

dp donorperfect

COMMUNITY CONFERENCE **SPARK**





Julia Campbell Presents



How to successfully launch a digital fundraising campaign for your nonprofit





Hello, my name is Julia Campbell

Mom of 2

Author, *Storytelling in the Digital Age: A Guide for Nonprofits and How to Build and Mobilize a Social Media Community for Your Nonprofit in 90 Days*

Host, Nonprofit Nation podcast
Creator, Social Media for Social Good Academy
Former Development and Marketing Director at small shops

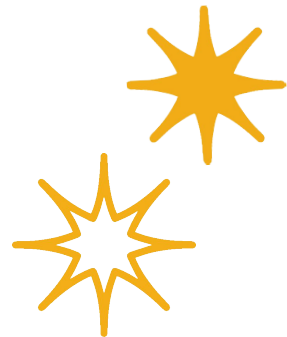
CONNECT WITH ME:



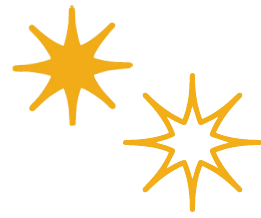
WWW.JCSOCIALMARKETING.COM



<https://www.linkedin.com/in/juliacampbell/>







A step-by-step blueprint to build, launch, and promote a digital fundraising campaign;



How to use a wide variety of channels (website, email, social media);



How to evaluate success and measure results.

WHAT WE WILL COVER TODAY:

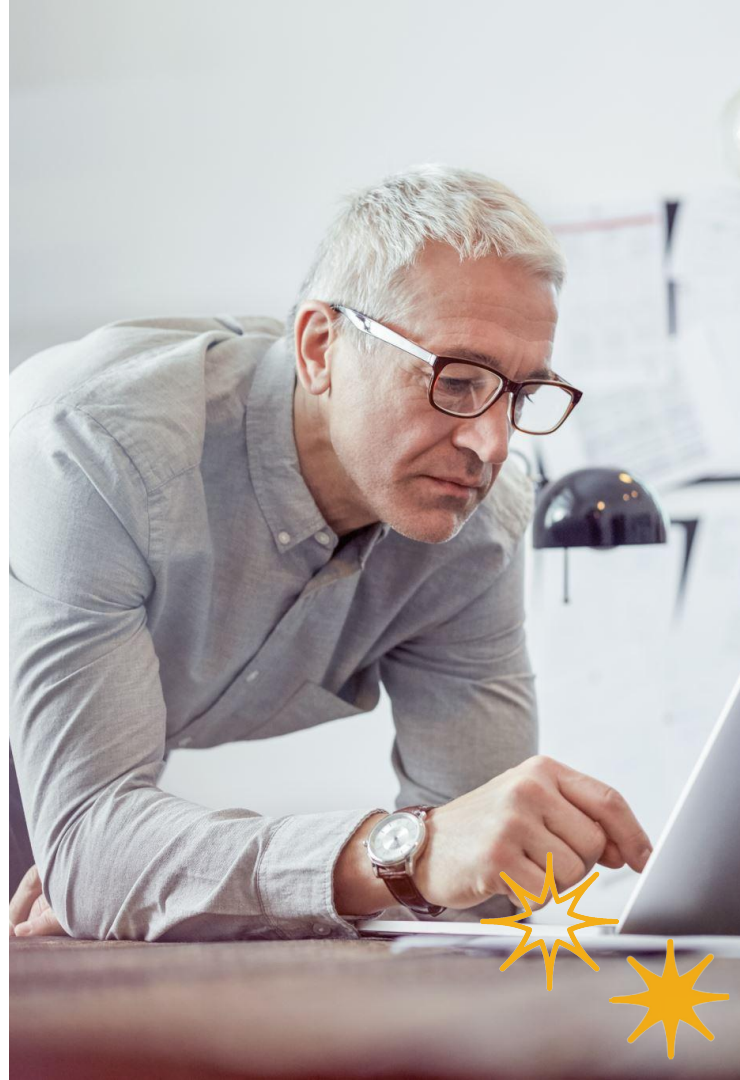


WHAT WE KNOW ABOUT DONORS RIGHT NOW

- The top three preferred methods of giving are:
- Online (80.5%)
- Bank/wire transfer (18.6%)
- Direct mail/post (14.4%)
- Source: [The Global Trends in Giving Report](#)

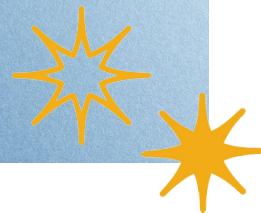
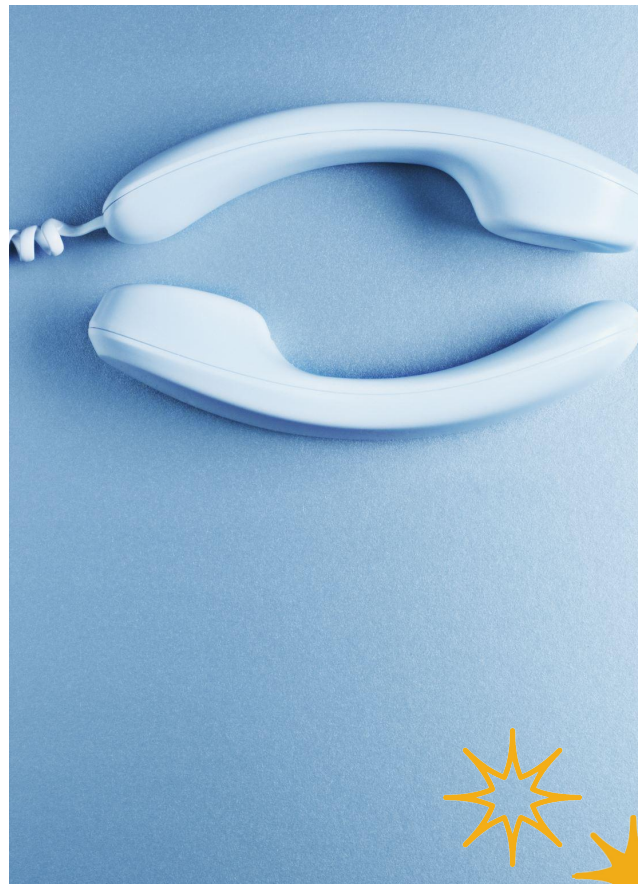
WILL MY DONORS GIVE ONLINE?

- Yes, but they may need your guidance.
- Never assume that older generations don't participate online!
- "Baby Boomers (born 1946-1964): They make up 34 percent of the nation's annual donor base, but they contribute 43 percent of all gifts made by individuals. While they still engage with nonprofits through direct mail, their online giving and social media use continues to spike."



WHERE DOES DIGITAL FUNDRAISING FIT IN TO MY OVERALL FUNDRAISING PLAN?

- It does NOT replace direct mail, phone calls, or any other “offline” and traditional donor touches that are working for you and that your donors want/need.
- It’s not groundbreaking (but it is pretty magical).
- There is no perfect, one-size-fits-all secret, or silver bullet.
- SMALL NONPROFITS CAN DO THIS.
- Digital fundraising works best when incorporated with offline strategies and baked into year-long fundraising plans.



WHAT DO SUCCESSFUL ONLINE FUNDRAISING CAMPAIGNS HAVE IN COMMON?



They have specific, achievable goals.



There is a sense of urgency to participate – e.g. a matching gift, a deadline.



There is trust built up BEFORE the campaign launches.



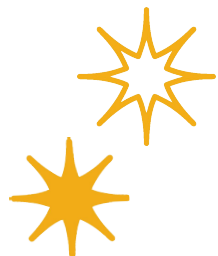
There is infrastructure in place to house and promote the campaign.



Giving is frictionless and super easy to do (a great donor experience).

**USE THE PLANNING
WORKBOOK,
CHECKLIST, AND
CALENDAR.**

**Text the word
WORKBOOK to
33777**



IMPORTANT REMINDERS!



Don't ever do anything that you don't enjoy other nonprofits doing.



You are the expert on your nonprofit.



Always check in with your intuition.

5 PHASES OF A DIGITAL FUNDRAISING CAMPAIGN



1) Build



2) Launch



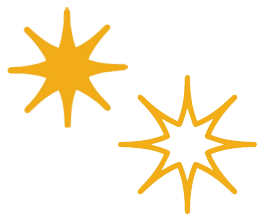
3) Promote



4) Follow up and thank



5) Measure, analyze, improve



STEP 1: BUILD THE CAMPAIGN.

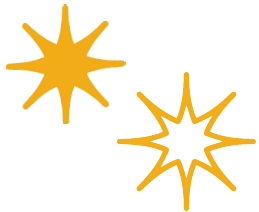




© marketoonist.com



SET SMART GOALS.





