

A guide to
#fundraising
on #socialmedia

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with

Money



JustGiving™



Preface

Over the last several years, many charities and social enterprises have become incredibly skilled at using social media; almost all organisations now have a presence on multiple platforms. While some charities and social enterprises have cracked it (and some of these in a very big way), the art of fundraising on social media still eludes many.

At Social Misfits Media and JustGiving, we've discovered that many charities and social enterprises (wrongly) think of fundraising on social media as simply asking their followers for donations - the digital equivalent of shaking a bucket.

That's why we have created "Friends with Money" - to help charities and social enterprises, of all sizes, budgets, and remits, think more broadly about fundraising on social media.

Whether it's Facebook, Twitter, LinkedIn or YouTube, social media can help your organisation identify new prospects, cultivate them, turn them into donors, and acknowledge them in such a way to ensure that they become regular supporters.

In this guide you'll find some great case studies, useful interviews, and free resources to inspire you and provide you with examples of best practice.

Enjoy! And please let us know what you think by tweeting us @MisfitsMedia and @JustGiving.

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Introduction

Let's face it: we spend a significant portion of our lives online. We shop, plan events, read the news, keep in touch with loved ones, and build new relationships with a few clicks. And when it comes to supporting the causes and organisations we care about, our behaviour is no different. In 2013, a staggering £2.4 billion (\$3.8 billion USD) was donated online and via mobile in the UK alone, a 13% increase from the year before.¹ This means that a quarter of all philanthropic donations made in the UK came directly from websites, social media, and apps.²

The number one reason people use the Internet today is to access social media platforms like Facebook or Twitter, and there is no sign of this trend slowing down.³ Among all online activities, social media presents a growing opportunity for fundraisers. In fact, 55% of people who engaged with charities and social enterprises via social media were inspired to take further action, such as donate, volunteer, sign a petition or attend an event.⁴

But most charities, NGOs, and social enterprises are still far from realising the potential of social media as a fundraising tool. In June 2014, research by fundraising software company Blackbaud revealed that only 2% of US nonprofits raised between \$10,000 and \$25,000 USD on Facebook in one year, and only 1% generated between \$25,000 and \$100,000 USD.⁵

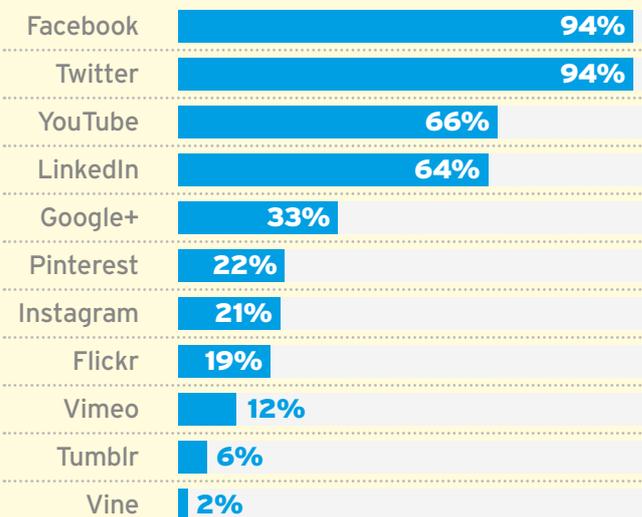
Social media provides an invaluable and underused set of tools that can facilitate the fundraising process.

While such research might suggest that social media is a dead end when it comes to fundraising, we argue that these numbers do not represent the big picture. Social media can play a much larger role in the fundraising process beyond simply serving as a conduit for donations. This new guide—the third in our series—will show you how social media provides an invaluable and underused set of tools that can facilitate the fundraising process, from identifying potential new donors and cultivating relationships, to ultimately making the ask and saying thanks.

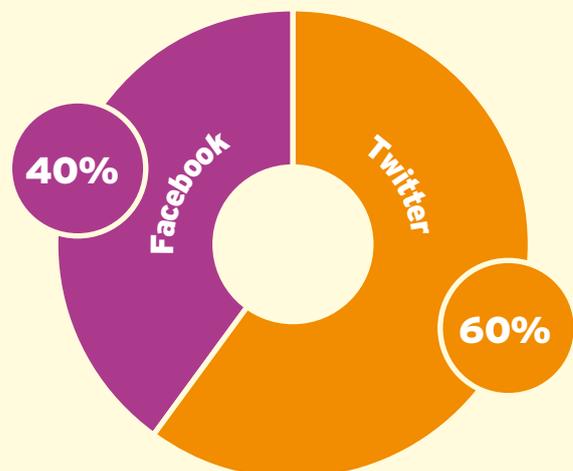
Everyone's doing it

We know that the majority of charities and social enterprises now include social media in their online activities. In September and October 2014, we asked 250 UK charities and social enterprises about their social media footprints. This is what they told us:

On which social media platforms does your organisation have a presence?



What social media platforms does your organisation use most frequently?



As you can see, Facebook and Twitter reign supreme, followed by YouTube and LinkedIn. It's worth noting that while the top four platforms haven't changed in the last two years, the overall percentage of UK charities and social enterprises on social media has increased significantly. When we last did this survey in the autumn of 2012, only 75% of UK organisations were on Facebook, 70% on Twitter, 37% on YouTube, and 34% on LinkedIn.

If more organisations are now using social media, why aren't more of them reporting fundraising success through the various platforms?

Some organisations point to a minimal return on investment from social media fundraising efforts because of 'slacktivism,' when people show support for a cause on social media but don't truly engage or take steps to make a change. It is suggested that 'slacktivists' show interest in a cause and a desire to show support for it, but translating their attention into action or money is a challenge.

'Slacktivism' plays a part. But our theory is that many organisations don't think social media is particularly useful for fundraising unless they can directly attribute donations to social media, for example, how many people responded to X tweet by donating Y.

Let's make one thing clear: simply having a Facebook page or a Twitter account does not necessarily mean that you'll raise any money. But by understanding how social media can be used to support you throughout the donor journey and turn cause-driven interest into action, you might just find the money comes rolling in after all.

A note on content

Your organisation's social media strategy should be about engaging your audience to interact with you, your mission, values, and cause. This requires creating original content that inspires people to engage with you on those channels. Whether it's a video, a picture, an app or a blog, great social media content is something that gets people to interact with you or your organisation.

Someone who is giving or raising money for a cause will want to know what impact their donation will have on helping others. By telling authentic and original stories on social media, you can connect the donor to their impact in a direct way. Not only will you inspire people to engage with that content, people will also be more likely to engage with you. Tell original and compelling stories that bring your mission statement to life, and you'll be more likely to motivate others to become part of the narrative by donating or fundraising for you.

To learn more about creating great content, we encourage you to read our last guide, "[Something to Tweet About.](#)"

Simply having a Facebook page or a Twitter account does not necessarily mean that you'll raise any money.

An effective fundraising tool

Though the Blackbaud research attributes very little direct giving to social media, Facebook mobile currently brings in almost one in five users to JustGiving, making it the top referrer to the fundraising platform. In the past 12 months, more than £60 million (\$100 million USD) has been donated to good causes on JustGiving via Facebook integration (more on this later). So even if donations don't take place on a social media platform, social media can be used to distribute the messages that encourage people to eventually donate to a cause or organisation.

Social media enables your donors and supporters to spread the word themselves, creating huge potential for organic growth in your supporter base and ultimately beefing up your bank account. Research by fundraising service Artez Interactive found that 15-18% of donations in peer-to-peer campaigns (when people participate in a fundraising event and solicit donations from friends) were made directly through Facebook.⁶ When people see a friend supporting a cause, they are often inspired to do the same. No other fundraising tool provides more peer-to-peer visibility than social media.

Whether you're looking to increase donations or recruit supporters to participate in fundraising challenges, social media is among the most effective and direct ways to connect supporters with a cause. For the first time in history, fundraisers have direct access to a massive global audience. With 80% of 'millennials' (those born between 1980 and 2000) using social media several times a day, every day, the potential to reach new donors will only continue to grow. And forget whatever negative stereotypes you may have heard about Millennials or 'Gen Y' when it comes to giving. In 2013, 73% of this age group said they had volunteered for a nonprofit in the past year, and almost half had donated online to a cause.⁸ So even if you think your existing supporters aren't the type to use social media, your next generation of donors most certainly will be.

Facilitating the process

Social media can play a role in each stage of the fundraising process, from the identification and cultivation of new supporters to solicitation and

acknowledgment. Every major social media platform allows you to connect people directly with your organisation and reach new supporters through their networks.

Fundraisers need to think of social media as tools that have a unique place and use in their existing fundraising toolkit, which may already include events, direct mail, peer-to-peer fundraising challenges, and crowdfunding. Like all tools, it's important to learn how to use social media tools effectively in order to maximise their utility.

1. Identification

Identifying potential donors or fundraisers is essential to any fundraising campaign as well as your overall fundraising strategy. People often come together on social media because of a mutual interest or goal, making it an unrivalled medium to connect with people who share the same values as your organisation.

When looking to identify new potential donors on social media, start by pinpointing relevant 'interest indicators', or ways in which people express their interest in an idea or cause by talking or interacting about it in the form of likes, shares, comments and posts.

On Facebook, Twitter and Instagram in particular, hashtags are used to identify messages on a certain topic. A great way to identify like-minded people is to find those who use hashtags related to your cause or organisation. Engage them in conversation and begin the process of nurturing relationships with them. This will help you create key advocates, or people who are active on social media, and will spread the word about your organisation to their networks, helping you tap

into new relevant audiences. Your key advocates may even become donors themselves.

Some say, 'you've got to spend money to make money.' And while social media platforms are free for organisations to use and build a presence on, it's worth noting that the old adage does ring true here. Advertising and promoting posts on social media (Facebook and Twitter, in particular) are an important part of the mix if you want to tap into the wealth of new potential supporters these platforms provide.

Promoted posts and ads allow you to cast a wider net on social media platforms. Promotions work particularly well when you target people who already have some familiarity with your name or cause. Choose to promote posts to people who are already friends of your followers, or promote your page to people who have identified an interest in the kind of work you do.

No matter who you identify as new supporters, remember to keep your organisation's presence on social media relevant to your target audience by creating and sharing content that reflects their interests. This will help attract new followers to your social media channels, building your audience and broadening your reach.

