

# Fundraising with Social Media

# Who Are We?

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# Agenda

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- Why Crowdfunding?
- Launching your *Campaign*
- Using Social Media
- Celebrate: Thank Your Donors



# Why Crowdfunding?

# Why Crowdfunding?

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- People Give to People
- The Most Powerful Form of Ask is a “Peer Ask”
- Turn Your Donors Into Fundraisers

# Why Crowdfunding?

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Online Giving:  
13%

# Why Crowdfunding?

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**Growing at:  
35% - 55%**

# Why Crowdfunding?

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It's *Easy*



It *Increases* Your  
Donor Base



It's *Efficient*



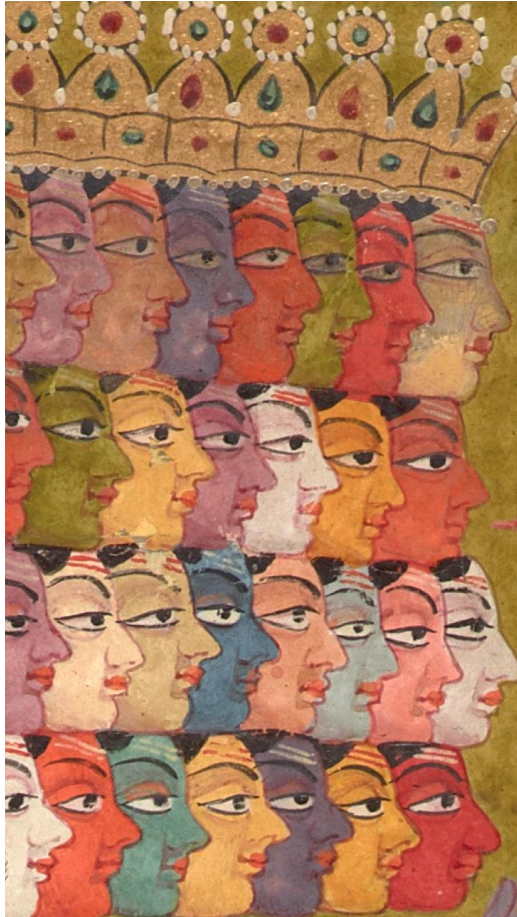
It's *Here to Stay*



It's *Social*



# Why Crowdfunding?



Together we're one

**yoga** | The Art of  
Transformation

Crowdfund the world's first exhibition  
on yogic art at [asia.si.edu/yoga](http://asia.si.edu/yoga).

**FREER | SACKLER**  
THE SMITHSONIAN'S MUSEUMS OF ASIAN ART





# Launching Your Campaign

# Launching Your Campaign

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## How TO Launch

# How to Launch

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**Just Do It**

**Fail Fast, Fail Forward**

# How to Launch

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## Pick a Well-Defined Goal & Deadline

- *\$20,000*
- *By September 1, 2013*
- SFES Playground
- For 647 Kids

# How to Launch

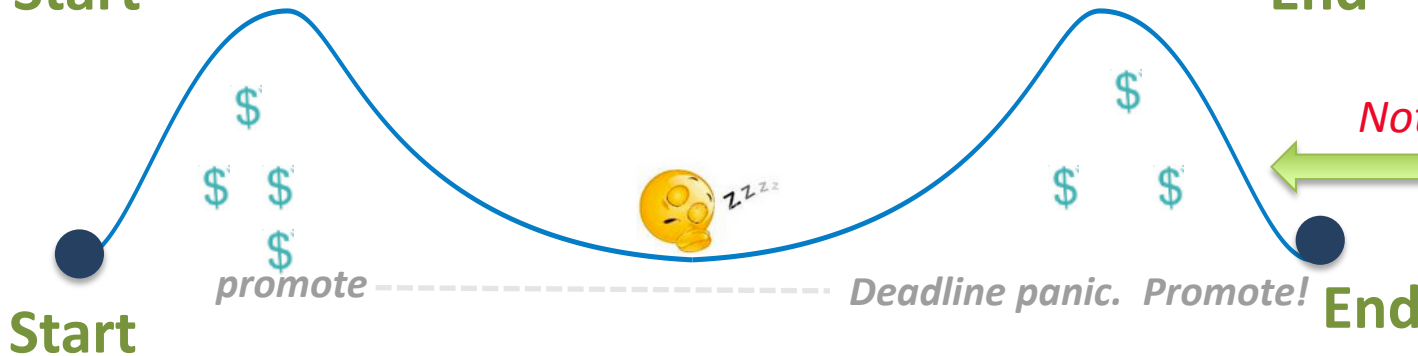
## Fundraiser = Campaign

Your fundraiser  
should look like this



Start

End



Start

End

# How to Launch

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## Tales From the Trenches

- Breathing Room is Key
- Planning Enables Flexibility

# How to Launch

## Tell Your Story and Be Creative



### Dixie Dock Dogs Jump-a-Thon

✓ [Dixie Dock Dogs](#) fundraising  
for [BAARK FOUNDATION INC](#)