EXAMPLES OF SMART GOALS:

- To raise a total amount of \$5,000 in 24 hours.
- To increase social media engagement by 30%.
- To gain 100 new donors.
- To increase your average online donation by 10%.
- To get 500 social media mentions.
- To increase participation in an advocacy campaign by 25%.



 **PENCILS OF
PROMISE**

2010

Season of Promise

Give opportunity this
holiday season by helping
us build 25 schools around
the world.



#GIVING TUESDAY™ BEST EVER

700 BIKES
600 BIKES
500 BIKES
GOAL
400 BIKES
300 BIKES
200 BIKES
100 BIKES

 **CYCLE RELIEF®**

CHOOSE A THEME.



“There’s no such thing
as an average day
with Parkinson’s.
On 11 April, let’s show
the world we’re united.”



- What’s interesting and unique about your approach?
- What can you do that no one else can do?
- Why do your donors love you?
- What are you hoping to achieve with this campaign – what’s your vision?

AMIRAH INC. HOPE 2020 CAMPAIGN

- On October 1st, 2020, Amirah Inc. hosted a full-day, virtual event to raise money for their new home opening in Connecticut.
- They featured 6 stories online that illustrate “the healing journey from exploitation to liberation.”
- Their goal (which they exceeded) was to raise \$100,000 to provide a second refuge where survivors of sexual exploitation can experience Whole Person Care and find lasting hope.
- <https://www.amirahinc.org/hope-2020>

HOPE 2020

1 DAY • 6 STORIES
EXTRAORDINARY IMPACT

7

DAYS AWAY

US ONLINE

"Our desire is that every woman that walks through the door of Amirah leaves at whatever point she chooses, but leaves with the valuable gift of **knowing she is loved.**"

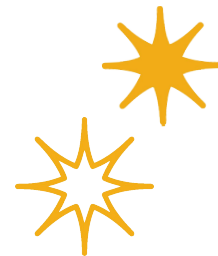
Heather Thornburg,
Chief Program Officer



This place gives me hope for the first time in my life. I'm allowed the space to hope for a better future. I have a future.

- SURVIVOR AT AMIRAH





Who is this campaign for?



What do they care about?



What will get them excited?



Why do they support you already?

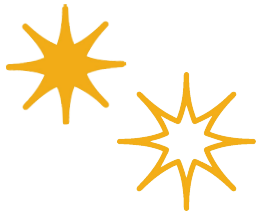


Why are they passionate about your cause/issue?

TIPS ON CHOOSING A THEME:

PLACES TO LOOK FOR CAMPAIGN IDEAS

- Promotional calendar ideas: <https://crestline.com/c/calendar-of-events>
- Pinterest:
<https://www.pinterest.com/juliagulia77/nonprofit-online-campaigns-that-worked/>
- Instagram & Twitter: Look up the hashtag #fundraising, #nonprofits, #giving



INDIEGOGO.



DETERMINE THE LENGTH OF THE CAMPAIGN.



SET UP THE CAMPAIGN HUB.

- Where will the campaign information and donation form be housed?
- You can house it on your website on a specific page dedicated to the campaign.
- Pro tip: Create a trackable link through bit.ly for sharing on social media to make sure that you can measure where the traffic to your campaign hub is coming from and how many people are visiting the page.

A screenshot of a donation form for 'paws + claws'. The form has a purple header with the text 'Provide medical care to an animal in need' and a photo of a dog in a cone. Below the header, it says 'Please select your donation amount below*' and shows five buttons: '\$25', '\$50', '\$100' (selected), '\$500', and '\$ Other'. There is a checkbox for 'I'd like to dedicate this gift'. Under 'Select your payment method', there are three options: 'Credit Card' (with Visa, Mastercard, and American Express logos), 'PayPal' (with the PayPal logo), and 'Venmo' (with the Venmo logo). At the bottom, there are two input fields for 'First Name*' and 'Last Name*'. The entire form is set against a dark blue background.

GIVING
TUESDAY

“THIS IS THE FIRST TIME IN MY LIFE
THAT I HAVE FELT *worthy*. I FEEL *seen*.
MY NEEDS ARE *met*. I CAN LIVE AND
BREATHE AND I FEEL *free*.”

AMIRAH PARTICIPANT

**WRITE YOUR CAMPAIGN
PITCH.**



- Put the most important information first.
- Tell a compelling story, and keep it short.
- Explain exactly why you are raising money and why NOW.
- Build trust with a specific breakdown of exactly what the money will go towards.

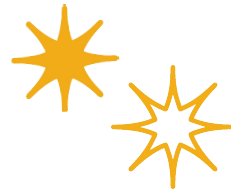
IT MUST ANSWER THESE QUESTIONS:

- Why this?
- What problem does it solve?
- Why now?



WRITE YOUR CAMPAIGN PITCH.

- Spelling and grammar are important, so be sure to proofread.
- Break long text into sections with headings.
- You'll use this to inform your campaign video, website content, email language, and social media posts.



AVERAGE FUNDS RAISED

6K
5K
4K
3K
2K
1K
0



Teams raise over
**THREE TIMES
MORE FUNDS**
than campaigns
run by an individual

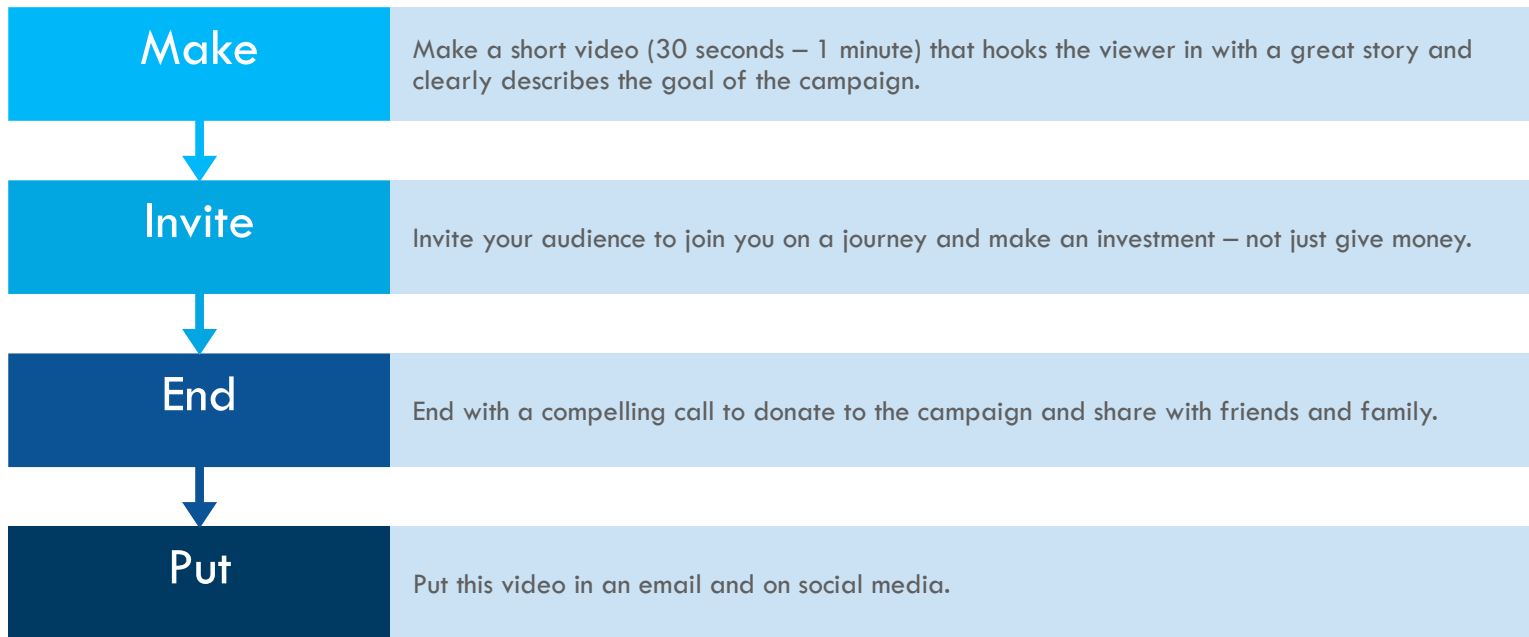


Campaigns with a pitch video raise
FOUR TIMES MORE FUNDS
than campaigns without a pitch video.

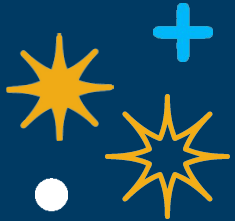
INDIEGOGO.



CREATE A SHORT CAMPAIGN VIDEO.



Click here to watch the video:
<https://www.facebook.com/AmirahInc/videos/308919295356799>



The Night Ministry invites you to...



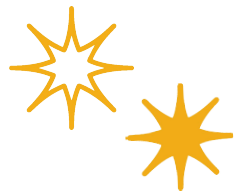
Give, Serve, Advocate!

