



STATE OF THE STATE OF SOCIAL MEDIA

WHAT'S NEW ON THE INTERNET TO HELP YOU RAISE MONEY, RECRUIT VOLUNTEERS AND SAVE MORE LIVES



EMILY GARMAN: THE SOCIAL ANIMAL

- Teaching nonprofits how to use the Internet to raise money & accomplish their goals
- Applying internet marketing techniques to nonprofits
- Website development, fundraising strategies, how-to videos & tutorials, consulting, event mentorship





WHAT WE'LL COVER

- Social media campaigns: 8 guidelines for success
- Campaign success stories: what worked and why
- A few Facebook Questions
- Online resources you should know about
- YOUR Questions

WHAT'S A SOCIAL MEDIA CAMPAIGN?

A well-thought-out combination of images, videos, articles, press releases, blog posts, calls to action and social interaction that has a desired and measurable result.

8 GUIDELINES FOR CAMPAIGN SUCCESS

TIP 1: MAKE IT EASY

- Let them act... wherever and whenever.
- Do you tell them WHAT you want them to do?
- Do you tell them HOW to do it?
- Where IS your donate button?
- Can people find what they are looking for easily?

TIP 2: USE POWERFUL IMAGES



Same dog... but which photo would help him get adopted faster?

TIP 3: BE SPECIFIC

"We often have sick dogs who need treatment, anything helps!"

"Fido developed parvo on Thursday and needs to be hospitalized. The vet is discounting the treatment by \$300, but we still need \$500 to pay for his care."



TIP 4: CREATE URGENCY

- Scarcity can be time, "inventory," etc.
- "We need \$1,500 to do this surgery tomorrow."
- "We only have 6 dogs left at our adoption event!"
- If there is no deadline, people will ignore or procrastinate.



TIP 5: SET A GOAL... AND SHARE IT

- Public and private goals
- Always set a goal you know you can reach
- Get people on board; they want to be part of achieving success!

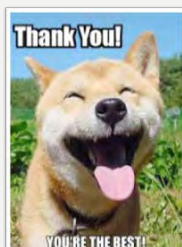


TIP 6: HAVE A GOOD EMAIL LIST

- Your most valuable asset
- Sign up form on website, facebook, in email signatures, at all events, adoption contracts
- Segment your list and email appropriately
- Who's on your email list? Are you asking the same people over and over?

TIP 7: SAY "THANK YOU" / FOLLOW UP

- Mailed letter or email?
- Send another message within 24 hours with results
- It's imperative to follow up regularly with progress – you are accountable.



TIP 8: TELL STORIES

- You remember stories much better than isolated facts, numbers or other data
- Tell stories of individual animals, volunteers, staffers, cases, adoptions, surrenders.... You've got a million!
- Stories STAND OUT, touch peoples' hearts and move them to action



CASE STUDIES

CAMPAIGN GUIDELINES IN ACTION

IN-KIND DONATION DRIVE **madacc**

MILWAUKEE AREA DOMESTIC ANIMAL CONTROL COMMISSION

- Social media campaign that was picked up by local TV
- Showed photos of specific animals available for adoption IN the campaign graphics (double-whammy!)
- Result: 383 Kuranda beds donated in 1 week! (Goal was 175)





2016 Renovation Project Kuranda Bed Drive!!!



Lulu after!

Help MADACC feel more like home while they wait to get back there...

Donate a Kuranda Bed for a dog or cat today!

Kuranda beds are comfortable, durable and easy to keep clean. They help animals feel less stressed while in the shelter, which means they will be happier and healthier until they can go home or find a new family.

<http://kuranda.com/donate/13150>

WHY IT WORKED



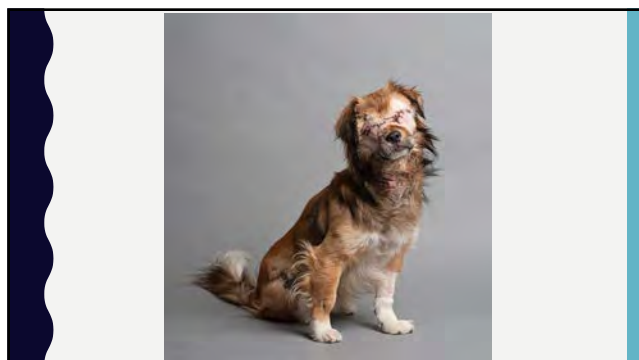
- They had a goal
- Excellent photos/visual component
- They asked for something specific and affordable
- They made it easy to give (provided the link everywhere)
- Followed up immediately with pics of dogs on their new beds
- Provided an easy "feel good" story for media to pick up

