



*Welcome to the*

# Nonprofit Resource Hub Workshop:

## Leveraging Social Media for Fundraising

# HELP GOOD



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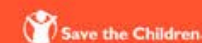
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**HelpGood.com**

We build brands, campaigns, and capacity for change makers and do-gooders.

**UCLA**

When the California Office of the Surgeon General and Department of Health Care Services turned over its \$41.5M ACEs Aware initiative to a new collaboration between UCLA and UCSF, we were tapped to help market the effort to clinicians.



The Jed Foundation

# **HELP GOOD**

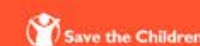
- Campaign strategy
- Content and video production
- Influencer partnerships
- Paid media management
- Website development
- Workshops
- More than digital: Mailers, OOH, events

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# **What we'll cover today**

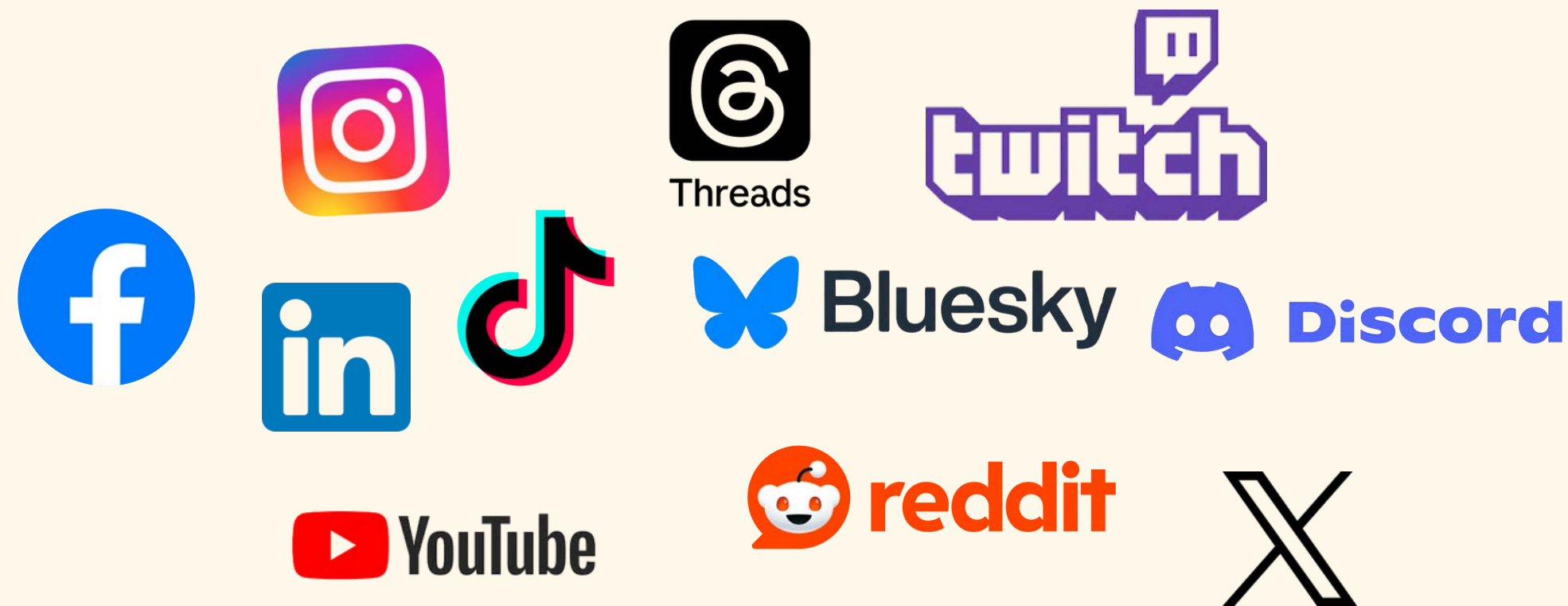
- **How to develop a fundraising social strategy: setting goals & choosing platforms.**
- **How to make the most of the content you have.**
- **How to work with content creators.**

