



Communication Strategy for Peer-to-Peer

Prepared by Colleen Legge & Dolores McDonagh

Sr. Consultant, Strategy & UX Design

*charity*DYNAMICS

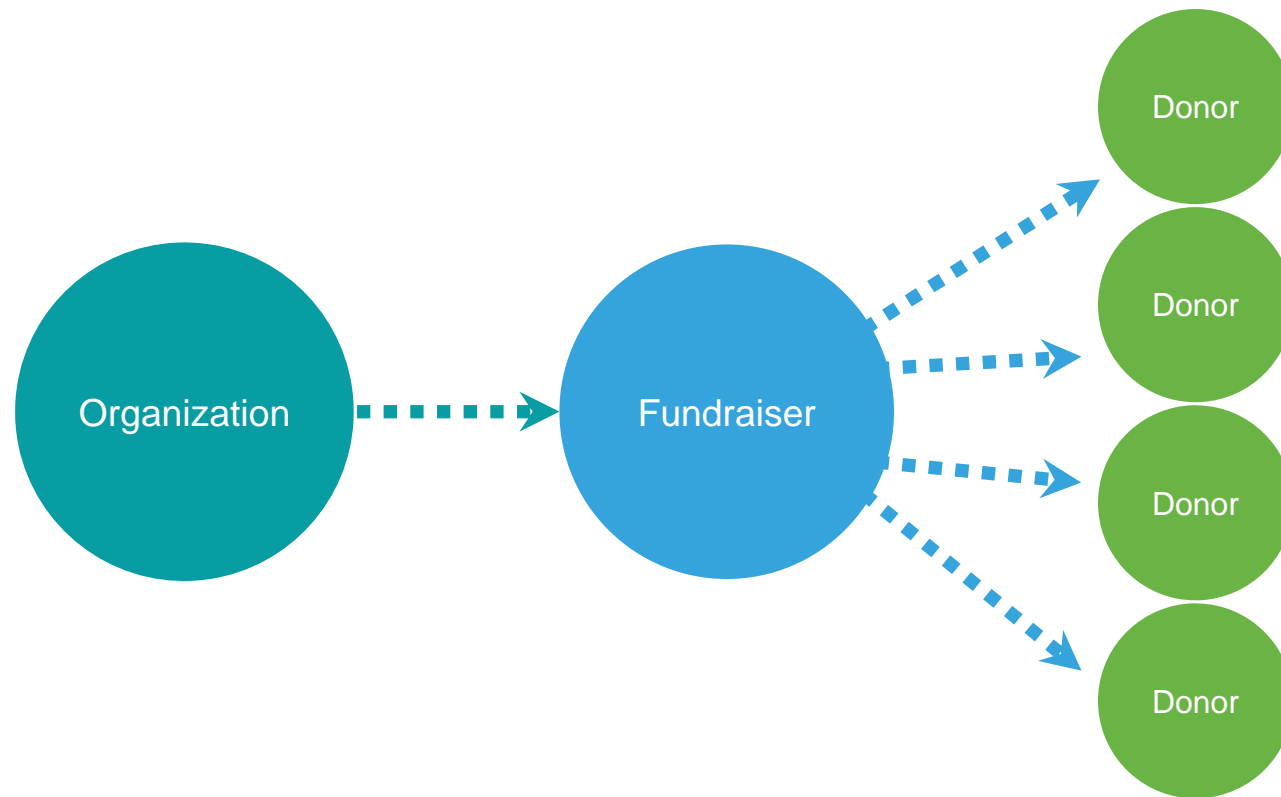
The image features a solid teal background. At the top, there is a horizontal band with a fine, diagonal hatched pattern in a slightly darker shade of teal. Centered in the lower half of the teal area is the text "All the Ways We Communicate" in a white, sans-serif font.

All the Ways We Communicate

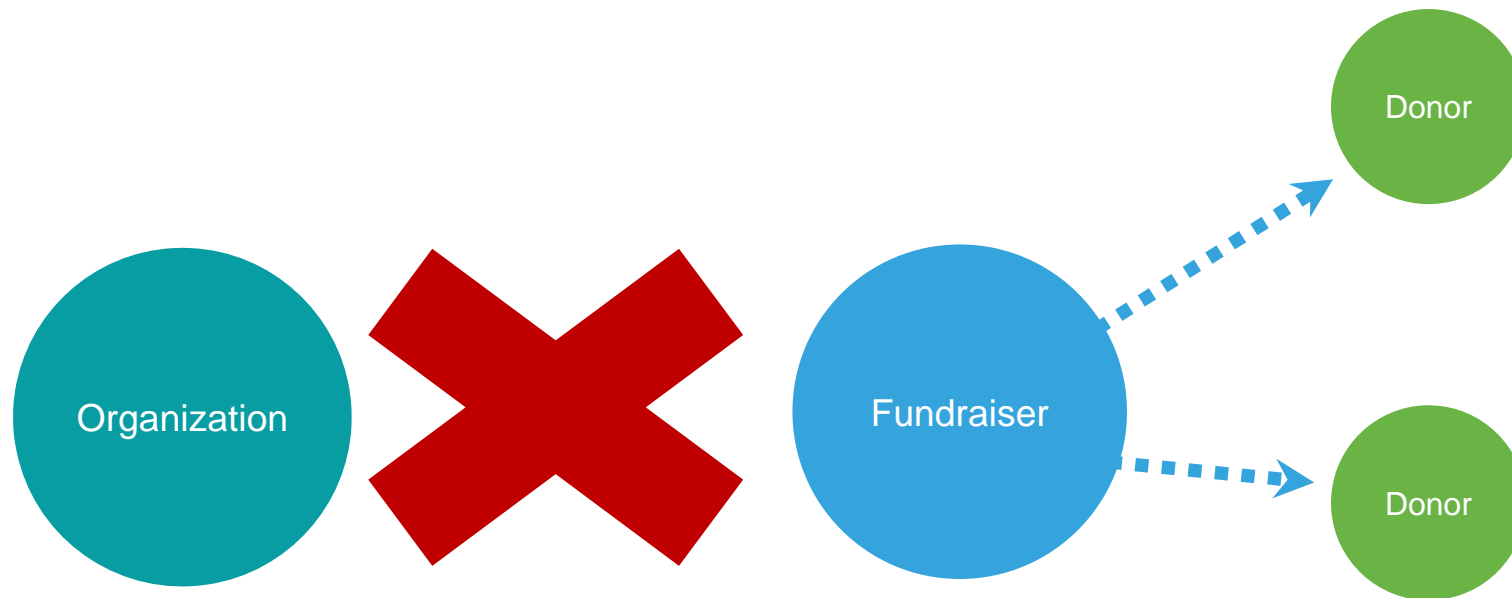
Where are they hearing from you?

