Blackbaud®

Donor Engagement Through Social Media

How ‘Going Social’ Can Unlock the Door to Greater Supporter Engagement

#bbsocial

Make the world a better place.

Frank Barry

Twitter: @franswaa

HashTag: #bbsocial

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WHY ARE WE ALL HERE?

Let's look at a few stats ...

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Evolution | Communication is moving on

2000s

Book by Frisno, Radio by currybet, TV by by dailyinvention

Internet by Wikipedia (his NeXT Computer was used by Sir Tim Berners-Lee at CERN and became the world's first Web server.)

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STATS

Exciting ones, promise ...

Photo by nielsvk

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Stats

Source | http://socialnomics.net/2010/05/05/social-media-revolution-2-refresh/

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Why it really matters ...

mid-1990s and the late 2000s

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Why it really matters ...

mid-1990s and the late 2000s

Boomers → **Gen "I"**

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5 PART SOCIAL MEDIA PLAN

Strategy > Responsibility > Listening > Mapping > Engaging

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Step 1: **STRATEGY**

Start with what you know …

Photo by Jeromyu

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Lance Armstrong Foundation - *i*RIDE

LIVESTRONG ACTION

A WORLD WITHOUT CANCER

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- The online ride was sponsored by Radio Shack and Trek bikes

- Online riders where able to:
  - Choose their own bikes
  - Dedicate their virtual rides to someone who inspired them to join the fight against cancer
  - Race against other participants
  - Share everything with their friends via social media
  - Rally to get the most “cheers”

- Radio Shack pledged to donate $75,000 if 10,000 people join the online ride by 9AM EDT on Friday, May 21st – the goal was reached by 11PM on the preceding Wednesday, with Radio Shack ultimately donating **$100,000** to Livestrong.

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Step 2: **RESPONSIBILITY**

Someone has to own it ...

Photo by lorenkerns

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Who Owns It?

- American Red Cross -- Wendy Harman
- ChildFund -- Virginia Sowers
- National Wildlife Foundation -- Daniel Brigida
- Pancreatic Cancer Action Network - Allison Nassour
- Humane society -- Carrie Lewis
- Epic Change -- Stacey Monk
- Lance Armstrong Foundation -- Brooke McMillan
- Autism Speaks -- Marc Sirkin

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Responsibility, things to think about ...

- How should you staff your social media efforts?
- What department should “own” it?
- Should you hire a full time employee and/or have a team working on social media efforts?
- What programs, events, campaigns, web properties, social websites, etc should the social media person/team play a part in?
- What policies should be put in place?
- Should you allow anyone on staff to participate in social media on your organizations behalf?

