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How to Kickstart Your Nonprofit Marketing & Social Media





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Introduction

Social Media Heading
Into 2020s



Are you prepared for all of the things happening in the 2020s on social media?

The team at the Funds2Orgs Group has you covered. As you know, social media is a necessary part of any marketing effort for a nonprofit. With technology, social networking management continues to get much easier. For instance, tools to curate your social media content and track performance are much more user-friendly. Also, it's much simpler to engage with people who comment or share your content with the use of automation. More benefits are coming every day because of technology.

This resource paper will help you make sure that the years ahead are excellent for your nonprofit organization's social networking. Whether you're a small new organization that seeks to get started in social media or you've been doing it for a while and are exploring new ideas to help set your charitable organization apart, this resource paper is for you. We promise it's easy and provides you with real, relevant, and engaging information.

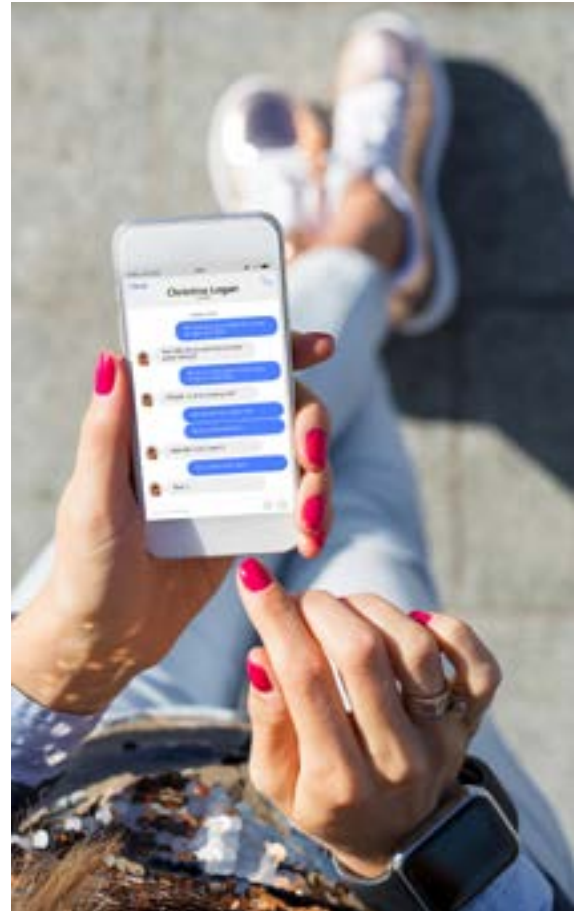
Let's start by taking a look at where things stand concerning social media. Influencer Marketing Hub [published excellent trends](#) for social media in the 2020s.

- Ephemeral content gains in popularity. That's the content that disappears after a certain amount of time. You can do this on Instagram or Facebook Stories, for example, which disappear after 24 hours.
- Instagram removes likes. To alleviate mental health concerns that occur when peoples' self-worth is deeply engrained with their "social value" (number of likes, followers and comments), Instagram decided to eliminate likes. Other platforms may follow suit.
- Video content continues to grow. As Influencer Marketing Hub noted, Cisco published a study. In their reporting within only two short years, "82 percent of all online content will be video content."
- Technology gets incorporated into daily life. We all know technology is here to stay. And, because video is so dominant over the written word, usage of [augmented reality](#) and [virtual reality](#) platforms continues to rise.

Finally, [influencer marketing](#) also continues to expand. Influencer marketing allows [micro-influencers](#) and influencers on social media to endorse particular products or causes to their followers. Therefore, brands (including nonprofits) are leveraging the power of influencers on social media to help them promote their missions through [content marketing](#). It costs less to have influencers promote than it does to run advertising campaigns.

In this resource paper, you'll get a first-hand look at what's happening for the year ahead as well as the coming years.

Buckle up and let's get started!





Chapter One

3 Marketing Trends You Should Master



It's an exciting time to do marketing. There are so many opportunities for nonprofits, which don't have to cost a lot of money. We know that resources are scarce at many organizations, and it's essential to get creative to promote causes. Fortunately, technology (including social media) affords nonprofits many chances to advance their missions to not only their supporters but also the public.

The following are several marketing tips that you should master, not only in the current year but also for the years ahead. These ideas are based on current trends and thinking.

1. Influencer marketing

Social media has been a game-changer, as we all know. Social networking provides an opportunity for anyone—not just celebrities—to be seen and gain a following. In case you haven't noticed, influencers are all over social media. So, what makes an influencer? Generally speaking, there are [three types of influencers](#), and your nonprofit can tap into each of them.

First, you have the celebrity influencer. This type of influencer is a famous person with 1 million followers and whose posts gain as much as 5 percent engagement. Then you have macro-influencers. Those people have fewer than 1 million followers, and they have an engagement rate of up to 10 percent. Finally, you have the micro-influencers, and those people have up to about 50,000 followers. Their engagement rate can go as high as 25 percent.

Using influencer marketing for your nonprofit can bring you higher brand awareness, which can lead to more money. You need to find an influencer or two aligned with your mission. Since a lot of social media is about "validation," influencers can promote your organization and help your nonprofit get attention just because they're associated with you.

2. Voice search for SEO

Hopefully, your nonprofit group is working hard on ensuring that your website is optimized for mobile and search engines. [Search engine optimization \(SEO\)](#) is necessary for you to rank on the first page of Google and other search engines.

That said, things are changing in SEO, and your nonprofit can stay ahead of the competition by getting deeper into ensuring you're leveraging the power of SEO. As you may have noticed, more and more people are using their digital assistants. Those assistants include Google Assistant, Apple Siri, or Samsung Bixby for cell phones.

Voice search is changing how marketing teams have to do SEO because the way someone would search by typing it into Google versus speaking it to their digital assistant is different. For instance, let's say you're travel-



ing and are in a new town and want to buy a pizza. If you were to Google a pizza place, you would likely type something like “pizza near me.” However, if you spoke to your digital assistant, asking the same question, you would probably say something like, “Where is the nearest pizza restaurant?” In other words, people speak to their digital assistants as they do to humans. Therefore, that’s changing SEO, and the implications of it in the coming years are significant. Savvy nonprofits have to [optimize for voice search](#).

3. Transformative marketing goes beyond disruption

Everyone understands we live in a fast-paced world. Nonprofit brands need to continue to innovate because donors and the public understand that following the old rule book doesn’t stand a chance. In other words, people know that change is possible—it happens every day, and significant changes occur regularly within society. Brands understand that to keep up with the times, they have to test innovative ideas.

As an example, in nonprofit fundraising, the old approach of viewing donors as general and major gift donors no longer cuts it. Thinking about direct response for general donors and personal solicitations for major donors is archaic. Today’s leading nonprofits are seeking at every possible opportunity to diversify their revenue streams. That includes [leveraging the power of artificial intelligence in the nonprofit world](#). It can also mean seeking opportunities through new ways of supporting social causes through impact investing or even blockchain. And, it also takes looking into alternative approaches with communities usually not considered, [such as gamers](#).

Therefore, transformative marketing brings all of it together. It takes all of the things happening in marketing, including the performance metrics, and it seeks to stay ahead of trends. Transformative marketing involves a deep understanding of what donors and the market-place want—and will want—and then offering that ahead of time. As an example, the writing is on the wall that people want to associate with nonprofits that are going green (even if that is not their stated mission). So, many nonprofit groups are learning now [how to do good for the planet](#).

Going deeper and mastering these three marketing trends sets your nonprofit to be a leader in your community, not only in this year but also in the coming years. So, leverage these three approaches as much as you can do see much more significant growth at your nonprofit because of increased visibility and support.





Chapter Two

5 Brilliant Marketing Ideas
You're Not Doing



Not too long ago, our VP of Troublemaking (excuse us, we mean Marketing) posted on Nonprofit Pro, an article called [5 Brilliant Marketing Ideas You're Not Doing](#). Because it was such a success, we want to feature those 5 ideas in this resource paper as well. We understand that your nonprofit needs to raise funds for your cause. However, the first place to start is by ensuring that your marketing efforts are entirely spot-on.

1. Our Top Brilliant Marketing Idea

The first thing you want to do for your nonprofit marketing efforts is to ensure you meet your supporters wherever they want to meet you. In other words, tools such as social media have taken some of the control away from nonprofit brands to dictate the message. Through comments, likes, and shares, the public can help you push forward your message. But, you have to be everywhere your donors, and prospective supporters exist. Work social media every day ([check out some of these tools](#)), but also ensure you have a [multi-channel marketing strategy](#).

