

FUNDRAISING ON SOCIAL MEDIA

PRESENTED BY KRISTY MORRIS



funds2orgs™



2026

MEET YOUR HOST



KRISTY MORRIS

YOUTUBE HOST | CMO SNEAKERS4GOOD

- I grew up in the Jenco jeans, ALM, dial-up era
- Best at: brand strategy, creative taglines and visual storytelling
- I've been in marketing for 15 years
- I keep a Google sheet of Orlando's top spots
- I will turn any occasion into a party, you can call me the company's certified party planner
- I love: hosting these webinars, taking my 2 dogs on adventures and traveling the world

THE LANDSCAPE HAS CHANGED

SOCIAL MEDIA IS NO LONGER JUST FOR AWARENESS

In 2026:

- Over 4.9 billion people use social media globally
- 55 percent of people who engage with a nonprofit online take action
- GivingTuesday data shows social sharing continues to influence first time donors
- Mobile accounts for more than half of nonprofit website traffic

The platforms matter. But clarity, trust, and ease matter more.

WHAT'S SHIFTED SINCE 2021

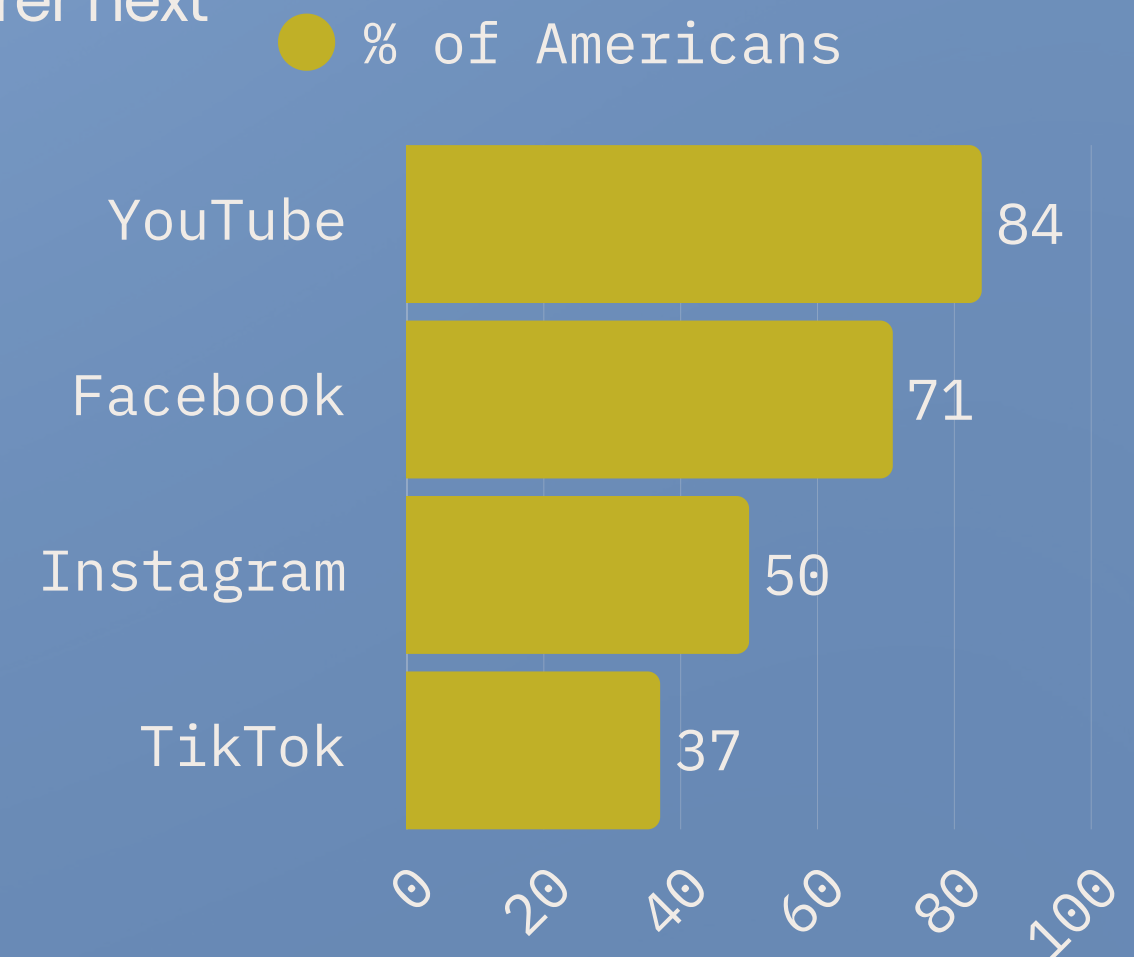
In 2021, many nonprofit social strategies were still focused on platform growth and visibility. TikTok, Reels, and influencer collaborations were rising, and many organizations were still learning what “short form” meant in practice.

SOCIAL MEDIA USE

In 2026, the shift is clear: attention is easier to get than action. Discovery is happening faster, but conversion requires more trust, less friction, and clearer next steps.

AS OF 2025

- 84% of those 18–29 years old use TikTok daily
- Millennial-giving increased 22% in 2025, with average gifts rising. Millennials may eventually rival baby boomers in total giving.
- Millennials and Gen Z are more likely to make online gifts, with smartphone giving rates significantly higher among younger donors than older ones.



TRENDING NOW

Short-form
vertical video



Storytelling

Mobile
optimization

Social proof

Retention-based
content

SOCIAL DRIVES DISCOVERY BEFORE GIVING



**ONLINE GIVING STATISTICS FOR
NONPROFITS**

Recent nonprofit sector research shows:

- Donors are more likely to research a cause on social before donating
- Video content increases recall and trust faster than static posts
- Donors exposed to impact content before the ask convert at higher rates

Your campaign should educate first and invite second.

TOP 10 NONPROFITS ON SOCIAL MEDIA

BCI

Bat Conservation International is a fan favorite on social for a reason: their colorful and quirky posts engage fans on every channel they post on and go a long way towards making bats less scary.

BCI uses everything from colorful graphics to weird but gripping bat memes to entice and engage followers in their quest to protect bat populations across the country.

Overall Rank	Nonprofits	📷 Rank	🎵 Rank	📘 Rank	🐦 Rank
1	Bat Conservation International	5	6	8	10
2	American Ballet Theatre	2	4	11	39
3	Planned Parenthood	17	2	33	16
4	Innocence Project	9	27	32	1
5	US Campaign for Palestinian Rights	3	10	68	2
6	ACLU	44	12	24	6
7	Amnesty International	13	11	59	5
8	National Trust	46	9	21	21
9	Seattle Humane	4	5	3	93
10	HAYTAP	8	49	46	3

EXAMPLES



**batconservationinternational** · [Follow](#) ...
alannabluebird_ · Original audio

**batconservationinternational** 51w
We think all bats are cute 🥰 some are just more dedicated to the spooky season theme than others 🦇
.
.
.
[#batconservation](#) [#reels](#)
[#batsofinstagram](#) [#batsarentscary](#)

**kingwavino_95** 30w
You had to show a blurry pic of the Livingstone bat, they're lovely lol
Reply

**residengrounds** 33w
They remind me of Farrets:00
Reply


83,108 likes
October 23, 2023

 Add a comment...

