



Raise[®]
2024



HOW TO CREATE A LONG-TERM SOCIAL MEDIA STRATEGY IN A SHORT-TERM WORLD

with **Julia Campbell**
& **Josh Hirsh**



ABOUT US

Julia Campbell is a nonprofit digital consultant, speaker, and author who has been recognized by Forbes and LinkedIn as a top thought leader. She hosts the Nonprofit Nation podcast, has written two books on social media and storytelling for nonprofits, and has helped hundreds of organizations transition to digital through her courses, webinars, and talks.

Josh Hirsch is the Senior Strategist for Soukup Strategic Solutions. He has worked in the nonprofit sector since 2006. He has an extensive background in social media, digital communications, and marketing along with experience in grant research and writing, individual giving, special event planning, stewardship, and cultivation of donors. He is the Florida Caucus Representative for the AFP First Coast Chapter and Past-President of the Palm Beach County Chapter.



***Oh my god. I'm feeling it! I'm gonna
breakdance!***



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#3171 212



WHAT WE WILL COVER TODAY:



Current social media landscape and trends



Implications for fundraisers raising money on social media



How to get donors off social media to build longer-term relationships



How to use ChatGPT to create high converting social media content



WHAT THE HECK IS GOING ON IN
THE SOCIAL MEDIA LANDSCAPE
RIGHT NOW?

AMERICANS' SOCIAL MEDIA USE

YouTube and Facebook are by far the most used online platforms among U.S. adults; TikTok's user base has grown since 2021.

Additionally, roughly half of U.S. adults (47%) say they use Instagram.

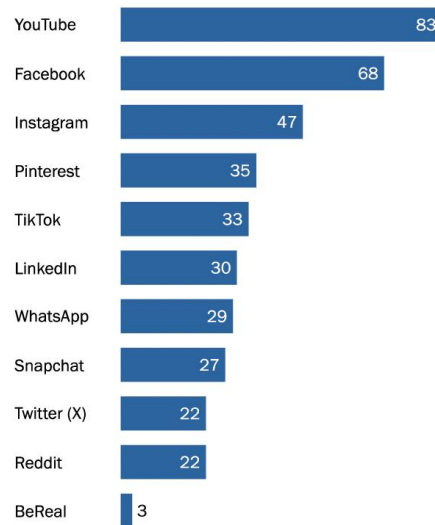
27% to 35% of U.S. adults use Pinterest, TikTok, LinkedIn, WhatsApp and Snapchat.

About one-in-five say they use X/Twitter and Reddit.

<https://www.pewresearch.org/internet/2024/01/31/americans-social-media-use/>

Most U.S. adults use YouTube and Facebook; about half use Instagram

*% of U.S. adults who say they **ever** use ...*



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
"Americans' Social Media Use"

PEW RESEARCH CENTER

IMPLICATIONS FOR NONPROFITS

29% of online donors say that social media is the communication tool that most inspires them to give [email 27%, website, 18%, print, 12%, TV ad 6%]. ([Global Trends in Giving Report](#))

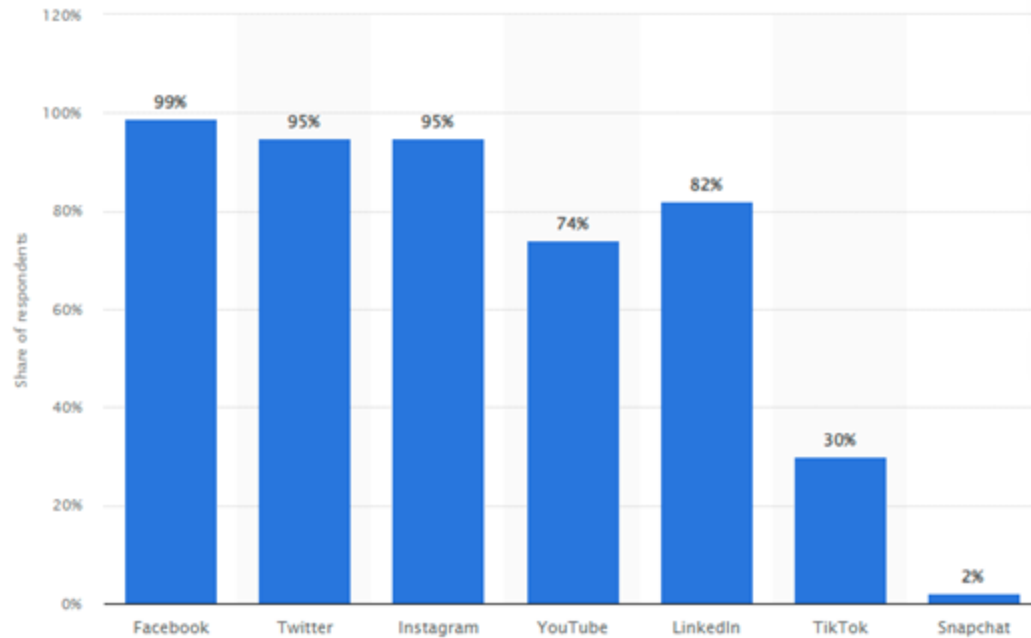
84% of Facebook users share to show their support for a cause and highlight issues that are important to them. ([Nonprofits Source](#))