2. Cultivation

By building your social media audience and engaging with the people who follow you, you will inherently cultivate donors and doers. Focus on getting to know your audience and building relationships so that they will want to support you and your cause when you ask.

View your social media bond with your audience as a two-way street. While it's important to share what you are doing and what you are about, you will also benefit greatly from taking the time to get to know them. Ask



questions and listen to what they have to say. This is crucial to understanding what they want to hear from you, and equally encourages engagement on your page and participation with your organisation's mission and brand.

It is also vitally important to pay attention to trends that occur organically on social media and to engage in them if they're relevant to your audience. Recently, other charities have had huge fundraising success – and in some cases, big failures – by jumping in on hashtags such as #GivingTuesday, #NoMakeUpSelfie and #IceBucketChallenge (more on that later). By paying attention to these trends, acting quickly and creatively, and avoiding hashtag hijacking, you can turn a viral movement into part of your fundraising appeal.

Good cultivation is a key ingredient in the fundraising process. It's not enough to simply identify a prospect. You must invest time and energy into getting to know them and allowing them the opportunity to get to know you. An 'ask' without cultivation does not typically yield the best results.

3. Solicitation

Social media can also play an important role when it comes time for you to make your ask, whether it's for a donation or for people to fundraise on your behalf. But how do you actually convert those hard-earned followers, likes and advocates into fundraising success?

A strong, emotive message is crucial when you're making a fundraising ask on social media. People use social media to make connections and enjoy interesting content, so you'll need to engage them to actually want to leave the social media platform in order to sign up or donate. Use engaging content such as videos, images or stories to show people what they'll be contributing to if they donate or fundraise for your cause.

It also helps to time this content so that it's relevant to your audience and doesn't come across as a 'cold' sell. Soliciting for money too often or without any context could actually alienate your audience in the end. Make your ask when it's related to current events, awareness days or campaigns, and your audience will likely feel warmer towards giving or participating.

Accompany your ask with a clear call to action and a quick journey through to completing that action. If your call to action is 'donate now,' include a link to an online donation platform. If you're looking for someone to sign up for an event, provide a link directly to your registration page. Reducing the number of steps in the conversion funnel will invariably help you get higher returns on your social media asks.

Whether your goal is to encourage supporters to make a donation or inspire participation in a fundraising event, the key is to make it as easy as possible for people to take action. Remove any obstacles that could discourage them from going all the way.

Research published by JustGiving shows that 57% of people visiting their platform do so on a mobile device.⁹ If you're seeking donations or sponsorship, take advantage of the plethora of online and mobile giving platforms that exist to make the process as straightforward as possible.

By creating a simple, mobile responsive online donation process, or by providing a text donation code, you'll maximise the potential for users to follow through with the donation process regardless of their location or device.

Fundraisers need to think of social media as tools that have a unique place and use in their existing fundraising toolkit.

4. Acknowledgement

Any effective fundraiser knows that acknowledgement and stewardship are critical to retaining your supporter base. Social media allows you to say thank you in a highly personal, public and creative way. Thanking your donors and fundraisers plants the seeds for future engagement and support.

Using social channels to thank your supporters is a great way to make a public acknowledgement of how their donation has helped you make a difference. For example, pictures or videos that show the impact of the funded project, or a blog post that explains how funds raised from a marathon will be used, are both excellent and transparent ways to thank donors and fundraisers. This is crucial, as research has shown that 63% of individual donors want to know where the money they've given has been spent.¹⁰ Many larger institutional donors are now exploring ways to better understand the impact of their donations beyond the traditional monitor and evaluation report. The New York based Rockefeller Foundation, one of the largest philanthropic foundations in the world, and the UK Department for International Development are among those grantmakers who are pushing for engaging and effective digital storytelling to become the norm.¹¹

By strategically telling real-life stories of impact and encouraging your social media audience to share those stories, you'll be able to reach new potential supporters who will know exactly how giving to your organisation can make a real difference.

Social media is unrivalled in its power to influence by way of peer sharing. Optimise the last step of the donation or

sign up process, such as a thank you page, with social sharing buttons that contain a fundraising message and donate link. This gives donors an easy way to let their friends and followers know they have supported your cause, which can help you reach new potential supporters in turn.

And it's not just donations or online giving that can be enhanced by social influence. With 64% of Millennials saying they prefer to fundraise through activities such as walking, running and cycling, challenge events appear to be the fundraising trend of the future.

By providing social media toolkits, engaging with your fundraisers on social media and encouraging them to share pictures, videos and blogs about their experience, you'll be reaching new potential supporters at an exponential rate. You'll be identifying new prospects with whom you can start the fundraising cycle all over again.

What's Inside?

Case Studies: We highlight four organisations successfully fundraising on social media. Each of the case studies focuses on a different aspect of the fundraising process: identification, cultivation, solicitation, and acknowledgment.

Interviews: We talk to experts from Facebook, Twitter, JustGiving and JustTextGiving to learn their top tips for using their respective platforms for fundraising.

Facebook & Fundraising: This infographic details the role Facebook plays in fundraising.

On A Budget: Most social impact organisations have budget constraints. Here we reflect on how you can implement a winning social media fundraising strategy on a shoestring budget.

Fundraising Checklist: Things to remember when developing and implementing your social media fundraising strategy.

Further Reading: Here we offer other resources for how best to use social media for fundraising.

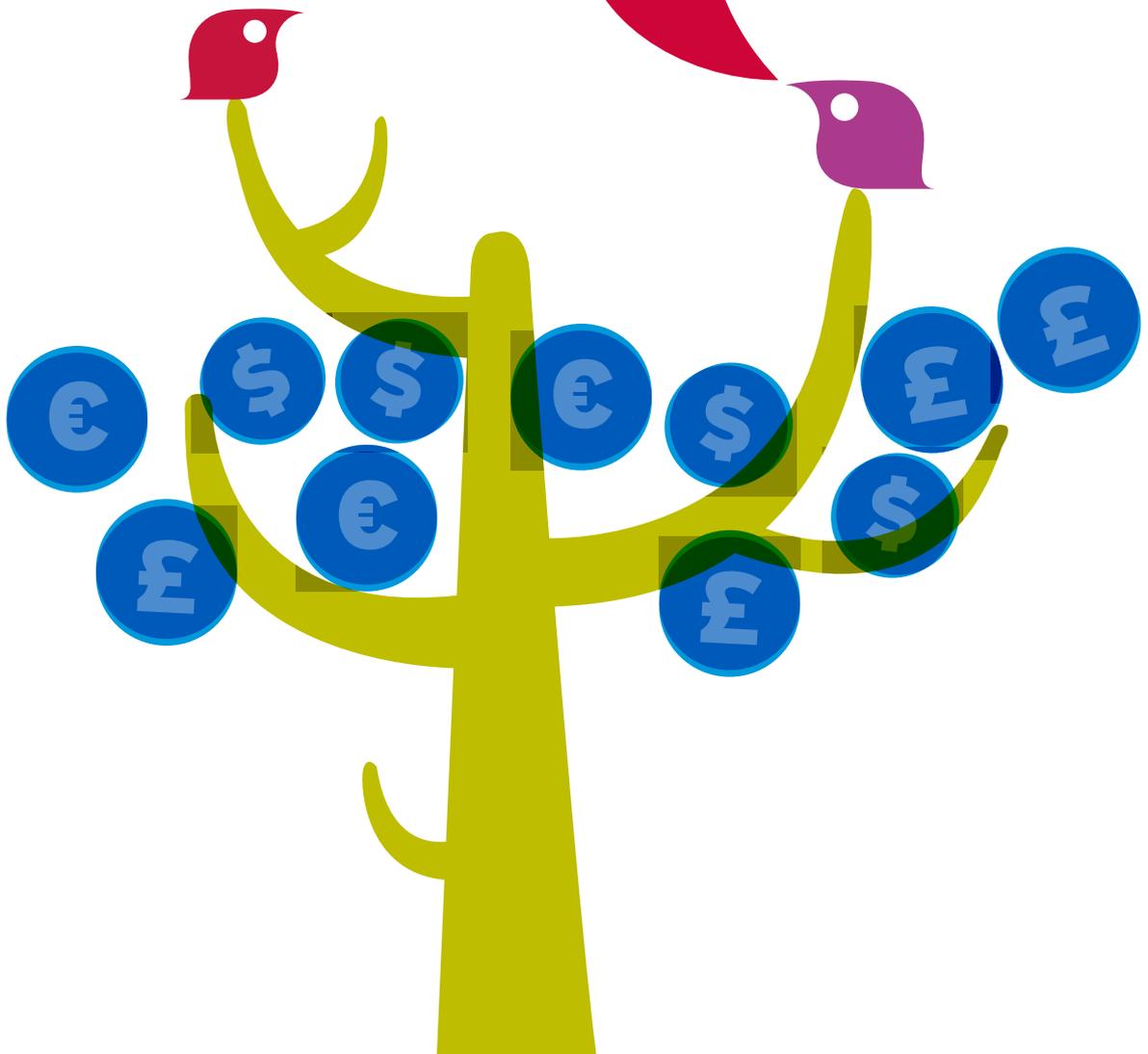


Happy Reading

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Case Studies



Rotary Global Swimarathon



1. Identification

For over 23 years, the Rotary Club of Grantham, England has held a yearly Swimarathon to raise money for local charities. Inspired by the 2012 London Olympics, the club set out to take their initiative global and break a Guinness World Record. With Facebook as the backbone of their global strategy, the Rotary Global Swimarathon is now a key fundraising player in the fight against polio.

In 2012, the Rotary Global Swimarathon raised over £60,000 (\$100,000 USD) for Rotary International's 'End Polio Now' campaign. Over 100 clubs in 23 countries and 4,546 swimmers took part in the world record breaking simultaneous swim that year.

By using social media to identify and join together key supporters around the world, the Rotary Club of Grantham launched a successful campaign without spending any of the club's money.

Inspiring a global community

Embarking upon a Guinness World Record is no easy feat. As Paul Wilson, Global Event Co-ordinator for the Rotary Club of Grantham, recalls, "initially, as a brand new event, we had to enable others to discover our story and gradually grow their interest and support."

A team of three club members took to social media, using Facebook as a tool to cross time zones and language barriers. They searched for key contacts through "interest indicators" such as likes, comments and shares on Facebook and the Rotary hashtag on Twitter. They tapped into existing Rotary networks on Facebook and Twitter, pinpointing contacts who might be willing to spread their message. Then, they shared a goal with their new contacts: break a world record and raise money for 'End Polio Now' at the same time.

For Paul, "the key was to find 100 or so strong advocates and supporters in different geographical regions and build relationships with them. They became our champions, driving events forward locally in each club, region or in some cases, at the country-wide level."

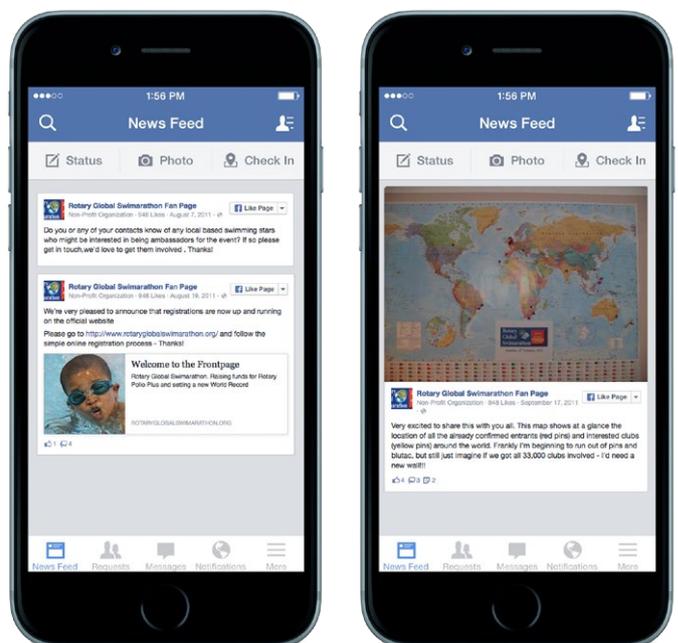
Making the most of it

While the event champions now lead local fundraising and collection efforts - swimmers raise money for their local club, and the club gives the proceeds to End Polio

Now - the Rotary Club of Grantham continues its role as global ringleader. They provide best practice guides, resources and materials to ensure the success of local Swimarathons, and help local clubs identify and recruit participants.

Paul has found that a little friendly competition goes a long way: each year, his team offers awards to the highest-grossing clubs, spurring on local groups to seek out as many swimmers as possible.

But even the smallest of Swimarathon events is given a chance to shine. Videos, images and inspirational stories from local events are shared widely on social media as they come in from around the world. This sharable content also helps show new potential supporters what they can gain by partaking in next year's event.



A simple message

Paul attributes their fundraising success to keeping their message as simple as possible: gather a crowd, have each person do a little bit, and make a huge difference. "It's that feeling of being part of something much bigger that really encourages people to join in with us."

The success has been huge. Between 2012 and 2014, over 15,000 people have taken part in events organised by more than 400 Rotary Clubs and local groups in 56 countries across all six continents. All together, thanks to the Bill & Gates Foundation matching all End Polio Now fundraising by 2:1 since 2014, the three Swimarathons have raised £350,000 (\$550,000 USD), providing 1.2 million polio vaccinations around the world. This also happens to be the total number of Rotary International members, meaning the Swimarathon alone has afforded one vaccination per each Rotary member worldwide.

“The key was to find 100 or so strong advocates and supporters in different geographical regions and build relationships with them.”

“Without social media, none of the events would have happened, and nothing would have been raised,” Paul says. “It’s enabled us to join geographically separated enthusiasts in a common cause, and in turn, enabled them to achieve much more.”

By identifying and inspiring enthusiasts on social media networks, the Rotary Club of Grantham turned a local fundraiser into a global movement.

Why it works

“The Rotary Global Swimarathon worked so well because they realised that success doesn’t happen overnight,” says Kirsty Marrins, Content and Community Manager at JustGiving. “They took the time to build and nurture relationships with other Rotary Clubs around the world, and used Facebook as a way to connect and collaborate with fellow Rotarians.”

Kirsty points out four key reasons why the Rotary Club’s identification strategy flourished:

- **They had a global hook.** The club cultivated key contacts leading up to a global sporting event – in this case, the 2012 Olympics. Not only that, they came up with the idea of breaking a World Record, which motivated Rotary Clubs around the world to become a part of history.
- **They made it personal.** As a small charity, they could give more attention to things that a larger charity

might not. For example, the Grantham Rotary Club took the time to track the most engaged people on Facebook and Twitter, and made sure to reach out and build relationships with them.

- **They had a tangible ask and a common goal.** Getting new donors and supporters on board is easiest when people can clearly see how the money they raise will make a difference. The goal of the Swimarathon is to eradicate polio in the three countries where it still remains endemic. The money raised goes towards vaccines, and as each vaccine costs a mere 50 cents, raising \$20 means that 40 children can be protected against polio.
- **Everyone loves healthy competition.** The Grantham Rotary Club offered awards to local clubs, which inspired the clubs to rally their supporters and use social media to encourage sign-ups and donations. This helped them further spread awareness of the campaign.

From building awareness in their local area to building up momentum regionally, nationally and then internationally over the years, they successfully raised over £350,000, to help end polio. And who said you can’t use social media to fundraise?

Three Takeaways

1. **Look for key ‘interest indicators’:** Social media is a sea of potential supporters. Use hashtags and social activity to find like-minded people and build relationships with them on social platforms.
2. **Tap into existing networks:** Reach out to existing Facebook groups, Twitter chats and other online communities where people share common values with your organisation. Building a relationship with one supporter can quickly turn into many.
3. **Keep your message simple:** Use straightforward messaging that won’t overwhelm new supporters or donors. Show people they can be part of something big by doing something small.

Connect

- rotaryglobalswimarathon.org
- endpolio.org
- facebook.com/rotaryglobalswimarathon
- @rotaryglobeswim
- @rotarygrantham
- justgiving.com/rotaryclubgrantham

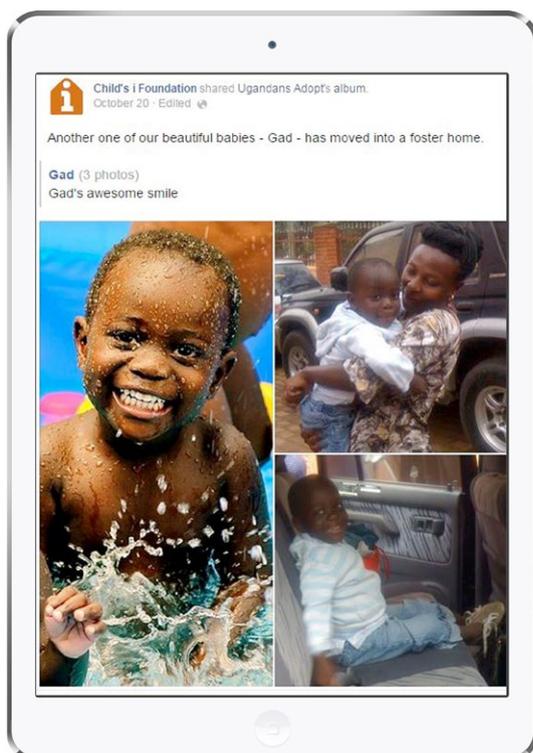
Child's i Foundation



2. Cultivation

Child's i Foundation is a UK charity that works to reunite abandoned children in Uganda with their families or place them in adoptive homes instead of orphanages. Since 2009, they have found homes for over 140 children, provided ongoing support to families, promoted domestic adoption and influenced systemic change. Their fundraising efforts are primarily digital and focus on creating a sense of community among staff, volunteers and supporters regardless of geographical distance. Last year, they raised over £340,000 (\$530,000 USD).

If you've read our first guide, About that First Tweet, this may all sound rather familiar. In it, we featured 'Help Save Joey's Life,' an emergency appeal by the Child's i Foundation to raise money for an extremely time sensitive medical operation for one of the babies under their care. They raised £10,000 in just 38 hours, mostly on social media. Today, their work to introduce adoption and foster care into Uganda's social work system is growing steadily, as is their community of donors.



Building a community

"Social media has always been integral to our communications and fundraising process," says Kirsty Stephenson, Digital Strategist and Project Planner for Child's i. "We believe that regular giving or advocacy comes from building a strong relationship with supporters, and we value community, transparency and collaboration."

When it comes to striking up new relationships, Child's i Foundation relies on a "supporter-get-supporter strategy" due to a minimal marketing and communications budget. "We are reasonably good listeners as an organisation and tend to leverage the support of those who have heard about our cause from a friend or acquaintance when we recognise their interest," says Kirsty. A small amount is spent on Facebook promotion, and Kirsty states that relying on existing social networks reigns supreme even when it comes to advertising, because "on the whole, promoting to friends of friends appears to have lower attrition and better longer-term value."

Unashamed storytellers

When it comes to engaging friends of friends, Child's i never hesitates to invite people into their world. As Kirsty puts it, "we are unashamed storytellers who believe anyone is a potential donor or supporter, as long as the charity's story resonates with them."

With this in mind, they've mastered the art of storytelling on social media, creating engaging content that brings followers along on their journey. They use YouTube, Flickr and Pinterest to post videos and photos about the people they help, the work they do and the growth of their community over time. "We used to create lots of video content of the day-to-day life in the babies' home," Kirsty says. "As our project focus has really changed in the last couple of years, we now use video to educate our community. For example, we post videos showing the day in the life of a carer, or an interview with our Ugandan Adoption Ambassador."

On Facebook and Twitter, they also post news of babies' progress, from tracing families or finding adoptive ones to how family bonding is progressing after resettlement. These stories make for highly interactive posts that inspire the thoughts and well wishes of their supporters. All of this content provides a window into the Child's i

world and bridges the gap between their work in Uganda and supporters elsewhere.

Most importantly, this careful cultivation is crucial when it's time to make fundraising asks. "Social channels allow us to build credibility with our supporters over time so they recognise the value of their donation when it comes to the point that they decide to give," Kirsty says. "They know the money is really going where we say it is."

Like personal friends

Child's i makes sure they know who their donors are as real people. They take the time to talk directly to those who give their support, which often means balancing the different needs of the people in their community.

"We are unashamed storytellers who believe anyone is a potential donor or supporter, as long as the charity's story resonates with them."

"Like personal friends, some supporters remain connected even if you only catch up once a year. Others need more. They want to know what you're doing and, as importantly, they want to tell you about their lives, ambitions and needs," Kirsty explains. "It's a value exchange."

