PUTTING THE PUZZLE PIECES TOGETHER

EFFECTIVE MARKETING TIPS & TRICKS FOR CLICKS
ABOUT TODAY'S SPEAKER…

• **Alec Stern – Founder, Vice President of Strategic Market Development for Constant Contact** is a primary member of Constant Contact’s founding team as one of the original 3 in the attic. Today he spearheads strategic market development and vertical industry thought leadership including Nonprofit and Associations for the company.

In the past 20 years he’s held active roles in the nonprofit sector which currently include positions on the Board of Directors, Board of Advisors or Executive Committees for a range of nonprofits including; The Boston Public Library Foundation, The Better Business Bureau and The ALLY Foundation. He also works with many National organizations including United Way.
AGENDA

EFFECTIVE MARKETING TIPS & TRICKS FOR CLICKS: MOVING THE VOICE TO YOUR SUPPORTERS

- Tools and tips to gain and make the most of your supporters’ voice including:
  - Polls & Surveys
  - Rating & Reviews
  - Videos and pictures
  - Social Media

Q & A

Look for the “that’s easy to do” button
MOVING THE VOICE TO YOUR SUPPORTERS
People are increasingly likely to trust the voices of strangers over those of an organization. Online consumer reviews are the second-most trusted form of communication (cited by 70% of people, up 15% since 2007).

Source: Global Trust in Advertising Survey, Nielsen 2012

Only 5% of consumers trust advertising and 8% trust what an organization says about itself.

Source: Your Brand: At Risk or Ready for Growth, Alterian 2010
MOVE THE VOICE FROM YOU TO YOUR RECIPIENTS & SUPPORTERS

• Link to Content You Already Have

Connect to your Supporters’ Content

- Link to Video
- Link to Rating & Review Sites
- Link to Your Social Medial Sites
- Include Stories & Testimonials from Supporters
## YOUR SUPPORTERS’ VOICE THROUGH EMAIL CLICKS

### Email Stats

<table>
<thead>
<tr>
<th>Email Name</th>
<th>Sent</th>
<th>Bounces</th>
<th>Spam Reports</th>
<th>Opt-outs</th>
<th>Opens</th>
<th>Clicks</th>
<th>Forwards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discover! Connect! Take Action! May</td>
<td>684</td>
<td>8%</td>
<td>1</td>
<td>0.1%</td>
<td>36.1%</td>
<td>22.6%</td>
<td>0</td>
</tr>
</tbody>
</table>

### Social Stats

- **364 Page Views**
  - Facebook Share: 68
  - Facebook Like: 28
  - Twitter: 16
  - LinkedIn: 4
  - (Other): 0

### Click-through Stats

<table>
<thead>
<tr>
<th>Email Link</th>
<th>Unique Click-throughs</th>
<th>Click-through Distribution</th>
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</thead>
<tbody>
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<td>0.0%</td>
</tr>
<tr>
<td><a href="http://twitter.com/gsocsw">http://twitter.com/gsocsw</a></td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><a href="http://www.facebook.com/GSCSW">http://www.facebook.com/GSCSW</a></td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><a href="http://www.girlscouts.org/program/journeys/your_story/">http://www.girlscouts.org/program/journeys/your_story/</a></td>
<td>4</td>
<td>5.5%</td>
</tr>
<tr>
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</tr>
<tr>
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</tr>
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<td>1</td>
<td>1.4%</td>
</tr>
<tr>
<td><a href="http://www.girlscouts.org/storefront/">http://www.girlscouts.org/storefront/</a></td>
<td>4</td>
<td>5.5%</td>
</tr>
<tr>
<td><a href="http://www.youtube.com/user/GirlScoutsOSW">http://www.youtube.com/user/GirlScoutsOSW</a></td>
<td>0</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
Developing Healthy Body Images
By Karen Hill, CEO

We all know that the fashion industry and the media play a significant role in how women and girls are portrayed. A

This is just one example of how Girl Scouts' research informs our work on the healthy development of girls. It provides current information on girls' beliefs, values, fears, self-images and interests which ensures we can respond to girls' changing environment. For information on the institute or to read other studies, please visit www.girlscouts.org/research.

Oregon Milk Carton Boat Races

Register by June 8 to compete! The Dairy Farmers of Oregon Milk Carton Boat Race offers a memorable day for participants and spectators alike.