**Fundraising begins  
with relationships,  
and relationships can be built  
with social media.**

**What platforms  
make sense for you?**

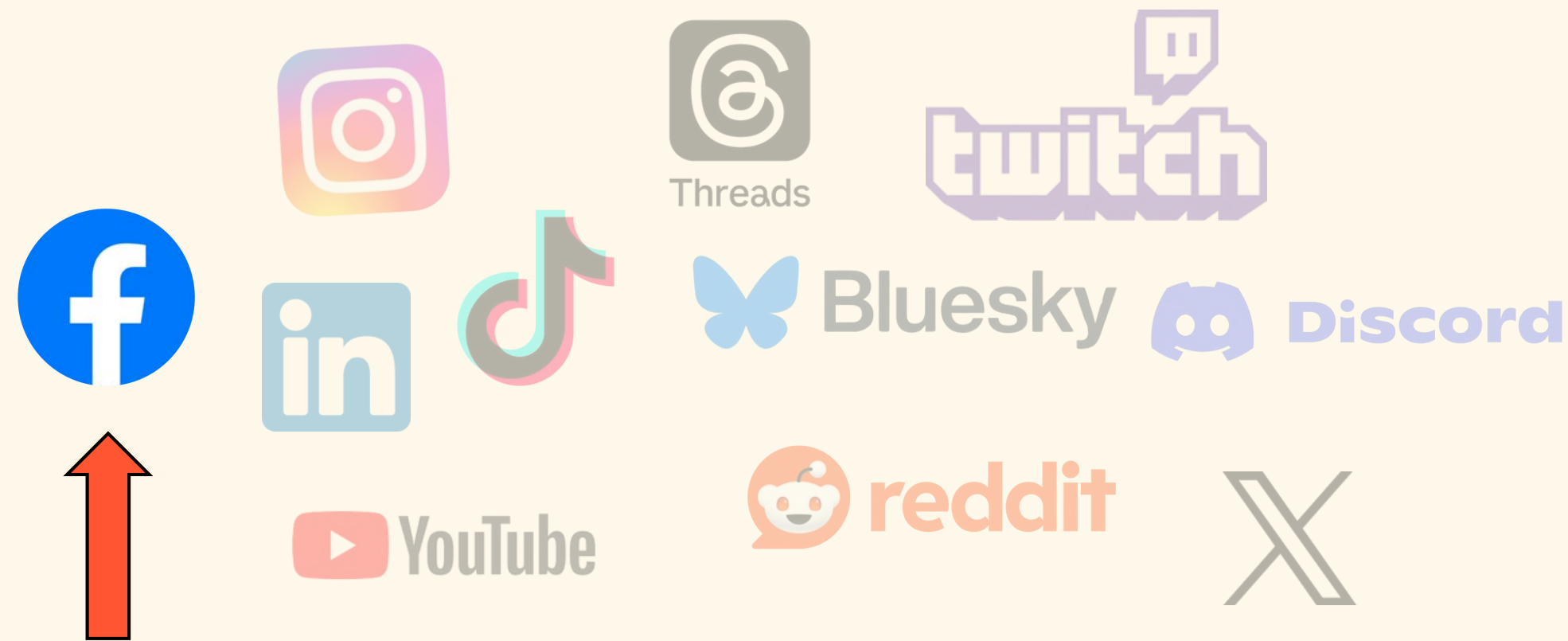


# Where to begin? Social landscape in 2025



**Donors are everywhere, and are likely on more than one platform. Gone are the days of “TikTok is just for Gen Z.” Unless your audience is very niche, mainstream platforms are a good place to start.**

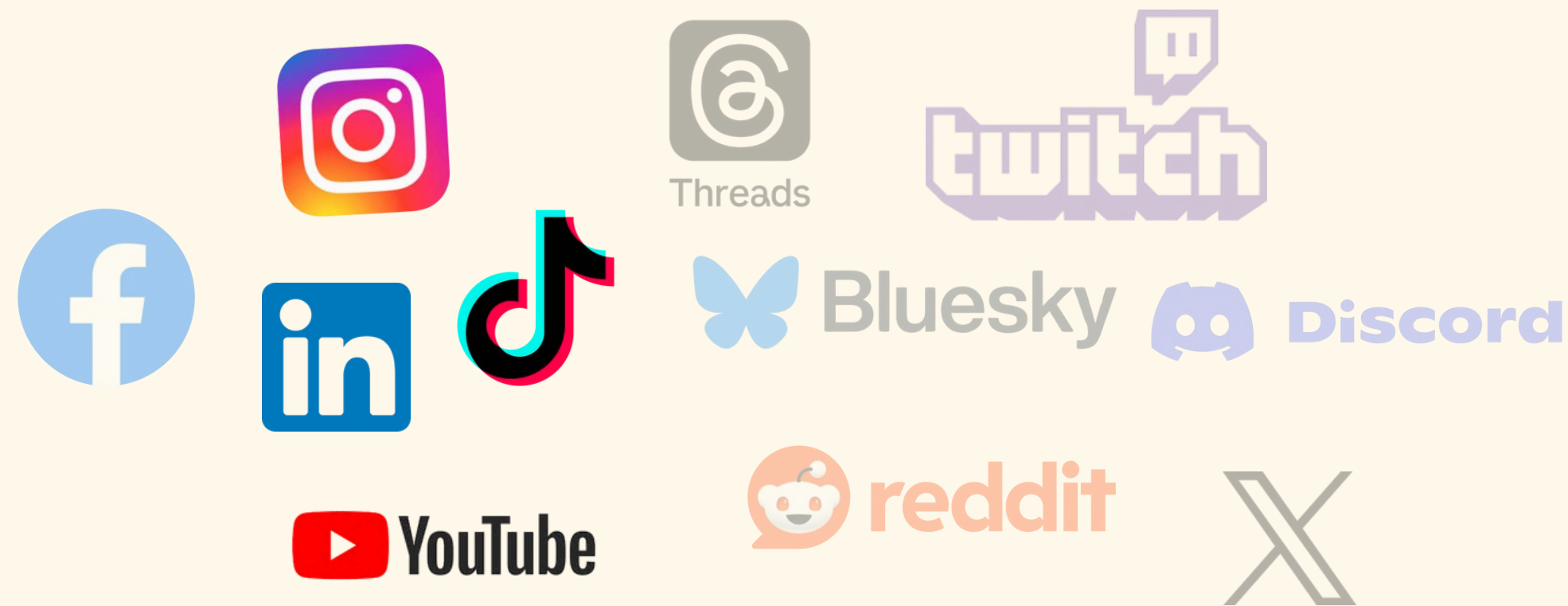
# Where to begin? Social landscape in 2025



- ✓ Mainstream
- ✓ Excellent for paid media targeting
- Terrible for organic reach

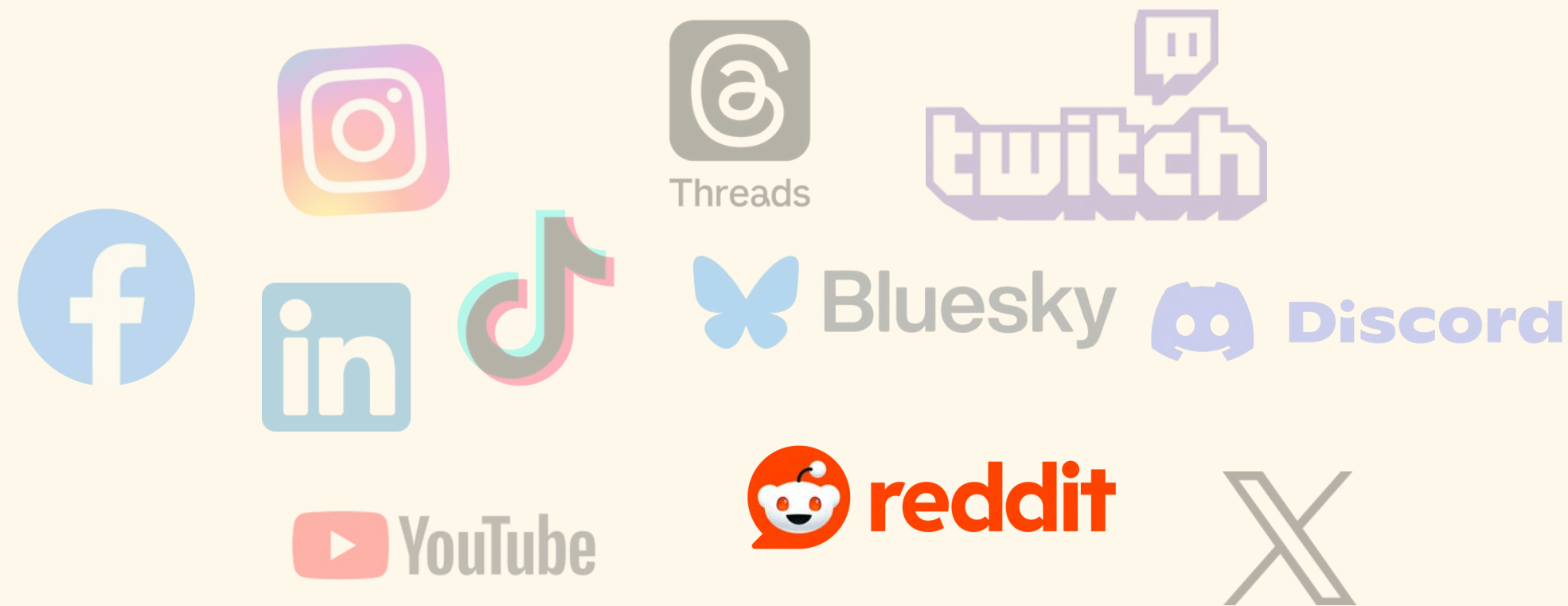


# Where to begin? Social landscape in 2025



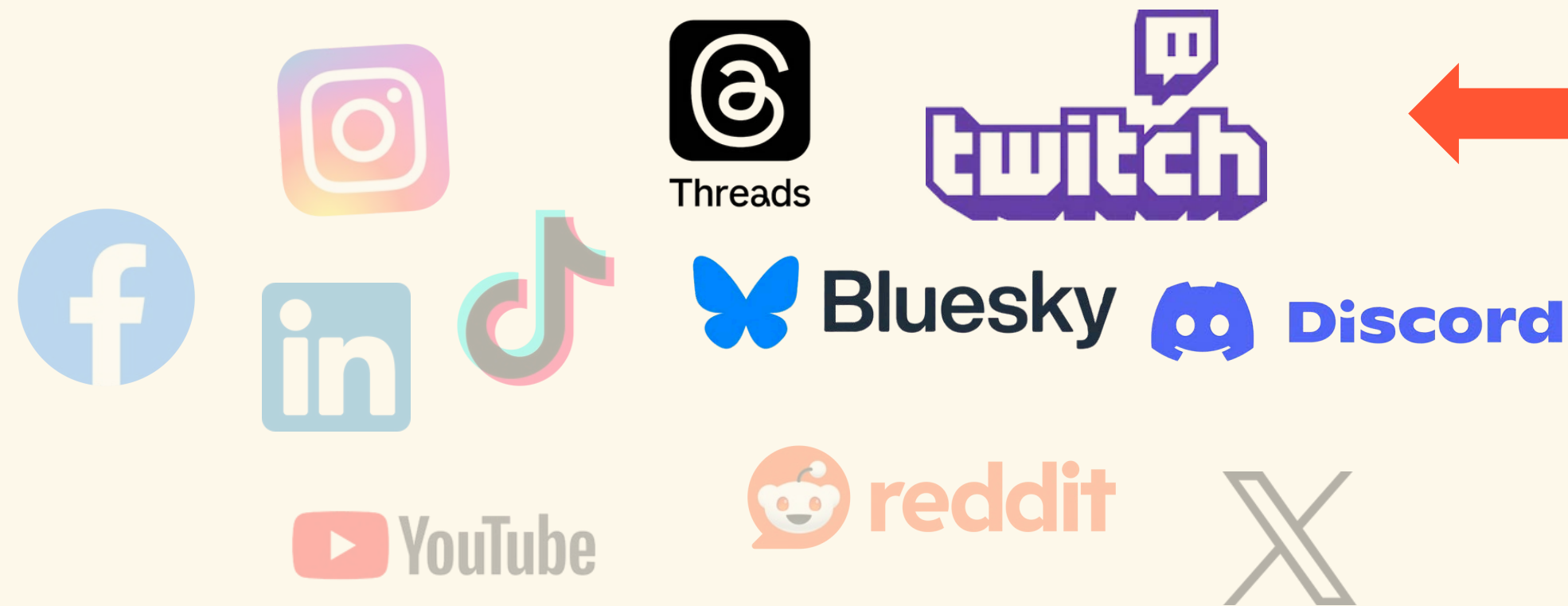
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# Where to begin? Social landscape in 2025



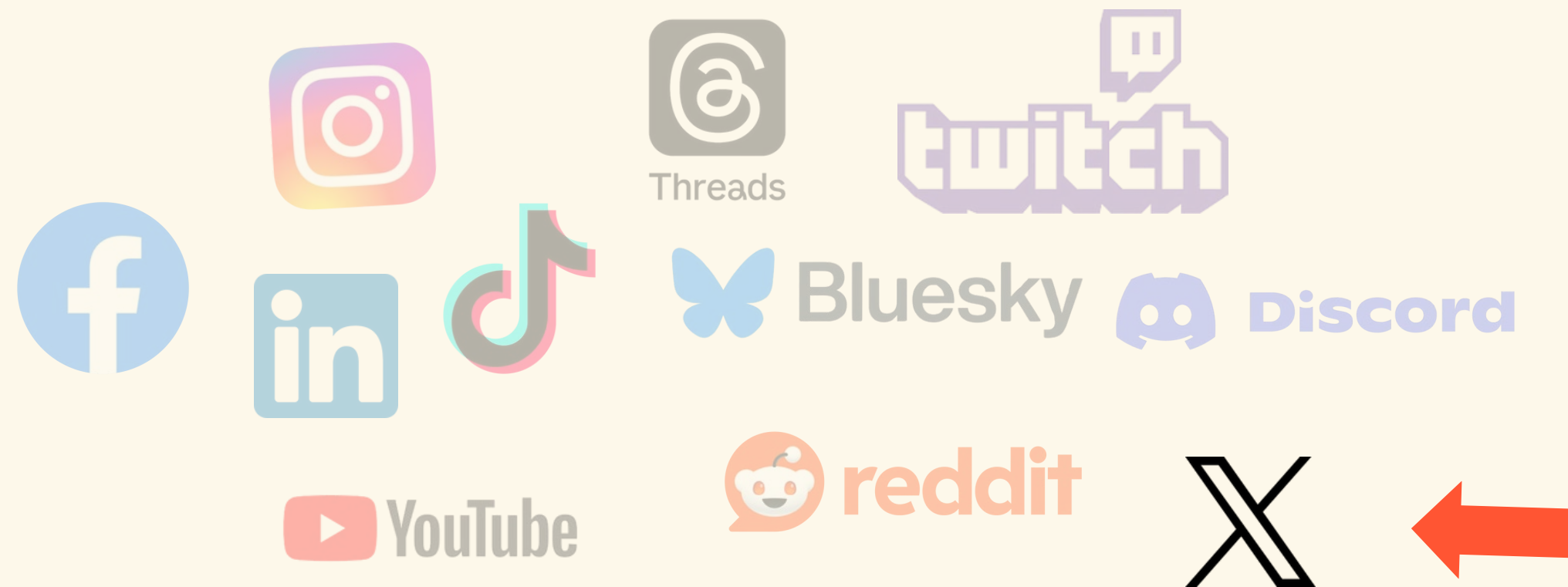
- Not yet mainstream, but where trusted answers are found
- ✓ Excellent for paid media targeting
- ✓ Excellent for niche partnerships and Q&A

# Where to begin? Social landscape in 2025



- ⊖ Not yet mainstream
- ⊖ Paid media not available
- ✓ Excellent for niche partnerships and Twitter alternatives

# Where to begin? Social landscape in 2025



- Audiences are leaving
- Paid media - brand risk
- Reach is low for organic content, risk of negativity for organic content

# Where do your donors hang out online?

- Do you have a niche audience target?
  - Research their online behavior and weigh each platform's targeting capabilities.
  - For example: LinkedIn excels in job title targeting, Reddit excels in niche interest targeting
- Do you have a broad audience target?
  - Start where most people of *all kinds* hang out: Instagram, LinkedIn, YouTube, and TikTok.

# **How can you capture their attention?**

**This is how good messaging, content, and ad creative is made.**

**Ask:**

- What role does your organization play in their lives?
- What would it mean to them to support your cause?
- What are common barriers to supporting your cause?
- What questions about your issue area can you answer for them?



# Setting goals:

**How can you know if your social strategy is working?**

**Social can  
play a role  
in every  
part of the  
donor  
journey.**

Reach new  
donors

## **Build awareness with new audiences**

Content that says here we are: demonstrate your impact and why your organization is uniquely positioned to tackle the issue.

Paid media: Interest, demo, lookalike targeting.

KPI: Impressions

Organic: partnerships, consistent timely content

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Re-engage  
those who are  
interested

## **Build familiarity and trust**

Content that engages: Provide helpful resources, ask a question, get audience feedback

Paid media: Remarketing site visitors and people who have engaged/viewed social content.

KPIs: Clicks, engagements, lead generation

Organic: Thought leadership, consistent valuable content

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Retarget your closest audiences

## Call to action

Firm call to action and reason to give.

Paid media: remarketing email list

KPIs: conversions, return on ad spend

Organic: Urgent CTA, email communications

# Short term and long term goals go hand-in-hand

## Short term, reactive fundraising



Advocacy, timely action



Crisis response



Holidays

**Track lower funnel metrics:** clicks  
and conversions

## Long term donor relationship building



**Track upper funnel metrics:**  
engagement, lead generation

# Short term, reactive fundraising



Advocacy, timely action



Crisis response

**GIVING**  
**TUESDAY**

Holidays

✓ Reactive fundraising is an excellent way to activate audiences when your issue area is already top of mind.

✓ Social is an excellent way to spread the word fast.

✗ If you only operate in the short term, the results will be sporadic and not repeatable since you are dependant on outside factors.



# Common reactive tactics




Advocacy, timely action



Crisis response

**GIVING**  
**TUESDAY**

Holidays

- Influencer partnerships with creators that represent your donor personas.
- Targeted ads, emails, and organic content with urgent, timely call to action.
- **Set time-sensitive, tangible goals:** funding is being cut by May 31, help us raise \$50K to close the gap.
-  Avoid in-platform donor tools (Meta fundraisers), not all donor contact information is passed to your organization.

# Building long term donor relationships



- ✓ Social media is an excellent way to stay top of mind outside of these rapid response moments.
- ✓ Become a trusted source of information in a sea of uncertainty.
- ✓ Demonstrate your values as an organization, build trust, own the narrative and the donor cycle.
- ✓ Better donor retention.

# Common long term tactics



- **Always-on paid media:** evergreen targeted awareness and lead generation campaigns
- **Influencer ambassadors:** long-form content and content series
- **Content:** Producing weekly, valuable content that your donors are looking for and proves your impact
- **Alliances** with other organizations that intersect with your cause to amplify each other's mission

**Why email audience growth, not follower growth should be the real end goal for social.**

# Why email audience growth, not follower growth should be the goal.

## #1: Owned, not rented space

Social algorithms are always changing, the environment is out of your control. You are renting space in someone else's domain.

The ability to reach the followers you have can be diminished.

Email is a controlled environment. The biggest factor limiting reaching your audience (open rates) is the quality and frequency of your content.

# Why email audience growth, not follower growth should be the goal.

## #1: Owned, not rented space

You have seconds to grab someone's attention on social media.

The environment also lacks context. Your feed will be a mix of devastating news, lighthearted memes, mundane updates from friends.

Email repairs context and attention with 1:1 communication, giving subscribers the choice to view content at their own pace.

Email is the #1 place where donations tend to convert. It's the last touch.

## #2: Attention, conversion



# Why email audience growth, not follower growth should be the goal.

**#1: Owned, not rented space**

**#2: Attention, conversion**

**#3: First party data**

First party data is data that you own.

This data can be used to create custom audience lists for remarketing campaigns and lookalike audiences.

The bigger the data pool, the better.

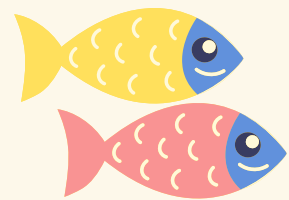
# Let's Talk Ad Budget...

Allocating budget towards paid ads can help expand your reach beyond what organic algorithms allow. This delivers your messaging to a broader audience while still being targeted based on people's interests, online activity & engagement with your organization.