- Email
- Social Media
- Kick-offs
- Website
- Other people
- TV/Radio
- Video

Peer-to-Peer Fundraising

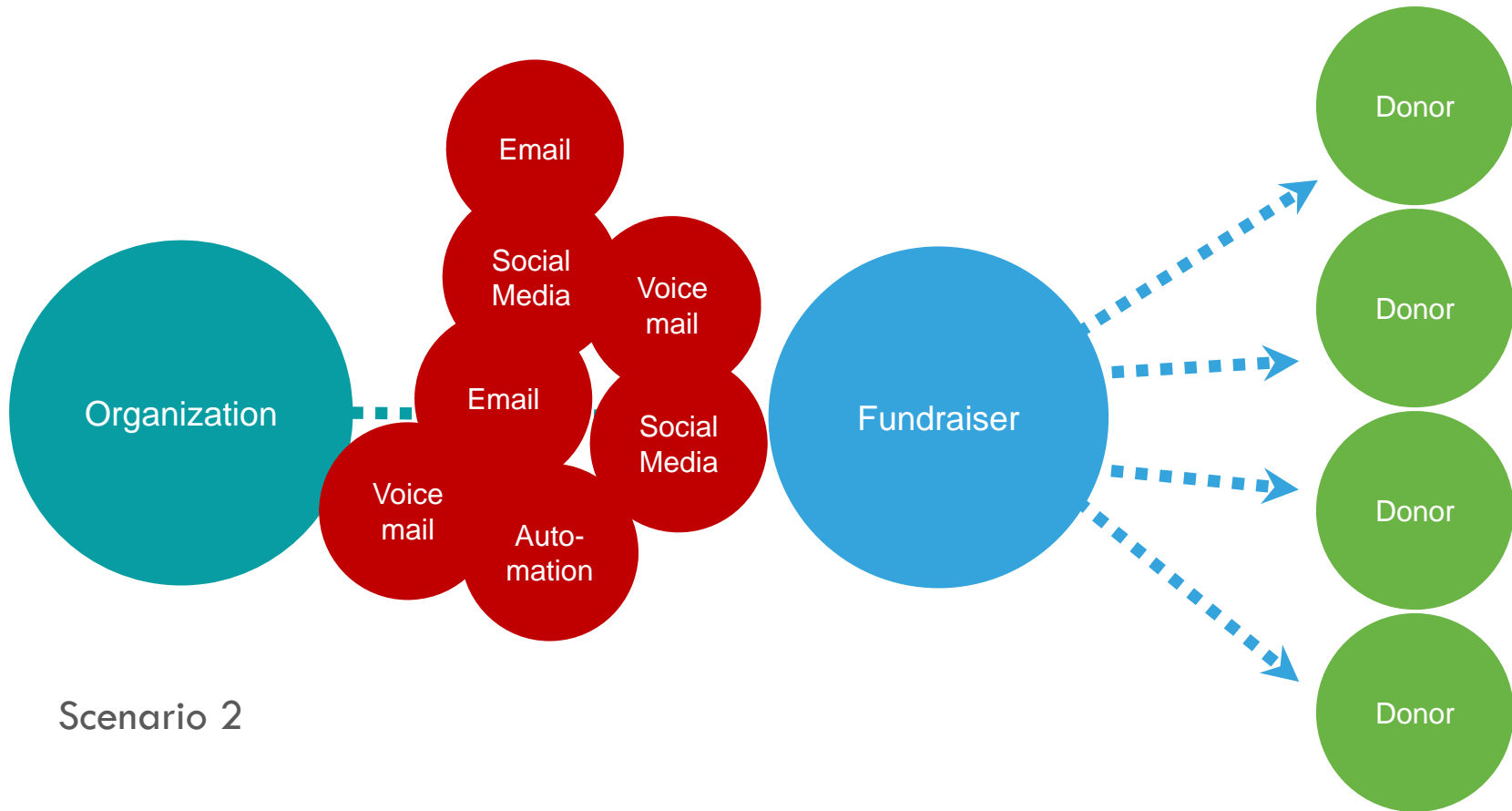


What is actually happening



Scenario 1

What is actually happening...



Scenario 2

What if we...



The Complainers

- Embrace your complainers
- Safe to say that not many of us enjoy the complainers.
- Truth is we won't make everyone happy....ever.
- What if we viewed complaints as an opportunity?



Get Out!

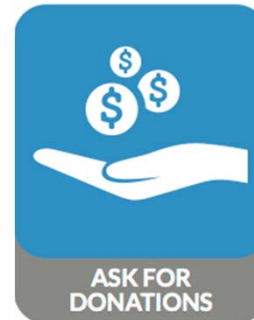
- Face-to-face communication is a lost art.
- Social media and online fundraising has allowed us to become more automated. Take time each week to get out of the office and talk to your fundraisers, your community.
- Online fundraising should never be a replacement for in person interaction.



Email Best Practices

Email Best Practices

- Responsive stationery is a MUST.
- Images over video.
- Story-telling over organization-telling. *(I'll explain)*
- Copy= less is more
- No more than two calls-to-action
- Buttons before links



And finally....

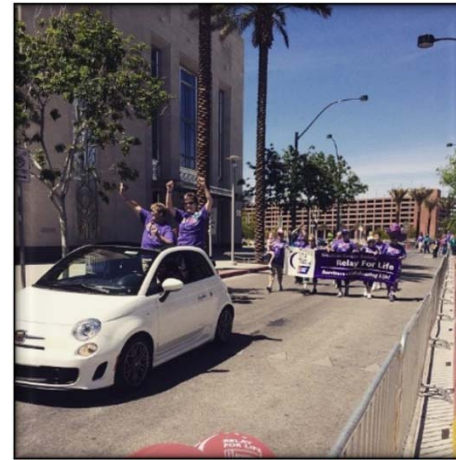


Alex- one person's journey

Ready to Kick-Off



Survivor Lap



Celebrate Lap



Alex- one person's journey

Fight Back Lap



Grand Club



Neon Lap



Remembrance Lap



Meaningful Marketing

What does it mean to develop a meaningful marketing plan for (insert your organization here)?



