Donor Engagement Through Social Media

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

#bbsocial
Frank Barry

Twitter: @franswaa

HashTag: #bbsocial
WHY ARE WE ALL HERE?
Let’s look at a few stats ...
Evolution | Communication is moving on

2000s

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

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

Monday, October 4, 2010
Evolution | Communication is moving on

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STATS

Exciting ones, promise ...
Why it really matters ...
Why it really matters ...

Boomers  Gen “I”

mid-1990s and the late 2000s
5 PART SOCIAL MEDIA PLAN

Strategy > Responsibility > Listening > Mapping > Engaging
Step 1: STRATEGY

Start with what you know ...
Lance Armstrong Foundation - iRIDE
I Ride for LIVESTRONG is a 12-day virtual ride to honor cancer survivors and to raise money to support the global fight against cancer.

In July at the Tour de France, Lance and Team RadioShack will ride for the heroes who receive the most cheers in the virtual race. We’re trying to get to 25,000 riders and inspire 100,000 cheers - will you join the ride?

JOIN THE RIDE

Day 6 of the TOUR OF CALIFORNIA

1,4802 riders

TOP 10 RIDERS

<table>
<thead>
<tr>
<th>RANK</th>
<th>RIDER NAME</th>
<th>CHEERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Christine D. rides for Nicholas Desocio</td>
<td>2864</td>
</tr>
<tr>
<td>2</td>
<td>Steven M. rides for Kathy Beins</td>
<td>2810</td>
</tr>
<tr>
<td>3</td>
<td>Denny C. rides for Erin Cloud Scott</td>
<td>1820</td>
</tr>
<tr>
<td>4</td>
<td>Christin G. rides for TRAVIS P. GOODMAN</td>
<td>1349</td>
</tr>
<tr>
<td>5</td>
<td>Kobe B. rides for Claire Brocker</td>
<td>1175</td>
</tr>
<tr>
<td>6</td>
<td>LOURDES N. rides for MERCEDES GARCIA</td>
<td>1062</td>
</tr>
<tr>
<td>7</td>
<td>Robert W. rides for Collin Marsh</td>
<td>1028</td>
</tr>
<tr>
<td>8</td>
<td>Catherine C. rides for Sarah Cook</td>
<td>912</td>
</tr>
<tr>
<td>9</td>
<td>marianne s. rides for Lorena Rojas</td>
<td>724</td>
</tr>
<tr>
<td>10</td>
<td>Cathie H. rides for Alison Hayes</td>
<td>656</td>
</tr>
</tbody>
</table>

CHRISTINE D. RIDES FOR NICHOLAS DESOCIO
because... he was my best friend, my brother, my idol, my inspiration and so much more.

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

Online riders were 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.
Step 2: RESPONSIBILITY

Someone has to own it ...
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
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?
Step 3: LISTENING
You’ve got two ears and lots of free tools ...
American Red Cross
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
Lance Armstrong Foundation
@fatcyclist
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.
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

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

6:31 AM Dec 6th from UberTwitter
Fat Cyclist - Think you have what it takes?? Here's my response to your letter! I expect to see YOU at camp!

11:31 AM Dec 4th, 2009 via UberTwitter
Retweeted by 89 people

johanbruyneel
@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
The Fat Cyclist Joins Team Radioshack for a Day
Published: December 9, 2009
Posted in: News
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Monday, October 4, 2010
@fatcyclist
3 days
135k
Avg. gift $35
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 ...
There are numerous possibilities ...

Step 4: MAPPING
Donor Engagement Through Social Media

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

Kyle Lacy
Inspired by Chris Brogan and Darren Rowse

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Children’s Hospital of L.A.
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!

Facebook

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

- Show your school spirit for Children's 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...
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?
Step 5: ENGAGING
It’s a two way street now days ...
Epic Change - To Mama with Love
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MAMA with Love

A collaborative online art project that honors moms across the globe and raises funds to invest in one remarkable mama who dreams of building a home for children in her village.

Love shared with 326 moms
$16,855 USD raised to help mama Lucy change the world (goal: $50,000)

A home for 17 children (goal: 50 kids)

Search for a mama
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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.

Tweet Your Love

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

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

19

Add a Twibbon to your Twitter or Facebook picture!

follow @EpicChange

like EpicChange

subscribe to the blog

get our emails

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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
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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CREDITS

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• http://www.pcworld.com/article/202343/twitter_reaches_20_billion_tweets.html

Foursquare
• http://mashable.com/2010/07/20/foursquare-100-million-checkins/

Mobile
• http://mashable.com/2010/07/16/3-million-iphone-4/
• http://mashable.com/2010/08/02/android-outselling-iphone-2/
• http://mashable.com/2010/07/19/mobile-africa/
• http://www.guardian.co.uk/technology/2009/oct/22/africa-mobile-phones-usage-rise
• http://mashable.com/2010/07/27/last-5-years-mobile/

Listening
• http://mashable.com/2010/08/02/successful-social-media-monitoring/

Action
• http://mashable.com/2010/08/02/schedule-social-media-updates-free/
• http://mashable.com/2010/07/28/internal-brand-management-online/

Outposts

Fundraising (from Blackbauds Netwist Think Tank Blog)
• 7 Tips for Successful Online Fundraising
• 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