Leadership & Growth Ops for Girls

Every month, we'll list a new way your girl can benefit from Girl Scouting based on her own interests and goals. This month's is:

Our council and the winner will receive a free patch. Learn more on our patch program's Web page!
USING SURVEYS AND POLLS TO MOVE THE VOICE TO YOUR SUPPORTERS
Nonprofits Like Online Polls & Surveys

- Easy to use
  - Simple survey creation, instantly tallied results, and simple list segmentation to target content

- Inexpensive
  - Online means no printing and postage costs

- Gain more loyal supporters
  - Opens up a dialogue with supporters, strengthens relationships, and creates loyalty.

41% of nonprofits use surveys and polls and 31% don’t currently but plan to.

– 2010 State of the Nonprofit Industry Survey
Putting The Puzzle Pieces Together

More than one quarter of consumers have completed a survey in the past year.
More than half of them (57%) said they did it to share a good experience.
Half said they did it to improve the organization.
Consumers say they fill out surveys because they truly believe their voices are being heard and that it's an important part of their side of the brand relationship.

- Chadwick Martin Bailey Survey 2011

Survey-related emails had the highest combined open and click rates with 37% average opens and 33% clicks.
Source: 2012 Association Email Marketing Benchmark Report, Informz Inc.

Your Supporters Like Online Polls & Surveys

Giving fans a survey was the most effective Facebook marketing tactic.

| Successful Facebook Marketing Tactics Used by B2B and B2C Marketers Worldwide, September 2009 (% of respondents) |
|--------------------------------------------------|--------------------------------------------------|
| Created a survey of “fans”                        | B2B: 37.1% B2C: 37.9%                           |
| "Friending" recent customers with corporate Facebook profile | B2B: 34.4% B2C: 26.3%                           |
| Used Facebook user data to profile your customers demos or interests | B2B: 33.5% B2C: 30.5%                           |
| Creating a Facebook application around a brand    | B2B: 33.1% B2C: 41.9%                           |
| Driving traffic to corporate materials with status updates | B2B: 29.0% B2C: 28.4%                           |
| Buying targeted CPC ads on Facebook               | B2B: 24.5% B2C: 27.1%                           |

Note: n=643 marketers who used the Facebook tactic
Source: MarketingProfs, “The State of Social Media,” provided to eMarketer, December 10, 2009
109984 www.eMarketer.com
The Chicago Humanities Festival (CHF) is a nonprofit organization that promotes arts and culture in greater Chicago.

Survey invitations spike this nonprofit’s opens and clicks.

Email Stats

Survey Invites
USING ONLINE POLLS & SURVEYS TO MOVE THE VOICE FROM YOU TO YOUR SUPPORTERS

Nonprofits like polls and surveys:

56% of small nonprofit organizations included in this survey use online surveys and 58% found them effective.
Source: Constant Contact Fall 2011 Small Business Attitudes & Outlook Survey

41% of nonprofits use surveys and polls and 31% don’t currently but plan to.
Source: 2010 State of the Nonprofit Industry Survey

Instantly tallied insights in real time make using results quick.

How likely are you to recommend volunteering for our organization to a friend or colleague?
- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

“85% of our volunteers would recommend the experience to a friend or colleague.”

Overall, how satisfied were you with the event?

<table>
<thead>
<tr>
<th>5 - Very satisfied</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1 - Not at all satisfied</th>
</tr>
</thead>
</table>

“95% of were satisfied with our last event. One attendee said: “I had the best time! Can’t wait for the next one!”

62% of our supporters said they would help with our clothing drive.

Which volunteer activity are you most likely to participate in?
- Park clean up 25%
- Neighborhood rally 11%
- Clothing drive 62%
- Book donation 1%
- Other 1%

Results simulated for preview

Online Surveys by Constant Contact
EASILY INCLUDE POLLS & SURVEYS INTO YOUR EXISTING COMMUNICATIONS

**Insert in regular emails:** Use the “Insert” menu to include a survey or poll into any of your regular emails.

**Share on social media:** Click to post the poll or survey on your Facebook or Twitter right from your Constant Contact account.

**Email invite with a link:** Create a professional, personalized, and trackable email invitation.

**URL:** Use the URL as a link on your website or blog, or put on your paper newsletter, event materials or thank you letter.

1. as your newsletters or event communications.
USING ONLINE POLLS & SURVEYS TO MOVE THE VOICE FROM YOU TO YOUR SUPPORTERS

Social sites

Like Us on Facebook, here’s why:

“The pictures you share on your Facebook page make my day!”
- Jenna Montgomery

Email newsletter

Our readers rate our newsletter 4½ out 5 stars.

