

DIGITALFUNDRAISINGDAY.ORG.UK

A STEP-BY-STEP GUIDE TO USING SOCIAL MEDIA TO RAISE MORE FUNDS



Tom DeFraine,
Relationship
Manager





A guide to using social media to raise more funds

Hello 🙋



Tom DeFraine

Relationship Manager

- Cut my teeth in community fundraising for 4 years
- Moved into digital fundraising for Blackbaud, helping to launch everydayhero in the UK
- Moved to JustGiving to champion digital fundraising for charities
- Run my own fundraising podcast
- Follow me [@tomdefraine](#)

What we'll cover

- Why use social media in fundraising
- 5 tips to make fundraising more social
- 5 tips for campaign success
- 4 steps of your social supporter journey
- A case study

Why social media?

Social media is where people go when they are looking for exactly what charities have in spades:

- a) Connection
- b) Purpose
- c) Inspiration



Social media as a fundraising channel

79% charities overall said they have seen social media as a successful channel for fundraising the past year.

Source: Status of UK Fundraising 2019

Social media leading to increased donations

Charities using social media are 51% more likely to see an increase in donation.

Source: Status of UK Fundraising 2018

It inspires giving

#1 communications tool that inspires giving (ahead of email and website)

Source: Giving Trends Report 2018

5 tips to make fundraising more social

Create a strategy

Set your donation **goals** (SMART objectives)

Create **personas**

Set **team check-ins** to keep track of the progress

Create a **plan** of your activities

Decide on the **metrics**

Decide on the channels

What are the **best social media channels** to involve in fundraising campaigns?

Do you know your **target audience**?

Are they using these channels?

How **often do you want to post** about your fundraising campaign?

How can you **find a balance** between the 'ask' and your general posts?

Tailor your messaging

Your **messaging** depends on your **target audience** and the channels that you'll be using

Different channels

Different audience

Different messaging

Try out different types of messages to find the one that works better for your campaign.

Focus on the impact

Don't just ask for money, highlight the impact of each donation.

Share smaller examples of how each donation can make a difference.

Update everyone of the campaign's progress.

Involve your supporters

Turn your **supporters** into your **ambassadors**

Create a **champions toolkit**

Share copy and images with your team and your supporters

Make everyone **feel involved**

Encourage them to **engage** through **challenges** and different activities

5 tips to make your campaign succeed

1

Always have one call to action



Christian Aid @christian_aid

Did you know...

43% of children in India are malnourished. And most come from excluded communities.

We believe all children are born equal. Will you stand with us?
caid.org.uk/Harvest2019 #Season4Change



43% of children under 5 in India are malnourished

7 11:05 - 6 Oct 2019

See Christian Aid's other Tweets

2

Make a considered donation ask



Street Child @streetchilduk

125 million children worldwide are not in education and are being left behind. We won't stand by and let this continue. Help us close the gap!

Support our #MindTheGap appeal with @DFID_UK #UKAidMatch [lght.ly/924gk8k](https://light.ly/924gk8k)

Please retweet! #DonationsDoubled #DoubleYourImpact



DOUBLE YOUR IMPACT | GIVE BEFORE 4TH JANUARY AND YOUR DONATION TO STREET CHILD'S 'MIND THE GAP' APPEAL WILL BE DOUBLED BY THE UK GOVERNMENT UP TO £2 MILLION.

