Outline

- Intro: Who We Are

- What It Takes for a Successful Campaign

- Part I: Creating Your Story or Hook

- Part II: Writing a Communications Plan

- Part III: Developing an Implementation Plan

- Questions

INTRO: WHO WE ARE

A little bit about Brand Distillers and myself.

About Brand Distillers

- Formerly abeedle.com; incorporated in Roanoke in 1999

- Experience in all aspects of digital marketing (SEO, advertising, social media, video production, analytics, & strategy).

- Google Premier Partner (top 3% of agencies worldwide in terms of performance and budget managed).

- Experience in Higher Ed, Health, Finance, Translation, Manufacturing, Non-profit sectors.

abeedle.com ➜ **BRAND**DISTILLERS
POWERFUL & PROFITABLE DIGITAL MARKETING
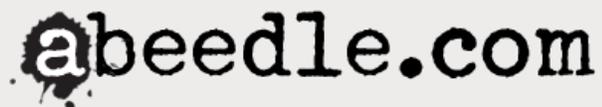
WHAT IT TAKES FOR A SUCCESSFUL CAMPAIGN

What are the elements of a successful marketing campaign and what do you need to do in order to develop them.

Elements of any Successful Marketing Campaign

1. A Story that Resonates

2. Identifying the Right Audience and How to Tell the Story

3. Creating Assets that Convey Your Story to Your Audience

Goal: Create a Plan for Gives Day

- Discuss the elements of a successful marketing campaign in depth (story/hook, communications plan, implementation plan)

- Use an example to show how to develop that element for your non-profit

- Give you time to create that element of the plan using the worksheet provided

- Break into groups to get feedback on your ideas

Assembling the Pieces

Gives Day is simple, all you need to do is...
#1 – SET A GOAL!!!

#2 – Let people know what your goal is!!

What you need before you start:

- Your giving link

- The ability to change your email signature

- Access to your website and your Facebook page

- Enthusiasm for getting people involved

- Bonus Points: An email list of past donors/members

PART I: CREATING YOUR STORY OR HOOK

How to develop a story that resonates with your audience.
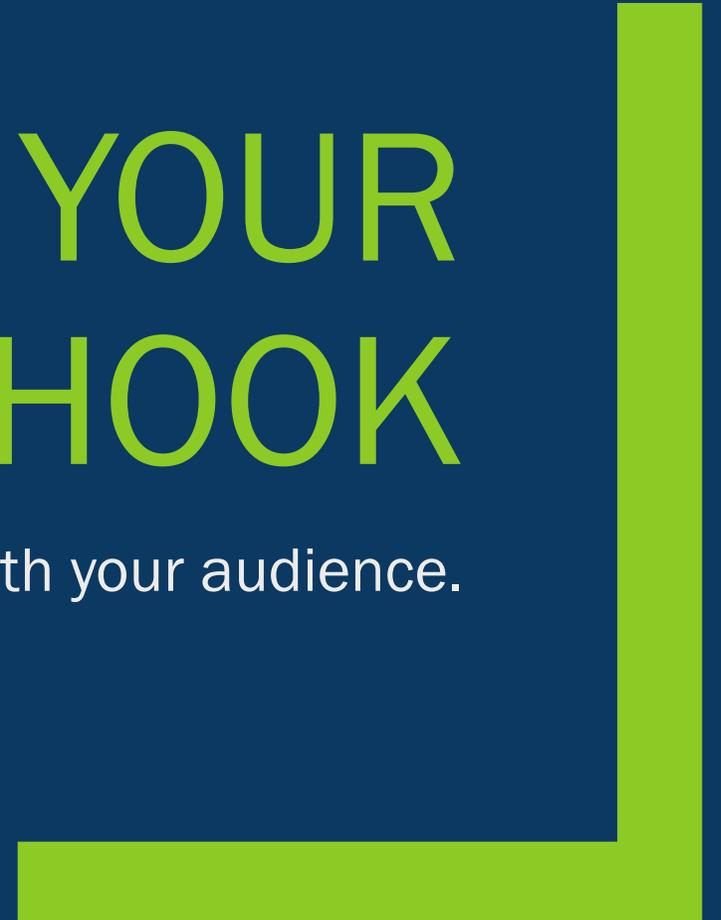
Setting a Goal

- You need to have a funding goal. Why?
  1.) It gets donors excited.
  2.) It encourages you to stretch yourself creatively.

