



HOW TO FUNDRAISE USING SOCIAL MEDIA IN 25 MINUTES A DAY

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SHEGETSAROUND.CO.UK

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ABOUT ME

- ✎ Digital and Agile Consultant
- ✎ Over 15 years' experience working with charities, businesses and public sector organisations on digital marketing, products, websites and strategies.
- ✎ Self-confessed productivity and happiness geek
- ✎ Travel Blogger
- ✎ Coworking Space owner (Coworking Corner)



**WHO DO
WE HAVE
HERE
TODAY?**



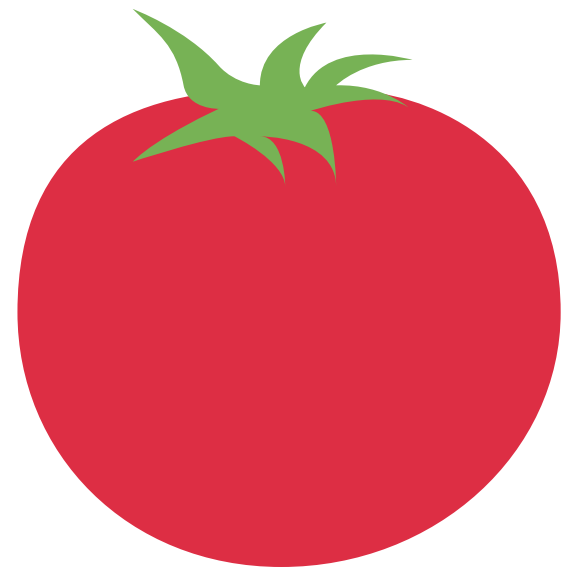
**10 SIMPLE TIPS TO IMPROVE
YOUR DIGITAL FUNDRAISING
IN 25 MINUTES A DAY.**

WHY 25 MINUTES?

The Pomodoro Method

- ↙ 25 minutes of focus
- ↙ 5 minute break
- ↙ repeat

- ↙ Apps: Focus Keeper, Forest App



SETTING UP FOR SUCCESS

- Create templates - Canva
- Build a content plan - don't over promise
- Build an image library
- Clear roles within the organisation - a rota or different responsibilities
- Create a simple social media policy
- Use volunteers



1. PERSONAS

Understand who your target audience is by creating personas to use when creating content.

- Use what evidence you have
- Base some on assumptions (how could you test these?)
- Be specific!
- Give them a name and face! (not a real name)





JOAN

- Age 49
- Mother of 2 kids at university
- worked at PDNPA for 15 years in the office
- Lives in Chesterfield
- Competent at IT used at work but isn't on any social media

INTERESTS

Gardening
Holidays
family
walks in the countryside

HELEN SMEDLEY

Peak District National Park Authority

ABOUT HELEN

- Helen lives and works in the Peak District. She has two kids at university and has worked at the Authority for 15 years. She loves the Peak District but thinks the charity is a bad idea. She thinks Government should fund us. She doesn't think we will raise any money anyway. She is distrusting of how the foundation's money will be spent.

HELEN WANTS...

- to retire
- enjoy gardening and walks in the Peak District
- regularly visit her elderly parents

WE WANT HELEN TO...

- understand what the foundation is about and be supportive of it
- spread our messages
- continue to enjoy the Peak District for years to come

DELIGHTS

- her house and garden
- her family
- holidays

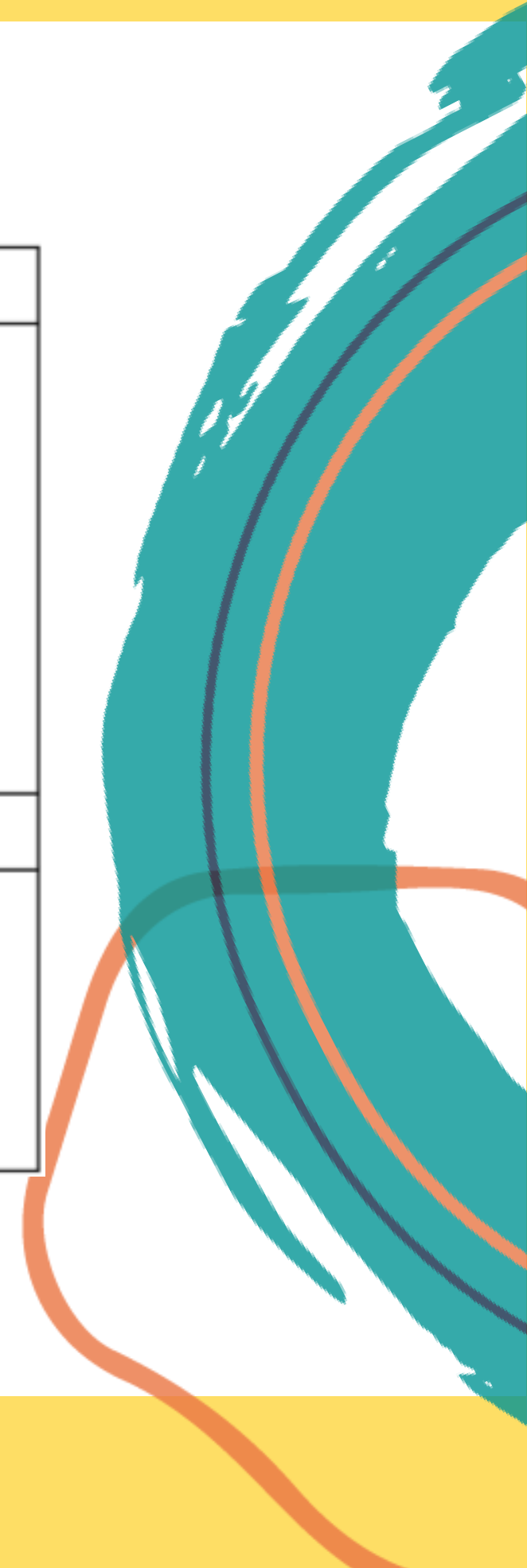
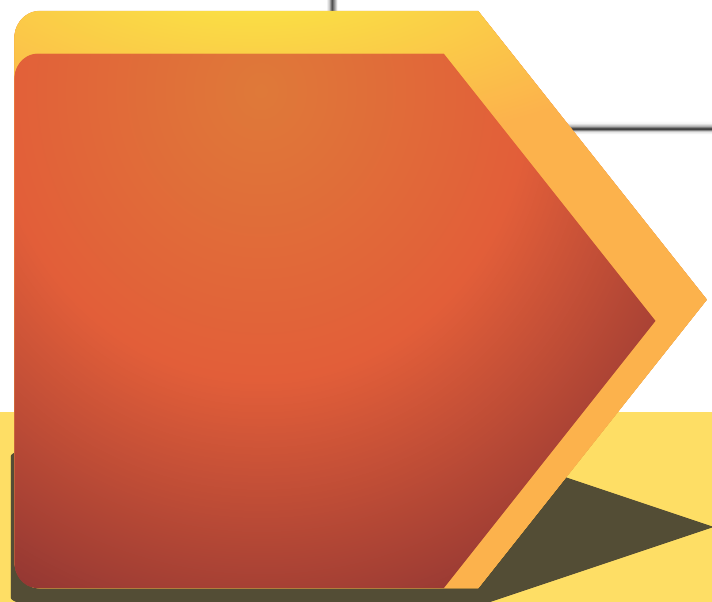
FRUSTRATIONS

- the restructure of PDNPA
- spin and marketing jargon



1. PERSONA TEMPLATE

Person's name	Audience type	Short quotation
<p>DRAW ME!</p> <p>Narrative</p>		<p>Personal Information: Where do they live: Age: Hobbies: IT experience:</p>
Our persona wants to:	We want our persona to:	Delighters & frustrations:



2. LOOK AT YOUR ANALYTICS

What can you learn from your analytics? In built analytics is fine!