BCI

**Greenpeace**
Jun. 24, 2024 4:02 AM BST

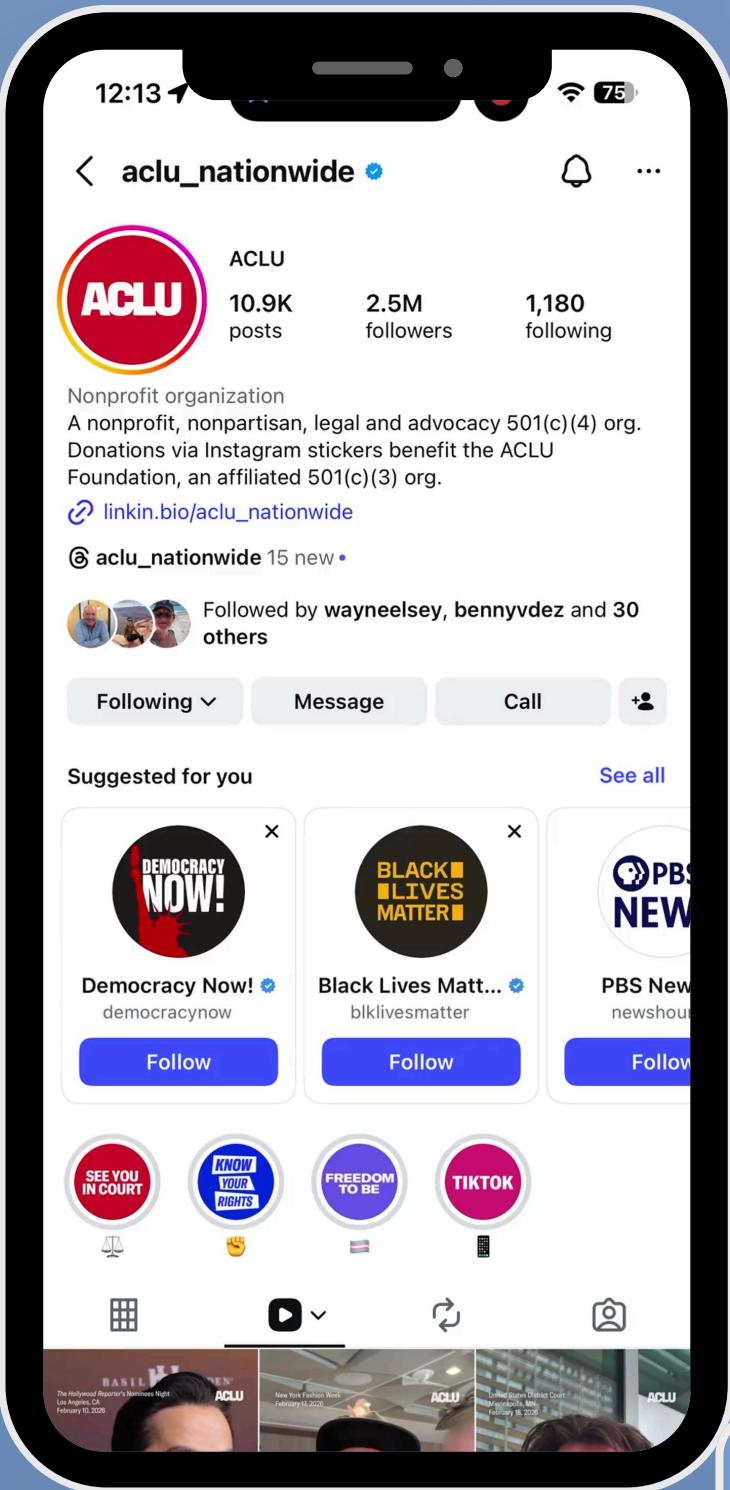
 Video
Happy Pride Month! 🌈 This is a reminder that fighting for climate justice is fighting for human rights. [#Pride](#) [#climatechange](#) [#trans](#) [#transrights](#) [#queer](#) [#climateaction](#)



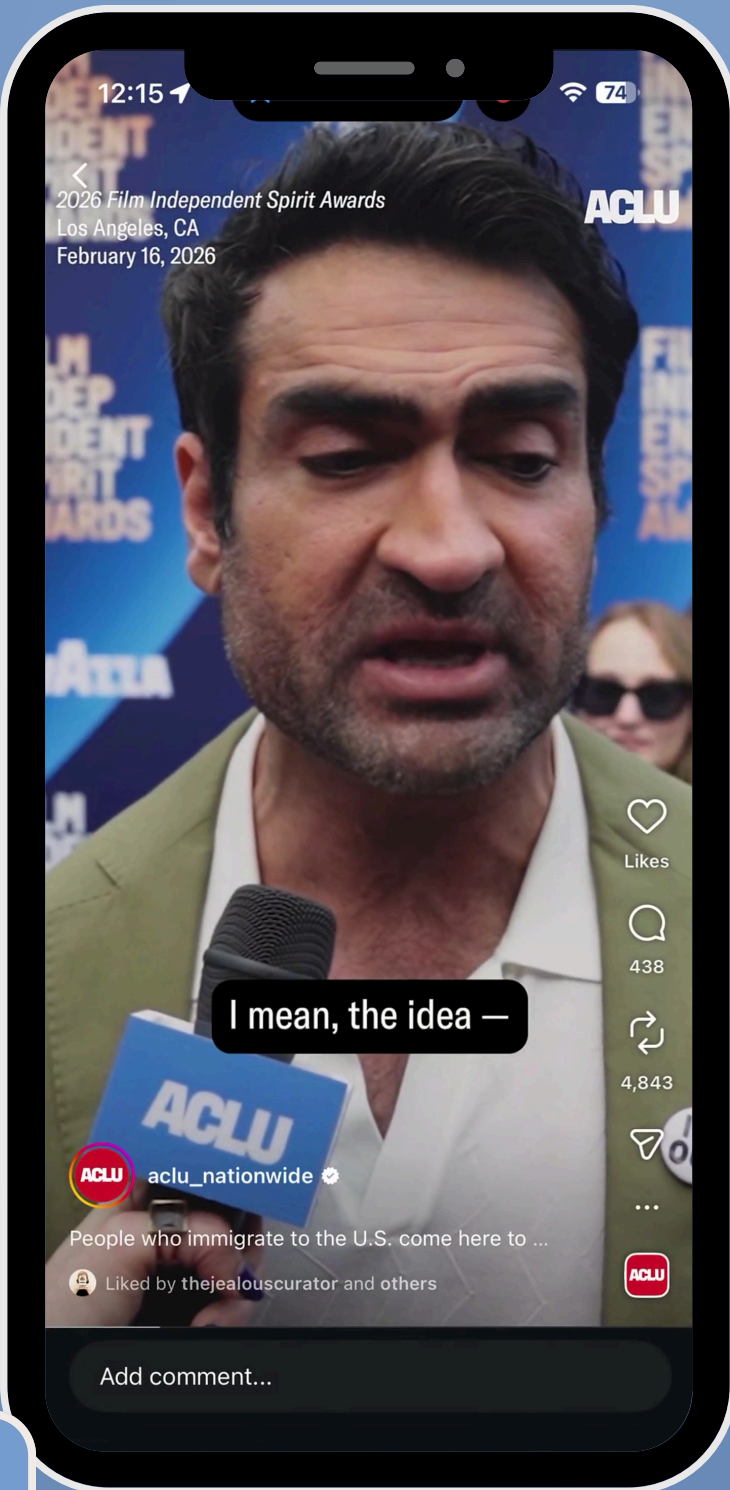
110	ENGAGEMENT TOTAL ⓘ
107	LIKES ⓘ
3	COMMENTS ⓘ
0	SHARES ⓘ
22.0K	FOLLOWERS ⓘ
0.50%	ENGAGEMENT RATE BY FOLLOWER ⓘ
10.5%	ENGAGEMENT RATE BY VIEW ⓘ
-1.80x	ENGAGEMENT RATE LIFT ⓘ
1.04K	VIEWS ⓘ

GREENPEACE

EXAMPLES



ACLU



SEATTLE HUMANE

EXAMPLES

INNOCENCE PROJECT

Photo

Innocence Project @innocence

Jul. 20, 2024 1:18 AM BST ⓘ

BREAKING: Sandra Hemme is finally free after 43 years.

Read more: [shorturl.at/FaKbu](https://innocenceproject.org/sandra-hemme-free-after-43-years/) [pic.twitter.com/4vwSxRM1nl](https://innocenceproject.org/sandra-hemme-free-after-43-years/)

Sandra Hemme is Finally Free After 43 Years

<https://innocenceproject.org/sandra-hemme-free-after-43-years/>



1.17K

ENGAGEMENT TOTAL ⓘ

864

LIKES ⓘ

270

RETWEETS ⓘ

34

REPLIES ⓘ

167K

FOLLOWERS ⓘ

0.70%

ENGAGEMENT RATE BY FOLLOWER ⓘ

1.37x

ENGAGEMENT RATE LIFT ⓘ

71.3K

IMPRESSIONS ⓘ

INNOCENCE PROJECT

INNOCENCE PROJECT

Photo

Innocence Project @innocence

Jun. 6, 2024 4:15 PM BST ⓘ

Today, we remember Kalief Browder on the 9th anniversary of his death. Kalief died by suicide after being traumatized by the violence and isolation he endured at New York City's notorious Rikers Island, where he spent three years for a crime he didn't commit. pic.twitter.com/5MKq1VMa4d



3.66K

ENGAGEMENT TOTAL ⓘ

2.33K

LIKES ⓘ

1.30K

RETWEETS ⓘ

30

REPLIES ⓘ

166K

FOLLOWERS ⓘ

2.21%

ENGAGEMENT RATE BY FOLLOWER ⓘ

4.32x

ENGAGEMENT RATE LIFT ⓘ

75.7K

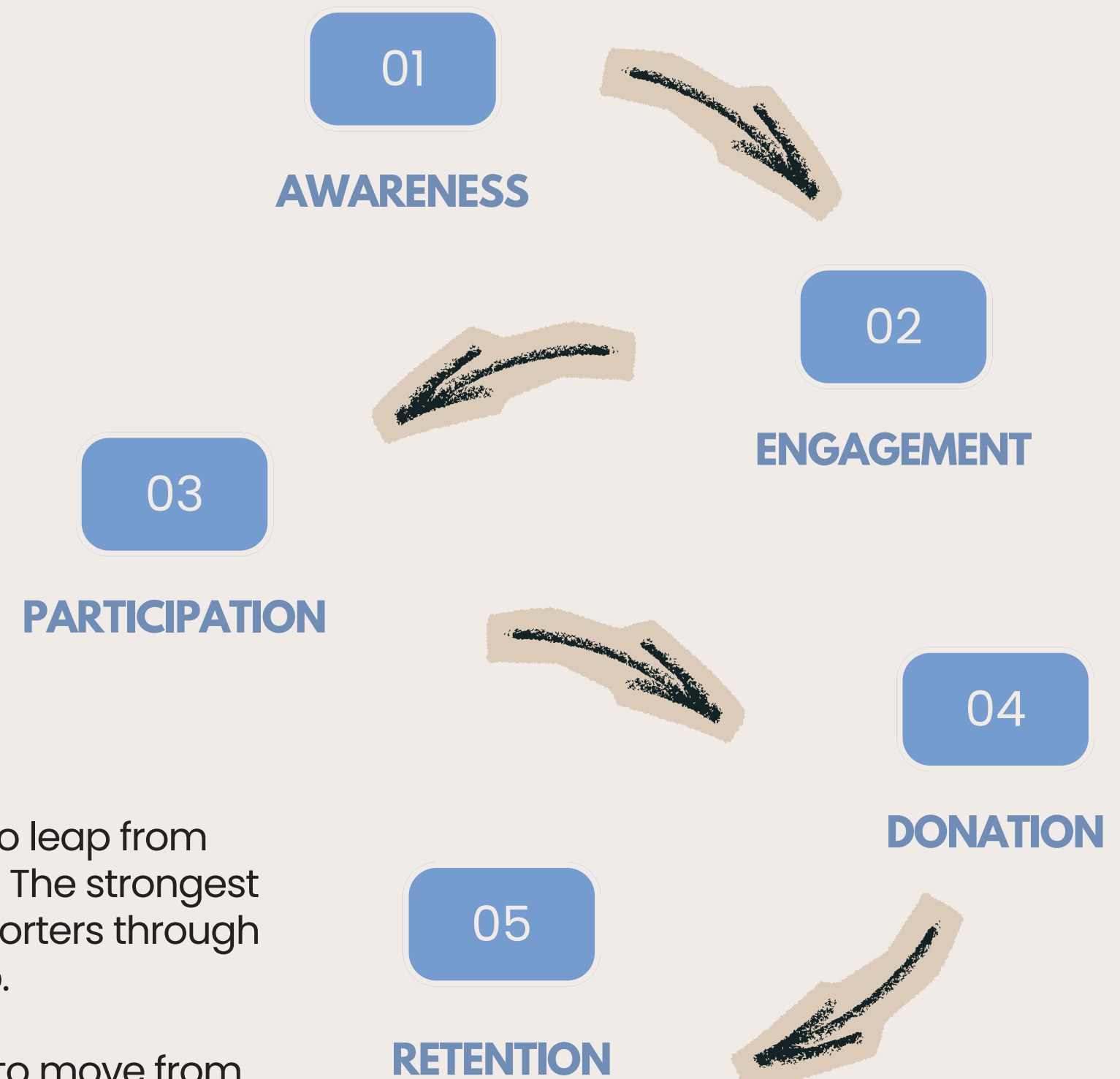
IMPRESSIONS ⓘ

THE 2026 SOCIAL FUNNEL



Many nonprofits try to leap from awareness to donation. The strongest campaigns guide supporters through each step.

Supporters need time to move from awareness to donation because donors now expect clarity, context, and connection before giving.