Taking the time to interact with supporters pays off: 60% of Child's i Foundation's supporters have been with the project since the beginning of the organisation in 2009, and almost all go on to give in some way, whether through time or money. "They've watched us evolve from saving babies in parking lots to fundamentally changing the system when it comes to child abandonment in Uganda," Kirsty says. "Everyone who gives is a part of it."

Child's i Foundation is proof that, with the right approach to using social media, even the smallest of charities can build a dedicated community of givers who want to see how the story unfolds.

Why it works

"Child's i Foundation think audience and story first, and that's the secret of their success," says Zoe Amar, Director of Zoe Amar Communications. "They haven't just used social media to fundraise successfully - they've built a little powerhouse of a brand with an army of

devoted supporters. It's even more impressive that they have achieved all of this on a very tight budget."

Zoe explains why Child's i's fundraising strategy has worked:

- **They use a personal touch.** Using social media to share fundraisers' events and the milestones they achieve helps supporters feel special, recognised and united around a common cause. Stewarded fundraisers are much more likely to champion a brand through their own social media networks.
- **They are transparent.** Child's i uses the accessible nature of social media to be open and honest about what they do, how they work and the difference they make. Donors have high expectations around transparency and Child's i is ahead of the game.
- **They are great storytellers.** Child's i use social media very effectively as a storytelling tool, telling the children's stories simply, clearly, respectfully, and honestly. They also use compelling and tangible calls to action.

Every charity needs to know its audience and the kind of content that will engage them on social media. Child's i Foundation grasped this idea from the very beginning, and they have built a remarkable fundraising strategy around it.

Three Takeaways

- 1. Take supporters on your journey:** Be "unashamed storytellers," because being transparent helps people feel close and connected to you. Invite them into your world by sharing photos, videos, and blogs that tell your story.
- 2. Embrace friends of friends:** Leverage the connections your existing donors have naturally, whether you find them through Facebook, promotion or just by listening well. When someone shows interest, engage them in your mission and welcome them in.
- 3. Get to know your donors:** Listen, treat them like old friends and respond to their needs and ambitions. Show them what their gifts have enabled you to accomplish and how they are part of the change you're making.

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Cancer Research UK



3. Solicitation

When #NoMakeUpSelfie first appeared on the social media scene, Cancer Research UK turned the organic social trend into a fundraising whirlwind. The charity, which pioneers research to fight cancer, seized the opportunity by making a swift, simple fundraising ask. They set up a text to donate code as their primary fundraising vehicle and, after just one week, raised a staggering £8 million (\$12.5 million USD).

On 18 March 2014, Cancer Research UK spotted a number of people posting “selfies” to raise cancer awareness using the hashtag #NoMakeUpSelfie. People began to ask Cancer Research UK whether they had launched the campaign. At first, they tweeted back to say that while they hadn’t started the trend, those who wanted to do more could visit their website. They left it at that.

“In the morning, our digital team told us they’d seen an enormous increase in website visits, huge engagement on Twitter and people asking us how they could help further,” Charlotte recalls. Cancer Research UK made the most of the moment by sending out their first and only donation ask in the form of a quick, bold Tweet.

Though they hadn’t had much success with text donations on social media before, Charlotte says they knew “most people would be doing their selfies on a mobile phone,” and that the easiest route to conversion would be a text to donate number. “We posted a selfie of Dr. Kat Arney, our science information officer, holding a sign that said ‘We love your #NoMakeUpSelfie’ and included a text code for donations,” Charlotte says.

Within 24 hours, Cancer Research UK had received £1 million in donations. Their next #NoMakeUpSelfie tweet reported this achievement and became the charity’s most retweeted tweet ever, with over 14,200 retweets. Following this tweet, the text donations hit their peak at over 700,000.

Keeping the momentum alive

As #NoMakeUpSelfie went truly viral, Cancer Research UK knew they couldn’t just sit back and watch. They promoted Facebook posts to keep the momentum alive and reached out to as many supporters as possible, providing updates on the donations, thanking donors and inspiring others to take part. They also drove the trend forward and cultivated

their rush of new supporters by responding, retweeting and thanking as many people as possible.

“As the amount of money being raised was so unprecedented, we used all our channels to share pictures of staff with our own #NoMakeUpSelfies holding signs saying thank you,” Charlotte says.

By the end of the week, Cancer Research UK had raised £8 million. And as a final thank you, they announced the money would be spent on ten important clinical trials that they previously couldn’t fund.



“We posted a selfie of Dr. Kat Arney, our science information officer, holding a sign that said ‘We love your #NoMakeUpSelfie’ and included a text code for donations.”

One great ask can lead to many

Looking back, Charlotte says the success came down to having a text donation code and reacting quickly to the natural pattern of the trend. “We began to see a lot of people sharing the code from the thank you text that they’d received for donating,” she says. “This was different to the original text code, so we acted quickly to adapt the thank you code to enable donations as well.”

Cancer Research UK saw a number of benefits off the back of #NoMakeUpSelfie. “There was an increase in donations and signups for many of our other fundraising efforts, thanks to the halo effect created by the trend. For example, we saw a 137% increase in Race for Life entries,” says Charlotte. The campaign has also left the charity with a wealth of new supporters, including the 17,700 new Twitter followers they amassed that week.

Now, with more active social media supporters than ever before, Charlotte says the success of #NoMakeUpSelfie has opened up future opportunities. “#NoMakeUpSelfie has shown that there is an appetite to donate on social media,” she says, “so now it will be how we can galvanise people to do so again in a different way.”

Why it worked

Beth Kanter, trainer and author of Beth’s Blog, one of the longest running and most popular blogs for charities and nonprofits, notes that “Cancer Research UK’s whole approach to social media just works. They’re an example of social media best practice, and have proven that a solid social media strategy can lead to more money, better donor engagement, and the building of longer term relationships.”

Beth highlights four lessons that all organisations, irrespective of size or budget, can learn from Cancer Research UK’s social media success:

- **Monitor social chatter for opportunities:** Cancer Research UK was actively monitoring social channels

for conversations that could present an opportunity to engage people and potential supporters. Monitoring to spot conversation starter opportunities related to your brand instead of “blasting out your message” can lead to success.

- **Agile response:** Listening is important, but social media is more than a spectator sport. They responded swiftly with a brilliant and simple ask: send us a selfie. They also made it easy for people to give, matching the channel to the audience in the form of a text donation.
- **Learn and adapt:** With social media, the process has to be “listen, learn and adapt.” Cancer Research UK did this brilliantly when they noticed people sharing the thank you code and then adapted their efforts accordingly.
- **Say thank you:** Not every touch with a donor on social should be a solicitation for funds, and they did a terrific job creatively thanking their donors as the first step towards a longer relationship.

“Cancer Research UK perfectly understands that fundraising on social media isn’t just about a one-time event or all about the solicitation,” concludes Beth. “It’s about donor cultivation.” Thanks to their social media strategy and activities, Cancer Research UK has managed not just to bring in millions, but also to successfully create an entirely new pool of donors.

Three Takeaways

1. **Be prepared to act quickly:** Ensure you’re set up to receive donations through simple, reliable online and mobile platforms. Watch for trends on social media and jump in when you see the chance.
2. **Make donating easy:** Think about where supporters will be and what devices they’ll be using when you make your ask. Fewer obstacles for givers will mean more conversions for you.
3. **Keep up the momentum:** Use social media to recognise and celebrate people taking part, and share achievements in real time. Creating buzz helps you capitalise on what you’ve already accomplished.

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Cystic Fibrosis Ireland



4. Acknowledgment

Established in 1963, Cystic Fibrosis Ireland (CFI) is a voluntary organisation that seeks to improve treatment and facilities for people living with Cystic Fibrosis. In the last two years, CFI has ramped up their social media efforts to better acknowledge the donors, supporters and volunteers who help them bring their mission to life. These efforts successfully raised the profile of their fundraising activities and helped them bring in just over €2 million (\$2.5 million USD) in 2013.

CFI works to enrich the lives of people with Cystic Fibrosis while also providing financial and emotional support to families. With 23 branches run entirely by volunteers, CFI has built up a collection of advocates around Ireland.

While their small central team initially struggled to maintain relationships with supporters directly, Maria Caldwell, Fundraising Manager at CFI, says that building up their social media presence changed all that. "Social media really, really works for us because it's a big community. A lot of our supporters are on these platforms and now they can see us every day," she says.

A personal acknowledgement

"Social media allows us to recognise supporters publicly so that they can then share with their networks," Maria says. "This becomes a very personal process because it shows loyalty both ways. It's a mutual acknowledgement."

One look at CFI's Facebook page - which is filled with photos of event participants, personal recognitions and encouragement - brings this sense of stewardship to life. This personal tone creates an atmosphere that enables followers to engage with people directly rather than with an organisation.

Sharing supporters' stories

CFI often follows supporters along their event journey by acknowledging them in a series of posts, whether it's wishing runners good luck before a marathon, announcing where cyclists are located during a 700k race, or posting photographs of supporters in training for a challenge event.

Encouraging remarks such as "Well done guys!" and "What an amazing achievement!" show that CFI works to truly understand and appreciate their supporters individually. They even publicly wish some supporters

a happy birthday. And by the time they say a final thanks, the likes and comments are already pouring in from other members of the community who've been engaged along the way.

A winning formula

Though their content strategy hinges on recognising existing donors, CFI also uses social media to bring new supporters into their fundraising initiatives. According to Maria, CFI has uncovered a winning formula for doing both simultaneously on Facebook.

"For fundraising events, we put up thank you posts that include a photo and a call to action for next year's event," she says. "When we do this, we see far more comments, messages and queries from people. Then it's up to us as fundraisers to engage them." With photos helping to boost the visibility of these posts, and the call to action inviting others to get involved, CFI has found a way to transform thanking one person or group into an opportunity to inspire participation in future events.



“Showing that we thank people so publicly generates a sense of trust, which is really key in building up donor loyalty.”

On Twitter, the strategy is slightly different: “We largely drive calls to action and reach out to celebrities who can help us spread the word with a retweet,” Maria says. “But we also use Twitter to say thank you when supporters have made a really big effort.”

With CFI’s social media following growing rapidly, it’s clear that a strong focus on stewardship can extend far beyond the initial thank you. “We might not convert someone into a fundraiser straightway, but seeing us in their Facebook or Twitter feed primes them to come back again,” says Maria. “Showing that we thank people so publicly generates a sense of trust, which is really key in building up donor loyalty.”