GIVING TUESDAY



Click here to
watch the video:

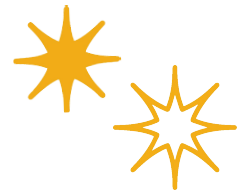
<https://vimeo.com/482834110>



Make a Gift Now!

MARKETING.COM





Animoto - Instantly transform your photos and video clips into stylized videos. <https://animoto.com/projects>



Lumen5 - Transform articles and text into videos in minutes. They created this video from a blog post that I wrote: <https://lumen5.com/v/t3cb/>

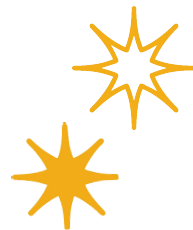


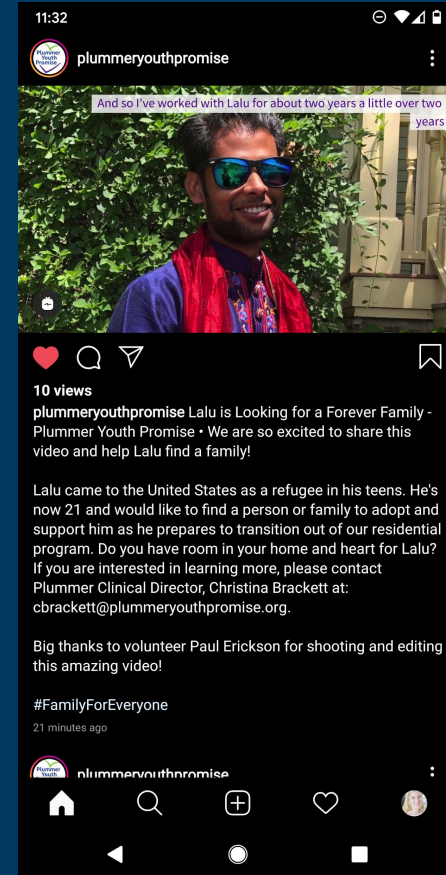
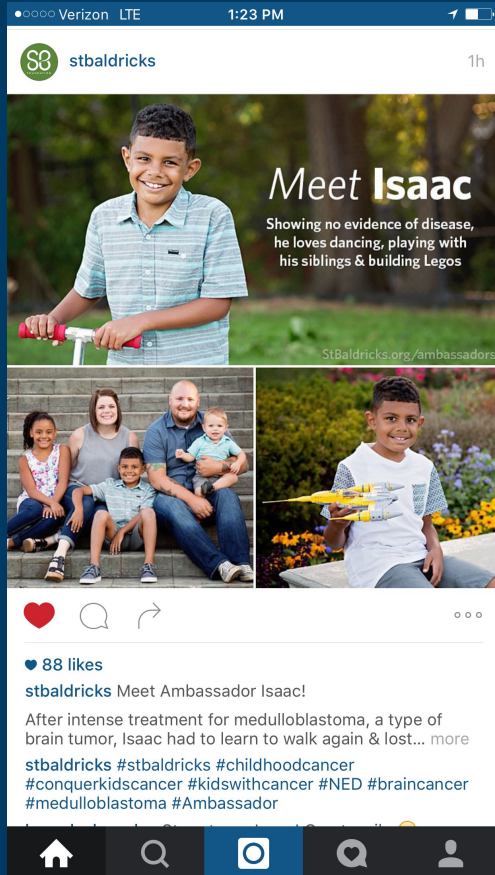
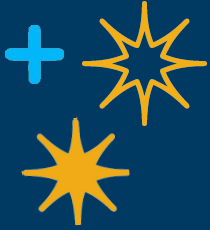
Canva for Nonprofits – Create videos and GIFs in Canva!

DIY VIDEO TOOLS FOR NONPROFITS

COLLECT A VARIETY OF STORIES.

- List some story ideas that you could collect or create for your campaign.
- Remember that a story of lives being changed is the most compelling type of story for a fundraising ask.
- How will this story catch my attention? What's the hook?
- How will it explain the purpose of the campaign?
- How will it elicit an emotion?
- How will it inspire sharing with others?
- How will we transfer this story to video?







bgcboston and
bgcb_jordanclub
Jordan Boys & Girls Club

• Following ...



bgcboston Edited • 1d

"As a young teenage boy, I often didn't prioritize what I should have been prioritizing, and my position as a Teen Associate didn't feel so important to me at the time. I remember skipping work one day without calling or informing anyone, not even a message! After much regret I was hesitant about going back to the Boys & Girls Club, even as a member, because I was embarrassed of my actions.

"Sam, who was our social worker at the time, approached me and asked me what was going on. I was honest and told him I didn't even know why I had skipped work. He talked to me about the importance of showing up to something I had committed to and told



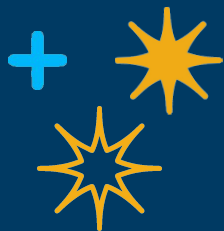
127 likes

1 DAY AGO



Add a comment...





Start with Hi

December 24, 2015 at 1:58pm · 🌐

"We both love to watch sports, travel to visit friends and family and attend self advocacy conferences." - Angel and Aaron

"Sharing Love and Life Together" is another great story we're proud to share from our latest Celebrate Diverse Abilities newsletter.

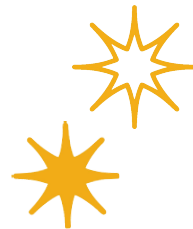


Sharing love and life together | Community Living British Columbia

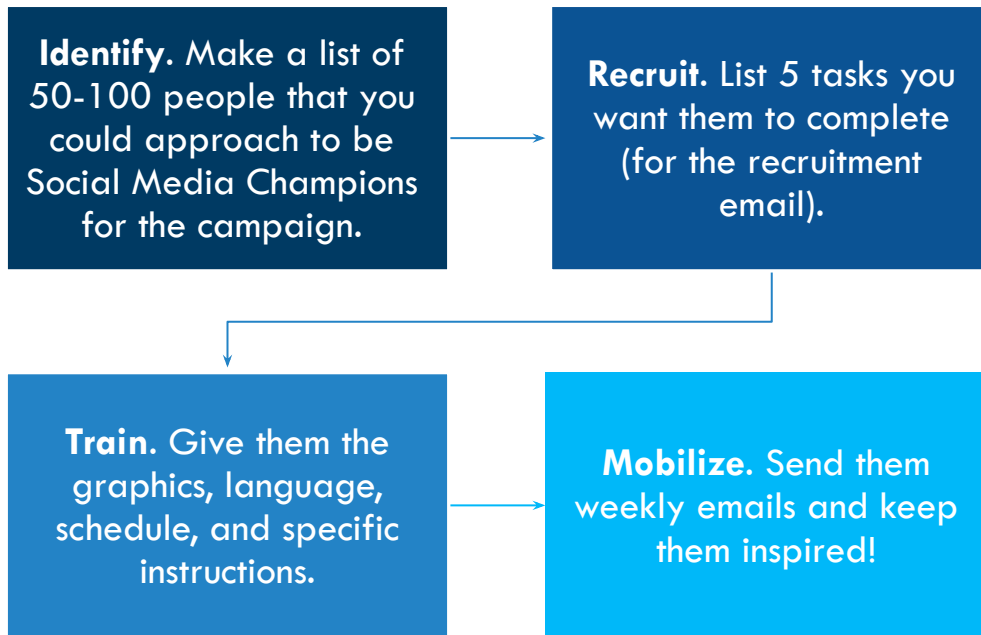
We are Aaron and Angel from Penticton, B.C. We have been dating for three years and on June 27, 2015, we moved into our own apartment together.

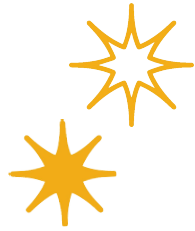
COMMUNITYLIVINGBC.CA





RECRUIT SOCIAL MEDIA AMBASSADORS.





RECRUIT WITH INTENTION.

Dear NAME,

I hope you are well - however that looks for you during this pandemic. Thank you so much for your continued support as a monthly Hope Partner. We are so grateful. I'm reaching out to ask for your help as an Amirah advocate.

This year has been quite a change for all of us. When the pandemic hit, our annual fundraiser gala, Voices of Hope, was just a few weeks away. We quickly pushed our date to the fall.

However, as much as we had hoped we would be in person for this event, we have had to pivot like all NGOs out there and try out something new.

On Thursday, October 1st, we will be doing an all-day virtual fundraiser called Hope Day 2020. We will be sharing 6 stories throughout that day that go from exploitation to liberation.

We have heard from other NGOs who have already hosted all-day online fundraisers that the best way to do this is to make sure that there are committed people in your community that will help to generate interest in the days prior to it happening as well as be a part of those who are liking and sharing the content that is being published on that day.

I'm reaching out to ask if you would consider being a Hope Day Influencer for us?

Attached is what it means to be an Influencer. If you could let me know before the end of August, I would greatly appreciate it!