2. Optimize Your Content

As we noted in the previous chapter, you have to ensure that your website is search engine optimized. In today's digital world, it's essential. In other words, having a website is not enough. You must rank on the first



page of Google in your community when someone is searching for “nearest nonprofit serving children,” for instance. As we mentioned as well, voice search is gaining traction as well for SEO. Therefore, a smart investment that your nonprofit should make is to hire a team of professionals to look into your marketing efforts if you don't have that knowledge within your team.

3. You have to have clean data

We all know about the importance of data, and it's becoming more critical. [Tools that have artificial intelligence](#) and machine learning are significantly changing the rules of the game, especially in fundraising. So, it's even more important that your data is clean. Yes, we know that many nonprofits have trouble ensuring clean data. But, if you don't make it a priority, it can seriously skew your performance metrics and results. If you want to be competitive, take a look at Network for Good's [5 Ways to Spring Clean Your Donor Data](#).

4. Promote your cause with content marketing

Everything you do in your nonprofit marketing efforts should include content marketing. According to the [Content Marketing Institute](#), the definition is, “...is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.” Further, you should consider different ways and approaches to deliver high-value information to the public and your supporters. For example, you can put out e-books, produce podcasts and webinars, become a social media leader, or create fun and engaging events.

5. Develop strategic community partnerships

For a time, the planet existed in a way that promoted globalization. That's changing. People now seek solutions in their communities and prefer to engage with strategic and smart local businesses, nonprofits, and groups. Even within big cities, you can see that entities are seeking more grassroots approaches to solve issues that relate directly to the people of that community. Localization provides opportunities for your nonprofit. Create local strategic partnerships that can help you grow your brand. For instance, consider partnering with socially responsible businesses on your next fundraiser. Or perhaps align yourself with a couple of groups to create a local fun run that benefits all of you in the community. Think of ways that you can create local partnerships at a time that the pendulum is swinging back to more local than global.

Pro tip: By the way, local is so important that you absolutely must consider it as well for SEO. Make sure that you've optimized your content for easy local searches. Take a look at Hubspot's [“A Comprehensive Guide to Local SEO in 2020”](#) for starters.



Chapter Three

Facebook Is Still a Giant



Facebook remains, by far, the largest social media platform with its number of accounts. So, at this point, your nonprofit needs to continue to use the social networking platform. There's currently nothing like it on the planet. Other relevant [facts from Oberlo](#) you should be aware of concerning Facebook to show you its importance are as follows:

- Facebook reaches 60.6% of internet users.
- 2.45 billion people use Facebook monthly.
- More than 80 million small businesses on the planet use Facebook Pages.
- 69% of adults state that they use Facebook. That's seven out of ten adults in the U.S.
- 65% of Facebook users are under the age of 35, which encompasses Millennials and Generation Z.
- 96% of active users access Facebook on their mobile devices, including tablets and smartphones.
- Facebook users spend an average of 58.5 minutes every day on the social media platform. (That provides nonprofits and excellent opportunity to get their message out daily).
- 86% of marketers use Facebook for advertising.
- 78% of customers in the U.S. have discovered products through Facebook. (However, it also serves another opportunity to raise awareness for nonprofits).
- 81% of businesses share videos on Facebook as opposed to other social networking platforms.

With this information at hand, what are 5 of the best ideas that you can use to refine your strategy and enhance performance on Facebook? These are all areas where we'll also be focusing our marketing efforts and want to share these strategies with you.



