



# How to

Increase Nonprofit  
Social Media Marketing  
& Fundraising

funds**2**orgs™

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Hi Nonprofit Friend,

Social media is great fun, and it's an excellent opportunity to raise funds for a good cause and expand the brand for nonprofits. Sure, the world is serious and nonprofit fundraisers and marketers have to deal with critical social issues.

But something that social does is it allows people to communicate things in different ways that engage people. The causes that nonprofits support could be crucially important to resolve. Yet, social media allows for brand building and fundraising revenue in ways that use great storytelling and even humor.

In short, if you could get your nonprofit to master storytelling and to put out great and engaging content, you'll inevitably grow your list of supporters. And as you do that, you're going to get more fundraising dollars for your cause.

So, in this resource guide, you're going to get the latest information about what's happening on the best social media platforms (Facebook, Instagram, and Tik Tok). And as always, our team seeks to give you a few concrete pointers or insights that will help you expand your reach further.

Sincerely,  
The Funds2Orgs Team

## What You Must Have for Nonprofit Social Media Success

Do we have to sell you on using social media at this point? No! Nonprofit marketers and fundraisers know that they have to master social. But, because social tools change so fast, the idea of staying on top of everything is what's the challenge. That's where this guide comes in. We're going to share some essential ideas and tips to help improve your social.



### Must-Haves for Social

Let's get started with what you absolutely **must do** on social and what you **should do**.



# One

**Storytelling.** You may not be a writer, but to get social media right, you have to master storytelling. When people see your account, they have to get an idea of what you do because of its content. (Check out Chapter 5's resource, *Storytelling Through Digital Marketing*, and obtain your [free webinar information](#)).

# Two

**Humor.** Okay, let's face it—the world's pretty darn serious right now. And yes, we get it that it's necessary. But, one of the reasons why TikTok, for instance, took off like a rocket was because it provided a great escape from serious matters. In short, people are people, and humor's vital for people to lower stress. So, think of how to incorporate it into your content.





# Three

**Personal.** Something that brands miss is the idea of getting personal. And that's why smaller brands excel. Get one or two people to represent and become the faces of your nonprofit. All they need to be is engaging and have a bit of charisma. Social is about getting personal with others, and, yes, even brands have to do it.



**Campaigns.** It takes people to see something several times for it to sink into their awareness. Offline, you probably do campaigns. Well, you need to do the same on social media. Plan campaigns that coincide with what you're doing offline. Share content over several weeks, so your content gets "sticky" in peoples' minds.

# Four

# Five

**Measure.** In the digital age, you've got to measure. Fortunately, social platforms and management tools help you do it easily. You'll want to keep an eye on your rate of amplification (shares, likes, etc.), conversions on your landing page, and also reach and impressions. (For more info, look at ICUC's [measuring success on social](#)).

Those are the 5 core elements that you need for social media success. If you're missing one of them, it'll be harder to grow your audience. But if you use all of them consistently, you'll get more people supporting your cause, and of course, fundraising revenue!





## Chapter Two



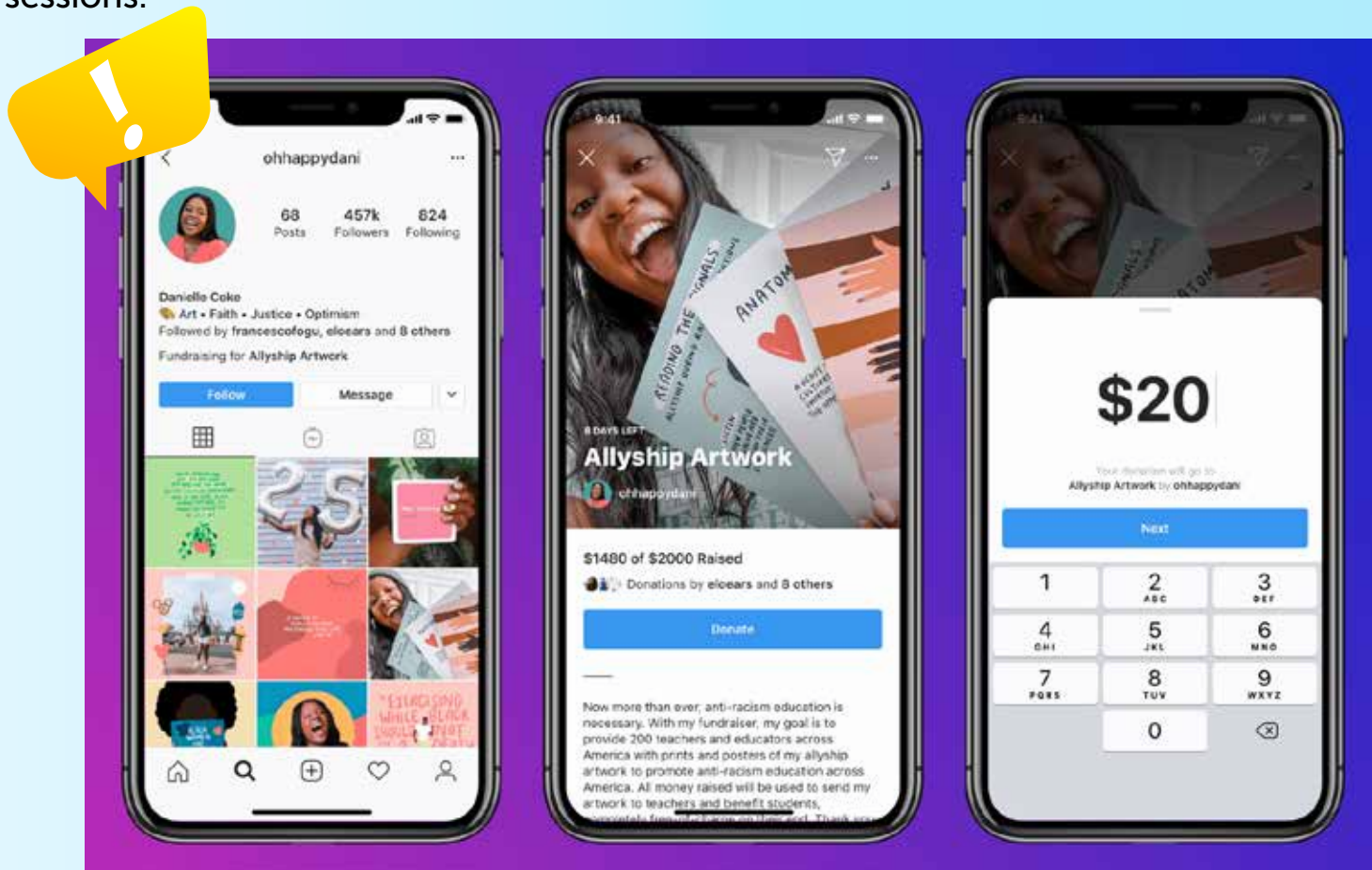
## Host an Instagram Fundraiser

As we know, 2020 was, well, a mess. But to help out the millions of nonprofits and social good groups, Instagram created fundraisers on that platform. As we know, Facebook owns Instagram, and millions of fundraisers happen on Facebook. Now you have a chance to get it done as well on Instagram.



## Before and After on Instagram

Before the middle of 2020, if you wanted to raise money, your Instagram choices were limited. You could use a Donation Sticker for designated nonprofits. But you're out of luck if you're not one of those charities, so savvy nonprofits leaned on doing Instagram Live sessions.



Now, you can do a personal fundraiser, which is excellent for your donors and supporters. For instance, think about birthdays, anniversaries, and milestone events. Not only does your nonprofit team have the chance to do a fundraiser on Instagram much more easily, but your supporters could also do personal fundraisers for your cause.