### Video Gaming For Good

## THE AWKWARD DANCE PROJECT

Humiliating myself to help you cure cancer



### Mustache May 2011



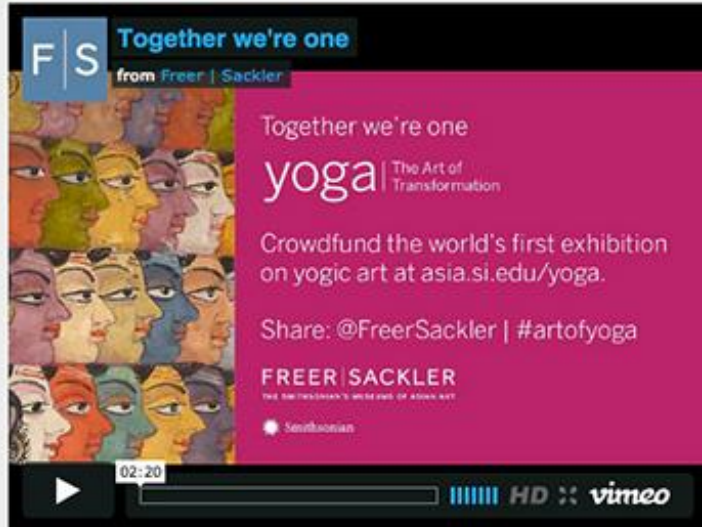
# How to Launch

F | S Smithsonian's Freer|Sackler  
12 Fundraisers

  
Shared fundraisers on average  
raise \$18 more in donations!

Upload  
Content

Bring the art of yoga to light with "Yoga: The Art of Transformation" at the Smithsonian's Freer|Sackler in Washington, DC!



\$ 25 Serenity | Help create tranquil galleries

\$ 65 Power | Bring yoga classes to the museum

\$ 150 Bliss | Share concerts, workshops & festivals

\$ 500 Transform | Turn wisdom into books & symposia

\$ 1000 Fight | Transport yoginis across the world

other  (min \$10)

Make This Donation Occur

# How to Launch

## Images are Powerful...

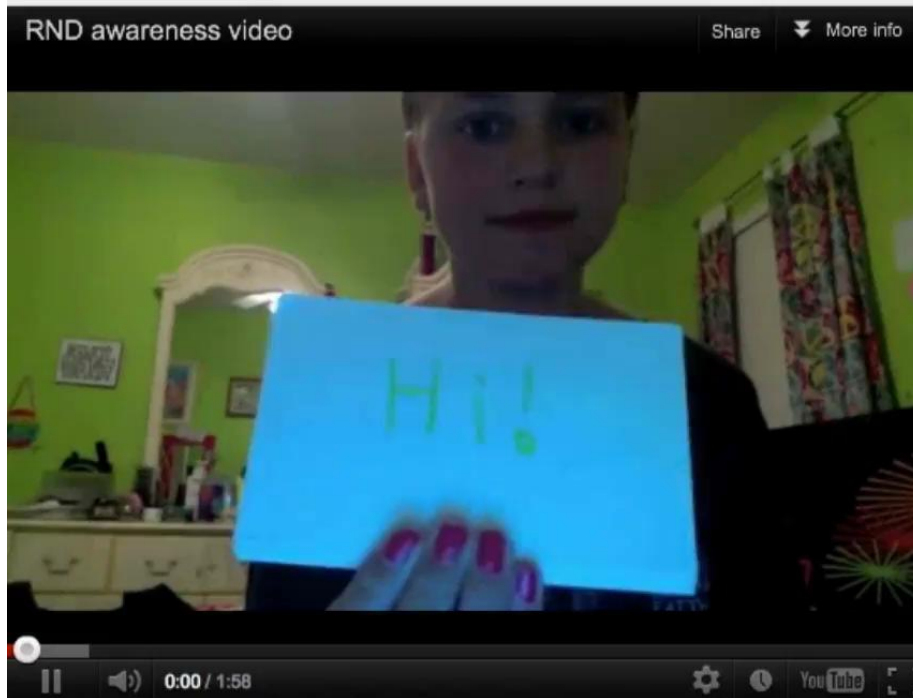


**Pumpkins for Big Cats!**

✓ A project of [Big Cat Rescue](#)