1. Live video continues to grow. Our team has been saying it for some years because live video viewership continues to increase. It is a reason why YouTube supplanted Facebook as the most viewed social media platform. People like videos. If you're looking to improve engagement and differentiate your organization from others, especially those with a similar mission, one of the best ways to do it is by getting things on video and live streams. Give the public a behind-the-scenes look at your nonprofit. Share live events that you're having so people who can't attend feel that they are not missing anything. There are countless opportunities each day for you to get on video. Remember, it's not about being perfect; it's about being real and genuine.
2. Chatbots on Facebook start to be more than just a novelty. Although many people have not yet experienced chatbots (or so they think), chatbots continue to enhance the experience of users. They communicate with the public answering basic questions and even making suggestions. Businesses are using chatbots to help them with customer support, and it's something that can be used by your nonprofit organization. If you think that you would like to try out a chatbot on Facebook to allow you to focus on other things as it assists the public with the basics, you can take a look at [this easy guide for setting up](#) a chatbot. A chatbot has to be set up on Facebook Messenger, should you choose to create one.
3. Because of "fake news," it's more critical for CEOs and executives to step up on social media. It is the era when most people don't believe many things, or it's relatively easy to say or do something inadvertently that could upset a segment of the population. Nonprofit CEOs and executives bring credibility to their organizations, and also help restore trust should any mishap occur. Distrust of the media and institutions, including nonprofits, is flowing into suspicion of many forms of organizations and entities. One of the best ways that charitable organizations can help counter this distrust is to step up their social media posts and engagements by including blogs to high-quality content and even spending time live streaming regularly for followers. The aim is to create opportunities and develop relationships with supporters on social media, built on trust and engagement.
4. Purposeful content increases the likelihood of engagement. There is so much data and information out on social media that many people are overwhelmed. A strategic shift you can do is to explore moving from providing content daily, that may or not be relevant to your followers, to creating content that is of a higher quality fewer times per week. Remember, your followers will see your content if they are taking action by liking, commenting, or sharing on Facebook. If they don't do this, your brand will quickly drop off the timelines of people, and you will begin to lose traction because the algorithms are powerful. One of the best things you can do is to change your approach from providing a lot of content to decreasing the amount of material and increasing the quality, so it's of higher value to your supporters.





5. It's time to invest in data information to increase your ROI. The rates for advertising have increased, and for nonprofits, it can place a bit of a strain on their financial resources when every dollar counts. A smart thing you can do to become more strategic about your segmentation and advertisement posts is to invest in understanding the metrics of your social media platforms. Data and analysis are money and can improve what you're looking to achieve on Facebook and other platforms. Many high-quality platforms available at a low cost will help you understand the success of your social media efforts, and where you need improvement. Those include [Sprout Social](#), [Hootsuite](#), and [Google Analytics](#), which also offers you social media insights and not just web performance.

In sum, Facebook offers nonprofits an excellent opportunity to raise the awareness of their brands, as well as to [fundraise](#). So, take advantage of the power and breadth of the largest social media platform on the planet if you haven't been giving it the attention it deserves.





Chapter Four

Instagram Is Still an
Untapped Opportunity



Instagram is an excellent social media that nonprofits, like yours, should be using. Why? The answer is simple. In the age of images, there's no better platform out there to share your pictures and video. Additionally, Instagram seems to be a social networking site that can be a lot more fun and engaging than even its parent company, Facebook, for many people. When there's so much information overload, often people want to see images that are feel-good, engaging, and fun. Again, this makes Instagram a great place to share photos and videos of the awesome things that your nonprofit is doing in your community.

According to [reporting by Hootsuite](#), these are a few of the essential statistics about Instagram.

- One billion people around the world use Instagram monthly.
- 500 million people use Instagram Stories daily.
- 52% of females and 48% of males use Instagram every day.
- One-third of the most viewed Stories come from businesses. (In other words, this is an opportunity as well for nonprofits to master the platform and raise awareness).
- 37% of American adults use Instagram.
- In the U.S., 72% of teens say they use Instagram, followed by 69% for Snapchat and 51% for Facebook.
- 63% of users log into Instagram daily.
- Users spend 28 minutes each day on the platform.
- 62% of people have seen a brand or product on Stories, which has made them interested.
- In the U.S., 73% of teens say this is Instagram is the best way for brands to reach out to them.

Therefore, the following 5 strategies should help your nonprofit become more successful in raising brand visibility and money.


1. What does your brand selfie look like on Instagram? Social media has fundamentally changed advertising. Because of social networking, people are more suspicious of slick videos about your organization with self-serving promotional content. The easiest thing you can do for your nonprofit is to think of it as a person. Since images and videos are vital aspects of social media, especially Instagram, the best content you can provide is engaging and relatable. By thinking of your brand as a person, it'll help you think about images that you can post that are akin to any selfie you would post for yourself. By doing brand selfies, you'll be increasing engagement and viewership of your posts.



2. The power of Generation Z to change social media expectations. One of the most exciting things marketers to Instagram should be aware of, which we see in our work, are the expectations of Generation Z. Unlike their immediate predecessors, Millennials, this brand new generation, which is now entering the workforce, is [not sold on the use of social media in their lives](#). One of the biggest tips



for Instagram, especially if you're a nonprofit that wants to grow on this platform, which skews to the younger generations, is to provide content that is relevant and valuable to them. Generation Z is not interested in seeing stuff that can be easily viewed elsewhere. To set your charity apart on Instagram, think about a way to capture the collective imagination that will demonstrate how you're different, and why they should make it a point to follow you. If a picture speaks a thousand words, be thoughtful about the images you present and the stories you convey on this particular platform.