- Methods:
  1.) Pick a number and track it. ($8k)

  2.) Pick a funding need. (New van for transport)

  3.) Create funding tiers (a la KickStarter) and share dollar impact of each tier. ($10 = dinner for 5 people)

The Importance of a Story/Hook

- Your cause generally only really matters to you.

- People engage with stories/ narratives, offers, or "hooks" (interesting or quirky goals – the dunking booth at the county fair was the original non- profit hook.)

- For Gives Day, you will create a Story/Hook that goes with your fundraising goal.

Brainstorming Your Story/Hook

- Distill who you are and what you do in a couple of sentences or phrases.

- Think about your community impact and what makes you different from other non-profits.

- Consider how your goal fits with the above (are you fundraising for a specific item or for a general fund?)

Tips for Successful Story/Hook

1.) Sell the product's product's product.

Product – drill

Product's product – hole in the wall

Product's product's product – new TV mounted on wall

2.) Appeal to positive emotion (remember Aristotle: "The only reason we have private property is to encourage the natural human impulse towards generosity.")

3.) Turn things around, quantify, and identify for-profit partners who sell the same product's product's product.

Important: Guilt eventually (and inevitably) creates resentment. Stay away from it.

Pats for Patients

- Non-profit that trains Newfoundlands to become therapy dogs

- Organize & coordinate taking the therapy dogs to local hospitals and long-term care facilities to meet patients and let them pat the dogs

Worksheet #1: Creating Your Story or Hook

1. **Describe what your non-profit does in 1-2 sentences:**

   We train therapy dogs and bring them to hospitals and care facilities to meet patients.

2. **What is your impact on the community** (use numbers, ie we serve over 700 meals each year to families in need)**:**

   Over 500 patients pat our dogs each year for an estimated total of 1000 pats provided per year.

Worksheet #1 Cont.

3. What makes you different from any other non-profit in the area (how do you fulfill a need that nobody else does)**:**

We are the only non-profit that focuses on Newfoundland dogs specifically as therapy dogs. Newfoundlands are fluffier and as a result more fun/enjoyable to pat.

Worksheet #1 Cont.

4. Identify your product's product's product (relate to specific funding need or non-profit as a whole if you are doing a general monetary goal)**:**

Product:

Pat-able therapy dogs that come to you

Product's product:

Patients get to pet/interact with dogs

Product's product's product:

Get better faster; lower blood pressure; stress-relief

Worksheet #1 Cont.

STORY/HOOK IDEAS FOR GIVES DAY

- *Making you feel better one pat at a time*

Your turn!

- Fill out the worksheet that you have – we recommend that each member of your team does it if you have multiple people attending

- After five minutes, we will have you break up into groups of 3-4 (find people who AREN'T with you non-profit to talk to)

- Each person will discuss their answers on the worksheet and the hooks/story ideas they came up with

- As a listener, it is your job to ask <u>clarifying questions</u> about what they wrote (we'll tell you when to switch people)

PART II: COMMUNICATIONS PLAN

Identify the audience for your story/hook and determine when to reach them, through what channel and with what message.

First Steps

1. Know your link!!!
2. Put it in your email signature along with a "call to action"
3. Put it on your home page
4. Put it in a "pinned post" at the top of your Facebook page
5. Test ALL of these links after you make them live to make sure they work!!

The Plan

- Communicate via social media, your website and email

- Start with your "influencers" and reliable donors. Ask them to spread the word, especially on Facebook

- Present your story/hook and fundraising goal to an audience you have identified as likely to give at planned intervals to boost Gives Day participation

- Reach out to participants/top donors after Gives Day to thank them for their participation

Your Audience

- Start thinking about your "influencers" and top donors:
  - *Who are they*
  - *Why do they give*
  - *How can you find more people like them*
- Think about your donor base as a whole
  - *What type of people give to your organization (age, gender, interests etc)*
  - *Is there an interest that your non-profit taps into (sports, animals, etc)*

Elements of Communications Plan

- Each item on your plan should include the following:
  - *WHEN (dates)*
  - *WHO (audience)*
  - *HOW (channel)*
  - *WHAT (message)*

- Thinking about your audience can help you determine the best mix of the above. If you have a lot of email addresses, you can rely heavily on email. If your donors are on social media, you can try Facebook messages as well. Your message may change slightly by channel and audience.

Sample Communications Plan – Jan. 15th to Jan. 31st

- Brainstorm ideas for your campaign.

- Create all content for you campaign ahead of time (this way, you are only posting/responding during crunch time rather than also creating posts for Facebook, etc.)

- Get any technical issues worked out. These include:
  - *Confirm access to Facebook page*
  - *Review your email list*
  - *Make a list of your top 20 supporters*
  - *Make sure you can edit your website (or know who can)*

Sample Communications Plan – Friday, Feb. 7th

- EMAIL your entire database alerting them to the upcoming event. Explain the event, and let them know what your goal amount is. Explain that their gift, no matter how small, is important.

- EMAIL your 20 biggest supporters and ask them to post about the event on their Facebook page.

- POST to your Facebook page about the event and "pin" it to the top of your page. *If you have a strong following on other social media platforms, post something similar there as well.*

Sample Communications Plan – Thursday, Feb. 13th

- Review Facebook posts from the last few months and invite people who "liked" the posts to "like" your page. You want to work on building a larger audiences for future posts about Gives Day!

- POST to social media again about the event using a different picture and copy -- either add notes about how it went last year or how excited you are that this is your first year. Include the day/ date in bold.

Sample Communications Plan – Friday, Feb. 21st

- EMAIL your list again. Apologize for bugging them, telling them that you're hoping that they can either forward this note on to someone who might be interested in your cause *OR* if they are a social media user to follow your page (provide link).

- Also, let them know that you'll be giving your past-supporters and Facebook audience a sneak peak at this year's Gives Day campaign next week.

Sample Communications Plan – Wednesday, Feb. 26th

■ Roll out this year's campaign theme as a post on Facebook and in an email to supporters. This is where you will debut the first installment of your story/offer/hook. "Boost" this post.

■ Your theme consists of: The idea, supporting graphics and narrative, a 'landing page' on your website that unpacks the theme (this page needs to have a prominent link to your RV Gives Day page), a long Facebook post with graphics that explains your theme, an email that introduces your theme.

Sample Communications Plan – Friday, Feb. 28th

- REVISIT your post from Wednesday and "invite" people to follow your page (as before)

- Be sure to look back at earlier Facebook traffic and respond to ALL comments you have gotten. Also check your email and respond to all emails you've received.

Sample Communications Plan – Friday, March 6ᵗʰ

- Start a countdown on your webpage noting that it's 13 days until Roanoke Valley Gives Day.

- On Facebook, create a new post with a similar countdown and your story/hook (make sure your giving link is included). Make this the new "pinned" post.

- Bonus points: Think of a quirky/interesting way to quantify what people *could* give in 13 days.

- Example: "If you put a $1 in a jar every time you pet a dog between now and March 13ᵗʰ, you'd have almost $287 to give on Roanoke Valley Gives Day!!"

Sample Communications Plan – Wednesday, March 11th

- Email your list and let them know it's one week to the big day.

- Repeat your story/offer/hook.

- Repeat your funding goals and levels.

- Ask them to forward to a friend and to like your Facebook page.

Sample Communications Plan – Friday, March 13th

- Email your top 20 donors again. Tell them how much their support means to you and to your organization. Explain how vital it is to 'prime the pump' on Gives Day. Ask them to consider giving first thing in the morning or even the day before to get support rolling for the big day.

- Thank them for reading your email, for supporting your organization, and for being awesome.

- *Priming the pump*: People will give *more* in order to reach a goal if a.) they are not alone and b.) the goal is within sight. Giving early gives you 'velocity' in the eyes of donors.

Sample Communications Plan – Monday, March 16th

- Continue to update your countdown (you *HAVE* been doing that every day right??)

- Repost about your theme for the year. Boost this post if you have the budget.

- Look at the people who have commented on your page posts or have messaged you via Facebook. Send 10 to 15 of them personal Facebook messages thanking them for their support and giving them a link to your Gives page.