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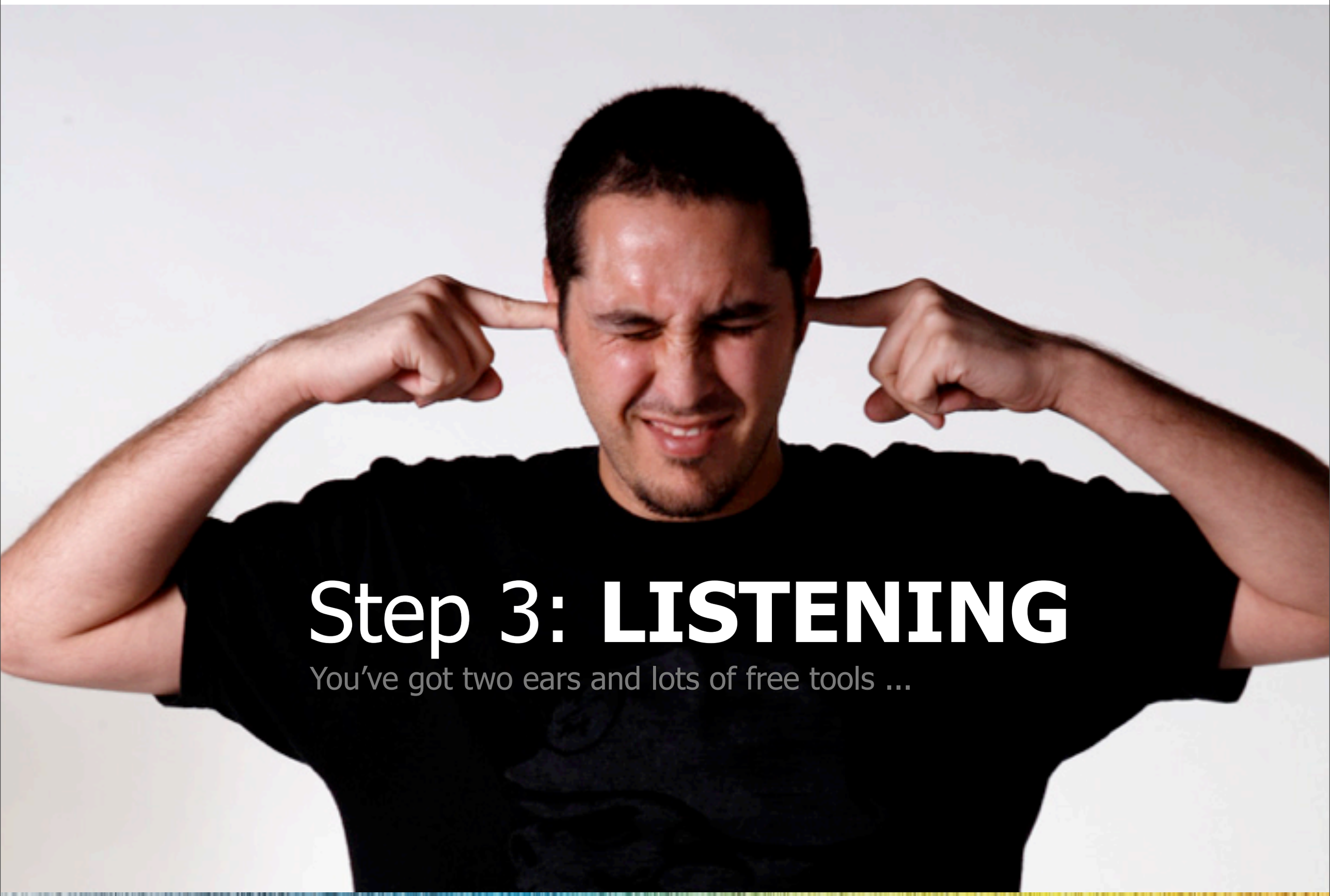

Step 3: **LISTENING**

You've got two ears and lots of free tools ...

American Red Cross

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The American Red Cross Listens

"I took an American Red Cross class I thought was less than satisfactory. […] Someone found my blog post and told the local chapter director. He called me to talk about it honestly. […] They care about me and they're willing to go the extra mile. […] This gives the American Red Cross HUGE points. I am now significantly more likely to take another class than I was before." - Blogger

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Lance Armstrong Foundation

LIVESTRONG®

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@fatcyclist

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Dear Mr. Bruyneel,

Please find attached my resume and press clip portfolio. I think they'll go a long way toward showing you that I am an experienced and capable professional with both focus and drive.

I'd like to take a moment of your time to briefly summarize why I am applying for the position of Professional Cyclist at Team Radio Shack.

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Got this in the mailbow today. Funny!
http://www.fatcyclist.com/2009/12/03/an-open-cover-letter-to-johan-bruyneel/

1:00 AM Dec 4th from UberTwitter
Retweeted by 10 people

Reply

johanbruyneel

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Will @fatcyclist take @johanbruyneel up on his offer?? We're waiting for you in Tucson, fatty.

6:31 AM Dec 6th from UberTwitter

lancearmstrong

Lance Armstrong

© 2010 Blackbaud

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Fat Cyclist - Think you have what it takes?? Here's my response to yourletter! I expect to see YOU at camp! - http://bit.ly/gpHb

11:31 AM Dec 4th, 2009 via UberTwitter

Retweeted by 89 people

Reply Retweet

johanbruyneel

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@johanbruyneel $50,927 for World Bicycle Relief + $50,020 for LiveStrong = 100,947 reasons to celebrate! http://bit.ly/7yNhF1

7:17 PM Dec 8th, 2009 via web in reply to johanbruyneel

Retweeted by 35 people

Reply Retweet

fatcyclist

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TEAM RADIOSHACK CYCLING NEWS