57% of people who watch nonprofit videos on YouTube go on to make a donation. ([Google](#))



SOCIAL
MEDIA
PLATFORMS
ARE NOT ALL
CREATED
ALIKE





[Additional Information](#)

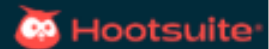
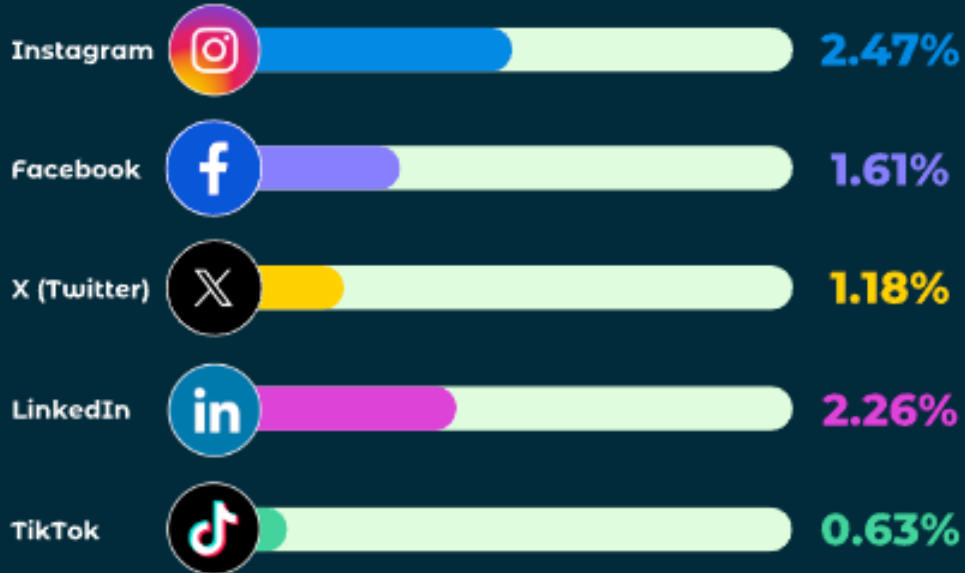
© Statista 2024

[Show source](#)

<https://www.statista.com/statistics/1371096/social-media-usage-nonprofit-organizations-platform-us/>

Nonprofit

Average engagement rate: September 2023



SOCIAL MEDIA IS A GREAT TOOL FOR NONPROFITS! WE CAN:

Build trust and affinity

Showcase impact

Tell powerful stories

Share behind-the-scenes insight

Shed light on complicated problems

Bring issues to the forefront of conversations

Raise awareness around our work



A screenshot of a Facebook post from the organization 'Plummer Home'. The post is dated 'January 14 at 10:00am'. The text of the post reads: 'Kids in OUR communities are growing up without families. They need safety, stability and love. Can you help? Please call Plummer Foster Care at (978) 935-9555 or visit us at www.plummerhome.org/fostercare to learn more.' Below the text is a large image featuring a smiling young boy in a yellow tank top. To the left of the boy, the text says 'Kids like Ryan need a family like yours.' Below this text is the Plummer Foster Care logo, which includes a green tree icon and the words 'Plummer Foster Care'. At the bottom of the post, there are interaction buttons for 'Like', 'Comment', 'Share', 'Buffer', and a notification icon. The name 'Hootlet' is visible at the bottom left of the post area.

