

**GIVE
MORE
24!**

COMMUNITY FOUNDATION
FOR SOUTHWEST WASHINGTON

2021 Nonprofit Workshop

Welcome!



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Nice to meet you!



Lilian Ongelungel

Digital Marketing Coordinator

Lilian@cfsww.org



Ursula Arlauskas

Development Associate

Ursula@cfsww.org



Maury Harris

Senior Communications Officer

Maury@cfsww.org



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

First, a few announcements....



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Agenda

- **What Makes a Successful Giving Day?**
- **Building Community Online**
- **Marketing and Theme Overview**



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Give More 24!

Give More 24!

- September 23, 2021
- 24 hours of online giving!
- [GiveMore24.org](https://www.givemore24.org)
- Hosted by the Community Foundation for Southwest Washington
- Powered by GiveGab

Our Sponsors

Presenting sponsor:



Representing



Power Sponsors:



Prize Sponsors:



Media Sponsors:



The Key Elements of a Successful Giving Day

Presented by Ursula Arlauskas



COMMUNITY
FOUNDATION
SOUTHWEST
WASHINGTON

Who's on your team?



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Vision & Goals



- How much do you want to raise?
- How many donors do you want to attract?
- Have you set a match goal?
- P2P Fundraisers & Volunteers
- Social Media goals are great, too!



COMMUNITY
FOUNDATION
SOUTHWEST
WASHINGTON

Your Giving Day Profile

- **Components of a successful Give More 24! Profile**
- **Example pages:**
 - <https://www.givewhereyoulivecollier.org/organizations/childs-path>
 - <https://www.givebighawaii.com/organizations/hawaii-foodbank>
 - <https://www.theamazinggive.org/organizations/the-einstein-school>



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Building Community Online

Presented by Lilian Ongelungel



COMMUNITY
FOUNDATION
SOUTHWEST
WASHINGTON

Engagement is Everything

- Likes
- Comments
- Shares
- Bookmarks
- Links
- Click Rates
- Emails
- Impressions
- Interactions



Virtual Events

- A variety of options & formats, including social media
- Set specific time frames
- Uplift and amplify voices from your community
- Feature guest speakers
- Keep accessibility in mind



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Hacking the Algorithms

- Facebook
- Instagram
- Twitter
- LinkedIn



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Facebook

- **Largest social network – Nearly 3 billion users**
- **Facebook Analytics no longer available**
 - **Replaced by Business Suite, Ads Manager & Events Manager**
 - **Requires a Business Account to access new tools**
- **Prioritizes content from friends over businesses**
- **Prioritizes Groups and Events**

