

**GIVE
MORE
24!**

COMMUNITY FOUNDATION
FOR SOUTHWEST WASHINGTON

Welcome

The workshop will begin at 10:00 a.m.

Please introduce yourself in the chat with the following information:

- > Full Name
- > Organization
- > Your superpower

Powered by



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SOUTHWEST
WASHINGTON

**GIVE
MORE
24!**

**COMMUNITY FOUNDATION
FOR SOUTHWEST WASHINGTON**

**2022
Nonprofit
Workshop**

Welcome!



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Nice to meet you!



Ursula Arlauskas

Development Associate

ursula@cfsww.org



Maury Harris

Senior Communications Officer

maury@cfsww.org



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Special Guest!



Adrienne Harvey

Lead Digital Strategist

adrienne@thinkspry.com



**SOCIAL MEDIA
FOR GOOD**



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First, a few announcements....



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Agenda

- **Key Elements of a Successful Giving Day**

Ursula Arlauskas, Development Associate

- **Crafting Social Media for Nonprofits: An Overview**

Adrienne Harvey, Spry

- **Raising Awareness to Raise Generosity**

Maury Harris, Senior Communications Officer



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Give More 24!

- September 22, 2022
- 24 hours of online giving!
- [GiveMore24.org](https://www.givemore24.org)
- Hosted by the Community Foundation for Southwest Washington
- Website powered by GiveGab

Our Sponsors

Presenting Sponsor



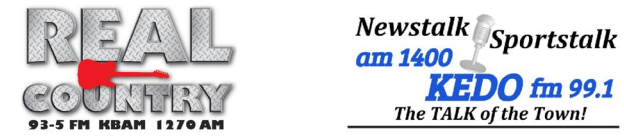
Power Sponsor



Boost Sponsor



Media Sponsors



Prize Sponsors



Key Elements of a Successful Giving Day

Presented by Ursula Arlauskas



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Who's on your team?



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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!



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Your Giving Day Profile

- **Components of a successful Give More 24! Profile**
 - **Create a compelling story**
 - **Include descriptive donation levels**
 - **Video to illustrate your story or vision**
 - **Add a “Thank You” message, matches and fundraisers**



Example Profile

The screenshot shows the Give24! website interface. At the top left is the 'GIVE MORE 24!' logo. A search bar and a 'MENU' button are at the top right. The main banner features the text 'When You Give to EOCF...' in white on a blue background. Below this, there are images of children and the EOCF logo. A pink banner below the images reads 'You directly invest in connecting, empowering, and transforming our community'. At the bottom of the banner, it says 'Educational Opportunities for Children and Families (EOCF)'. There are also social media icons for Facebook and Twitter, and a 'Head Start' logo.



See Profile:
<https://bit.ly/3OPB4bz>

Five donation amount options are displayed in a row, each with a small image above the amount:

- \$50
- \$100
- \$250
- \$500
- \$1,000

CHOOSE YOUR OWN AMOUNT



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Example Profile



GIVE MORE 24!

Search... MENU

Cowlitz County Habitat for Humanity

Building Homes & Communities

www.cowlitz.org

Cowlitz County Habitat for Humanity

Our Story

Cowlitz County Habitat for Humanity believes that no matter who we are or where we come from, **we all deserve a decent place to live.** We deserve to feel strength and stability day after day. We deserve to know we have the power to take care of ourselves and build our own futures. **Through shelter, we empower.**

Our mission is to bring people together to build hope, homes and communities. We partner with low-income, well-deserving families (earning sweat equity) in Cowlitz County, WA **to build and repair homes through self-reliance and by our HAND-UP model.** We sell our homes through affordable no-interest mortgages. These funds received in turn, build more homes! Therefore, YOUR GIFT becomes a legacy to our community!


These past 2 years plus has been especially challenging...for us ALL! The need to shelter at home had become a standard message. HOME had become our office, our schools, our family mainstay and yet so many did not have the gift or blessing of a home to go to or one that was safe, secure and/or affordable.

With the past pandemic and continued changes, we've worked hard to shift to meet the needs of our families as well as maintain our current construction schedule to ensure that more families can get into their new Habitat homes. Additionally, we continue to see building, material and land costs skyrocketing. Your help is needed now more than ever!