Sample Communications Plan – Wednesday, March 18th

- EMAIL your list again. Tell them "this is it" -- provide a link to the giving page, outline all of the great things you do with your contributions and tell them that, with their help, you'll be able to beat last year's total of $NNNN or reach your goal of $NNNN. Include a PS inviting them to forward or share about the event on Facebook.

- AM POST -- THIS IS IT! Include the link to your giving page and boost this post. Invite people to go early to the page and give.

Sample Communications Plan – Wednesday, March 18ᵗʰ cont.

- LUNCH POST -- Give your page followers an update and post again. Include reference to the projects/services you provide. Include link info, etc...

- EVENING POST -- Post between 5-7pm noting that you are almost at your goal (or have surpassed it) for either donation $$ or participation... provide the link, etc. etc... Boost this post as well.

After the Event

- EMAIL your list -- thank them profusely for participating and let them know how much you raised and how many people participated and all of the great stuff you'll be able to do with that funding.

- POST -- same deal... Thank everyone who participated and let them know how much you raised and what great impact they have had on your organization's mission.

Your Budget

- We recommend spending 40-50% of your total marketing budget for the event on the posts leading up to the event.

- Allocate the other 50-60% for the AM and evening posts on the day of the event.

- In the sample plan, we have suggested 4 boosted posts:
  - *March 4th : Introduce the story/hook*
  - *March 16th : Generate excitement for Gives Day & repeat theme*
  - *March 18th AM : Encourage early giving*
  - *March 18th PM: Last push to meet/pass goal*

Worksheet #2: Communications Plan

1. What methods of contact for past donors do you have (do you have emails/phone numbers and how many; do they follow you on Facebook; etc)**:**

Emails for 200 donors; email & phone for 30 top donors; 1200 Facebook followers (4 actively post & comment on posts)

2. List your top 10-15 donors (also make a note of people who are extremely engaged with your cause and would share/promote your message)**:**

Jim A (engaged on Facebook); Karen H (emails friends and shares posts); etc

Worksheet #2 Cont.

3. What demographic group is most likely to give to your non-profit (age, interests, gender, etc; look at past donors to help you identify this)**:**

Men & women 35-60; dog lovers; Newfoundland owners; people with family members in care facilities

4. Brainstorming Your Communications Plan

WHEN – March 8th AM

WHO – Top 20 donors

HOW – email / Facebook message for Jim & Karen

WHAT – thank you; please give early & prime the pump

Your turn!

- Fill out your worksheet!

- After five minutes, break into groups of 3-4 (try and find NEW people!)

- Discuss your Communications Plan & ask clarifying questions for the other members in your group!

PART III: IMPLEMENTATION PLAN

Plan out the nitty gritty of who does what and what you need in order to implement your Communications Plan.

Conveying Your Story to Your Audience

■ So far we have:

1. *Developed a story/hook to promote your fundraising goal*

2. *Identified key known audiences (past donors) and potential audiences (demographics/interests) that your story will resonate with*

3. *Planned WHEN/HOW to reach those audiences*

■ Now we need to decide what we need to make it happen, who will do the work, and how to use certain tools (email/Facebook) to reach these audiences

Effectively Using Social Media to Promote Gives Day

■ Focus on 3 Facebook post types:

1. *Regular organic post*

2. *"Pinned" post*

3. *"Boosted" post*

■ If you have other social media accounts, we recommend creating complimentary posts to match what you are posting to Facebook but only spend money for ads on Facebook

■ Rule of thumb: 1 Facebook post = 1 Instagram post = 3-4 Tweets

Regular Organic Posts

- Often don't have a large reach (due to Facebook algorithm)

- Need to ask followers to "like" and "share" your most important posts to reach a larger group

