



FRIENDS, FOLLOWERS & FUNDERS:
INTEGRATING PROVEN FUNDRAISING STRATEGIES WITH WEB 2.0
TECHNOLOGY FOR MAXIMUM DONOR ENGAGEMENT



Social Media, Marketing and Fundraising Resources
for Animal Welfare Advocates

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TODAY'S AGENDA



- Emily's 7 Tips for Campaign Success
- Examples of successful campaigns
- Why they worked (so you can do it too!)
- YOUR campaigns
- Your options for accepting online donations
- Miscellaneous stuff & useful tools

ABOUT THE SOCIAL ANIMAL
HELPING YOU HELP MORE ANIMALS



- Teaching you how to use the Internet to raise money, recruit volunteers adopters
- Applying IM techniques to nonprofits
- Website development, fundraising strategies, iPhone apps, how-to videos & tutorials, consulting, event mentorship



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GETTING TO KNOW YOU

- What type of organization are you from?
- How many of your orgs use Facebook?
- How many of you use Twitter and other social media?
- How many send regular emails?
- How many of you have a website?



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EMILY'S 7 TECHNIQUES FOR SUCCESS
USE THESE KEYS FOR SLAM-DUNK CAMPAIGNS



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1. MAKE IT EASY



- Let them act... wherever and whenever.
- How long IS that application?
- Where IS your donate button?
- Can people find what they are looking for easily?

2. USE POWERFUL PHOTOS & VIDEO




I'M ONE OF THE 8. THE BELLA FOUNDATION

3. BE SPECIFIC

“We often have sick dogs who need treatment, anything helps!”

Versus



“Fido developed parvo on Thursday and needs to be hospitalized. The vet is discounting the treatment by \$300, but we still need \$550 to pay for his care.”

4. MAKE IT URGENT / TIMELY

- Scarcity can be time, “inventory,” etc.
- “We need \$1,500 to do this surgery tomorrow.”
- “We have 5 dogs who need fosters by this weekend or they may be euthanized.”
- “We only have 6 dogs left at our adoption event!”



5. SET A GOAL

- Public and private goals
- Share them
- Get people on board; they want to be part of achieving a goal
- Always set a public goal you know you can reach



6. HAVE A GOOD EMAIL LIST

- Your most valuable asset
- Sign up form on website, facebook, in email signatures, via text/SMS, at all events, adoption contracts, etc.
- Who's on your email list?
- Are you asking the same people over and over?



7. SAY THANK YOU & FOLLOW UP

- You can make another "pitch" here
- Mailed letter or email?
- Send another message within 24 hours with results
- It's imperative to follow up regularly with progress – you are accountable.



PUBLIC THANKS VIA SOCIAL MEDIA

- Tag people and companies in posts to thank them and get additional exposure.
- This benefits you (your page appears on theirs) and them. It also acts as social proof.
- Of course, always honor requests for anonymity.



GET OUT THOSE INDEX CARDS...



YOUR campaigns. Have an example of something that was a slam dunk? (*What about an utter failure?*)

If you'd like to share your campaign with the group, write it on the index card (your organization name, URL, or whatever you like) and we'll call on you and pull it up on the screen.




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REAL-LIFE EXAMPLES
ONLINE FUNDRAISING SUCCESS STORIES




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CASE STUDY: KINDNESS RANCH

- Small sanctuary in Wyoming
- Took in 16 Beagles at once
- Needed extra funds to build housing and pay for veterinary care
- Video/email/Facebook campaign

On the day after
Thanksgiving in 2011

Kindness Ranch.org

CASE STUDY: KINDNESS RANCH

**Raised \$25,000
in 10 days**
(with a video we made for free)

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KINDNESS RANCH: WHAT WORKED?



- Holiday time
- Great photos
- Sad music
- People share videos
- Great story

CASE STUDY: PET FOOD DRIVE

(needed people to commit to donating money and/or food on a monthly basis)



Three days after email appeal:

- \$300 in monthly commitments
- \$7,000 single cash donations
- \$10,000 grant commitment
- Giant Donation from Purina
- 38 bags of food donated

PET FOOD DRIVE: WHAT WORKED?

- Specific request (brand of food)
- Specific articulation of need (\$\$ per day)
- Offered EASY online donation options
- Offered different ways to respond





HOWIE: SPECIAL DOG NEEDS \$\$\$ SURGERY



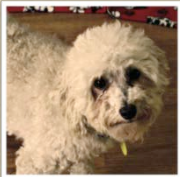
IN THREE DAYS...

Raised \$3300!

Paid for Howie's surgery
Had money left over for
the next animal.

HOWIE: WHAT WORKED?

- A specific, cute animal
- Credibility with the vet
- Finite time frame
- People felt invested
- Good followup
- Happy ending
- Great communication of results




SUCCESS ON EVERY SCALE!

- Avery County Humane Society, North Carolina
- Never fundraised online before
- Needed to raise about \$250 for dental work for Charlie
- Posted on Facebook; 4 hours later they had raised more than enough!



