

Social fundraising...

Do you believe the rumors?

Q&A

These questions are so, so great.

1. **Would you recommend drafting social messages as a template for participants to use?**
 - a. Yes - As long as they can be customized by the individual so they are unique and part of the supporters' own personal story. What you don't want is a template that pushes out the same standard message that would come from the cause itself.

2. **How effective is social fundraising if the cause has nothing to do with personal narrative?**
 - a. The more personal a social share is by the supporter, the more effective it will be. However, every cause does have people that care and have a reason why they are supporting. It might not be as direct as other causes, but a personal narrative does exist.

3. **What distinctions are there between using Crowdrise vs GoFundMe? Why use one versus the other?**
 - a. CrowdRise is designed for fundraising campaigns that benefit a nonprofit organization, while GoFundMe is for campaigns that benefit an individual



- 4. There are several social media fundraising platforms, but which one is the cheapest? Why would we pick a platform that costs more money when we're an already small struggling non-profit?**
- a. We've always been focused on making the platform the very best for nonprofits, which is why we created the ability for donors to cover all fees of a donation to help make it as cost-efficient as possible. We have a few platform subscription levels so that every charity, large and small has the ability to use CrowdRise and our social fundraising features.
- 5. You guys partner with Active.com for registration, which is great, but it causes a bit of a multi platform gap between the fundraising aspect and the P2P. How do you think you could successfully bridge that gap to increase social fundraising?**
- a. We do have our own native registration and ticketing features that bridges that gap. One of our current initiatives is to make improvements to that feature, to enhance its ties to social fundraising as well as to improve the core functionality. Stay tuned for updates.



- 6. With social fundraising I have noticed we need our staff to promote it personally to gain traction. They don't want to promote on their personal social media. How do we overcome this hurdle?**
- a. There are lots of ways to incentivize people. One common option is to turn it into a game or competition. Also, social fundraising doesn't start on social media, you should be encouraging donors to share your donation pages - not just share the Facebook posts you're producing.
- 7. What's the minimum database/list size that is needed to make social fundraising worthwhile?**
- a. There is no minimum because it's not about posting on social and having that message shared. It's about donors posting on their own, while their having an interaction with your cause. Each and every share provides value and can lead to more donations.
- 8. How much time should we be spending on social fundraising? I honestly think it's a full time job. Would you agree?**
- a. The beauty of social fundraising is that once you've embraced it, you kind of give it over to your supporters to run with. The key is just inspiring them and making sure they know they're part of the solution, more than just their money. Their voice, their connections and their ability to share has real value in the world.



9. **How is what you offer different than what FB ads can do?**
- a. Posting or advertising on Facebook is just another marketing channel, and if it's working for you please continue doing it. Social fundraising is when your supporters, donors and fundraisers share your donation page with their personal networks, so that it resonates in a way that can be much more effective. This can strengthen awareness, brand, and mission as well as monetary support. People give and listen to their friends and family.
10. **You said that soon "more" donations will come from social media. Do you mean more volume or more dollars per gift? I find it hard to believe that someone will give \$100,000 or even \$20,000 from a social media post, which are the types of donations we seek and we collect fairly often.**
- a. \$100,000 in a single donation is amazing. Great for you. I think the idea here is that that \$100k donor probably has some friends that listen to them and if they gave and asked their friends and family to do the same by sharing their donation and your message you get some of them to give too.
11. **What kinds of causes that are not well-suited to social fundraising (non-trending, non-searchable terms**
- a. Causes that have to be very non-descriptive in how they operate or for some reason can't 'share' the passion with supporters might have a more difficult time with social fundraising. We need to get our supporters to understand their place in the movement to be successful.



12. **How can you encourage donors and other engaged followers to get involved by creating a peer to peer fundraiser.**
 - a. Look to the people closest to your mission first. Often asking them to create a fundraiser and then using them as an example for the rest of the community works well.

13. **We currently are running a social media campaign that features local community leaders; the sheriff, Chamber of commerce, local business owners etc... While they are all talking about why they care about our organization and are asking people to donate, we have not been getting much growth on these posts. From the sounds of it, are we doing something totally wrong?**
 - a. You're not doing something wrong per say, but you're not doing social fundraising, you're just posting on social media. Social fundraising isn't getting supports to react to something you put on Facebook; it's getting them to post about you on Facebook. Maybe that happens after your supporters make a donation, participate in an event or just through their experience on your website. It's those personal posts that provide the benefits of social fundraising



- 14. Any suggestions on how to help an organization understand the importance of online giving, if that organization does most of their fundraising by direct mail and personal solicitation?**
- a. Adding online and social fundraising to your current mix is easy. That's the main reason. No one is suggesting you stop doing direct mail, but rather add an online component to the events and drive you're already doing. So take it slow, but you have to attempt to introduce these new channels. Do you encourage or incentivize direct mail recipients to make their donation online? Do you let them know that it's not only easier for them, but more cost effective for you? Do you ask them to share their experience about your organization on social media?
- 15. Do you think that long term ongoing fundraising is effective or short term very specific project goal oriented fundraising?**
- a. I think it depends on your mission, goal and story. What inspires your community? Often short tangible fundraising sprints can excite people. But for some causes its the long term awareness and action that gets people to 'dig in'.