Your donation and support gives families the opportunity to help themselves. Homeownership allows families to save more, invest in education, live in healthier environments and have more financial stability. It's the foundation for success and a better future.


THANK YOU for your care and donation! YOU are making a significant difference and we are most grateful!

See Profile:
<https://bit.ly/3yNJuuA>




\$25

Provides a Gallon of Paint for Habitat Home with a bit extra on volunteers



\$100

Provides (interior) doors to open endless possibilities!



\$250

Provides flooring for a stable future!

CHOOSE YOUR OWN AMOUNT



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Nonprofit Prizes

Sponsors power our goal-based and randomly selected prizes throughout the day. The final prize list and schedule is announced in mid-August.

Midnight Mad Dash Prize!

Midnight – 3 AM

Help a nonprofit jump off the starting line by racking up the most gifts in these late-night hours and your cause will win an extra \$1,500 courtesy of the Community Foundation.

Generosity Rising Prize!

Anytime

We're hoping to raise \$3.75 million. If we do, Davidson & Associates Insurance will reward our community effort by adding \$1,500 to the gift that puts us over our goal.



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Nonprofit Prizes

In addition, funder help power nonprofit social media prizes that reward user engagement. The final prize list and schedule is announced in mid-August.

Follow for Fun Prize!

9 AM – 10 AM

Follow @GiveMore24 on Instagram and tag three friends on the #FollowForFun post for a chance to win a \$250 giving voucher! Look for the post on @GiveMore24's Instagram

Final Countdown Prize!

11 PM - Midnight

Share which nonprofit you're rooting for in a social media post using #GM24FinalCountdown and #GiveMore24 to enter your nonprofit in a drawing to win \$250!



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Crafting Social Media for Nonprofits: An Overview

Presented by Adrienne Harvey



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TELLING YOUR STORY

HOW DO YOU
TELL YOUR STORY?

Here are
3 KEY AREAS
to consider when
telling the story of
your organization:

MISSION

You want your audience to know quickly who you are - **REPETITION is RECOGNITION.**

VISION

Sharing stories and posts about your mission, vision and values can be done weekly and no less than monthly.

VALUES

EXAMPLES



Reliable Enterprises is at Alexander Park.

Published by Instagram [?] · June 24 · Chehalis · 🌐

What a fun day celebrating the reunification of children and families in Lewis County!! There were activities for everyone from face painting, a piñata, yard games, and TONS of raffles! Great day and celebration!



4,243
People reached

1,384
Engagements

[Boost again](#)

Performance for your post

4,243 People Reached

65 Reactions, Comments & Shares ⓘ

| | | |
|-------------------|----------------------|-----------------------|
| 42 Like | 37 On Post | 5 On Shares |
|-------------------|----------------------|-----------------------|

| | | |
|-------------------|----------------------|-----------------------|
| 19 Love | 19 On Post | 0 On Shares |
|-------------------|----------------------|-----------------------|

| | | |
|----------------------|---------------------|-----------------------|
| 1 Comments | 1 On Post | 0 On Shares |
|----------------------|---------------------|-----------------------|

| | | |
|--------------------|---------------------|-----------------------|
| 3 Shares | 3 On Post | 0 On Shares |
|--------------------|---------------------|-----------------------|

1,319 Post Clicks

| | | |
|---------------------------|---------------------------|------------------------------|
| 812 Photo views | 0 Link clicks ⓘ | 507 Other clicks ⓘ |
|---------------------------|---------------------------|------------------------------|

NEGATIVE FEEDBACK

0 Hide post **0** Hide all posts

0 Report as spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

**YOUR
PEOPLE**



**YOUR
PEOPLE**

**EMPLOYEES +
PEOPLE YOU'VE HELPED**

**Why is this important to share?
Humans connect to humans -
not to disembodied ideas.
When you can tell the story of
your organization and the
people who make it work by
sharing stories about real
people, you will have a higher
rate of engagement.**

EXAMPLES



Reliable Enterprises

Published by Andy Skinner (?) · May 19 · 🌐

Our next featured staff member from Housing is Daniel Castro. Daniel is our Housing Facilities Manager, making sure all properties and units are maintained and livable for all.