**TRAIN BY GIVING THEM THE
TOOLS TO SUCCEED.**

Weekly emails with
graphics and instructions.

WWW.JCSOCIALMARKETING.COM



| | | | | | |
|--------------------------|---------------------------------|----------------------------------|--------------|---|--------|
| <input type="checkbox"/> | <input type="star"/> | <input type="share"/> | Amirah Inc. | HOPE 2020 Influencers // Thank you! - . HOPE 2020 was the final step in our campaign to open the doors of our second safe home. Together we can give unprecedented | Oct 2 |
| <input type="checkbox"/> | <input type="star"/> | <input type="share"/> | Amirah Inc. | HOPE 2020 Influencers // Your last reminder post! - ! HOPE 2020 is the final step in our campaign to open the doors of our second safe home. Together we can give unprecedented | Sep 30 |
| <input type="checkbox"/> | <input type="star"/> | <input type="share"/> | Amirah Inc. | HOPE 2020 Influencers // Your last reminder post - tomorrow! - ! HOPE 2020 is the final step in our campaign to open the doors of our second safe home. Together we can give unpre... | Sep 29 |
| <input type="checkbox"/> | <input type="star"/> | <input type="share"/> | Amirah Inc. | HOPE 2020 Influencers (7 Days) // Post today! - Post! HOPE 2020 is the final step in our campaign to open the doors of our second safe home. Together we can give unprecedented | Sep 24 |
| <input type="checkbox"/> | <input type="star"/> | <input type="share"/> | Amirah Inc. | HOPE 2020 Influencers (7 Days out) // Don't forget to post! - Post! HOPE 2020 is the final step in our campaign to open the doors of our second safe home. Together we can give unpr... | Sep 23 |
| <input type="checkbox"/> | <input type="star"/> | <input type="share"/> | Amirah Inc. | HOPE 2020 Influencers // 10 Day post, today! - Post! HOPE 2020 is the final step in our campaign to open the doors of our second safe home. Together we can give unprecedented | Sep 21 |
| <input type="checkbox"/> | <input checked="" type="star"/> | <input checked="" type="share"/> | Amirah, me 2 | HOPE 2020 // Influencer Campaign - us BRING HOPE! THANK YOU FOR BEING AN INFLUENCER! HOPE 2020 is the final step in our campaign to open the doors of our second | Sep 14 |
| <input type="checkbox"/> | <input type="star"/> | <input type="share"/> | Amirah Inc. | HOPE 2020 Influencers // Countdown Graphics - AWAY! HOPE 2020 is the final step in our campaign to open the doors of our second safe home. Together we can give unprecedented | Sep 14 |



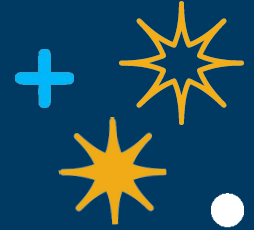
ADDITIONAL DIGITAL FUNDRAISING TOOLS IN YOUR TOOLBELT

WWW.JCSOCIALMARKETING.COM

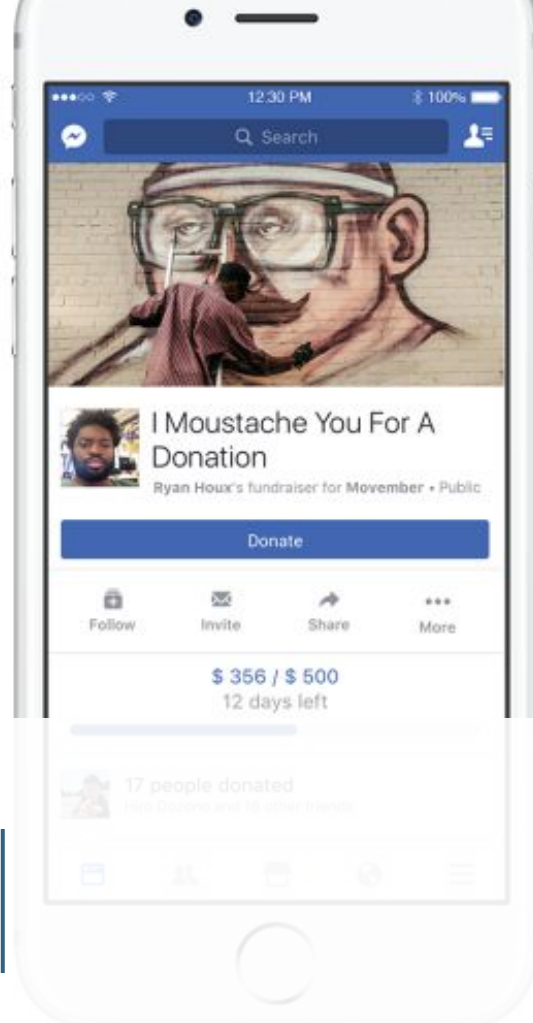
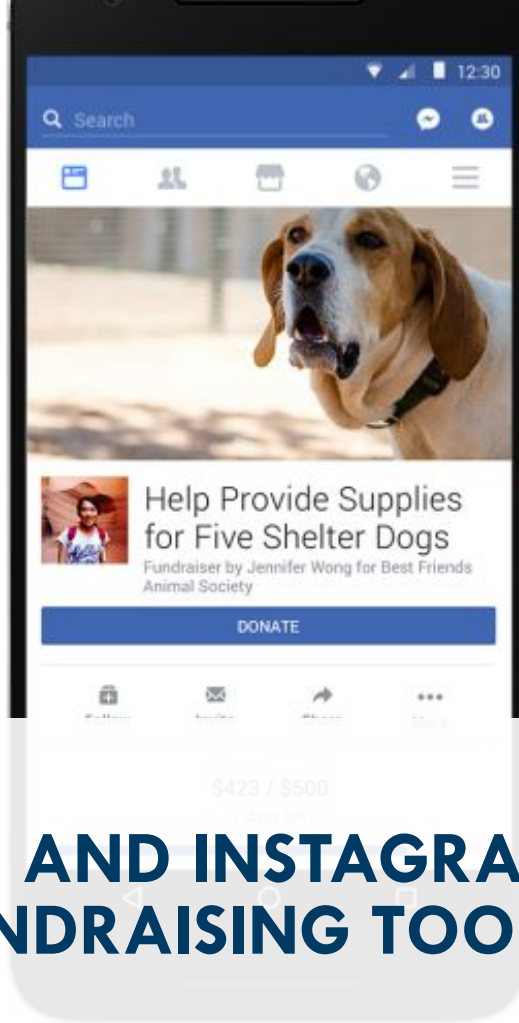




**THESE TOOLS CAN HELP
YOU RAISE MORE, BUT
DON'T RELY ON THEM**



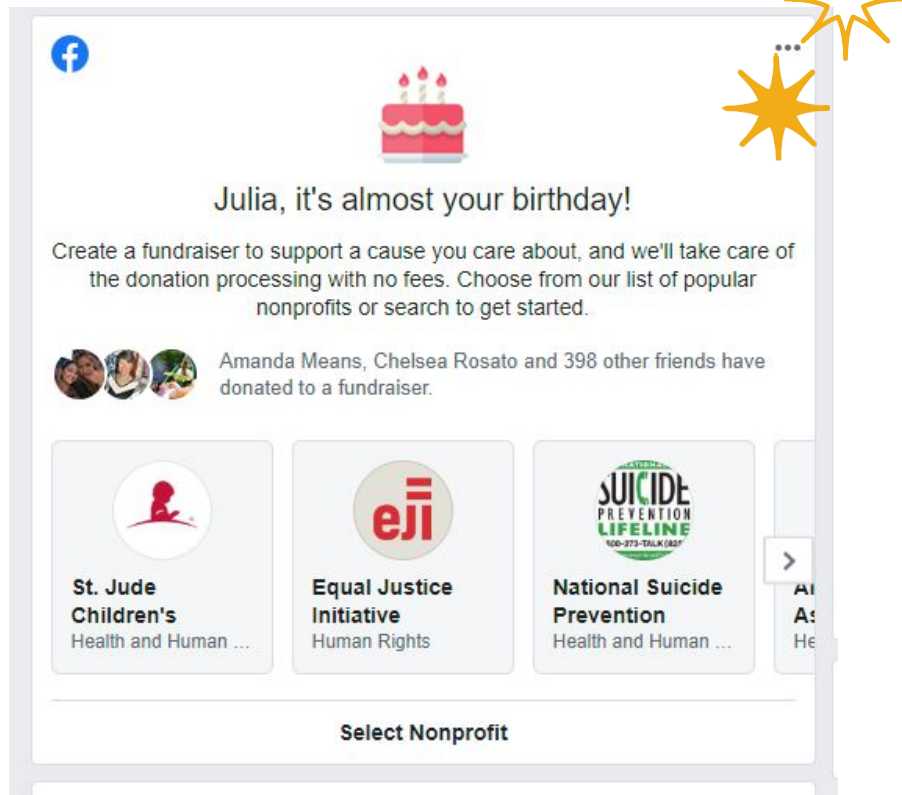
- Facebook and Instagram fundraising
- YouTube fundraising
- Text-to-give
- Mobile payments (Venmo, Cash App, Google and Apple Pay)