SHORT-FORM VIDEO

IS STILL DOMINANT



INDUSTRY DATA FROM META AND TIKTOK RESEARCH SHOWS:

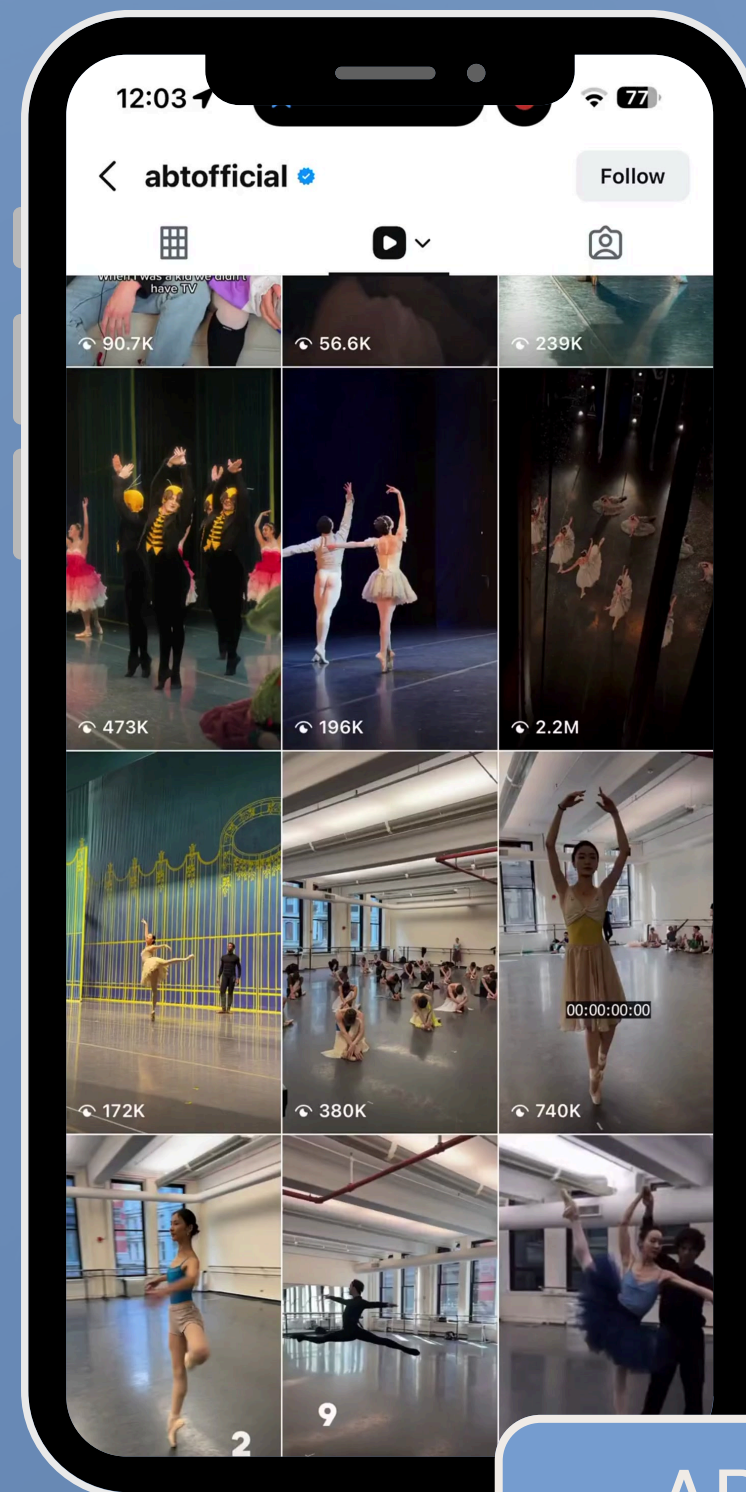
- The first 3 seconds determine retention
- Vertical video outperforms horizontal in feed environments
- Simple captions increase watch time

FUNDRAISING VIDEOS SHOULD:

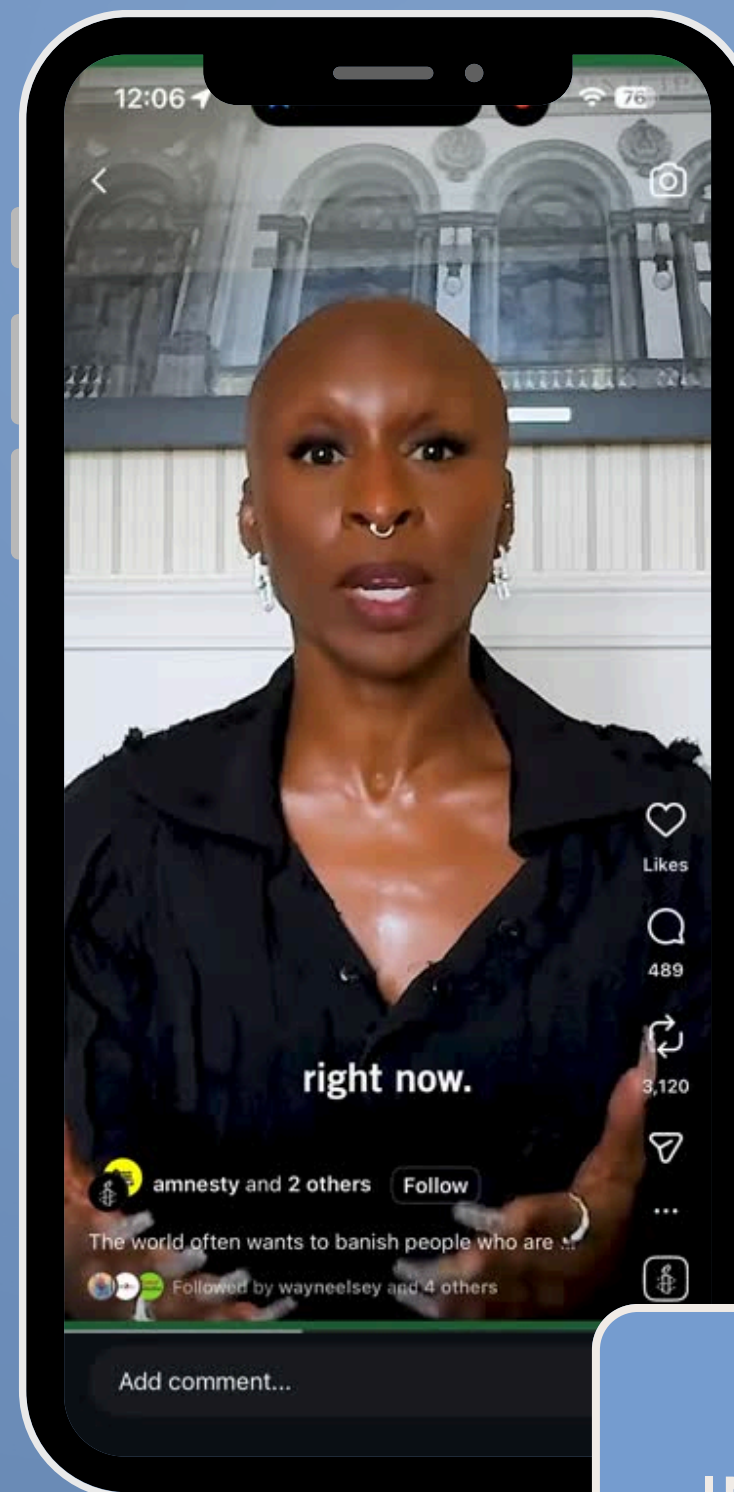
- Show the impact
- Show the community
- Show the action required

Authenticity outperforms polish.

