

Engaging Your Members (and raising more money)

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Exposure – Engagement - Conversion



Recruiting Your Team

- Determine goals
- Develop job descriptions
- Write materials
- Identify volunteer leaders (list now)
- Call / email / visit
- Ask

Who will you invite to join you?

Content

What are other people talking about? (Content Curating)

What are other similar organizations doing?

- Identify Similar Organizations
 - Google Search
 - Guidestar
- Research
 - Review website
 - Signup for email list
 - Make a donation to get on their snail mail list

What events can you recognize?

- National Holidays
- Anniversary Events
- School Calendar
- Recognized Days / Weeks / Months (Dentists Day – Mar 6, Nurses Week, Volunteering Month, etc.)
- Items that are in the news

What does your list want to know?

- Survey Tools:
 - www.SurveyMonkey.com
 - <http://obsurvey.com/>
- Types of Questions to Ask:
 - How they prefer to receive communication
 - What they like to learn about
 - Where you should be providing more information

Formats

Written

- Blog Posts
- Press Releases
- Articles
- Ads
- Newsletters
- Postcards
- Updates

Videos

- Flip camera (preferable with external mic)
- CamStudio (free) screen recorder: <http://camstudio.org/>
- Basic (free) video editor / converter: www.freemake.com/free_video_converter
- Free Audio Editor: <http://audacity.sourceforge.net/>

Infographics



- Tutorial: <http://www.makeuseof.com/tag/awesome-free-tools-infographics/>
- For inspiration:
 - Google Public Data: <http://www.google.com/publicdata/directory>
 - <http://www.tableausoftware.com/public/>
 - <http://visual.ly/>

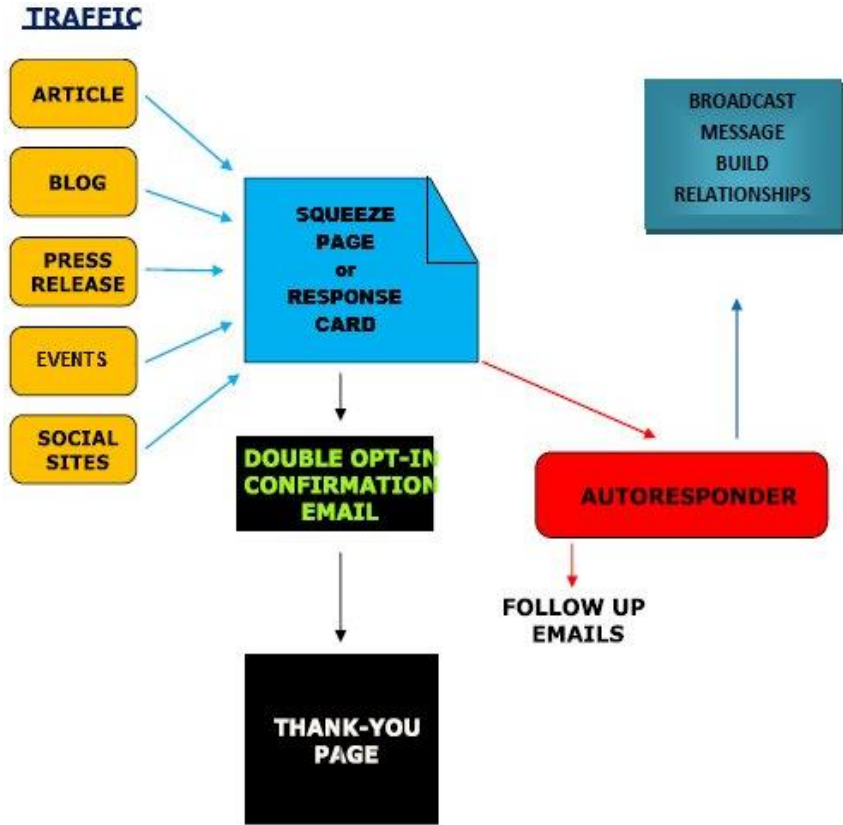
Available at: <http://www.solutionreach.com/images/infographics/10-In-Office-Tips-Infographic.jpg>

Wordle for Colgate.com:



- Infographic Creation:
 - Basic: <http://www.wordle.net/>
 - <http://www-958.ibm.com/software/data/cognos/manyeyes/>
 - <http://www.easel.ly/>

Ongoing Communications





Social Media Planning Template

COMPANY: _____

		Buyer Persona 1:	Buyer Persona 2:
TACTICS & STRATEGY	Content What will you publish?		
	Marketing What social media will you use?		
WATCHING	Who Who will monitor?		
	How Which tools will you use?		
EMERGENCY	Negative Comments Who will respond?		
	Crisis Who will respond?		
EMPLOYEES	Who Who is authorised?		
TECHNOLOGY Which URLs have you secured?	Blog		Twitter
	Facebook		YouTube
	LinkedIn		Google+
SUCCESS What are your goals & how do you define success?			