(VIRAL) FUNDRAISING



- KC Pet Project (runs animal shelter in Kansas City, MO)
- Roadrunner – extreme abuse case
- Got before & after pics (professional donated services)
- Posted pics & story on social media to raise \$ for medical expenses; led to many interviews







(VIRAL) FUNDRAISING

- Story picked up by local, national, then international media
- 9,500 Likes, 10,000+ comments, 17,000+ shares; 2,500,000 total reach
- Over the course of a few weeks raised \$100,000 (*extra funds established "Roadrunner Fund" for special needs cases*)



WHY IT WORKED



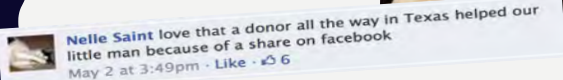
- GREAT STORY & IMAGES
- Partnered with local companies to tell his story (groomer, photographer, t-shirt maker)
- Specific animal, specific case/need
- Made it easy – links in every story, every post, easy/secure donation form
- Got the attention of the media
- Frequent updates on Roadrunner's road to recovery



WORKS ON ANY SCALE!



- Avery County Humane Society, NC
- Never fundraised online before
- Needed to raise about \$250 for dental work for Charlie
- Posted on Facebook; 4 hours later they had raised more than enough!





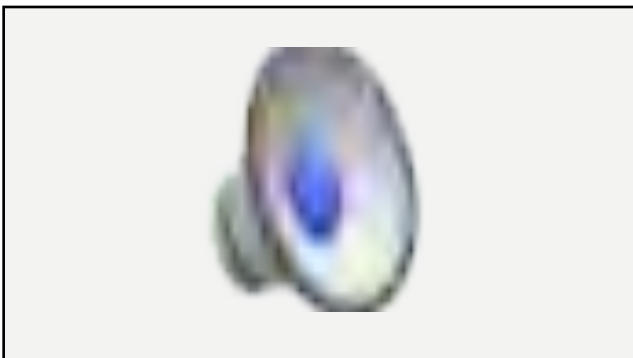
“UNSEXY CAMPAIGNS”



Vancouver Orphan Kitten Rescue

- What if you have to raise money for something that isn't cute and furry?
- VOKRA - Small cat rescue in Vancouver
- Needed to raise \$10,000 to install air conditioning
- Found a volunteer who liked making videos
- Ran the campaign through CanadaHelps.org





WHY IT WORKED



Vancouver Orphan Kitten Rescue

- Raised \$16,000 in 4 days
- Used CanadaHelps.org (credibility, publicity, recognized platform)
- Told a story with a great video
- Short & sweet
- Explained the need clearly and in a compelling way
- Specific need, specific amount (goal), finite timeline



FACEBOOK STUFF

MISCELLANEOUS TIPS AND CHANGES YOU CAN USE

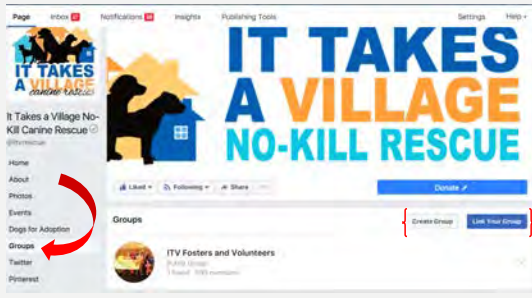
PAGE TEMPLATES

- Offers a Nonprofit Template
- Changes the order of "tabs" and what button(s) are visible
- Biggest options for stores, restaurants
- Changes whether your Page has "reviews" and a donate button

MANAGING GROUPS "AS" YOUR PAGE

- Interact in groups as your page, so you don't have to use your personal profile if you don't want to!
- More "official" presence in groups
- List your groups on your page so people can join
- Easier for group members to message your page instead of you personally
- NOTE: All your page's fans will be invited to join the group!!

MANAGING GROUPS "AS" YOUR PAGE



ACCEPTING PAYMENTS THROUGH FB

- Using Stripe or PayPal
- Button still exists to take people off Facebook to donate, but....
- If people have their \$\$ info stored with Facebook already, this makes it VERY fast and easy to donate
- Facebook takes no processing fees (just the regular 3% or so for CC processing)
- If you sign up, people can also create their own fundraiser

HANDLING CRITICISM

- DON'T DELETE!
- Unless...profane, threatening, etc.
- WAIT. BREATHE.
- Could this be an opportunity to correct info?
- Could this be an opportunity for customer service?
- Let your fans come to your rescue!
- What YOUR FANS say carries more weight than anything YOU could ever say.