STREET CHILD UK aid

6 11:31 - 6 Oct 2019

See Street Child's other Tweets

3

Consider your supporter journey



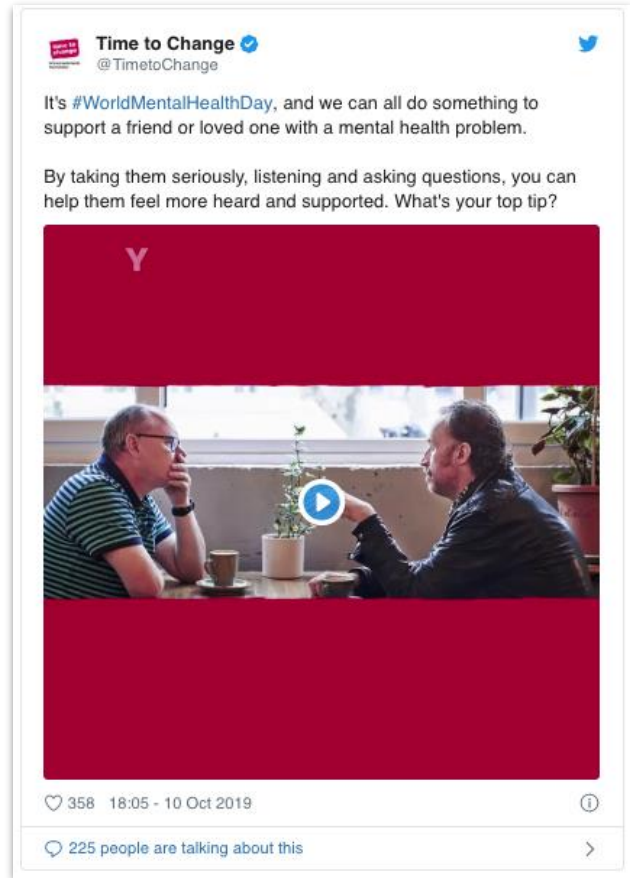
4


Use images and video
that drive action



5


Involve your supporters





Time to Change 
@TimetoChange

It's #WorldMentalHealthDay, and we can all do something to support a friend or loved one with a mental health problem.

By taking them seriously, listening and asking questions, you can help them feel more heard and supported. What's your top tip?



358 18:05 - 10 Oct 2019 

225 people are talking about this 

4 steps to your social supporter journey

Social media fundraising journey



Identification



Engagement



Solicitation



Acknowledgement

Identification

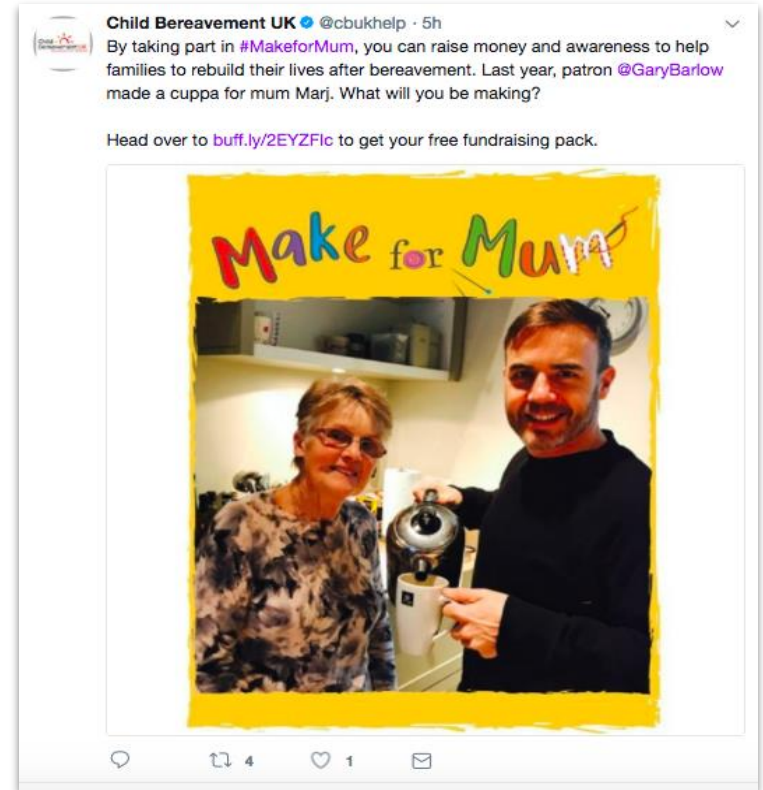
Find new donors → reach them where they are

Raise awareness about your work

Build a relationship

Don't make the ask from the very first message

Awareness is still part of a fundraising campaign if you're strategic about it.