## Doing Fundraisers on Instagram

Most people on social love Instagram because of all the photos and video images. And now, Instagram gives you and your supporters fundraising opportunities.



### Personal Instagram Fundraiser

A great way to get more people to know about your work is just asking supporters on social to do a personal fundraiser to celebrate a birthday, wedding, anniversary, or whatever. It's super easy for people to do an individual fundraiser on Instagram. Moreover, the fundraiser runs for 30 days and can also get extended.

All they have to do is click "Edit profile," then "Add Fundraiser," and after "Raise Money." Next, they choose a great photo, select a fundraising category (e.g., crisis relief, education, community projects). They'll then enter information for Stripe payment processing, tap on "Send" for the review process, and then wait for Instagram approval. (You can find a list of all eligible causes on Facebook).



## Instagram Stories Fundraiser

Small nonprofits are probably familiar with Bingo fundraisers, and now Instagram made sure it's part of the digital age. [Kapwing has an excellent tutorial](#) about doing an Instagram Stories fundraiser. So, for more information, definitely check out that website's article.

We want to share two reasons this makes so much sense for you and your supporters to do. First, Stories allow users to share images, which disappear within 24 hours. That drives urgency in fundraising. Second, Stories are found at the top of user feeds, making it easy for others to watch. (Learn more about [making awesome Stories from Hubspot](#)).





## Instagram Micro-Blogging

If you've made commentary and posted on social media, the chances are that you've micro-blogged. And Instagram is an excellent place to share your ideas and thoughts about the work you do. For this social platform, you could micro-blog directly on Instagram, or you could place a "link in bio" each time you update your blog.

The benefit of adding a link in bio from your actual site is that you'll have the opportunity to see more analytics. However, you could also alternate. Either way, you have the chance for longer-form content, and adding relevant hashtags, and attracting new followers to your nonprofit and cause.





Instagram is an excellent social media platform. We love it on our team and created a webinar, which you could watch for free. You could also look at one of our articles about Instagram, which also includes access to the free webinar.

Why does Instagram make sense for fundraising? Well, it's got over 1 billion monthly users and 500 million daily users. Instagram reaches 500 million people daily. But the stat we like the best is that people spend an average of 28 minutes on Instagram. So, that's a lot of time to get to know your cause!



# Chapter Three

## Tips & Tricks You Don't Know About Facebook

Love it or hate it, everyone knows that Facebook's second to none concerning users. In short, it's global and massive, and no one comes close. So, your nonprofit should be an active Facebook user. In this chapter, we're going to go through a few tips and tricks that you may not know to help you boost your masterful storytelling and content. Let's get started!





## Stop Posting Pictures and Do Video

This first tip might not seem like a big deal or a nice to do—but do you do it? Here's the deal everyone's doing video. There's a video on every platform, and the reality is that video leads to higher engagement rates. 54% of people prefer to watch video content, and that's only increasing. So, as a leading nonprofit, you have to use video consistently, and there's really no excuse.

Get used to filming on your phone about, well, anything. Get creative with videos and micro-videos that last a few seconds. For example, take advantage of the filters on the social platform. As we mentioned, humor grabs attention, so go ahead and create GIFs with your nonprofit team. For fun social tools to amp up your video, consider GIF Maker, Giphy World, or Magisto.

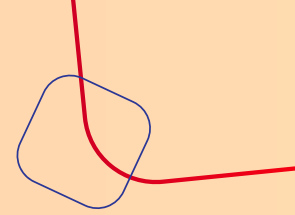




### **Use Facebook Mail and A/B Test It with Your Email Platform**

As we know, people still use email, but it's decreasing. Social platforms, including Facebook, slowly erode email dominance and get people to use their messaging platforms and tools. That's where Facebook mail comes in. It's a great way to get people, especially, who aren't that into the use of email (let's just say Millennials and Gen Z).