TEAM RADIOSHACK CYCLING FAN SITE

HOME NEWS ROSTER VIDEOS TRANSLATIONS RACES POLLS GALLERY SOCIAL NETWORK

The Fat Cyclist Joins Team Radioshack for a Day

Published: December 9, 2009

Posted in: News

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LIVESTRONG
FAT CYCLIST
TEAM FATTY
FATCYCLIST.COM
December 13TH , 2009
LIVESTRONG
LANCE ARMSTRONG FOUNDATION
$ 66,110
Pay to the order of
Sixty Six Thousand One Hundred And Ten
Dollars
The Fat Cyclist & Team Fatty

@fatcyclist

3 days

135k

Avg. gift $35

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Listening, things to think about ...

- What are people talking about?
  - Your organization name
  - Other nonprofit names in your space
  - Your tagline
  - Program, services, and event names
  - Other nonprofits with similar program names
  - ED, CEO or well-known personalities associated with your organization
  - URLs for your blog, web site, online community
  - Industry terms or other phrases
  - Your “keyword” with a complaint word like “sucks”
- How do you know?
  - Google blog search, Google alerts, Twitter search, etc ...
  - Paid services (Radian6)
- What can you do with that info?
  - Spur on, encourage and support donors/ volunteers/supporters
  - Engage in conversation
  - Provide useful information
  - Correct mis-information
  - Resolve/respond to an issue, feedback, questions, negative/positive conversations
  - Boost event/campaign participation
  - Increase virtual reach
  - Much more ...

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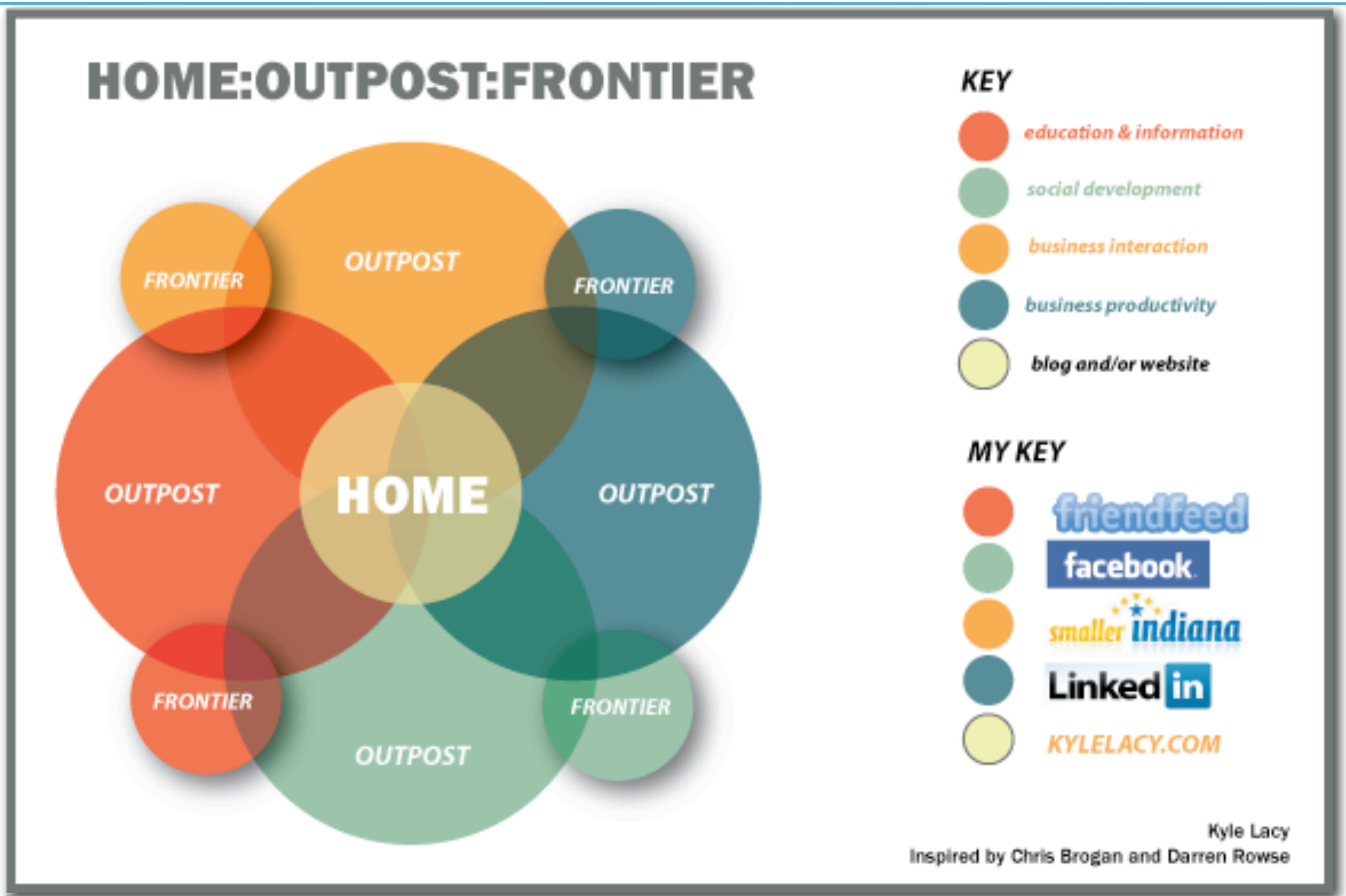
There are numerous possibilities ...