Sign up for the newsletter and see the good you help achieve in our community.

Event follow up email

Thank you for attending the Annual Fundraiser!

Greetings.

Now that you have gained new insights into our community’s needs - here are your best next resources for having a real impact.

Ready to get started?

How did you like the event?
Tell us what you thought
Download the Pictures
LISTENING SURVEYS: ALWAYS AVAILABLE FOR SUPPORTERS

More Examples

Examples of Regularly Welcoming Supporter Feedback

**Website**

Email Signature

Email Signature

Caroline Shahar
Distance Learning
Constant Contact

Have feedback? *We’d love to hear it*
ONLINE POLL VS. ONLINE SURVEY

Use Polls for a fun, one-question pulse

■ One simple question
  - How do you rate the event?
  - How valuable did you find this article?

■ Immediately engaging and gratifying
  Once they vote they get immediate gratification with instant results of how others answered

Use Surveys to gain more voice

■ More questions for more actionable results
  - Event feedback – satisfaction with length, topics, speakers, food, comments
  - Newsletter feedback – satisfaction with topics, frequency, comments

How do you feel about this blog post?
- Booo! It was awful!
- It was good, but not great.
- It was great!
- It was awesome!

How do you feel about this blog post?
- Booo! It was awful! 2%
- It was good, but not great. 15%
- It was great! 71%
- It was awesome! 8%
Dear John,

Thank you for all you do for 7,000 local Scouts each year! Due to your Scouting connections, your input is requested on an eight-question communications survey to help make Scouting even better in the years ahead. It is expected this survey will take less than ten minutes of your time.

To show appreciation for your time, one random email will be drawn from all survey respondents to win a $25 Scout Shop gift certificate. Thank you for your consideration!

Take this survey

Email Newsletter Reader Survey
- How long have you been connected to Scouting?
- How would you classify your connection to Scouting?
- How relevant/valuable do you find the following Council communication vehicles?
- How can we improve the bi-weekly newsletter?
- How relevant/valuable do you find the following Council communication vehicles?
- What questions about or feedback from your Scouting experiences would you like to share? Which county do you live in?
- Please indicate your gender.
- Which range includes your age?
Dear Girl Scout,

The Volunteer Travel Team is looking for feedback from older girl troops in the Salem Service Area about potential council sponsored travel opportunities.

**Take this survey**

Thank you for participating in our survey.

Sincerely,

Event Planning
- What is your age level?
- What time of year would you most like to go on a trip?
- When is the best time to go?
- What is your ideal duration for a trip?
- What type of activities are you interested in? (Check any that sound fun)
- Ideal travel fee for a day trip would be....
- Ideal travel fee for an overnight trip would be...
- Ideal travel fee for a weekend trip would be...
- Do you have any ideas on where to go for a council planned trip?

The Travel Volunteer Team in Salem is going to organize a trip for older girls and we want your input! Please take a few minutes to fill out this survey!

1. What is your age level?
   - Cadette
   - Senior
   - Ambassador
   - Adult Leader
   - Other

2. What time of year would you most like to go on a trip?
   (1 = Least Favorite)
   - Fall
   - Winter
   - Spring
   - Summer

3. When is the best time to go?
   (1 = Least Convenient)
   - Inservice Days
   - Weekends
   - Breaks (Winter Break, Spring Break, etc.)
Event feedback
- How did you learn of our event?
- This conference matched the program description.
- The presenters were knowledgeable and well-organized.
- This conference provided me with valuable information which is relevant to me.
- The facility was comfortable and conducive to learning.
- How likely are you to recommend this event to a friend or colleague?
- Do you have any suggestions for improving the events that we offer?

The Decibels Foundation Survey

1. How have you applied the information acquired from the February 2010 workshop, "Understanding Unilateral Hearing Loss in Children" in your work with children?

2. Do you have any suggestions for future topics or speakers related to your work with children with hearing loss?
TIPS FOR GETTING HIGH ENGAGEMENT WITH YOUR ONLINE POLLS & SURVEYS

**Keep it short.** Real world example: Constant Contact’s post webinar surveys
- 9 question survey = 15% response rate
- 6 question survey = 32% response rate

**How many questions should you include?**
- Keep it to 5 minutes or less (About 10 or less questions)

**Tips:**
- **One goal** for each survey!
  - It’s better to have multiple short survey than one long survey that gets little participation.
- **Test:** Have you and staff take your survey before you publish it to find out how long it will take to complete.