As we know, we live in an era of hyper-personalization, and Facebook Mail allows you to customize those to whom you send your messages. So, let's say that you have a unique fundraising team; you could message them well within the platform. Facebook Mail also integrates with your email address, and it's easy to use for group emails. Want to see for yourself if Facebook Mail works better than your email platform? Just test it.



### **Create a Group for Your Nonprofit**

Many nonprofits have Facebook Pages, and that's great. However, consider ditching it (depending on your followers' size or transition them slowly). Why? It's simple; Facebook Pages is often seen as a place that is one-directional. In other words, you have your followers and your posting content and hoping they engage.

However, Facebook Groups are different. In a Group, you could have an exchange. In short, if you have a group that's well moderated and with clear ground rules against trolling, self-promotion, and abuse, it's a place where people could post into the groups. Once you've got that, you have a two-way conversation and great engagement for your work, mission, and fundraisers.



## Create Fundraising Challenges

Despite the reality that almost everything's happening in the digital space, people don't change. And one of the things that people love is fun challenges. So, next time you do a fundraiser, consider asking people to join a fundraising team—just as they do during marathons. Depending on your brand's personality, name each group differently.



Let's say that you want to raise \$10,000 for your fundraising campaign. Consider getting 5 teams together. Each team has a goal of raising \$2,000 by a specific date. Use peer-to-peer fundraising and your Facebook Group to encourage and promote your teams to outdo each other. By doing so, you also increase engagement and the chances of many more people seeing your fundraiser.



## Pay Attention to Your Marketing Strategies for Fundraising

The following tips come from our free webinar from our marketing team. If you want to check out the content from our marketing fundraising webinar, all you have to do is get all the info from our Dropbox folder. And yes, there's no need to sign-up or give us your name.

When you check out the free deck and webinar content, you'll see that you should use polls and surveys to increase engagement and vary things. You also want to A/B test content, images (video and photos), and your CTAs. Keep track of what works and what doesn't with your audience. That'll help you refine things further.





Finally, make it a point always to change up your call-to-action buttons. As you know, your supporters don't always want to see "Donate Now" buttons, and because marketers are so used to seeing them, it's easy to forget to change them up. However, switch them up with "Learn More," "Get Started," or other creative ones. You could also have CTAs that ask people to share your post or even tag a friend.

Alright, that's it for Facebook. Next up, let's talk about TikTok.