Question: Are you telling the right stories to market or coach your fundraising program?

Tell the story of your supporters.

Question: What stories should you be telling?

Stories that resonate and have impact. (Stories like Alex)



Social Media Best Practices

Listen

- **Listen.** Far too many nonprofits use Facebook and Twitter as broadcasting tools instead of what they really are—incredible opportunities for interaction.
- **Listen AND then do something.**



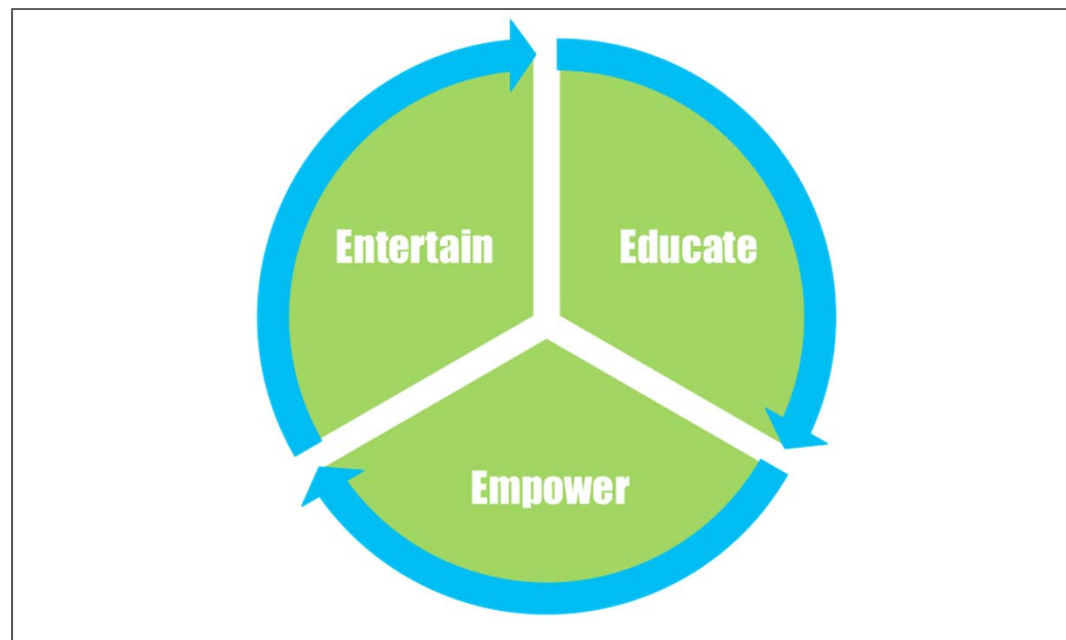
Empower

- **Empower.** Building a successful network of volunteers, donors and ambassadors means letting them help. So...encourage them to raise money and/or promote your cause/event on your behalf.



Educate and/or Entertain

- **Educate and Entertain.** Nonprofits that achieve high levels of success on social media are **always thinking about their audience first and their own agenda last.** (and that is not your staff or your chapter)



Ask yourself before posting...