FACEBOOK AND INSTAGRAM FUNDRAISING TOOLS

FACEBOOK & INSTAGRAM

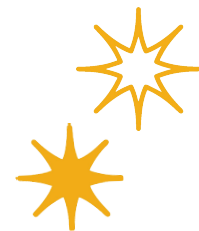
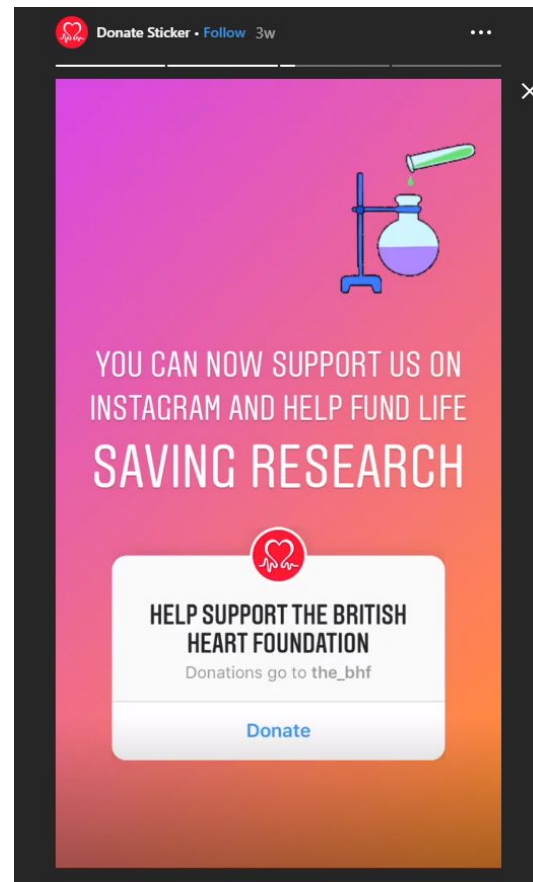
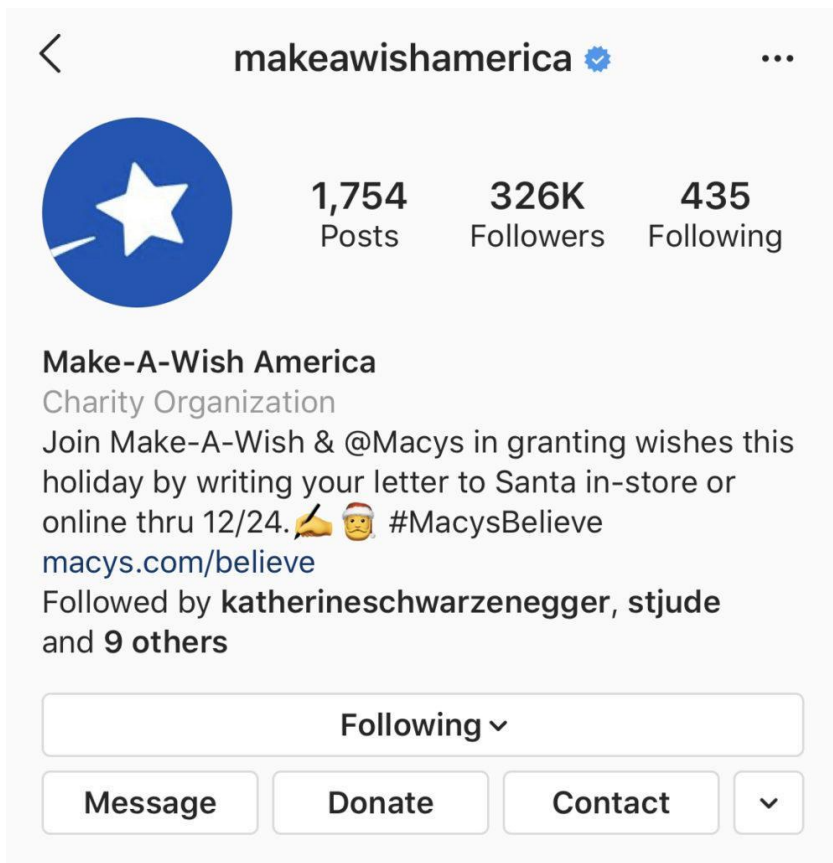
- Go to <https://www.facebook.com/donate/signup>
- Applications take 2-3 weeks to be reviewed.
- You need to be an admin of the organization's Page to see eligible Pages and sign up for charitable giving tools. The Page also needs to be categorized as a charitable organization or nonprofit to be able to sign up.
- FAQs: <https://www.facebook.com/help/1640008462980459>

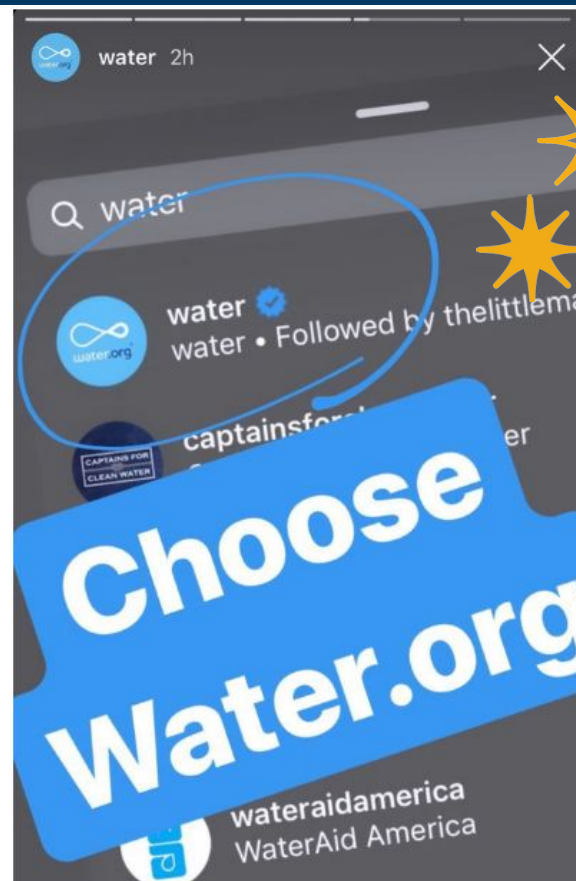


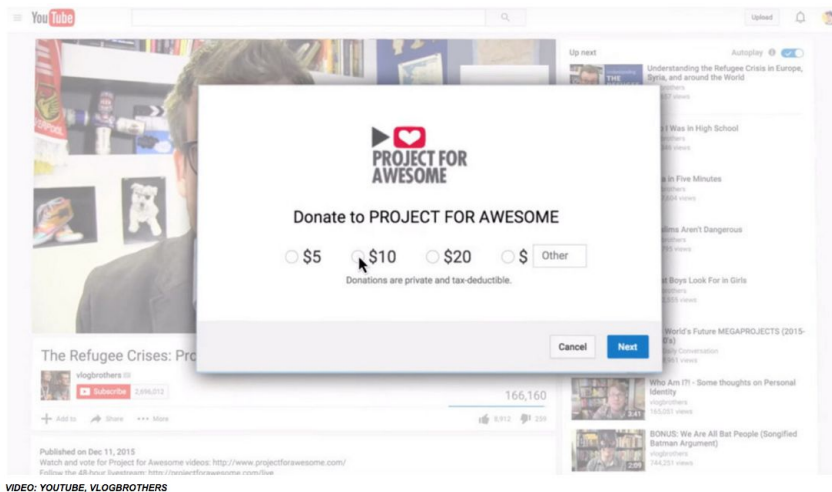
HOW TO USE INSTAGRAM TO PROMOTE THE CAMPAIGN

- Entice people to participate by updating your link in your Instagram bio.
- Create graphics specifically for Instagram.
- Sign up for text-to-give tools to make it easier for people to donate on their phones without leaving Instagram.
- Promote your campaign in your Instagram Stories.
- Add the Donation Sticker to your Instagram Stories and encourage others to do so.





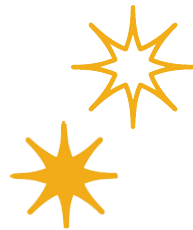




"Call to Action"
overlay

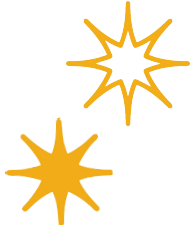


YOUTUBE FUNDRAISING TOOLS



YOUTUBE FUNDRAISING TOOLS

- Register for a free account with Google for Nonprofits.
- All organizations must be verified as a nonprofit organization by TechSoup or the local TechSoup partner.
- Most requests will be reviewed in 2-14 business days.
- Your organization needs to have an existing YouTube channel to activate the YouTube Nonprofit program.
- If your organization doesn't have a YouTube channel, you can create one.