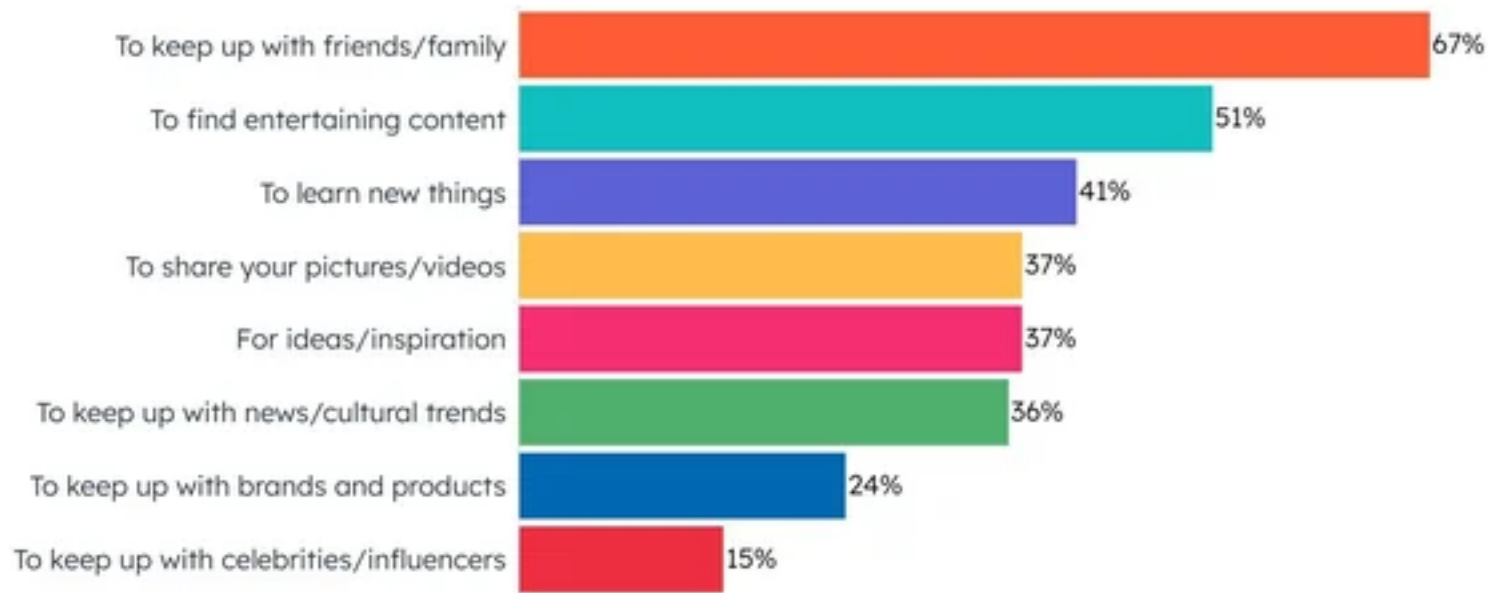
AND YES...

Drive donations!

But that cannot be the only goal of your long-term social media strategy.



Why do people use social media?

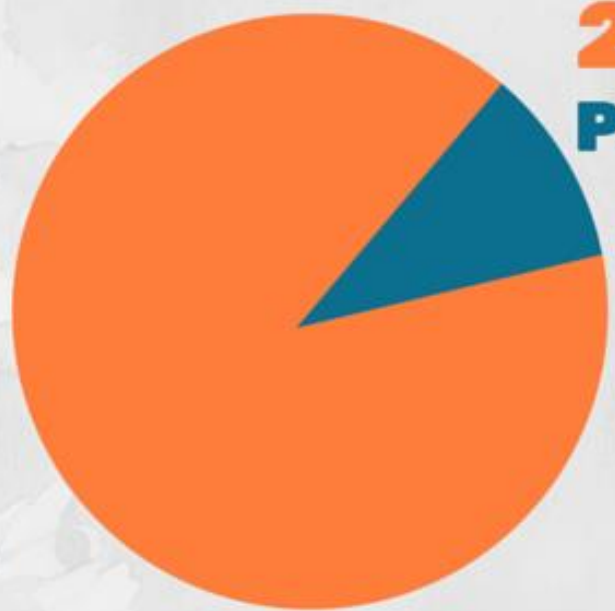


HubSpot Blog Research, Consumer Trends 2023 Report
Bi-annual survey of 600+ U.S. adults in Jan. 2023



ARE YOU
EARNING THE
RIGHT TO ASK?

80%
Interact
Educate
Inspire
Entertain
Connect



20%
Promote



CONTENT FUELS THE
SOCIAL MEDIA FIRE.

To get the free Nonprofit
Social Media Content
Planner,
text **PLANNER** to **33777**.



*The Nonprofit
Social Media
Content Planner*

By Julia Campbell,
J Campbell Social Marketing LLC

LONG-TERM STRATEGIES TO CONVERT SOCIAL MEDIA FANS



REMEMBER!



Context is key.



There are no such thing as best practices for ALL just best practices for YOU - your specific nonprofit, your unique circumstances, and your amazing mission!

1)
INTENTIONALLY
AND
CONSISTENTLY
USE SOCIAL
MEDIA TO BUILD
YOUR EMAIL
LIST.