# How to Launch

...Videos Even More So

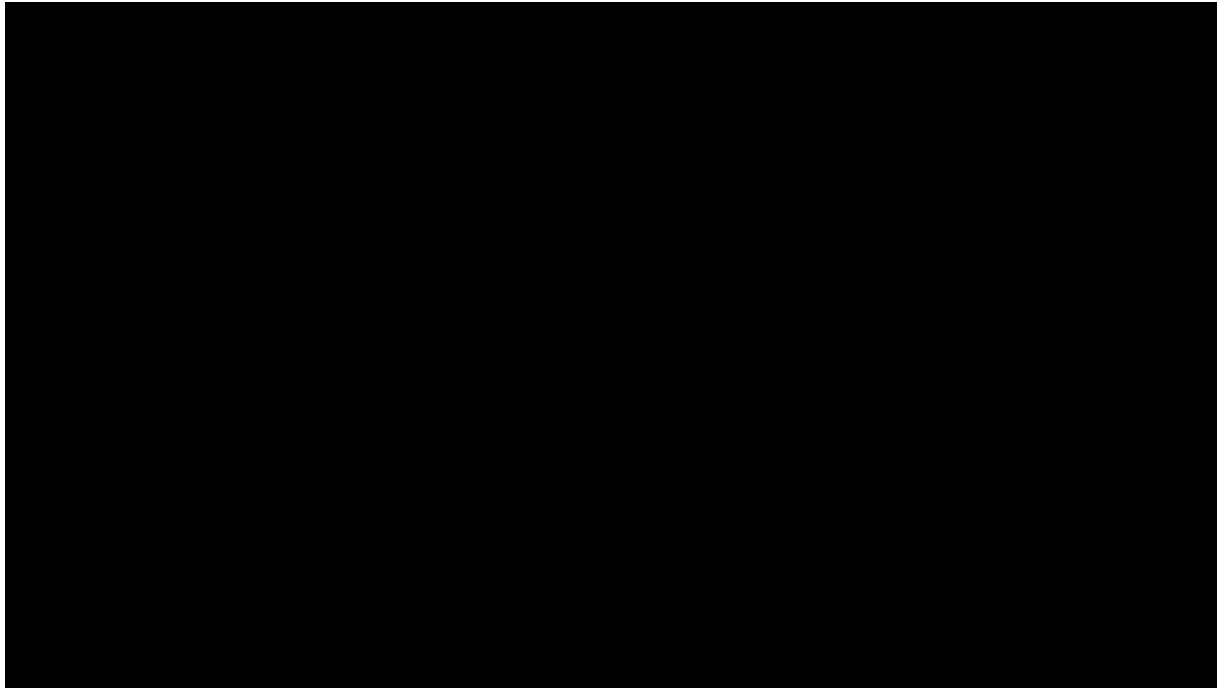


Fundraisers with  
videos typically  
earn **4X** more!

# How to Launch

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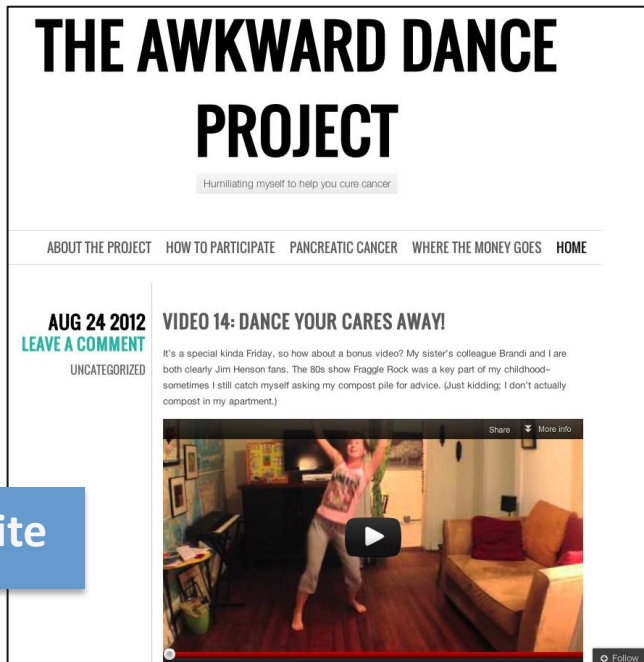
## Map Donations to Impact



