BUILDING YOUR 2022 GIVING CHALLENGE SOCIAL MEDIA STRATEGY

with Dana Snyder
NO DISTRACTIONS!
TODAY'S AGENDA

- Goal Setting | Awards
- Invest in the Challenge
- Content Strategy
- Social Ads Plan
- P2P Approach
- Q&A
MINDSET

People care about the work we do that don't live here.
Small donations matter. They can be starting someone's journey.
Social media CAN have a major impact in our success.
55% of people who engage with nonprofits on social media end up taking some sort of action.

59% of those people donate money.

53% volunteer.

52% donate clothing, food, or other personal items.

43% attend or participate in charitable events in their community because of social media.

40% subsequently purchase a product that benefits that charity.
Anyone can be a philanthropist and give back to our community, regardless of means.

#GivingChallenge2022
#BeTheOne

Come up with your own to track
Giving Challenge
Facebook Events or Groups
# Group & Event Rules

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<tr>
<th>Question</th>
<th>Public</th>
<th>Private</th>
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<tr>
<td>Who can see what members post, comment and share in the group?</td>
<td>Anyone, on or off Facebook</td>
<td>Current Members</td>
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<td>Who can see the list of members in the group?</td>
<td>People on Facebook</td>
<td>Current Members</td>
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<td>Who can see who the admins and moderators are?</td>
<td>People on Facebook</td>
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GOAL SETTING | AWARDS
GOAL SETTING

• SMART GOAL
  ○ SPECIFIC
  ○ MEASURABLE
  ○ ATTAINABLE
  ○ RELEVANT
  ○ TIMELY

• COMMUNICATE TO SUPPORTERS THROUGH CONTENT & MESSAGING
GOAL SETTING

- Specific – The goal is to raise $15,000 (ENTER your amount) OR to raise $$ AND WIN the New Best Video Commercial Prize for $1,500.
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• Ambitious/Attainable – What did you raise last year? Do you have the same staff? Resources? Budget?
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• Ambitious/Attainable – What did you raise last year? Do you have the same staff? Resources? Budget?

• Relevant – What is your fundraising goal helping you to achieve? Make it VISUAL for the donor to be able to envision it happening and YOU can provide updated communication on your progress.
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- Time-Based – The Giving Challenge has a clear beginning and end.
AUTOMATIC AWARDS

- **The Fast 50:** $500 for the first organization to get 50 donors (50 available)

- **Donor Shoutouts:** Hourly prize of $100 for mentioning a donor on TW, FB, or IG
THE FAST 50

Run a P2P Campaign

Handpick and ask devoted or consistent donors to be team captains

Partner with Businesses on creative ideas to excite their employees to give (matching / day off / lunch catered in)
DONOR SHOUTOUTS

Create a templated post with copy and a graphic

All you need is to fill in the blank and post

Take fun photos ahead of time of your staff celebrating, throwing confetti - make it FUN!
JOIN IN & SUPPORT

CONTRIBUTE | APRIL 26 - 27
VISIT GIVINGCHALLENGE.ORG

CONNECT, COLLABORATE, COME TOGETHER

NOON TO NOON • APRIL 26 - 27
VISIT GIVINGCHALLENGE.ORG

BE THE ONE!
PRE-CHALLENGE: BEST VIDEO COMMERCIAL

- $1,500 prize to 10 recipients per category with the best video.

- Judges are looking for short videos – 30 seconds max – either produced in-house or produced professionally; videos telling compelling stories about what the nonprofit organization achieves for their clients or for the community; using data and stories from The Giving Partner profiles; and does the video incorporate the “Be The One” concept.
Repurpose as a social ad for your campaign running AHEAD of the GC to prepare people that it's coming

First 3–5 seconds - GRAB attention

Start with a personal story

Keep it moving!

End on a positive note
POST CHALLENGE:
BEST USE OF SOCIAL MEDIA

• 6 Prize Awards: $2,000 to two recipients per category (Small, Medium, Large)
  $2,000 prize awarded to two recipients per category (small, medium, large) who utilize social media the best during their Giving Challenge campaign.