Nelle Saint love that a donor all the way in Texas helped our little man because of a share on facebook
May 2 at 3:49pm · Like · 6

EVERYDAY SUPPLIES



TO RECAP: KEY CAMPAIGN ELEMENTS

For a succesful campaign, you need most, if not all, of the following:

- Great photos/graphics/video
- Messages – for email, facebook, other SM
- SPECIFICITY in all things
- Ability to accept donations online
- Dedicated landing page on website with full story
(social media, email, etc. will drive traffic there)
- Plan for thorough follow-up
- Plan for thank-yous to every donor

The main point of social media is so that when you need people to act, they will be ready, because you've *already cultivated the relationships.*



YOUR CAMPAIGNS!

Let's look at what has worked (or hasn't worked) for you!

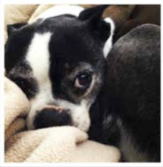


MONEY! NUMBERS! ACCOUNTING!
EVERYONE'S MOST FAVORITE TOPIC EVER!!!!!!

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A WORD ABOUT PAYPAL

- My study covered 10 animal welfare websites (small/medium rescues and humane societies)
- All had previously only used Paypal for accepting donations
- Once another option (BESIDES Paypal) was available, donations increased by an average of 80%!



THIRD PARTY PARTNERS

- These sites provide a turnkey, web-based solution.
- Firstgiving, Causes.com, GoFundMe, etc.
- Accepts and processes donations on your behalf, allows supporters to create their own campaigns
- Usually have some great page templates and widgets
- Hefty Fees range from 5% to 15%, plus monthly fees




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PAYPAL - PROS

- Fees rolled into one & easy to manage
- Lowest rate for nonprofits (2.2% + 30 cents)
- You don't pay unless you use it
- No need for SSL on your site (security)
- Easy to embed on social media, emails, etc.




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PAYPAL - CONS

- Donor must leave your site to pay (this is HUGE)
- Many people don't like Paypal
- Donor must create Paypal account to make a recurring donation
- No donor management tools
- Poor record keeping and reporting



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SO WHAT IS MY "IDEAL" SETUP FOR A SMALL/MEDIUM ORGANIZATION?



STRIPE (stripe.com) – your merchant account and payment gateway in one. Easiest to use and set up. 2.9% + 30 cents per transaction.

+



Wufoo for donation forms; integrates with STRIPE. You can place this form on your website, facebook, mobile device, etc. Wufoo is secure; no need for your own SSL. \$10/month.



OTHER TOOLS & COOL STUFF




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MISCELLANEOUS TOOLS




- Wufoo – online form builder (adoption applications, volunteer applications, etc.)
- SO IMPORTANT to have your forms online!
- Can work as a payment processor!

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ANIMOTO.COM



- online tool for making video slideshows set to music out of still photos
- Free account (30 second videos)
- Plus account - \$30/year

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SOFTWARE AND HARDWARE DONATIONS



Microsoft Office: \$16
Norton Antivirus: \$4
Photoshop: \$25
Flickr Pro: Free
Windows 8 OS: \$9
E-Tapestry: \$60



TEXT TO DONATE

- Mobile Giving – still cost-prohibitive (in its true form).

- Close alternatives are MobileCause.com and Tapfunder.com. Both allow users to text, then it sends them a link to an online form to complete the donation. Still PRICEY.

BEST OPTION IS STILL YOUR OWN FORM



- Much cheaper
- More control & flexibility
- No middleman
- Donors stay on your site
- Can easily be embedded in Facebook, mobile too
- “Lives” on your own website

GOOGLE FOR NONPROFITS

- Allows you to participate in Google programs just for nonprofits---Google Grants, YouTube for Nonprofits, and Google Apps for free
- Must be a 501(c)3 to be eligible

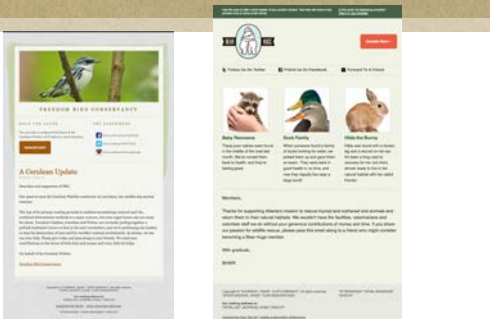
MAILCHIMP FEATURES

- Up to 2,000 email addresses on your list, it's FREE
- Around \$30/month if you have more than that
- Has a great mobile app too (manage and track emails on your phone, and create them, too!)
- Plenty of easy widgets, so you can embed signup forms on your website and more
- SUPER EASY


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EASY-TO-USE & CREATE TEMPLATES





HOW WILL PEOPLE SIGN UP FOR YOUR LIST?

- Put a widget on your website
- Put a link in your email signature
- Have a sign-up sheet at your front desk, at your events, adoption outreaches, at PetSmart, local businesses.....
- Ask people to forward to their friends to sign up
- Good content will be shared and you'll get more subscribers!




KEY TAKEAWAYS

- Be VERY SPECIFIC at all times
- Send emails – email is still #1!
- Sign up for google.com/nonprofits
- Make sure you have a way for people to donate online, and try Stripe + Wufoo instead of (or besides) Paypal
- Make sure your donation process is easy and clear



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YOUR QUESTIONS?

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I'll send you....
This presentation
Year-long media plan template
