

BUILDING SUPPORT ON SOCIAL MEDIA





#VFR12018

Today's **Workshop**



What is Social Media?



How Can Social Media be Leveraged for Fundraising?



Case Studies: What Did We Learn?



Panel Q&A



Meet the Panel



Bruin Richardson

Chief Advancement Officer
Children's Home Society of Virginia

Background

Attorney for 25 years;
Board Member and Interim ED, Maymont

Favorite Tool

PowerPoint

Favorite Social Media

Facebook



Dave Martin

Chief Marketing Officer
Children's Home Society of Virginia

Background

Marcom for 22 years;
President of Martin Branding;
Marketing Director at Infian Technologies

Favorite Tools

InDesign, Photoshop

Favorite Social Media

Facebook



Jordan Pye

Content Marketing Specialist
Torx Media

Background

Crafting social media strategies for private businesses and nonprofits since 2014

Favorite Tools

WordPress, Feedly, Pocket, Google Analytics

Favorite Social Media

Pinterest



Erica Babcock

Marketing & Communications Officer
Better Housing Coalition

Background

Designed for publications, festivals,
D.C. think tank, nonprofits

Favorite Tools

Adobe Creative Cloud, Evernote, Spotify, sketchbook

Favorite Social Media

Instagram



Matt Blakley

Manager of Individual Giving & Membership
Maymont Foundation

Background

Membership programs, art administration,
nonprofits, writing

Favorite Tools

Microsoft Office, Basecamp, Adobe Creative Cloud, Spotify

Favorite Social Media

Instagram



Keith Zirkle

Massey Alliance Board Member (YP)
VCU Massey Cancer Center

Background

PhD Candidate in Biostatistics at VCU,
founded Richmond Brunch Weekend

Favorite Tool

Notes on iPhone, Google Docs, R, Spotify

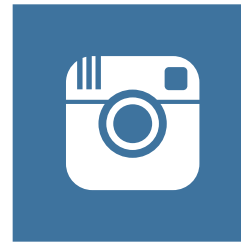
Favorite Social Media

Instagram and Venmo

Let's Take a Poll

1

My organization is active on:



Any others?



2

**My level of expertise
with social media is ...**

- A. Non-existent
- B. Basic
- C. Pretty good
- D. I could teach this workshop



3

Social media is ...

- A. My main job responsibility
- B. Part of my job description
- C. I manage a team responsible for social media
- D. Something my org wants to start doing
- E. Something I do to support my organization

A large, light gray number '1' is positioned in the background, spanning most of the slide. The number is composed of a thick vertical bar and a curved top section on the left.

One

What is Social Media?



**Social
media**

**is
about**

**reaching
and**

**connecting
people.**





Social Media Explained

Twitter



I'm eating a #donut

Facebook



I like donuts

Instagram



Here's a vintage photo of my donut

YouTube



Here I am eating a donut

LinkedIn



My skills include donut eating

Pinterest



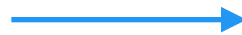
Here's a donut recipe

'Communications' and 'Social Media' have different tactics.

COMMUNICATIONS

SOCIAL MEDIA

Brand in Control



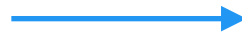
Audience in Control

One Way / Delivering a Message



Two Way / Part of a Conversation

Repeating the Message



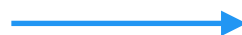
Adapting the Message

Focused on the Brand



Focused on the Audience

Educating



Influencing & Involving

Organization Creates Content



User Created Content / Co-creation



Two

**How Can
Social Media
be Leveraged
for Fundraising?**

Social media is a powerful tool in the fundraising toolbox.



Brand Awareness



Stewardship



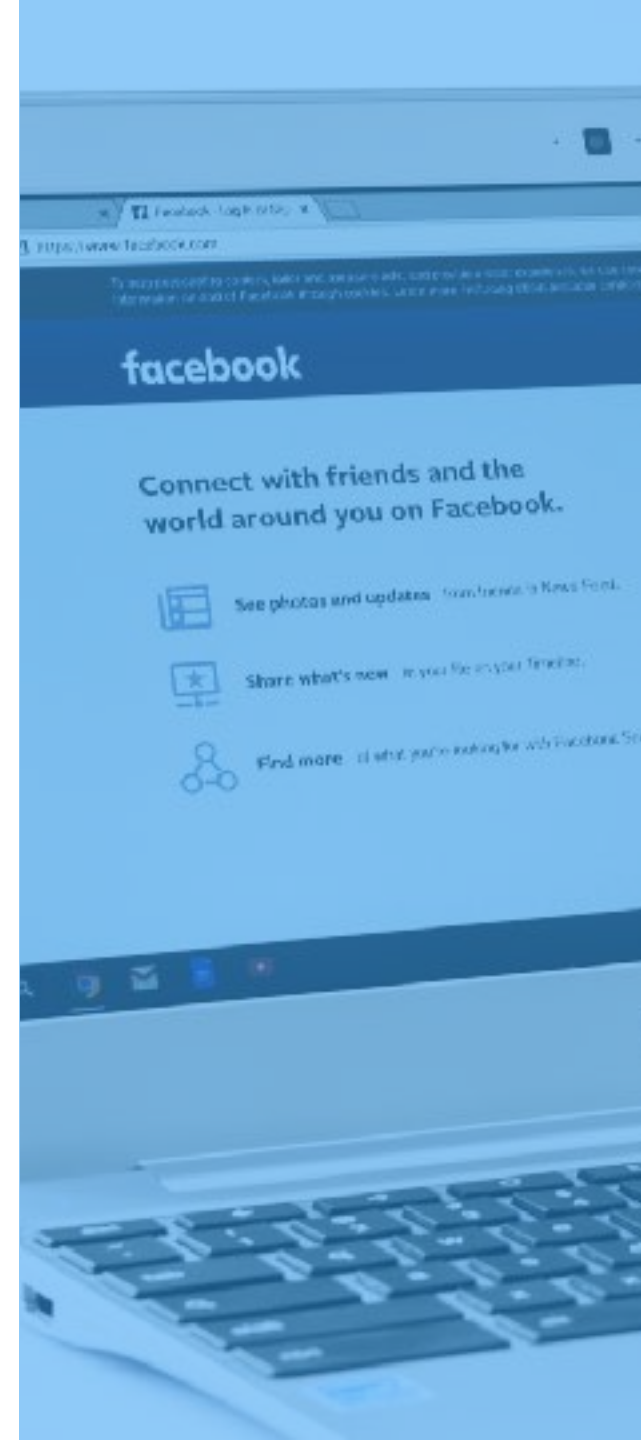
Engage Millennials (and turn them into donors)



Peer-to-Peer Fundraising

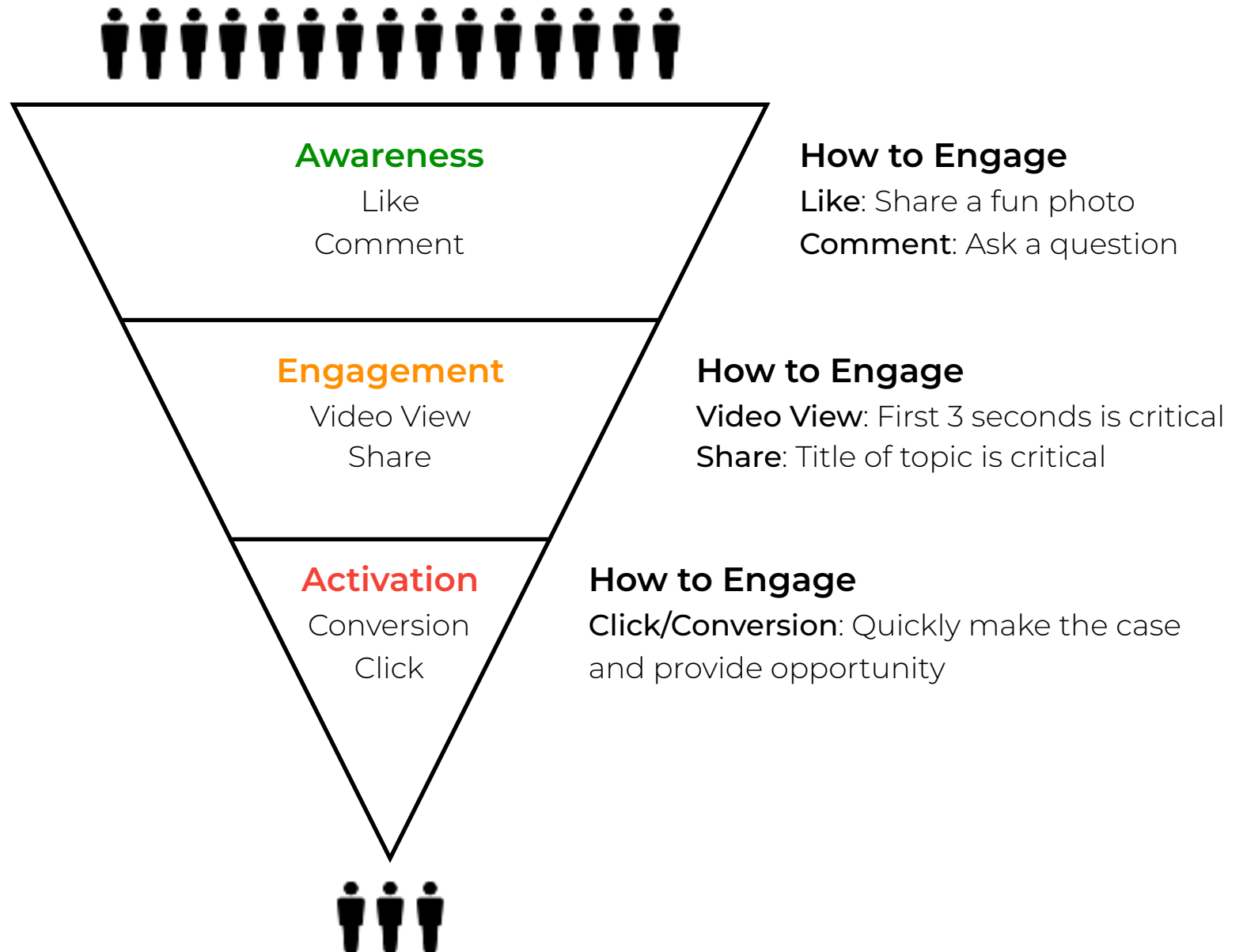


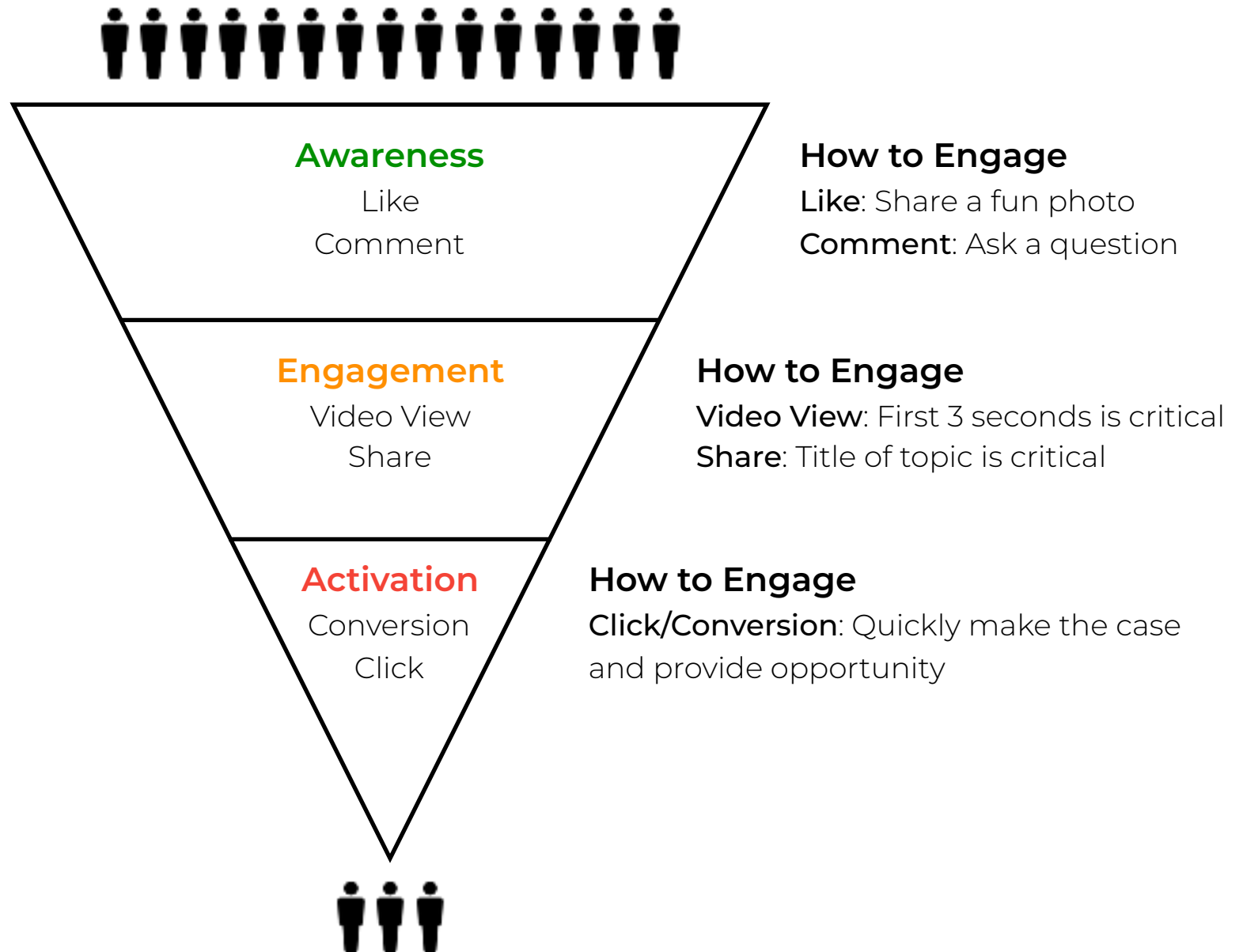
Measuring Outcomes



People fundraise
and influence others,
not a social media post.

Fundraising
through social media
**takes time and
strategic planning.**





Pop Quiz!

Half of the world's population
is under age _____?

**Search 'VFRI2018' on Facebook and
comment under our selfie!**

[#LuckyNumber5](#)



Three

**Case Studies:
What Did
We Learn?**



1. Brand Awareness

Better Housing Coalition



2. Stewardship

Children's Home Society



3. Engage Millennials

Maymont Foundation



4. Peer-to-Peer Fundraising

VCU Massey Cancer Center



* Measuring Outcomes

Throughout case studies



#StayHomeRVA

Primary Goal: Brand Awareness



What We Did

Richmond's First Non-Event Gala: Low risk, high reward

DURATION OF CAMPAIGN

April 1 - May 17

GOALS

1. Raise \$50,000
2. Attract a wider audience to affordable housing with a unique event

A couple ways our Facebook audience could show their support:



Custom Cover Photo



Facebook Frame

How We Did It

Social media was one piece of a multi-pronged approach.

CAMPAIGN ECOSYSTEM

- E-blasts (9) 4 general, 5 targeted
- Mailed invitations
- Paid advertisements
 - ★ Newspaper, radio, Facebook
- Sponsorships
- Videos: Promo and Thank You
- Website (standalone)
 - ★ Event Toolkit
 - ★ Digital Swag Bag (playlists, recipes by local celebrities)

MAY 10-17, 2018

Stay Home

RVA

THE NON-EVENT GALA

RSVP Yes, I'll gladly stay home!
☐ Ticket Price (\$25)

ADDITIONAL CONTRIBUTIONS
I'd rather spend ...

☐ **\$1,000** to give a student a scholarship for higher education than purchase a table

☐ **\$500** to provide vocational training for adult residents than bid on an auction item

☐ **\$250** to deliver health + wellness programs to a senior than rent a tuxedo or get my hair & nails done

☐ **\$100** to send a teen on college visits and field trips than pay a babysitter for the night

☐ **\$50** to provide a child with supplies & snacks than pay for a ridesharing service

Total Donation \$

Thank you! Please complete payment information on the back of this card.

How We Did It

Posted on social media **daily** leading up to event week using daily hashtags.

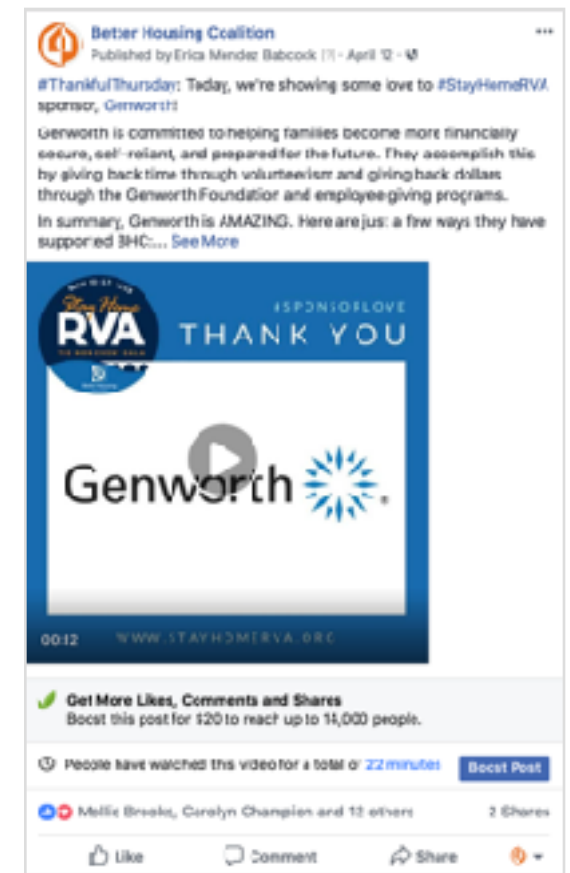
#MotivationMonday

#ToolkitTuesday

#WonderfulWednesday

#ThankfulThursday

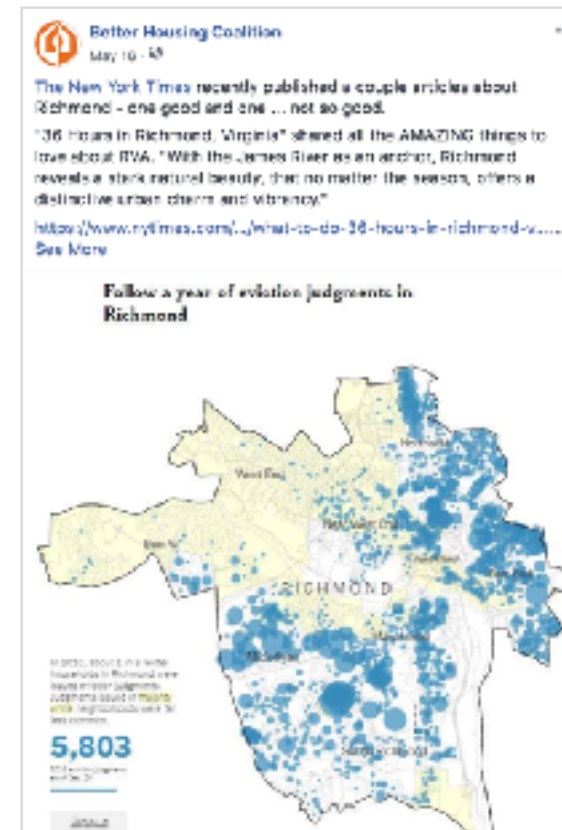
#FunFriday



How We Did It

Posted **multiple times/day** during event week and shared supporters content*.

*Emailed to our staff, found with #StayHomeRVA hashtag, tagging on Facebook.



Results

Exceeded goal

- Actual Raised: ~ \$57,765
Goal: \$50,000 | Expenses: \$4,657.62
- # Sponsors: 12 - \$31,500 (60%)
\$3,645 in-kind
- # Donors: 133 - \$22,470
New Donors: 42
- Social Media
 - # Facebook posts: 50
 - # FB engagements: 14,938
 - # Twitter posts: 27
 - # Twitter engagements: 161
- stayhomerva.org website
 - 880 visitors
 - 62 swag bag downloads



Tips for Success

Find ways to increase your reach and engagement on social media. Work smarter, not harder!

- Content is king
 - ★ Visual (videos, slideshows, infographics)
 - ★ Vary content to try to appeal to donors' motivations for giving
- It's who you know
 - ★ Get staff & board involved early
 - ★ Tag, tag, tag! Media, sponsors, donors
- Hashtags
 - ★ Memorable event hashtag
 - ★ Weekday hashtags





Sharing Information on Social Media

Primary Goal: Stewardship



Background Info

CHS's Fundraising Toolbox

- Brand Awareness
- Fundraising Events
- Relationship Building
- Grant Applications
- Corporate Partnerships
- Direct Mail, Annual Report
- Public Relations
- Digital Marketing
- Advertising
 - ★ Print, broadcast, digital display ads, outdoor, paid search
- Speaking Engagements
- Program Brochures
- Infographics
- **Social Media**



How We Did It

Stewardship:

Using effective communications to build meaningful, long-term relationships to encourage financial support



CHS Programs & Staff

Client Stories

Donation & Gifts

CHS Values

Articles & Peers

CHS Events

Children's Home Society of Virginia
Published by Dave Martin · July 11 at 1:29 PM ·

Children's Home Society is pleased to announce four new board members. Each of them will complement our goals for diversity and expertise in the areas of child welfare and community leadership. Click below to read the announcement.




Children's Home Society announces a new slate of Board Members and Officers...

Children's Home Society announces a new slate of Board Members and Officers...

1,169 people reached

Like Comment Share

Paul Byrke, Benito Paredes and 14 others

2 shares

Paul Byrke, Benito Paredes and 14 others

Children's Home Society of Virginia
Published by Dave Martin · July 2 at 10:04 AM ·

CHS staff bid a fond ALOHA to Beverly Baker after 40 years! She is loved and will be MISSED! Beverly Herndon Baker





181 people reached

Like Comment Share

Rachel Stage, Shikinda Shaw and 51 others

12 shares

View 3 more comments

Children's Home Society of Virginia
Published by Dave Martin · July 2 at 4:05 PM ·

Children's Home Society of Virginia begins a new fiscal year in July. In case you did not receive our Annual Report and Donor List for last year, we are posting it here (click below) and on our website. So you can learn more about CHS and our great accomplishments and support in 2017! Adoption



CHS.org CHS4
chava.org

Children's Home Society of Virginia is raising money for Children's Home Society of Virginia

Be the first to donate!

Donate

470 people reached

Like Comment Share

Donna Johnson, Melinda, Elizabeth and 3 others

Oldest

Lisa Johnson Porter May need publication. 🙄

CHS Programs & Staff

Client Stories

Donation & Gifts

CHS Values

Articles & Peers

CHS Events

Children's Home Society of Virginia
Published by Dave Martin · July 3 at 1:55 PM · Edited · 🌐

This is one of our adopted youth who has something very special to celebrate... and something very important to say! Congratulations! 🎉

Kristi Rice is feeling proud with Allison Warrington Rothschild and 4 others at Spotsylvania High School.
14 mins · Spotsylvania · 🌐

Well, we are just one day away from the big walk across the stage. Scott just finished decorating his cap and I am so proud that he is open about his adoption. I am so proud of him and all that he has accomplished. **Waka2018** 🎉
#adoptfromfostercare #proudnomomdad 🙌



👍 170 people reacted · [Boost Post](#)

👍 Like 🗨 Comment ➦ Share

👤 Only Wayne Carol Cole and 41 others · [Boost](#)

1 Comment

Rebecca Powell · 10 mins · 🌐
Like · Reply · Message · In

Kevin Moore · 10 mins · 🌐
Like · Reply · Message · In

Children's Home Society of Virginia
Published by Dave Martin · June 21 at 2:57 PM · 🌐

Today we celebrate 15 year old Jonathan and his dad Jason! After 1,149 days in foster care, Jonathan's adoption was finalized this morning!




Reach Your Post's Next Milestone
Your post today we celebrate a year old... is close to 1,149, good it's reach more people.

👍 2,492 people reacted · [Boost Post](#)

👍 Like 🗨 Comment ➦ Share

👤 Lisa Johnson, Mary Knight and 132 others · [Boost](#)

2 Shares

Sarah Powell · 10 mins · 🌐
Like · Reply · Message · In

Kristi Rice · 10 mins · 🌐
Like · Reply · Message · In

Children's Home Society of Virginia
Published by Dave Martin · June 7 · 🌐

Guess what... our Infant Adoption Program has ANOTHER heartwarming adoption to announce! This healthy newborn has been placed in the same adoptive family with its sibling. As you can imagine, our expert staff believes that siblings should always be together if possible. Congrats to us, our families and the children... we are on a roll!



👍 414 people reacted · [Boost Post](#)

👍 Like 🗨 Comment ➦ Share

👤 Nikki Ogle Burns, Ari Fink and 41 others · [Boost](#)

1 Share

Children's Home Society of Virginia
Published by Dave Martin · June 4 · 🌐

Please join the Children's Home Society of Virginia and Bullis Housing Coalition as we celebrate our first graduate of The Possibilities Project! Read more here:



CHS is proud to announce the first "graduate" of The Possibilities Project | Children's Home Society of Virginia
The Possibilities Project (TPP) is a program that helps youth in the foster care system find a permanent family.

👍 1,149 people reacted · [Boost Post](#)

👍 Like 🗨 Comment ➦ Share

👤 Mary Knight, Dallen Gelber and 20 others · [Boost](#)

0 Comments

[Write a comment...](#) 🌐 📷 📹 🗨

Children's Home Society of Virginia
Published by Dave Martin · April 18 at 11:57 AM · 🌐

A Girl Scout Troop 5227 out of Chesterfield, led by CHS adoptive parent Tammy George, has spent the last year on their Bronze Award project doing something special for The Possibilities Project transitioning foster youth. They collected and raised money to purchase Fun and Games Bins for each of the TPP residential East apartment, will receive a lot of board games, electronic games and card games. The TPP Team is planning a Board Game & Pizza night very soon to break in the new Fun and Games Bins. THANKS GS TROOP 5227!



1,765 people reached

Boost Post

Like Comment Share

👤 Dave Martin · Richard Carter and 40 others · 2 days

Children's Home Society of Virginia
Published by Dave Martin · April 18 · 🌐

Don't forget our special fundraising offer on the already discounted rugs at W. Hirsch Oriental Rugs! Please be sure to mention Children's Home Society, and CHS will receive 10% of your purchase price. We have several sales already...so join the fun!



Improve the Delivery of Your Boosts
Reach more people with your next boost by personalizing or retargeting the size of any logos and text on the image.

420 people reached

Boost Again

Recent Activity

Boosted on Apr 18
Audience: CHS Adoption Awareness Audience
By Dave Martin · Completed

View Details

Children's Home Society of Virginia
Published by Dave Martin · June 13 at 2:24 PM · 🌐

CHS is THRILLED and HONORED to be one of two winners of the Ujima Legacy Fund Grant! Last night TPP Program Manager Deborah Gregory, our Board Chair-Elect Carlton Sanders and one of our participants of The Possibilities Project joined our President Nadine Marsh-Carter, members of Ujima and officers at the Award Reception. Thank you to the Ujima Legacy Fund, and to all of our staff, clients and supporters for making CHS a success! The Community Foundation for a greater Richmond.




685 people reached


Boost Post

Children's Home Society of Virginia
Published by Dave Martin · 11 · June 11 at 9:56 AM ·

Studies indicate when children feel unsafe or threatened, their brain development may be negatively impacted with long-lasting effects on their learning ability as well as their social, emotional, and behavioral development. Additionally, their risk for developing mental health disorders such as depression, post-traumatic stress, anxiety, bipolar disorder and others significantly increases.

Child welfare professionals have an opportunity to identify this early childhood trauma – and intervene or protect – and respond with early intervention that can offset the negative consequences.

Click below to learn more in this bulletin for professionals, called Supporting Brain Development in Traumatized Children in Youth, Child Welfare Information Gateway.



BULLETIN FOR PROFESSIONALS
September 2017

Supporting Brain Development in Traumatized Children and Youth

Healthy brain development is essential for children to reach full potential and for overall well-being.

WHAT'S INSIDE

- Understanding trauma and its effects on children
- Encouraging healthy brain development

CHILDWELFARE.GOV
www.childwelfare.gov

779 people reached

Boost Post

1 Like · 1 Comment · 1 Share

Like Jennifer Homan and Mary Knight

Children's Home Society of Virginia
Published by Dave Martin · 11 · May 17 ·

Sadly, The Commonwealth of Virginia has fallen again to 49th in the nation for the PERCENTAGE of YOUTH who "age-out" of the foster care system WITHOUT BEING ADOPTED, with no permanent family and very few supports. (According to KIDScount Data, 2016 is the most recent year for which they have data)

Historically Virginia was 50th from 2000-2013. Encouragingly, in 2014 we were 49th and in 2015 we climbed to 40th. But in 2016 we are 49th. 10% of foster youth in Virginia age out. — Eric Martin



CHSV.ORG
Adopt Children | Waiting Children | Children's Home Society of Virginia

Children's Home Society of Virginia has raised \$5 for Children's Home Society of Virginia.

1 person donated

Donate

5,290 people reached

Recent Activity

Boosted on May 17
Audience: United States, Fredericksburg (~10 mi) ...
By Dave Martin · Completed

Children's Home Society of Virginia
Published by Dave Martin · 11 · November 20, 2017 ·

#nam2017 #nationaladoptionmonth



ADOPTION

because a family isn't made from blood, it's made from love

Mondays with Maggie

Get More Likes, Comments and Shares
Boost this post for \$23 to reach up to 3,600 people.

1,007 people reached

Boost Post

38

1 Comment · 21 Shares

CHS Programs & Staff

Client Stories

Donation & Gifts

CHS Values

Articles & Peers

CHS Events

Children's Home Society of Virginia
Published by Dave Martin · Yesterday at 9:12 AM · 🌐

RVA woman named Foster Parent of the Year by Commonwealth Catholic Charities - Richmond Times-Dispatch



RICHMOND.COM
Lohmann: Midlothian foster mom has opened her home to children from all over the world

466 people reached

Like Comment Share

Emily Kuczek, Barbara Spencer Biggsstaff and 24 others

Commonwealth Catholic Charities

Like Reply Message 18

Children's Home Society of Virginia
Published by Dave Martin · July 10 at 10:17 AM · 🌐

This Fredericksburg-based organization is speaking our language when it comes to addressing trauma... Empowerhouse



FREDERICKSBURG.COM
Empowerhouse expanding its services to children and youth
The local women left a violent marriage in 2015, but in many ways feels sh...

389 people reached

Like Comment Share

Anne Yates, Dianne Cross D'Andelet and Empowerhouse

2 Shares

Children's Home Society of Virginia
Published by Dave Martin · June 9 · 🌐

Sandra supporting adoption!



Watch Sandra Bullock tearfully describe meeting her son: 'Oh, there you are'

915 people reached

Like Comment Share

Jenel Scoggin, Noel Ruggiano and 50 others

3 Shares

Children's Home Society of Virginia
Published by Dave Martin · June 9 · 🌐

The most recent statistics regarding the well-being of Virginia's children, from Voices for Virginia's Children

1 in 3 children are economically disadvantaged in Virginia

591,000 children in poverty

11,620 children in foster care

33% of children in foster care are Black

415 people reached

Boost Post

CHS Programs & Staff

Client Stories

Donation & Gifts

CHS Values

Articles & Peers

CHS Events





Spring Adopt An Animal Campaign

Primary Goal: Engage Millennials
(and turn them into donors)



What We Did

A Two-Week, Multi-pronged Campaign:

Low risk, low short-term reward,
potential high long-term reward

DURATION OF CAMPAIGN

May 7 – May 18

GOALS

1. Raise \$2,000
2. Engage millennial audience



Here We "Goat" Again It's Baby Season at Maymont

Release Date: May 7, 2018

Media Contact: [Carla Murray](#)
Director of Marketing & Communications
813-358-7166, ext. 315

Five baby goats are here at Maymont this week, and the morning families of joy were available for public viewing (and adoption) at the Farm. They also can be seen frolicking, running, jumping, eating, sleeping and snuggling on the Maymont Live web cam at maymont.org/live-cam.

A female goat named Tag, who was born and raised at Maymont, gave birth to two kids on Sunday, April 29. Tag and her offspring live at Maymont through a partnership with Wag N' Wheel Farm. Amelia, another female goat and a permanent resident at Maymont, gave birth to three kids on Tuesday, May 1.

"There's no doubt that Maymont's adorable new babies are going to be superstars in the eyes of our guests," said Paige Richeson, Maymont Executive Director. "We've always known that goat kids delight everyone who visits, and recent community research has confirmed that Maymont's animals are incredibly popular with kids and adults. Maymont is consistently ranked one of the best things to do in Richmond on TripAdvisor and other sites because of the unique array of experiences it offers."

In addition, Maymont has welcomed baby chicks, ducklings, alligators and sharks this spring, and turtle hatchlings will arrive this week.

Anyone who would like to help feed and care for the new babies and the rest of Maymont's animal family is encouraged to donate to the Adopt an Animal program at maymont.org/adopt. Supporters who give \$25 or more to the program through any of will be invited to win a meet-and-greet (exclusive feeding time) for four people with the baby goats.

• • •

Please [contact us](#) for images, interviews and further information.

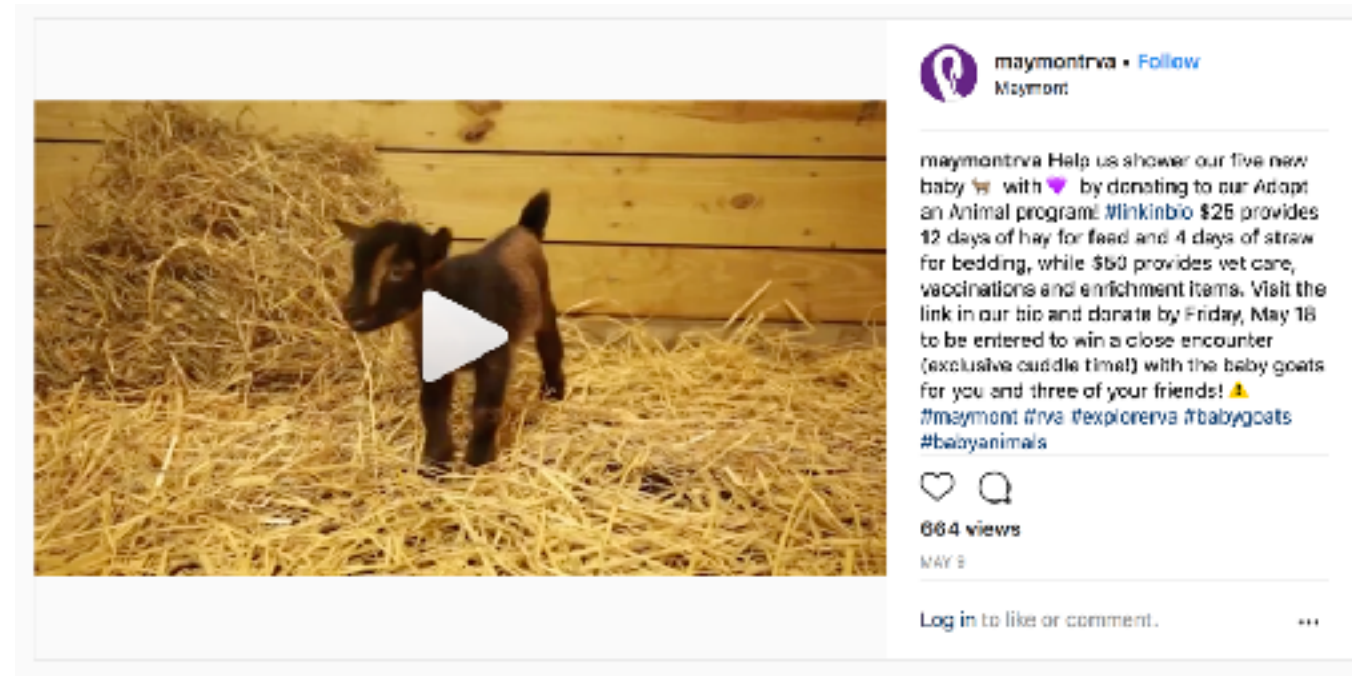


How We Did It

Social media was one piece of a multi-pronged approach.

CAMPAIGN ECOSYSTEM

- Social Posts (five)
 - ★ Instagram/Facebook/Twitter/YouTube
 - ★ Two per week a one “thank you” post
- E-blasts (four)
 - ★ Beginning, mid-way, last chance, thank you
- Direct Mail (two)
- Incentives
 - ★ \$25-\$500 – three raffle drawing for 30-minute cuddle time with goat kids
 - ★ \$1,000 – 30-minute cuddle time with goat kids + 8x8 paver at Maymont Farm

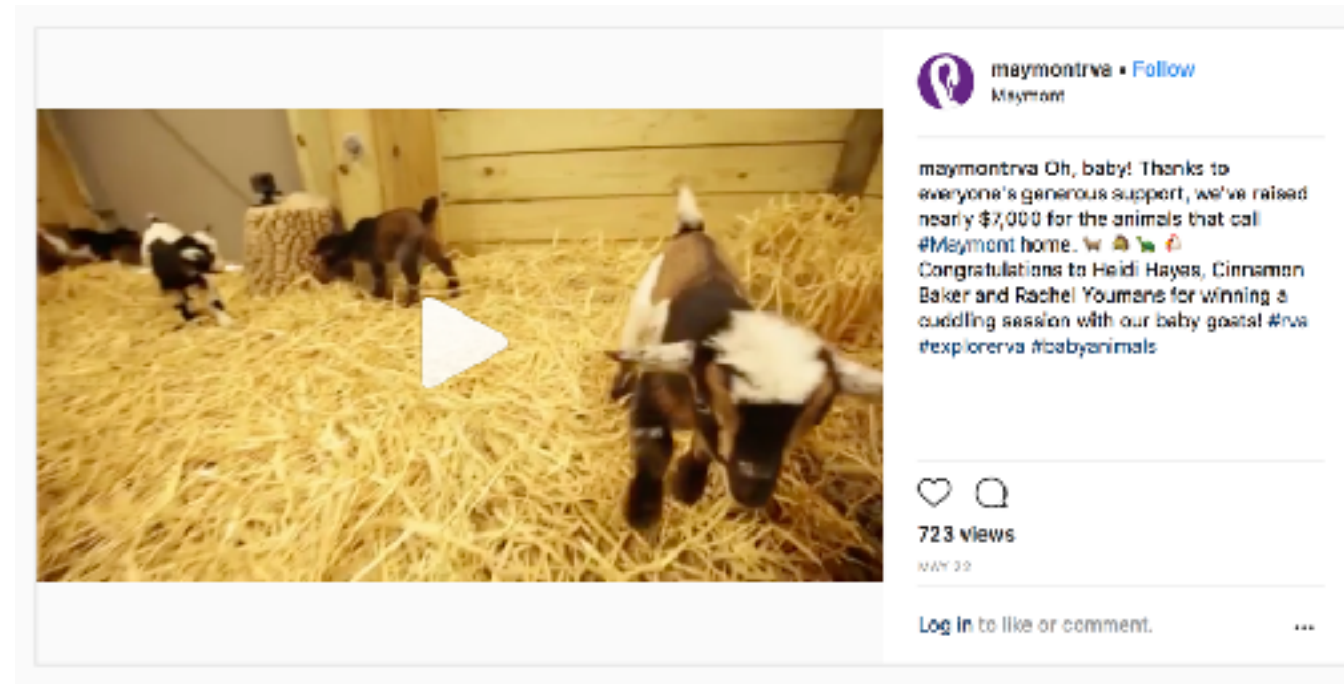


662 views, 9 comments

Results

Exceeded goal

- Raised: \$6,825
Goal: \$2,000
- # Donors: 74
New Adopt An Animal Donors: 65
New Maymont Donors: 44
- % Online Donations: 88%
% Estimated Millennials: 81%



662 views, 9 comments



maymontrva • [Follow](#)

Maymont

maymontrva 'Chick' out Bertha, Barbie and Beverly in action! 🐣 Help us care for these three baby chicks by donating to our Adopt an Animal program. Just \$25 provides them with feed, straw and nesting materials for 3 weeks. Click the [#linkinbio](#) and make your donation by Friday, May 13 for a chance to win a close encounter (exclusive cuddle time!) with the baby goats for you and three of your friends! 🐐 [#maymont](#) [#rva](#) [#exploreerva](#) [#babychicks](#) [#babyanimals](#) [iherendtnphotography](#) Exclusive cuddle



660 views

MAY 10

[Log in](#) to like or comment.



660 views, 4 comments



maymontrva • [Follow](#)

Maymont

maymontrva Donate a few bucks to help care for the baby ducks (and the other baby animals)! Click the link in our bio and give \$25 or more to our Adopt an Animal program by Friday, May 18 to be entered to win a close encounter (read: exclusive cuddle time!) with the baby goats for you and three of your friends! [#maymont](#) [#rva](#) [#rvax](#) [#bebyducks](#) [#ducklings](#) [#babyanimals](#)

maggiemcfadden [@dani_ellis19](#) 🥰🥰🥰

dani_ellis19 [@maggiemcfadden](#) \$25



777 views

MAY 15

[Log in](#) to like or comment.



777 views, 2 comments



maymontrva • [Follow](#)

Maymont

maymontrva Interested in petting and playing with the baby goats? 🐐 Click the link in our bio and donate \$25 or more to our Adopt an Animal program by tomorrow (May 18) for a chance to win an exclusive cuddle session for you and three of your friends! All donations help to care for Maymont's animals, including these tiny baby 'gators! 🐊 #maymont #rva #rvax #explorerva #babyalligators #babyanimals thefadedbird Awww!!!! 🥰🐊



638 views

MAY 17

[Log in](#) to like or comment.



638 views, 1 comment

Tips for Success

Social media should never be your campaign's sole approach.

- Your campaign should be multi-pronged, broadening awareness and accommodating all styles of giving
- Segment your campaign's audience(s) by how you will approach them
 - ★ Why? Less about age and more about behavior
 - ★ Example: 75-year-old woman saw campaign Facebook post but still feels apprehensive about online giving
- Engage audience, incentivize giving
 - ★ Pithy, casual tone
 - ★ Add emojis
 - ★ Use whatever your organization can to create a sense of urgency
 - ✓ *Donate by this Friday for a chance to . . .*



Don't Chicken Out - Adopt an Animal Today

The arrival of spring means the arrival of new additions at the Maymont Farm! Three baby chicks, Bertha, Barbie and Beverly, and two ducklings, Fig and Kiwi, joined our animal family in April. Help us shower them with love by donating to our Adopt an Animal program. Your support will provide food, cozy straw bedding, veterinary care, enrichment items, and more. Visit our website to see these cuties in action and make a donation. Best of all, make a symbolic adoption by Friday, May 18 and you'll be entered to win a close encounter (exclusive cuddle time!) with our baby goats for you and three of your friends.