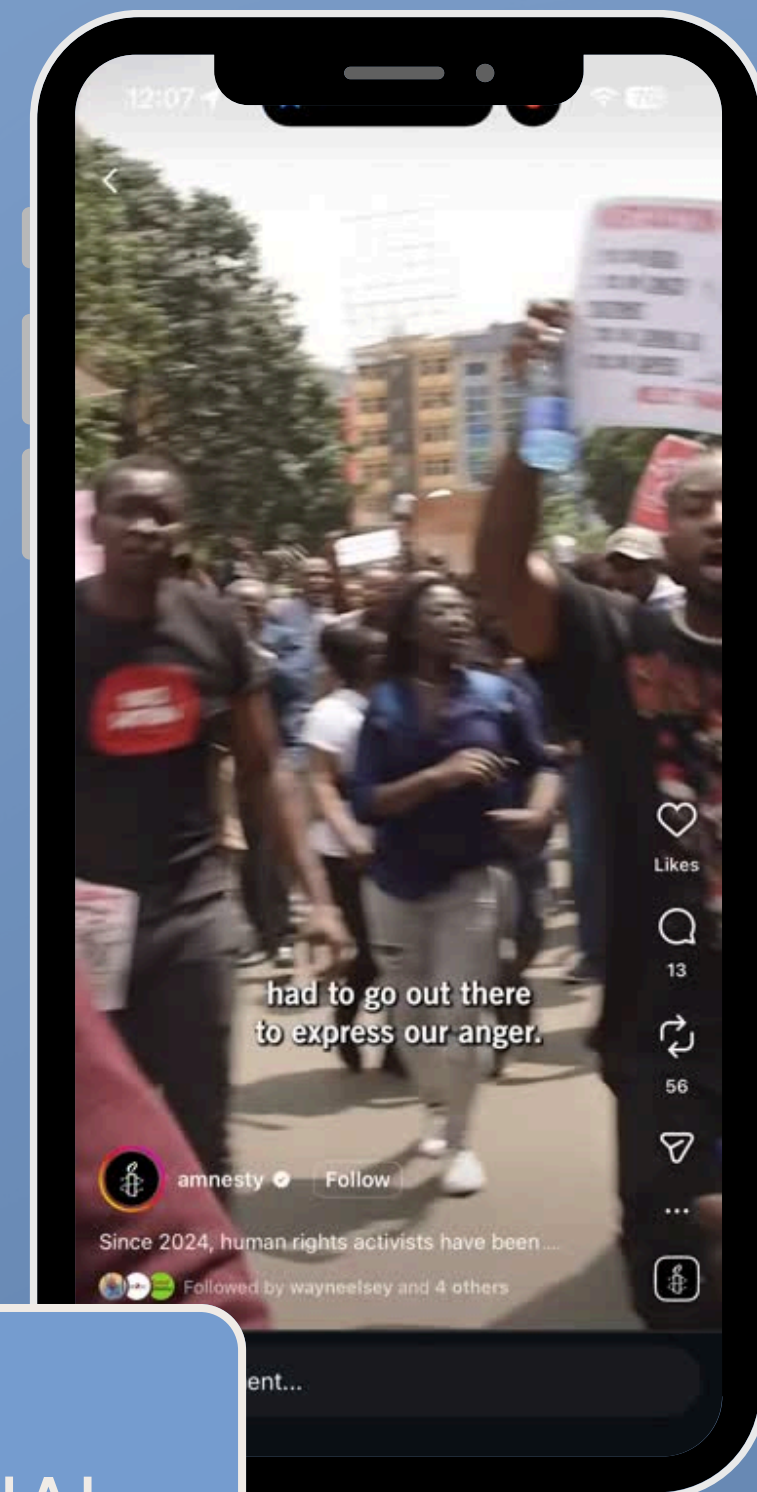
EXAMPLES



ABTC



AMNESTY
INTERNATIONAL



EXAMPLES

ABT

Instagram

Reel

American Ballet Theatre

Nov. 29, 2023 12:27 AM GMT

50 donations = a minute long balance!

Here is leafleytoux showing us how it's done.

We have one more milestone to get to...

100 donations = elisabethsbeyer doing 64 counts of fouettés!

Head to our bio to donate! ❤️

#AmericanBalletTheatre #GivingTuesday



ABTC

67.5K	ENGAGEMENT TOTAL ⓘ
67.1K	LIKES ⓘ
441	COMMENTS ⓘ
842K	FOLLOWERS ⓘ
8.02%	ENGAGEMENT RATE BY FOLLOWER ⓘ
2.71x	ENGAGEMENT RATE LIFT ⓘ
1.14M	ESTIMATED IMPRESSIONS ⓘ
5.94%	ENGAGEMENT RATE BY ESTIMATED IMPRESSION ⓘ



Seattle Humane

Oct. 26, 2023 7:28 PM BST ⓘ

Facebook

Video

ADOPTED: Pretty Girl arrived from the Quincy Animal Shelter through our Lifesaver Rescue transfer program the other day. She'd been surrendered there after spending the past 11 years with the same family. Pretty Girl is sensitive to loud noises, so a new, crying baby in the home was pretty stressful - not that a bunch of strange, barking dogs in a shelter is any better. We hope Pretty Girl finds peace, quiet and a family very soon!



View on Facebook

Likely Boosted

SEATTLE HUMANE

12.1K	ENGAGEMENT TOTAL ⓘ
10.6K	REACTIONS ⓘ
771	COMMENTS ⓘ
724	SHARES ⓘ
114K	VIDEO POST VIEWS ⓘ
114K	VIDEO VIEWS ⓘ
98.2K	PAGE FANS ⓘ
12.3%	ENGAGEMENT RATE BY PAGE FAN ⓘ
25.8x	ENGAGEMENT RATE LIFT ⓘ
10.6K	REACTIONS ⓘ
7.91K	LIKES ⓘ
2.48K	LOVES ⓘ
2	HAHAS ⓘ
4	WOWS ⓘ
190	SADS ⓘ
5	ANGRYS ⓘ
1.05M	ESTIMATED IMPRESSIONS ⓘ
1.15%	ENGAGEMENT RATE BY ESTIMATED IMPRESSION ⓘ

BEST FREE & PAID PLATFORMS



CANVA

A simple design tool that helps nonprofits quickly create branded graphics, social posts, and marketing materials without a full design team.

CAPCUT

An easy video editing app that allows nonprofits to produce short form, engaging impact content for social media.

SCRL

A layout app that helps nonprofits design cohesive Instagram grid posts and visual storytelling sequences.