Why it works

“I began my career as a fundraiser,” notes Carlos Miranda, Founder of Social Misfits Media (and co-author of this guide), “and I learned very early on just how much donors truly appreciate a highly bespoke thank you. It doesn’t matter if that thank you is only 140 characters long. It’s the personal touch, the acknowledgement that someone has selflessly done something for your beneficiaries that they didn’t have to do.”

“Social media is perfect for this type of communication,” observes Carlos. “Not only can you acknowledge supporters then and there, but it’s also public. Supporters can easily share their efforts with their friends and peers. CFI thanks and stewards their supporters incredibly well on social media platforms.”

For Carlos, there are two very clear reasons why the CFI approach to saying thanks on social media is a winning formula:

- **A beginning, middle, and an end.** CFI documents the entire engagement journey of many of their supporters and invites others to join in and say thanks too. For example, earlier this year, three of their supporters flew from Ireland to New York to participate in the New York City Marathon. The team at CFI chronicled their training, travel, run, and post-run activities

on Facebook, publically saying thanks and inviting feedback from others each step of the way.

- **Their voice.** The other key component of CFI’s social media success is their warm voice, particularly on Facebook. They’ve developed a professional yet personal tone. You really get a sense that there is a person behind the Facebook timeline, someone who truly cares about engaging CFI’s community and answering any questions or comments someone may have.

With few resources, CFI manages to use social media to acknowledge their donors in a highly personal fashion. Their way of saying thanks ensures that their supporters feel appreciated for their time, energy and funds, and it is because of this appreciation and the impact of their work that donors stay involved.

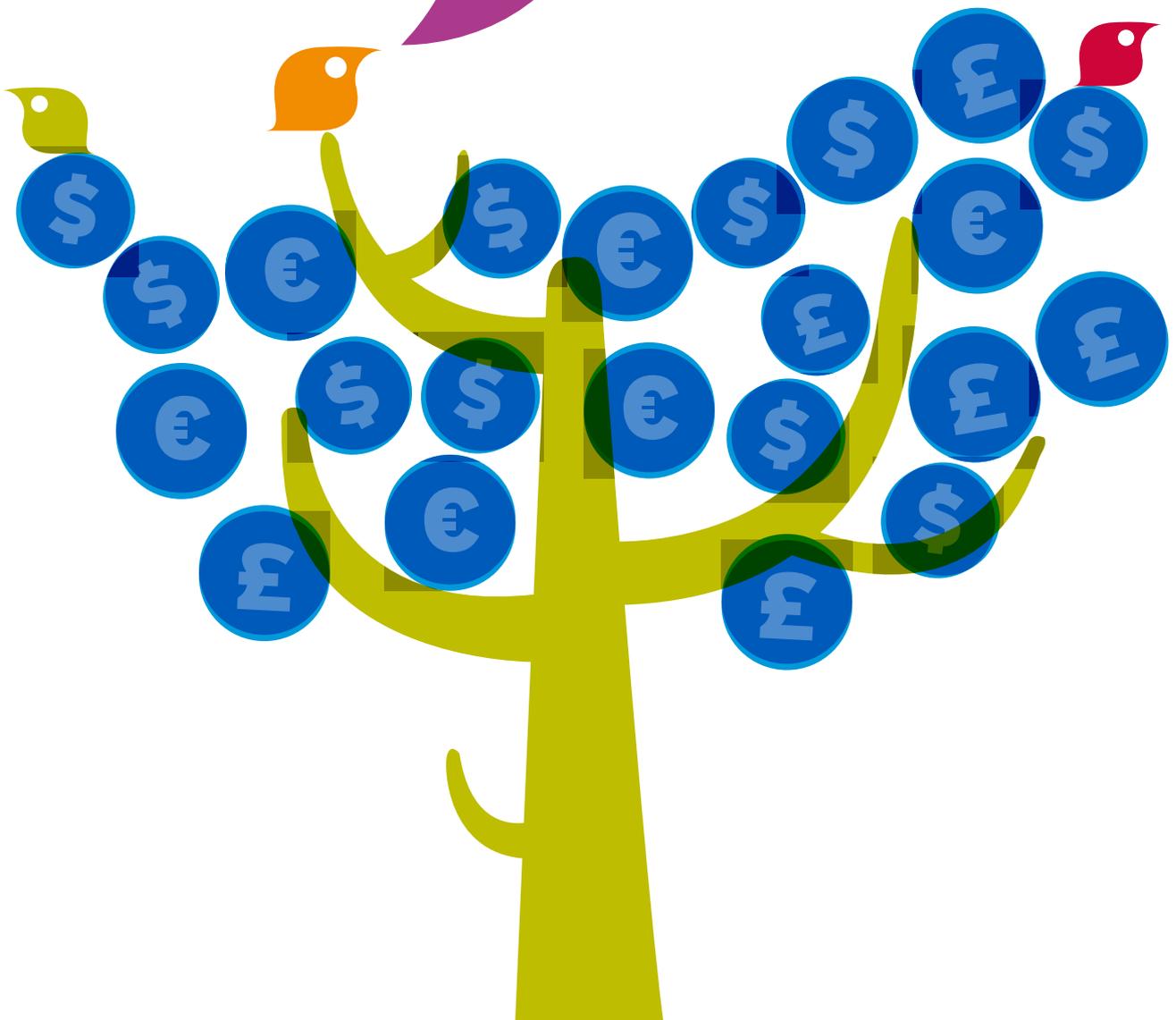
Three Takeaways

1. **Make it personal:** Champion, encourage and thank your supporters for the personal challenge they’ve taken on and show what it means to you. Using a familiar tone and sharing names and background stories helps you acknowledge people as individuals and not just as monetary figures.
2. **Share supporters’ stories:** Show how much you appreciate your supporters by following them through the journeys they take to fundraise on your behalf. Engage your whole community in photos, updates, and anecdotes so that they can help you thank and steward donors later on.
3. **Tie thank you posts into your next event:** Use one supporter’s success to show others what they could achieve. Include a clear and relevant call to action, such as how to register for the same event next year, so onlookers know exactly how to get involved.

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Interviews



Lauren Van Horn

facebook

Strategic Partnerships, Facebook

Today, almost all charities and social enterprises use Facebook. Lauren Van Horn of Facebook's Causes and Nonprofits Strategic Partnerships team spoke with us about how organisations can ensure that they're getting the most out of the platform.

How can organisations effectively use Facebook to find and build relationships with supporters and donors?

Share authentic content regularly. Whether you're sharing photos, videos, long form posts or links, you should be posting at least once a day or more. You can repurpose photos, videos or stories that you've made for other platforms and share them on Facebook. In order to really grow your audience, and particularly an engaged one, you need to be communicating with them often.

New supporters will want to know about the heart of your organisation, so make your content as authentic as possible. For example, photos of the staff and volunteers who make your organisation work, and videos of the people who you've helped. This brings a face to your organisation and encourages supporters to feel like a part of your cause.

"In order to really grow your audience, and particularly an engaged one, you need to be communicating with them often."

What kind of content best engages people on Facebook?

The sharing and consumption of videos on Facebook has been rising. Growth in video views exceeded 50% from May through July of this year, with more than 65% of video views happening on mobile. For organisations, it's an opportunity to showcase the work you do on the ground, and it's one of the most engaging ways that you can tell your story.



But it does depend on what your audience responds to, so use your Facebook Insights to see how many people you're reaching, who you're engaging and how people respond, post by post. Over time you'll begin to see a pattern that really shows what your audience responds to, and how they interact with you, so you'll know how best to engage with them.

Is there a charity you've seen do a particularly good job cultivating relationships on Facebook?

St. Jude Children's Research Hospital in the US has done an incredible job of creating a two-way conversation and dialogue with their community on Facebook. They share diverse and authentic content, including pictures, videos, and Q&A sessions, while regularly responding to posts and questions from their audience. Recently, they had actress Marlo Thomas do a live Q&A on their page - though Marlo only could answer questions for a specified time, the team went back and answered or replied to every single question.

It goes to show that directly interacting with your supporters brings a voice to your content and to your organisation as a whole. You can do this by answering questions, but also by asking some of your own. With so many nonprofits sharing incredible content, stand out by showing you really care what your supporters have to say - this helps your audience feel an emotional

tie to you and a commitment to the content you are pushing out.

What features do you wish more nonprofits would take advantage of on Facebook?

Q&A sessions are a great way to drive traffic. Your supporters will regularly tag other people and other organisations, creating a buzz and bringing more people to your page. As a recent example, a number of politicians, scientists, and organisations executed Q&As specifically around the Ebola crisis, to help disseminate correct information, correct misinformation, and otherwise engage with their target audience.

I would also say to ensure that you're leveraging our new video features. Several months ago we launched 'Call to Action,' which allows content creators to invite people to visit a destination, such as a website, to learn more, watch more, or make a donation. This is particularly good timing in light of end of year fundraising and #GivingTuesday. When you add a video to your page, you now have the option to choose a 'Call to Action.' This allows you to add a URL to the end of your video, thus directing your viewers to any webpage you'd like - even your Donate page. This is incredibly straightforward to do, no coding necessary. This is really helpful for making fundraising asks on social media or for encouraging new supporters to learn more about your cause.

"Directly featuring and highlighting your supporters on Facebook goes a very long way in making them feel recognised and appreciated."

How can people go above and beyond to say thanks to donors and supporters?

I recommend putting together a great piece of content and theming it around giving thanks - celebrate your success with your supporters who helped get you there. An example would be when reaching a milestone in money raised, create a video from your team or your beneficiaries talking about how much it means to them.

The ALS Association put together an amazing compilation video saying thank you to everyone who supported the #IceBucketChallenge. They talked about the incredible impact each video, share and

donation has had on their cause. Directly featuring and highlighting your supporters on Facebook goes a very long way in making them feel recognised and appreciated.

What unique opportunities does Facebook give fundraisers that other platforms do not?

Facebook gives fundraisers the ability to reach more people than any other platform, and to engage with them in a deep and meaningful manner. Organisations can leverage a number of Facebook's products and tools to meet their various needs, such as Pages, Groups, Events and more. You can build meaningful relationships with supporters through simple posts or comments on photos and videos, and you have the opportunity to continuously extend your network and generate more supporters over time.