EMAIL MARKETING VS SOCIAL NETWORK MARKETING

72%
of people
prefer to receive
promotional
content through
email



VS



17%
prefer receiving
promotional
content via
social media



Email open
rates usually
start at about
16%

Facebook
reaches just
2-6% of
a page fan



66%
of online
consumers
make a purchase
as a result of an
email marketing
message



BUY



**Facebook +
Twitter** make
up just **0.2%**
of the number of
messages sent
each day

GIVE PEOPLE A REASON TO SIGN UP.

“Sign up today and we’ll send you 2 simple ways to fight hunger in your community!”

“Join us in the fight against deforestation.”

“Never miss an update in our mission to cure childhood cancer.”



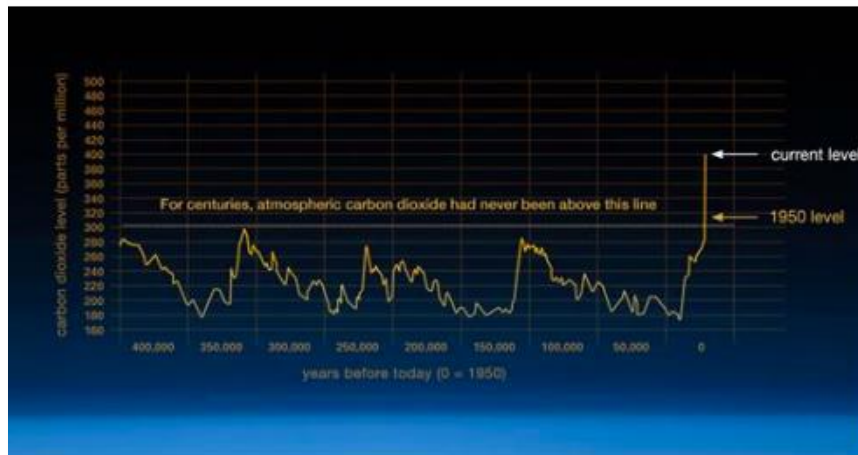
NASA Climate Change ✓

January 29 · 🌐

👍 Like Page



Our next newsletter is coming out soon! Sign up for a monthly condensed review of climate change news from NASA.



CLIMATE.NASA.GOV

Subscribe to newsletter

Get the latest climate news from NASA or the latest posts from the Eart...

PLAY ON FOMO!

Play on FOMO (fear of missing out) and anticipation:

“Tomorrow we will be sharing Liliana’s story and her incredible journey in our newsletter. If you want to read it, sign up for our updates here: [LINK](#)”

Dear Julia,

My name is Liliana. When my son Miguelito was born, I was so happy and excited. However, when he was just 5 months old, we learned he had eye cancer. There were tumors in both of his eyes. Suddenly, I was worried about my son’s future.



But then we were referred to St. Jude Children’s Research Hospital, and I felt a weight lifted from my shoulders as soon as we arrived. We’re so thankful that Miguelito is getting the best treatment, and that his doctors and nurses treat him with such love and dedication.

We’re thankful that we’ll never receive a bill, which allows us to concentrate on what’s most important: Miguelito.

Thank you from the bottom of my heart,
— Liliana, mom of Miguelito

[Donate Now](#)



catskill_animal_sanctuary

Follow



864 posts

21.2k followers

1,304 following

Catskill Animal Sanctuary We rescue farmed animals and champion vegan living. Subscribe to our monthly email, Herd Around the Barn, to keep up with the excitement! casanctuary.org/instaherd

Include an email sign-up link in your social media bios and About pages.





The Museum of English Rura... · 2h

If you're looking to take a break from Twitter but not from The Museum of English Rural Life, then consider subscribing to our newsletter!

Receive content, stories and photos from our collections straight to your inbox.

Warning: may contain sheep.

merl.reading.ac.uk/newsletters/



ADD AN EMAIL SIGN-UP TO VIDEOS & LIVESTREAM BROADCASTS



We're having a special story time in front of City Hall! Our early literacy programs are just one of the many important reasons why City leaders should keep investing in libraries. Take action: www.investinlibraries.org #investinlibraries

7,683 Views

Like Comment Share Report

Julia Gulia and 400 others Top Comments

103 shares 23 Comments

NYPL The New York Public Library Thanks for watching! Stay updated on story time for children with our newsletter for parents: www.nypl.org/nyplkids



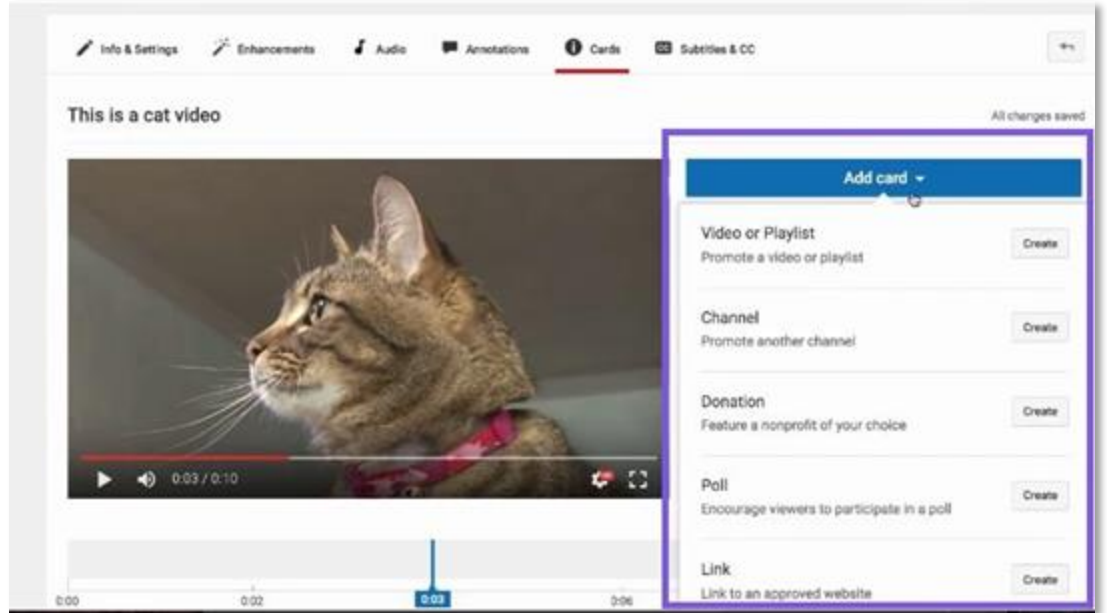
Subscribe to NYPL Kids! Family...

DES.EMAIL.NYPL.ORG

Like Reply May 20 at 11:34am

NYPL promotes their newsletter to viewers.

ADD THE
EMAIL SIGN-
UP LINK TO A
YOUTUBE
VIDEO CARD.



2) LEVERAGE THE POWER OF TARGETED SOCIAL ADS.

 **WaterAid UK**
Sponsored · 

Rohingya refugees in Bangladesh need our help. Can you donate today?



Donate to the urgent Bangladesh appeal
www.wateraid.org/uk
Not affiliated with Facebook


[Donate Now](#)

   172 57 comments 50 shares

 Like  Comment  Share


 **World Vision USA**
Sponsored · 




We are supporting those affected by Hurricane Harvey with emergency supplies, including clean water, blankets, tarps, food, and more. Donate here!



WWW.WORLDDVISION.ORG
Hurricane Harvey Relief
Hundreds of thousands of surviv...

[DONATE NOW](#)

  91 3 Comments 20 Shares

 Like  Comment  Share

THE REALITY ABOUT ORGANIC REACH



The Slow Death of Facebook Page




Organic Reach






DO NOT simply send people to the homepage of your website and expect them to figure out what to do once they get there.




 **United Way of Massachusetts Bay** Sponsored · 

Looking for ways to give back with your family this Thanksgiving? We've got 6 easy and rewarding ideas to get you started. Follow us for updates on how you can help others in need. <https://goo.gl/t58xTb>



6 ways for you and your family to give back this thanksgiving [Learn More](#)
unitedwaymassbay.org

  You and 93 others 25 Shares 

 Like  Comment  Share

ADS ARE BEST USED FOR:

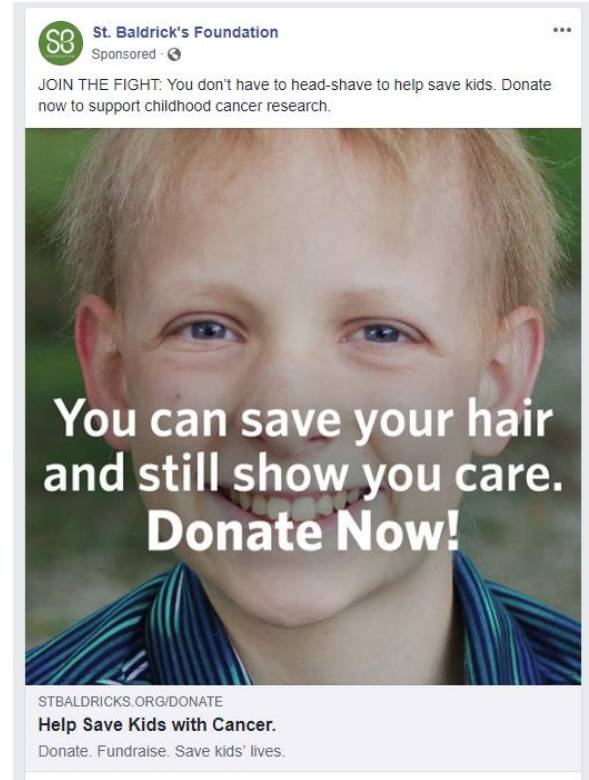
Raising Awareness: Facebook ads are excellent for reaching a wide audience and spreading awareness about your nonprofit's cause, mission, and activities.