ADOBE LIGHTROOM

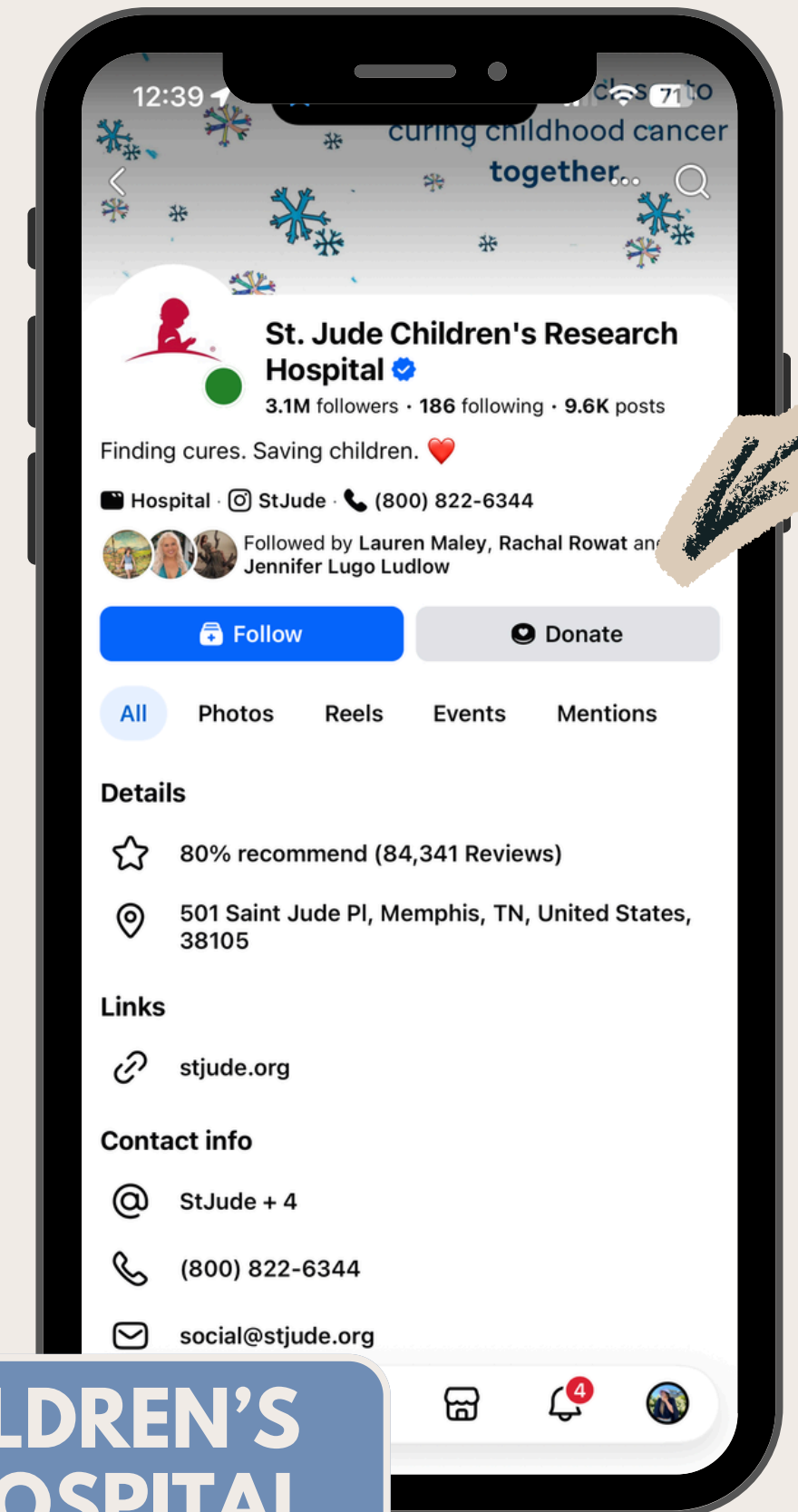
A photo editing tool that keeps nonprofit visuals consistent, polished, and on brand.

Reddit

This is an honorary mention for an unlikely social platform. Great for social listening and community building. A place where nonprofits can build awareness and engage niche audiences through authentic conversations rather than direct fundraising asks.

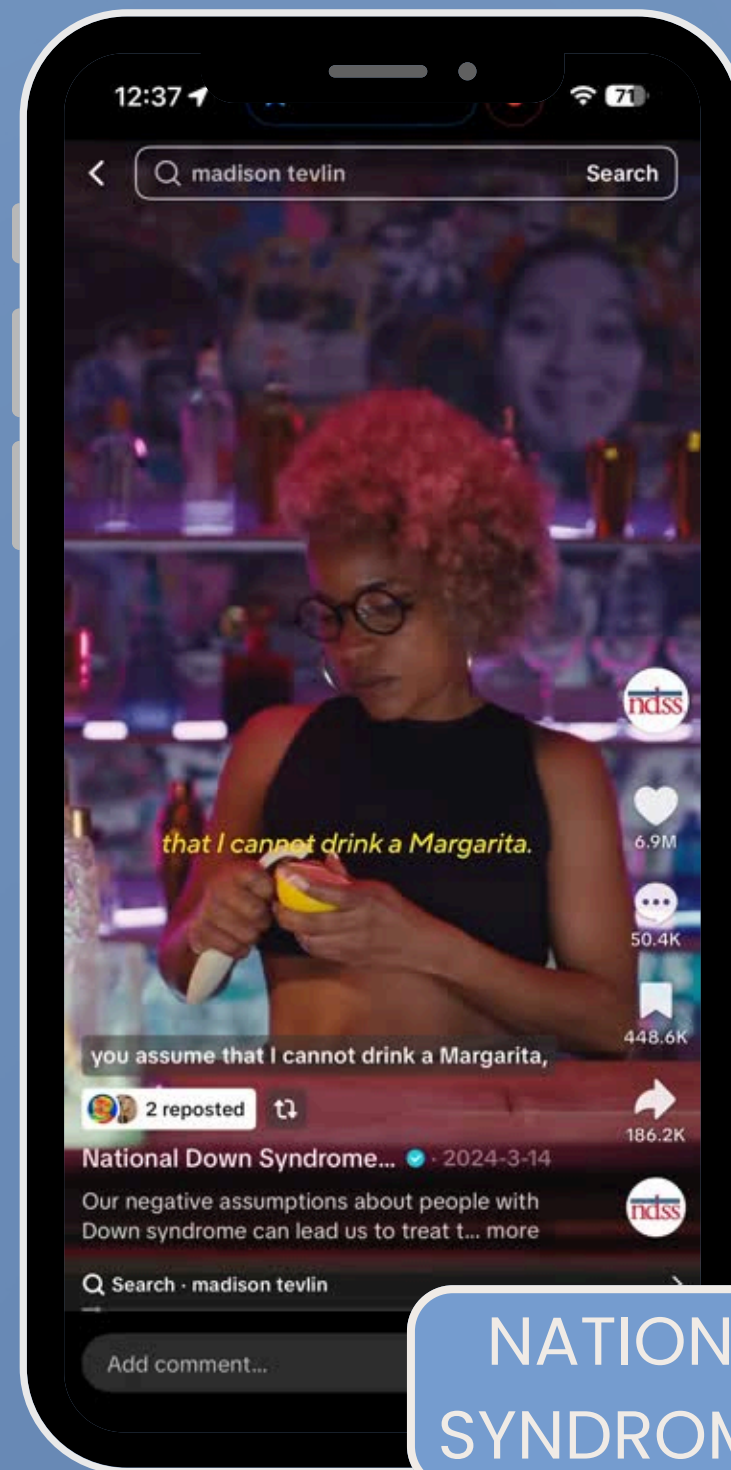
TOP TIPS FOR FUNDRAISING POSTS

- Leverage Meta's Fundraising tools – nonprofits can add donate buttons to not only their page, but also individual posts and live videos.
- After you tell your story, be sure to convey urgency.
- Always include a CTA (call to action). You don't always want to ask for donations, sometimes you just want a share or a "like."
- Don't be afraid to experiment with content. If you're using Facebook's paid advertising, you can also A/B test content, copy and even CTA's.
- Utilize polls and surveys both on Instagram stories and in-feed posts. This is a great way to see not only who is interacting with your content, but to gain valuable insights from your donors and supporters.
- Post consistently and respond to comments and messages frequently.

