

HOW TO GET MORE DONORS FROM SOCIALS

AT £1 OR LESS PER SIGN-UP



WHO I AM

I've worked with non-profits all over the globe for 20 years, from huge to tiny – these are just some of the 300+ I've helped to grow.

I specialise in helping social enterprises, campaigns and causes grow using digital media.



A NOTE OF CAUTION

Before we dive in

- **My clients' results are atypical. The non-profits you're going to hear about are extraordinary;**
- **The only way to get the same results as my clients is to be just as courageous.**

MY STORY

I got blackmailed!!

The conflict in the Middle East is devastating lives. Millions of people across the region have fled their homes in search of safety. They urgently need shelter, food and basic supplies.

██████████ has launched the Middle East Humanitarian Appeal for people affected by the ongoing conflict in Gaza, Lebanon and the wider region.

Donate today. All donations will make a difference: bit.ly/MiddleEastHumanitarianAppealFB



MIDDLE EAST HUMANITARIAN APPEAL

DONATE NOW AT ██████████

OMG

EMOTIONAL BLACKMAIL!

- Guilt-driven
- Worst case scenario
- FFFF effect
- Depresses future response
- “Boiling the ocean”

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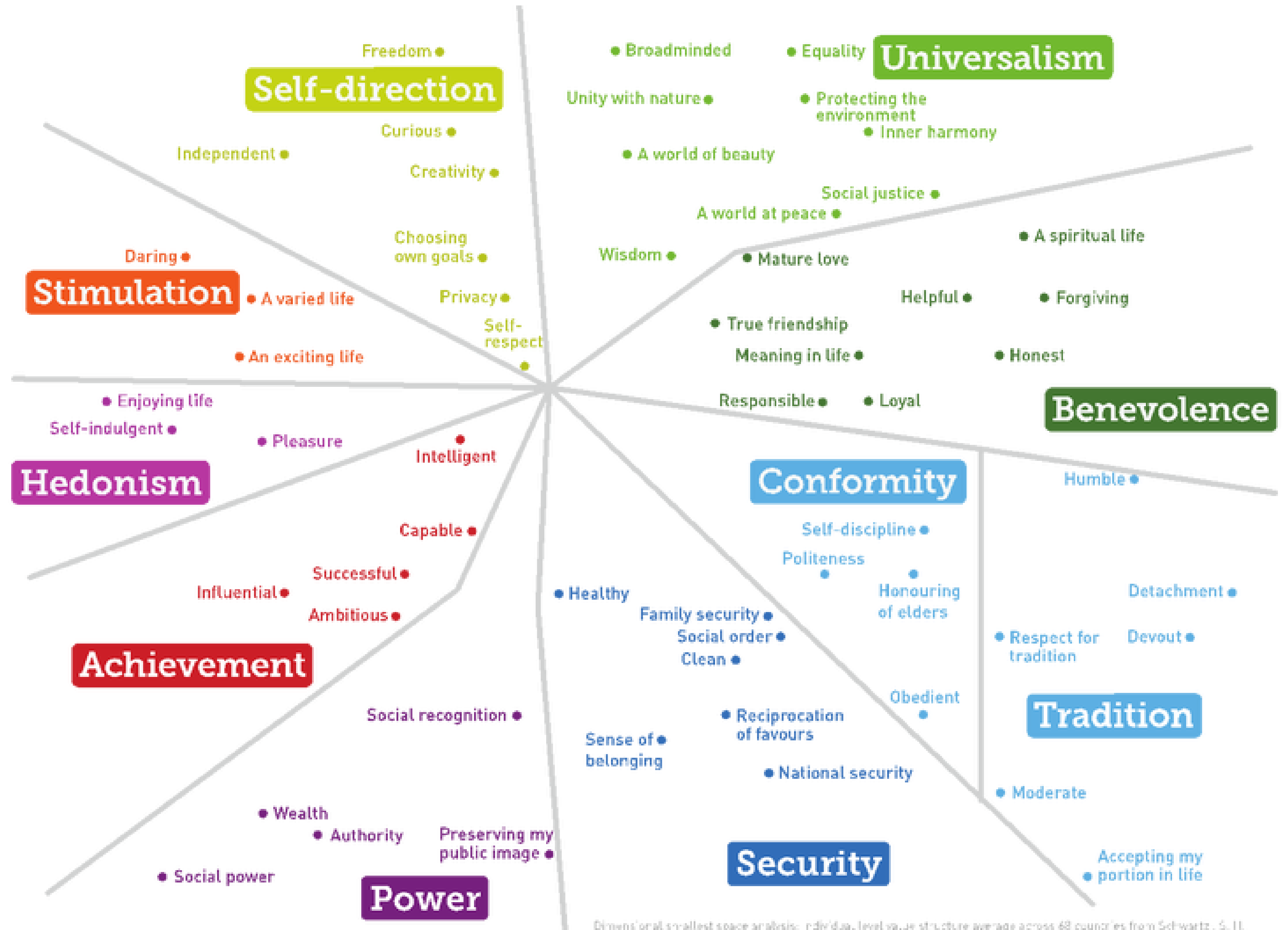


