

Developing a Year-End Social Fundraising Strategy



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.



[*A short video about GoodWorld*](#)



How #donate works

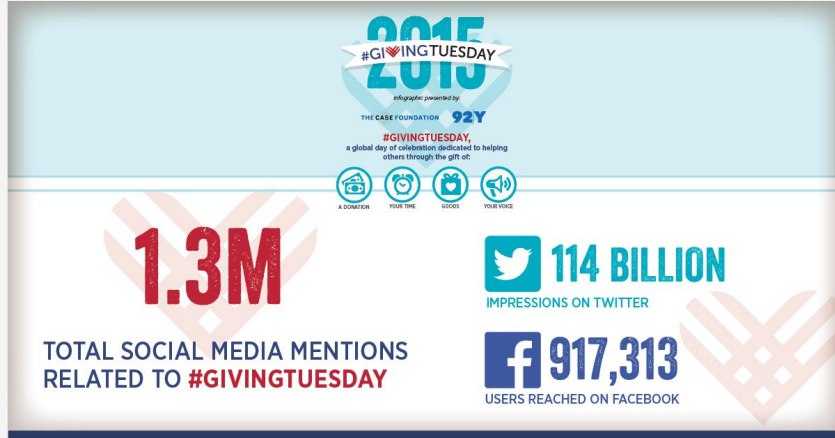


1. **Comment #donate** on any GoodWorld partner nonprofit's Facebook post
2. **Receive instant reply** on Facebook confirming your donation



1. **Tweet #donate** at any GoodWorld partner nonprofit's username
2. **Receive instant reply** on Twitter confirming your donation

#GivingTuesday by the numbers



#GivingTuesday by the numbers



#GivingTuesday By The Numbers (2016)

1.5 million	Donations
\$168 million	Donated (+44% vs. 2015)
\$154	Average gift

Sources: [Wikipedia](#), [Blackbaud](#), [Giving USA](#), [Whole Whale](#), [Neon](#)

Social Media Engagement and Fundraising Best Practices & Pitfalls

1. Tell your story to your audience

Update your audience, make them feel like they're a part of your story. Share the good you're able to do with the donations they give you, but don't over share!

2. Engage your audience directly

Don't ask for donations out of the blue – make fans feel as if they've been a part of your efforts all along and need to lend a hand.

3. Keep your audience where they are

The average person spends nearly an hour a day on Facebook, don't lose them with links to external pages and blog posts. #donate allows you to fundraise from your social audience and reach them where they are.

Why #donate?

#donate allows supporters to donate to you just by commenting on your posts. Use a call to action to #donate in your social posts for a fun way to engage and fundraise!

How it works ([learn more](#)):

1. You ask followers to #donate on Facebook and Twitter
2. They #donate just by commenting on your posts or replying to your tweets
3. GoodWorld processes the donation to your organization
4. The donation is deposited into your organization's bank account within 2-3 business days

Social Media Engagement and Fundraising Best Practices & Pitfalls

4. Keep your content fresh

Don't use the same posts every day. Use images, gifs and videos - [use Facebook Live](#) once a week to give an in-person update on what your team is working on!

5. Give, Give, Give, Ask

Use a 3:1 ratio for giving information and asking for donation. For example: three days of updates, ask for donations on day four.

6. Lean on your team

Encourage your staff, board and volunteers to reshare your posts and retweet your tweets. Inner circles can help you go a long way!

GoodWorld Credit

GoodWorld Credit allows your team, personal networks and even donors to refer friends from the dashboard to give and receive \$5 in donation credit.

After a donor signs up from GoodWorld they have the ability to refer others through the Credit section at the top of their donor dashboard.

Best Practices: Social Media Fundraising

Create a great campaign

GivingTuesday is the perfect opportunity to launch your campaign with your supporters to build momentum early.


[Download the Campaign Guide](#)

Set specific goals

Given the national focus on giving on November 29, set aggressive goals for the day and for the end of the year. Think about what your organization needs and set a high bar.

Give your goal a story

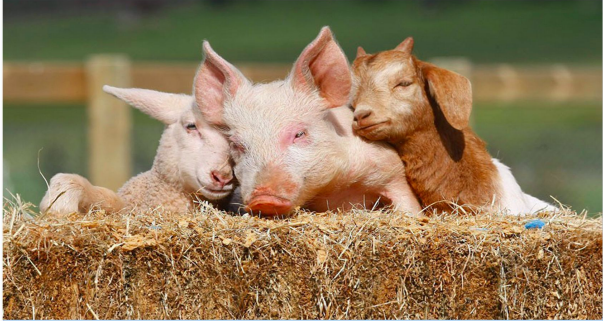
Set a tangible goal that equals the financial one. For example: help us raise \$5,000 so we can build five wells in rural areas.



Farm Sanctuary
December 1, 2015 · 🌐

It costs Farm Sanctuary \$26,833 to rescue, care for, and advocate on behalf of farm animals FOR JUST ONE DAY. Please help us raise that amount this Giving Tuesday.

To make a donation, comment **#DONATE** + any USD amount. We will reply with a one-time form to confirm your donation!



