Building Your #donate Campaign

Turn your social followers into engaged donors this #GivingTuesday and December

GoodWorld

Table of contents

About this guide

Here's a campaign guide for #donate that gives you actionable, step-by-step instructions to make #GivingTuesday and your end-of-year fundraising more successful than ever. Use this guide to communicate with your donors before and during your campaign about how they can double their impact by supporting you using GoodWorld this December.

$100,000 in Matching Donations

We're giving away $100,000 and matching donations dollar-for-dollar (up to $10) for all new GoodWorld users from #GivingTuesday on November 29 through December 31, 2016. When your supporters join GoodWorld and make a donation up to $10, we'll double their impact by matching their donation.

Join GoodWorld

With #donate, you can turn every social post into a fundraising call-to-action. Use your presence on Facebook and Twitter to fundraise on #GivingTuesday and beyond.

Download the Setup Guide

No GoodWorld fees on #GivingTuesday

This year, GoodWorld will be donating back our fee to your organization for all donations processed on #GivingTuesday. This applies to all donations processed on Facebook, Twitter and through our Donate Button on your website. To keep the giving going, we want to make December even easier for you!

About GoodWorld

#donate makes it possible to give instantly to the causes you care most about, during the moment you're inspired. As the pioneer of hashtag donations, we make it possible for anyone—individuals, businesses, influencers and more—to use their social network to fundraise for charity and turn giving into a fun, interactive experience.

GoodWorld launched in October 2014 and was named one of Fast Company's Most Innovative Companies of 2016 and D.C.'s Best Technology Startup.

Get set up with GoodWorld

Sign up for GoodWorld

If you aren't already signed up for GoodWorld, getting started takes only a few minutes and you can be up and running with #donate immediately.

Sign up for GoodWorld

Connect your accounts

Once you're signed up, there are a few steps to connect GoodWorld to your accounts. Once these steps are complete, you can fundraise successfully with your Facebook page and Twitter profile.

1. **Create a Stripe account:** GoodWorld partners with Stripe to process your donations so you'll create a Stripe account with the bank account where you'd like donations sent.

2. **Connect Facebook:** Click the "Connect Facebook" button to connect your nonprofit's Facebook page, then accept all the permissions. Be sure you're logged in to the correct Facebook account that has administrator access to your nonprofit's Facebook page. You must be a Facebook administrator for your page to complete this step.

3. **Connect Twitter:** Click the "Connect Twitter" button to connect your nonprofit's Twitter profile. Make sure you're signed in to your nonprofit's Twitter account to make connecting to Twitter quick and easy.

Create your campaign assets

Messaging

Creating social media messages that inspire donations right from the Facebook newsfeed is easy to do. Follow these best practices to create engaging posts:

Messaging for GoodWorld's #GivingTuesday and December Promotion:

1. Share the news that GoodWorld is waiving fees on #GivingTuesday! Here's some sample messaging for your donors:

   Tweet #donate @[NONPROFIT USERNAME] with the amount you wish to donate, to give a donation that will go further!

   Support us through GoodWorld this #GivingTuesday to give us 100% of your gift, minus credit card fees. Simply comment #donate on our Facebook post (add link)

2. Tell your fans about the dollar-for-dollar match for new donors GoodWorld is running during December.

   This #GivingTuesday and through the end of December, you can double your impact by supporting [NONPROFIT NAME] through #donate by becoming a GoodWorld donor. Each new donation through GoodWorld will be matched dollar-for-dollar up to $10. There's a total of $100,000 in matching funds available, help us get as much as possible!
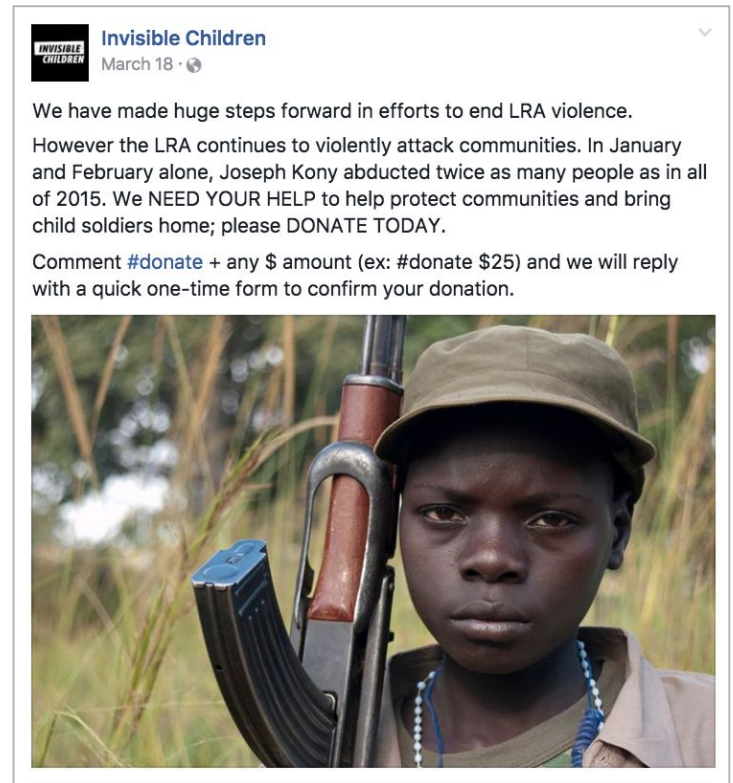
   Already signed up for GoodWorld? Support us by inviting your friends at goodworld.me/donor to give and get $5 in free donations for every friend who joins.