"I like working for Reliable because I like all the programs they offer, especially the housing available for the community. In particular, housing provided for families including my own. I love seeing the smiles on the faces of tenants when they are finally able to move in. Reliable hired me and helped me find housing so I was able to turn my life around. I now have my 5 children living with me and am very proud of where I am with the help of Reliable Enterprises."



Performance for your post

1,615 People Reached

341 Reactions, Comments & Shares ⓘ

| | | |
|--------------------|----------------------|-------------------------|
| 156 Like | 33 On Post | 123 On Shares |
|--------------------|----------------------|-------------------------|

| | | |
|--------------------|----------------------|-------------------------|
| 115 Love | 15 On Post | 100 On Shares |
|--------------------|----------------------|-------------------------|

| | | |
|-----------------|---------------------|-----------------------|
| 1 Sad | 0 On Post | 1 On Shares |
|-----------------|---------------------|-----------------------|

| | | |
|-----------------------|---------------------|------------------------|
| 65 Comments | 6 On Post | 59 On Shares |
|-----------------------|---------------------|------------------------|

| | | |
|--------------------|---------------------|-----------------------|
| 5 Shares | 5 On Post | 0 On Shares |
|--------------------|---------------------|-----------------------|

257 Post Clicks

| | | |
|-------------------------|---------------------------|------------------------------|
| 7 Photo views | 0 Link clicks ⓘ | 250 Other clicks ⓘ |
|-------------------------|---------------------------|------------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 1 Hide post | 1 Hide all posts |
| 0 Report as spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

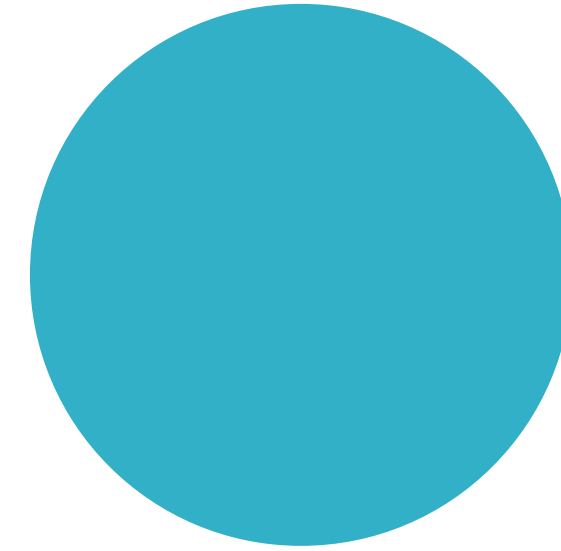
PERSONA

A persona is a fictional character, based on reality. Think of the people who are most likely to **SUPPORT** your organization - and where do we get more people like that?

We need to create a fictional version of a person so that we can then create content that will **ENGAGE** this type of person.

- [Persona Worksheet](#)
- [Reliable Enterprises Personas](#)

Creating CAMPAIGNS



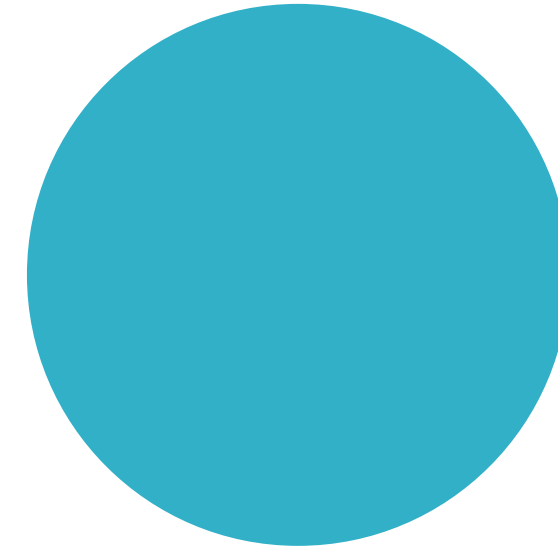
WHAT IS A CAMPAIGN?

A social media campaign is a **coordinated marketing effort** to reinforce or assist with a business goal using one or more social media platforms.

Campaigns differ from everyday social media efforts because of their **increased focus**, targeting and measurability.



Creating CAMPAIGNS



WHAT'S YOUR GOAL?