Step 4: **MAPPING**

Photo by net_efekt



Source: Home Bases, Outposts, and Frontiers: Using Social Media by Kyle Lacy

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Children's Hospital of L.A.

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ChildrensHospitalLosAngeles
International Leader in Pediatrics

HOME | ABOUT | PATIENTS & FAMILIES | GIVING | RESEARCH | HEALTHCARE PROFESSIONALS

HOSPITAL INFORMATION

GO

- Find a Doctor
- Contact Us
- Driving Directions
- Careers
- Press Room
- Connect with Us
  - Get Social
  - Publications
  - Give Us Your Feedback
  - E-News Alerts
  - myCHLA
  - Featured on Television
  - Celebs Support Our Mission
- Share Your Story
- Master Calendar
- Give Us Feedback

GET SOCIAL WITH US

Want an easy way to share your enthusiasm with all of your friends?

Social websites like Facebook, Twitter, and YouTube allow you to spread the word about what we are doing to accomplish our mission for free!

Twitter | Facebook | You Tube | myCHLA | Share Your Story

facebook

We Love Our Fans! We'd love for you to:

- Show your school spirit for Childrens Hospital by becoming our online fan on Facebook
- Post a message for our staff
- Leave a comment on our Page to tell us why you care about our hospital

Because Facebook is the most flexible of the social networking tools we are using, this is the place where we can share the best of all the

Childrens Hospital Los Angeles on Facebook

Like

Childrens Hospital Los Angeles So excited to receive a visit from KNBC TV News Anchor KNBC (Today in LA) & Iron Man Triathlete, Chris Schauble!

Can't wait to see them compete in the 2010 Nautica Malibu Triathlon in September.

Chris Schauble & NBC Triathlon Team

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Mapping, things to think about ...

- Who's your audience made up of (donors, volunteers, supporters, board, staff, patients, alumni, etc)?
- What do they like to do online?
- Where are they active?
- What have you heard from them?
- What can your staff handle?
- Are you currently on social sites that you should not be?
- Are you currently NOT on social sites that you should be?

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Step 5: **ENGAGING**

It's a two way street now days …

Photo by Pieter Musterd

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Epic Change - To Mama with Love

© 2010 Blackbaud

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proud partners

organicbeautynow.com
beautiful sustainable.

1-800 flowers.com

radian6

VideoGO

MONDO BEYONDO

instructions

1. **Create a heartspace**
   for a mom you love by giving in her honor. Click here to start.
2. **Show your love**
   by personalizing your heartspace with words, photos, and/or video.
3. **Send a Mother's Day e-card**
   with a link to the heartspace you've created.
4. **Your mother's day present just changed the world.**

twitter love

Organic Beauty Now will generously give $1 per tweet (up to USD $2,000) when your tweet includes **#ToMamaWithLove** and/or **www.ToMamaWithLove.org**.