Engagement

Use social media to **engage your current supporters**

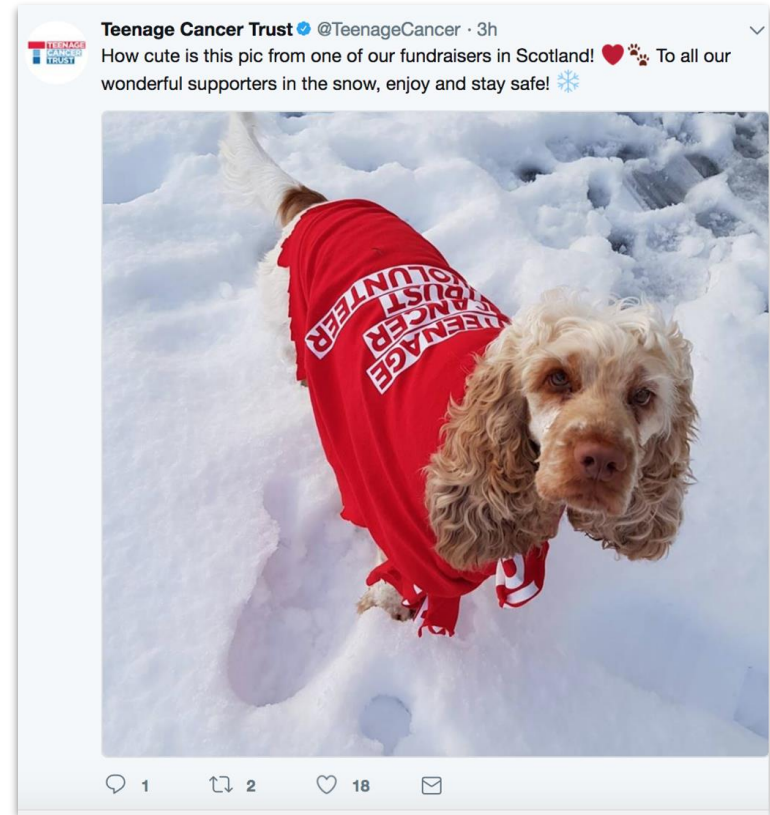
Build a **long-lasting relationship**

Keep them **interested** in your cause

Join Awareness Days

Be social

Treat social media as any offline event or engagement activity



Solicitation

A strong, direct, and emotive message is crucial when you're making a fundraising ask on social media.

Tell a story, share the impact.

Find a balance between the 'ask' and the engagement.

Don't make your supporters feel overwhelmed by repetitive messages

Keep the momentum going during the campaign



Solicitation

Sometimes you may need to create a sense of **urgency** around your ask. Using key phrases and language that reflects that is important.

Use an appealing, **high quality image**.

Never forget a **call to action** - whether it's a link or a request, keep it simple and **don't** add more than one



Acknowledgement

Thank everyone who supported the campaign (shares, mentions, donations)

Show your appreciation

Give your donors **personal / public recognition** (when appropriate)

Be creative



A charity case study

World Bicycle Relief
about 2 years ago

349,902

DELIVERED INTO THE HANDS OF STUDENTS, HEALTH WORKERS & ENTREPRENEURS

It's the last day of #BikeMonth and we are so close to hitting an incredible goal. There's still time to celebrate the life-changing power of mobility by making a donation. <http://wbr.bike/2plsJ21>
#powerofbicycles

32 likes, 1 comment, 10 shares




World Bicycle Relief
@worldbicyclerelief


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- About
- Fundraisers**
- Events
- Photos
- Videos
- Community
- Reviews
- Posts
- [Create a Page](#)