**Help us help dogs like
Ricky Bobby and all animals
this holiday season.**



**Text LOVE to 2022
to donate \$10***

THE HUMANE SOCIETY
OF THE UNITED STATES

*A one-time donation of \$10.00 will be added to your wireless bill.
Standard message & data rates apply.

humanesociety [Follow](#)

835 likes 150w

humanesociety Have you met the adorable Ricky Bobby? He has WHEELS. Help animals like him this holiday season by donating \$10! #rbgoesfast #love

hotshot23 So cute I love dogs.

abglblair @pandarie115

gabycrtz @elzcortez

cherrygreen__ @autumnebottom aww his name is Ricky Bobby! LOL

autumnebottom @cassandrag143 Ricky bobby is my #MCM shooo cayuuute

ccuenca11 @athena923 give them all your money

kristawltr That is so sad but so amazing at the same time. #strongwill. Ricky is so cute and lucky. Keep his spirits up!

finksta_951 @cupcakes913 Awe 🥰

terdfergus0n @puppyrazzi77

♡ Add a comment... ○○○

TEXT-TO-GIVE FUNDRAISING TOOLS



Macmillan Cancer Support

Page Liked · June 14, 2014 ·

This is our very own team member Victoria with her #thatsmydad moment. Hundreds of you have celebrated and shared your dads with us, as well as making sure no dad faces cancer alone this father's day. A huge thank you to everyone who's been part of the #thatsmydad campaign so far.

If you'd like to join in simply share a photo of your dad and three words to describe him with #thatsmydad and text DAD to 70550 to give £3 to help all dads facing cancer.



Like



Comment



Share



You and 1K others

Top Comments

100 shares

35 comments



Samantha J Perry-Byrne This is my Lovely Daddy who was diagnosed with leukemia just 5 weeks ago with his 2 grandchildren! He has been in hospital now for over a month and we can't wait till he is well enough to come home again. Text 70550 to give £3 this Father's Day! Xx



Like · Reply · 13 · June 14, 2014 at 5:44am

2 Replies



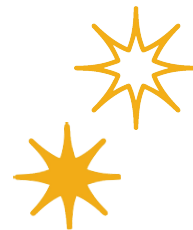
Hayley Baxter My brilliant wonderful kind clever caring dad! The best! I will love you forever & think about you every day. You will never be forgotten. I lost my lovely dad last October to cancer, please help every dad you can this fathers day & donate



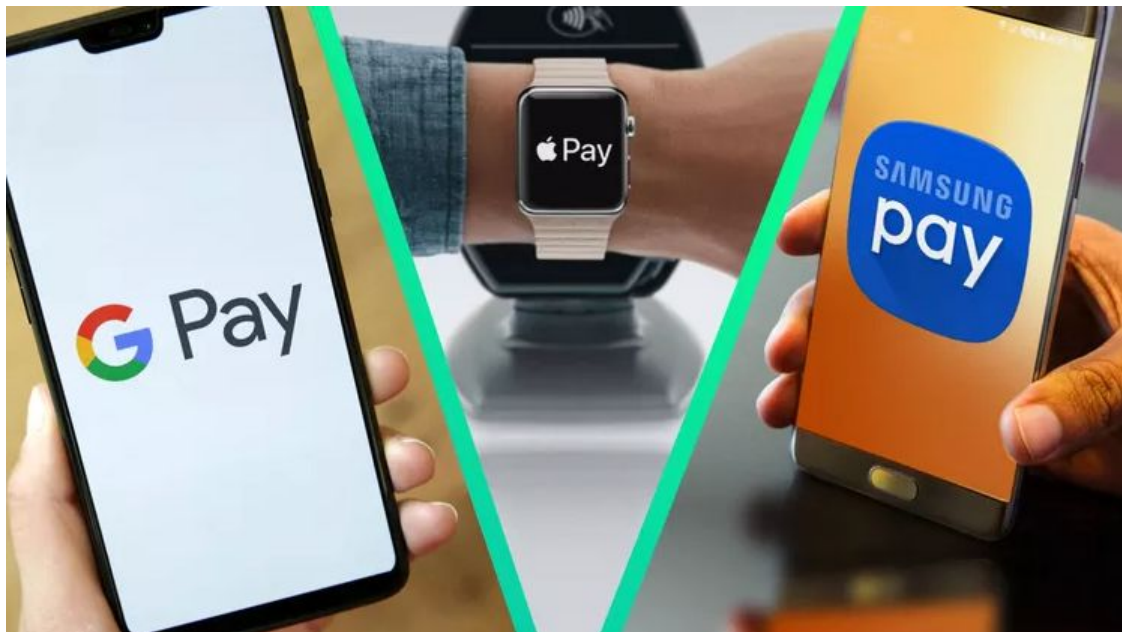
3.COM

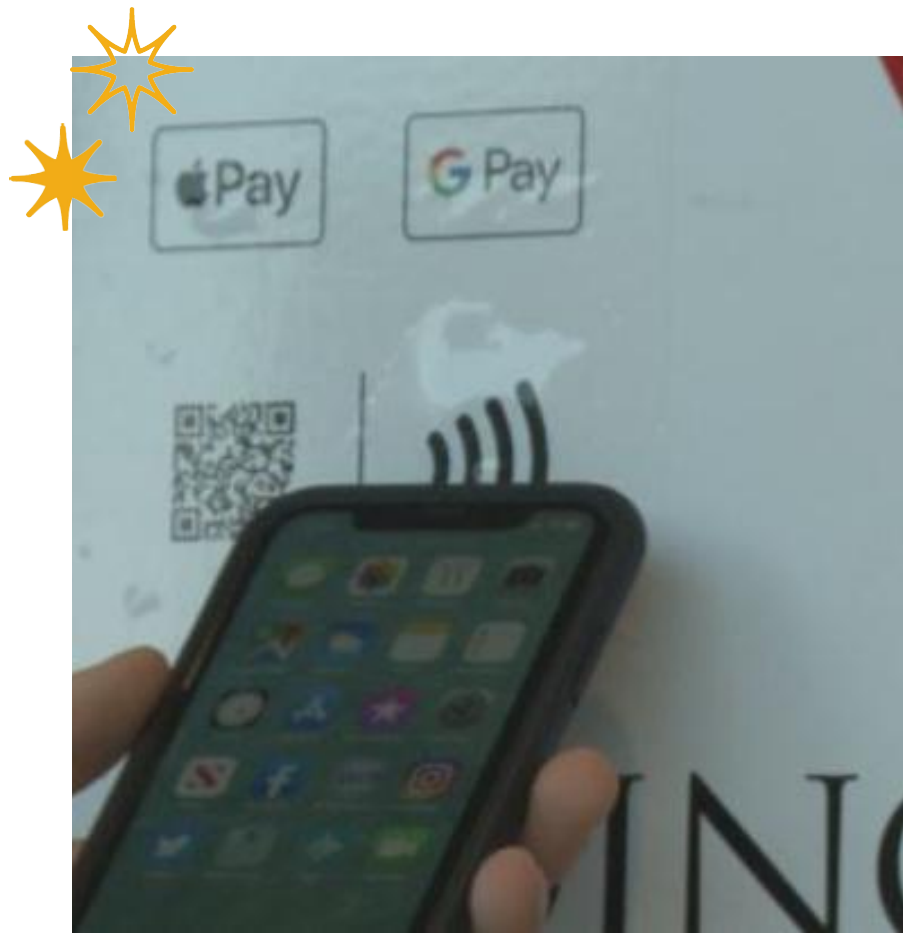
TEXT-TO-GIVE FUNDRAISING TOOLS

- Text-to-give tools:
- DP Text
- Mobilecause.com
- Mobilegiving.org
- Sumotext.com
- Givebycell.com
- Text.gives
- Mobile Fundraising – The Basics:
<https://www.atpay.com/mobile-fundraising-basics/>



MOBILE APPS FUNDRAISING TOOLS

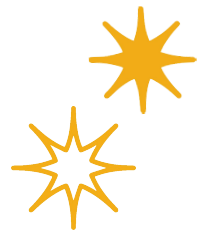






STEP 2: LAUNCH! |

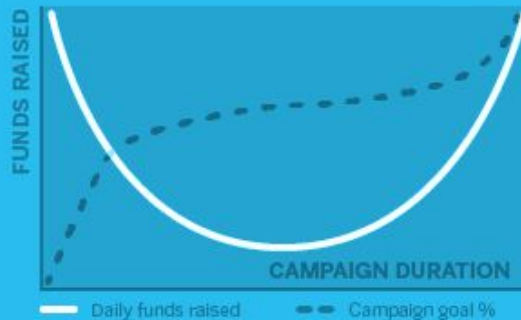
WWW.JCSOCIALMARKETING.COM



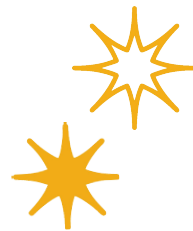
On average,
successful campaigns
post at least

4 campaign
updates

INDIEGOGO.