- Most engaged posts
- Who your audience are
- When they are online
- Keep it simple

What worked well

What didn't go well

What have I learnt



3. CREATIVITY SESSION

Get some colleagues in a room – they don't have to all be working in digital or fundraising, the more mixed the better!

5 minutes – Explain you want to come up with some new content ideas to promote your organisation, share a key campaign or target audience & run through key content types

5 minutes – Alone come up with content ideas (can be done on postits or a Mural board)

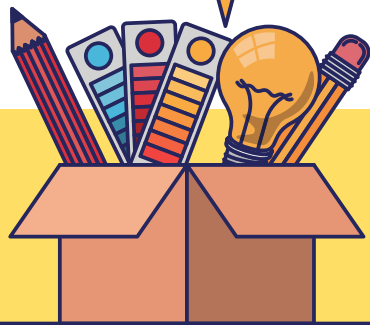
5 minutes – In 2/3s share ideas and ask 'yes and...' to add to them

5 minutes – share favourite ideas in a group

5 minutes – each vote for top 3 favourite ideas and decide on a few you will take forward and do!

Or ask AI to do it for you!

'I'm feeling stuck with my social media posts about [topic]. Could you generate some creative ideas for me to use on [social media platform]?'

3. CREATIVITY SESSION – IDEA STARTERS

Video

UGC

Be Real

Stories

Have fun

Partnership posts

National Campaigns

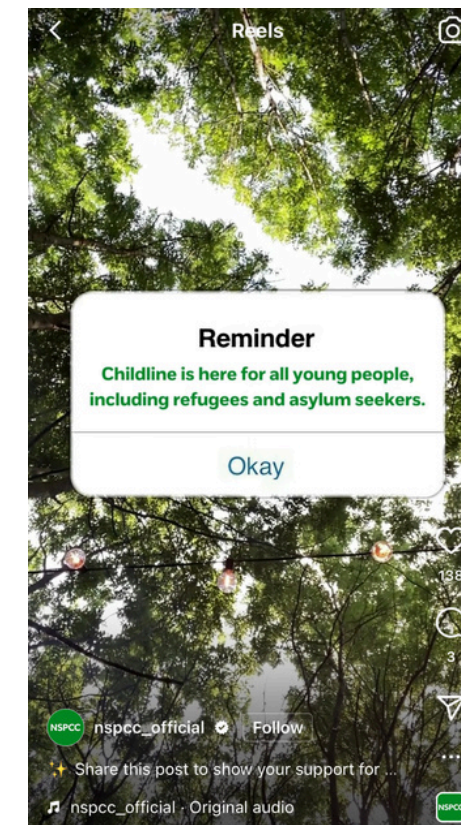
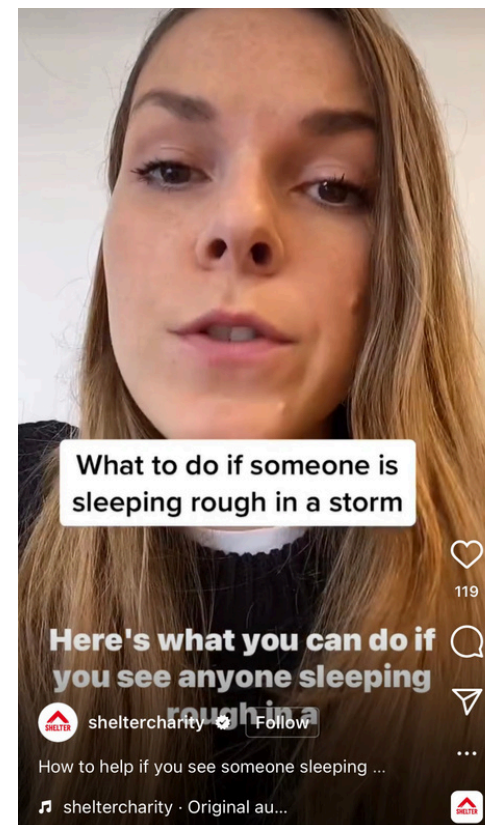
Blogs



4. CREATE A REEL!

Reels can be scary and seem time consuming but they don't have to be!