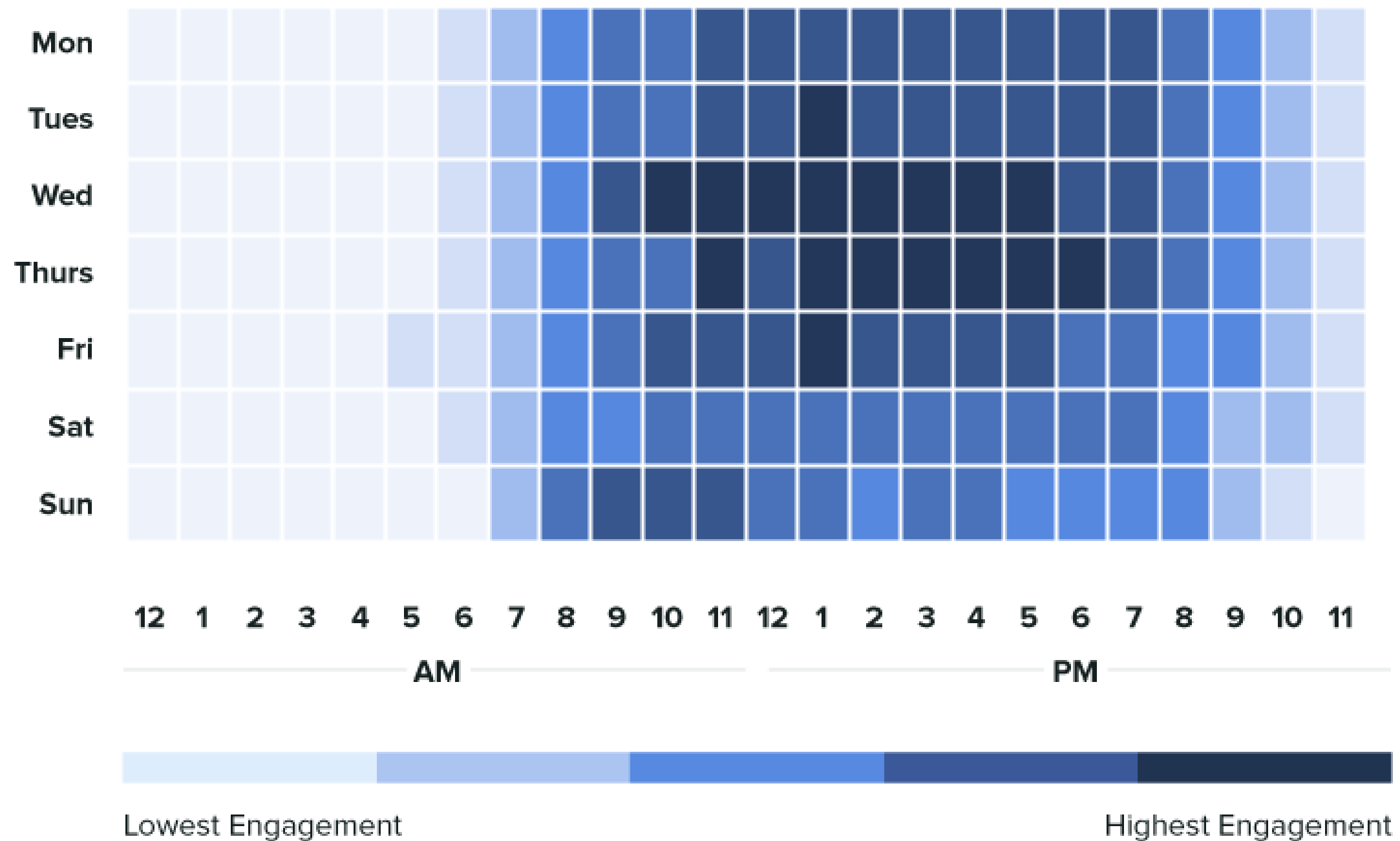


Facebook

Source: <https://sproutsocial.com/insights/best-times-to-post-on-social-media>

Facebook Nonprofit Engagement

sproutsocial



- **Best Time: Wednesday**
between 10 am and 5 pm
- **Worst Time: Saturday**



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Instagram

- 140 million US users; 40% of US adults have used Instagram
- Does NOT show content in chronological order
 - Priorities are relationships, interests, and timeliness (not time)
- Business Accounts are free
 - Access detailed insights
 - Set up & save replies
- Different video tools: IG Live, IG TV, Reels, and Rooms
- Initiate conversations with Stories feature

