

Social fundraising...

Secret Sauce

Q&A

These questions are so, so great.

1. **Are social fundraising platforms like CrowdRise best for projects and events or would ongoing fundraising for an organization work?**
 - a. The features on CrowdRise enable you to do all your fundraising in one place. That can mean a year-round "general donation" page to annual events like walks and galas. You truly can do it all.
2. **What are some tactics and incentives you have used or recommend using to get people to fundraise for the org?**
 - a. Tangible impact is one of the best ways - let them know what their money is going to. Other ideas include gamification, contest/promotions, fundraise to dare, and many more
3. **What are the tools you recommend we make for donors?**
 - a. Images, stats, quick facts, and anything the helps them tell the story - as long as it's their personal connection to the story



- 4. Can you talk about how to enroll your community in social fundraising? ... how to ask them to raise money for your cause?**
 - a. Step one is all about having a place for them to do so. step 2 is to just ask. Let them know it means more than just a donation. It's always helpful when it ties to an event, campaign or goal

- 5. Do you have any tips for how to choose and invite supporters to be social media advocates for your organization for the first time?**
 - a. One great way is to make sure they know the value of their network. Their share can do more than their donation. Once they realize a few clicks can raise more money, it helps convince those to get involved

- 6. Do you recommend Nonprofits leverage Facebook Groups to share assets/messages etc. to core supporters?**
 - a. Yes! Giving supporters assets to help them spread the word is great! Just make sure you encourage them to make the story their own - not just send out a "canned" message.



7. **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.
8. **How do you recommend gamifying a campaign with no set start and end date?**
 - a. If there is no start or end date, it would be great to tie it to some goal, for the organization, team or individual. Also rewards for certain levels of fundraising help too
9. **How exactly is social fundraising different from sharing your CrowdRise page on Facebook? Is it just the messaging?**
 - a. It really starts with WHO is sharing the page. If your supporters are sharing your fundraising page that is social fundraising. If you (the nonprofit) share - that's just using social media



- 10. How important is it to "prime the pump" before initiating your campaign -- like the musician who puts \$50 in the donation bowl?**
 - a. We typically suggest doing "soft launches" on big campaigns, so others are more compelled to donate when they've seen others already have. It's always a good idea!

- 11. Is it important to have a well planned out campaign before seeking donations? if so, how simple can it be?**
 - a. We definitely recommend having a plan and a messaging calendar. This ensures you keep on track with your messaging and keep it consistent and engaging. We typically see charities who do this raise a ton more than those who do not.

- 12. How much do you think folks over 50 use social media? That is a large base of our donors.**
 - a. Hey, great question! Social Media usage is definitely on the rise amongst all demographics. However, only approximately 1/3rd to 45% of folks over 50 actively use social media. Facebook is the most popular across all ages.



- 13. Posts that announce something or have a call to action that is clear (donate now! sign up! etc) have their place, but how do you craft content/posts that encourage shares?**
 - a. That's where personal narrative comes in. Ask them to share why they donated, volunteered, or why that cause is important to them
- 14. What role, if any, does email play in social fundraising?**
 - a. It can a lot, first make sure the pages your linking to are optimized for social fundraising. The social share has to start somewhere. Also, don't be afraid to ask them to share on social in the email as well
- 15. From studies that I've read, email has a higher conversion rate (getting donations) than sharing things on social media. With that in mind, why would you go the social fundraising route rather than sending out personalized emails?**
 - a. Personalized email is super effective, and you're right. The key is utilizing them both (email and social media) so you can cast the widest net possible, so to speak. Understand though Social fundraising is getting your supporters to post on social - not just the nonprofit



- 16. Do organizations usually incentivize the campaigns for their supporters by offering some kind of reward for raising funds for the non-profit?**
 - a. Some do, some don't. Depends on the campaign, goals, and if it's tied to an event. Each supporter group requires something a little different.

- 17. Is there an ideal length (number of words) for the storytelling?**
 - a. No ideal length, but a good rule of thumb is to be as short as possible while making sure to tell the whole story.

- 18. Our organization provides outreach and health services to people who inject drugs, and sometimes I think our supporters are wary to share our message on social media because they are concerned about how other people in their networks might think about them.**
 - a. Because you're dealing with a sensitive subject, supporters may be more reluctant to share. In this case, you can ask your supporters, respectfully, to share as much as they're comfortable with. For instance, encourage them to share with a close network instead of posting all over social media. You might be surprised by the response and receptiveness people are to your message!



- 19. What are the incremental prize options for the Holiday Challenge? Not to be a pessimist, but it's highly unlikely that we will raise the most funds during this time period (but we may be able to get the most donations, most indiv. donors, etc.) Just trying to gauge if it's worth pursuing this program at this time.**
- a. While we don't have the exact challenges and their prize amounts nailed down yet, over \$100,000 in weekly Bonus Challenges will be given away. These challenges can vary and are not always dependent on the amount of donations you receive or the amount of followers you have. One challenge we like to do is an email-to-win Rock-Paper-Scissors challenge! No skills required and any organization can win. We'd definitely recommend that you join and give it a shot!
- 20. We get a lot of requests like "What else can I do to help you - I want to give more than money?" What is a good way to manage that?**
- a. That's great that you have supporters who want to give more than just dollars. What we've seen work in the past is creating something like a google form, where donors can fill out an "in-kind gift" form that describes what they want to give. You as the organization can follow up with your supporters, too, to communicate what is most needed outside of money.
- 21. What about recurring gifts? Do you offer that element?**
- a. We do-- we offer monthly donations to charities and campaigns!



22. What are some creative ways to encourage people to share posts on social media? What are the 'sexy words' of social fundraising?

- a. Great question. We always recommend using emotionally-powerful language, but also make sure you focus on the personal narrative of the supporters. It's their story you're trying to get them to share that will really resonate with their friends and family. Each audience is different, but one of "sexy words" we like to talk about is the "value of a share". Supporters don't realize that sharing your page not only could bring in donations, which usually it does, but also reaches a whole new audience and helps spread the nonprofit's message.

23. What exactly are the "right tools" to enable SF?

- a. When we talk about tools, we're really talking about the platform your fundraising on. Is it optimized for social shares and social fundraising? Does it do the work for you

24. if your organization does not have certain social media...for example instagram...how can we make a compelling argument to directors as to why we need it? Do we know which social media is most effective? Is FB the main?

- a. While Facebook is the most effective in terms of Social Media platforms, it's totally okay if your organization doesn't have a specific social media presence. Social fundraising is about your supporters using social media to share your message. As for a compelling reason, well if you're supporters are talking about you on a site, shouldn't you be there to listen and help?