MOVING TO VALUES- DRIVEN FUNDRAISING FOR SOCIAL MEDIA

How is it different than this and how do you use it?

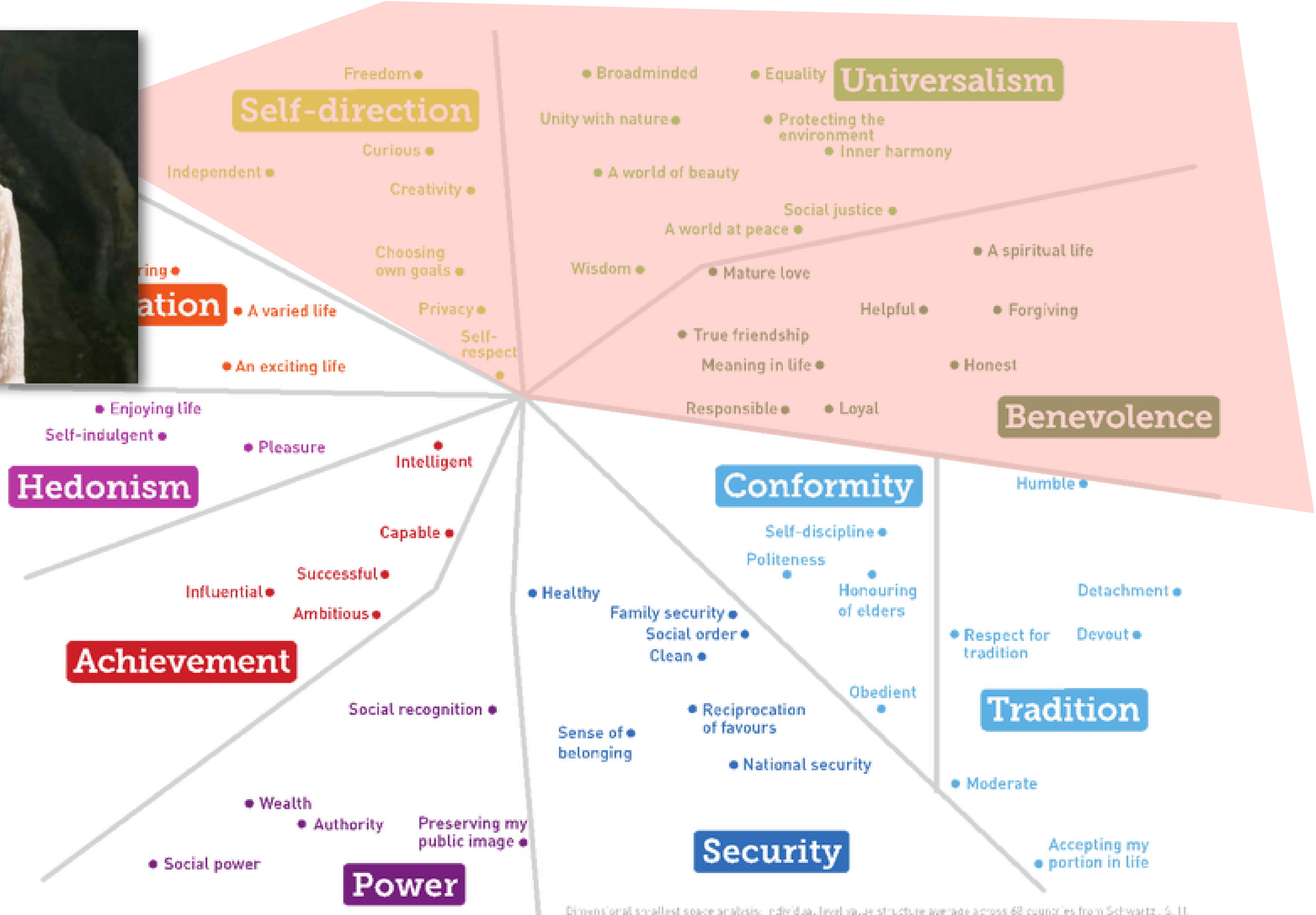
Shalom H. Schwartz

Theory of basic human values



Dimensional smallest space analysis: individual-level value structure average across 68 countries from Schwartz, S. H. (2004). Basic human values: theory, measurement, and applications. *Journal of Personality and Social Psychology*, 87, 249-288.





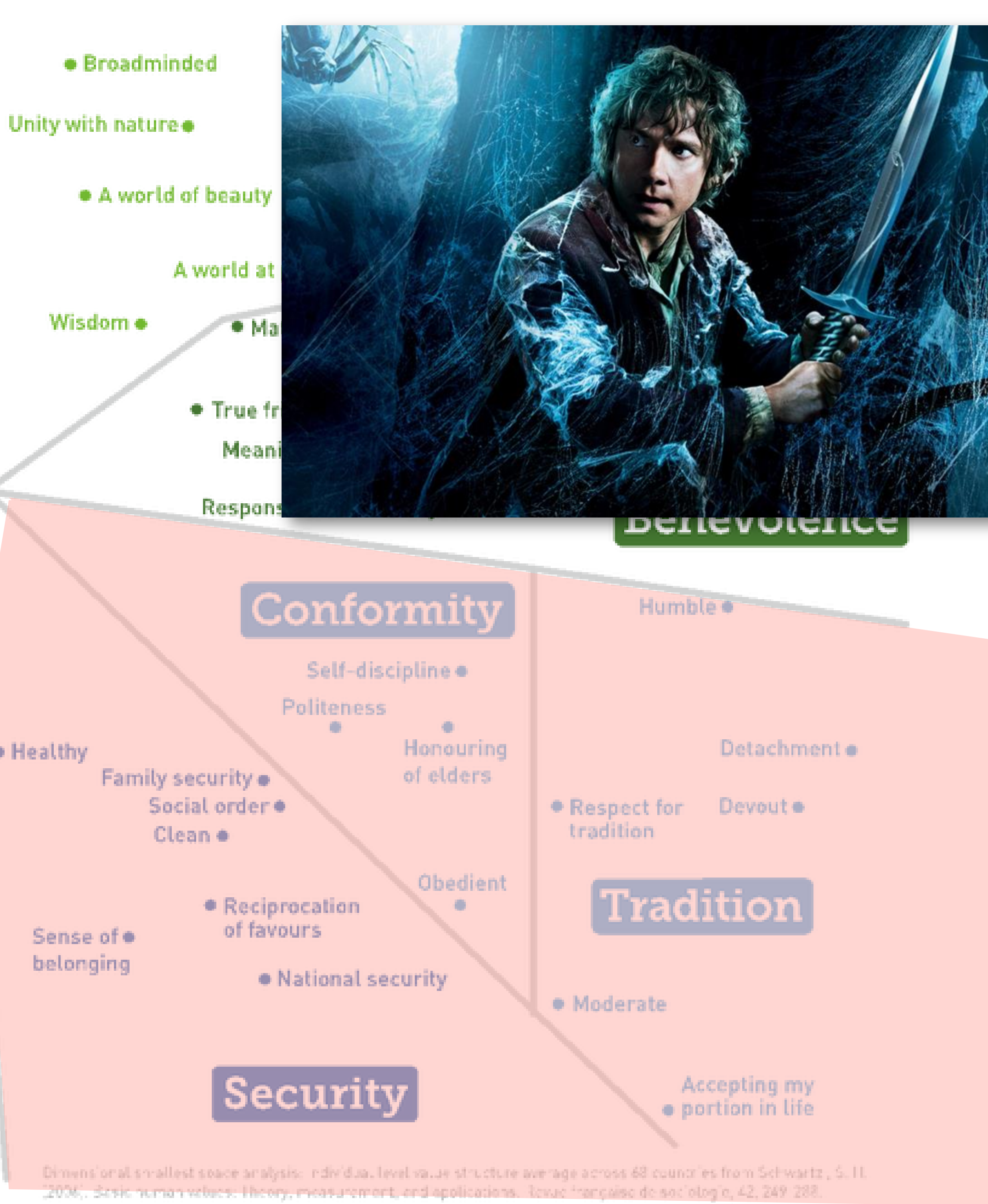
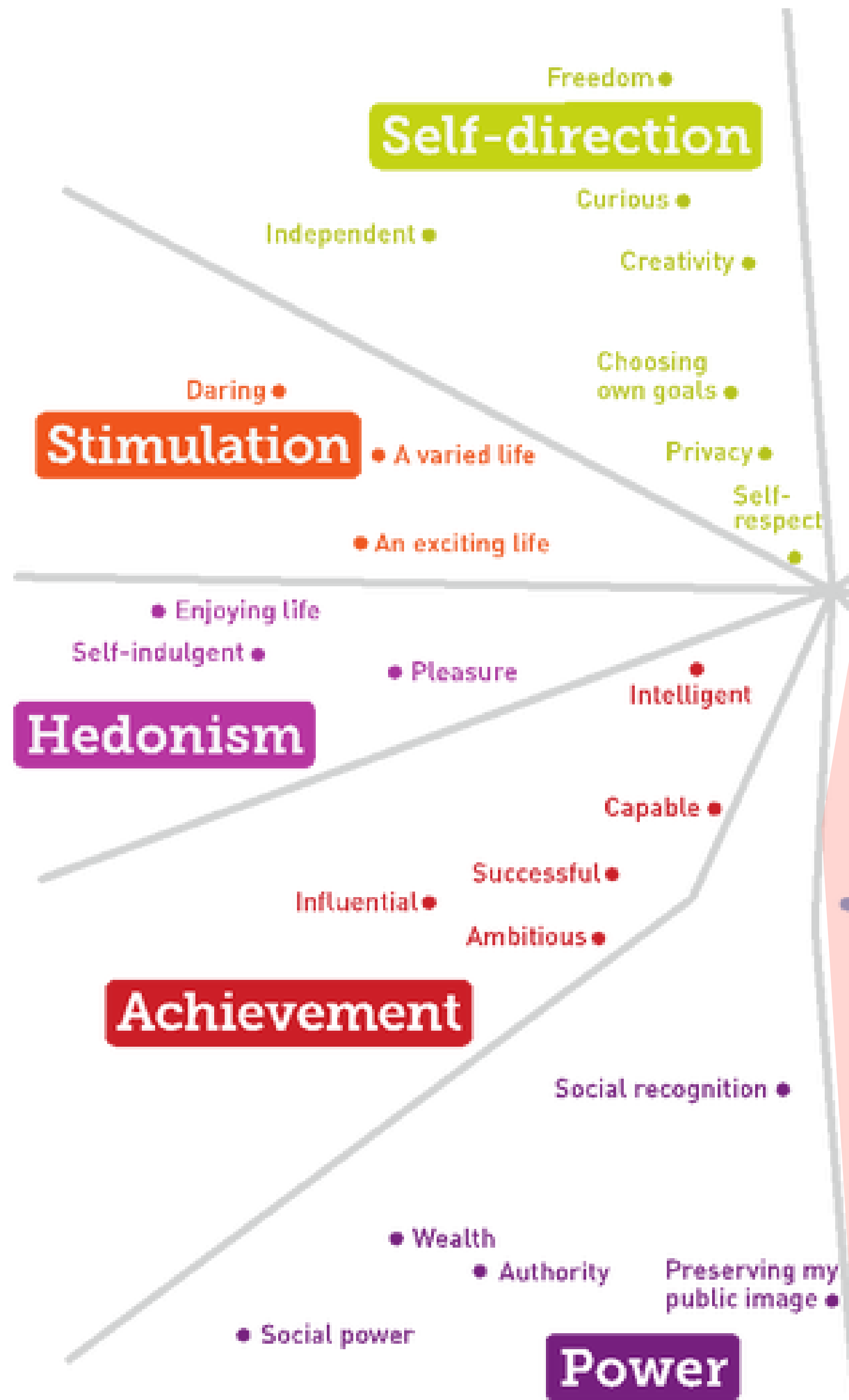
Dimensional smallest space analysis: individual-level value structure average across 68 countries from Schwartz, S. H. (2006). Basic human values: theory, measurement, and applications. *Revue française de sociologie*, 42, 249-288.

MOTIVATED BY:

- **Social justice / protecting the environment**
- **Wanting a sense of agency in improving the world**
- **Desire to create meaning in their life**







Benevolence

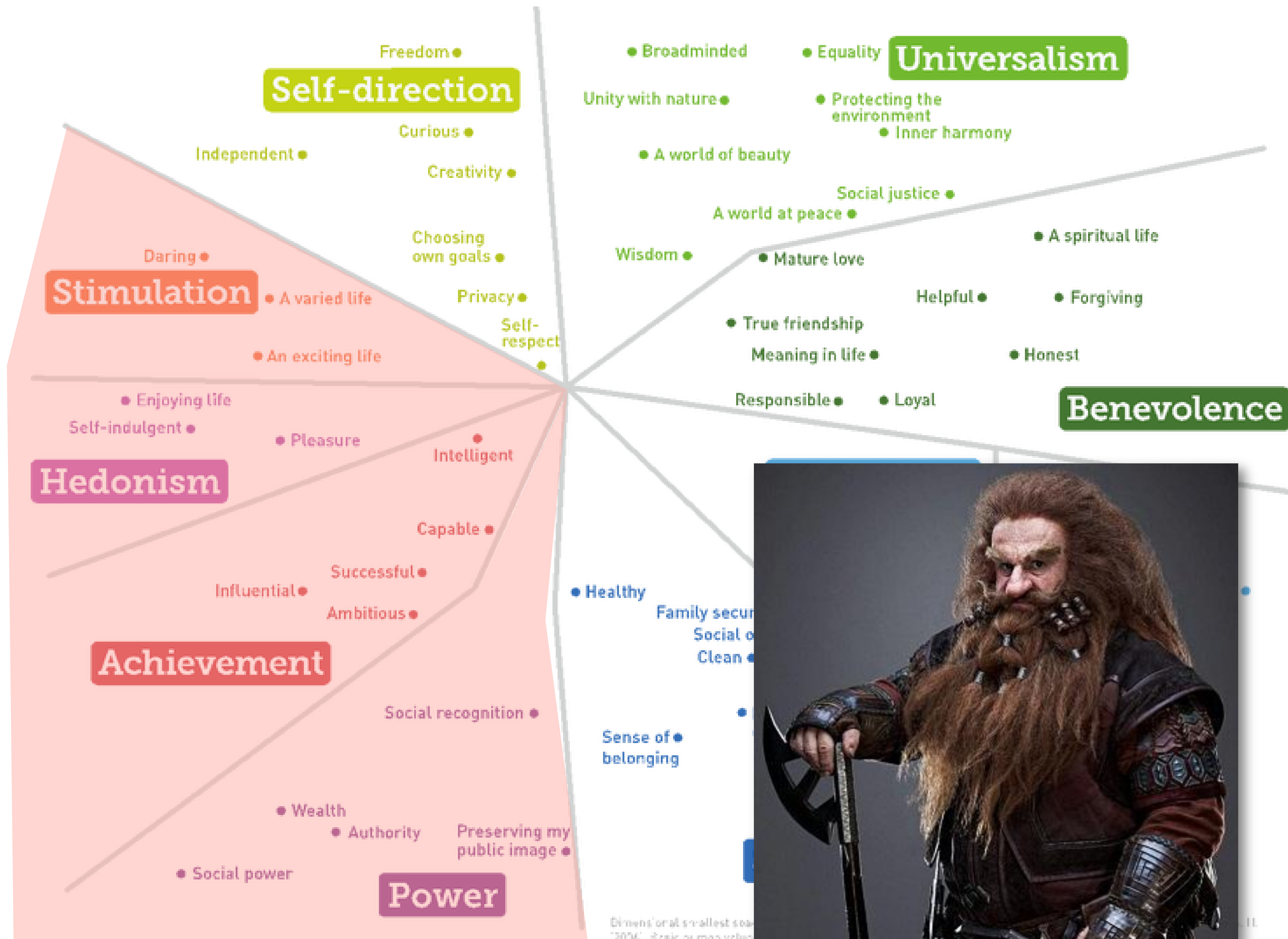
Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz, S. H. (2006). Basic human values: theory, measurement, and applications. *Revue française de sociologie*, 42, 249-288.

MOTIVATED BY:

- **Paying back a perceived kindness;**
- **A personal relationship they want to maintain;**
- **Habit / tradition;**
- **Protecting their loved ones;**
- **Sense of belonging.**







MOTIVATED BY:

- Building or maintaining a public persona;
- Peer pressure / others' expectations;
- Transaction (expecting something material in return);
- Want to leave a mark on the world;
- Will benefit from your cause succeeding.



HOW THIS WORKED FOR SPURGEONS

BEFORE:

- Guilt-driven
- Uses jargon that speaks to the wrong values group
- Focused on 'we'
- 'Boiling the ocean' again



Over 400,000 children in the UK are currently in need.

We are working every day to support children and their families to bring that number down. And what makes us unique is our method of taking a whole family, whole situation, whole solution approach by partnering with other services where needed to provide essential support for each family.

We will never stop working to provide these services for children and families across the UK. Find out more: <https://spurgeons.org/support-us/>




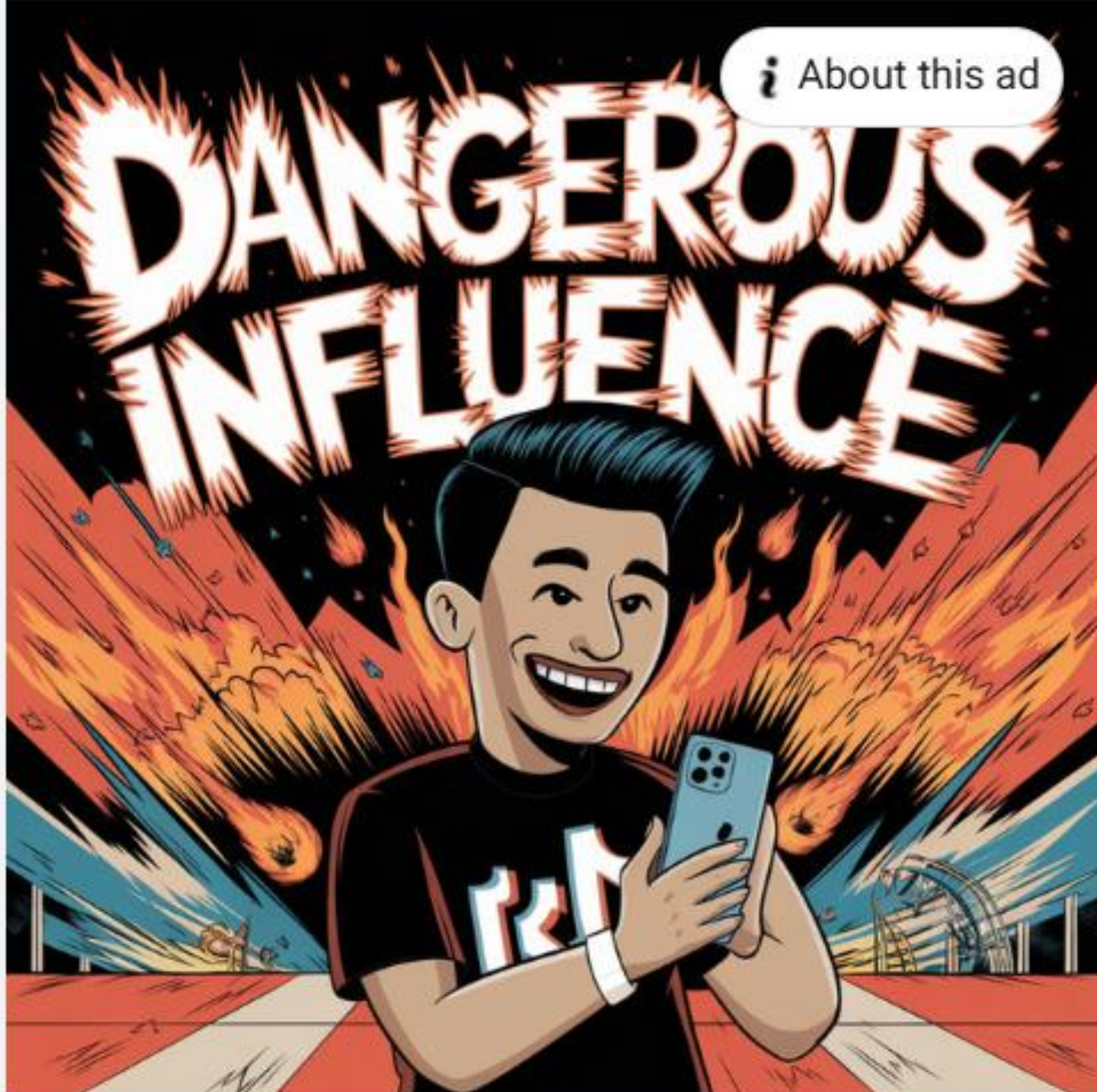
AFTER

- Appeals directly to the values of their best donors
- Achievable goal
- Focused on what the donor can do
- Throws rotten fruit at a common enemy




 **Spurgeons**
Sponsored · Paid for by Spurgeons ·  



As Christians, we are called to defend the most vulnerable, especially our children. They deserve a future free from hate and ...see more

 About this ad



FORM ON FACEBOOK
Protect children from dangerous influencers 


   140 18 comments 1 share

 Like  Comment

AFTER

Campaigns Ad sets 1 selected Ads 1 selected

+ Create Duplicate Edit More Preview View Setup Reports Ex

<input checked="" type="checkbox"/>	Off/On	Ad	Reach	Cost per result	CPC (cost per link click)	CTR (link click-through rate)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	 Petition ad	2,467	£1.00 Per on-Facebook leads	£0.62	2.71%
Results from 1 ad ⓘ			2,467 Accounts Centre accou...	£1.00 Per on-Facebook leads	£0.62 Per Action	2.71% Per Impressions

HOW THIS WORKED FOR UNLOCK DEMOCRACY

Ad	Results	Reach	Impressions	Cost per result
 Rejected to vote dwarf   View Charts  Edit  Duplicate  Pin	457 Link Clicks	9,667	18,930	£0.06 Per link click
 Rejected to vote elf	371 Link Clicks	6,217	11,170	£0.07 Per link click
 Gove and Johnson Dwarf	2,588 Link Clicks	26,752	48,436	£0.06 Per link click
 Rejected to vote hobbit	65 Link Clicks	1,597	2,079	£0.08 Per link click
 Gove and Johnson Hobbit	161 Link Clicks	2,576	3,061	£0.09 Per link click
 Gove and Johnson Elf	25 Link Clicks	539	606	£0.10 Per link click

A SPECIAL OFFER FOR YOU

- **I have set aside time in the next few days to speak to you personally about how you can apply these ideas to your non-profit starting immediately;**
- **Whatever your biggest challenges are.**
- **I will work with you in one hour to see what social media strategies would work to bring you hundreds, thousands or tens of thousands of new, hungry donors or supporters.**
- **The cost? Absolutely free.**

WHO THIS OFFER IS FOR

- **Decision makers ('Head of' or Executive Directors) who are:**
 - **Serious about spending time on a new approach to growth;**
 - ***Really* making a difference, and can prove it.**

WHY I'M DOING THIS

We don't have much time left to save millions of species and human beings. **But if we are brave together then we can win.**

I want to push the sector into being bolder.

I also know that you might want my help, and more of my time, to have a much bigger impact.

THANK YOU!

whisper.ist/breakthrough