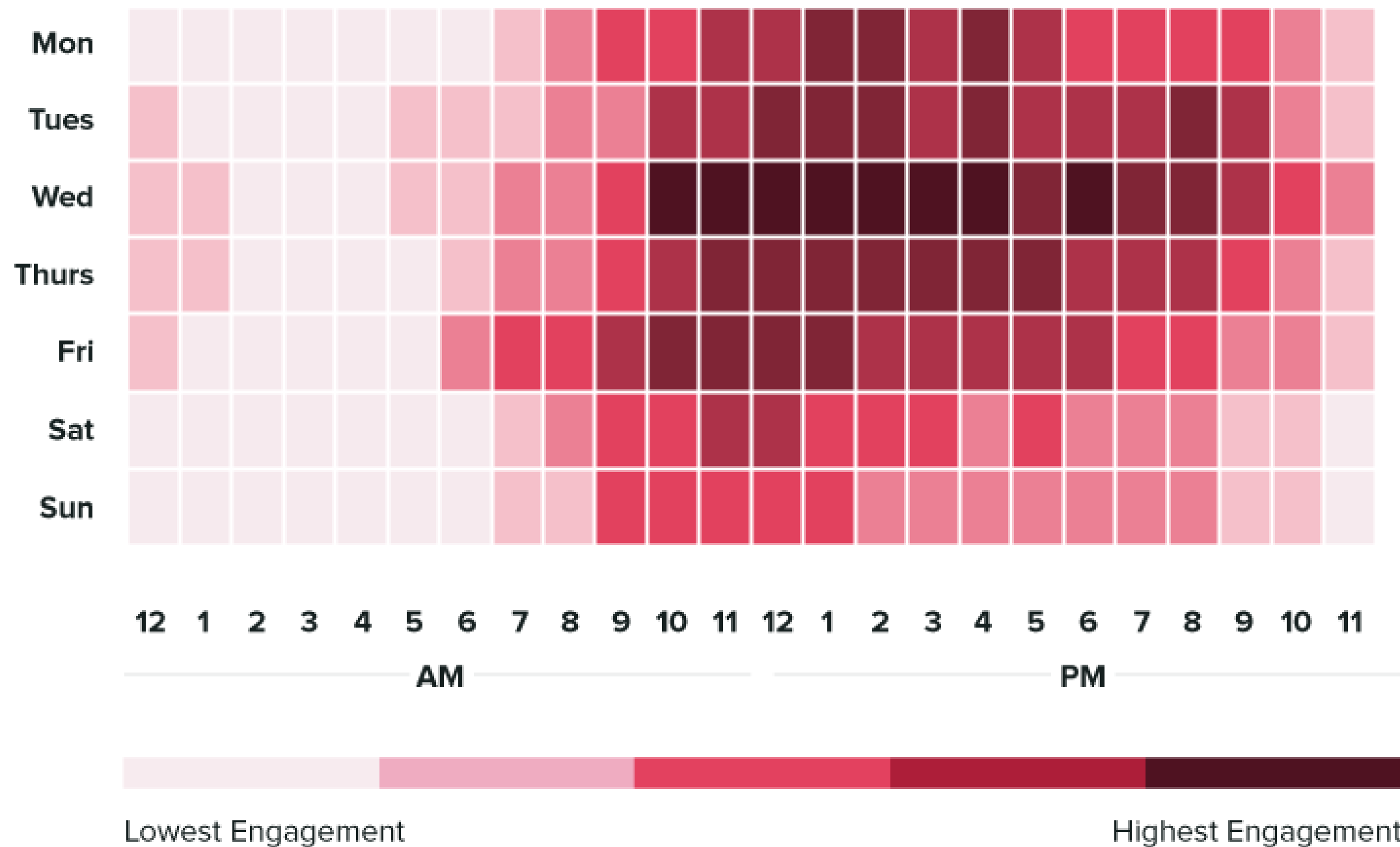


Instagram

Source: <https://sproutsocial.com/insights/best-times-to-post-on-social-media>

Instagram Nonprofit Engagement

sproutsocial



- **Best Time: Wednesday**
between 10 am and 6 pm
- **Worst Time: Sunday**



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Twitter

- **69.3 million US users; familiar to 90% of US population**
- **Top Tweets vs. Latest Tweets**
- **Twitter Fleets and other video content gaining popularity**
- **Prioritizes timeliness, media, engagement, social clout, and relationships**
- **Hashtags for branding and building community**