- Invite people who like your posts to like your page
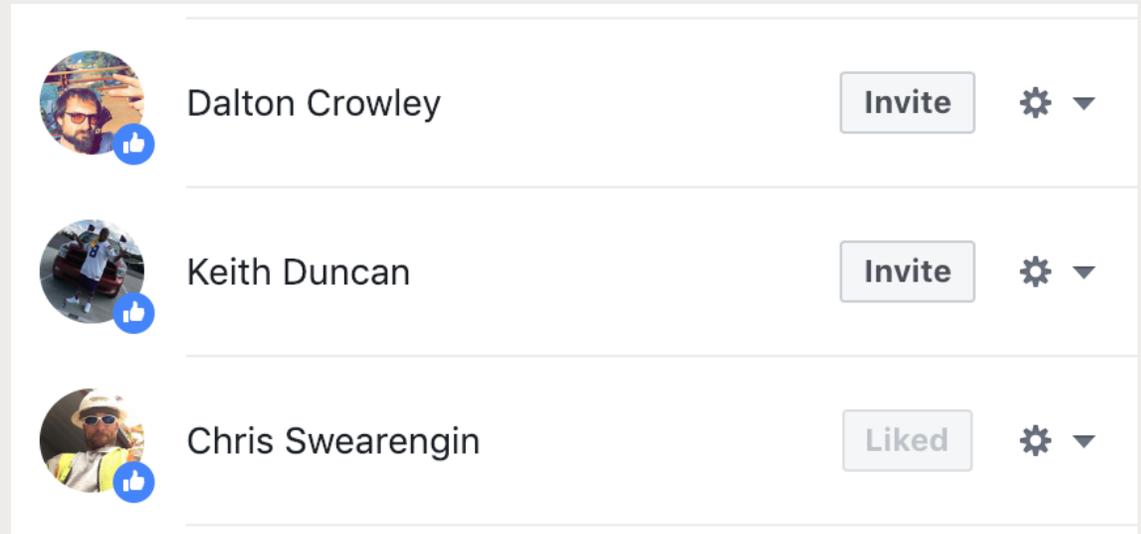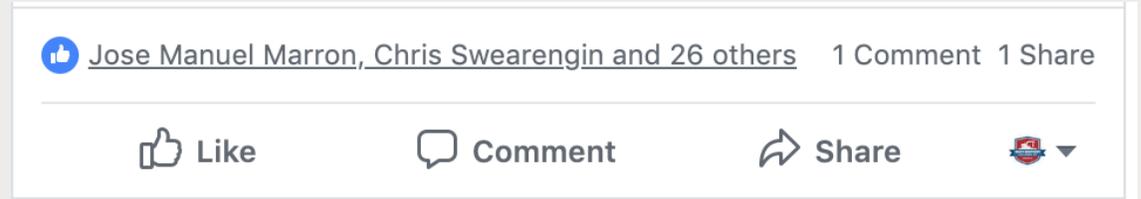
Pinned Posts

- "Pins" the post to the top of your Facebook page so all future posts go below it

- First thing a user will see when they get to a page

- Click the three dots in the top right corner of the post and select "Pin to Top of Page"

Boosted Posts

- After you post to Facebook, you usually have an option to boost that post

- You are paying money to have your post seen by more people (your followers might not even see it organically)

- If you use Ads Manager, we recommend creating campaigns there

Creating Images for a Boost Post

- As a general rule, Facebook does not like photos with a lot of text in them as ads. So if you are going to boost the post, try and minimize the text in your image when possible.

- Go here to check the amount of text in your image - https://www.facebook.com/ads/tools/text_overlay

- Or Google "Facebook Text Overlay Tool."

- Use visually appealing images with a clear focus subject.

Your Ad's Reach May Be Lower
Images with a higher proportion of text don't use their budget as efficiently, reaching fewer people.
If you believe your image was flagged by mistake, you can ask for a manual review.

Request Manual Review

Choosing Your Objective

■ You can choose between engagement and messages. For this campaign engagement is generally the goal. You may also want to add a button linking to your Gives Page or landing page.

Choose Targeting

- Often this is where testing comes into play. Since you are potentially boosting 4+ posts for this event you can see how different audiences do and make changes as needed.

- People who like your Page & their friends are the easiest targeting (can change location)

AUDIENCE

○ Automatic audience (Recommended)
Let Facebook explore different audiences to help you reach people who may be interested in your business

● People you choose through targeting   Edit

Location - Living In: United States: Virginia
Age: 18 - 65+

○ People who like your Page

○ People who like your Page and their friends

○ People in your local area

Customizing Targeting

- If you want to expand your audience and have some specific interests that can help increase your reach, then try choosing your own targeting

- Pros: much more control over who you choose, interests, age, location

Detailed Targeting

■ You can look through the targeting options or start typing ideas and see what matches Facebook has

■ Interests like "dogs" or "Newfoundlands" are things you could try as well as other organizations that are like yours "United Way" etc

Edit Audience   ✕

Make sure to save your edits once you're done.