## Chapter four

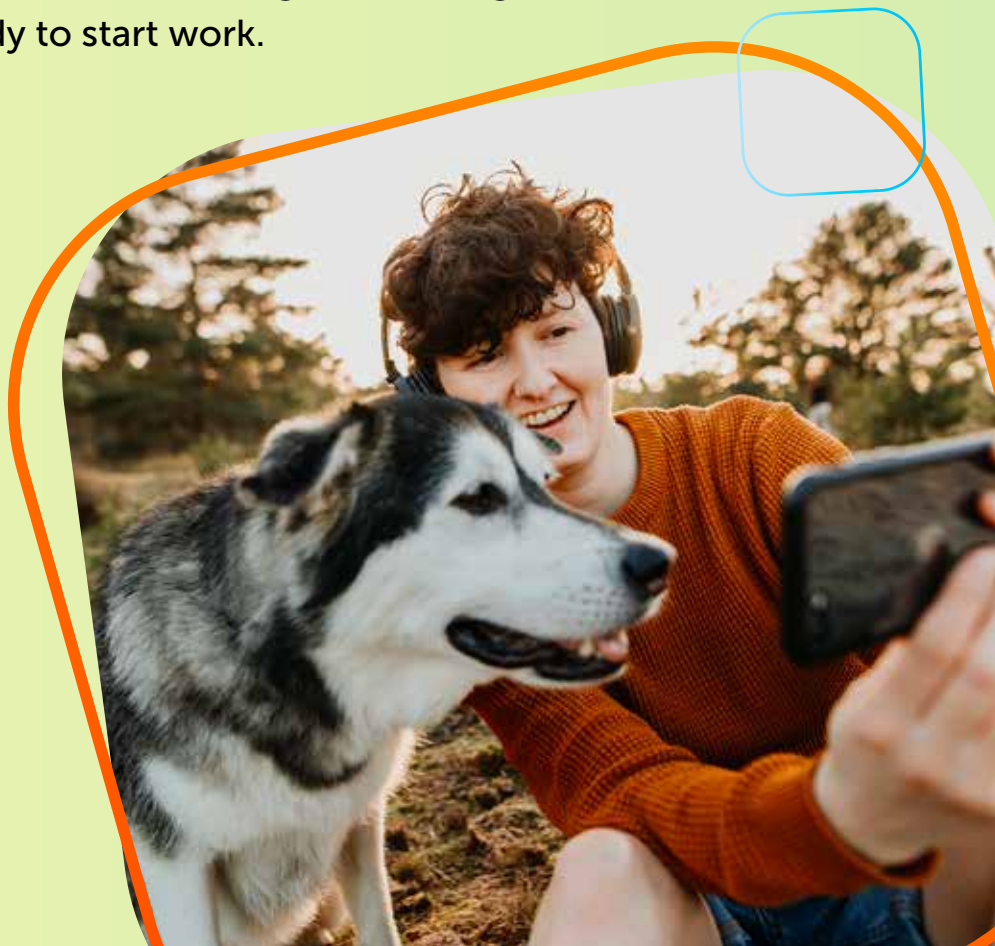
# Raising Money on TikTok for Your Cause

Do you think your audience isn't on TikTok? Well, don't make that assumption. Social media is now so ingrained that you're going to find people of all generations on social platforms, and also advocating.

For instance, Chris Franklin's a 61-year-old farmer living in England. Still, Franklin wants to raise awareness about farming, and he does it every day at his farm. Daily, when he opens the barn doors, out come geese, roosters, and ducks. The videos get shared right at the time people are getting ready to start work.

Oh, one other point about Franklin. His animal parade helps a charity called Caenhill Countryside Centre. The organization helps to teach children about the English countryside, farming, and of course, animals. And yes, TikTok isn't only used to raise awareness (using cute animals, which are probably lots of fun to watch), but also to fundraise.

So, how could you join the fun and fundraising on TikTok? That's what this chapter's going to show you.



## What's TikTok?

Earlier in this guide, we mentioned that video content continues to get higher engagement rates. TikTok is all about that. Essentially, TikTok allows users to create short-form videos of 15 seconds, and if they want to do a bit more long-form content, they could splice together a few of those micro-videos for up to 60 seconds of content.



Now here's the thing about TikTok. To catch users' attention, you've got to be on point. You could be like Franklin and have animals (they're always fun, so how about a mascot for your nonprofit?), or you've got to catch attention quickly in some other way. People aren't going to stick around the full 15 seconds if you're not concise and engaging. They'll just swipe up. So, if you want to earn a master's in storytelling, challenge yourself to tell your story in these 15-second micro-videos.



## TikTok Is a Serious Social Competitor

Yes, most people using TikTok are under 25, and this social platform's popular with the Millennial and Gen Z set. But, as we said earlier, don't assume anything. Older people are also on the platform because it's fun. And it's massive. There are a few quick facts you should know about TikTok as a nonprofit marketer.

Over 1.29 billion people downloaded the app since it launched in 2016. By comparison, Facebook's been around since 2004, and it's got 2.8 billion users as of this writing. Further, TikTok's got 689 million people who use the social platform, and it ranks higher with its users than Snapchat, Reddit, and Twitter. There are two final points. 40% of users in the U.S. are affluent and have incomes above \$100,000. Also, the average user spends 52 minutes daily on TikTok.





