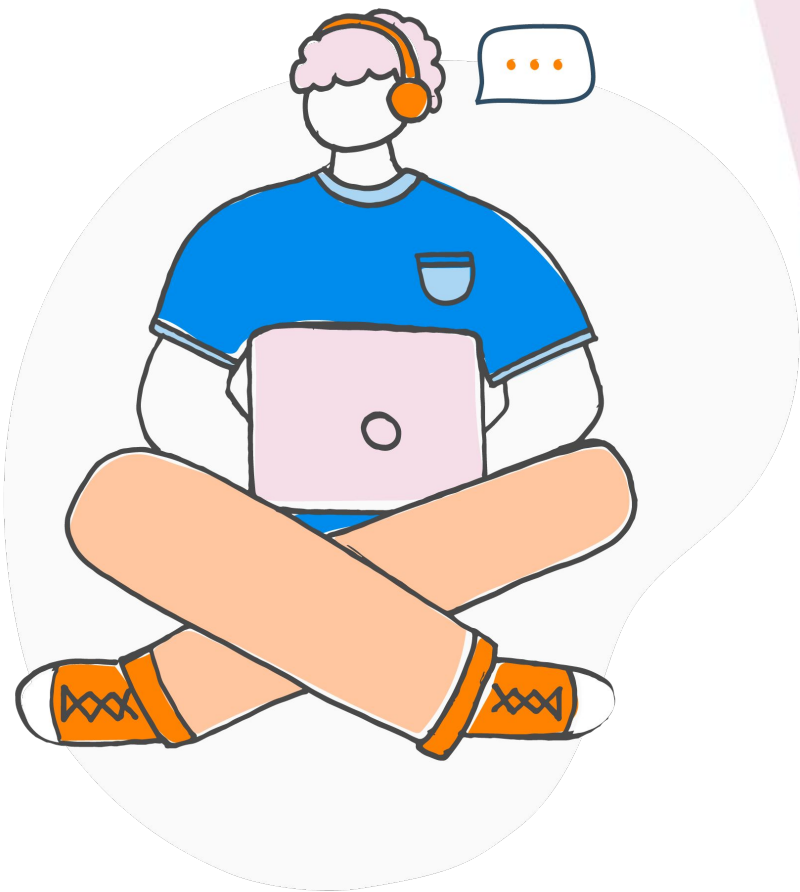
Host Virtual Events

Choosing Your Event

Considerations

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

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 the Giving Day

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

Plan a 5k

Encourage individual activity instead of an in person fitness challenge:
- Tips for Success:
  - Create a course that can be completed by anyone in the area
  - Set up trail markers so participants know they are on the correct course
  - Advertise the course so that participants can start running in advance
  - Encourage runners to share photos of their run as well as their race times
  - Bonus points if runners are in costume!

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
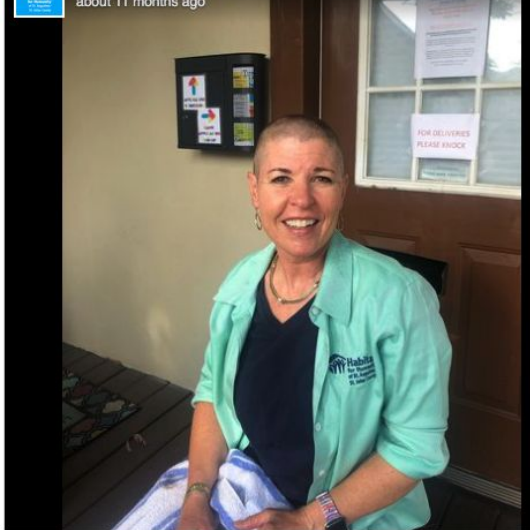- Use visual content whenever possible

Engaging Post Example

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.

Leverage Zoom

- Use Zoom to host a webinar, a discussion or to simply hang out with multiple users!
    - -To host an event on Zoom you will first need to create a Zoom account by going to www.zoom.us
    - -Create an account, and set up an event, that will allow participant to register
    - -Share the registration link widely so anyone who wants to participate can!