# Reach beyond your followership

Your Social Followers



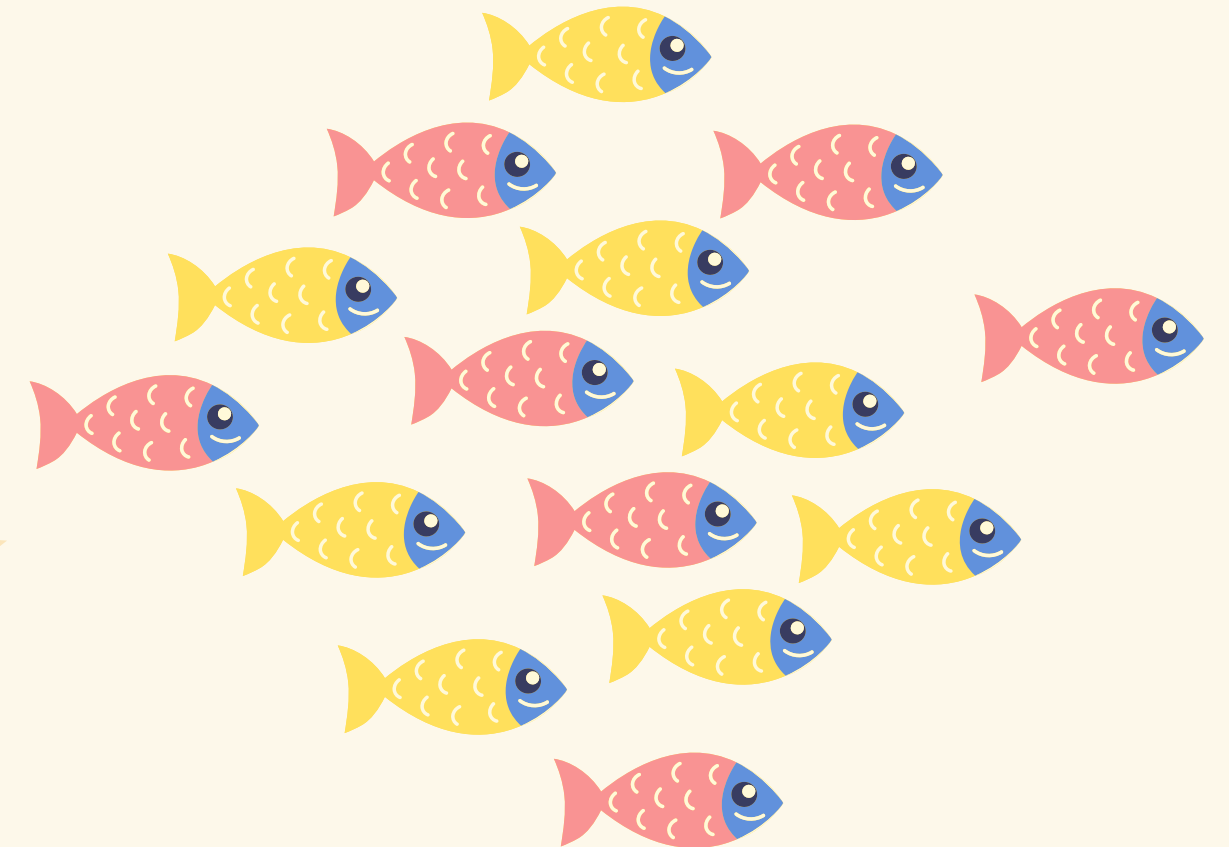
You may have thousands of followers

The Social Platform



But social platforms are home to millions of users

Your Potential Audience



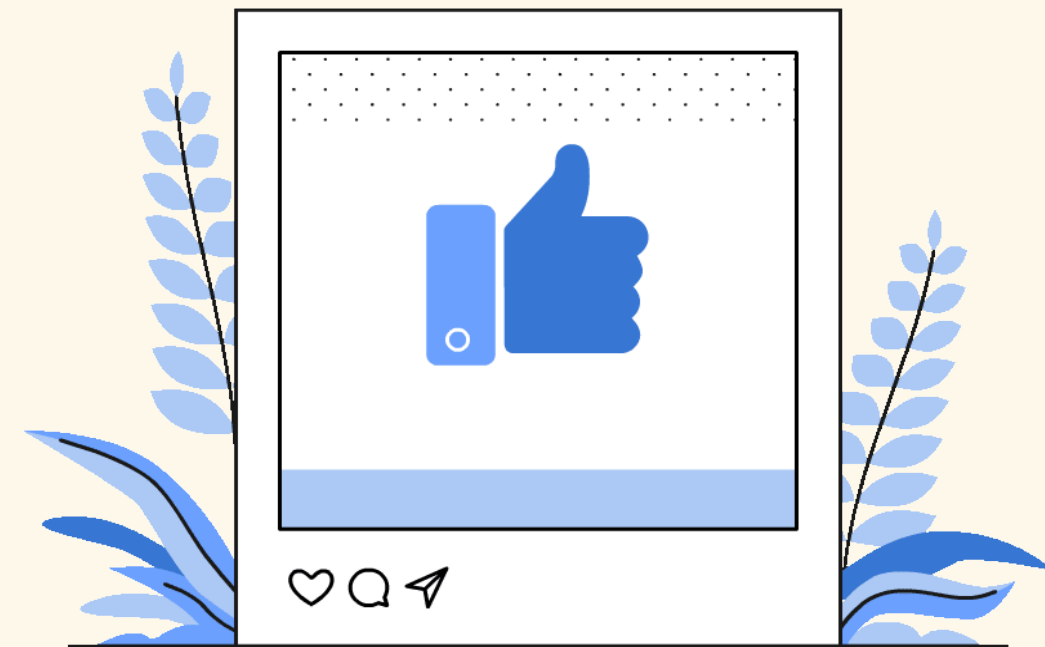
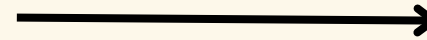
Behavior, interest & customer-list based targeting can let you reach a relevant audience beyond your existing followership

**Making the most  
of your content**

# Atomizing content



**Blog content:**  
8-10h to produce,  
2-3 rounds of  
internal feedback

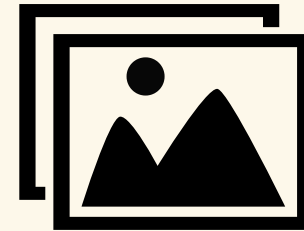


**One social media post:**  
Posted, gone in seconds

# Atomizing content



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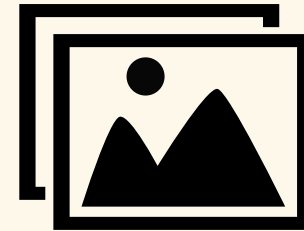
**Static post:** single graphic,  
carousel post. Share with  
partners, influencers to  
expand reach.



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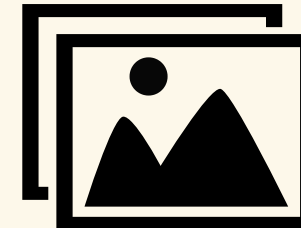
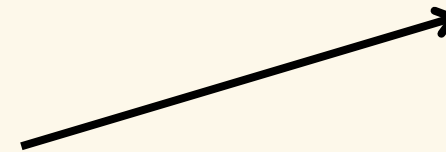


**Video post:** short  
explainer, greenscreen  
video.

# Atomizing content



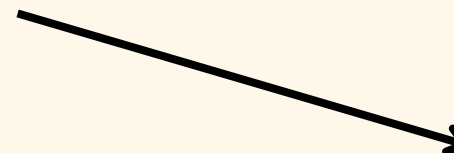
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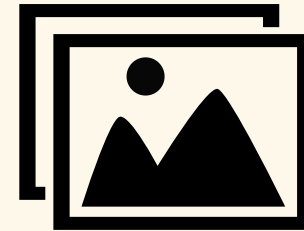


**Email:** Share with your email list, encourage forwarding to a friend.

# Atomizing content



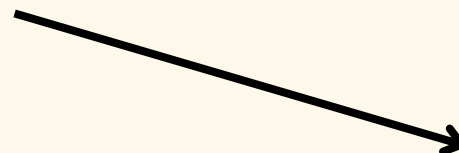
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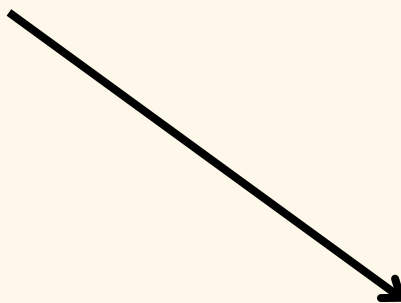
**Static post:** single graphic, carousel post. Share with partners, influencers to expand reach.



