Guide to #donate

For Social Fundraising

Goodworld

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What if every social post helped you fundraise?

How it works

#donate is the easiest, most seamless way to turn your social audience into engaged and active donors.

It's very likely that most of your Facebook and Twitter followers have never given to your organization and aren't even on your email list. How do you inspire them and make it easy to give?

With #donate, your supporters can give to you instantly on Facebook and Twitter with just a hashtag. Any post or tweet that inspires a reader can turn into a donation.

Katie Rose #donate $5
Like • Reply • Just now

Happy Paw Shelter
Complete your donation: gdw.io

Happy Paw Shelter
Thanks for donating!

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

Katie Rose @katierose105
#donate @happypawshelter $5

Happy Paw Shelter @happypawshelter
Complete your donation: gdw.io

Happy Paw Shelter @happypawshelter
Thanks for donating!

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

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. **Plan the rollout**: Time your post for high traffic hours and don't post for a few hours before or after.

2. **Tell them why:** Your donors want to know about your great work, so tell them about your past successes and future goals. Make it urgent, and include images or videos! For example, "your donations helped us build this school, but now we need to hire teachers before the school year starts."

3. **Lead by example:** Have a friend or colleague immediately make a "#donation" so people can see how it works.

4. **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. When you see donors that haven't completed their donations, don't hesitate to remind them in the comments.

5. **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.

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 over 65%

> *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

#donate best practices for Twitter

How to use #donate on Twitter

Twitter is a great place to spread awareness of your fundraising efforts by relying on your followers and their networks for retweets and mentions. With #donate, you can turn that activity into actual donations.

If a tweet contains #donate and your organization's Twitter name, our app will send the automatic reply to the user from your name to turn their tweet into a donation.

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

1. **Put your call to action in your image:** You only get 140 characters to give your update, lean on your image to let people know how to #donate. This will also make your content more noticeable as people scroll through.

2. **Remember 80/20:** No more than one in every five tweets should be a #donate tweet. Tell your story to engage your audience, so when the time comes to ask, they're more than happy to give.

3. **Rally your influencers:** There is no better way to reach more people than utilizing the networks of your supporters that have big followings. Ask in advance if they can retweet your messaging.

4. **Be Explicit**: Twitter users already use hashtags, so they might not realize how Goodworld works unless you include the explicit call to action.
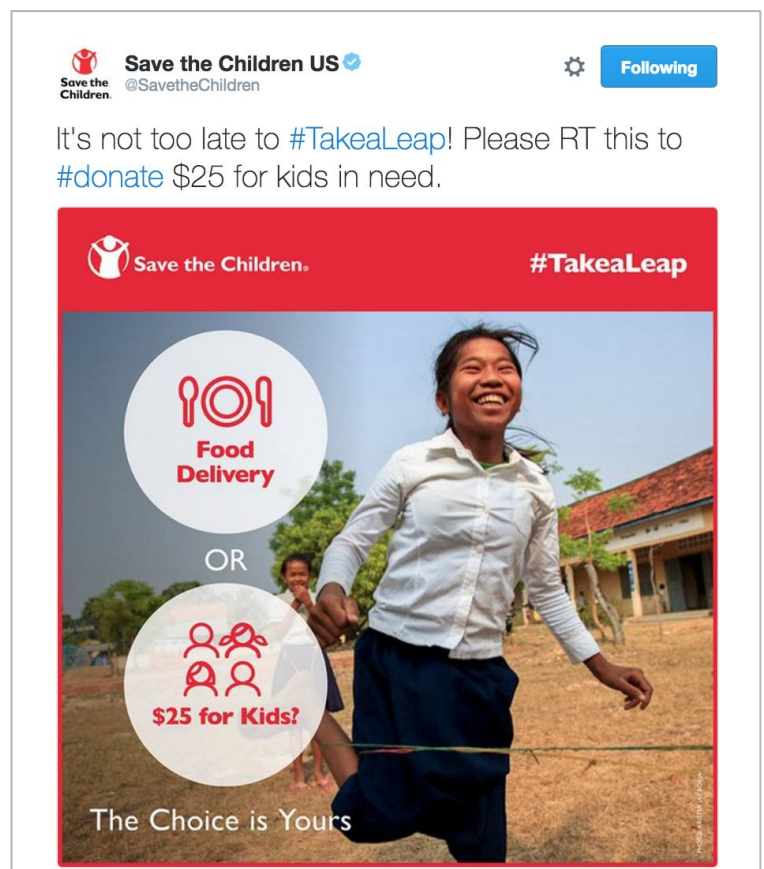
Donate Button from Goodworld

While your social audience has a lot of donor potential, don't forget about your website visitors and email campaigns. The Goodworld Donate Button makes your social fundraising comprehensive to include your website too.

Installing your Donate Button is as easy as adding one line of code to your website.

1. **Keep donors on your site:** Staying on your brand is important The Goodworld Donate Button keeps users on your site with a simple form that appears right on top of your existing content.

2. **Reduce clicks:** Donor drop-off is real - the more clicks, the more donors you lose. Our donation experience has as few as two clicks for donors to give. Returning donors don't have to enter their payment information - just two clicks and they can donate instantly.

3. **Make your button stand out:** The button color is customizable - place it in the upper-right corner of your site and be sure contrasts the background. You don't want to put a gray donate button on a gray background – people won't see it!

The button:

How it looks when open:
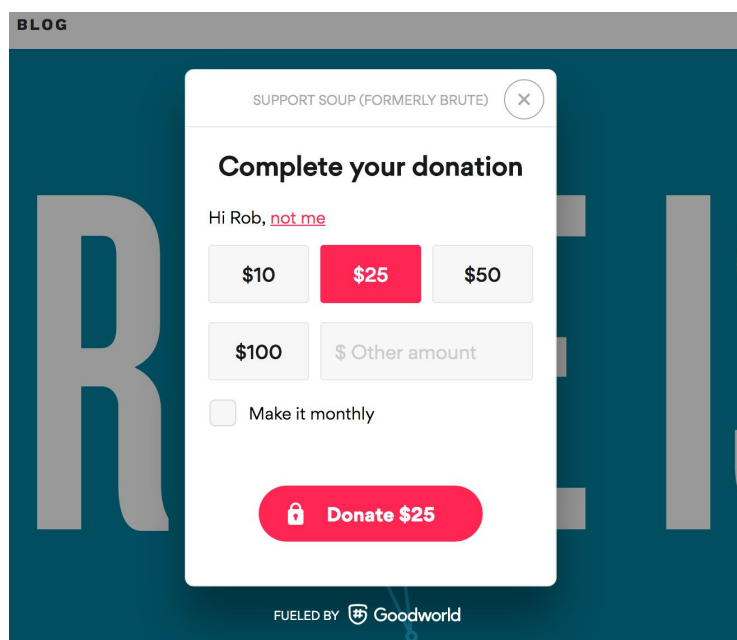
Excited about #donate?
Spread the word

Nominate your favorite cause