

# Social fundraising

Cheat sheet

**Social fundraising** is a critical concept to understand. So, we created a little cheat sheet that'll help break it down, simplify it, and provide practical ways you can start incorporating social fundraising into your organization's fundraising strategy. Ready? We are too.

## 5 KEY CONCEPTS

1. Shares have real value
2. Fundraising on social is *not* the same as social fundraising
3. Your supporters' megaphone is larger and louder than yours
4. Go beyond the donation
5. Design for real humans

## DEFINITION

### Social fundraising for nonprofits

The act of getting people (supporters, donors, evangelists, fundraisers, etc.) to post about the actions that they take related to your cause.

## CONCEPT #1 Shares have real value

There is tremendous value created for your organization when your supporters share their actions:

- Your supporters have personal networks that would be difficult to reach on your own
- Sharing often drives new donations
- Sharing spreads awareness about your mission

## CONCEPT #2 Fundraising on social is *not* the same as social fundraising

One of the biggest misconceptions of social fundraising is that it simply means to be active on social media using your nonprofit account. You may solicit donations via posts on social, we call that fundraising on social. Here's a nice breakdown:

|                              | Who Posts       | Audience   | Benefits   |
|------------------------------|-----------------|--|--|
| <b>Fundraising on social</b> | You             | Organic: limited section of your current followers<br><br>Paid: potentially new supporters | Donations from existing supporters<br><br>Updating existing supporters on your cause |
| <b>Social fundraising</b>    | Your supporters | Your supporters network-typically not within reach   | New donations from new supporters<br><br>New awareness reach                         |



## CONCEPT #3 Your supporters' megaphone is larger and louder than yours

When your supporters share with their own personal network, the message will have more reach, more validity, and more effectiveness than your message alone.

### WHY?

**Reach:** The average person has 155 friends on Facebook. So a single share has a 155x multiplier on the number of people it can reach.

**Trust:** Your supporters family and friends trust them. When they talk about your cause, it puts you in the best possible light for getting new supporters.

**Storytelling:** Your passionate supporters tell your message through their own personal experiences which are incredibly compelling to their networks.

**Authenticity:** People would rather hear from a person versus a brand.

## CONCEPT #4 Go #BeyondTheDonation

There are five main ways your supporters commonly interact with your cause and they could be sharing each one with their own network.

1. **Visiting one of your campaigns** - Often a supporter can't give monetarily at a given moment, but they could still lend their voice and share
2. **Making a donation** - People who have given to your cause want to show the world what they care about how they give back
3. **Buying a ticket & registering for an event** - People who have committed to participating in your event make great promoters
4. **An experience with your non-profit** - Organizations touch people in lots of different ways whether they're patients, recipients, or volunteers, and those are amazing stories to be told
5. **The creation of a personal fundraising campaign** - Perhaps the best opportunity is when a supporter of yours takes it on themselves to create a peer-to-peer campaign benefiting your organization

## CONCEPT #5 Design for real humans

Be sure to craft the social fundraising experience based on how people really behave.

### HOW?

**Timing** - As your supporter is taking an action, they're in the right mindset to do more. Let them know at that moment that sharing their action provides real value to your organization.

**Make it easy** - It has to be easy to share. That usually requires a deep integration with social platforms.

**Optimization** - Like with anything online, finding the optimal experience for conversion is a critical part of success. Testing different buttons, colors, CTAs, placement, copy, etc.

**Spread the knowledge** - You now know the value of a share, make sure your community does as well.