Free Download at www.bluewiremedia.com.au/social-media-planning-template

Bluewire Media www.bluewiremedia.com.au 1300 258 394 twitter @Bluewire_Media

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Week	Activities / General Themes		Blog / <u>e</u> zine / emails	Social Media – Twitter / LI / FB / Google+ /
July 23-27	27 th – Aug 12 – Olympic Games July 26, 11am – 2nd session of List Building program		24 – Other Email 26 – Blog:	
July 30 – Aug 3	AUGUST: Back to School Aug 2, 11am – 3rd session of List Building	Home Study Promotion	31 – Newsletter 2 – Blog: overwhelmed by starting a fundraising program? break it down into smaller chunks	
Aug 6 – 10	Aug 9, 11am – Final session of List Building Aug 9, 1:30pm Client Q&A Call		7 – Other Email 9 – Blog: Feel alone in your fundraising efforts? Involve at least -3 people with you in your efforts	
Aug 13-17	14 – Recruiting Your Fundraising Champion / Home Study Preview Call		14 – Newsletter 16 – Blog: Getting started with fundraising? Look for a quick win	
Aug 20-24	ADD SURVEY SOMEWHERE		21 – Other Email 23 – Blog: Getting started with fundraising? Start internal (board / staff / volunteers)	
Aug 27-31	27 – 30 Republican National Convention (Tampa Bay)	Telesummit Promotion	28 – Newsletter 30 – Blog:	
Sep 3-7	Nat'l Hispanic Heritage Month 3 – Labor Day 3 rd Democratic National Convention (Charlotte, NC)		4 – Other Email 6 – Blog:	

Growing and Engaging Your Audience

Speaking

- Community Groups
- 101 Events (online or in-person)
Follow Up is Key!

1. _____
2. _____
3. _____
4. _____

Where can you speak?	Who do you need to talk to?	What is your deadline for initiating contact?

Networking

- Community Groups, Business Groups, Networking Events
- “As You Go” (for board members, staff and volunteers)

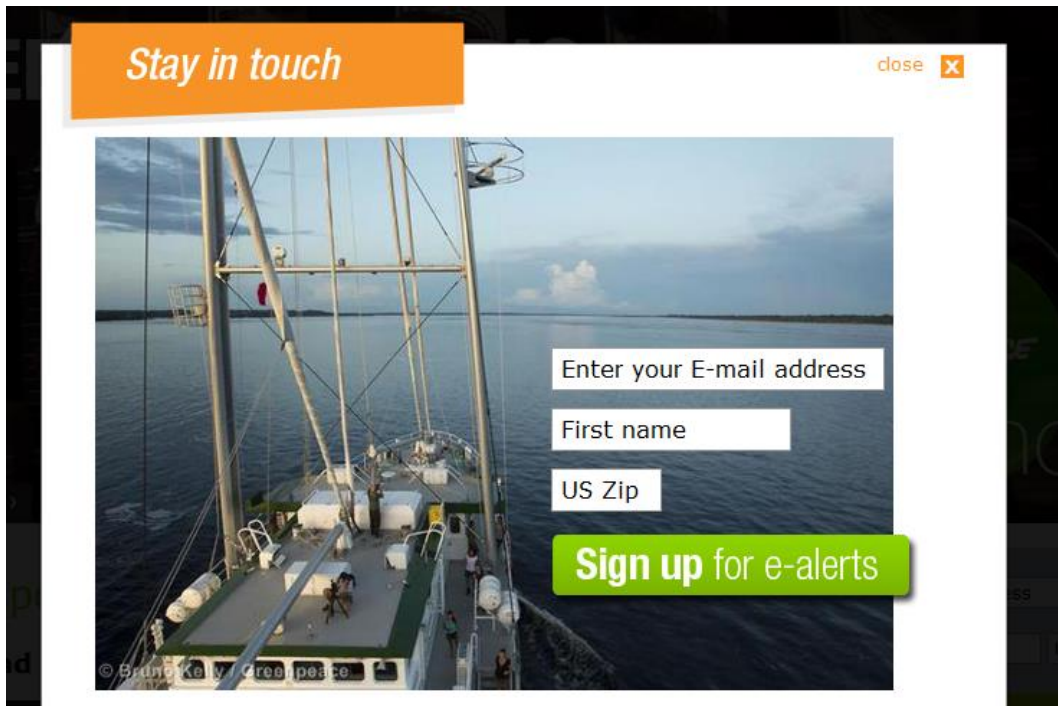
Traditional Media / PR

- On the Move Postings
- Regular Press Releases
- HARO <http://www.helpareporter.com/>

Landing Pages

Importance of Using Landing Pages When Directing Traffic to Your Webpage

- Don't want prospect to get distracted
- Focus on one specific objective for a landing page
- How many landing pages do you need?



Online / Social Media

Webpage

Twitter

LinkedIn

Facebook

Partnerships

Informal

Formal

What groups come to mind?	Who do you need to talk to? / What's your next step?	What is your deadline for initiating contact?

Reaching Your Fundraising Goals Faster

1. Be Focused
2. Be Strategic
3. Ask
4. Stay in Touch

Resources

- Free Resource from Kirsten: www.listbuildingfornonprofits.com
- www.Mashable.com
- www.SocialBrite.org
- www.JohnHaydon.com
- www.BethKanter.org
- Introduction for SEO for Nonprofits: <http://seo.grassroots.org/guide>

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