3. Try out Instagram Stories to increase engagement and sharing. As previously noted, 300 million people view Stories daily. The Stories feature allows your nonprofit to share videos or photographs that disappear in 24 hours. It presents an excellent opportunity, primarily if you use video, which has a rate for sharing of [1,200 percent](#) more than texts and photos combined because it helps create urgency. A few of the easiest things you can do on video for engagement is to ask your supporters on Instagram to provide you their opinions or answers to a survey or poll. If you're having a particular campaign or want to create a [flash fundraiser](#), using Stories is an excellent tool for ensuring that your followers support your cause quickly.
- 
4. Schedule posts for the weekend, especially if it's video. The earlier statistic about posting videos should have your creative juices flowing. However, let's face it, most nonprofits (as well as everyone else) are posting on weekdays. Want to do something that works and is counterintuitive? Post to Instagram on weekends. A study that was done by Quintly and [reported on by IMPACT](#) stated an essential reality. 76.13 percent of posts are done during the business week, but for the 23.8 percent of posts that are done on the weekend, there is 22.3 percent more engagement. Remember, with social media management tools, you don't have to spend your time working on weekends to get your posts ready to appear on Instagram on a Saturday or Sunday.
 5. Get ready for IGTV. Most nonprofit marketers understand that mobile is where it's at, so IGTV is upping the ante for mobile dominance. IGTV is part of Instagram (i.e., Instagram TV), and the product was [launched](#) in June of 2018. The platform is seeking to dominate the mobile audience in vertical video playback. What is that, and why is it such a big deal? Most people like to take videos on their mobiles in the upright position, which means that they prefer to have video optimized for this position. No other platform—yet—does it, so IGTV is the market leader. According to [Adweek](#), they see IGTV as one of the top trends on Instagram, and they even predict it will be the next YouTube in a few years. Early adopters typically benefit and get a competitive advantage over other organizations, and it's something your nonprofit should consider trying.

Although Adweek predicts that Instagram will overtake YouTube in the coming years with its new IGTV platform, YouTube is still the go-to video site for millions of people who want to watch a movie, see what vloggers are up to or learn more about an organization. Next up, we'll tell you how to maximize YouTube.



Chapter Five

YouTube and Video Content



The majority of people around the world have mobile devices, and people use them to see images, and in particular video. Videos are shared at a rate of 1,200 percent over posts that have text and photographs. In other words, video is king or queen!



In the previous chapter about Instagram, which has gotten into video in a big way recently, we wrote that it's believed that IGTV can rival YouTube, or even supplant it in years to come. However, since Google owns YouTube, that prediction may—or may not—happen. We'll see. Nevertheless, we know shares for videos are exponentially higher than photos and texts. We also know that Facebook and Instagram are doubling down on video on their platforms, but YouTube remains an important video social media platform.

Reporting by Hootsuite provides us with necessary information about valuable statistical data regarding YouTube.

- Around the world, there are 2 billion monthly users.
- 15% of YouTube's traffic comes from the U.S.
- 500 hours of video get uploaded to YouTube—every minute.
- People spend an average of 11 minutes and 24 seconds on YouTube.
- More than 70% of video views on YouTube are done on mobile phones.
- For people between the ages of 18 and 34 years, YouTube is the second most preferred platform for watching videos.
- 73% of American adults use YouTube.
- 81% of those aged between 15 and 25 years use YouTube.
- 33% of the most-watched videos are in English.
- 70% of what gets watched is seen because of YouTube algorithms.

YouTube is a significant player, and because Google owns it, YouTube is also a great way to increase search engine optimization (SEO) for your nonprofit organization, which you'll learn about in our first point below. These are our recommendations for your nonprofit to maximize YouTube for your organization.

1. Increase usage of the platform. We discovered some time ago that YouTube offers an excellent opportunity to help improve our rankings for SEO on Google. All you have to do is upload videos, make sure to add a relevant title, description, and then transcribe the audio so that the bots on YouTube can crawl the text, which helps improve your Google ranking. We know how important it is for your nonprofit to rank highly on Google, and using YouTube will help you. Your videos don't have to be long. Every little bit helps. You can provide behind-the-scenes footage, interview people such as your executives, have videos from your events, etc.