Create your campaign assets

How to use #donate on Facebook

You know your audience better than anyone and good formatting and using the correct language will help maximize the impact of your efforts and attract more donors.

1. **Start strong:** Start your post with an attention grabbing introduction. Make it a strong sentence expressing progress made, a need for the organization or a goal set for your campaign.

2. **Keep it short:** Most of your followers are on a mobile device and scroll quickly through their feed. Keep it short so they can get to the call-to-action quickly. Your #donate posts should be no longer than ten lines.

3. **Include the why:** Your donors want to know what they are donating to specifically. Include a quick overview of what their support means. For example, "your donation will help us provide education tools for underprivileged children."

4. **Boost Your post:** Facebook will be filled with appeals so make sure you're putting resources behind your efforts. Set aside marketing budget to get your posts in front of as many followers and their friends as possible.

5. **Use the right call to action:** Be sure your donors know exactly how to give; use the following language as your donation call to action.

Invisible Children
March 18

We have made huge steps forward in efforts to end LRA violence.

However the LRA continues to violently attack communities. In January and February alone, Joseph Kony abducted twice as many people as in all of 2015. We NEED YOUR HELP to help protect communities and bring child soldiers home; please DONATE TODAY.

Comment #donate + any $ amount (ex: #donate $25) and we will reply with a quick one-time form to confirm your donation.

Did you know?
The conversion rate for #donate on Facebook is 63%

Comment #donate + any amount (Ex: #donate $50) and we'll reply with a quick, one-time link to confirm your donation.

Bonus Tip: Make sure your photos are optimized for Facebook, good visual content is vital to your success

Create your campaign assets

Twitter Messaging

As long as a tweet contains #donate and your organization's Twitter username, our technology will send the automated reply to the user to turn their tweet into a donation. Make sure you're also announcing our dollar-for-dollar match (up to $10 for each new GoodWorld user).

You can also simply include #donate in your original tweet and encourage users to retweet to donate.

1. Only one of every five tweets should be a #donate tweet. Make sure you're continually telling your story and engaging your audience so when the time comes to ask, they're more than happy to give.

2. Overlay your call to action in your image to avoid running over you character limit

Create your campaign assets

Images

Visual content on Facebook and Twitter is vital to the success of your #donate fundraising posts - be sure you are using Facebook optimized photos and if you can, include videos for your audience.

Choose images that are:
- High quality, not pixelated
- Include a face of some kind
- Evoke emotion
- Tell a story

Download more best practices

Follow the campaign calendar

NOV
15

Introduce your campaign
Announce your campaign using email, Facebook and Twitter

NOV
16 – **NOV** **23**

Start the countdown
Post on Facebook once and Twitter twice, every three days

NOV
24

Happy Thanksgiving
Wish your supporters a Happy Thanksgiving

NOV
25 & **NOV** **28**

Black Friday & Cyber Monday
Post on Facebook once and Twitter twice about the match and waived fees

NOV
29

#GivingTuesday
Schedule email, Facebook and Twitter at 7AM and tweet every two hours with updates

NOV
30

Thank your donors
Post a thank you message and goal update on Facebook, email your list and tweet twice

DEC
1

End of year campaign launch
Send an email sharing your goal for the month and post to Facebook and Twitter

DEC
2 – **DEC** **13**

Update and engage
Post on Facebook with updates on your goal once per day and send two tweets per day

DEC
14

Update and engage
Email your supporters with an update and continue your Facebook and Twitter posting

DEC
26 – **DEC** **31**

The final push
Post on Facebook and Twitter at least three times per day and email each morning

JAN
2

Say thank you
Email, post to Facebook and tweet twice thanking your donors and include a goal update

Download the detailed calendar

GoodWorld

Still not sure where to start?
Talk to a fundraising expert.

Request a one-on-one consultation