Use video to  
convey the need

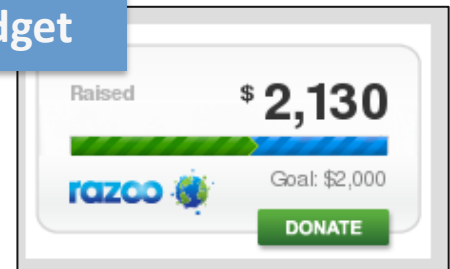
# How to Launch

## Promote Your Fundraiser



Website

Widget



Social Media

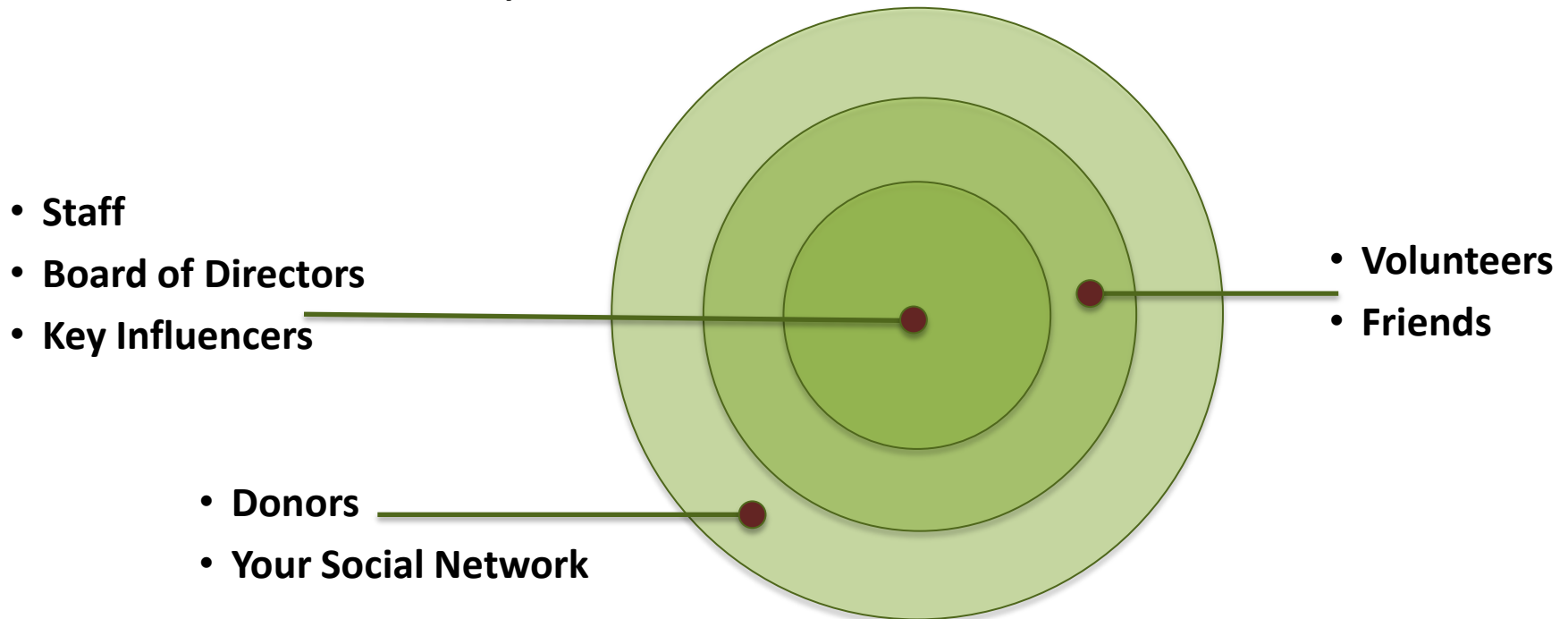


Press Releases

# How to Launch

## Start With Your Inner Circle

Build momentum, then branch out





# How to Launch

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## Tales From the Trenches

- Engage Key Influencers
  - Ambassadors, Matching, Marketing
- Value the Network vs. the Donor

# How to Launch

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## Don't Be Afraid to Ask



Ask Clearly

“GIVE NOW OR GIVE ON WORLD FOOD DAY ON OCT. 16 TO HAVE YOUR DONATION MATCHED!”



Tie to Direct Impact

“\$10 provides 500 liters of clean drinking water to refugees in Somalia.”



# Using Social Media

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## Plan for Success

- Editorial Calendar
- Facebook < 3 / Day
- Twitter 1+ / Day
- P2P Asks Are Key
- Seed the Tip Jar

# Using Social Media

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## Active Social Media Times

- Mornings: 8 – 9AM
  - Lunch: 12 – 1PM
  - End of Day: 4:30 – 6PM
  - *Nights: 9:30 – 11PM*
- 
- **Weekends vs. Wednesdays!**

# Using Social Media

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## ROI = Realization of Influence

- ? Vs. .
- Media: Photos, Vids
- Tag Everyone!
- Emoticons Rock! :)
- URLs: Less Vs. More
- Respond, Recognize & Retweet

# Using Social Media

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## Share & Ask for Shares

 Share = \$18

# Using Social Media

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**Think 50/50**

# Using Social Media

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**Form a Social Media Marketing Committee**

**The Ask: 5 Minutes/Week**





# CELEBRATE!

## Thank Your Donors



# Thank Your Donors

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## Stay In Touch

- Announce when **milestones** are met
- Send “**thank you**” notes
- Show donors their **impact**



# Thank Your Donors

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## Show Donors Their Impact



# Thank You!

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