• Judges are looking for how clear, intentional, and unique the campaign is, and how well it incorporates the “Be The One” concept. Judges will also consider how much reach, interaction, and engagement the campaign generates.
## USE OF SOCIAL MEDIA

### FACEBOOK:
- Live Video
- Video
- Link Out To Blogs

### TWITTER:
- RT
- Link Out To Blogs

### YOUTUBE:
- Titles
- Thumbnails

### INSTAGRAM
- Reels
- Video – IGTV
- Stories

### LINKEDIN
- Articles
- Video
- Polls
- Upload PDFs
HOST A CHALLENGE

TIKTOK WORKED WITH ANIMAL SHELTERS AND ANIMAL WELFARE ORGANIZATIONS WORLDWIDE IN A GLOBAL CAMPAIGN TO CELEBRATE INTERNATIONAL HOMELESS ANIMALS' DAY 2019.

FOR EVERY VIDEO POSTED, TIKTOK DONATED $1 TO ITS ANIMAL PROTECTION PARTNERS (UP TO A MAXIMUM OF $175,000 USD).

#petbff
4B views

Can't get enough of your prize-winning pet? Love hanging out with your furry friends? Show us your #PetBFF! For every #PetBFF video posted in the US between 8/16-8/22, TikTok will donate $1 to support the ASPCA's lifesaving efforts to help animals in need nationwide!
HOST A CHALLENGE

A. YOU DON'T HAVE TO USE TIKTOK FOR THIS ;)

B. TIE IT BACK TO YOUR GOAL

C. MAKE IT FUN!

EX. A LIBRARY: #MYFAVORITEBOOK - INVITE PEOPLE TO SHARE ON SOCIAL MEDIA WHAT THEIR FAVORITE BOOK IS

FOR EVERY POST, A BIZ PARTNER AGREES TO DONATE A MAX OF X.
SOCIAL IS SOCIAL

Engage not JUST with those that comment, but anyone who LIKES any photo or video

This should start before the Challenge to ramp up support and give you more time

Sending voice DMs on Facebook are AMAZING.
POST CHALLENGE: BEST ONLINE GIVING CHALLENGE

- 6 Prize Awards: $2,000 to two recipients per category (Small, Medium, Large)
- An online event can encompass a variety of unique mediums: webinars, livestreams, chatrooms, integration with social media and other web platforms.
- Judges are looking for how well the nonprofit organization’s online event engages the community in its mission and the Giving Challenge; how unique the online event is; how did it inspire giving to the nonprofit organization; and how the online event incorporated the “Be The One” concept.
BEST ONLINE

Livestreams for the WIN

They send push notifications to your followers

Go LIVE with a specific goal to achieve during that live

Fun Kickoff or Happy Hour

Platform: StreamYard
POST CHALLENGE: BEST PEER-TO-PEER CHALLENGE

• $2,000 prize to 2 recipients per category with the best Peer-to-Peer (P2P) Fundraising campaign.

• Judges are looking for how the nonprofit organization recruited supporters to become P2P fundraisers and supported them along the way; creativity of the campaign; and whether the campaign incorporates the concept of “Be The One”.
P2P

Make it SIMPLE

Landing Page with:
- Graphics to share
- Copy to use
- Specific Goal Amount

Make it contagious - UGC content!
INVEST IN THE CHALLENGE
LET'S TALK $$

- Social or digital staff? Consultant, PT, FT? Volunteers?
- Social ads budget
  - $.01-$0.04 avg video view
  - $.06-$0.11 per engagement
  - $40-$60 to acquire a new donor
- Social media management platform – FREE to $99/month+
- Content creation
  - Video
  - Photography
- Ask sponsors to help cover any costs!
CONTENT STRATEGY
IDA = IDEAL DONOR AVATAR

- FOUNDATIONAL
- THEIR LIFE
- SOCIAL MEDIA HABITS
- GIVING HABITS
• WHAT’S THEIR NAME?

• HOW OLD ARE THEY? BE SUPER-SPECIFIC. (THINK ABOUT THE GENERATION) NO RANGE, GIVE THEM AN AGE.

• WHAT DO THEY DO FOR A LIVING?

• HOW MUCH DO THEY MAKE A YEAR?
• ARE THEY SINGLE, MARRIED, DIVORCED?

• KIDS? HOW MANY?

• WHERE DO THEY LIVE? GET SPECIFIC. NOT THE US - STATE, AND CITY. HELPS WITH REFERENCES IN YOUR CONTENT.

• HOW DO THEY COMMUTE TO WORK?