Please rate your level of satisfaction with each of the following aspects of the event.

<table>
<thead>
<tr>
<th></th>
<th>Very dissatisfied</th>
<th>Somewhat dissatisfied</th>
<th>Neutral</th>
<th>Somewhat satisfied</th>
<th>Very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience of location</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of parking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Venue</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registration process</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networking opportunities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall event</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Test Survey URL: [http://survey.constantcontact.com/survey/a07e2ihv1tyf3t5azn/start?TEST_ONLY_RESPONSES_NOT_SAI](http://survey.constantcontact.com/survey/a07e2ihv1tyf3t5azn/start?TEST_ONLY_RESPONSES_NOT_SAI)
TIPS FOR GETTING HIGH ENGAGEMENT WITH YOUR ONLINE POLLS & SURVEYS

Keep it Simple – Use Customizable Templates

- Use the Nonprofit Templates
  - Includes good questions you can edit and brand.
  - Created by other nonprofits

Tip: Edit with the words your supporters use in social media.
TIPS FOR GETTING HIGH ENGAGEMENT WITH YOUR ONLINE POLLS & SURVEYS

Use QR Codes to Get Timely Feedback From Mobile Users

- 32% of customers said they have used a QR code.
- 70% plan to use a QR code again or for the first time.
  Source: MGH Marketing Firm Study, March 2011

- Use your poll/survey URL to create a QR code
- Free QR Code generator sites you can use:
  - http://www.qrstuff.com/
  - http://qrcode.kaywa.com/
  - http://goqr.me/
- Supporters can download a QR code reader application for free
- Direct supporters to a poll or short survey in your emails, website, event handouts, direct mail, etc.
TIPS FOR GETTING HIGH ENGAGEMENT WITH YOUR ONLINE POLLS & SURVEYS

Put Polls & Surveys Above the Scroll

Email Newsletter

Accommodate for the smallest screen:
- Smartphone screens are between 320 and 480 pixels wide
- Can see about 200 pixels down

Volunteer News

- GS Alumnae Event
- Important Information
- Adult Learning Survey

Quick Links

You are Invited...

As a key stakeholder in Girl Scouts of Oregon and Southwest Washington, your feedback is very important to us. We invite you to take part in our Strategic Learning Survey.

In 2009, GSOSW completed a Strategic Learning process that identified five key priority areas that would set the direction for and outline the work of the council for the next three years.

We have completed our first full year of the Strategic Learning cycle. We now want to identify areas where we have made progress and areas that will benefit from continued efforts. We ask that you take 10 - 15 minutes to complete a survey that will help provide us with this information.

The survey will be available to complete online through midnight on Friday, April 22, 2011.

Once we have tabulated the results, we will be sharing them via our e-newsletters as well as through the MSN.

Thank you, in advance, for taking time to complete the survey and help us measure the progress we have made.

Girl Scouting builds girls of courage, confidence and character, who make the world a better place.
For Emails requesting feedback, reminders can provide up to a 50% increase in response rates.

• One friendly reminder is enough
• Send only to those that have not yet given you feedback

✓ Taken care of for you if you use the re-send option
USING THE VOICE FROM ONLINE POLLS & SURVEYS

Share their voice everywhere

Thanks for the kind words Kendal! “Genor Place has helped my grandma reclaim her life. Thank you!”

Sample email subject lines and social media posts:
- Our supporters said
- What event attendees are saying
- Our donors say

Make their words visual with word clouds

Free tool: wordle.net

- Show trends in supporters’ comments
- An image is much more shareable!
- Reach out to most active fans for videos, testimonials, and stories.
GAINING YOUR SUPPORTERS
TESTIMONIALS, RATINGS & REVIEWS...
GAINING SUPPORTER TESTIMONIAL’S, STORIES, RATINGS & REVIEWS AND VIDEOS

- 35% of donors spend time researching nonprofits before they give often to validate their choice of charity. 35% of individual donors want reviews or endorsements. - Money For Good II, Guidestar and Hope Consulting 2011

- 85% of consumers are likely to open their wallets when they can find online recommendations to support offline advice. - 2011 Cone Online Influence Trend Tracker