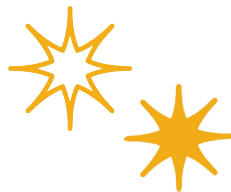
On average, campaigns raise **42% of funds** in the first and last three days of the campaign's duration. **Don't forget** to plan your mid-campaign strategy!



START STRONG, FINISH STRONG.

GO LIVE ON LAUNCH DAY.

- How will you use live video in your campaign launch?



The Humane Society of the United States was live.

April 13 at 4:27pm · 🌐

We are still live on the ground assisting with more animals at this large-scale, multi-species neglect situation in Habersham County, Georgia.

Your support makes these lifesaving rescue missions possible. Text LOVE to 20222 to donate \$10* or give on our website at www.humanesociety.org/rescue

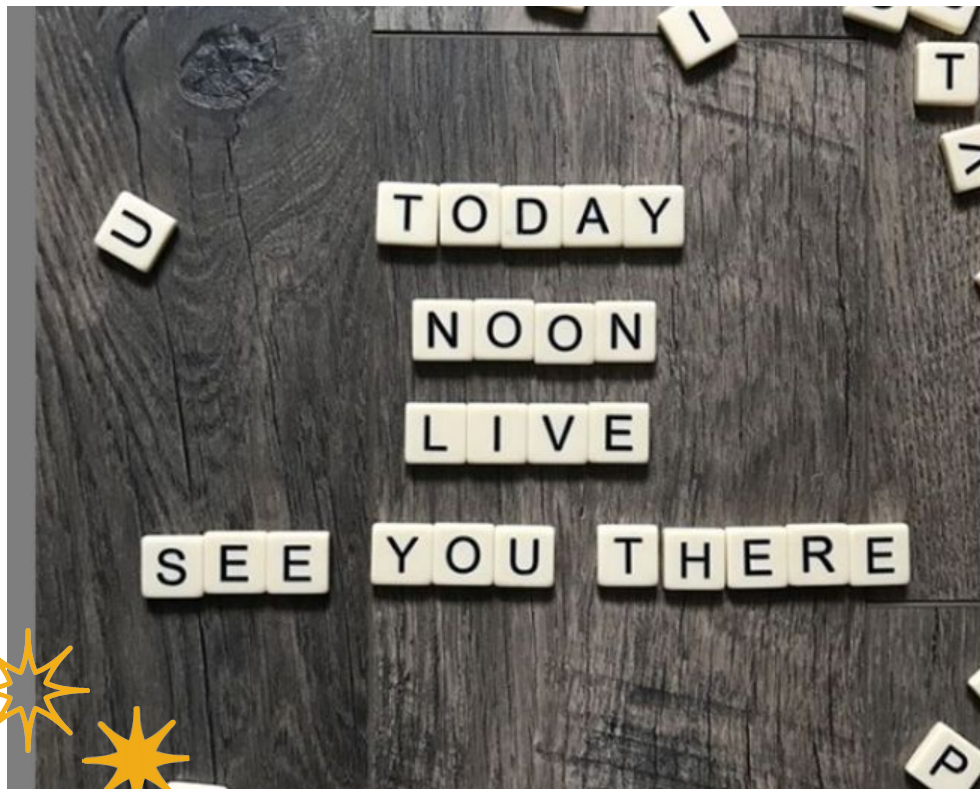


147K Views

TIPS FOR GOING LIVE

- Choose the platform.
- Choose the format – interview style, one person with their phone, screen share?
- Write down bullet points that you want to cover.
- Create buzz for the livestream to let people know when and where you will be going live.





amirahinc Join us LIVE at noon on your lunch break TODAY! We want to share our BIG NEWS with YOU!
#lunchtime #newstime
#canyoutellweareexcited

2h



jghyer Can't wait to hear this exciting news! 😊



2h Reply



doseofdonna Very exciting!!!! 🍌



1h Reply



12 likes

2 HOURS AGO

CAREFULLY CRAFT THE LAUNCH EMAIL.

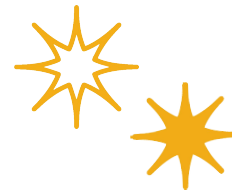
How will get people to open the email and act on the email?



**Got an internet connection and 5 minutes?
You've got the power to change lives.**

Did you tune into our Facebook Live event this morning? If you did, you know that our founder and CEO Jensine hinted at an exciting announcement just for you, our World Pulse members. Are you ready to hear it?

SOCIAL MEDIA CHECKLIST FOR LAUNCH DAY.



Change headers.



Change bios.



Add campaign video.



Get staff, board, social media ambassadors, volunteers on high alert to repost, share, retweet.



Have a plan to use all the channels at your disposal!



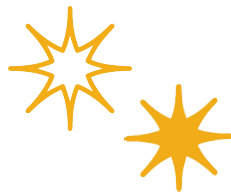
Create a Facebook frame: <https://developers.facebook.com/products/frame-studio/>

wbur

DAY IS **#GIVINGTUESDAY**

's turn #GivingTuesday into #GivingNewsday. Support a free & independent press.

GIVE NOW



wbur

50% match!

Your gift goes further when
you support WBUR and
independent journalism
today.

GIVE NOW

**GIVING
TUESDAY**



SUPPORT **amaze.org** THIS **#GIVINGTUESDAY**

| | | | |
|--|---|---|--|
| \$25 SUPPORT THE AMAZE YOUTH AMBASSADOR PROGRAM! | GIFT AMAZE-ING RESOURCES TO TEACHERS \$50 | \$100 GIFT AMAZE-ING RESOURCES TO HEALTHCARE PROVIDERS! | HELP CREATE AN AMAZE VIDEO! \$1000 |
|--|---|---|--|

Women leaders
will change the world

Be part of it bit.ly/womenleadDFID



STEP 3: PROMOTE

PROMOTE IT EVERYWHERE!!

- Email newsletter
- Social media bios
- Print/mail appeals
- Email signatures (staff, volunteers)
- Out of office messages
- Voicemail messages
- Fliers, postcards
- In-person and virtual events



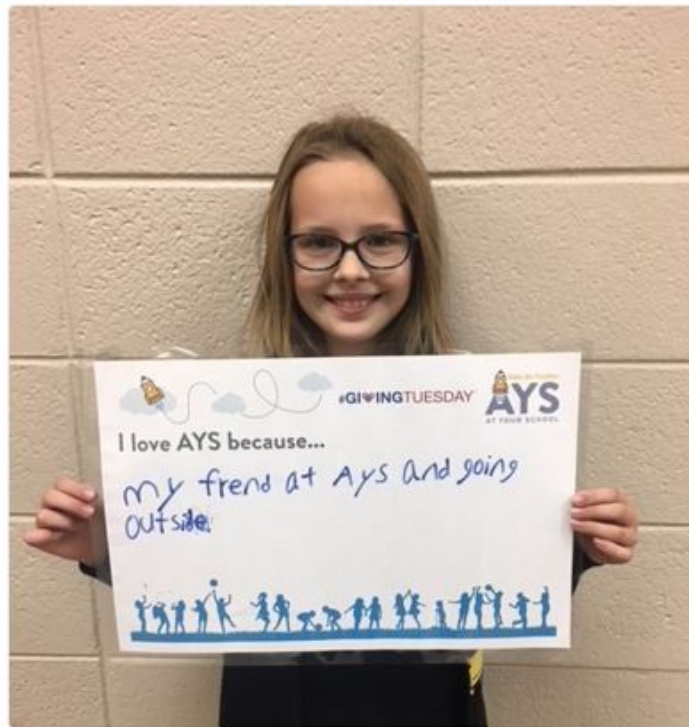
HOW TO USE X/TWITTER DURING THE CAMPAIGN.

- Use popular and trending hashtags to raise awareness for your campaign.
- Schedule tweets throughout the campaign using Hootsuite or Buffer.
- Always include your campaign link whenever you tweet about it.
- Ask for retweets to help spread the word.
- Make sure your Social Media Ambassadors also tweet to their followers about the campaign.



AYS, Inc. @AYSInc · Nov 28

Our kids love AYS for many reasons! By giving on [#GivingTuesday](#) you can help us make our programs even better! [buff.ly/2mMz4s4](#) [#afterschool](#)





Partners In Health
@PIH

Today at 10 a.m. ET, PIH's CEO @Sheila_DavisDNP will be taking over our Instagram for a Live [#GivingTuesday](#) event! Make sure you're following Partners In Health on Instagram to get notified when the event starts: [instagram.com/partnersinhealth...](https://instagram.com/partnersinhealth)



9:37 AM · Dec 1, 2020 · Sprout Social

7:42



Saints Foundation @SFC_Foun... · 14m

This [#GivingTuesday](#) , we're asking for donations to keep our Senior Saints project running. Staying connected has never been more important.

