Creating Your Social Media Marketing Plan for #WyoGives

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Complete your WyoGives Profile

**Your Preparation Checklist**

### Get Set Up

- **Add Your Organization's Info**
  - Let people know who you are.

- **Add Your Story**
  - Tell potential donors why they should contribute.

- **Get Verified to Collect Donations**
  - Set up your banking information to receive secure online donations.

- **Add Donation Levels**
  - Show your donors the impact their donation makes.

- **Add a 'Thank You' Message**
  - Personalize your auto-responder for donors ahead of time.

- **Add Fundraisers**
  - Recruit peer-to-peer fundraisers to expand your network of donors.

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**Share Your Page**

https://dog-staging.giveGab.com/organizations/logan-s-pups-

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<table>
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<tr>
<th>Time to launch</th>
<th>85 days</th>
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[View Your Page]
Why is social media so important?

- Cost-effective
- Target your audience
- Spreads the word
What platforms should you use?
How to effectively begin building your pages/content to prepare for WyoGives:

• Create page and accounts (if you don’t currently have them)
• Research your pages’ effectiveness through data and insights
• Begin a schedule of meaningful content
• “Like” and follow other pages/groups
• Engage with followers and invite others to join
Ready, set, grow!
<table>
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<tr>
<th>Task</th>
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<tbody>
<tr>
<td>Send an email to your list</td>
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<tr>
<td>As your board/ambassadors/staff to start sharing NOW</td>
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<td>Post at least 1-2 times a week</td>
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<td>Pay for a “like” campaign</td>
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<td>Include a reminder in all print materials</td>
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What to post???
What to post:

• Photos
• Videos
• Stories
• News, links, etc.
Beat the Algorithm!
SETTING UP AN AD ACCOUNT
ADS MANAGER OR BOOSTED CONTENT?
CREATE A BUDGET
PAY ATTENTION TO AUDIENCE
How to begin creating engagement and effective content for your organization through WyoGives:

• Announce your organization’s participation in WyoGives
• Connect with WyoGives Facebook page and share their posts
• Use the hashtag #WyoGives
• Use custom graphics, videos, and tell personal stories
Soft Launch
Social Media Marketing leading up to WyoGives:

• Continue to share WyoGives posts
• Continue to use the hashtag #WyoGives
• Continue Use custom graphics, videos, and tell personal stories
• Share your WyoGives profile page
• Share content from WyoGives marketing efforts (PSAs, articles, etc) and other nonprofits
• Engage board members and volunteers to share content
WYOGIVES

July

Heavy Marketing
July 1 to 14

July 1
• Two weeks away message

July 1 - 7
• Announce partnerships/supporters (matching challenges, P2P fundraisers)
• Share WyoGives posts

July 8
• 1 week away message

July 9 - 13
• Continue to make any new announcements
• Share WyoGives posts

July 14
• Tomorrow message
• Today message
• Thank you message, updates, photos, progress etc.
  • 3 hours in, 6 hours in, 6 hours to go, 3 hours to go
  • 1 hour to go, post a “final hour” message
  • Post a “Thank You” final message with totals
Thank, thank, repeat
24-hour rule

Thank again

Report back
Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote WyoGives and reach your goals!
  - Customizable Templates
  - Communication Timelines
  - WyoGives Graphics
  - Helpful resources for your board members, volunteers, and fundraisers

- Even more training videos for Matches/Challenges and WyoGives strategy

https://www.wyogives.org/info/nonprofit-toolkit
WYO GIVES
Live Here. Give Here.
July 15, 2020