SHOULD I "BOOST" MY POST?

- Sometimes, yes!
- Pay a specific amount to reach more fans (and non-fans)
- You can target by age, gender, geographic region, interests
- Targeting helps you get the most for your money
- Don't boost a post that is going to be really popular on its own
- Wait at least 24 hours to boost



WHAT IF I DON'T WANT TO?

- Post interesting, (mostly) upbeat, sharable content
- Use Insights to see what resonates most with fans – then post more of that
- Use Insights to see when is YOUR best time to post
- Post on weekends!
- Use Facebook Events
- Use email marketing (always include a "like" button)
- More people seeing your posts = growing fan base = more people seeing your posts!

FACEBOOK INSIGHTS

• Insights > Post Engagements



RESOURCES

COOL ONLINE THINGS YOU MIGHT NOT KNOW ABOUT

QUICK TIPS FOR INSTAGRAM

- Make yours a “business profile” and specify nonprofit as the type
- Use “stories” to tell, well, stories, and avoid overposting
- Always place a link in your bio (and change it often!)
- Place ads on Facebook and Instagram from the same account
- Use photos AND videos (up to 60 seconds)
- @tag as much as you can in the caption AND the photo!
- Use insights to see when your followers are online

WUFOO.COM



- Wufoo – online form builder (volunteer applications, contact forms, etc.)
- SO IMPORTANT to have your forms online!
- Can work as a payment processor (donation form)!
- Limited free plan; paid plan is \$260/year or \$29/month; 50% off for nonprofits!



www.google.com/nonprofits

GOOGLE FOR NONPROFITS

Allows you to participate in Google programs just for nonprofits--Google Grants, YouTube for Nonprofits & Google Apps for **FREE**

Must be a nonprofit organization

WEVIDEO.COM



- Website and app - www.wevideo.com
- Upload photos & videos, stitch together with music, text
- VERY easy to use
- Free account (limited to 5min/month, 1GB storage)
- \$199/year plan for nonprofits with more options
- My favorite out of many similar offers

AMAZON WISH LISTS

- Create wish lists – lots of them
- Be specific
- Share the links everywhere it's relevant
- Choose products with Prime or free shipping
- Order your products by "most wanted," and indicate quantities and comments for each product
- Be sure to remove any one-time items after you receive them – KEEP LISTS UPDATED
- Update periodically via social media and thank donors!

MAILCHIMP.COM



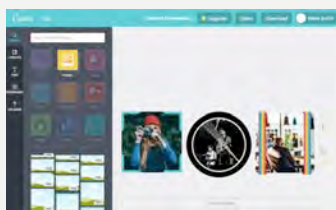
- Web-based email marketing tool
- Up to 2,000 email addresses on your list, it's FREE
- \$20 - \$50/month if you have more (they offer a 15% discount to nonprofits)
- Has a great mobile app too (manage and track emails on your phone!)
- Plenty of easy widgets and templates
- SUPER EASY

TECHSOUP.COM **techsoup**

- Software and hardware at BIG discounts
- Available to registered 501(c)(3) orgs
- Very simple application; easy approval
- A few examples...
- Adobe Creative Suite - \$19.99/month
- HP laptop (with great specs) - \$311.00
- DonorPerfect – 10% off published rates
- Microsoft Office Standard - \$29.00

CANVA

- Crop & rotate images
- Create memes
- Transparency & filters
- Badge builder
- Add text, speech bubbles, frames & stickers
- Blurs, vignettes and collages
- Up-to-date templates for ALL social media sites
- Free icons & stock photos (or use your own)



YOUCARING.COM

- Easily create online fundraisers
- No platform fee (still pay CC processing fees)
- Works with PayPal and WePay
- Simple, clean, professional
- \$10,000 raised: approx. \$1,050 in fees (GoFundMe) vs. approx \$300 in fees (YouCaring.com)



CROWDFUNDING...

- **65%** success rate – campaigns run by **women**
- **35%** success rate – campaigns run by **men**
- Campaigns by **all-female teams** are **40%** more successful
- Why? *"Women are better at telling a story that resonates with potential crowdfunding investors."*

Learning to or Learning On? Gender, Homophily, and Activism in Crowdfunding by Jason Greenberg, New York University (NYU) - Leonard N. Stern School of Business and Ethan R. Mollick, University of Pennsylvania - Wharton School, published July 3, 2014.



THANK YOU... THANK YOU VERY MUCH.

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