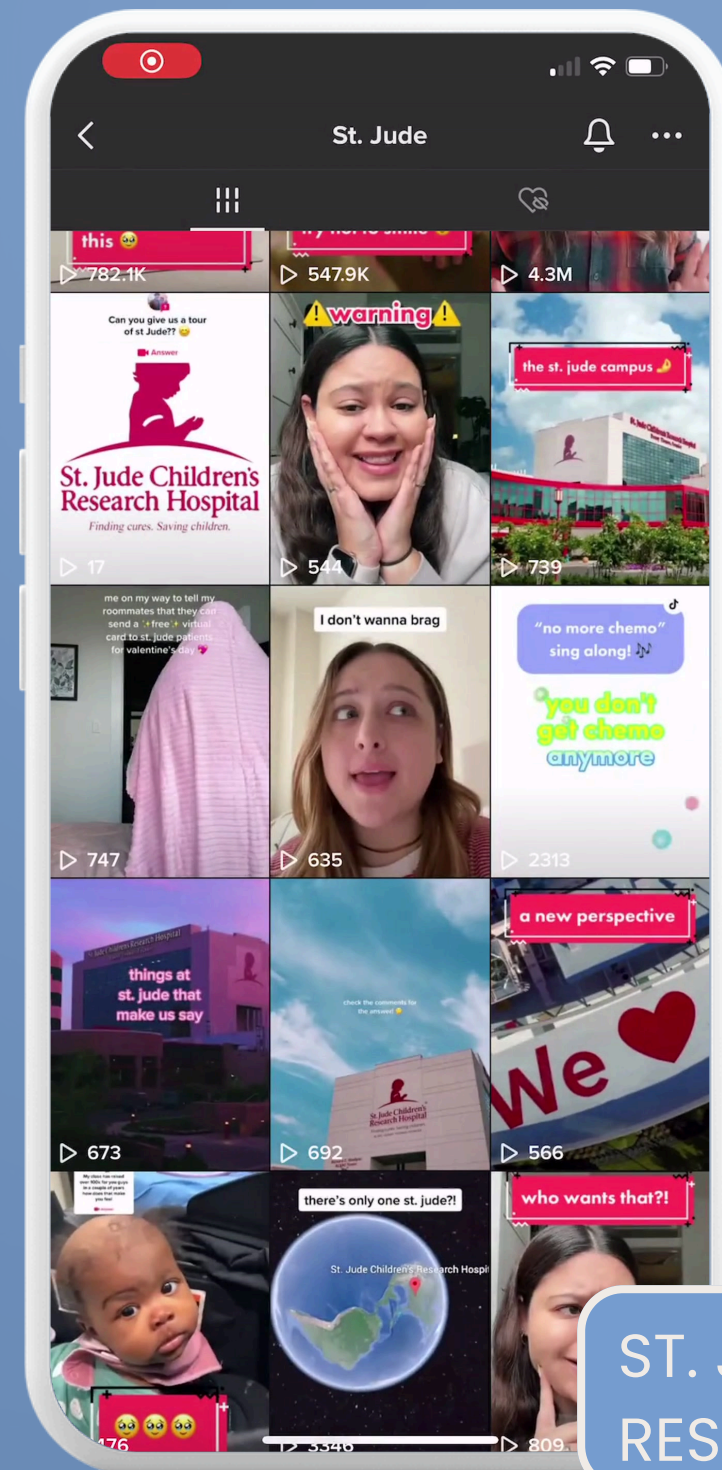


**ST. JUDE CHILDREN'S
RESEARCH HOSPITAL**

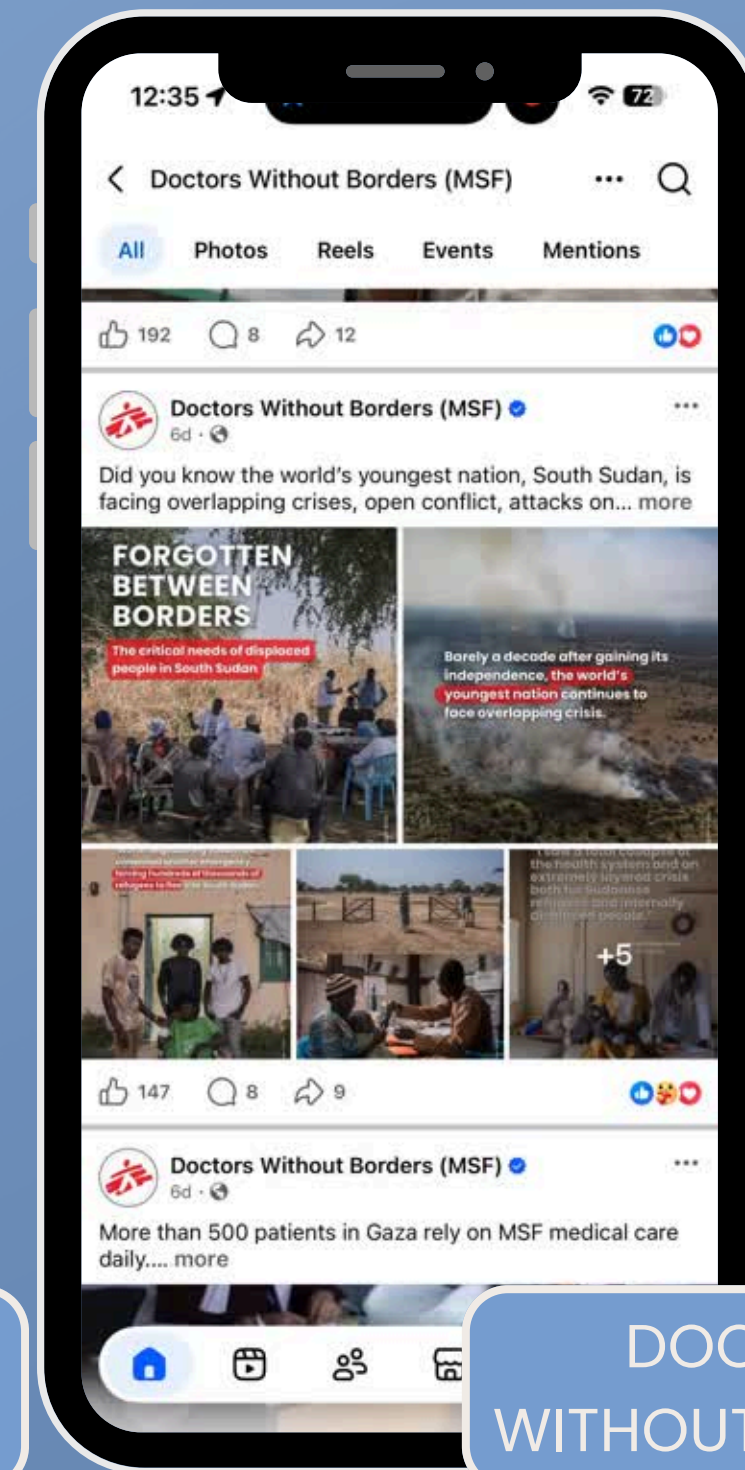
EXAMPLES



NATIONAL DOWN
SYNDROME SOCIETY



ST. JUDE CHILDREN'S
RESEARCH HOSPITAL



DOCTORS
WITHOUT BORDERS

SEGMENTATION

AUDIENCE TYPES

COMMUNICATION PREFERENCE

HOW THEY HEARD
ABOUT YOU

AGE RANGE

PERSONA – NEEDS AND
VALUE PROPOSITION

LOCATION RANGE

DONOR
TYPE/BEHAVIOR

(subscription vs one-time donor
or small donor vs large)

EVENT VS DIGITAL
ACQUISITION

JOB

EDUCATION LEVEL



*Segment your audience for email marketing, direct marketing and digital advertising

COMMUNITY & PEER INFLUENCE



GivingTuesday research continues to show peer influence matters.