Gender ⓘ

| All | Men | Women |

Age ⓘ

18 ▾ - 65+ ▾

Locations ⓘ

United States

📍 **Virginia**

Add locations

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | **Browse**

Exclude People

MORE Targeting

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

| Add demographics, interests or behaviors | Suggestions | **Browse** |

▼ **Demographics** ⓘ

   ▸ Education

   ▸ Financial

   ▸ Home

   ▸ Life Events

   ▸ Parents

   ▸ Politics (US)

   ▸ Relationship

   ▸ Work

Exclude People

Your audience size is **defined**. Good job!

Potential Reach:: 5,600,000 people ⓘ

Specific   Broad

▼ Behaviors ⓘ

   ▸ Anniversary

   ▸ Automotive

   ▸ B2B

   ▼ Charitable donations

       All charitable donations ☐

       Animal welfare ☐

▼ Politics (US)

    Likely to engage with political content (conservative) ☐

    Likely to engage with political content (liberal) ☐

    Likely to engage with political content (moderate) ☐

   ▼ Self reported

       Donate to conservative political causes ☐

       Donate to liberal political causes ☐

Budget & Duration

■ You can enter your budget and get a sense of how much of your audience you will be able to reach for that amount. It's a great way to check if your budget will get you the results you want.

Reviewing Your Results

- It's always important to review results so you can improve

- This is a great way to see how successful your audience/targeting were & what to change

Performance

Post Engagement

55

People Reached   304

Cost per Post Engagement $0.18

Activity

Photo Clicks   5
Link Clicks   11
Shares   17

1,420
People Reached

128
Engagements

Boost Again

Recent Activity

Boosted on Aug 16
Audience: United States: Virginia, 18 - 65+, Peop...
By Jennifer McCormick · Completed

View Results

Audience

This ad reached **304** people in your audience.

People   Placements   Locations

88.3% Women   **11.7% Men**

30%

20%

10%

0%

13-17   18-24   25-34   35-44   45-54   55-64   65+

Worksheet #3: Implementation Plan

Goal: Generate excitement for Gives Day @ beginning of week

Deadline: March 11th

Project Description: Create a Facebook post to explain Gives Day story/fundraising goal (need $ for transport van) that encourages people to give & boost the post

How will we MEASURE success: Shares of the post plus positive comments & early donations

Channel: Facebook

Budget: $30

Worksheet #3 Cont.

To-do (phase, deadline, description, who's responsible):

- Planning, Jan 30th, find images to use, John

- Planning, Jan 30th, identify best audience for this post, Mary

- Planning, 30th, choose budget & duration, Mary

- Development, Feb 15th, create image to use that fits FB guidelines, Fred

- Development, Feb 15th, copywrite post (include Gives link), Fred

- Development, Feb 20th, approve photo & caption, Mary

- Development, March 11th, create post/publish & boost, Fred

Worksheet #3 Cont.

Tools Needed (access to Facebook account, spreadsheet to track posts/engagement)**:**

- Access to Facebook account

- Credit card to bill for ads

- Spreadsheet to track engagement & donations

- Access to Dropbox with photos of volunteers & dogs

Worksheet #3 Cont.

AFTER: What should we...?

(this would be completed at the end of project)

Sustain:

- We got 10 early donations (copy clearly had right message)

- Budget let us reach most of our audience

Improve:

- Engagement mostly from females (maybe restrict the audience)

- Very few shares (maybe encourage people to share it)

Your turn!

- Choose ONE item in your Communications Plan & fill out the Implementation Plan worksheet for it!

- After five minutes, break into groups of 3-4 (try and find NEW people!)

- Discuss your Implementation Plan & ask clarifying questions for the other members in your group!

QUESTIONS??

- Creating Your Story or Hook
- Writing a Communications Plan
- Developing an Implementation Plan
- Facebook/Social Media Technical Questions