• WHAT’S A TYPICAL WEEK LOOK LIKE FOR THEM?

• HOW DO THEY ENJOY SPENDING FREE TIME?

• WHERE DO THEY LIKE TO SHOP?

• WHAT’S THEIR WEEKEND LOOK LIKE?
SOCIAL MEDIA HABITS

- What’s their favorite social media platform to be on?
- When are they most likely to check this platform?
- How much time do they spend on social media? (Avg person spends 2 hrs/day)
- What type of accounts are they following?
- What content does your ideal donor/supporter want to see?
GIVING HABITS

- How do they give? Online, check, cash
- Do they give recurring gifts? If so, how much?
- Do they support multiple organizations? If so, who?
- What excites them to give?
- How do they feel appreciated?
- What would make them stop giving?
Awareness
- Introduction to cause

Highlight
- Showcase UGC & Engage

Education
- Impact stats & stories

Ask
- CTA to Give
CONTENT STRATEGY

- **AWARENESS:**
  - Timing: Start a month before The Giving Challenge
  - Media: Video, Blog Posts on Founder, Your Why, Vision

- **CONSIDERATION:**
  - Timing: 2 weeks before The Giving Challenge
  - Media: Impact Stories, Statistics, what are relevant needs

Now, announcing your participation in the challenge and what your goals will be
CONTENT STRATEGY

• ASK:
  ○ Timing: The Giving Challenge
  ○ Media: Your Impact Goal content with one consistent messaging. Sharing content ALL around the need that supporters can rally around.

• HIGHLIGHT:
  ○ Timing: During the Giving Challenge & Post
  ○ Media: UGC - user-generated content
PUT IT INTO ACTION
While you're at home, please take some time to complete your census form online. When you count all the children living at your address in the Census, important California programs—like Medi-Cal and WIC—get the funding they need to support our kids. Get more information at U.S. Census Bureau #occensus #2020Census #CaliforniaForAll
HOOK: Has Frozen been on repeat today?

We FEEL you.

STORY: While you're at home, the 2020 Census is HERE and it has the power to shape our community for our little ones.

Census results determine where schools, roads, hospitals, child care centers, senior centers and other services should be built.

How long will this Census take? Play "Let It Go" about three times and you're done!

CTA: Hit PLAY and start now to do your part: (BITLY LINK)
PLATFORM-SPECIFIC CONTENT

SOCIAL MEDIA EXPLAINED

I'M EATING A #DONUT
I LIKE DONUTS
HERE'S A PHOTO OF MY DONUT
HERE'S A DONUT RECIPE
MY SKILLS INCLUDE DONUT EATING

EVERY PLATFORM IS DESIGNED FOR A DIFFERENT EXPERIENCE.

HOW DO YOU CONSUME AND INTERACT WITH CONTENT ON EACH PLATFORM?
1 Livestream on LinkedIn, Facebook, YouTube

1 Minute – Instagram Clip

Blog & Email

"I'm here to create a revolution in the nonprofit sector. You too?"

— Mallory Erickson
PICK 1-2 MAIN CHANNELS

GOOGLE ANALYTICS IS YOUR BFF
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<th>Platform</th>
<th>Users</th>
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X axis = Caption Themes
Y axis = Photo Themes
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X axis = Caption Themes
Y axis = Photo Themes
SOCIAL ADS PLAN
SOCIAL MEDIA AD SPENDS TO REACH $177 BILLION IN 2022, OVERTAKING TELEVISION AT $174 BILLION
KNOW YOUR DONOR’S JOURNEY
KNOW YOUR DONOR’S JOURNEY

Your Website
KNOW YOUR DONOR’S JOURNEY

Your Website

@,

+ 😊

+ 😊

- 😞
KNOW YOUR DONOR’S JOURNEY

Your Website
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Your Website

GIVING CHALLENGE PAGE
SOCIAL ADS - PRE CAMPAIGN

OBJECTIVE: VIDEO VIEWS

![Charity: Water Ad]

We are on a mission to solve the water crisis and bring clean drinking water to people in developing countries.

OBJECTIVE: LEAD GENERATION

![Dressember Ad]

Want to help put an end to trafficking? This December, learn how you can make an impact.