When supporters:

- Share their participation
- Tag friends
- Post impact updates

Participation increases.

Build campaigns that invite involvement, not just donations.



PLATFORM SPECIFIC STRATEGY



CAMPAIGN

HOW TO USE IT

Facebook

Strong for older donors and community groups
Ideal for events and longer storytelling



Instagram

Great for: visual storytelling, short form reels, carousel
educational content

TikTok

Highly recommend for reaching a younger audience:
Discovery and awareness well as educational impact
storytelling



LinkedIn

Great for: Corporate partnerships, CSR initiatives, professional
credibility. The team & board members to add your nonprofit

YouTube

Long-form content with a shelf life where the audience can
understand your mission better

CLEAR CALL TO ACTION



YOUR CTA SHOULD MATCH THE MOMENT

Examples:

- Learn more
- Start a fundraiser
- Share this story
- Donate today
- Join the challenge

Every post should include one clear next step.

Always follow up with gratitude and results.

WHO IS FUNDS2ORGS



WHO WE SERVE:

- Schools and education groups
- Nonprofits and civic groups
- Animal rescues and service animal groups
- Faith-Based organizations, churches, and mission travel groups
- Adoptions, families, and individuals

As a global social enterprise with headquarters in Florida, we support 4,000 families of micro-enterprise partners in the reuse economy across 20+ developing countries worldwide.



WHAT'S A SHOE DRIVE FUNDRAISER



- A creative, non-traditional fundraiser in which your group or organization can raise funds without asking your supporters to open their wallets. Get paid to collect gently worn, used or new shoes from your community!
- What you get:
 - A 100% profit fundraiser with no out-of-pocket costs
 - Collection materials, flyer templates, social media posts, and more!
 - A fundraising coach to help you with every step of the way.
 - A check within 2 days of receipt and processing at our warehouse.
 - A sustainable, feel-good fundraiser that supports your group, local community, and communities all over the world. It's a WIN-WIN!

**SHOE DRIVES CREATE OPPORTUNITIES
LOCALLY THAT IMPACT PEOPLE GLOBALLY.**

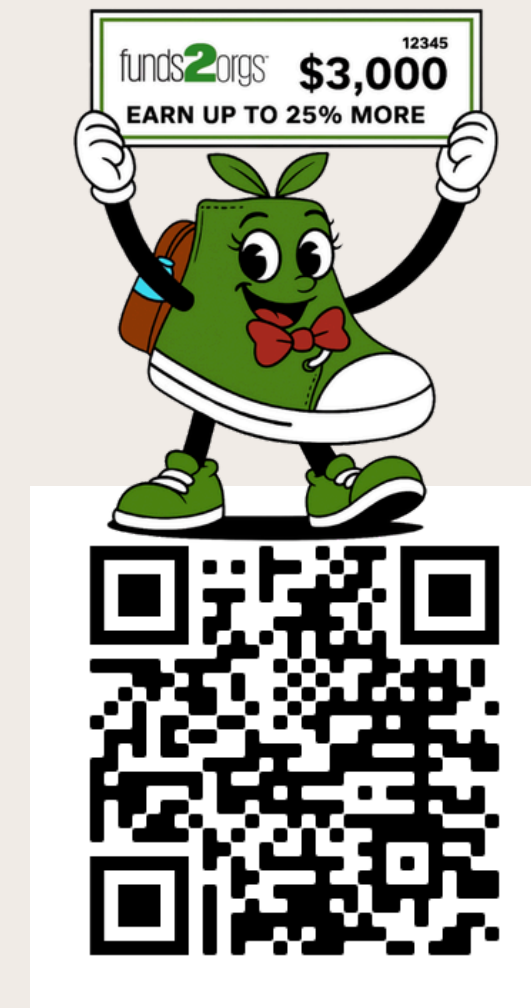


THANK YOU

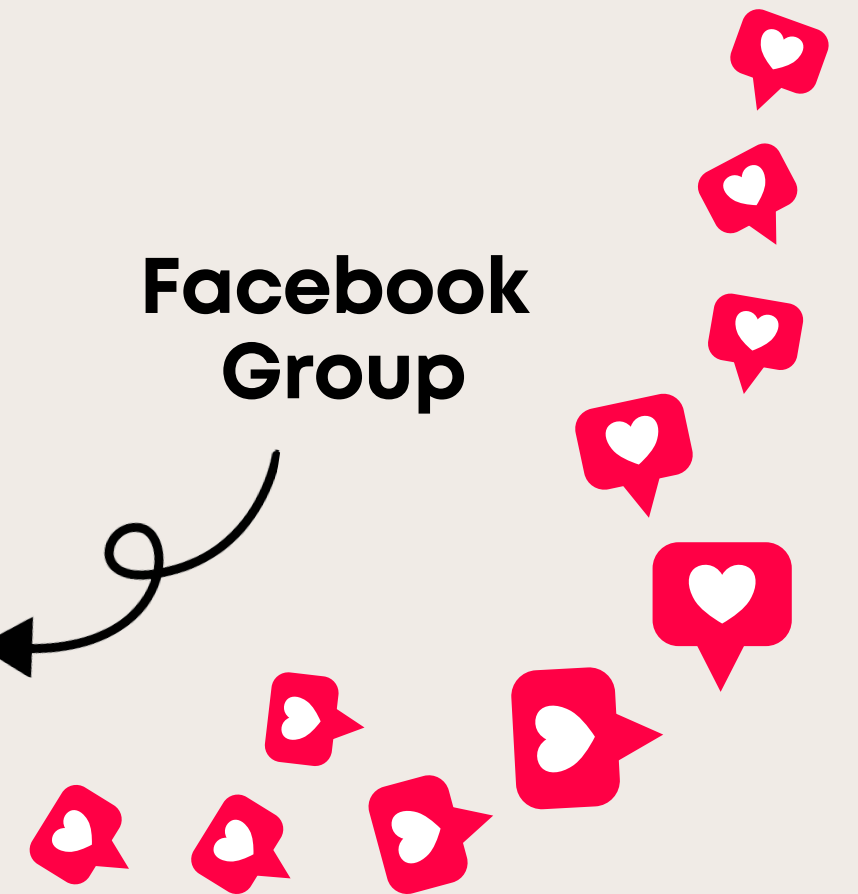


Q & A

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@funds2orgs

to learn more or speak to our fundraising coaches
today by calling **407-930-2979** and hear all about a
FREE, 100% profit fundraiser!