Liked Following Save ... Donate Message

- Fundraisers** [+ Raise Money](#)
- 


Mobilizing people through The Power of Bicycles.
Fundraiser for World Bicycle Relief by Renee Lockey
\$50 / \$10,000 - 3 months left

Donate Invite
 - 

Mobilizing people through The Power of Bicycles
Fundraiser for World Bicycle Relief by Renee Lockey
\$362 / \$10,000 - 3 months left

Donate Invite
 - 

Help young girls in Africa access education and invest in their future
Fundraiser for World Bicycle Relief by Geoff Grant
\$2,990 / \$5,000 - 3 months left

Donate Invite
 - 

Help Me Change Lives With A Bicycle!
Fundraiser for World Bicycle Relief by Brett Levitt
\$1,541 / \$1,470 - Ended December 7, 2016



Key takeaways

Measuring success

- How social media can support fundraising success (Google Analytics, Lightful Analytics, donation statistics)
- Social media engagement in your fundraising campaign (Lightful Analytics)
- Using Storybuilder to plan your campaign on Lightful, now with new templates for EOY giving and Giving Tuesday

What have we learned?

- Social media is like any fundraising and marketing channel - you need a strategy and you need to understand *your* audience
- Follow the 5 key tips to making sure your fundraising ask isn't diluted
- Ensure you have a fundraising journey mapped out for social - it's not enough to have it all via email. Our journey is a good template to start with
- Test and learn!

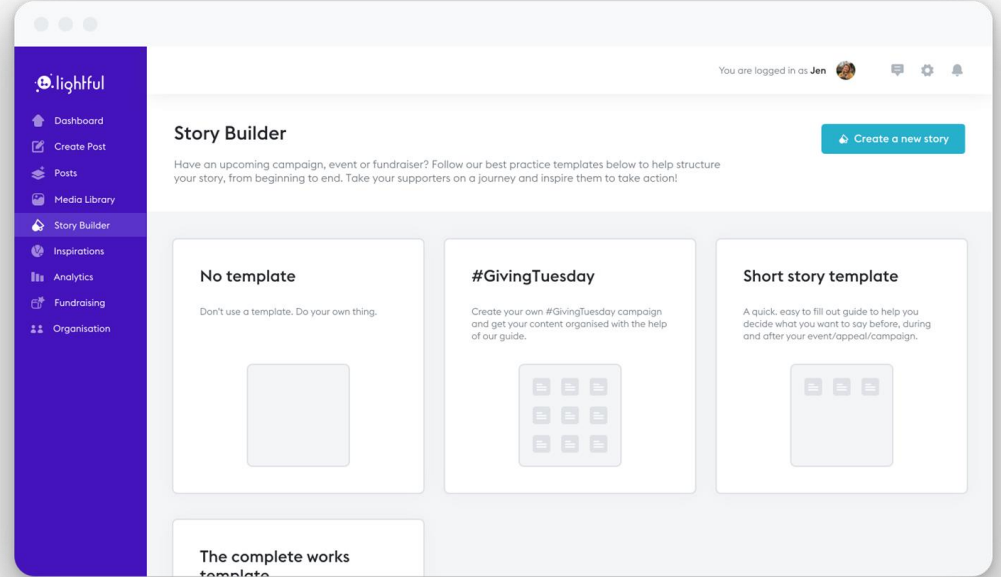
Using Lightful

Be more strategic with social media and fundraising

Plan your fundraising stories

Collaborate with your team

Tell your story



<https://content.lightful.com/charity-digital-x-lightful/>

Questions?

DIGITALFUNDRAISINGDAY.ORG.UK

**UP NEXT:
GETTING YOUR DIGITAL FUNDRAISING JOURNEY
STARTED**

**NEXT EVENT:
#BEMOREDIGITAL CONFERENCE, 5TH MARCH 2020
WWW.CHARITYDIGITAL.ORG.UK/BEMOREDIGITAL2020/**