You can target specific demographics, interests, and behaviors to ensure your message reaches the right people who are likely to be interested in supporting your cause.

ADS ARE BEST USED FOR:

Fundraising Campaigns: Facebook ads can be used to promote fundraising campaigns and drive donations. You can create compelling ad content that highlights the impact of donations and encourages people to contribute to your cause.

With Facebook's targeting options, you can reach potential donors who are more likely to be interested in supporting your organization financially.



St. Baldrick's Foundation
Sponsored · 🌐

JOIN THE FIGHT: You don't have to head-shave to help save kids. Donate now to support childhood cancer research.

**You can save your hair
and still show you care.
Donate Now!**

STBALDRICKS.ORG/DONATE
Help Save Kids with Cancer.
Donate. Fundraise. Save kids' lives.



The Greater Boston Food Bank

Sponsored · 



Feed a family for the holidays. Your \$20 gift provides a complete holiday meal for a family of five.



No One Should go Hungry

Help provide food for hungry families across...

my.gbfb.org

Not affiliated with Facebook

[Donate Now](#)

  43

12 Shares



ADS ARE BEST USED FOR:

Event Promotion: If your nonprofit hosts events or activities, Facebook ads can help promote them to a wider audience.

Whether it's a fundraising event, volunteer opportunity, or awareness campaign, you can create targeted ads to reach people in your local area or those who have expressed interest in similar events.



HOW MUCH DO ADS COST? (IT DEPENDS)

Ad Objective: Ads optimized for link clicks or conversions tend to be more expensive than those optimized for reach or engagement.

Target Audience: The size and demographics of your target audience can impact the cost of your ads. Generally, targeting a larger or more competitive audience may result in higher costs.

Ad Placement: Facebook offers various ad placements, including the news feed, right column, and audience network. The cost of ads can vary depending on where they're displayed.

Industry and Seasonality: The competitiveness of your industry and any seasonal trends can influence ad costs. For example, ads related to holidays or peak shopping seasons may be more expensive due to increased demand.

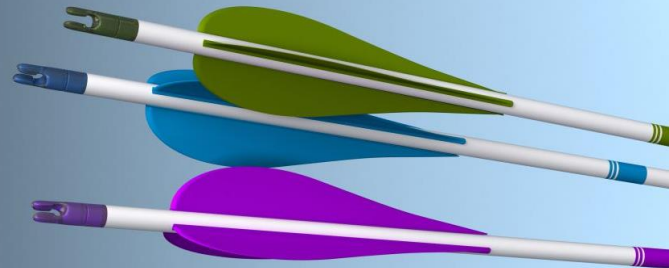


TO BOOST OR NOT TO
BOOST? |

WHERE TO START WITH ADS?

Experimentation and Optimization: With Facebook's advertising platform, you can experiment with different ad formats, targeting options, and messaging to see what resonates best with your audience.

Start with a small budget and test different strategies to see what yields the best results, then optimize your campaigns accordingly.



3) CRAFT HIGH CONVERTING CTAS FOR SOCIAL MEDIA.





Macmillan Cancer Support

Page Liked · June 14, 2014 ·

This is our very own team member Victoria with her #thatsmydad moment. Hundreds of you have celebrated and shared your dads with us, as well as making sure no dad faces cancer alone this father's day. A huge thank you to everyone who's been part of the #thatsmydad campaign so far.

If you'd like to join in simply share a photo of your dad and three words to describe him with #thatsmydad and text DAD to 70550 to give £3 to help all dads facing cancer.

Like Comment Share

You and 1K others

Top Comments

100 shares

35 comments



Samantha J Perry-Byrne This is my Lovely Daddy who was diagnosed with leukemia just 5 weeks ago with his 2 grandchildren! He has been in hospital now for over a month and we can't wait till he is well enough to come home again. Text 70550 to give £3 this Father's Day! Xx



Like · Reply · 13 · June 14, 2014 at 5:44am

2 Replies



Hayley Baxter My brilliant wonderful kind clever caring dad! The best! I will love you forever & think about you every day. You will never be forgotten. I lost my lovely dad last October to cancer, please



ACHA
@ACHA_Heart



Meet Anne! As a longtime monthly donor, Anne's consistent gifts help #ACHA plan for the short term AND the future. Thank you, Anne, for a gift we can count on!