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
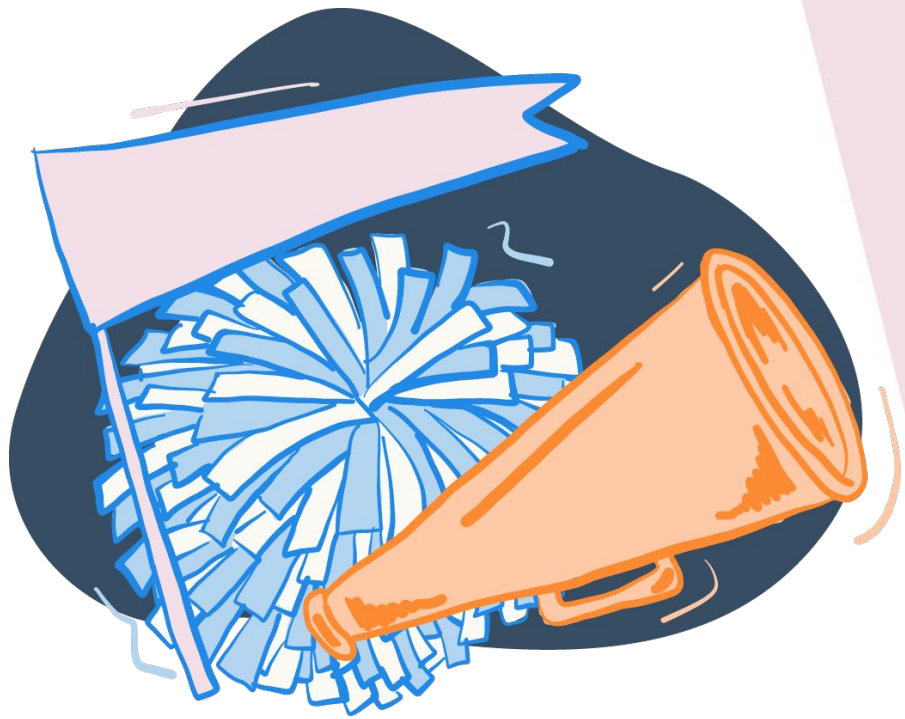
Key Takeaways

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!
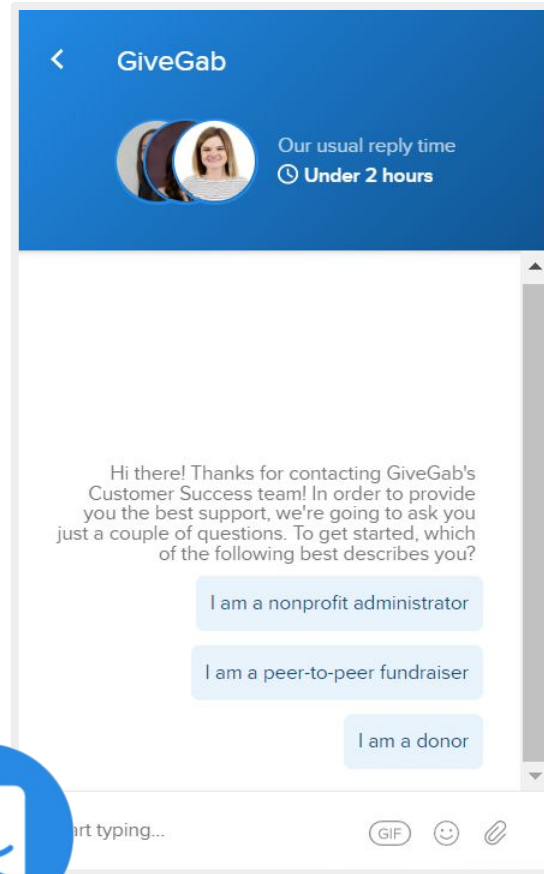
Giving Day Support & Resources

Visit our **Help Center**

Check out **Our Blog**

Send us an email at
CustomerSuccess@GiveGab.com

Chat with our Customer Success Team
Look for the little blue chat bubble

GiveGab

Our usual reply time
🕐 **Under 2 hours**

Hi there! Thanks for contacting GiveGab's Customer Success team! In order to provide you the best support, we're going to ask you just a couple of questions. To get started, which of the following best describes you?

I am a nonprofit administrator

I am a peer-to-peer fundraiser

I am a donor

art typing...

Questions?