- Most users share only positive updates. 50% more Facebook users in this study say that their brand mentions on Facebook are only positive (versus only negative or mixed.) There are almost twice as many Twitter users in this study whose brand tweets are only positive. Social Media and Brand U.S. Consumer Study, AYTM 2011

- Individuals are not content with being told something, rather they compare information. 84% of the sample used some form of internet comparison site, friends, families, professional reviews and people they believe are similar to themselves. 71% sought as many information sources as possible to verify something. - Your Brand: At Risk or Ready for Growth, Alterian 2010
YOUR SUPPORTERS ARE CHECKING UP ON YOU ON REVIEW SITES

- Check your listings on Review sites
  - Keep your listing current
  - Potential donors may be reading up on you
- Encourage your supporters to write a review
- Share your reviews everywhere
FREE TOOL TO GAIN VALUABLE UNSOLICITED REVIEWS

Google Alerts – Monitor Web Conversations

• Sign up for free to easily keep up with relevant conversations on the web
• Will get emails with links to relevant web content at the frequency you choose

http://www.google.com/alerts

Do you have someone that can devote 10 minutes a day to listening on social media?
☐ Have them sign up for Google Alerts.

Decide the type of content you’re interested in:
- Everything, news, blogs, real time, video, discussions.

Sign up for relevant keywords
- Organization name
- Executive Director
- Key staff members
- Program names
- Industry/cause
- Key supporter names
USING YOUR SUPPORTER VOICE VIA VIDEOS...
USING VIDEO TO MOVE THE VOICE FROM YOU TO YOUR SUPPORTERS

Connect To Your Supporters’ Content...

- Link to Video:
  - Video in email increase clicks by 2-3 times (Forrester)
  - Video increases subscriber engagement by 20-200%. (Visible Gains)
  - Video results in a 75% reduction of opt-out rate. (Eloqua)

IN THIS ISSUE

WINTER CAMP
Camp Holiday Gifts
Clippers Raffle
Camp Holiday Party
Bite In The Lotus
Good Times Club
Online Resources
This and That Decorating
HTML-centric
Melt Great Events
Seasonal Staff Call
Adventure Call
Hats, Hers, & Gifts
Volunteer Calendar

CAMP HOLIDAY GIFTS
The Holidays are approaching and here are THIRTEEN great ways to continue making a difference in the lives of our Campers and send gifts to your friends and family.

We will be selling:
1) Our traditional Holiday Cards with artwork from our Campers!
2) A fantastic fun S’Mores Kit that you can send to your friends and loved ones!

Hello Marisa!

There’s much to read in this last edition of the Good News for 2009! So let us start by saying ‘Thank you’ for your service and dedication to our Campers throughout the year!” Don’t Stop Believin’?

Time for Winter Camp!

Yes, the rumor is true! Winter Camp 2010 is right around the corner. If you’re not sure if you’re doing a Winter Camp, or haven’t thought about it yet, you might have a few questions. Well you are in luck because we have the answers!

What exactly is Winter Camp?

It is a week long Winter Camp is a fantastic day of growth and fun with our Campers. You might be thinking that this sounds kind of familiar. It sounds exactly like a summer session only... shorter, right? Well, that’s exactly right.

A Winter Camp session has some of the very same crucial elements you find in a summer session. We will be rocking the 3 keys to success, helping our Campers grow in the 4 outcomes, making meaningful conversations, working with your co-counselors to lift up your campers, singing camp songs until your voice is gone and laughing until you almost pee your pants! We will still have amazing Active Counselors leading wacky activities and charismatic Cabin Counselors creating a family in their cabin. Along with these activities, you will also notice a few differences between Winter and Summer Sessions. It is a much shorter experience (begins at 3:00pm on Friday and ends by 4:30pm on Monday). It can be quite chilly during the session – it is a Winter Session after all! And the entire session is built around a theme! What is the theme you ask? We can’t divulge all the fun secrets right now. For that info, you will just have to sign up for a session and then stay tuned.

What are the dates for Winter Camp?

January 15-18 (WOLP Winter Session, ages 15-18 only)
February 10-15 (Combo Winter Session, ages 9-14)
February 18-22 (Combo Winter Session, ages 9-16)

Special Considerations:
We ask that volunteers signing up for WOLP Winter Camp be at least 24-years of age. Please help us uphold this organizational guideline. Call Dick if you have questions.