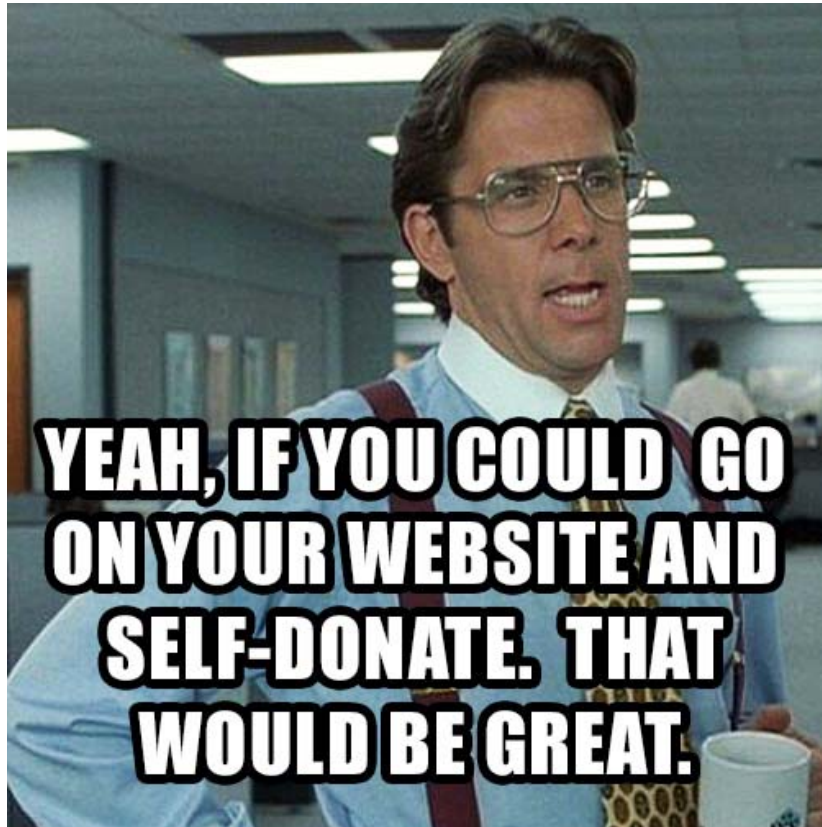
- Who is this for?
- Will it enrich them?
- Will it compel them to share?



Boost Your Engagement Examples (questions)



Boost Your Engagement Examples (humor)



Event Day- Very Important!

- Acknowledge top performers
- Provide a special experience to remember (emotional, fun, impactful)
- Tell stories as they are happening
- Empower participants on event day to continue to raise funds.



Frequency and Timing

Facebook

- Try to post no more than **once per day**.
- Late afternoon, during the workday slump, is a popular time for engagement on weekdays, particularly from Wednesday through Friday.



Twitter

- Okay to tweet more than once a day. 1-3 tweets a day is recommended, however, tweets should vary in content and information.
- Post between 9 a.m. and 3 p.m. Monday through Thursday, after 3 p.m. on Fridays and between 6 and 9 p.m. any day.



Take a picture...

Instagram

- ✓ Popular with younger audiences.
- ✓ Connects to Facebook.
- ✓ Always include CTA link in Profile
- ✓ Create a unique hashtag (test it!)
- ✓ Download the re-post app to engage with those that use your hashtag





Now what?

Data First

- Even with P2P email campaigns, let the data drive your strategy
- What is driving recruitment/fundraising?
 - Former participants? Team Captains?
- What are your fundraisers doing/not doing
 - Self-donors, sending emails, updating page, download mobile app
- What call-to-actions are missing?

After Data...comes a Calendar

	A	B	C	D	E	F	G
1			2015 Recruitment Calendar				
2		Week of:	Nov/December	1/3/2015	2/7/2015	2/28/2015	3/21/2015
3							
4		Sequence:	R1 - LAUNCH	R2	R3	R4	R5
5		Scheduling:	14 weeks before walk	12 weeks before walk	9 weeks before walk	6 weeks before walk	3 weeks before walk
6		Subject Line:	[first name] -2015 Walk is Here!	Walk this Way!	What's your reason? We have 1.4 million.	Teamwork makes the dream work!	[first name] - Save the date
7		Messaging:	Announcing launch of 2015 events!	Importance of teams; recruit friends & family	Who will you take steps for? Story of an honored hero.	Teams! Teams!	Patient story with quote
8				social share to recruit team members		social share with factoid	
9			set expectation for 'coaching emails'	set expectation for 'coaching emails'	set expectation for 'coaching emails'	set expectation for 'coaching emails'	We put the FUN in fundraising with our mobile app!
			Username reminder	Username reminder	Username reminder	Username reminder	Username reminder

Recruit More Fundraisers

Build robust promotion plans around the model that should include:

Targeted email campaigns (donors, previous participants in 5k...)

Online marketing (light box on website during launch and key recruitment windows)

Active Social Media presence

Grassroots opportunities with key businesses, schools and volunteers.

All of this is to avoid....

- Poor fundraising results and/or engagement with event participants.





Questions?