Two years ago, when we did our first guide, very few charities or social enterprises were using Instagram. Today, our research shows that 20% of charities and social enterprises are on the platform. What do organisations have to gain by using Instagram?

Instagram is inherently visual, which lends itself to expressing authenticity and transparency. As a nonprofit, you are producing content every day - between the people working away on your cause, the people you are helping, and the changes you achieve - there are more stories to share than you may think. Instagram allows you to tell these stories in a visual manner, and you can then automatically connect it to Facebook so it's repurposed for your audience there.

Or you may decide to tell a slightly different story on Instagram to Facebook, depending on the amount of engagement happening on each platform. The key is to really try to get to know your audience, and adjust your content strategy accordingly by looking at your Insights.

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Claire Díaz-Ortiz

Head of Social Innovation, Twitter



Claire Díaz-Ortiz knows a thing or two about social media and the power of fundraising online. She is the Head of Social Innovation at Twitter and author of "Twitter for Good: Change the World One Tweet at a Time." You may remember Claire from our very first guide, 'About That First Tweet,' where she shared her insights into getting the most out of Twitter. In this follow-up interview, she talks about relationship building on Twitter and why it's so important for fundraising.

We're seeing many organisations use Twitter to cultivate and acknowledge their donors. What role do you see social media playing beyond simply asking your followers to donate?

Social media is not just about the ask, it's about a) the relationship and b) the story. These are the two most critical elements that any fundraiser needs to build a strategy for how to best fundraise on Twitter, or indeed any social media platform. It sounds counterintuitive, but fundraising on social media isn't about the money, it's about the relationships, and that should be your starting point.

How can nonprofits use Twitter to establish or deepen relationships with their supporters?

Twitter can be an incredibly personal tool when used correctly. Take the time to build lists of your most engaged supporters and recognise their work. Retweet them, ask them questions, facilitate conversations amongst them, and allow them to be your willing champions. Even if they aren't particularly active on Twitter, they will see every engagement and it will build their belief in you.

What nonprofits have you seen using Twitter creatively and strategically to nurture relationships with their people - donors, staff, volunteers, or beneficiaries?

Well, the first nonprofit on Twitter to get to one million followers was charity: water. They have consistently wowed their fans, followers, and online tribes with their innovative approaches to fundraising. Naturally this deepens the connection their supporters have with them, fostering exceptional brand loyalty. Follow them, pick up tips from them, and likewise, find the other social media stars in your cause space. Learn from success!

From another perspective, I really liked Born2Fly's approach to a fundraising on social. Their plan was a 'Twitterthon' on 10/10/10 - the goal was 10,000 people giving \$10 each on 10/10/10, to raise \$100,000



towards ending child trafficking.

The campaign actually started the year previously, with 09/09/09. According to Diana Scimone, founder of Born2Fly, their first campaign ended up with "a big fail whale" on it. Why? Because they hadn't built up any relationships, they were new to Twitter, and had yet to invest real time and energy into cultivation.

What you have to remember is that while their "fail whale" wasn't the success they wanted, they still managed to raise a significant amount of unrestricted funding. Furthermore, they learnt their lessons about relationship building (the hard way!) and used the experience to build a far greater campaign the year following.

"Social media is not just about the ask, it's about a) the relationship and b) the story. These are the two most critical elements."

Are you seeing any current trends influencing how people are fundraising on Twitter?

Folks are much more into crowdsourcing tweets with tools like Thunderclap, or with in-house tools. Water.org for example, has created their own version of a tool that allows them to tweet on behalf of other supporters, and report great success. If you can make interacting with your charity as easy as possible, it's going to encourage your followers to do so.

“Fundraising on social media isn't about the money, it's about the relationships, and that should be your starting point.”

What opportunities does Twitter offer fundraisers that other platforms do not?

Twitter is unique in that you can literally message any individual or corporate on the platform. Not only does this make cultivating current donors simple, it also allows you to get in touch with hundreds of key influencers and celebrities, or a direct line to someone at a big organisation. It breaks down barriers, but it's entirely up to you to ensure you have great quality content in order to get attention.

Resources are tighter than ever for charities and social enterprises, so when push comes to shove, how do you demonstrate return on investment (ROI) with social media?

As I mentioned, fundraising on social media isn't about the money, but I agree, you still need to prove an ROI. Saying that the ROI of fundraising is in the relationships is one thing, but measuring it is a different story.

In my interview for the first guide, 'About That First Tweet', I introduced my T.W.E.E.T model (Target, Write, Engage, Excel, Track), so today I'm going to share my new model for justifying ROI on social media. Return On Investment = Reach, Outcome, Influence. Let me explain:

Reach: A relationship you develop becomes more important the larger the reach is. Each of your supporters has their own network that they can share your content with, so be sure to engage your followers who have a large following. Equally, ensure you are using Twitter's free analytics to measure impressions.

Outcome: Any relationship that yields tangible benefits

is working. Did someone you have been engaging on Twitter invite suggest they want to host a dinner for you? Great. Did someone in another country ask to become a brand ambassador, or boost fundraising in their region? These are great outcomes, and should be documented to demonstrate ROI.

Influence: It's one thing to get a celebrity endorsement, but if their followers are not interested in their charitable work, their tweets will fall on deaf ears. By contrast, shared content from a close supporter with an engaged following will prompt greater results. I always think a token celebrity gesture is worth far less than a keen supporter raving about your work.

When you take the time to measure these key indicators, you can effectively report on your successes using Twitter. Demonstrate the growing reach of your content, outcomes from engagements, and the influence you are building online and you will have gone some way to justify the resources invested into social media.

So how can Twitter Analytics help organisations measure and analyse the effectiveness of their messaging or campaigns?

Simply, analytics are critical to ensuring that you're getting where you need to. Twitter Analytics have the benefit of being free, and are a great method for measuring the basics - number of retweets and mentions, tracking follower growth, and evaluating your reach and influence. Combine this with benchmarking yourself against your peers, and you'll soon see how your organisation is actually doing on Twitter.

Finally, what one piece of advice would you give to nonprofits wishing to increase their overall donations by including Twitter in their fundraising strategy?

Remember that fundraising is about long-term relationships. Using Twitter to build these relationships over time is the absolutely best strategy for any nonprofit wanting to win.

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Charles Wells

JustGiving™

Chief Marketing Officer, JustGiving

JustGiving has been on the frontlines of online giving since it launched in 2001. To date, the platform has helped both individuals and organisations raise a staggering £2 billion (\$3 billion USD). We spoke to Charles Wells, JustGiving's Chief Marketing Officer, about the relationship between social media and fundraising.

What trends are you seeing in the world of online giving?

We're seeing a massive shift to people giving online. Already, over 22 million people worldwide have used JustGiving. Over three million signed up in the past 12 months alone and we're now seeing about 100,000 people a week joining. There's huge growth in this form of giving - and we're sure this is just the beginning.

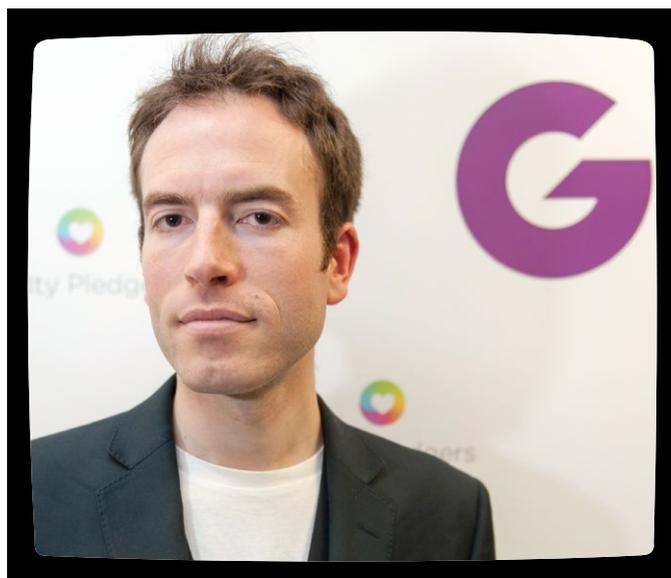
How does social media play a role in driving online donations?

Social media is a major driver of giving - for example on JustGiving over three million visits a month come from Facebook, which is around 40% of our overall traffic. In our experience, publicly sharing giving and fundraising is one of the most effective ways to rally support for a cause.

"On JustGiving over three million visits a month come from Facebook, which is around 40% of our overall traffic."

Is JustGiving only about the transaction - the back end of getting money from someone's account into the hands of the charity?

Definitely not. We're going through a massive period of innovation at JustGiving and we're now a social platform for giving - meaning we're more than just a 'till'. We're still as focused as ever on making fundraising and giving online easy and efficient, but every user's experience is now much more tailored, interactive and social. That's a big change for us and we think it will be transformational



for causes. People can raise, donate, share or care in support of a cause on the platform and there's a huge opportunity for charities to reach new supporters through JustGiving.

What features does JustGiving have to help nonprofits identify potential supporters and build relationships with them?

We have recently launched new social features on JustGiving that have been designed to help charities by showing people more about the causes their friends are engaging in. For example, each user has a feed that shows them what their friends are doing for the causes they care about. Users also receive social notifications - so if a user's friend is already on JustGiving they receive a notification that their friend has started fundraising, just like a Facebook notification.

Charities get detailed reports on who is raising money and how much have they've raised, but we're also about to launch a new insights dashboard to help charities track their reach and measure their social impact on our platform.

It's powered by our GiveGraph, which enables us to understand the relationship between different users. It's based on our 14 years' worth of data and is the world's largest graph of giving behaviour, containing 70 million people, thousands of causes and 285 million connections. It's also fully integrated with Facebook OpenGraph.

What sort of messaging do you see as most successful in converting people into supporters?

We actually find it is less about what the message is and more about who the message is from. An ask from one of your supporters - a powerful advocate - to their friend is so much more effective than a direct ask from a charity.

Really, the most powerful way of growing your supporter base is by getting people to fundraise for you. Every fundraiser tells their friends about the cause and this massively grows the reach of a charity's brand; it's all about getting your supporters to openly do something for a cause and bring their friends along on their journey.

Movember, the annual fundraising event that encourages men to grow a moustache for 30 days in November, does this very well. It's easy for people to get involved, fun and, most importantly, visually very entertaining, which makes it super shareable and effortlessly viral.