Since all of our specific position trainings take place safely during summer sessions, we ask that you only sign up for a position
USING VIDEO TO MOVE THE VOICE FROM YOU TO YOUR SUPPORTERS

Take advantage of your supporters user-generated content

- Photos: Create a group on Flickr. Ask your customers to add photos – feature them in your email, blogs, website and social media.

- Video: Start a YouTube channel; create your own videos or encourage your fans to film their own. See how far they travel via viral marketing. Link to interesting content in your emails.

- Join the YouTube Nonprofit Program.
  - Premium Branding capability
  - Drive Fundraising
  - Listing on the Nonprofit videos area
  - Ability to place call to action overlays

Encourage supporters to share their photos, videos, and stories.
TIPS FOR GETTING HIGH ENGAGEMENT WITH YOUR VIDEOS

Make videos (and polls & surveys) visual in your emails rather than just links to get more engagement.

Free tool: Screen Hunter – screen capture tool

Include clickable images
USING YOUR SUPPORTER VOICE VIA SOCIAL MEDIA...
Listen to what your supporters are saying…
- Review what engages your supporters and optimize your marketing efforts.
  - What are they talking about that would be good content for the newsletter or blog?
  - What words are they using to describe your organization, your cause, your competitors?
  - Ideas for successful events?
  - New passions / interests identified?
- What are they happy or frustrated about?
  - Ideas for program, process or policy improvement?
  - New use for an existing program?
  - What ideas do they have for new services?
  - Identify a staff member that should receive recognition?

Create stronger relationships with lead supporters/influencers
- Reach out to potential storytellers
- Identify those who can help spread your message and get new supporters involved.
  - Those that post regularly on blog, FB, Twitter and have large number of followers/friends.
Nonprofits Using Social Media

68% of nonprofits use social networking sites and 21% don’t currently but plan to.
– 2010 State of the Nonprofit Industry Survey

More than half of nonprofits monitor member feedback on their social media sites.
- Nonprofit Social Network Benchmark Report 2011
TIPS FOR GETTING YOUR SUPPORTERS’ VOICE

Share Valuable **Content** That Engages Supporters

- Share your behind the scene photos and inspiring videos and stories
  - Encourage supporters to share their photos, videos, and stories
- Bring the conversation to your newsletter:
  - “We recently asked our FB fans X.” Link to the rest of the stories on Facebook.
- Ask questions about your programs, events, their passions, interests, what your organization means to them.

*American Red Cross*
In the month of April, we opened over 100 shelters, served over 473,000 meals and snacks, and distributed over 38,000 bulk items in communities affected by disasters. Thank you for your support as we continue to provide comfort to people across the country.

May 1 at 4:12pm • Share

865 people like this.
View all 89 comments
TIPS FOR GETTING HIGH ENGAGEMENT WITH SOCIAL MEDIA

Use The Right Content & Frequency on Social Media

Facebook Tips
- Keep post length short and sweet
  - 80 characters or less got a 27% higher engagement rate.
- Post updates when your fans are listening
  - Brands posting outside of business hours had 20% higher engagement rates.
  - Post early in the morning or late at night.
- All days are not equal
  - The less people want to be at work, the more they are on Facebook. Thursdays and Fridays and Sundays get highest engagement.
  
  Source: Buddy Media 2011 Study

Twitter Tip
Do multiple tweets with different headlines at different days and times
TIPS FOR GETTING YOUR SUPPORTERS’ VOICE ON SOCIAL MEDIA

Use Fill in the Blanks

• Great way to get comments

• A fun way to engage your supporters

• You’d be surprised how many will participate in this
TIPS FOR GETTING YOUR SUPPORTERS’ VOICE ON SOCIAL MEDIA

Regularly Participate

- **Daily**
  - Twitter

- **2 – 3 times/week**
  - Facebook

- **2 times/ week**
  - Blog

- **Monthly/Quarterly**
  - Email

Graphic Courtesy of Jay Baer: [http://www.convinceandconvert.com](http://www.convinceandconvert.com)
TIPS FOR GETTING YOUR SUPPORTERS’ VOICE ON SOCIAL MEDIA

- Use words that get fans to comment
  - “What do you think? Share your comments.”

- Ask your fans questions
  - Posts that end with a question have a 15% higher engagement rate.
  - At the end of your posts ask where, when, or would.

Source: Buddy Media 2011 Study
WHAT’S ON YOUR MIND?
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https://www.blackbaud.com/puzzle
THANK YOU!

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