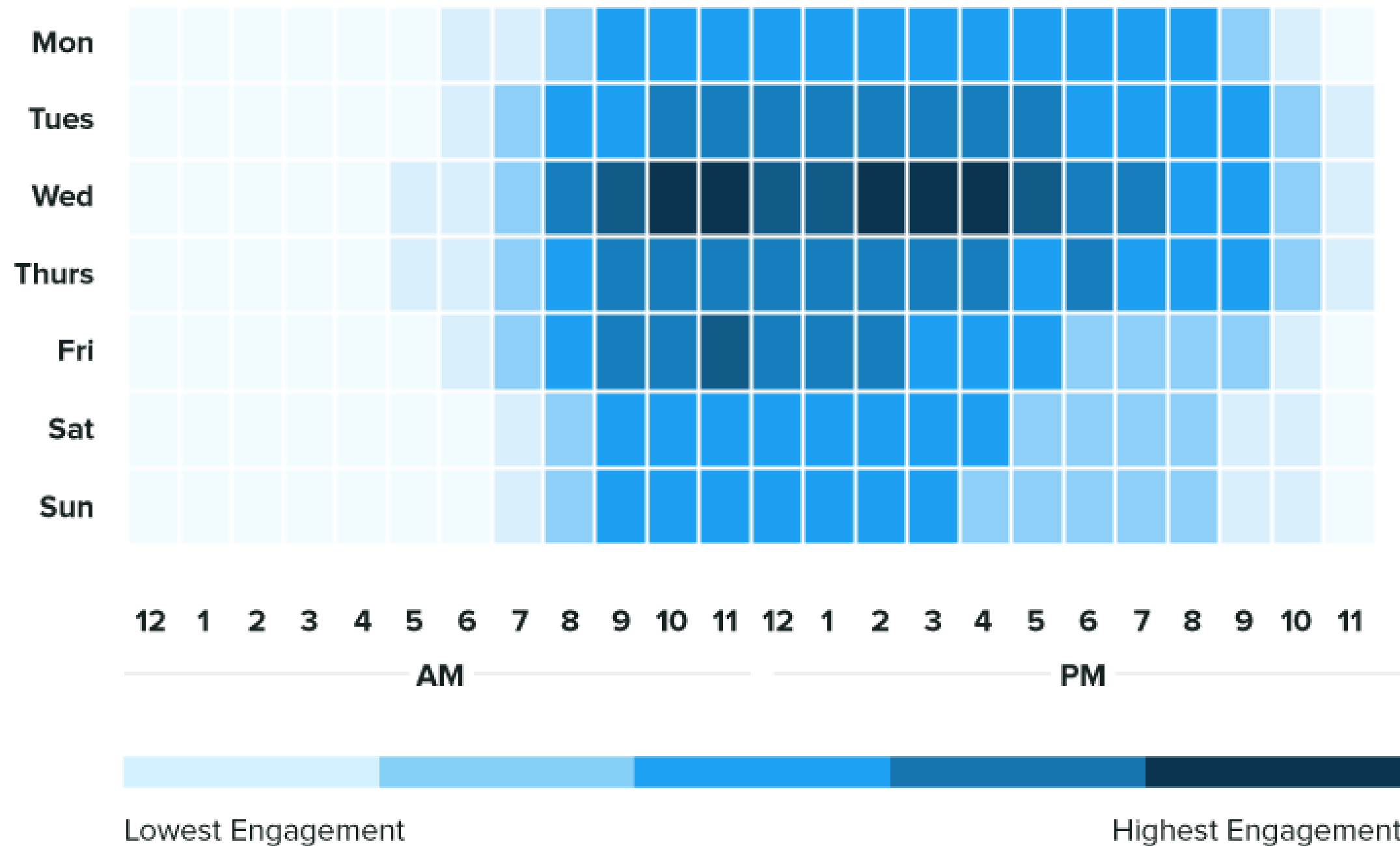


Twitter

Source: <https://sproutsocial.com/insights/best-times-to-post-on-social-media>

Twitter Nonprofit Engagement

sproutsocial



- **Best Time: Wednesday**
between 10 am and 11 am; and between 2 pm and 4 pm
- **Worst Time: Sunday**