#GivingTuesday for Farm Sanctuary

It's Giving Tuesday and Farm Sanctuary has set a goal of raising \$26,833 from friends like you. Join now to help us meet it.

[SECURE2.CONVIO.NET](https://secure2.convio.net)

👍 Like 💬 Comment ➦ Share

Best Practices: Social Media Fundraising

Have your resources ready

Take the time to build content and imagery. If you have the capability, make a video or two. Posts with compelling images perform much better than others.

Stand out and be loud

Do something different! Try Facebook Live, make a video, hold a contest. Whatever you do, get creative and engage your donors!

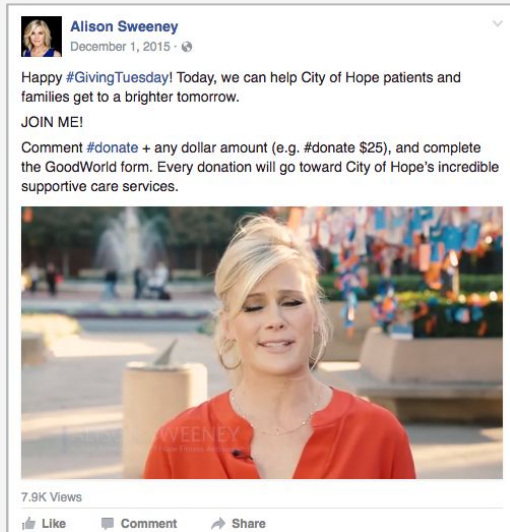
Recruit supporters

Recruit your biggest donors, volunteers, friends and family to help spread awareness on #GivingTuesday.



Influencer & Corporate Strategy

Celebrities and corporate partners can raise funds on your behalf. It takes 90 seconds to connect their Facebook page and they can become your ambassador on #GivingTuesday!



Best Practices: Fundraising on #GivingTuesday

Start early

Don't be afraid to mention #GivingTuesday two weeks out. You'll need all the help they can give on the big day.

Set a specific goal

For example, "We need to raise \$10,000 to build a school in Uganda" or "We need to raise \$25,000 to cover the winter costs of our dog shelters."

Use #GivingTuesday to kick off EOY fundraising

Use #GT to kick off end of year fundraising plans

Emailing your list

Email your donors two weeks before with your plans and tell them exactly how you want them to support you.

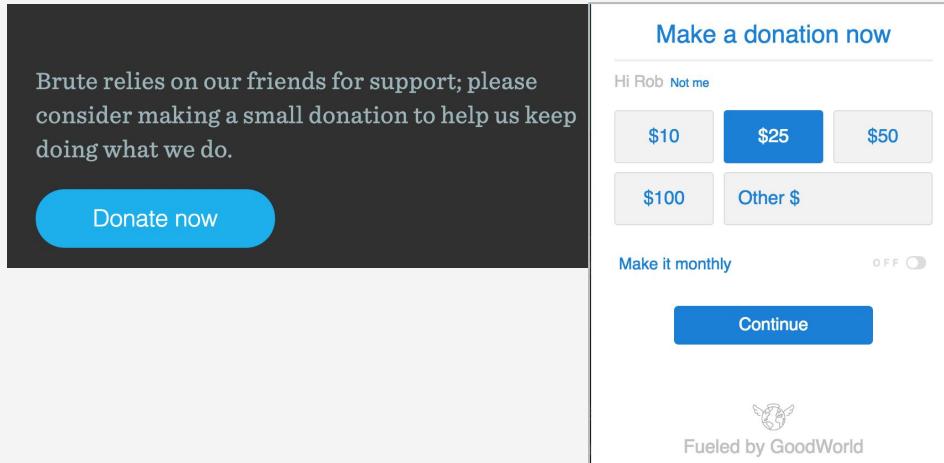
Posting on social

Post every other day starting 10 days in advance with about your goals and hint at the story you plan to tell. Target effective post times!



GoodWorld's Donate Button

Bring your social fundraising efforts full circle and install GoodWorld's Donate Button - fully included in your GoodWorld Membership.



The image shows two parts of the GoodWorld donation interface. On the left is a dark grey call-to-action box with white text: "Brute relies on our friends for support; please consider making a small donation to help us keep doing what we do." Below this text is a blue rounded button with the text "Donate now". On the right is a white donation form titled "Make a donation now". It includes a greeting "Hi Rob Not me", a row of three buttons for "\$10", "\$25" (which is highlighted in blue), and "\$50", and a second row with "\$100" and "Other \$". Below the buttons is a "Make it monthly" toggle switch which is currently turned off. At the bottom of the form is a blue "Continue" button and the GoodWorld logo with the text "Fueled by GoodWorld".

1. Keeps donors on your site
2. Two-click donations
3. CRM integrations



Blackbaud eTapestry™

Still not sure where to start?

We're offering a **free one-on-one consultation** with a fundraising expert at GoodWorld.

[Request a one-on-one consultation](#)

Not a partner yet? 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.

[Sign up for GoodWorld](#)

Need step by step help getting set up?

[Download the Setup Guide](#)