

How to Use Social Media to Increase Donations

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The Problem:

We're doing social media but how can we use it to raise funds?

Step 1: The Foundation

What Are Your Goals?

- Connect with donors and potential donors?
- Promote fundraising events?
- Run a donor campaign?

Step 2: Who Do You Want to Attract?

- Age
- Sex
- Geography
- Occupation
- Income
- Lifestyle
- Interests

Step 3: What Do They Want From You?

- Don't Talk to Everyone
- Write content specific to your audience

Step 4: Provide Value & Form a Connection

80% Educational 20% Sales

- Share Your Knowledge
- Help Them Solve A Problem
- Share Their Passion
- Teach Them Something

Step 5: Have a Clear Call-to-Action

- Be Specific
- Direct Them Where You Want Them to Go

Step 6: Have a Plan

- How Many Times A Week Will You Post
- What Kind of Images Will You Use?
- Plan Content In Advance- Editorial Calendar

Step 7: Additional Suggestions

- Pick 1 or 2 Platforms
- Quality is More Important Than Quantity
- “Who” is More Important than “How Many”
- Be Consistent
- Give It Time

Q & A

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