Learn more & join Anne in donating monthly (gifts start at \$5/month): achaheart.org/givemonthly
#ACHACares #CHDCare4Life

ACHA
Adult Congenital Heart Association

MONTHLY DONOR SPOTLIGHT

ANNE GAMMON
Mother of a young adult with CHD and donor since 2010



"Our family got involved with ACHA when our daughter with CHD, Shay, was 8. ACHA, its members, webinars, conferences, walks, and advocacy, taught us how to teach Shay to thrive with her CHD. Next year, at age 20, she'll be seen in the ACHD clinic because she is prepared to lead her own care. Because of ACHA, we educated her about living with a Fontan and about self-advocacy. Because of ACHA, Shay's older siblings understand her better and how to support her. Our family gives monthly to provide the consistency in support that ACHA gave our family at a time we needed a roadmap and little information existed."

12:20 PM · Jun 22, 2021 · Hootsuite Inc.



Best Friends Animal Society

March 3 · 🌐

Though she's only six years old, Fiesta has survived the cruel life of a dogfighting ring — and she has the health issues to prove it. Thankfully, now she's at Best Friends, where she'll receive all the medical attention she needs and, with any luck, the chance to open up and love.

Can you give just \$5 to help Fiesta and other animals like her? It's easy to make a gift today by clicking the **DONATE** button below! -abigail



Fiesta

Some people think Fiesta looks a little older than she really is. And it's easy to understand why. Though she's only six years old, she's survived the cruel life of a...

[Donate](#)



St. Baldrick's @StBaldricks - 4h

This year, give up your birthday for kids with cancer. Find out how, here - bit.ly/1caqSqY

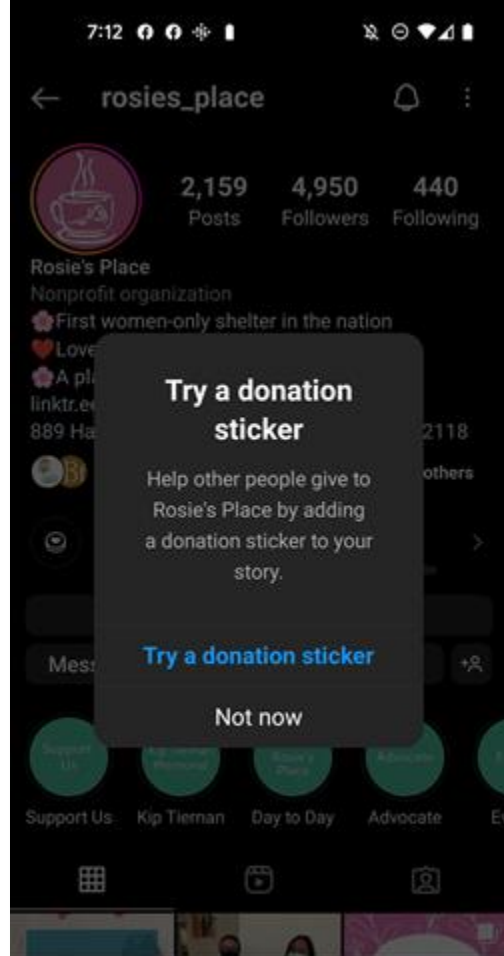
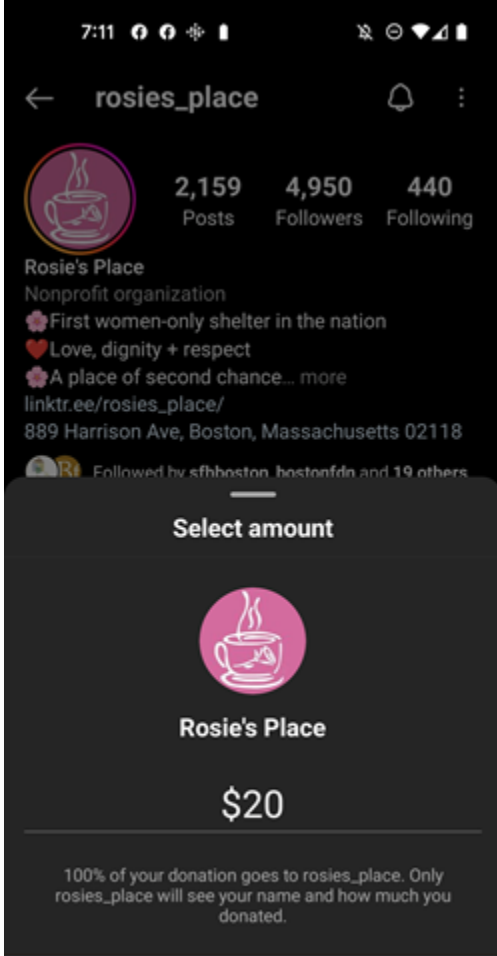
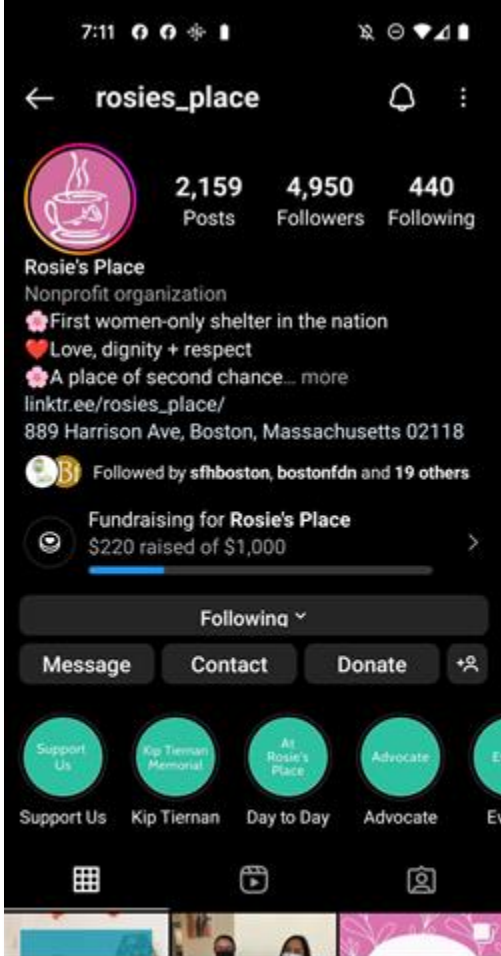