**Video post:** short explainer, greenscreen video



**Email:** Share with your email list, encourage forwarding to a friend



**Repost when timely:**  
Share again if the topic aligns with timely news, holidays, etc.

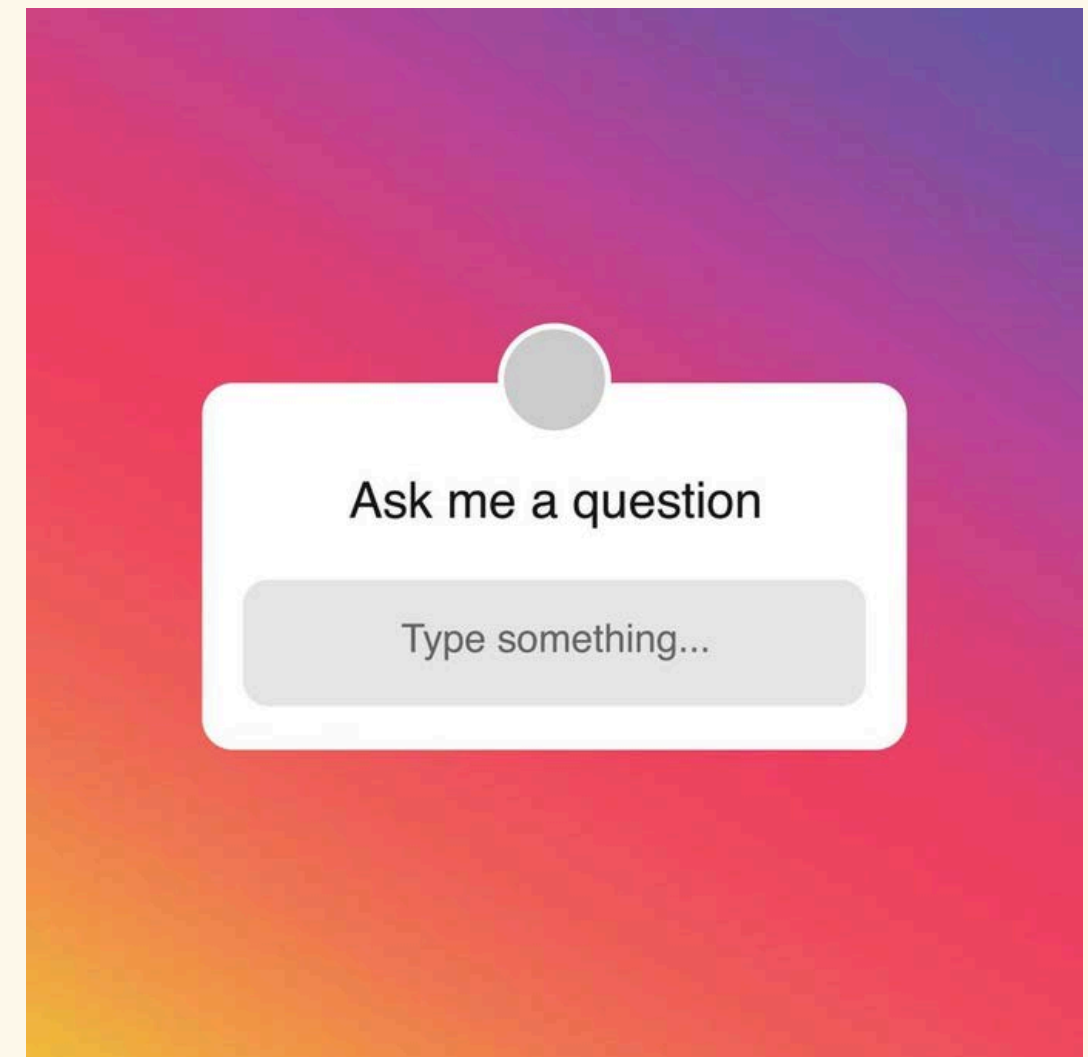
# Creating content from audience feedback

Keeping up with the content machine can be easier (and more fun) if you work with your audience to generate content.

**Poll your audience:** Get their thoughts on an issue and create content in response to the results.

**IG Story Q&A:** Using the Q&A sticker, accept questions from your audience and create content that answers them.

**Respond to comments:** Create content in response to comments or DMs that you receive. Anonymize usernames and uplift positivity or use negativity as a teachable moment.



# Working with influencers

# The value of influencers



## Audience trust

Influencers have done the work of building an audience that trusts them. It will be easier to motivate their followers to act.