Before we start we need to form a goal for our overall campaign. This is different than our overall organizational goals and mission, but it should **SUPPORT** the overall goal and mission, with the eye for Give More 24. Think: a dollar amount, a number of followers, a certain number of engagements, etc.

- [Campaign Strategy Example](#)



LET'S DO THE THING!

- Create a faux campaign, and then go and publish it.
- Show how an editorial calendar can be employed to plan ahead and gather content: Examples.
- Easy content gathering tip: source from your people.

ASK THEM:

- Questions about why they work there, why they're proud to be there, share a specific story that exemplifies success.
- Provide photos past and present.
- Also - don't forget about the option of the premade social assets from Give More 24

<https://www.givemore24.org/info/nonprofit-toolkit>

AD STRATEGY

Generally, it is good to let ads run for longer than two weeks.

What we like to do is:

- **Create an 'anchor' piece of content. Imagine someone from your target audience ONLY saw this one piece of content, it would have everything in it that they needed. That piece should run for at least a month. You can put a larger amount behind this (\$100+)**
- **Then, as you create posts that engage with your audience, you can 'boost' them for as low as \$20 per post.**

AD TRAINING VIDEOS

- Creating Facebook ad audiences
- Creating website traffic ads in Facebook ads manager
- Promoting posts on Facebook and Instagram through Ad Center
- Creating a Page Likes ad

Presence MANAGEMENT

BEING ONLINE AS YOUR BRAND

What we call 'presence management' is simply the act of **BEING** online as your brand. Any time you answer a question, share a story from a partner account, invite someone to like your account, this is presence management. It is important to check in on your pages and engage as your brand consistently, so that the algorithm knows you're real!

- [Presence Management Checklist](#)



RESOURCES

- SOCIAL MEDIA ON PURPOSE COURSE
 - Regular \$249 (\$99 for Give More 24! participants)
- SOCIAL MEDIA WITH LACEY J.
 - Video Podcast
 - Audio Podcast
- SPRYSPACE FACEBOOK GROUP
- CONNECT WITH US
 - Spry Social Media
 - @thinkspry
 - ThinkSpry.com
 - Lacey@thinkspry.com Adrienne@thinkspry.com



Raising Awareness to Raise Generosity

Presented by Maury Harris



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Communications Plan



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Communications Plan

- Starts with your story and resources



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"More often than you realize it, the world is shaped by two things – stories told and the memories they leave behind."

- Vera Nazarian



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Shaping Your Story

- What's the specific and urgent campaign objective?
- Whose support are you working to earn?
- What are their values, beliefs and behaviors?
- What is the challenge or problem being addressed?
- What impact does your organization make possible?
- What voices and story types will resonate?



Story Types

- **Personal Appeals**
- **Champion Testimonials**
- **Cause & Effect Narratives**
- **The Big Vision**
- **Humor, Surprise & Delight**



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GENEROSITY 
RISING

Whether through time, talent or treasure, our generosity is a powerful force. It allows us to express our care for the causes and people we care about most. Something else also happens when we give without restraint. We inspire others. We build a groundswell of support that can transform communities. By giving together, we lift up what unites us — our hopes; our values; our humanity. In the end, each of our gifts help to reveal the track of our true potential, and it's pointing up.

Narrative Focus

- **Show how everyone can lift from their place and in their own way**
- **Highlight individual champions through “why” testimonials**
- **Find and share how people are supporting your cause on the day**
- **Tell nuanced stories about the impact of your program**



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**Supporting
causes close
to your heart
and home**