But don't just take our word for it. Here's Molly (90) talking to @KenzieBenali about what our support means to her.

[#StayConnected](#)



Support Senior Saints: Kenzie Benali catches up with Molly (90)
virginmoneygiving.com

1

3

5



USE FACEBOOK & INSTAGRAM DURING THE CAMPAIGN.

- Use both a personal and a campaign-specific profile to share campaign updates.
- Always include a link to your campaign or the Donate button.
- Ask people for feedback on the campaign and engage them with questions.
- People are more likely to “Like” and “Share” photos and videos, not just text.
- Use pictures and videos to show campaign sneak peeks and thank donors.



Peabody Essex Museum

Sponsored · 🌐

Happy **#GivingTuesday**! Julia Scherer-Hoock from our Development Team writes about her experience seeing PEM's inspiring mission in action in today's blog post.

If PEM has enriched your life or the lives of your loved ones, consider contributing to our vibrant programming at the link below! http://pem.org/support/annual_fund_giving_tuesday



#GivingTuesday | Connected | Peabody Essex Museum

connected.pem.org

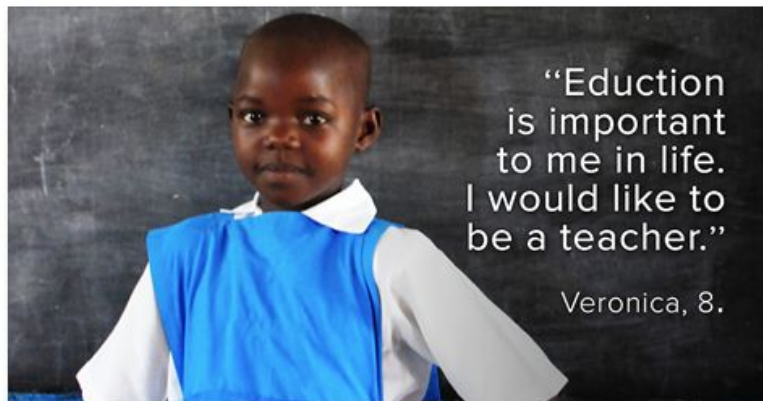


Worldreader

January 10 at 11:00am · 🌐

Veronica wants to be a teacher. Thanks to our supporter [Katie Linendoll](#), Veronica's school will be getting 50 new e-readers and hundreds of digital books. That means Veronica's dream just became a whole lot more of a reality.

To learn more about how you can sponsor a school with e-books visit:
<http://bit.ly/1JSRg3l>



Worldreader - Sponsor a School or Library in Africa

You pick a school to sponsor from a list of projects ready for funding, and we help you send the school 50 e-readers with 100 e-books each.

WORLDREADER.ORG



Rosie's Place

September 4 at 9:10am · 🌐

One in nine residents of eastern Massachusetts doesn't know where their next meal will come from. This year Rosie's Place served more than 100,000 nutritionally-balanced meals and enabled 1,900 women per month to take home 20 to 40 pounds of food from our pantry. You can help us during September, [#HungerActionMonth](#), by coordinating a food drive with your family, coworkers or organization. Find out how:
www.rosiesplace.org/drives. Together we can [#EndHungerHere!](#)



👍 Like

💬 Comment

➦ Share

📶 Buffer

📺 Hootlet



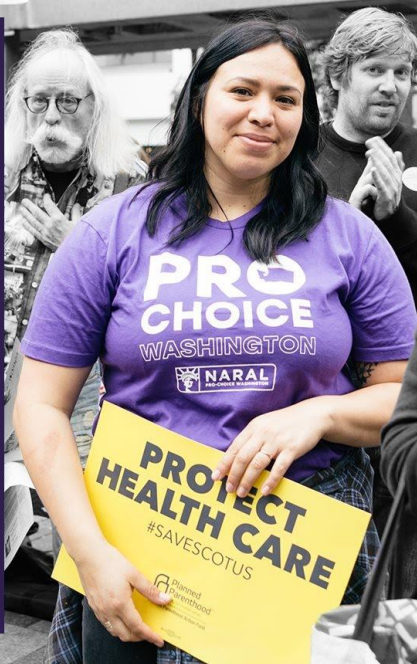
GIVINGTUESDAY

Radical Women
www.radicalwomen.org

“

Every time I tell the story a part of me heals. It was my second time sharing my story on a public forum. I felt that it was the right thing to do because I was in a supportive environment. ”

- Holly Rawlings



LOVE • SHARE • GIVE

Donate to support survivor-lead mentoring & provide a safe space for survivors with children to receive resources.



Help us reach our \$10,000 goal on
December 1st

GIVINGTUESDAY

WWW.JCSOCIALMARKETING.COM





The Greater Boston Food Bank

Sponsored · 🌐



Feed a family for the holidays. Your \$20 gift provides a complete holiday meal for a family of five.



No One Should go Hungry

Help provide food for hungry families across...

my.gbfb.org

Not affiliated with Facebook

Donate Now

👍❤️ 43

12 Shares



👍 Like

💬 Comment

➦ Share



No Kid Hungry

Sponsored · 🌐

👍 Like Page

Summer is the hungriest time of the year for 13 million children in America. Donate to No Kid Hungry now and learn how your gift will improve the summer outlook for needy kids in America.



Help Hungry Kids Avoid the Summer Slide

No Kid Hungry is ending childhood hunger by bringing healthy meals and summer programs to the kids like these who need them, and you can help!

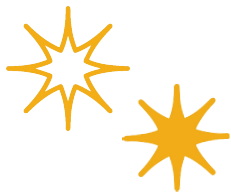
NOKIDHUNGRY.ORG

Not affiliated with Facebook

Donate Now

DON'T IGNORE OTHER PLATFORMS!

- LinkedIn
- Pinterest
- TikTok
- Snapchat

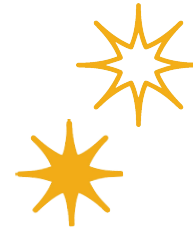


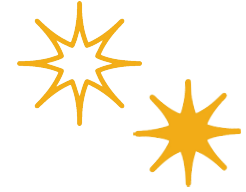
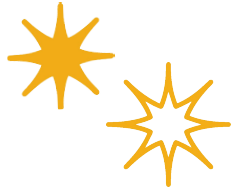
This Photo by Unknown Author is licensed under [CC BY](#)

COMMUNICATE RESULTS AND PROGRESS.

- Show the progress week by week (or hour by hour).
- Publicly thank and call out those who have given using social media platforms.
- Encourage your Social Media Ambassadors to post frequent updates as you near your goal.
- The middle of a campaign may see a lull in activity, so have a contest or offer another incentive.

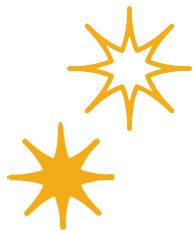






RESOURCE: ONLINE FUNDRAISING CAMPAIGN CALENDAR

WWW.JCSOCIALMARKETING.COM



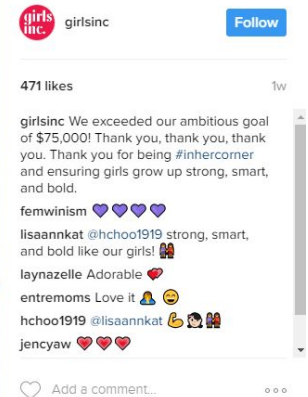
STEP 4: FOLLOW-UP AND THANK



USE DONOR-CENTRIC LANGUAGE.

Use donor-centric language, such as:

- “We could not have done this without you!”
- “Without your support, this would not have been possible.”



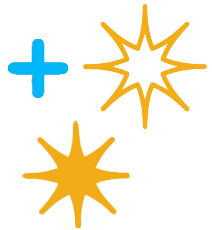


She almost lost everything.
But we never lost hope.

*Norma faced a life of violence, drug abuse and despair—until she found Rosie's Place. **Because of you**, Norma got the support she needed to reclaim her dignity and rebuild her life. Watch her story [here](#), and **thank you** for allowing us to help women like Norma find hope for a new beginning.*



STEP 5: MEASURE, ANALYZE, IMPROVE.



METRICS SHOULD BE CHOSEN BASED ON YOUR SMART GOAL.

- Conversions
- Email sign-ups
- Traffic
- Engagement
- New social media followers
- Brand new donors
- New monthly supporters
- New online donors

1

Setting up the technology you will need to succeed: Website, email, social media.

2

Creating your compelling ask that will work for online audiences.

3

Effectively asking for money across all of your channels.

4

Promoting your fundraising message (not in a spammy way).

5

Giving meaningful, timely updates and thanking new and current donors.

YOUR PROFITABLE DIGITAL FUNDRAISING ROADMAP

QUESTIONS?

Connect with me on LinkedIn:

<https://www.linkedin.com/in/juliacampbell/>

My website:

www.JCSocialMarketing.com