ADOPT TODAY AND ENTER TO WIN

The Maymont animal family includes injured and orphaned wildlife, friendly farm animals, aquatic species native to the James River, and even animal ambassadors like Rex, the king snake, who help our educators teach project-based learning and SOL classes. The animals' well-being relies on a healthy diet, regular veterinary care, enrichment activities and habitat maintenance at an annual cost of \$500,000!

Want to show your support in a really big way? Become a Maymont "Champion." This limited-time giving level includes a custom engraved paver at the Farm along with other symbolic adoption benefits. What a great way to celebrate your favorite Maymont animals and give the new babies a remarkable head start on their feeding and care!

BECOME A CHAMPION

Tips for Success

Social media should never be your campaign's sole approach.

- Not sure what to focus your campaign around? Think about what's going on in your organization's atmosphere and what information will be focused on before, during, and after your campaign
 - ★ Example: "Here We 'Goat' Again – It's Baby Season at Maymont" press release
- Don't forget to add campaign language to automated receipts
- Thank everyone — even those who didn't give



[Visit our YouTube Channel](#) to see all our babies in action and a fun blooper reel with outtakes from baby season at Maymont!

VISIT OUR YOUTUBE CHANNEL



#MasseyChallenge

Primary Goal: Peer-to-Peer Fundraising



What We Did

Massey is the official charitable partner of the Ukrops Monument Avenue 10K - “Make Your Miles Matter”:
Low risk, high reward

DURATION OF CAMPAIGN

Late February - April

GOAL

Get every runner to accept the Massey Challenge to “Make their Miles Matter” by fundraising as part of #TeamMassey.

- “Raising \$100 is as easy as asking 10 friends for \$10!”



How We Did It

Peer-to-Peer fundraising (sometimes called “social fundraising” or “friends asking friends”)

- Combines fundraising and awareness
- Expands Massey’s network by reaching new audiences

CAMPAIGN ECOSYSTEM

Facebook

- ★ Budget: \$636.26
- ★ 105,662 total impressions (# people who saw our ads)
- ★ Can be seen multiple times by the same person – maybe they click the second time!
- ★ Reached 31,703 people (# unique people shown our ads)
- ★ **More than 10% of people reached took a desired action**



How We Did It

CAMPAIGN ECOSYSTEM Continued

Facebook Ads

- ★ Goal was to encourage runners to accept the #MasseyChallenge
 - ✓ Some posts centered on incentives for raising a certain amount, e.g. “Raise \$50 by Friday!”
 - ✓ Others posts centered on general fundraising advice
- ★ Balanced engagement (liking or sharing) vs. clicking (going to another webpage e.g. registration page)



Example Facebook Ads

Engagement costs money.

Average cost per click \$1.42.

Team Massey
Written by Sara Woznicki · March 29 · 🌐

Help us put cancer on the run by joining the #MasseyChallenge! Sign up as an individual fundraiser or as a team with your friends, family, coworkers, classmates, etc. (the more, the merrier): <http://bit.ly/MasseyChallenge>.

Once you raise \$100 for local cancer research at VCU Massey Cancer Center, you'll earn a golden technical Team Massey jersey to rock for the Ukrop's Monument Avenue 10k.

*Race registration fees are separate and do not benefit Massey. You can also join the Massey Challenge without signing up for the 10k if fundraising for cancer research is your thing but running's not. We call it 'virtual running.'



Massey Challenge: Raise \$100 to Earn a Gold Jersey
Make your miles matter by taking the Massey Challenge. Will your dollar be the one that cures cancer?

TEAMMASSEY.ORG [Sign Up](#)

111 clicks @
\$.90 per click

- Call to action!
- Bright imagery
- Targeted, but large audience



Team Massey
Written by Sara Woznicki · March 28 · 🌐

🚨 We're hosting a fundraising blitz! 🚨

Raise at least \$50 on your individual fundraising page between now and Friday to be entered to win a Team Massey zip-up in the size of your choosing.

We'll randomly select one winner from anyone who gets a new donation of \$50 or more between now and this Friday at noon, so share your personal link with everyone you know! <http://bit.ly/MasseyChallenge>



Raise \$50 for a Chance to Win Team Massey Zip-Up
Now is also the perfect time to personalize your fundraising page if you haven't yet done so yet!

HT TP://WWW.TEAMMASSEY.ORG/MASSEYCHALLENGE [Donate Now](#)

20 clicks @
\$2+ per click

- Engaging video, but didn't drive clicks
- Short run-time to highly targeted audience



Example Facebook Ads

Lower cost per engagement for still pictures.
Average cost per engagement \$.29.



2,369 video views
@ \$.02 each



Performance for Your Post	
Minutes Viewed	500
Video Views	2,830
10 Second Views	1,339
Video Average Watch Time	0:05
Audience Retention	
Audience and Engagement	

Results

Raised: \$262,000

- Massey Challenge Facebook event:
15K+ impressions
2,000 people reached
- Volunteer event:
5.4K impressions
2.2K people reached



Tips for Success

Give posts an opportunity to gain organic traction before “boosting” them.

- Targeting specific lists was effective for driving clicks, but at a higher cost than broader audiences
 - ★ Frequency for ads is higher with smaller list
- Unpaid posts work too! Use for shout outs and personal stories!
- Consider making a Facebook event
- Tag people, pages, and events to increase audience size
- Pictures of people are best for engagements
- Videos are great for driving engagement, but not clicks





1. Brand Awareness

Better Housing Coalition



2. Stewardship

Children's Home Society



3. Engage Millennials

Maymont Foundation



4. Peer-to-Peer Fundraising

VCU Massey Cancer Center



* Measuring Outcomes

Throughout case studies



Four **Panel Q&A**

Social Media Best Practices

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