2. 360-degree video to stand out. We understand that social media has required brands to be genuine and transparent, but because there is so much saturation, including videos, you have to figure out ways to stand out. One of the unique ways you can do it is with 360-degree videos that bring the public right into your entire space. If you have an event, for instance, that would benefit being on video using this format, do it; or, you can also have fun in the office so your supporters can see where you work with a 360-degree view. It's an excellent way to bring your audience right into your space in a way that will capture their attention because many organizations don't think of using 360-degree video. There's lots of great [information on the internet](#) to show you how to create and upload to YouTube 360 degree videos on the internet.
3. Consider increasing your spending on YouTube. As was noted earlier, more than half of the brands are spending money on YouTube advertisements. One of the reasons is that [79 percent of marketers](#) believe that YouTube is their most effective tool for video marketing. [79 percent of marketers](#) also think that video helps drive conversions. Yes, these are for-profit businesses, but depending on how well you do your spending on YouTube and how effective you are at telling your story, nonprofits can convert people to donors. Another critical element is that you can also reinforce to current supporters why they should continue to support. By the way, [95 percent](#) of people who watch an ad on YouTube do so with the sound on, which increases brand awareness and recall.



4. Raising credibility in the age of fake news. In today's world, everything is suspect. As we noted earlier for our chapter on Facebook, it's essential to raise brand credibility. Video plays a large part in doing it because people can see what speakers are saying, which helps humans judge for themselves based on body language, tone, etc. Spending time videoing conversations with your executives, especially your CEO, and also donors who support your cause and then uploading the videos to YouTube, will go a long way toward helping your nonprofit establish credibility in the digital and real worlds. A few things you can do is have your executives speak about the broader issue you're addressing with your nonprofit. Having segments where you interview donors and supporters is also very beneficial because these people are not paid. It helps the public see themselves as people who could become donors to your cause.
5. Get great at telling your story and narrative to make an emotional connection. Marketers understand that to get someone to take action, such as supporting your fantastic cause, you have to make an emotional connection. Video helps you do that in ways that are much better than copywriting or even a photograph. Get not only good, but excellent at telling your story on video in a way that is fun, real, relevant, and engaging. Test out different approaches and use your imagination to explore how you can bring a fresh approach to how you've been conveying your story.

If you follow a few of the tips and ideas in this resource, you're going to increase your fundraising because you've raised the visibility of your nonprofit brand. You can do it with the use of video, perfecting or even changing how you tell your story, and using the advances in technology such as chatbots, and IGTV.

We hope that our resource paper has provided you with a few great takeaways for your nonprofit. Remember, the Funds2Orgs Group is here to serve you, and that philosophy has helped make us the largest company of [shoe drive fundraising](#) brands in North America, which include [Funds2Orgs](#), [Sneakers4Funds](#), [Shoes With Heart](#) and [Cash4Shooz](#).





Funds2Orgs Group

The story of The Funds2Orgs Group developed through years of hard work tied to a big vision. It started with a single shoe that washed ashore after the 2004 Indian Ocean tsunami. At the time, Wayne Elsey was the president of an international shoe manufacturing company, but the life that shoe represented after the tsunami inspired him to become a social entrepreneur and make a difference in the world.

Wayne went on to establish one of the largest nonprofits in the United States, Soles4Souls, helping people affected by some of the world's most significant natural disasters, including the Indian Ocean tsunami, Hurricane Katrina and the 2010 earthquake in Haiti, sending over 20 million pairs of shoes to people and places hurt by natural disasters. His organization also worked to create economic opportunities for micro-entrepreneurs living in poverty in developing nations.

But, some people are just not satisfied. That's Wayne. After he resigned from Soles4Souls, he thought there was a way to help organizations raise money and make a global impact. He created Funds2Orgs with a team of dreamers who believe they too could change the world with him. That single for-profit social enterprise eventually developed into the Funds2Orgs Group, which includes the Sneakers4Funds, Shoes With Heart and Cash4Shooz brands.

The core of the Funds2Orgs Group business model is shoe drive fundraisers. The other components are to provide economic opportunities for micro-entrepreneurs in developing nations and to help the environment by repurposing shoes. The Funds2Orgs Group helps YOU raise money with creative fundraising ideas, without asking for money or selling anything.

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