- Film on your phone
- Keep it short (max 60 seconds, but 5 seconds will do)
- What makes it shareable? Informative - Funny - Shocking - Relatable
- Follow the trends - music, styles, voiceovers
- Add polls
- Use photos or video



5. PROMOTE FACEBOOK BIRTHDAY FUNDRAISERS

Key things to remember.

1/ Proximity to Cause



2/ Proximity to Social Judgement



5. PROMOTE FACEBOOK BIRTHDAY FUNDRAISERS

Encourage birthday fundraisers with your engaged community.

15 minutes – Create a post with a simple how and why

10 minutes – Add it to your newsletter

0 minutes (see point 7) – Thank people who have already done one.



Rebecca's fundraiser for The Encephalitis Society

Fundraiser for The Encephalitis Society by
Bex Gosling · 🌐

Fundraiser Ended

£40 left to reach £200 goal ⓘ



[Donate to charity](#)



6. CREATE THREE POSTS USING A STORY

- Move away from transactional content- internal needs
- Memorable ways to engage hearts as well as minds

Think about

- Why does your organisation exist and how do you deliver your vision and mission?
- How can you frame this in a relatable and emotive way?
- Characters- people who the listener can identify and empathise with
- Jeopardy/ conflict- what could prevent the goal of the story being achieved
- Detail- make your story memorable
- A call to action



10 minutes - Find an existing story and image

10 minutes - Create a short post for FB, Insta and Twitter

5 minutes - schedule post



61 likes

nordoffrobbins Meet Alman ✨ Alman has autism and music therapy has helped him to develop his communication skills while also increasing his ability to focus on tasks and improve his attention span.

During the sessions with music therapist Janet, Alman was immediately keen to explore the instruments and the space around him, showing particular interest in the piano and the guitar.

7. THANK YOUR CURRENT DONORS

Altruistic Reciprocity

'He that has once done you a kindness will be more ready to do you another than he whom you yourself has obliged'

10 minutes - Create a post to Thank key donors online

5 minutes - Reply to comments

10 minutes - Share a post saying what their donations has achieved!

THANK
YOU



8. STOP ASKING FOR MONEY...

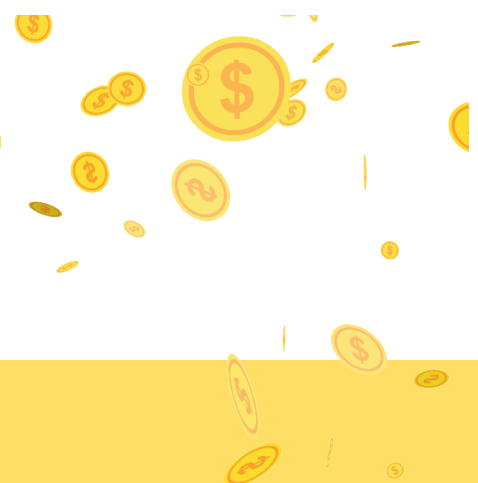
WOA, say Whaattt?!