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

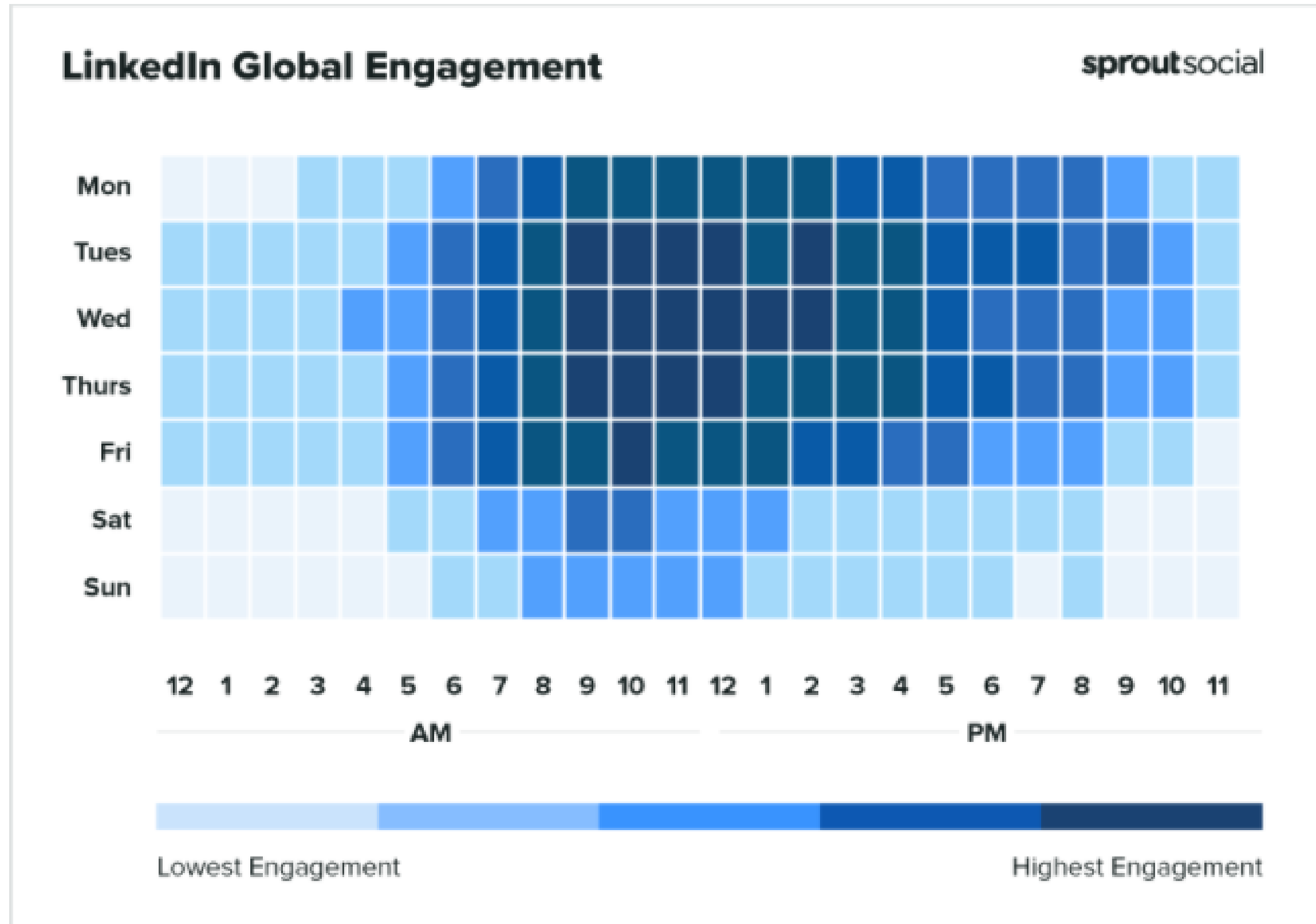
LinkedIn

- **A business-oriented social network with 722 million members**
- **Favors personal connections & “native” content**
- **Prioritizes content you engage with from your personal network**
- **Prioritizes articles, think pieces, and other text-only content**
- **Your comments boost visibility and engagement**



LinkedIn

Source: <https://sproutsocial.com/insights/best-times-to-post-on-social-media>



- **Best Time: Tuesday through Thursday between 9 am and 12 pm**
- **Worst Time: Sunday**
- **N.B. This graph reflects LinkedIn global trends, not nonprofit trends**



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Key Takeaways

- Likes, comments & shares
- Use relevant hashtags that have traction
- Tag/mention your friends
- Create and join conversations
- Diversify your content
- Invest in paid ads when appropriate
- Consider social media tools (Buffer, HootSuite, etc.)



Theme & Campaign Overview

Presented by Maury Harris



COMMUNITY
FOUNDATION
SOUTHWEST
WASHINGTON

Boundless

Humor & Intrigue

So many ways to help.
You'll find your inner hero.



GIVE MORE 24! | Boundless
GiveMore24.org

So many ways to give.
You can make it your own!