Mo Bros and Mo Sistas (as the participants are known) proudly share photos, exchange friendly banter and update people on how much they've raised. All this social activity appears in their friends' Feeds (whether that's on Facebook, Twitter or JustGiving), which in turns inspires others to get involved too. That's word of mouth marketing at its best.

"Concentrate on encouraging your supporters to create fundraising pages and to share their fundraising activity with their friends and social connections."

What features does JustGiving have that you wish more nonprofits would take advantage of?

APIs - Our APIs allow charities to build JustGiving's technology into their own websites, apps and campaigns. We've seen some amazing and creative apps built using our APIs. Some of my favourites are: a Foodbank App, which allows people to see what their local foodbank needs and donate the corresponding amount, an app which tracks how much water you are drinking and an app that allows you to donate to a 'charity jukebox' using the social music service Spotify.

The Care button - Recently we launched a 'Care' button which provides a simple way for people to show they support a cause and inspire others to do the same. Charities can ask their supporters to 'care' for them on JustGiving, and this enables the charity to appear in the profiles of their supporters and in their friends' feed, meaning more people will come across the charity. We see it as a warm-up action - the start of a supporter journey that can lead to a deeper connection with a charity.

What are your top tips for organisations wishing to increase their donations and reach with JustGiving?

1. Embed JustGiving in your own channels. Add the Care button and the Donate button to your website, your Facebook page, your apps. This streamlines the donation funnel and makes it easy for people to get involved.
2. Make sure your charity profile on JustGiving looks its best. Make sure it is as rich as possible with compelling content such as images and stories.
3. Be prepared. Viral campaigns such as #IceBucketChallenge and #NoMakeUpSelfie were completely supporter driven but charities were able to raise a huge amount of money in an incredibly short amount of time. To make the most of these opportunities, charities need to be prepared by being set up with a great profile on JustGiving. The social features of the platform can also help to turbocharge these campaigns.

Overall, keep it simple. Concentrate on encouraging your supporters to create fundraising pages and to share their fundraising activity with their friends and social connections.

What is your immediate response to those individuals or organisations that say that fundraising on social media just doesn't work?

In our experience, that just isn't the case. In the past 12 months, more than \$100 million has been given to good causes as a result of our integration with Facebook. It's an extremely powerful demonstration of how people are using our technology to show they care.

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Isobel Kenyon

JustTextGiving™
by  **vodafone**

Planning Manager, JustTextGiving by Vodafone

Most of us now access our social media profiles on our mobile devices: we check Facebook and Twitter on our phones or tablets more regularly than on our computers. We are also becoming more and more accustomed to buying and paying for things on our mobiles. Given these trends, we sat down with Isobel Kenyon of Vodafone and JustTextGiving to learn more about the intersection of social media and mobile giving.

Just what is JustTextGiving and how does it work?

JustTextGiving was created by Vodafone and JustGiving to enable anyone in the UK to donate by text. It's free, easy to set up and every penny goes to charity. Whether someone wants to fundraise for their local hospice or a charity wants to launch an appeal, they can create a unique code to promote wherever they want - on posters, T-shirts, the radio or even on TV. People then simply text this code plus the amount they want to donate to 70070.

Are people actually using mobiles to donate money?

We've definitely seen a rise this year in the number of JustTextGiving codes being publicised on social media by charities and people raising money for the causes they care about. For example, on JustGiving, 90% of donations to #IceBucketChallenge fundraising pages came in via text! More and more people are seeing the benefits of using text giving as part of their fundraising campaigns as it helps widen their network of donors, which ultimately means they reach more people and raise more money.

Why should charities be using mobile giving, if they aren't already?

Firstly, the simplicity and speed of a text message makes mobile giving very effective - giving by text is such an easy transaction and small donations mount up very quickly.

Secondly, you can reach a wide demographic, which is anyone who has a mobile phone. Currently that's 49 million potential donors in Great Britain. These days, when people are out and about they may not have cash on them but it's almost certain they'll have their mobile phone.

Where does mobile giving fit into the social media landscape?

It fits in very naturally with social media; in fact, most of the time that people spend on their phones is using



social networks, especially Facebook. Over 654 million people around the world use Facebook every day on their phone. That means campaigns that use mobile giving can have a fantastic reach on social media.

Text giving also works really well on social media. The simple call to action, e.g. Text ROSE78 £5 to 70070, is short enough to add to the end of a tweet or Facebook post. This makes it easy to rally people around your cause.

"Over 654 million people around the world use Facebook every day on their phone. That means campaigns that use mobile giving can have a fantastic reach on social media."

Who has, in your opinion, perfectly married their social media usage with their JustTextGiving strategy?

Recent campaigns on social media, such as #NoMakeUpSelfie and #IceBucketChallenge, have shown how a campaign can gain traction and reach a huge audience, beyond a charity's established supporter base. Using the right channel at the right time really can help raise more funds.

One of the biggest criticisms initially of #NoMakeUpSelfie was that it lacked a call to action to donate. Cancer Research UK picked up on this sentiment and when it was appropriate, highlighted easy ways for people to give. So what started as a playful awareness campaign, quickly turned in to a way of driving donations.

"90% of donations to #IceBucketChallenge fundraising pages came in via text."

What messages are most successful in converting people into donors or supporters?

Messaging that tells a compelling story moves people to donate. There was an amazing response recently to the sad news about a fire at Manchester and Cheshire Dogs' Home where more than 50 dogs were killed. Within 24 hours, over £1 million (\$1.5 million USD) was raised to help the dogs and rebuild the home. The majority of the support was outside of Manchester, but the arson story and loss of life touched people's hearts. They made the call to action easy - Text MDOG57 £3 to 70070 - and brought in more than £400k by text.

Another example is Acorns Children's Hospice who did an on-the-pitch appeal at Aston Villa FC. When ex-footballer Paul McGrath returned to his former club and asked the crowd to get their mobile phones out to donate, an incredible £7,500 was raised. That's enough money to provide seven families with the support of a dedicated community team for a whole year.

With over 70% of the charity's income coming from voluntary donations, spontaneous generosity like that displayed at Villa Park is absolutely vital for Acorns. It enables the hospice to continue offering much-needed care.

How can nonprofits use JustTextGiving to keep people involved after the donation is made?

When someone donates through JustTextGiving, they receive a thank you text message and the opportunity to opt in for further charity information. Charities that are

members of JustGiving can access their email in their reports and include them in their ongoing communications plan so they can build on their relationship.

Why should nonprofits encourage people who are fundraising for them to use JustTextGiving?

The stats say it best - JustGiving's stats show that people who use JustTextGiving to boost their online fundraising raise on average 59% more money for their chosen charity.

Also, on JustTextGiving, people can generate their own text code for free. I'd love to see more nonprofits encouraging their supporters to set up their own personalised text codes, because it means that the reach for them is so much further; an individual can share their code with their own network, so the fundraising circle is forever increasing.

What are your top tips for organisations wishing to increase their donations and reach with JustTextGiving?

1. Use social channels to maximise reach - include your text code at the end of fundraising posts and tweets.
2. Promote your text code - You can promote your code on t-shirts, email signatures, quiz papers, presentations, videos - wherever and whatever you're doing.
3. Tap into free promotional material - this is available on JustTextGiving's website to further enhance your fundraising campaigns.
4. Make the most of a captive audience - People have their phones on them most of the time, even when they may not have cash.

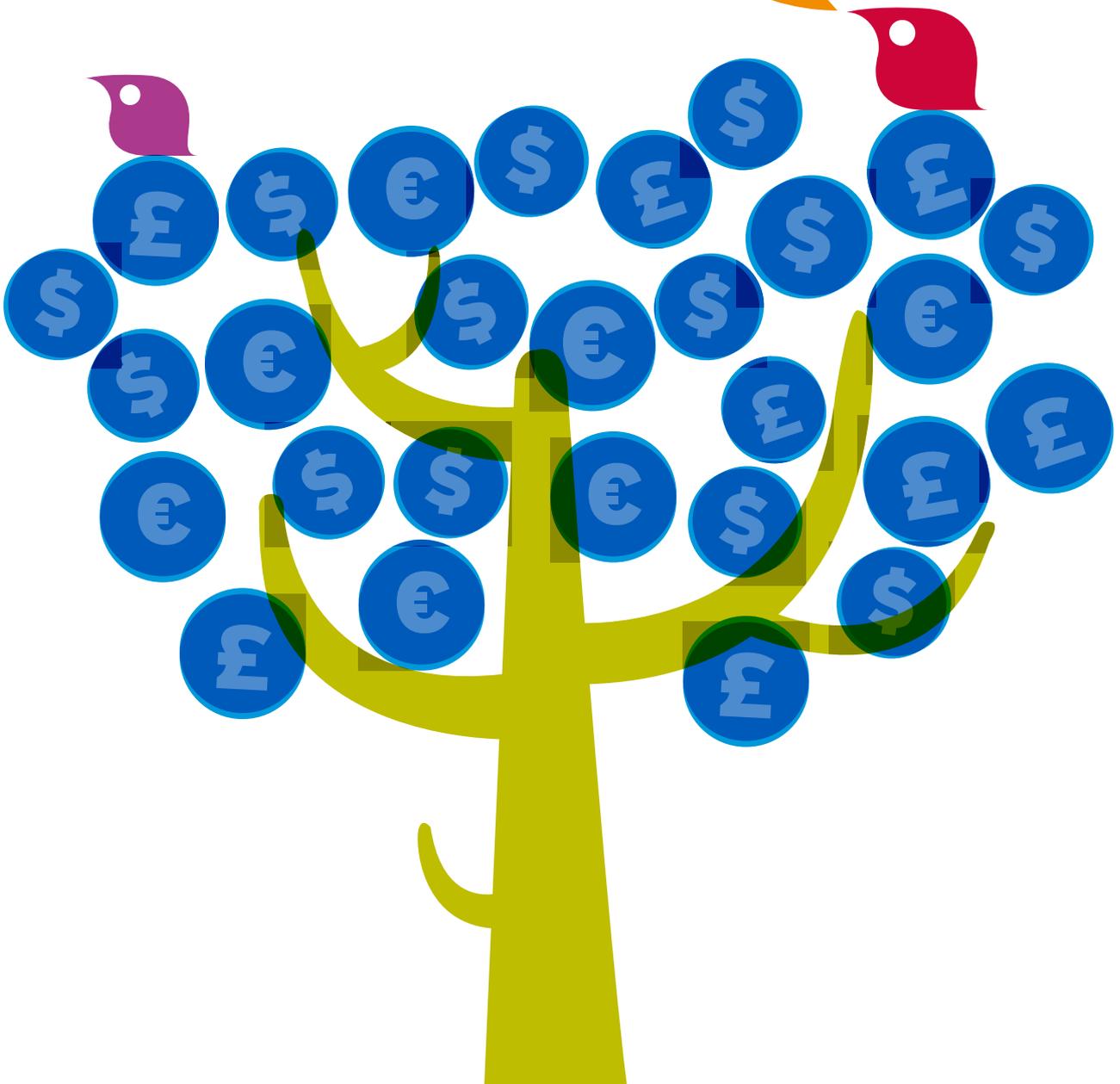
What is your immediate response to those individuals or organisations that say that fundraising on social media just doesn't work?