4



6





water 2h

ASK YOUR FRIENDS TO
DONATE TO @WATER
THROUGH INSTAGRAM STORIES



GIVE THE GIFT OF WATER 

Donations go to water

Donate

water 2h

Search

Choose this sticker




 **DONATION** WEDNESDAY  WEDNESDAY


 **SHARE BLACK STORIES**   **yass**

water 2h

water

 **water** • Followed by thelittlema
captainsfor
er

Choose Water.org

 **wateraidamerica**
WaterAid America



Rosie's Place

2,982 followers

2h · 🌐



Every day of the year, poor and homeless women rely on our Dining Room and Food Pantry to provide nutritious and tasty meals and groceries. Join us in fighting food insecurity by making a gift at <https://lnkd.in/ecf46FAb>

❤️ #givingtuesday



ROSIE'S PLACE

GIVINGTUESDAY





Anna Earl • 1st
nonprofit marketing + fundraising
12h • 🌐

November is Homelessness Awareness Month!

This month Mercy House, the non-profit I work for, is running a campaign to educate, raise awareness, and fundraise towards ending homelessness in our community. I am passionate about ending homelessness because I believe homelessness can be solved and the solution is simple: HOUSING.

To help us bring people home, I'm aiming to raising \$500.

Why give to Mercy House? We have a great track record! Last year we:

- 🏡 Ended the homelessness of over 2,000 individuals
- 👉 Had a 98% success rate in permanent supportive housing programs
- 🚫 Prevented 529 individuals from entering homelessness
- 🏠 Expanded with 7 new programs in 5 cities

I've already had some great conversations in my DMs with some of you and I'd love to answer any and all questions you might have about the work we're doing! Thanks in advance for supporting what we do!

My fundraising page:

<https://inkd.in/pg3whtdD>



HOW TO WRITE A GREAT CALL-TO- ACTION:



Make your “give now” language compelling.



Consider your audience.



Play on their motivations and desires.



What problem do they want to solve?

TRENDS COME AND GO



DON'T "CUT THROUGH THE CLUTTER."

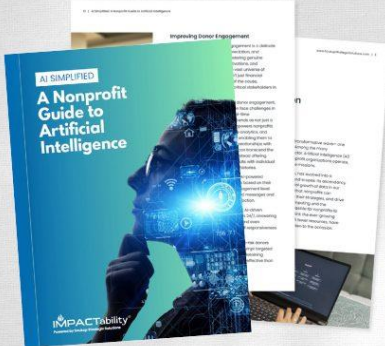
A better question:

How do we cultivate, nurture, and inspire a wildly passionate group of supporters that actually care about what we do?





HOW TO USE CHATGPT TO CREATE HIGH CONVERTING SOCIAL MEDIA CONTENT



AI Simplified
A Nonprofit Guide to Artificial Intelligence

IMPACTability

AI Simplified
A Nonprofit Guide to Artificial Intelligence

DOWNLOAD NOW



CONNECT WITH US!

Julia Campbell

Website:

<https://jcsocialmarketing.com/>



Josh Hirsch, MS

Website:

<https://soukupstrategicsolutions.com/>