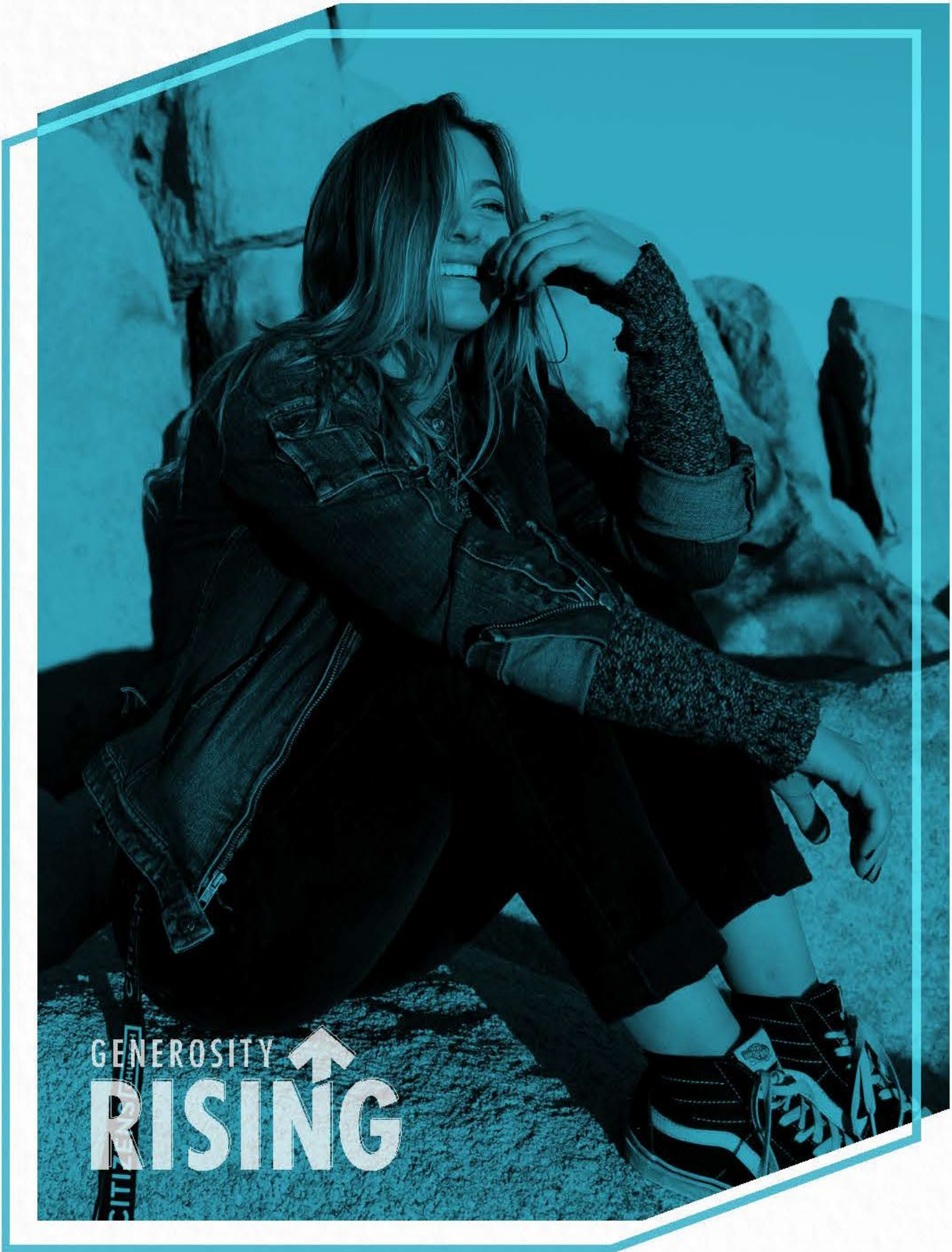
**Building a
better home
for Southwest
Washington**

