

How Tweet it is to have a Friend like You

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Goals

- Get started with the basics – Websites, Online Giving, and Social Networking
- Discuss how to Social Networking could work at your organization - Facebook & Twitter
- Identify your organizations needs and translate them into a plan & try to define success for your organization

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Basics

- @afpihq
- #afpTWEET

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 **Expectations of Social Media**

- Connecting with an always growing pool of prospects
- Getting your message/mission out
- Providing unprecedented opportunities for interactive engagement


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 **Why Focus on Year Round Relationships?**

- The retention challenge
 - 40-70% for non-disaster direct response fundraising
 - 10-20% for disaster response donors
 - 30-60% for volunteer participation events
- Donors defect due to:
 - Poor acknowledgement
 - Limited information about how their funds are being used
 - Belief that other causes are more deserving
 - They don't remember giving, and
 - Poor support
- Acquisition is very expensive
 - Most groups spend >>\$1 to raise \$1

Using the Internet to Connect Your Middle and Major Donors
Canvoo, Sea Change Strategies, and Edge Research 2008

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 **Facebook Species**



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50 AFP Personal Profile vs Facebook Page

- **Profiles** can only be used to represent an individual, and must be held under an individual name.
- You can also use your account to manage Facebook Pages that represent businesses or other organizations.
- You may only create **Facebook Pages** to represent real organizations of which you are an authorized representative, and fans of these Pages won't be able to see that you are the Page admin, or have any access to your personal account.

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50 AFP Facebook Page

- A public figure, business, or brand can create a **Facebook Page** to share information, interact with their fans, and create a highly engaging presence on Facebook.
- Pages are distinct presences that are optimized to represent a business, and are separate from user profiles.
- Be certain to keep a distinction between your 'personal profile' and your 'Page Admin' identities.

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Facebook Pages vs Groups

- **Pages** can only be created to represent a real public figure, artist, brand or organization, and may only be created by an official representative of that entity.
 - Pages can be customized with rich media and interactive applications to engage Page visitors.
 - Applications can't be added to groups.
- **Groups** can be created by any user and about any topic, as a space for users to share their opinions and interest in that subject.

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The screenshot shows the Facebook profile for the 'Mentor Me Petaluma' group. The page includes a header with navigation links (Home, Profile, Friends, Inbox), a profile picture of two people, and a cover photo with the text 'Mentor Me Petaluma Changing Lives'. The 'Basic Info' section lists the group's name, type (Organizations - Non-Profit), and description (Youth mentoring program). The 'Contact Info' section provides an email address, website, and office location. A 'Recent News' section contains a post about mentoring kids. A 'Members' section displays a grid of member profile pictures. The 'Admins' section lists Valerie Richman as the creator. A footer banner reads '47TH AFP INTERNATIONAL CONFERENCE ON FUNDRAISING'.

The screenshot shows Facebook search results for the query 'guide dogs for the blind'. A welcome message at the top explains the new search page. On the left, there are filters for 'All Results', 'People', 'Pages', 'Groups', 'Applications', 'Events', 'Web Results', 'Posts by Friends', and 'Posts by Everyone'. The main results area shows a list of groups. The first result is 'Guide Dogs For The Blind' (Common Interest, 338 members). The second is 'Guide Dogs For The Blind' (Organizations, 140 members). The third is 'GUIDE DOGS FOR THE BLIND' (Organizations, 57 members). The fourth is 'Guide Dogs for the Blind' (Organizations, 2 members). A footer banner reads '47TH AFP INTERNATIONAL CONFERENCE ON FUNDRAISING'.

50 AFP **Facebook Insights**

- **Interactions:** Total number of comments, Wall posts, and likes.
- **Interactions Per Post:** Average number of comments, Wall posts, and likes generated by each piece of content you post.
- **Post Quality:** Score measuring how engaging your content is to Facebook users. A higher Post Quality indicates material that better engages users.
- **Posts:** Number of posts your Page has made either on the Wall or in video.

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50 AFP **Facebook Insights Tool**

The screenshot shows the Facebook Insights Tool interface. At the top, there's a navigation bar with 'Facebook', 'Home', 'Profile', 'Friends', and 'Admin'. Below that, there's a section for 'Page Views' with a line graph showing activity over time. To the right of the graph, it says '2,669' and '2,661'. Below the graph is a table for 'Post Performance' with columns for 'Post Type', 'Views', 'Comments', and 'Likes'. At the bottom, there's a section for 'Post Activity' with a table showing activity for 'Page Views', 'Unlinked Posts', 'Wall Posts', 'Discussion Posts', 'Photo Views', and 'Video Views'.

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50 AFP **Facebook Insights**

- **Page Views:** Number of times your Page has been viewed by Facebook users.
- **Media Consumption:** This graph tracks how many photo views, audio plays, and video plays your content have received.
- **Discussion Posts:** Total number of discussion posts written by fans.
- **Reviews:** Number of times your Page has been rated in the Reviews application.

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1964-2014

Tweeting: How to Get Started

- Reach millions via the Internet or via texting
- Sign up & create an account
- Broadcast info, solicit feedback, inform followers
- Find & Follow – details, universal mail or email
- 2 way street – privacy & list improvements
- @directmessaging
- Multilanguage features & support

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Twitter

Welcome!

Welcome to Twitter Support
Use our [Help Resources](#) to find answers to questions, or go back to [Twitter!](#)

¿Hablas español?
Aquí se encuentra servicio de ayuda en español! ¡Que te la pases bien Twitteando!

Bienvenue à l'Assistance Twitter
Consultez notre documentation d'aide pour trouver des réponses à vos questions.

“Twitter is about approach, transparency, and immediacy”
– Jack Dorsey, Twitter Co-Founder

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twitter Share and discover what's happening right now, anywhere in the world.

See what people are saying about Search

Realtime results for guide dogs for the blind

simonwstaker: Only 2 weeks to go until I swim a mile across Windermere for **Guide Dogs for the Blind**. All sponsorship welcome! <http://bit.ly/245LZ>
about 1 hour ago from Iliad

HappyAndFit: **Guide Dogs For the Blind**
about 11 hours ago from thorsbrett Torkelrud

fairybat06: Does any celebs want to send me signed photo's to raise money for **the Guide Dogs for the Blind** it would be much appreciated!
about 18 hours ago from hahw

vibrantous: I am getting my Blog page together with the Famous **@maryannepstein** the "Dog trainer for **guide dogs for the blind**"
1 day ago from wsd

vibrantous: I am getting my Blog page together with the Famous **Mary Ann Epstein** the "Dog trainer for **guide dogs for the blind**"

Trending topics

- Senator-TeitKennedy
- #Gladthatit
- Mary-Ji-Kopachne
- Snow-Lespard
- Tropical Storm DANITY
- Who's Driving
- H1N1
- Goddamning
- Not Teams
- RT:222

Search tip
Use source: immediately before a particular Twitter source (ie a desktop or mobile app) to find tweets posted via that client. Example: `source:source tweets` will find tweets containing "source" and entered via Tweets.

How Twitter works | About Twitter | Privacy and Terms | About Us | @twitter

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What you need to Tweet

- A computer with internet access
- Mobile internet access
- Texting capabilities
- Followers/Following

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CEH Center for Environmental Health

4EnviroHealth
Location Oakland, CA
Web <http://www.ceh.org/>
Bio We're a small nonprofit taking on major corporate polluters. We work to end health threats from chemicals in food, air, water & to change harmful biz practices

355 following 540 followers 24 tweets

RT @kvetchingguru: Hidden Danger in Purses-what you need to know <http://bit.ly/4DTZR>
about 23 hours ago from FundRazr

Questions and Answers about High Levels of Lead in Purses
<http://bit.ly/4DTZR>
2:23 PM Jan 25th from FundRazr

RT @SeasLife: Convo w/ pro-biotech blogger on Why Contamination by Agmo crops matters <http://bit.ly/3G9G9P>
9:50 AM Jan 25th from FundRazr

RT @corpedaily: Is that a Bomb Detector in Your Pocket or Are You Just happy to See Me? <http://bit.ly/3G9G9P>
7:55 AM Jan 25th from FundRazr

RT @recroom: ZRecs post: Toys, Trash, and #CPISA <http://bit.ly/3G9G9P>

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How Twitter works | About Twitter | Privacy and Terms | About Us | @twitter

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Time Sensitive Campaigns

Tetra Pak Campaign for Hershey's and Organic Valley

TWITTER

Once at the Twitter landing page, users selected either a "trick" or a "treat" to send to a Twitter friend, or they could inform them of their ranking in the contest to send the most. Directly below the area where users opted to trick or treat a Twitter friend, there was a ranking of the "Scariest Twitterers" – the people who send the most tweets.

Each message was also automatically populated with a relevant hashtag, such as #Halloween, #CharityTuesday and #chocolatemilk.

Users could also access coupons for Hershey's and Organic Valley chocolate milk from this page.



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How Twitter is used to raise a friend's love for
Nanci Noble, CTCR & Philip King

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Aggregate, Don't Manage

- Twitter has multiple supports such as TweetDeck, Brizzly, Tweet-U-later, Twitteriffic
- Mobile support such as EchoFon, allows you to update remotely, whether server is down or not.

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Allow networks to emerge –
if don't know your enthusiasts (yet)...
surf their waves

- A new group of volunteers that utilize the web to raise money for their charity of choice are online.
- Evidence of growing social networks are illustrated in the rise of the number of online fundraisers, and donors.
- Many nonprofits have experienced a great deal of success using web based fundraising technology.

Nanci Noble & Philip King
Web 2.0: Building Online Social Networks
45th Annual AFP International Conference on Fundraising

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50 AFP **Risks of Twitter**

- Act, Don't React
- Or at least Don't Overact...
 - avoid reply/retweet wars
- Over-promotion of corporate partners
- Legalities

<http://www.nytimes.com/2009/10/08/fashion/08twitter.html?pagewanted=2&fta=y>

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HOW TWITTER IS CHANGING FUNDRAISING
www.aafp.org/2009/10/08/fashion/08twitter.html



The Top 10 Signs You're A Twitter Addict.

50 AFP **Allow networks to emerge – if don't know your enthusiasts (yet)... surf their waves**

- Emerging new channels provide new ways to identify and cultivate, potential, major donors also.
- Web based communities comfort and sophistication levels are rising communities, are the number of online fundraising opportunities.

Nicol Noble & Philip King
Web 2.0: Building Online Social Networks
45th Annual AFP International Conference on Fundraising

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HOW TWITTER IS CHANGING FUNDRAISING
www.aafp.org/2009/10/08/fashion/08twitter.html

50 AFP **If you don't have time to do it right, when will you have time to do it over?**

- Start planning earlier than you would normally!

(things will come up!)

- Focus on recruiting more volunteers and ask them to fundraise
- Retain & entice past volunteers/hosts to do so again
- Secure high profile partners & sponsors, like businesses owned by board members

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HOW TWITTER IS CHANGING FUNDRAISING
www.aafp.org/2009/10/08/fashion/08twitter.html




If you don't have time to do it right,
when will you have time to do it over?

- Post the right message, at the right time, to the right people
- Ongoing communication with Members, Fans, Followers are key,
but don't overload them
- Focus on specific actions and desired results
- Make sure your message suits the audience you're addressing

Nicki Noble & Philip King
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Summary

- Online fundraising is growing very quickly nationwide
- It is critical to have a year round relationship management approach to renew and grow donors acquired through web based giving programs
- Online constituent engagement can help grow fundraising online and offline

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Suggested Bookmarks

- My Charity Connects Web 2.0 Glossary
http://mycharityconnects.org/web2_0glossary
- Mobile Active: Using Mobile Phones in Fundraising Campaigns
www.mobileactive.org/files/MobileActive3_0.pdf
- Your Communication Goals
www.ideawire.org/articles/build_email_software_communication_goals.php
- Beth's Blog: How Nonprofits Can Use Social Media
www.donorpowerblog.com/donor_power_blog
- Weiner, Robert: Online Fundraising Tools Checklist
www.rweiner.com/cf/online_donations_checklist.pdf
- Sea Change Strategies: The Wired Wealthy-Using the Internet to Connect with Your Middle and Major Donors
http://conference.afnet.org/Download/1186_Mc70hagat_Vinay_111011_Feb16_2009_Time_055402PM.pdf

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Email & Marketing Resources

People to People Fundraising: Social Networking and Web 2.0 for Charities by [Ted Hart](#) (Author), [James M. Greenfield](#) (Author), [Sheeraz D. Haji](#)

The Mercifully Brief, Real World Guide to Raising Thousands (If Not Tens of Thousands) of Dollars With Email by [Madeline Stanionis](#)

Momentum: Igniting Social Change in the Connected Age (Hardcover) by [Allison Fine](#)

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CEH
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