

jfra 日本ファンドレイジング協会 Japan Fundraising Association

2011

"How Tweet it is to have a Friend Like You"

Facebook & Twitter Essentials



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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

Facebook & Twitter Essentials:
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Basics

- Questions? – send them to the parking lot
 - Tweet to @niccinoble
 - FB msg to niccinoblecfre

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2011 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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2011 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
Convio, Sea Change Strategies, and Edge Research 2008

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2011 Facebook Species



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2011 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.

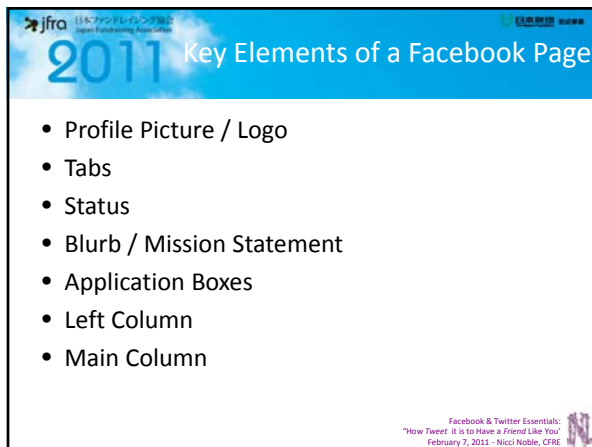
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 February 7, 2011 - Nicci Noble, CPE

2011 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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2011 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.

How Tweet It is to Have a Friend Like You
Nicci Noble, CFRE & Sean Sullivan

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2011 Facebook Insights

The Salvation Army USA • Users

View Page View Old Page Insights

Monthly Active Users **11,301** $\uparrow 0.10\%$ Daily New Likes **62** $\uparrow 22\%$ Total Likes **18,509** $\uparrow 0.20\%$

Daily Active Users*

Key Sources*

- 139 Page Visitors
- 882 Likes in Post
- 114 Comments on a Post
- 1 Post Views

New Likes*

New Likes Unlikes

Like Sources*

- 30 Fan Page
- 3 Search
- 3 Tagged
- 1 Like Profile Page

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2011 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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2011 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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2011 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

Facebook & Twitter Essentials:
"How Tweet? It is to Have a Friend Like You"
February 7, 2011 - Nicci Noble, CFRE

The screenshot shows a Twitter search interface with the following elements:

- Header:** jfra logo, "2011 Twitter - Organizational", and a search bar containing "guide dogs for the blind".
- Realtime results:** A list of tweets related to the search query, including mentions of "Wonders for Guide Dogs for the Blind" and "HappyAndMe Guide Dogs For the Blind".
- Trending topics:** A list of trending topics such as "Benutzer Twitter", "atqatqat", "Mary Jo Koshove", "Bridie Leonard", "Francis Storm-Catalyt", "What's Cooking", "AT&T", "Socialtraining", "RealTweets", and "RTDZ".
- Search tip:** A small box providing a tip on how to use search filters.
- Footer:** "Facebook & Twitter Essentials: 'How Tweet: It is to Have a Friend Like You' February 7, 2011 - Nicci Noble, CFRE".

The slide contains the following information:

- Header:** jfra logo, "2011 What you need to Tweet", and a search bar.
- List-Group:**
 - A computer with internet access
 - Mobile internet access
 - Texting capabilities
 - Followers/Following
- Footer:** "Facebook & Twitter Essentials: 'How Tweet: It is to Have a Friend Like You' February 7, 2011 - Nicci Noble, CFRE".

The screenshot shows a Twitter profile page with the following details:

- Profile:** Name: "4EnviroHealth", Location: "Oakland, CA", Bio: "We have a small nonprofit helping to make corporate polluters pay the cost to end health threats from chemicals in food, air, water & to change harmful practices." Website: "http://bit.ly/4DTZRK".
- Timeline:** A list of tweets, including a retweet from @kvetchingguru about "Hidden Danger in Purses" and a tweet from @sawallr about a pro-feedback blogger.
- Navigation:** Home, Profile, Find People, Settings, Help, Sign out.
- Footer:** "Facebook & Twitter Essentials: 'How Tweet: It is to Have a Friend Like You' February 7, 2011 - Nicci Noble, CFRE".

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2011 Twitter – Organizational

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2011 Twitter Basics that Get Attention

- #hashtags exist to group information among like minded users, easy way to search for information, supporters.
- #charitytuesday has become a way to track online non-profit campaigns, has been trending topic
- Tuesday has become good day to launch campaigns

Facebook & Twitter Essentials:
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February 7, 2011 - Nicci Noble, CFRE

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2011 The Cause marketing Complement

- Traditional techniques in fundraising can be used to garner attention with Twitter
- Good complement to cause marketing and allows you to promote "millions of impressions" to corporate partners

Facebook & Twitter Essentials:
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2011 Multiple Platform Promotion

The screenshot shows a Facebook post on the left with a photo of runners on a dirt path. The post text says: "Edward Norton explains how he took an amazingly cool project... have been a huge fan of movies as an actor... starting with the amazing performance in 'Birdy'... I have a whole new appreciation of his love... as a man." To the right is a Twitter interface showing a tweet from 'PUMA RUNNING' with a photo of runners and the text: "Chris Johnson wants to race Usain Bolt, to be even the fastest guy in the NFL???"

Facebook & Twitter Essentials:
"How Tweet: It is to Have a Friend Like You"
February 7, 2011 - Nicci Noble, CFB

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2011 Cause Marketing on Twitter

The screenshot shows the Twitter profile page for Pizzahut. The header says "Hey there! pizzahut is using Twitter. Join today!". Below the header is a tweet from @charitytuesday: "#charitytuesday is awesome, don't you guys think?? Finding a cause to support is great. Pizza Hut supports World Hunger Relief!". The page also shows a "Join today!" button and a list of tweets.

Facebook & Twitter Essentials:
"How Tweet: It is to Have a Friend Like You"
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2011 Cause Marketing on Twitter

The screenshot shows the Twitter profile page for OneHopeWine. The header features the OneHopeWine logo and a pink ribbon. Below the header is a tweet from @AzuniaJim: "@AzuniaJim Thanks Jim! We've seen Azunia Tequila in Bevmo... congrats!". The page also shows a "Follow" button and a list of tweets.

Facebook & Twitter Essentials:
"How Tweet: It is to Have a Friend Like You"
February 7, 2011 - Nicci Noble, CFB

2011 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 reform them of their ranking in the contest to send the most. Directly below that area where users opted to trick or treat a Twitter friend, there was a ranking of the "Scariest Twtitters" – 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.



Facebook & Twitter Essentials:
"How Tweet: It is to Have a Friend Like You"
February 7, 2011 – Nicci Noble, CFB

2011 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.

Facebook & Twitter Essentials:
"How Tweet: It is to Have a Friend Like You"
February 7, 2011 – Nicci Noble, CFB

2011 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.

Nicci Noble & Philip King
Web 2.0: Building Online Social Networks
ASP Annual AFP International Conference on Fundraising

Facebook & Twitter Essentials:
"How Tweet: It is to Have a Friend Like You"
February 7, 2011 – Nicci Noble, CFB

2011 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&_r=1

The Top 10 Signs You're A Twitter Addict.



Facebook & Twitter Essentials:
"How Tweet? It is to Have a Friend Like You"
February 7, 2011 - Nicci Noble, CFRE

2011 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.

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

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2011 If you don't have time to do it right, when will you have time to do it over?

THE NEXT GENERATION OF AMERICAN GIVING



Channel	Gen Y	Gen X	Boomers	Matures
Checkout Donation	48%	57%	52%	46%
Check by Mail	28%	43%	54%	77%
Gift Shop	28%	35%	32%	30%
Website	28%	35%	31%	25%
Fundraising Event	22%	28%	28%	31%
Honor/Tribute Gift	22%	22%	27%	35%
Third Party Vendor	25%	27%	17%	12%
Phone	8%	16%	16%	25%
Monthly Debit	11%	17%	14%	11%
Mobile/Text	14%	13%	4%	2%
Social Networking Site	9%	6%	4%	2%

Figure 5: Donation Channels Overall and by Generation
(Blue numbering represents statistically significant differences)

Vijay Bhasati | Founder and Chief Strategy Officer, Convio
 Pam Loch | Principal, Edge Research
 Mark Spence | Founder and Principal, Sea Change Strategies

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2011 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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2011 If you don't have time to do it right, when will you have time to do it over?

Nonprofits on Commercial Social Networks

Platform	Usage Percentage
FACEBOOK	85.7%
TWITTER	59.7%
YOUTUBE	48.1%
LINKEDIN	33.3%
Flickr	25.9%
MYSPACE	14.9%

www.nonprofitsocialnetworksurvey.com

TEN COMMON KNOWLEDGE thePort

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2011 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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2011 Suggested Bookmarks

My Charity Connects Web 2.0 Glossary
http://mycharityconnects.org/web2_glossary

Mobile Active: *Using Mobile Phones in Fundraising Campaigns*
www.mobileactive.org/files/MobileActive1_0.pdf

Your Communication Goals
www.idelaware.org/articles/quick_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/offline_donations_checklist.pdf

Sea Change Strategies: *The Wired Wealthy-Using the Internet to Connect with Your Middle and Major Donors*
http://conference.cfpnet.org/handouts/1126_MGF98ogpt_Vinay_111911_Feb16_2009_Tme_045402PM.pdf

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2011 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. Hagi](#)


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

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

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2011 Thank you!



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