That's an easy one. Google "the numbers behind the #IceBucketChallenge" and then come back and tell me fundraising on social doesn't work.

Connect

-  justgiving.com/en/justtextgiving
-  facebook.com/justtextgiving
-  [@justtextgiving](https://twitter.com/justtextgiving)
-  [@lssiek](https://twitter.com/lssiek)

Resources



Facebook & Fundraising

The role of Facebook in your fundraising strategy

More than 20 million people in the UK check Facebook every single day. So appearing in someone's News Feed is important if you want to encourage that person to support your cause, organisation, or fundraising effort.

In September 2014, 51% of visits to JustGiving's website were from mobile devices; a vast majority of this mobile traffic coming directly from Facebook mobile. In peer-to-peer fundraising, Facebook is the primary way people ask their friends to donate to their cause. And as Facebook's audience becomes more mobile, so does anything anyone shares to Facebook - including fundraising asks.

Mobile Facebook is the single biggest source of traffic to JustGiving (and JustGiving is the largest online

fundraising platform in the world). Facebook is key if you're fundraising on social media. So it's very important to develop and implement a strategic approach to the platform. Remember to listen to your Facebook audience, to use them as a sounding board for new ideas or campaigns, and to be ready for your moment in the sun if a specific campaign, such as #NoMakeUpSelfie, takes off. Even if your campaign is not on the scale of #NoMakeUpSelfie, you should still use Facebook to enable your audience to tell your story to their friends. Ultimately, when you let your supporters do the storytelling, you'll reach a larger and more engaged audience than you ever could on your own - and that's the benefit of investing time and effort in Facebook. If you're still not convinced, let's look at some hard figures:

From July 2013 to June 2014

Facebook posts about JustGiving were viewed

905 million times

this brought

47 million
visits to JustGiving's website

42%

of JustGiving's overall site traffic comes from Facebook (26% from Facebook mobile, 16% from Facebook desktop)



2,980,478

JustGiving links shared by people on Facebook



1.05 million



new registrations on JustGiving's website used the 'register with Facebook' option

All the people that visited JustGiving directly from Facebook donated a total of



£63 million

£28 million

of the £63 million came directly from Facebook integration on JustGiving; in other words, people sharing directly on their News Feed from JustGiving's website



What about Twitter?

All the people who visited JustGiving directly from Twitter donated a total of

£3.8 million

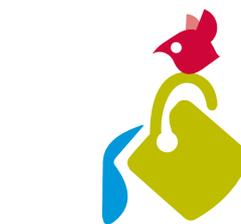


400,000 Tweets



sent directly from JustGiving's website through Twitter integration

4 of the biggest fundraising campaigns of 2014 have been powered by social media, and crucially, not led or created by a charity - Stephen Sutton's Teenage Cancer Trust Campaign, #NoMakeUpSelfie, #IceBucketChallenge, and Manchester Dogs Home. The lesson here: if you put your fundraising in the hands of your supporters and they capture people's imaginations - and you are there to facilitate and help coordinate - the sky's the limit...



17 million people

uploaded #IceBucketChallenge videos. 140 million people viewed them

On A Budget

Fundraising on social on a shoestring

We've featured four case studies that have shown how charities both big and small have used social media to achieve fundraising success. In fact, with the exception of one of the case studies, all of the organisations we've highlighted have very little in terms of a social media budget. Below we highlight how social media can help facilitate the fundraising process when the budget is tight.

1. Identification

Exploring social media is completely free. Search relevant hashtags on Twitter to find people who are already talking about your cause. Find related pages or groups on Facebook and LinkedIn, and strike up conversations with people who post often. Also, take note of those who like, comment on and share your posts - within your network there are people who could be come key advocates for you if given the right support.

Like the Rotary Club of Grantham did, approach interested parties with a straightforward message that will inspire them to engage in a relationship with you. Start by asking something small, like sharing your mission with their friends. Then cultivate relationships with the people they bring your way.

2. Cultivation

Share stories wherever and whenever you can, like Child's i Foundation do, through low-cost videos, images, blogs and posts - and keep your audience updated as the tale unfolds. Show supporters exactly how they'll be helping if they decide to give. This transparency helps create trust between you and your supporters, which is key to creating relationships that last.

It also requires no budget to speak to supporters like friends, ask them questions and always answer theirs. Respond to their individual needs and give them lots of support whenever they take action for your cause - whether that's sharing your content or running a marathon on your behalf.

3. Solicitation

Getting set up on online donation and mobile giving platforms may have a small price tag, but you'll undoubtedly reap the benefits of a straightforward conversion funnel. Having multiple donation processes also allows you to optimize your ask based on the particular campaign, project or event you're raising money for.

Consider where people will be when they see your message when deciding where to direct potential donors. If they're likely to be browsing from the office, for example, a link to your JustGiving page may see the best conversion rates. But if they're snapping photos on their mobile phones, like the audience for #NoMakeUpSelfie, a text donation number will be the most natural route.

4. Acknowledgement

Create social media content to give donors personal, public recognition and an insight into how they are helping you create change. This can be done without spending a penny, such as a blog detailing how the money will be spent, or a photo of a beneficiary whose life you have touched.

Take pictures when you're with supporters, and ask event participants to send you photos they take themselves. When you share on social media, tell others who that fundraiser is and applaud them for what they've achieved. Like Cystic Fibrosis Ireland, include a call to action in thank you posts to let others know exactly how they can get involved.



Fundraising Checklist



Things to remember when fundraising on social

1. Identification

- Look for key 'interest indicators.'** Pay attention to hashtags and social activity to find key contacts. Reach out and build relationships with like-minded people.
- Tap into existing networks.** Connect with members of online communities where people share your values and support your mission.
- Start with a simple message.** When you make contact with new potential supporters, start by letting people know about just one project or goal.

2. Cultivation

- Embrace friends of friends.** Pay attention when people respond to supporters' posts about you – engage in conversation with them.
- Get to know your supporters.** Ask questions of your followers often and respond quickly when they start a conversation with you.
- Take people on a journey.** Post content regularly, sharing stories as they unfold. Be as transparent about your activities and ambitions.

3. Solicitation

- Be prepared to act quickly.** Listen out for trends on social media and jump in when you see a relevant opportunity.
- Make donating easy.** Fewer obstacles for givers will mean more conversions for you. Invest in a straightforward donation vehicle.
- Keep up the momentum.** Use social media to share achievements and create buzz around your ask. Tell people exactly how they're helping when they give.

4. Stewardship

- Make it personal.** Use a familiar tone, share supporters' names and backstories, and recognise donors as individuals.
- Share supporters' stories.** Encourage participants in the run up to events. Engage your whole community in thanking supporters' efforts.
- Tie thank yous into future events.** When thanking supporters, let people know exactly how they can get involved in all the fun.

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Further Reading

Some great (& free) resources from around the web

Resources



Facebook

Facebook Pages: A Guide for Causes and Nonprofits

goo.gl/DyUV2A

Facebook for Business

goo.gl/UlrbkN



Twitter

Twitter Success Stories: Nonprofits

goo.gl/PbCmOI

The Twitter for Good Blog

goo.gl/UFzvXu



YouTube

YouTube Nonprofit Program

goo.gl/nFFRti

YouTube's Playbook for Good

goo.gl/RxIw9



Google+

Google+: Best Practices for Nonprofits

goo.gl/M34jQt

Google for Nonprofits Blog

goo.gl/z5pOZn



Pinterest

Nonprofits on Pinterest

goo.gl/OJRpqy



Instagram

Instagram Blog

blog.instagram.com



JustGiving

JustGiving's Blog

goo.gl/dKWtGD

JustGiving Charity Support

goo.gl/kHLMxT

Some great websites

The Guardian - Voluntary Sector Network

theguardian.com/voluntary-sector-network

Beth Kanter's Blog

bethkanter.org

Claire Díaz-Ortiz's Blog

clairediazortiz.com

Impatient Optimists

impatientoptimists.org

Markets for Good

marketsforgood.org

Top Nonprofit Blogs

topnonprofits.com/lists/nonprofit-blogs

Mashable Social Good

mashable.com/category/social-good

HuffPost Impact

huffingtonpost.com/impact

Nonprofit Tech for Good

nptechforgood.com

Stanford Social Innovation Review

ssireview.org/blog

Social Media Week

socialmediaweek.org

Ventureneer

ventureneer.com

UK Fundraising

fundraising.co.uk

Zoe Amar's Blog

zoeamar.com

NonProfit Marketing Blog

nonprofitmarketingblog.com

The Showcase of Funding Innovation (Sofii)

sofii.org

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About Social Misfits Media

At Social Misfits Media we help charities and social enterprises think strategically about their digital presence. We work with our clients to better engage with those critical to their success by creating dynamic social media strategies for marketing, campaigning, and fundraising.

Social Misfits Media was founded by the team at I.G. Advisors, a strategy consultancy for the social impact space. I.G. focuses on providing philanthropy, corporate social responsibility (CSR), and fundraising consultancy. Connect with I.G. Advisors at www.impactandgrowth.com or @IG_Advisors

About JustGiving

JustGiving is the world's social platform for giving. Since their launch in 2001, they've helped 22 million people raise over £2 billion (\$3 billion USD) for over 13,000 incredible charities. Their mission is to connect the world's causes with people who care.

Through online and mobile they bring the best that technology has to offer to charities worldwide, and were awarded Best Giving Platform by members of the Institute of Fundraising earlier this year.

A big thank you

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With Thanks

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JustGiving™