### **Show Your Brand Personality**

Something you should know about TikTok is that it's a lot of fun. Many people, including brands, are very good at sharing a lot of humor or positive vibes in a few brief seconds. So, for your nonprofit brand to stand out, you want to get in on what's happening. For instance, if something's trending on TikTok, see how you could join in on the fun to help promote your brand.

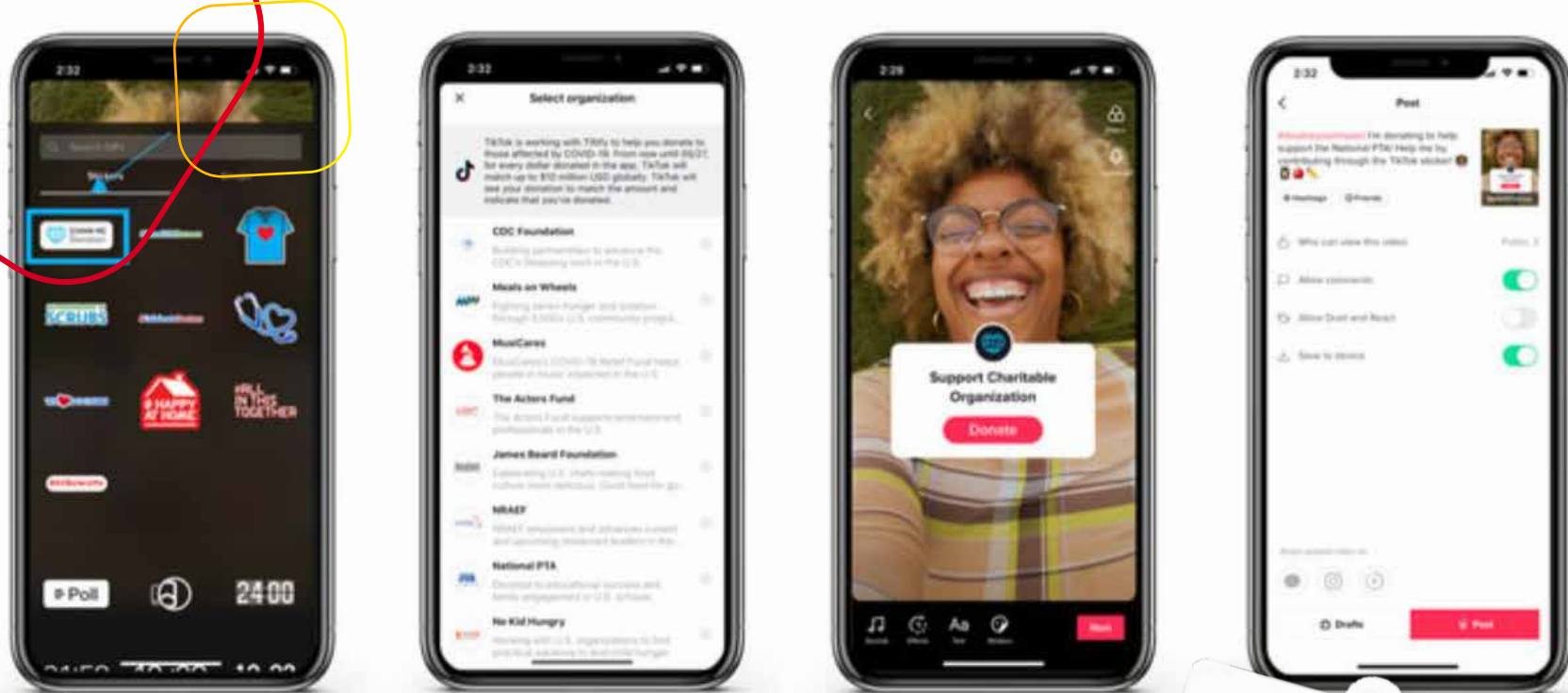
We understand that nonprofits often are doing very serious work. However, even organizations with the most challenging missions have found their way around the challenge of humor. To help you get your head around this opportunity, take a look at an article from *Classy*. For further inspiration, you could also check out *Classy's* guide for using humor in nonprofit marketing.