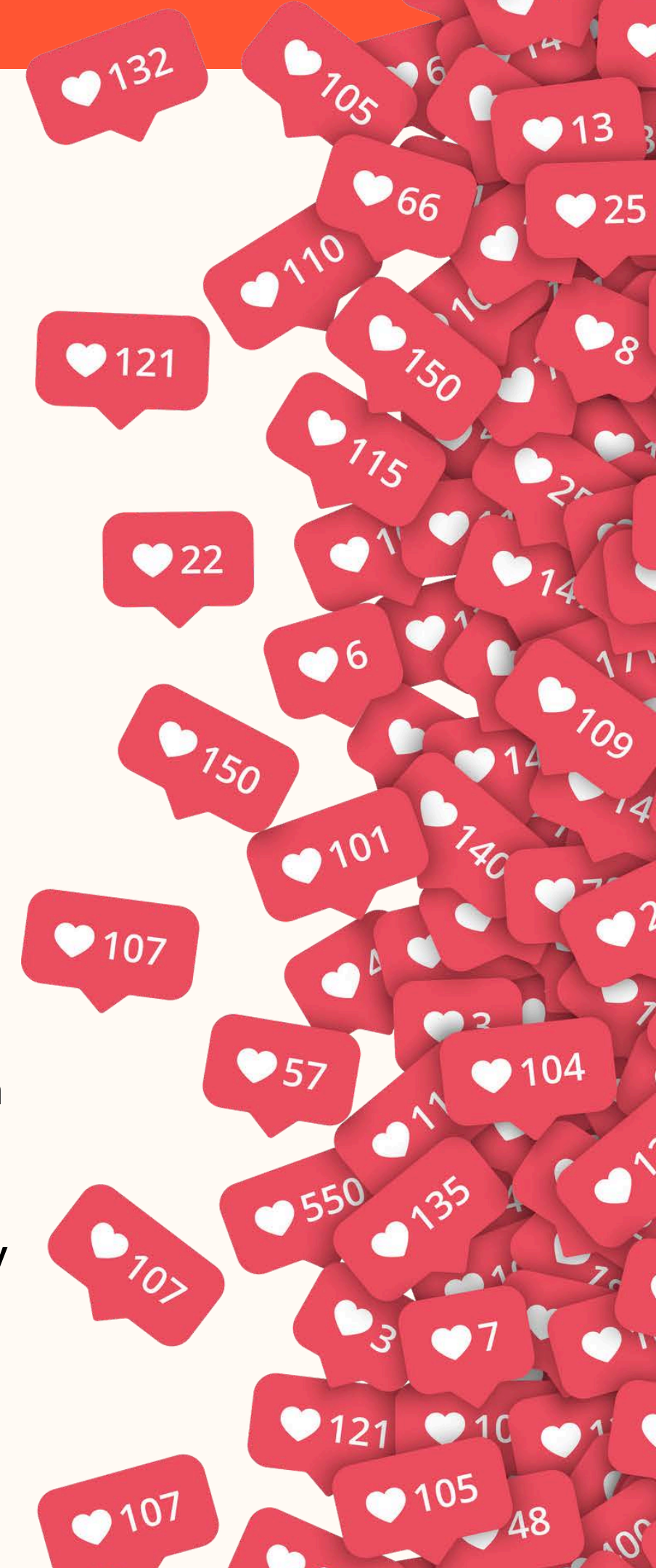
## Specific audiences

Many influencers create content that attracts specific types of people. This helps with audience targeting for your message.



## Creativity

Influencers are excellent content creators. They can create a new, more impactful way to present your message that you may not have thought of!



# Aligning on a good process



## **Influencer list**

internal approval  
on 20+ accounts  
to start



## **Outreach toolkit**

internal doc outlining  
outreach language for easy  
copy/paste over DM & email



## **Influencer brief**

external doc outlining the  
ask, background info,  
budget, assets, etc for  
reference



**Contracting,  
content approvals**



**Reposting,  
boosting**



# Example: Acacia Center for Justice

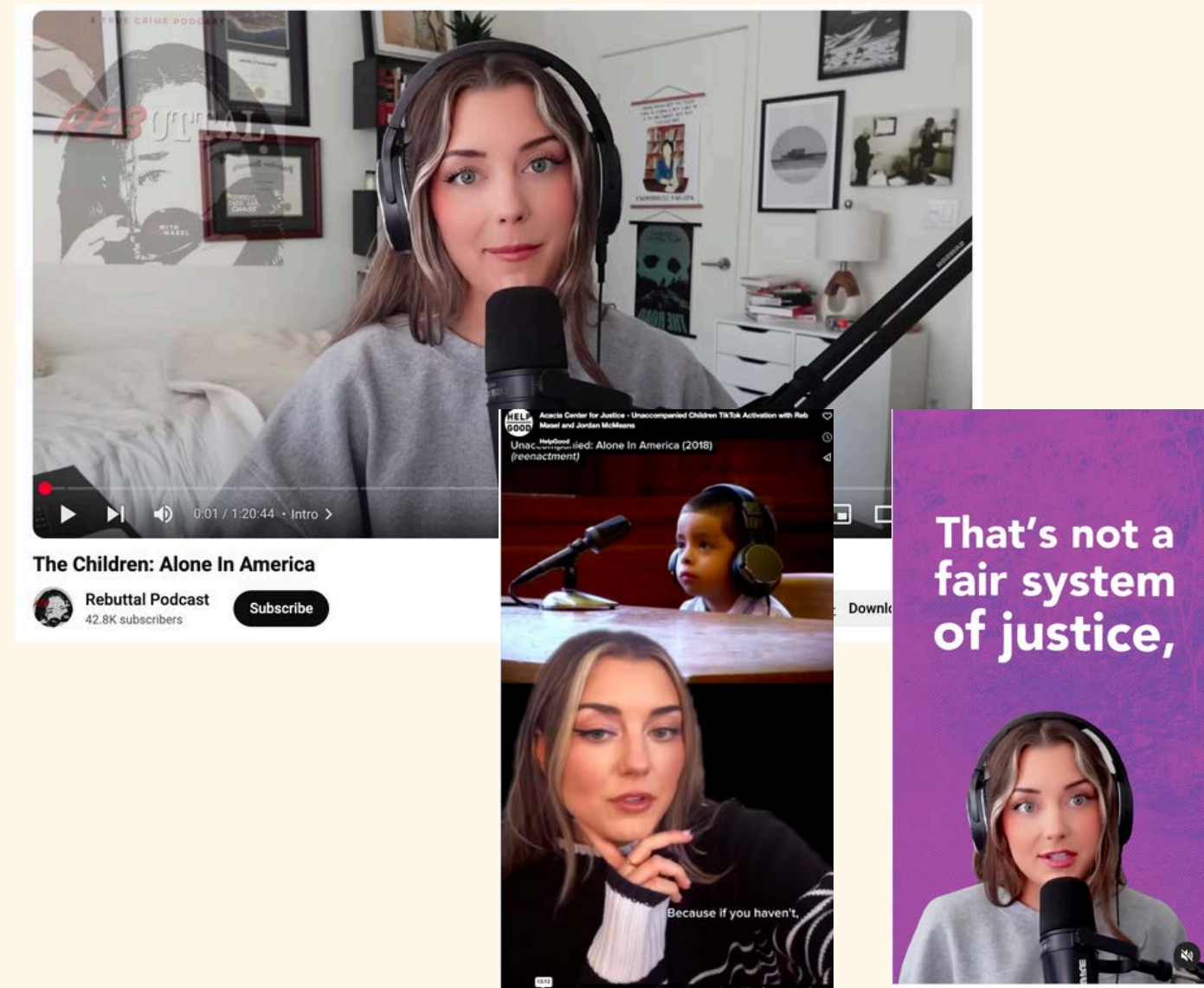
**Recruiting lawyers to work in the Unaccompanied Children Program: provides legal support to kids facing immigration court**

## Long term: influencer ambassador

Reb Masel, attorney, 1M+ followers

Long form content (1h podcast, repurposed clips)

Several standalone social videos



## Short term: reactive content

Strong CTA: Save the Unaccompanied Children Program





# Q&A

## How can we help?

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