Tweet Your Love 1

i love my Mama because [INSERT WHY YOUR MAMA'S SO LOVEABLE HERE]. share your love this mother's day: www.ToMamaWithLove.org #ToMamaWithLove

Tweet

carbonoutreach Talking with @StaceyMonk on her amazing company @EpicChange and @MamaLucy's # **tomamawithlove** project this #EcoMonday. Truly inspiring!
Mon, 17 May 2010 18:27:34 +0000

NatalieCrue RT @EpicChange: $16,830 raised, 325 proud "mamas" honored. here's what @MamaLucy thinks http://bit.ly/bQ9VTD #

more info

about mama lucy

about epic change

720 tweets retweet

19 Share

Add a Twibbon to your Twitter or Facebook picture!

follow @EpicChange

like EpicChange

subscribe to the blog

get our emails

* First

* Last

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Engaging, things to think about ...

- Focus on your goal/purpose
- Identify Key Influencers (EpicChangeX)
- Constant Participation
  - Status updates
  - Content (video, pictures)
- Thank You's / recognition / support on Twitter, Blog, Facebook, YouTube, etc
- Equip those who support you

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WHAT NEXT?

WHAT NEXT?

1. Strategy

WHAT NEXT?

1. Strategy
2. Responsibility

WHAT NEXT?

1. Strategy
2. Responsibility
3. Listening

WHAT NEXT?

1. Strategy
2. Responsibility
3. Listening
4. Mapping

WHAT NEXT?

1. Strategy
2. Responsibility
3. Listening
4. Mapping
5. Engaging

QUESTIONS

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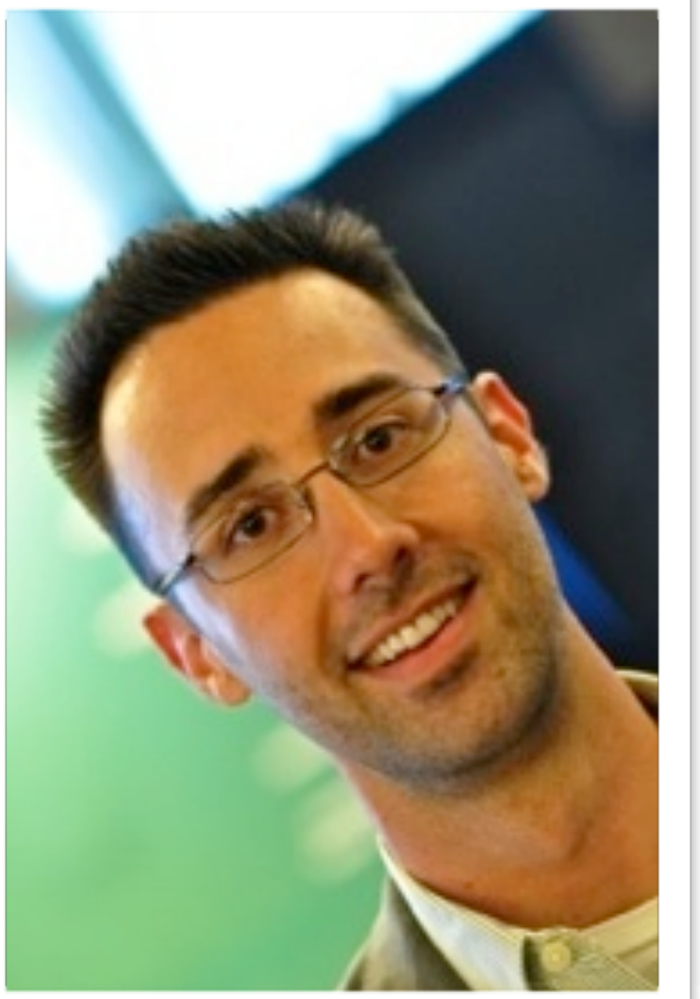

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Frank Barry | Page #

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- Measuring Matters
- Do You Know Your Supporters?
- Your Network Matters: Fatcyclist Raises Over 135K in 8 Days
- Don’t Fall Behind, Fundraising is Moving On!
- 4 Ways to Jump Into ‘Fundraising 2.0’
- Cause Marketing and Social Media go Hand in Hand

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