## How to Fundraise on TikTok

Now that you think that you'd like to give TikTok a try, we'll share that, as with other social platforms, fundraising is something that could happen on this platform. Big tech understands that people care about social good and that people (especially Generation Z) prefer to donate through social media. So, let's dive into tips for success on TikTok.





## Get Your Brand a TikTok Donation Sticker

As we often say, tech and social change enormously, so you've got to keep up and even stay ahead. In 2020, leading nonprofits got profile Donation Stickers for their groups. Those included ASPCA, Red Nose Day, Autism Speaks, and It Gets Better Project.

The stickers allow TikTok users to add onto their profiles a donation link for one of the approved groups. So, if you want to attract more people who love video content and TikTok, you've got to get yourself a Donation Sticker. Well, how do you do that? It's simple, send an email to [charity@tiltify.com](mailto:charity@tiltify.com) for more information on obtaining one. Once you get it, inform your supporters how to add the stickers to their profiles.





## Ask Your Supporters to Include You in their Micro-Videos

Here's one tip our marketing experts hope that you take with you out of this resource. Social's all about being SOCIAL! In other words, you want to ask your supporters to help you. Fundraising's no longer a one-way street where you put out content and people mindlessly take in information.



People are used to supporting a cause on social media. We're sure you've had people use Facebook, for instance, to fundraise for you on their birthdays. You could do the same for TikTok—even if you don't have a Donation Sticker. Just ask people to add your nonprofit to their bio. There's a place for it! And when their uploading videos, ask them to use filters, hashtags, and other cool things to increase content views.



## Resources from Funds2Orgs

We hope that this resource helped you with ideas for your marketing and fundraising efforts. Our team loves to share free valuable content because we want to be the place you look for to get insights on those topics. There's so much content out there, and we go through the best and latest trends and tech so we could share it with you, and you could spend more time promoting your cause, and of course, fundraising.



In this section, we want to direct you to more accessible information created by our marketing team. First, we do a free webinar twice a month for marketing and fundraising. If you want to join us, just contact us here to get on our database.



We promote all our webinars through email, so make sure not to miss anything coming up. You could also make sure to follow us on social @Funds2Orgs. We're also happy to have guests on our webinars who are doing something cool and innovative. So, if that's you or someone you know, send us a direct message (DM) on social media.

Now for the resources. All of these are free and capture a wide swath of assets that could help you improve your marketing and fundraising.

- [The Traveling Shoes, by Wayne Elsey \(A book for young children\)](#)
- [Storytelling Through Digital Marketing](#)
- [45+ Standout Fundraising Ideas for Nonprofits to Raise More](#)
- [Engage Your Community: 25 New Ideas For Your Fundraiser](#)
- [About Instagram for Nonprofits and Social Good Groups](#)
- [100+ Unique \(And Easy\) Fundraising Ideas](#)
- [Charitable Contributions: Get Grandparents Involved](#)
- [Virtual Fundraising Ideas: 5 Innovative \(and Fun\) Ones!](#)
- [Nonprofit Marketing: \[Webinar\] The Must-Haves!](#)
- [Nonprofit Social Media: \[Webinar\] 5 Essential Tips](#)
- [Broken Nonprofit Boards: Managing Up](#)



## About Funds2Orgs

Funds2Orgs is the leading shoe drive fundraising social enterprise in North America. Funds2Orgs works with nonprofits, schools, community groups, churches, and others, helping them fundraise in an easy, new, and innovative way by collecting shoes. Further, Funds2Orgs works globally in partnership with micro-entrepreneurs in developing nations around the globe. It also offers organizations and their local communities a socially responsible way to dispose of unwanted shoes to support a good cause.

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