

SOCIAL MEDIA TIPS FOR FUNDRAISERS

1. **Be relevant and timely:** Sending out the link to your fundraising campaign constantly is akin to spamming. Canadians are inundated every second with worthwhile causes through email marketing, newsletters, and advertisements, what's called "donor fatigue." You're competing with campaigns that address life-threatening cancers, diseases, as well as global disasters and acts of terrorism. You not only want to give supporters a good reason to donate, you want to give them a good time to donate. Your cause should be necessary, relevant, vital.
2. **Identify your fundraising goals:** Your goals should be beyond just raising dollars. Fundraising can also raise awareness, build relationships with your donors and supporters, and educate your audience.
3. **Identify your audience:** Don't tap out your family, friends and social networks— your potential audience is much greater. These can be similar organizations, small businesses, audiences that participate in issues relating to your cause. Ask people to help spread the word, but give them the tools to do so. This audience eventually becomes your community, one that will be an ongoing well of support.
4. **Give to Get:** As a fundraiser, your mindset should be attuned to the donor's, who is thinking, "what do I get in return for donating?" It is not enough to say they achieve a sense of well-being from donating, they can do the same elsewhere. Instead, help promote related causes, post links to others' research, tout and celebrate others' successful projects (you may be able to find donors who gave to similar causes at the same time.) If you want to take it to the next level, partner with a local business, organization or nonprofit, i.e. a comic bookstore, a women's health store, to host a discussion or to donate prizes. You can network to their customers and volunteers, as well as direct your supporters to their business and organization. Ask to put up a poster, or to share a link on their internal customer newsletters.
5. **Inform your audience:** take the time to research some facts and statistics related to your cause, i.e. the number of women who report abuse in Canada. Graphs and infographics are powerful ways to direct audiences to your cause, but simply posting a fact or statistic every few days can be startling, useful and interesting, and you can communicate a sense of imperative and necessity.
6. **Start a conversation:** engage your audience through posting challenges, asking questions on social media, polls on Facebook, tweetchats on Twitter, Flickr or Instagram picture a day, etc. You might ask, "how many graphic novels can you think of that represent women in strong roles," or "How did your reading of comics as a kid affect how you view the world?" Keep your questions simple, and aim to respond to each person. Your cause develops a distinctive voice that helps it be differentiated, and you are viewed as a conversation-starter and spear-header.
7. **Tell stories and share pictures:** By far the two most successful things in getting attention is to share images and to tell stories. If you have a video, even better. If you don't have content of your own, ask for people to send them in, retweet and share others' content and stories, start a conversation, ask a question, etc.
8. **Dedicate the time:** Social media is incredibly time consuming, and you cannot measure the rate of investment or the donor dollars that it brings. Keep focused on building relationships so that your community can find you.
9. **Follow-up:** too many fundraisers stop campaigning once they're reached their goals. Make sure to thank your supporters, and keep the conversation alive with the occasional update, so that they're still listening next time.