![Hope for Haiti Ad]

Save the date! Registration for our third annual virtual #HopeforHaiti Challenge opens up on 12/11 for International Mountain Day.
BEFORE THE CAMPAIGN:

WANT TO LEARN MORE ABOUT SUCCESS BOUND? SIGN UP FOR OUR NEWSLETTER!

Name
School/Organization
Email Address

Sign Up!

Get a splash of good news from your Water4 warriors.

Get the drop on your impact, stories from the field, special announcements, new campaigns, and more by joining the Water4 email list.

Email
First Name
Last Name

Subscribe
PRE-CAMPAIGN

Ever ask yourself why is my social media content NOT working?
Enter your email below and I'll send you an action-packed video with simple strategies you can implement RIGHT away to see your follower count and engagement skyrocket!

First name  Email address  Yes, let's do this!

Did you hear the news? I WROTE A BOOK!
Join my exclusive book insider's community to be the FIRST to snag ALL my book updates, exciting extras, launch goodness, and MORE!

What's Your Secret Sauce?
How to Own Your Awesome, Stand Out from the Crowd, Build a Successful Biz, and Have Fun Doing It!
Curious? Take the Quiz ➔
SOCIAL ADS - PRE CAMPAIGN

"ALWAYS ON" - $1-5/DAY

1. OBJECTIVE: REACH
   Our goal is to reach as many people in our audience and maintain ToMA = Top of Mind Awareness
   Avg CPM (cost per 1,000 people is $9-$12)

2. BUDGET: $1/day
   AUDIENCE:
   - People who have visited your website
   - People who have engaged with your social channels
   - Your email list, upload CSV file

3. CREATIVE:
   1-5 posts that you've already created that showcase your story, your impact, any credibility/press, NO ASKING for donations here.
   If you have 5 pieces of content, that's $5/day
DURING CAMPAIGN

Don't run ads.
P2P APPROACH
P2P APPROACH
P2P APPROACH

HOST A PEER-TO-PEER FUNDRAISING EVENT - KICKOFF OR POST-CELEBRATION
P2P APPROACH

HOST A PEER-TO-PEER FUNDRAISING EVENT - KICKOFF OR POST-CELEBRATION

HYPE TEXT THREAD WITH TEAM CAPTAIN
P2P APPROACH

HOST A PEER-TO-PEER FUNDRAISING EVENT - KICKOFF OR POST-CELEBRATION

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GAMIFICATION - PRIZES
P2P APPROACH

HOST A PEER-TO-PEER FUNDRAISING EVENT - KICKOFF OR POST-CELEBRATION

HYPE TEXT THREAD WITH TEAM CAPTAIN

GAMIFICATION - PRIZES

KEEP IT SIMPLE - PROVIDE THEM WITH ASSETS
MOST IMPORTANT

GIVE THEM A GOAL TO RAISE FOR THAT THEY CAN COMMUNICATE

GIVE THEM A SPECIFIC $ AMOUNT FOR DONORS TO GIVE
CHALLENGE SUPPORTERS TO COMPLETE A SPECIFIC ACTION THAT REPRESENTS YOUR CAUSE. FOR INSTANCE, IF YOUR ORGANIZATION WORKS TO END HOMELESSNESS, CHALLENGE SUPPORTERS TO MAKE A SIMPLE LUNCHBAG TO HAND OUT.

THEN, THEY’LL RECORD A SHORT VIDEO OR SNAP A QUICK PIC AND WILL TAG 3 OR SO FRIENDS TO PARTICIPATE.

THOSE WHO ACCEPT THE CHALLENGE ONLY HAVE TO DONATE A SMALL GIFT; THOSE WHO DON’T HAVE TO DONATE EVEN MORE! THE CYCLE CONTINUES AS THEY TAG THE NEXT 3 CHALLENGERS.
THANK YOU!!

You Type
Simply type your message on our website or app and then choose from our beautiful selection of cards. You can even use your own stationery!

We Write
Handwrytten uses custom-designed handwriting robots that hold real pens to write out the notes in the handwriting style of your choice.
HOW ARE WE FEELING...

OPTION 1:
I'm HYPED! This is awesome. I feel much more confident with a sense of direction.

OPTION 2:
Slightly overwhelmed, but excited. I need to rewatch this WHOLE thing to break it all down!
2-Day Nonprofit Marketing Retreat
Build Your 2022 Content Marketing Plan

February 26th & 27th in Atlanta