Values Focus

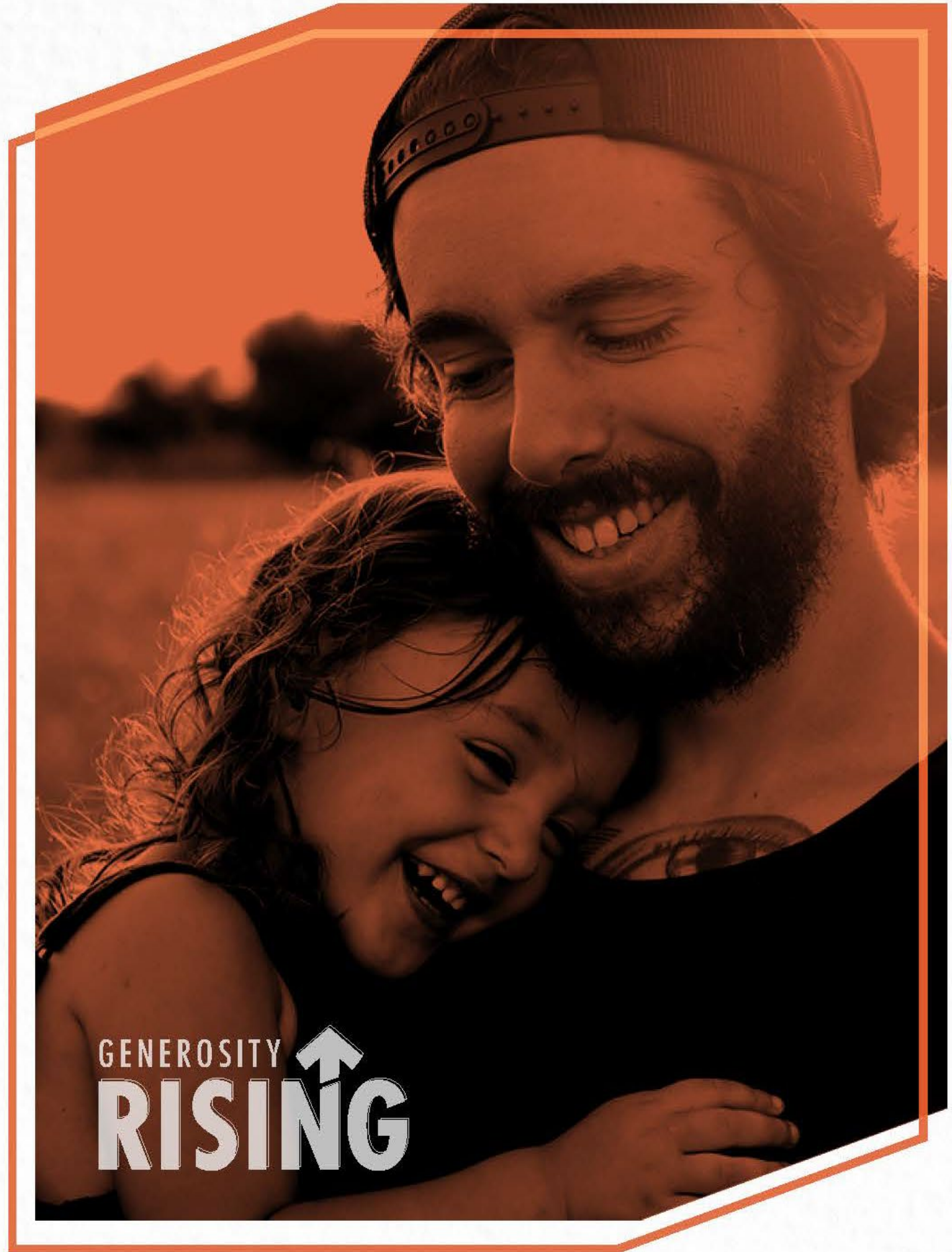
- **Focus on emotions, beliefs and aspirations that your supporters hold**
- **Share how they can give lift to these values in our community**
- **Suggest ways to give lift: donate, fundraise, volunteer or host**



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GENEROSITY 
RISING



GENEROSITY 
RISING

Communications Plan

- Starts with your story and resources
- Press releases and story pitches
- Community partnerships & business fundraisers
- Emails to nonprofits and donors
- Social media plan
- Hosting events
- Virtual productions or livestreams



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Marketing Plan

- **Digital ads, including display, search and video**
- **Print ads and articles from Media Sponsors**
- **Social media advertising**
- **Contests and prizes to increase engagement**
- **Printed mailers to new and existing donors**
- **Signs and banners (select locations)**



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Create Your Calendar

July
12

Craft your story and customize your Give More 24! profile page

Extend messaging with a story or blog series about your campaign

Share any event details or other ways supporters can engage online

Up the frequency of ads and social media posts for timely support

Sept.
22

Announce your participation and the date on your desired channels

Update any social profiles with our Give More 24! branded graphics

Distribute printed appeals or flyers promoting your plans and profile

Execute full-day strategy aimed at engaging your supporters



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“The best plans are tailored to the needs, skills and capacity of the people doing the dang work.”

~ Maury Harris



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Closing + Q&A

Share your questions through chat!



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\$3.5 Million...
and rising!

#GenerosityRising