GIVE MORE 24! | Boundless
GiveMore24.org

Support local causes from
anywhere (on Earth)

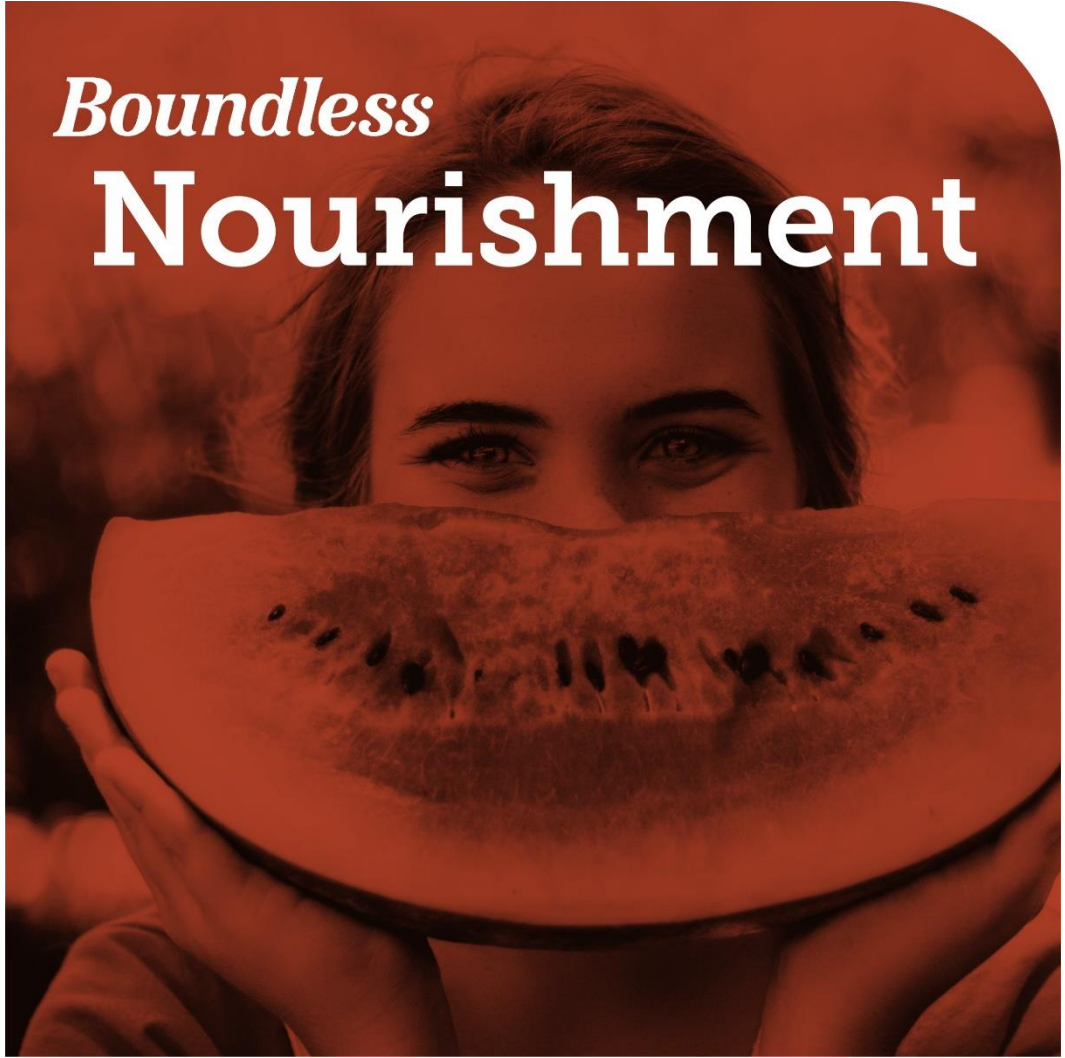


GIVE MORE 24! | Boundless
GiveMore24.org



COMMUNITY
FOUNDATION
SOUTHWEST
WASHINGTON

Values & Emotions



COMMUNITY
FOUNDATION
SOUTHWEST
WASHINGTON

Communications Plan

- **Press releases and outreach**
- **Event listings**
- **Emails to nonprofits and donors**
- **Social media plan**
- **Event day virtual production**



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Marketing Plan

- **Display, search and video**
- **Printed mailer to engage new donors**
- **Signs and banners (select locations)**
- **Partnerships with local media outlets**



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Closing + Q&A

Share your questions through chat!



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

Q:

**What questions do you
have for us?**



**COMMUNITY
FOUNDATION**
SOUTHWEST
WASHINGTON

\$3.2 Million...

Let's do this!