0 minutes - Share stories (see point 6)

10 minutes - Make sure your website is clearly findable on your social pages - straight to donate page

5 minutes - Encourage sign ups to your newsletter - make links clear

10 minutes - Create a post telling them the WHY your org exists and HOW you spend donations



9. SIGN UP TO EASY FUNDRAISING

Register your cause and get volunteers to donate for free when buying things online

- **Easy Fundraising**
- **Amazon Smile**
- **The Giving Machine**

- Encourage charity ambassadors to share with friends
- Fundraise yourself
- Friendly competitions



Peak District National Park Foundation

 Bakewell, Derbyshire

£419.00

Total raised

86

Supporters

[Shop now and raise](#)

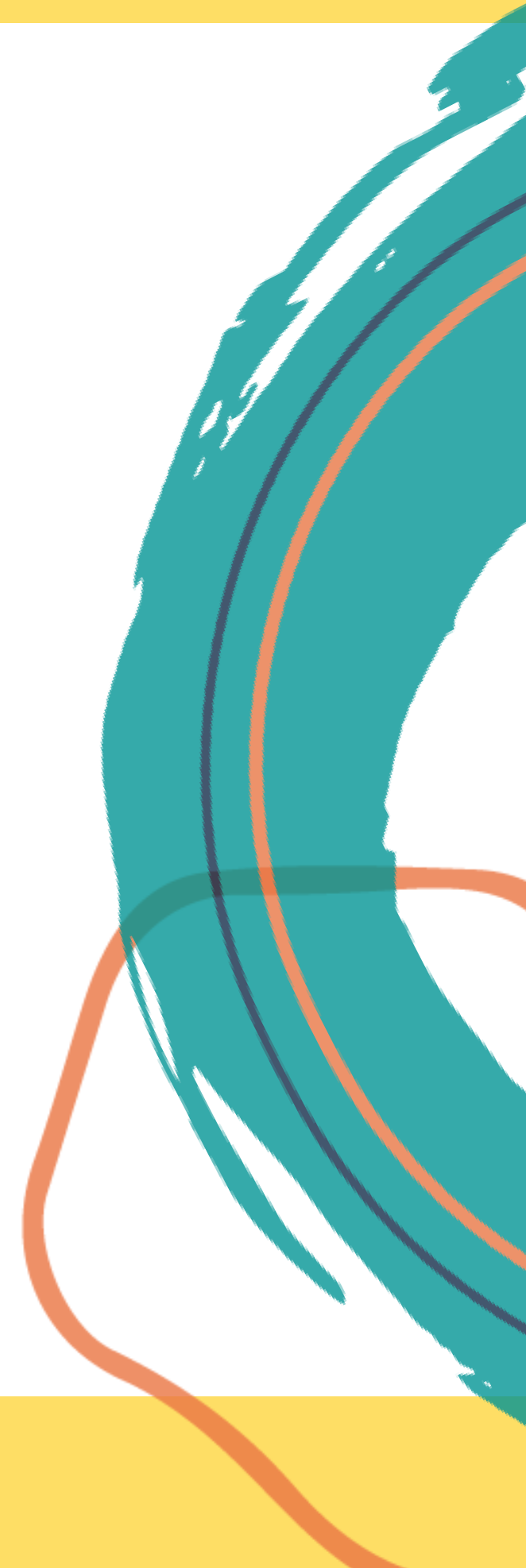


10. THE COFFEE STRATEGY

- Find relevant hashtags, people, organisations or keywords that are relevant to your organisation
- Find something of interest that you could add to the conversation
- Leave a comment/reply
- Find another and do the same
- Repeat until you've finished your coffee!



**REMEMBER IT'S
CALLED
'SOCIAL' MEDIA
FOR A REASON!**



BONUS – SOCIAL MEDIA IN 15 MINUTES A DAY

- **Respond** – Direct messages, replies, shares
- **Engage** – partners, followers, similar orgs, local orgs
- **Check** – scheduled posts, last minute news/hashtags

Set a timer and focus. It's amazing what you can achieve in 15





THANK YOU!

FOR COMMENTS OR QUESTIONS:

- ✦ Email me at jenny@feelgooddogood.co.uk
- ✦ Twitter & Instagram
[@jlowthrop](#) [@fgooddgood](#) [@coworkingcorner](#)

