

MY CHARITY CONNECTS WORKSHOP

An initiative of CanadaHelps

EVERYTHING OLD IS NEW AGAIN

Step One – Be Good at Fundraising

- Build a campaign – urgency, goal, reason
- What's your story? Tell stories using multiple forms of media, and focus on outcomes and impact (*not* outputs)
- Online, everyone looks the same size – play to your strengths: smaller organizations can often be faster and more nimble than big ones, and that means responsiveness and fresh content which is critical in online communications
- Learn from others, subscribe to sites you think are good – you don't need to come up with all the ideas yourself

Step Two – Be a Great Marketer

- Be good at marketing: get the fundamentals right – do you have strong brand and communications messaging?
- Do you know who your audience is? How are you speaking to them? What do they want to hear?
- Keep it fresh and simple – online content needs to be changed more frequently

Step Three – Let Go

- Build relationships, engage in dialogue
- Stop thinking about offline as distinct from online
- People will always talk about you, whether online or off – you can't control them, but you can engage them
- Keep your messaging strong and consistent

Step Four – What's Old is New

- Social networking is the basis for strong peer-to-peer fundraising and communications – this renews the essential components of building a community (the fundamental work of almost any nonprofit)
- Get data, make mistakes: Do your research – play and have fun with various online tools before committing
- Try tools out with test accounts, or see what other are doing, start simple
- Most tools online allow you to collect lots of data about users and usage patterns – test, experiment, and use the data to build a case to convince others to buy-in to an online strategy

Busting Myths

- Social media is not a silver bullet for fundraising
- Social media does not necessarily engage or attract younger donors and supporters
- Social media is not free, even if the tools are available for free

Best Uses of Social Media

- To tell stories
- To have conversations
- Leveraging peer-to-peer fundraising
- Allowing others to tell their story
- This means we have to start listening more to our donors
- Donors are more likely to engage their stories with their peers, not institutions

Social Media Strategy

- Social media has costs: