

Get Unstuck! Reach Your Supporters and Track ROI on Social Media

Presented by: Erica Linguanti, Achieve

Thursday, August 17 | 2:00-3:00 p.m. EDT



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



A little housekeeping...

We're recording this webinar!



All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!

Feel free to ask questions!



Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



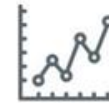
FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software



Powerful Fundraising Technology + Nonprofit Service Provider

We know the value of relationships and are proud to connect you with Achieve, a member of our partner network.



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer
Auctions | Integrations & Data



Web Design | Web Support | Digital
Marketing | Social Media



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

Today's Speaker



Erica Linguanti
Director of Marketing – Achieve

Erica passionately believes that the emergence of social media has created an opportunity for organizations to innovate and engage with donors in entirely new ways. Erica leads the strategy and execution of all marketing initiatives at Achieve, with an emphasis on helping nonprofits tell their stories digitally. By combining the unique needs of nonprofits with experience from working closely with major “for profit” brands - including Hilton, Marriott, Hyatt, Preferred, and IHG - she has developed unique tactics to drive interest for causes (and convert that interest into action).

Erica holds a BSBA in Marketing from the University of Central Florida and is Meta Certified.



- Digital Marketing
- Social Media
- Web Design
- Web Support

erica@achievecauses.com

Erica Linguanti
Director of Marketing



Do you spend hours creating social media content – only to hear crickets?

Does it feel like no matter what you do, your social followers don't respond to your urgent fundraising appeals and calls-to-action?





**It might be time to
try new strategies!**



Today We Will...

- ✓ Talk about why it's **worth investing** in social media.
- ✓ **Take inventory** of your current efforts.
- ✓ **Troubleshoot** why you might be “stuck”:
 - Low engagement
 - Struggling to gain followers
 - Minimal response to calls-to-action
- ✓ Discuss how to **leverage your existing data**.
- ✓ How to **prove results** (ROI).
- ✓ Ask questions (and **get some answers**).



A large crowd of people is shown from a high angle, all holding up their smartphones to take photos or videos. The entire image is overlaid with a semi-transparent blue filter. The text "Don't give up on social media!" is centered in white, bold, sans-serif font.

Don't give up on social media!



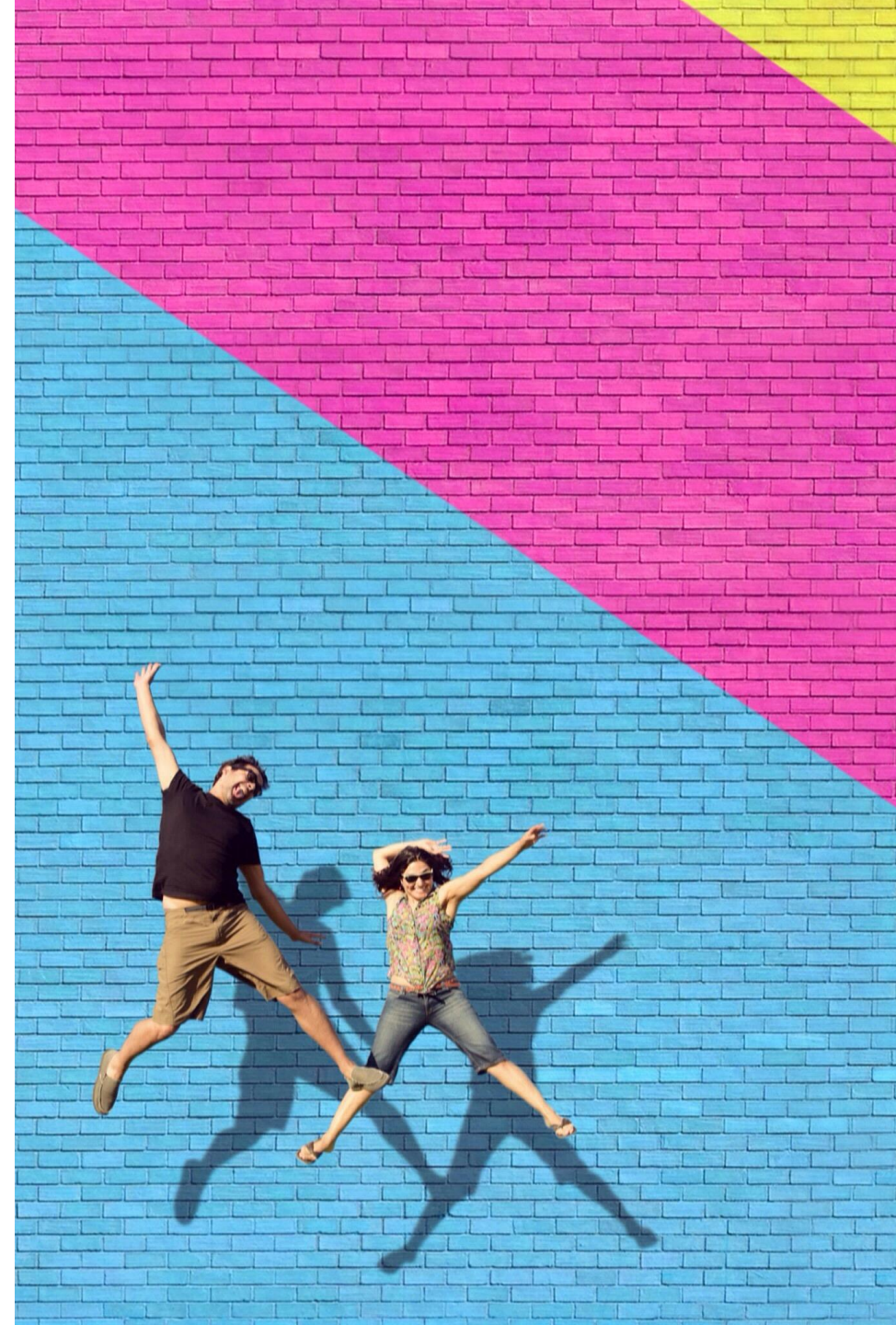
Your people are there...

72% of Americans use social media.

On average, Americans spend **over 2 hours PER DAY** on social media.

In a month, the average social user will visit **7 or more social platforms.**

**Source: Hootsuite's Digital Trends Report 2022*





...AND they spend money!

Last year, **1 in 3 Facebook users made a purchase** on the platform.

It is estimated that **ecommerce from social media will exceed \$790 billion** by 2025!

Over \$5 billion has been raised from Facebook & Instagram fundraising tools.

*Source: eMarketer, Global Social Commerce Market Report 2021: COVID-19 Implications and Growth, & Facebook





**Don't miss out on
these opportunities!**

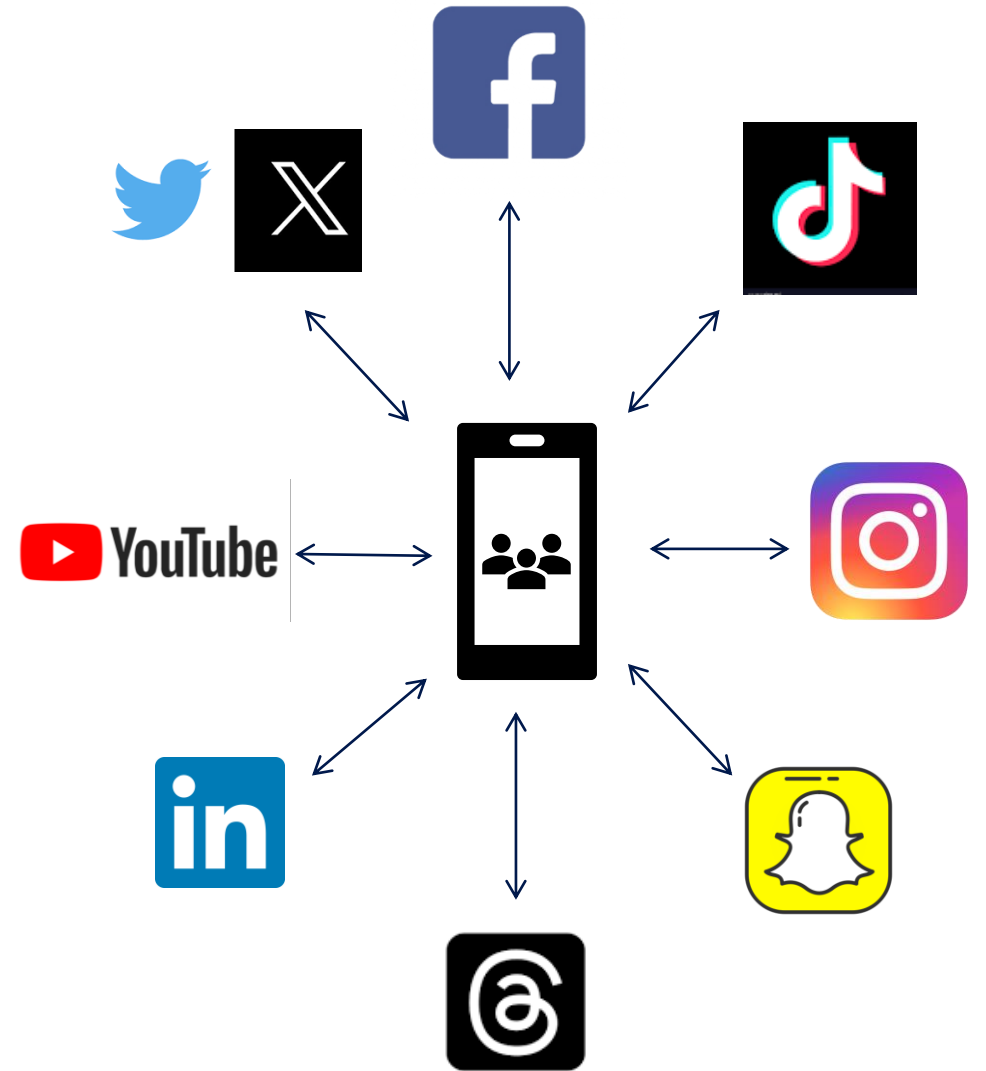
A large crowd of people is shown from a high angle, with many individuals holding up their smartphones to take photos or videos. The entire image is overlaid with a semi-transparent blue filter. In the center, white text reads:

**Let's take a step back and
examine your current efforts.**



Take a step back...

- What **social channels** are you on?
- How many **followers** do you have on each platform?
- How **often** are you posting on each channel?
- Does your strategy incorporate **paid advertising**?





What are your goals?

Examples:

- Educate general public about our mission.
- Raise awareness for our services.
- Increase engagement from our volunteers.
- Provide impact updates to our donors.
- Garner donations for urgent needs.
- Influence policy/changemakers.
- Showcase corporate partnerships.





Who do you need to reach?

- What **audience(s)** do you need to talk to?
 - Donors
 - Volunteers
 - Clients
 - Corporate Sponsors
- What **platforms** are they on?
- How can you tailor your content to be **ABOUT THEM?**





Do your current channels align?

Facebook	Instagram	TikTok	LinkedIn	Twitter (X)
<ul style="list-style-type: none"> • 2.9 billion users • Average user spends 19.6 hours/month • Over 23% of users are over 45 • Despite some negative press, Facebook remains the most used social network in the world 	<ul style="list-style-type: none"> • 1.5 billion users • Average user spends 11.2 hours/month • Over 60% of users are between 18-34 • Compared to other social networks, Instagram is perceived as a more “positive” platform 	<ul style="list-style-type: none"> • 1 billion users • Average user spends 19.6 hours/month • Almost 50% of users are under 30 • While the largest user base is 10-19 years old, 40% of Gen Z report being influenced by brands they see on TikTok 	<ul style="list-style-type: none"> • 810 million users • Average user spends 17 minutes/month • Over 80% of US users are 25-54 • This platform is great for B2B with many decision makers reporting they validate organizations through LinkedIn 	<ul style="list-style-type: none"> • 211 million users • Average user spends 5.1 hours/month • 42% of users are between 18-29 • More than 70% of users identify as male • Only 22% of Americans use Twitter

TIP: Look at your existing audience insights on each of your channels!



Let's troubleshoot why you
might be “stuck”.

Do your posts receive
low engagement?





Find Your Engagement Rate

$$\text{Engagement Rate \%} = \frac{\text{Likes + Comments + Shares}}{\text{Total Followers}} \times 100$$

HINT: Shoot for an engagement rate (ER) of at least 4-7%!



Sea Turtle Organizations (Top Post Comparison)

2,039 Facebook Followers

Are you celebrating a special occasion soon? If balloons are on your party list, we suggest other fun ways to decorate that don't contribute to ocean pollution, like solar-powered lights and paper lanterns.

Often time, balloons end up in the ocean where they could be ingested by sea turtles or other marine wildlife. Let's make sure our celebrations are eco-friendly and memorable!



Boost this post to reach up to 517 more people if you spend \$14.

Boost post

1.9K

10 comments 59 shares

Like

Comment

Share

1,941 reactions
10 comments
59 shares

98.5% Engagement Rate

112K Facebook Followers

It is our first Nesting Season Update in 2023 🌿

Over the last month, LMC's research team has documented a total of 41 leatherback nests within the 9.5-mile stretch of beach they monitor so far this season!

As these nesting numbers continue to climb and we are soon joined by loggerhead and green sea turtles, it is crucial to remember the vital role these creatures play within our environment!



975

21 comments 156 shares

Like

Comment

Share

975 reactions
21 comments
156 shares

1% Engagement Rate

30,927 Facebook Followers

3 more leatherback nests over the last few days in Boca Raton brings our total nest number to FIVE!

Did you know that leatherbacks are the largest of all sea turtle species and have amazing adaptations which allow them to dive up to a mile deep and migrate thousands of miles across oceans?

digital drawing - Marine Turtle Specialist Allison Ragle



157

7 comments 16 shares

Like

Comment

Share

157 reactions
7 comments
16 shares

0.6% Engagement Rate



Are you posting consistently?

- Pre-scheduling content can help your messaging to be **proactive** vs. reactive.
- Take advantage of social media **schedulers**:



PLANOLY



 **Loomly**



social studio



Hootsuite[™]





Does your content align with your audience/platform?

BEFORE



AFTER





ACHIEVE

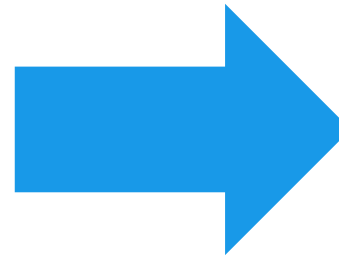
Reach Your Supporters & Track ROI on Social Media



3 likes

goodwillsfl Why wait for Christmas day when you can treat yourself now with something amazing at your local Goodwill.

Visit any of our 34 #soutflorida locations and start celebrating the holiday season!



474 likes

goodwillsfl No matter your style, shopping sustainably is possible thanks to our 34 stores in Miami-Dade and Broward counties!

The best part of shopping secondhand is the unique pieces you can find among the racks.

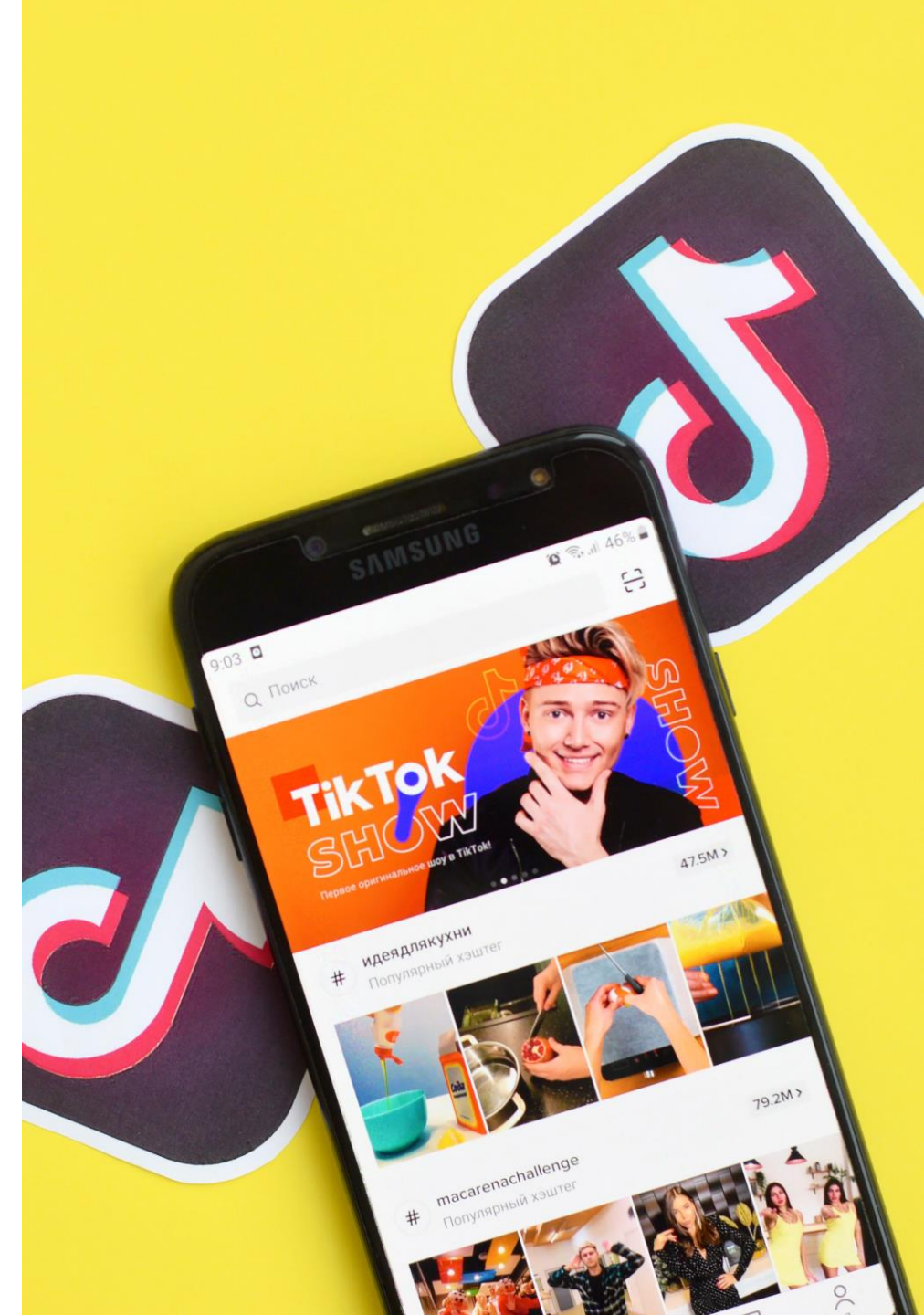
➔ Find Your Store: #LinkInBio



TikTok Creative Center

- Get inspired by trending songs, hashtags, videos, and more!

ads.tiktok.com/business/creativecenter





Do you need to “pay-to-play”?

- A few years ago, most of your followers saw your posts in their feeds.
- With the introduction of Meta advertising and algorithm updates, this has dramatically changed.
- By paying for Meta advertising, you can ensure content reaches your audience(s).

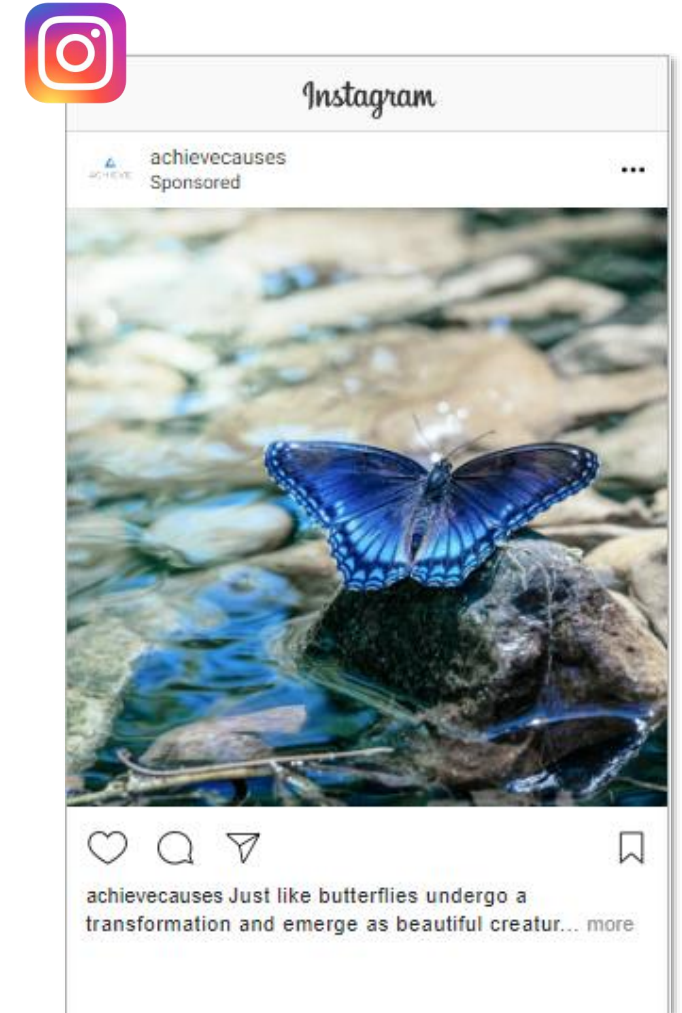
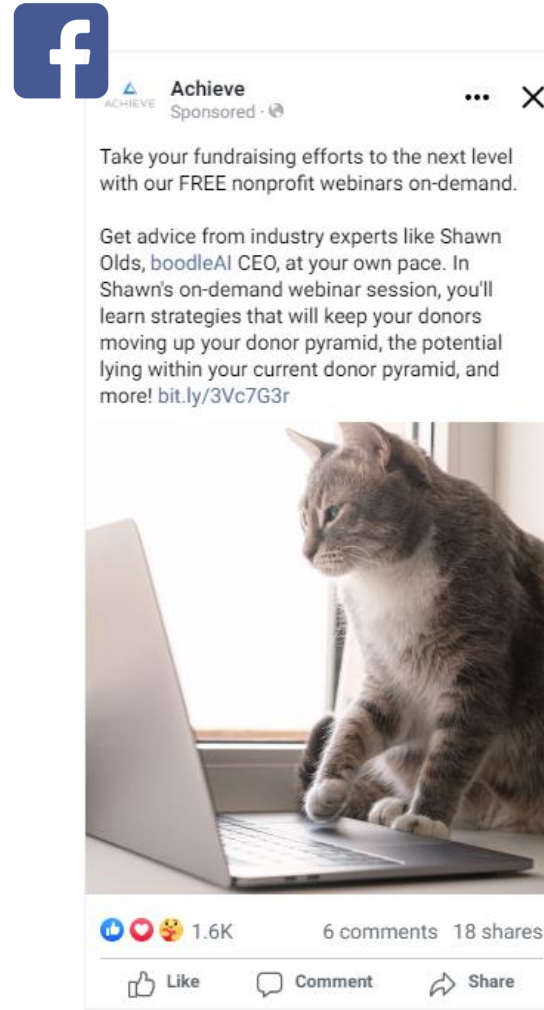
Only 1-4% of your Facebook fans will see your content without paid spend!





Support Your Organic Content

- Placing ad spend behind your organic content will ensure it is seen by key audiences.
- Meta recommends a **\$5/day minimum** per campaign.





Leverage Your Existing Data

“Warm Audiences” include:

- Existing social followers
- Donor/email lists
- People who have visited your website
- People who have engaged with your social channel(s)

Choose a custom audience source
Connect with people who have already shown an interest in your business or product.

Your sources

- Website
- App activity
- Catalog
- Customer list
- Offline activity

Meta sources

- Video
- Lead form
- Instant Experience
- Shopping
- AR Experience
- Instagram account
- Events
- Facebook page
- On-Facebook listings

Cancel Next

Create a Facebook page custom audience

★ A new way to reach people who currently like or follow your Page
Now you can reach people who currently like or follow your Page by selecting that option in the Events dropdown.

Include Accounts Center accounts who meet Any Of the following criteria:

Page
Achieve

Events
Everyone who engaged with your Page

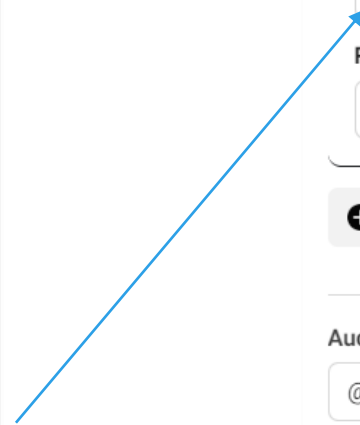
Retention
365 days

+ Include more people - Exclude people

Audience Name
@achievecauses FB Page 23/50

Description · Optional
Engaged in the past year 25/100

Back Create audience



Optimize Meta Campaigns For Post Engagement

Create new campaign New ad set or ad ✕

Buying type
 Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement**
- Leads
- App promotion
- Sales

Engagement

Get more messages, video views, post engagement, Page likes or event responses.

Good for:

- Messenger, Instagram and WhatsApp
- Video views
- Post engagement
- Conversions

Name your campaign • Optional

[Learn more](#) Cancel Continue

Campaigns Ad sets Ads

Results

Off / On	Campaign	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	June 2023: IG Post Elevation	\$175.00	7-day click or ...	1,803	3,077	5,135	\$0.01	\$23.90
<input type="checkbox"/>	June 2023: FB Post Elevation	\$175.00	7-day click or ...	2,307	9,776	13,686	\$0.01	\$23.81
<input type="checkbox"/>	May 2023: FB Post Elevation	\$175.00	7-day click or ...	16,705	98,672	178,308	\$0.01	\$175.00
<input type="checkbox"/>	May 2023: IG Post Elevation	\$175.00	7-day click or ...	11,432	10,344	33,522	\$0.02	\$175.00
<input type="checkbox"/>	April 2023: IG Post Elevation	\$175.00	7-day click or ...	11,086	15,956	36,861	\$0.02	\$174.96
<input type="checkbox"/>	April 2023: FB Post Elevation	\$175.00	7-day click or ...	12,288	73,009	143,886	\$0.01	\$175.00
<input type="checkbox"/>	March 2023: FB Post Elevation	\$175.00	7-day click or ...	24,165	59,807	96,997	\$0.01	\$175.00

Ads for 1 Campaign

Off / On	Ad	Ad Set Name	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount
<input type="checkbox"/>	5/3	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	1,797	10,394	12,360	\$0.01	
<input type="checkbox"/>	5/22	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	1,773	26,648	34,615	\$0.01	
<input type="checkbox"/>	5/10	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	1,762	28,544	35,818	\$0.01	
<input type="checkbox"/>	5/2	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	1,506	4,741	6,116	\$0.01	
<input type="checkbox"/>	5/16	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	1,383	6,490	7,848	\$0.01	
<input type="checkbox"/>	5/18	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	1,065	6,028	7,114	\$0.01	
<input type="checkbox"/>	5/26	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	871	2,182	2,471	\$0.01	
<input type="checkbox"/>	5/11	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	834	8,784	10,507	\$0.01	
<input type="checkbox"/>	5/14	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	764	3,466	3,789	\$0.01	
<input type="checkbox"/>	5/9	Warm + Lookalike Audience...	Using campaig...	7-day click or ...	760	4,217	4,830	\$0.01	
				7-day click or ...	16,705	98,672	178,308	\$0.01	



**Meta Blueprint
offers FREE courses!**



**Are you struggling to
gain new followers?**



Is your content shareable?

464 Engagements

606 Followers



100



76% Engagement Rate

Did you know that on average only 1 out of every 1,000 sea turtle hatchlings will survive to adulthood?

Do your part to help ensure survival for these hatchlings by:

- Becoming a conscious and responsible food consumer.
- Supporting local sea turtle conservation.
- Participating in beach cleanups.
- REFUSING single use plastic.
- Filling holes/knocking down sand castles before leaving the beach.

*All sea turtle work performed under appropriate national marine fisheries & fish & wildlife permits.



403

6 Comments 55 Shares

Try leveraging “Cold Audiences” to expand post engagement!

Create a Lookalike Audience ✕

Select your lookalike source

Achieve ✕

Create new source ▾

Select audience location

Countries > North America

United States

Search for regions or countries Browse

United States was added by default because it has the largest number of people in your source audience.

Select audience size

Number of lookalike audiences ⓘ

1 ▾

5.5M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

💡 A 1% lookalike consists of the [Accounts Center accounts](#) most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences ⓘ	Estimated reach
2% of US - Achieve	5,540,000 people

? Cancel Create audience

Create “lookalike” Meta audiences to find new people who share similarities with your custom “warm” audiences.

Custom audiences Create new ▾

Include [people](#) who are in at least **one** of the following

Search existing audiences

Exclude people who are in at least **one** of the following

Engagement - Event

RSVP Hold Em' for The Homeless

Search existing audiences

* **Locations**

- United States: Fort Lauderdale (+25 mi), Miami (+25 mi) Florida; West Palm Beach-Ft. Pierce (DMA)

Age

21 - 65+

Gender

All genders

Detailed targeting

People who match:

- Interests: Poker Texas Hold'em, Online casino, Online poker, Texas HoldEm Poker Deluxe - Your Poker Portal, Betting in poker, Online gambling, World Poker Tour, Casino games, Texas HoldEm Poker, Poker tournament, Texas Hold'em Tournament, World Series of Poker or Poker

Advantage detailed targeting: **+**

- On

And/or use interest-based targeting to reach new audiences in your community.



Benchmark Alert: Social Followers




For every 1,000 email subscribers a nonprofit has, they average:

- 736 Facebook followers
- 229 Twitter followers
- 141 Instagram followers

Are you supporters slow to respond to your calls-to-action?



Make it easy to donate!



is 🎃 celebrating Halloween.
 | · October 31 at 2:00 PM · 🌐

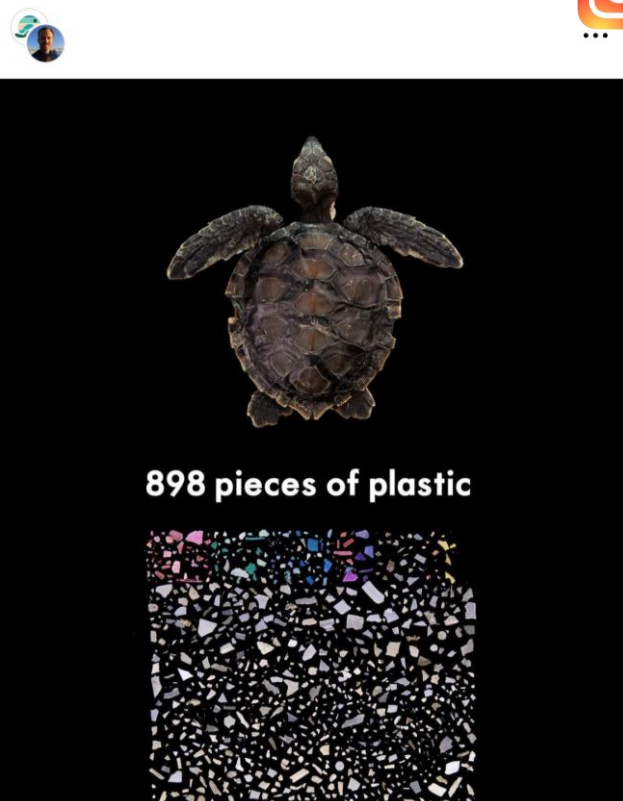
"Hoppy" Halloween! Do you want to hear something spooky? 🕸️
 Americans spent an estimated \$480 million on pet costumes this year - a staggering \$70 million more than the federal appropriation for civil legal aid!
<http://bit.ly/2CFPW4m>

We're working hard to provide civil legal help to protect our neighbors personal safety, livelihoods, health, and families. Will you show us your support? No gift is too small to make an impact!

Send Message


Lawyer & Law Firm

\$120 raised
 You and 2 others donated. Donate



898 pieces of plastic

Fundraising for
 \$100 raised of \$100



Published by Achieve · February 17 at 10:13 AM · 🌐

is 🙏 asking for donations.

It has been one year since our esteemed friend and colleague, John Foley, lost his fight with glioblastoma. Working at Legal Aid, John established the Nonprofit Legal Assistance Project, providing legal support to more than 60 nonprofits for more than 20 years.

To honor his memory, Nonprofit Chamber Palm Beach County has established the John A. Foley, Esq. Legal Scholarship Fund to provide scholarship funding to a Florida law student striving to practice Public Interest Law as John did.

Today, we invite you to consider celebrating John's legacy by donating to the scholarship fund.
bit.ly/3LnXW2

In loving memory...
**John Foley
 Scholarship Fund**

**\$440 raised for
 7 people donated.** Donate

2,096 People reached 99 Engagements — Distribution score boost post

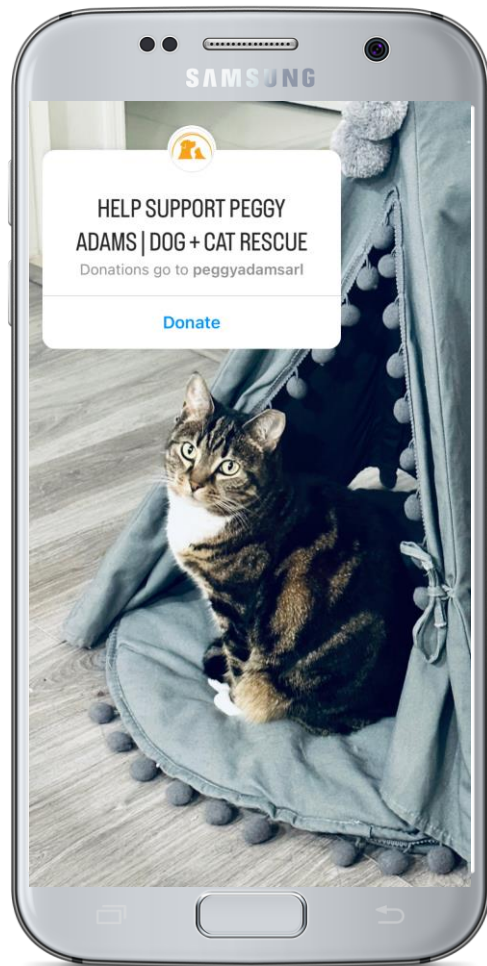
👍❤️ 27 11 Shares

Create Facebook Donation Account

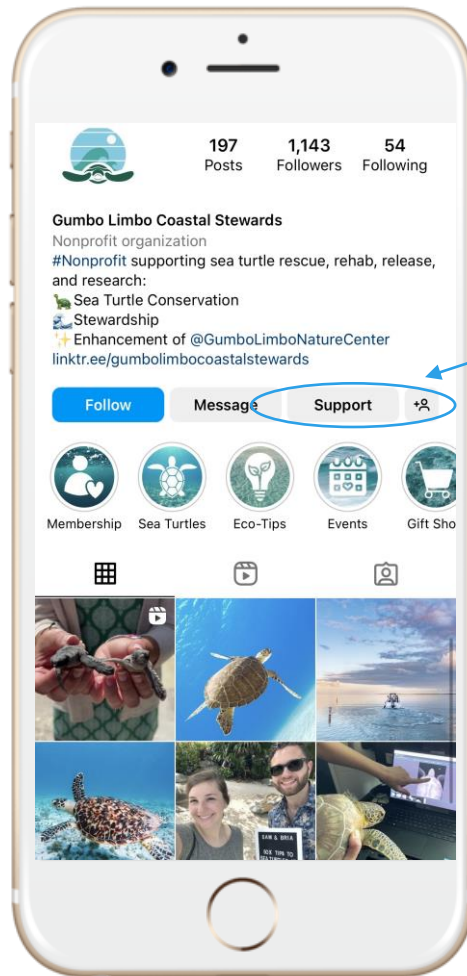
facebook.com/donate/signup



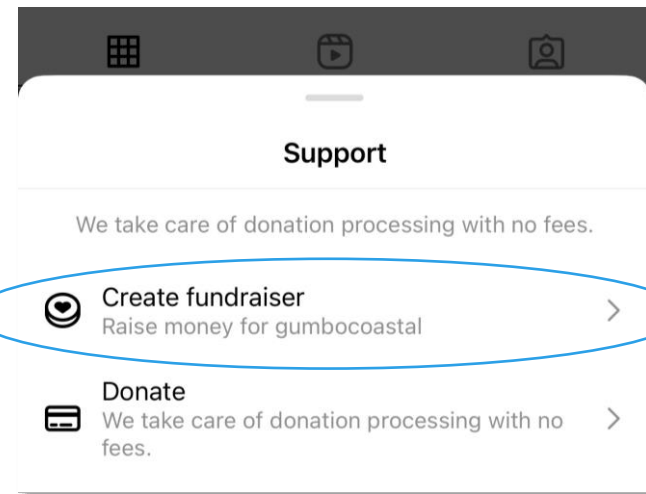
Instagram Giving Tools



Instagram Stories



Donate Button



Fundraisers

Setup Instructions:
bit.ly/IGDonateButtonSetup

Instagram Live Stream:
bit.ly/InstagramDonations





TikTok Donations



TikTok Donate Button

To be eligible for TikTok's donate feature, your nonprofit will need to:

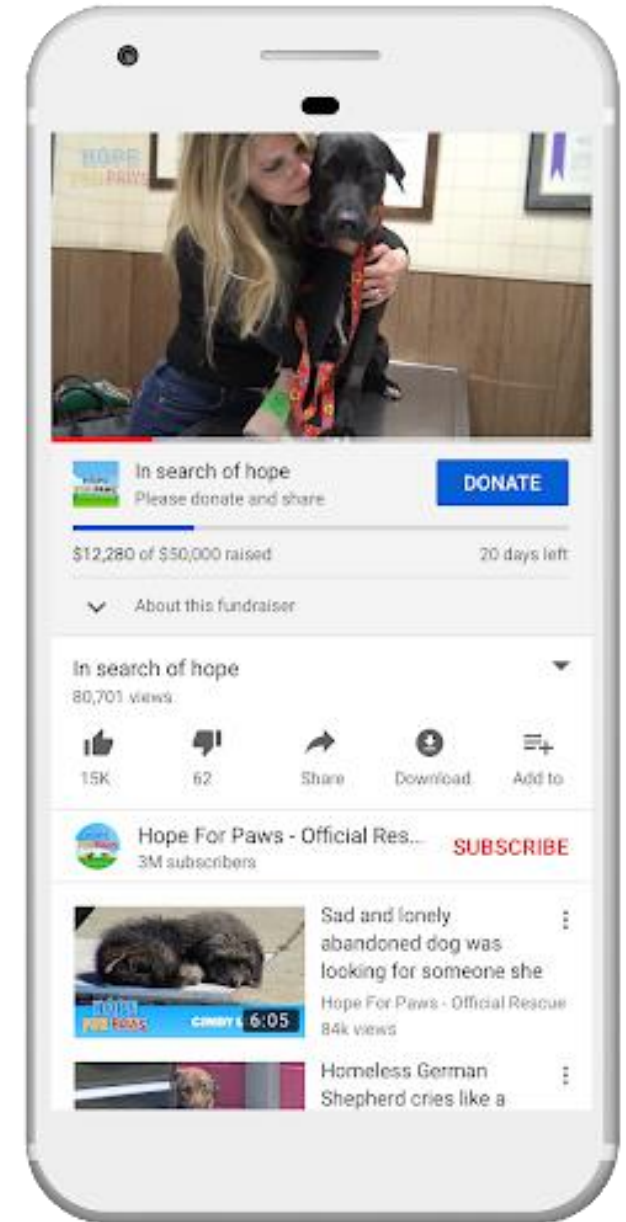
1. Build a nonprofit presence on TikTok.
2. Sign up for Tiltify AND be approved.
3. Register your organization with Benevity Causes.
4. Set up Stripe on Tiltify.



YouTube Giving

To be eligible for YouTube Giving, your channel must:

1. Have a minimum of 10K subscribers.
2. Be in the YouTube Partner Program.
3. NOT be designated as “made for kids”.



YouTube Donate Button

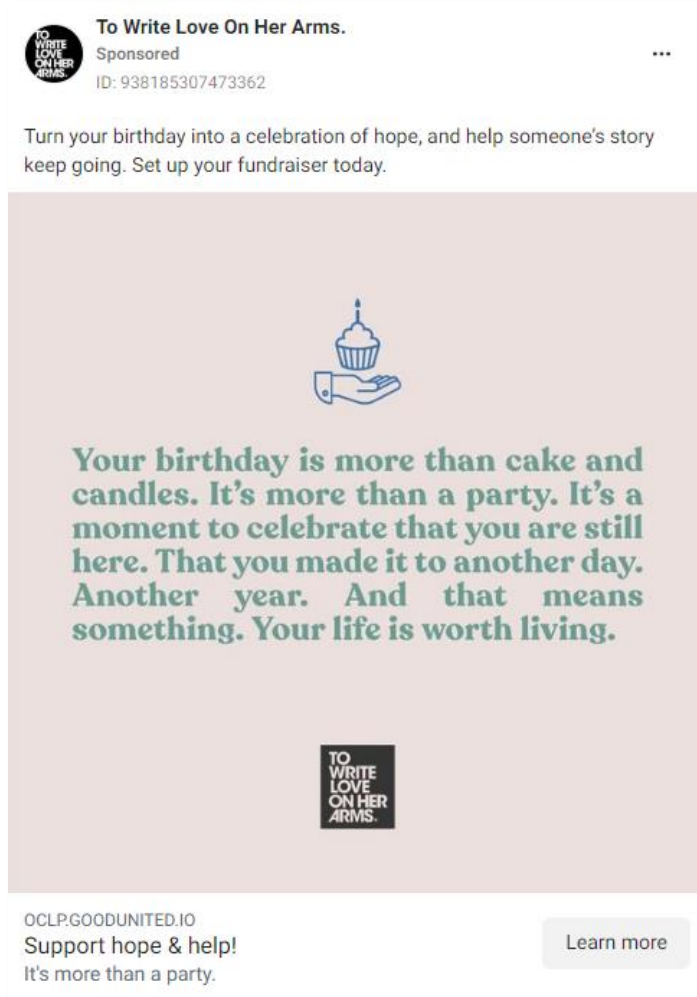


Benchmark Alert: Facebook Fundraisers




On average, Facebook Fundraisers generate **5 gifts** with an average gift size of **\$35**.

TWLOHA Birthday Fundraiser




To Write Love On Her Arms.
Sponsored
ID: 938185307473362

Turn your birthday into a celebration of hope, and help someone's story keep going. Set up your fundraiser today.

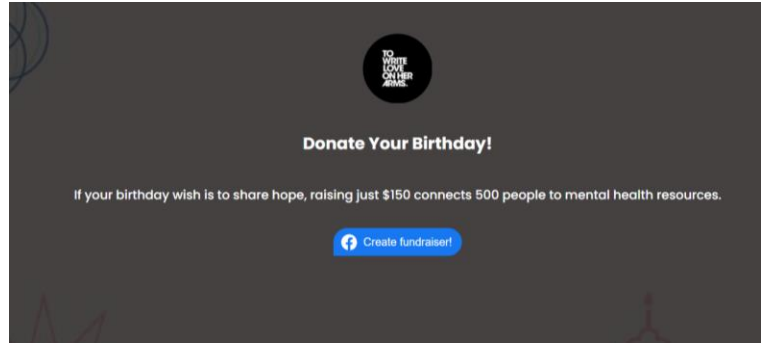


Your birthday is more than cake and candles. It's more than a party. It's a moment to celebrate that you are still here. That you made it to another day. Another year. And that means something. Your life is worth living.



OCLP:GOODUNITED.IO
Support hope & help!
It's more than a party.

Learn more



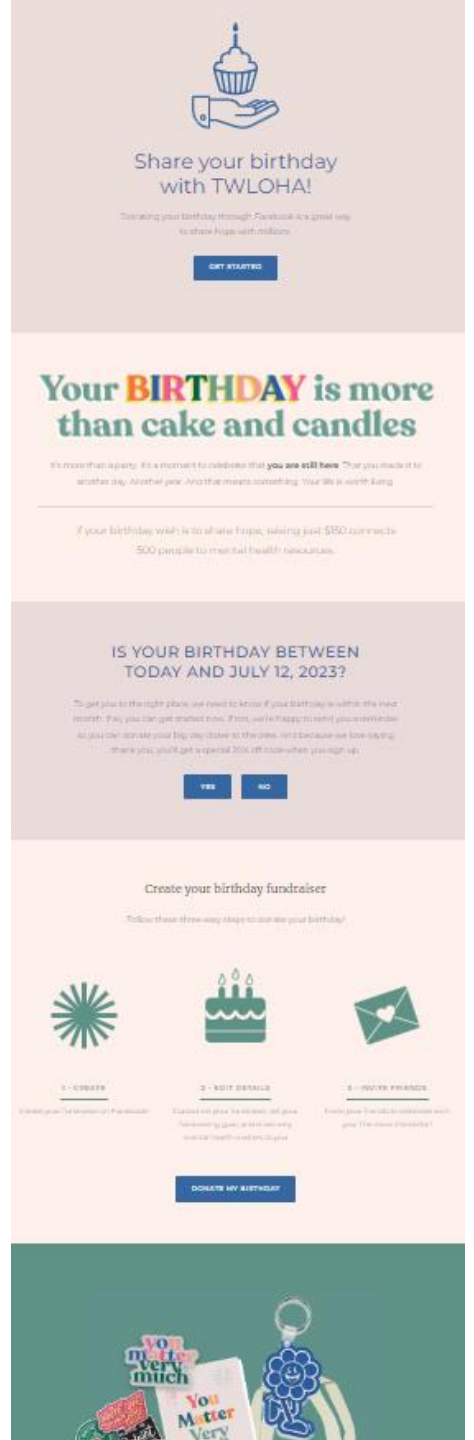
Donate Your Birthday!

If your birthday wish is to share hope, raising just \$150 connects 500 people to mental health resources.

Create fundraiser!

Campaign landing page

<https://twloha.com/birthday/>



Share your birthday with TWLOHA!

Turning your birthday through Facebook is a great way to share hope with millions.

GET STARTED

Your BIRTHDAY is more than cake and candles

It's more than a party. It's a moment to celebrate that you are still here. That you made it to another day. Another year. And that means something. Your life is worth living.

If your birthday wish is to share hope, raising just \$150 connects 500 people to mental health resources.

IS YOUR BIRTHDAY BETWEEN TODAY AND JULY 12, 2023?

To get you to the right place, we need to know if your birthday is within the next month. If it, you can get started now. If not, we'll happy to help you remember as you can donate your big day close to the date. And because we love saying thank you, you'll get a special 20% off code when you sign up.


YES NO

Create your birthday fundraiser

Follow these three easy steps to create your birthday!

- 1 - CHOOSE: Choose your favorite TWLOHA product.
- 2 - ADD DETAILS: Upload and give the details, set your fundraising goal, and how many mental health resources you give.
- 3 - INVITE FRIENDS: Invite your friends to celebrate with you. (The more the merrier!)

DONATE BY BIRTHDAY!



Focus On Impact



Our goal is to raise \$30,000.

VS.



Help 30 more kids succeed in school this year!

THE SULTANHAN-MAYA CENTER **DONATE**

WE NEED YOUR HELP TOMORROW!

IN 24 HOURS #GREATGIVE424

Over the last few weeks, people like you have come out in droves to show their support for our goal - to get 30 more kids ready to succeed in school this year. Our goal culminates tomorrow (Wednesday, April 24) in honor of the Great Give, a 24-hour online giving event.

That means tomorrow we need you.

Children who fall behind grade level are 25% more likely to drop out of high school, 40% more likely to become a teen parent AND 70% more likely to be arrested for a violent crime. Helping us reach our Great Give goal means we can help 30 more underserved kids succeed in school, giving them a chance at a life they deserve.

Even better? If we reach our Great Give goal, we will unlock a \$5,000 donor match - **which means 30 kids helped becomes 35!**

You heard us right: 35 lives changed! What better way to kick off your support of early-education and children in our community?

Just \$84 can make a difference in a child's life by providing one month of critical after-school care. We can't do this without you. Will you join us?

Don't want to wait? Donate now!

DONATE

Sometimes it takes a village! Help us spread the word tomorrow (by forwarding this email, interacting with us on Facebook or Instagram and more).

GREAT GIVE 424 **#GREATGIVE424** **THE SULTANHAN-MAYA CENTER**

THE SULTANHAN-MAYA CENTER **DONATE**

DOUBLE THE LOVE = DOUBLE THE LIVES

Thanks to help from supporters like you, we have reached the xyz point to our Great Give goal! That means so far, **we've raised the funds together to get xyz kids ready to succeed in school this year.**

Your support always means so much to us, and with your help, we can change the lives of 30 kids now through April 24th.

Don't forget: Just \$84 can make an impact to a child in need by funding one month of after-school care complete with homework help, independent reading and age-appropriate activities.

Double the love = double the lives! Help us meet our Great Give goal and unlock a \$5,000 dollar-for-dollar match and turn 30 changed lives into 35!

Show your support for early-education and change a child's life today.

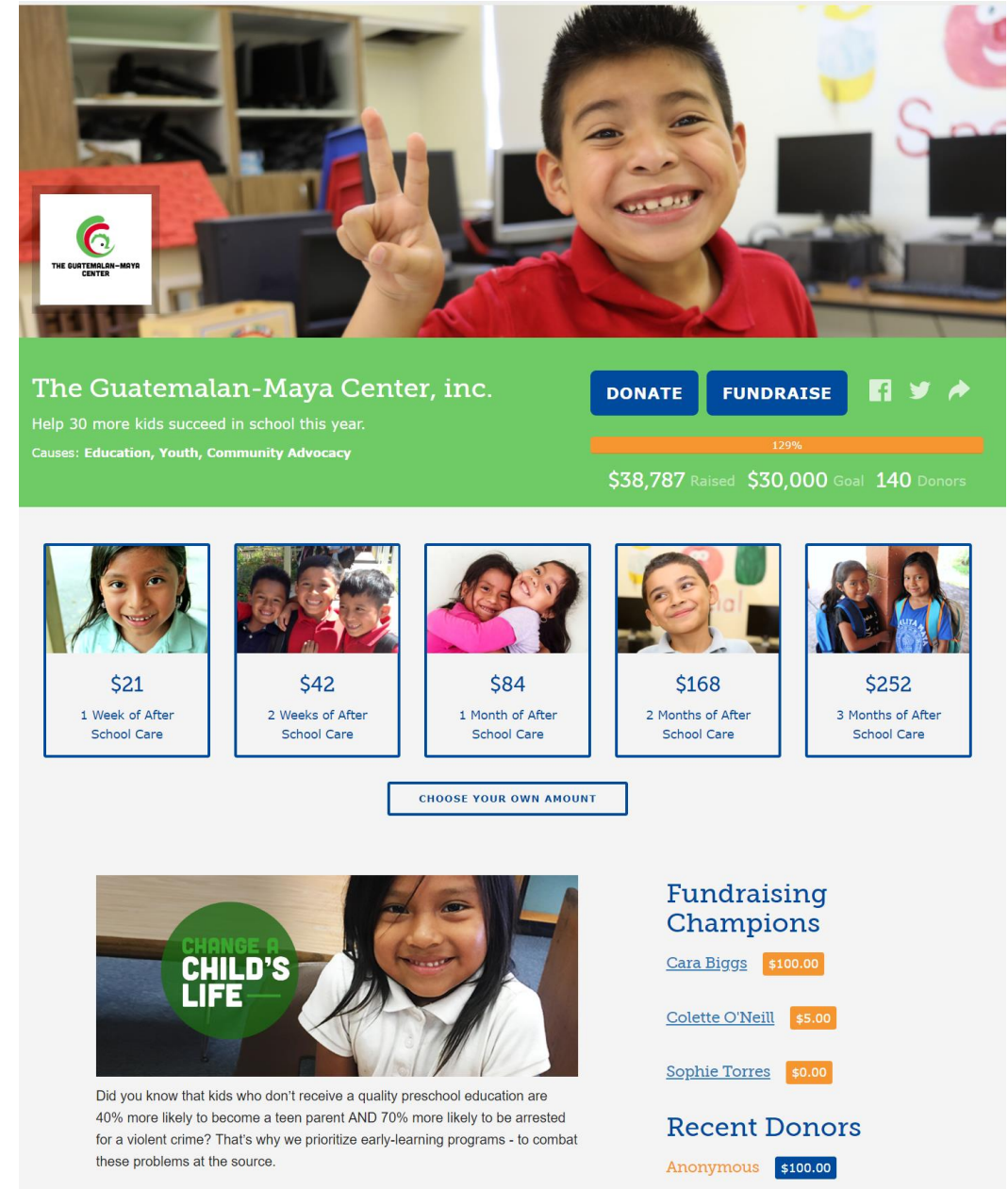
DONATE

Help us spread the word to your friends and family!

GREAT GIVE 424 **#GREATGIVE424** **THE SULTANHAN-MAYA CENTER**

Make It Tangible

- Equate giving tiers to **tangible impact**:
 - \$21 = 1 Week of After School Care
 - \$42 = 2 Weeks of After School Care
 - \$84 = 1 Month of After School Care
 - \$168 = 2 Months of After School Care
 - \$252 = 3 Months of After School Care
- Your giving tiers should **reflect your average gift size**. If your average gift is \$200, your tiers should not be (\$25, \$50, \$100, other).



The Guatemalan-Maya Center, inc.

Help 30 more kids succeed in school this year.

Causes: Education, Youth, Community Advocacy

129%

\$38,787 Raised \$30,000 Goal 140 Donors

Amount	Impact
\$21	1 Week of After School Care
\$42	2 Weeks of After School Care
\$84	1 Month of After School Care
\$168	2 Months of After School Care
\$252	3 Months of After School Care

CHOOSE YOUR OWN AMOUNT

CHANGE A CHILD'S LIFE

Fundraising Champions

- Cara Biggs \$100.00
- Colette O'Neill \$5.00
- Sophie Torres \$0.00

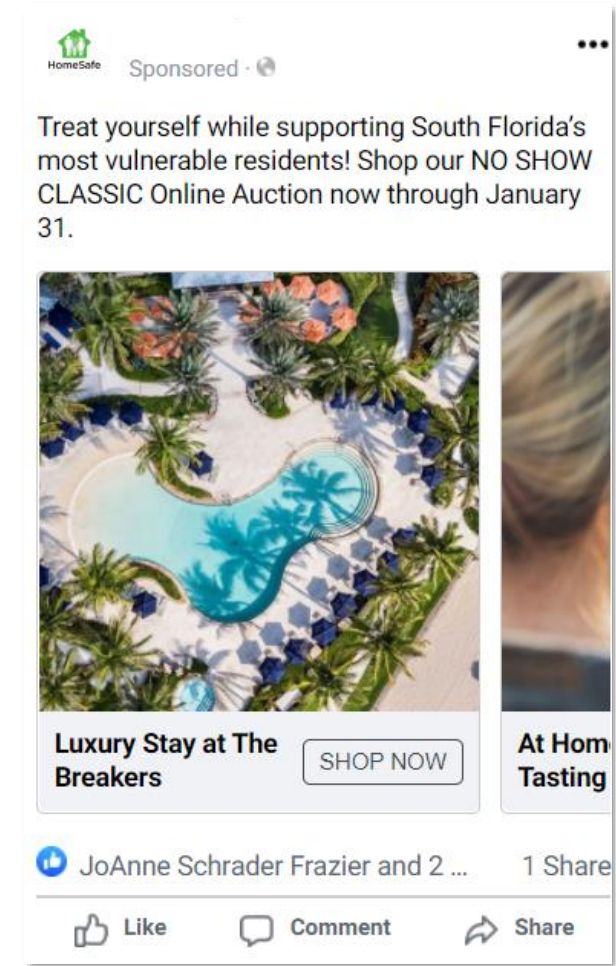
Recent Donors

- Anonymous \$100.00

Did you know that kids who don't receive a quality preschool education are 40% more likely to become a teen parent AND 70% more likely to be arrested for a violent crime? That's why we prioritize early-learning programs - to combat these problems at the source.

Consider Running Conversion Ad Campaigns

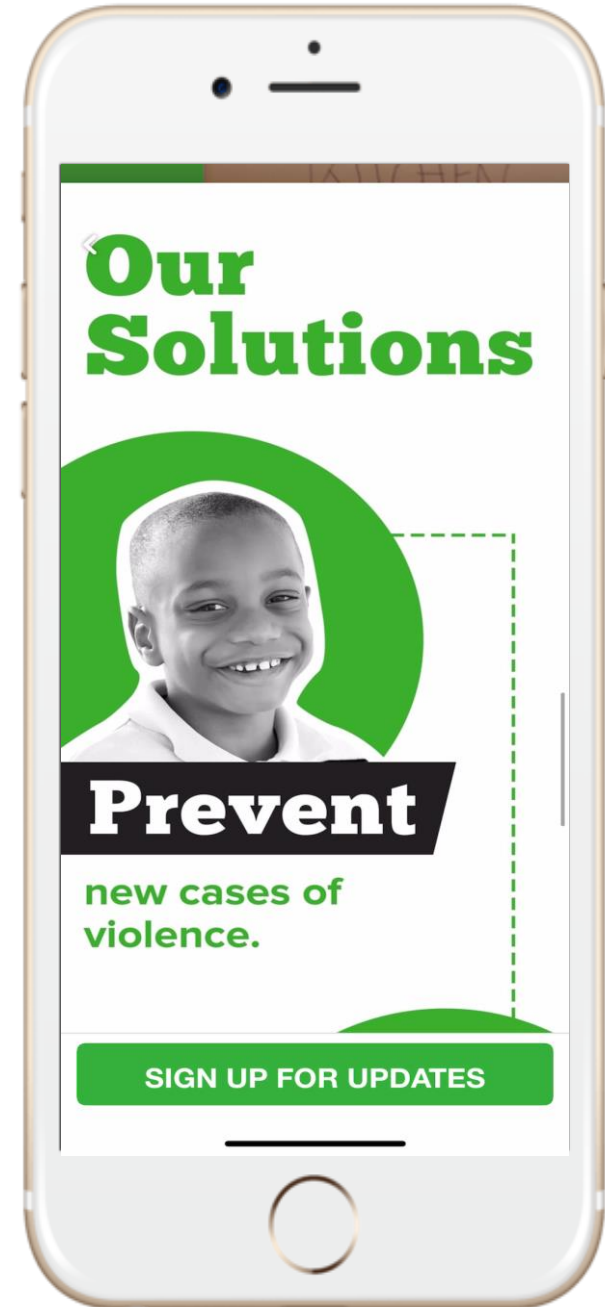
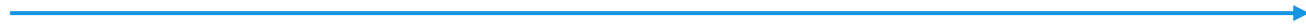
Reach Your Supporters & Track ROI on Social Media






If Your Website Could Use Some Love...

- You can drive ads to custom mobile-only Meta Instant Experiences!





**How will you know if your
strategy is working?**



***You should be tracking where your web traffic and conversions are coming from!**

- *Meta Pixel*
- *LinkedIn Insight Tags*
- *Google Analytics*
- *Google Tag Manager*
- *Tracking Links*
(*bit.ly, Google URL Campaign Builder, etc.*)



What if your website
has tracking limitations?

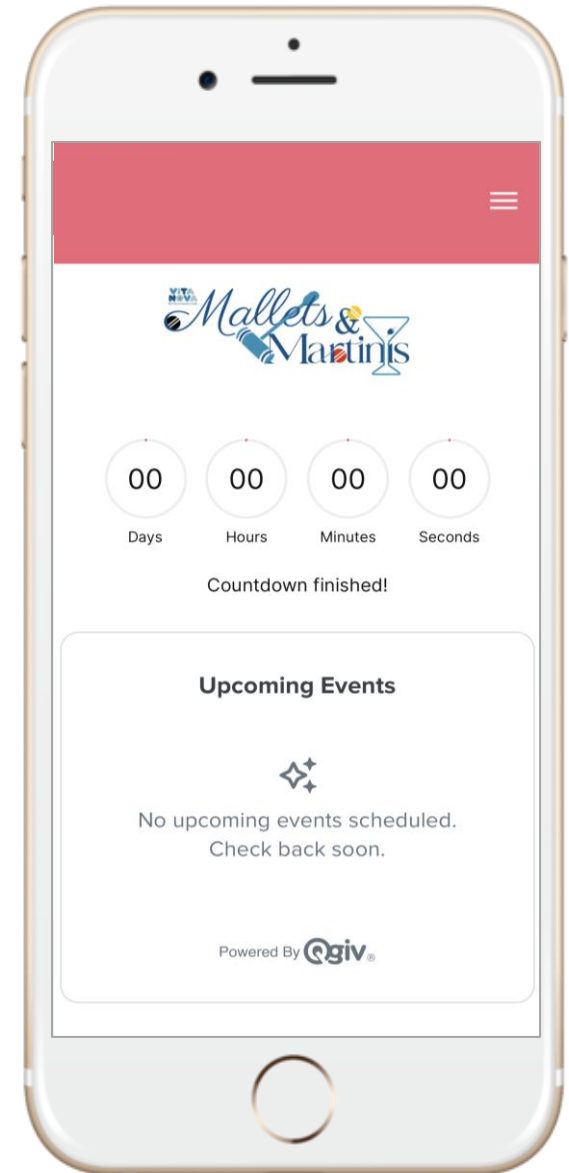


If your donation form drives to a URL outside of your website, Google Analytics attribution will be inaccurate.



Keep Transactions On Your Site

1,254%
Return On
Ad Spend!



Landing Pages (Lead Example)

90% of Leads Came from Social Ads!

Reach Your Supporters & Track ROI on Social Media

Bethesda Hospital East (Boynton Beach, FL)
Sponsored

"Within six weeks of robotic knee surgery, I was back on the court playing tennis three to four times a week. I can't believe how great it feels to be pain-free." -Roy Bachmann



JOINTS.BETHESDAORTHO...
Innovative Procedures
Recognized nationally for orthop...

678 104 Comments 104 Shares

Like Comment Share

Bethesda Orthopaedic Institute
Call: 561-733-6944

STATE-OF-THE-ART JOINT REPLACEMENT

Get Back To The Business Of Living

Don't let your knee pain hold you back from the activities you love. At Bethesda Orthopaedic Institute, we are dedicated to providing quality orthopaedic services to get you back in the game.

The Bethesda Orthopaedic Institute is recognized as a leader in orthopaedic surgery and patient safety. Our team of experienced surgeons provides a comprehensive array of orthopaedic procedures using the most advanced and minimally invasive techniques including:

- Robotic Orthopaedics
- Hip Resurfacing
- Hip Replacement
- Knee Replacement
- Total Joint Replacement
- Sports Medicine

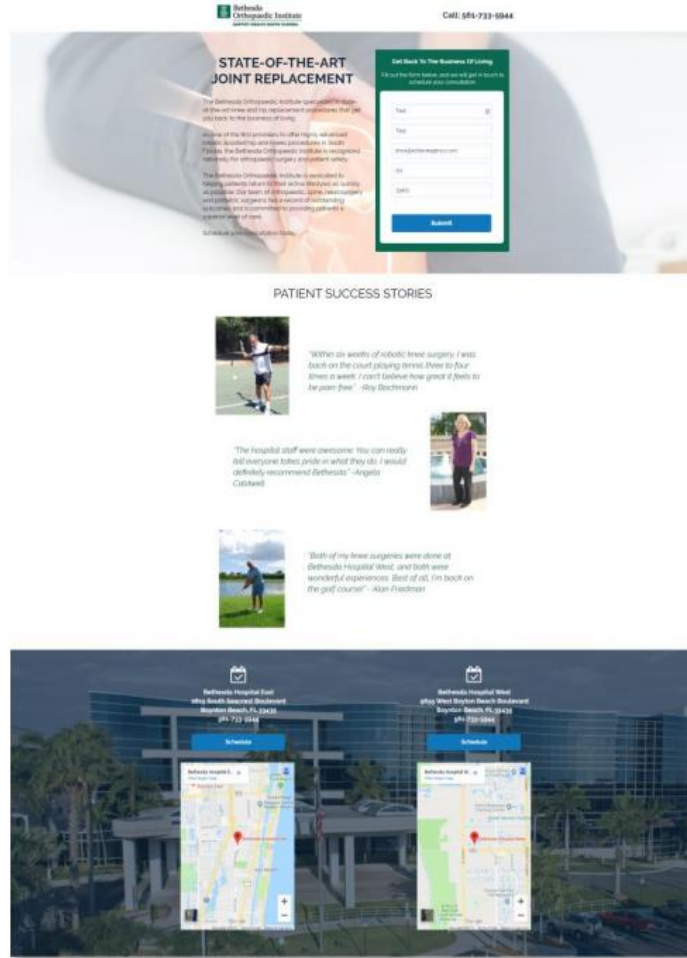
At Bethesda Orthopaedic Institute, we are dedicated to providing quality orthopaedic services to get you back in the game.

PATIENT SUCCESS STORIES

"Within six weeks of robotic knee surgery, I was back on the court playing tennis three to four times a week. I can't believe how great it feels to be pain-free." -Roy Bachmann

"The hospital staff were awesome. You can really tell everyone takes pride in what they do. I would definitely recommend Bethesda!" -Angela Coltrani

"Both of my knee surgeries were done at Bethesda Hospital West, and both were wonderful experiences. Best of all, I'm back on the golf course!" -Alan Friedman



Bethesda Orthopaedic Institute
Call: 561-733-6944

GET BACK IN THE GAME

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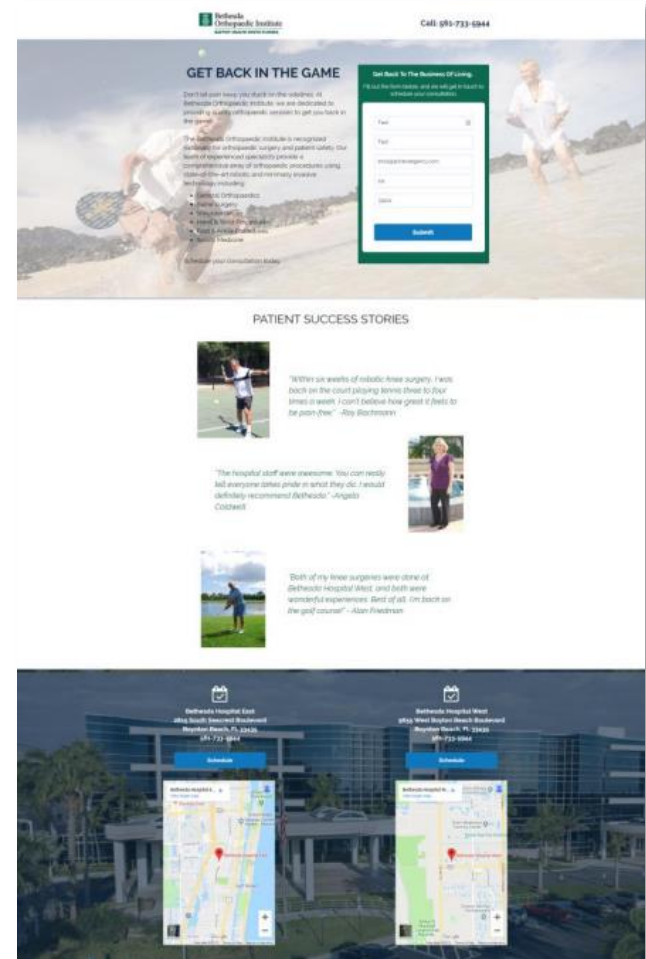
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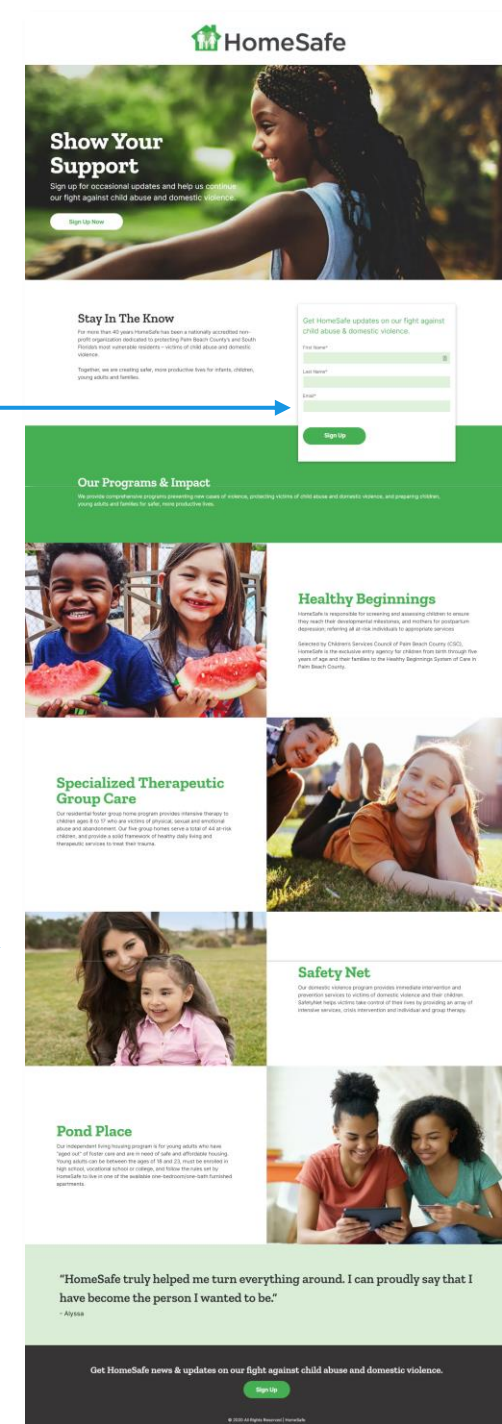
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Landing Page (Email Example)

- Developed a landing page to encourage newsletter sign-ups.
- The landing page featured a prominent email sign-up form combined with information and imagery highlighting mission and programs.



Unique Promo Codes



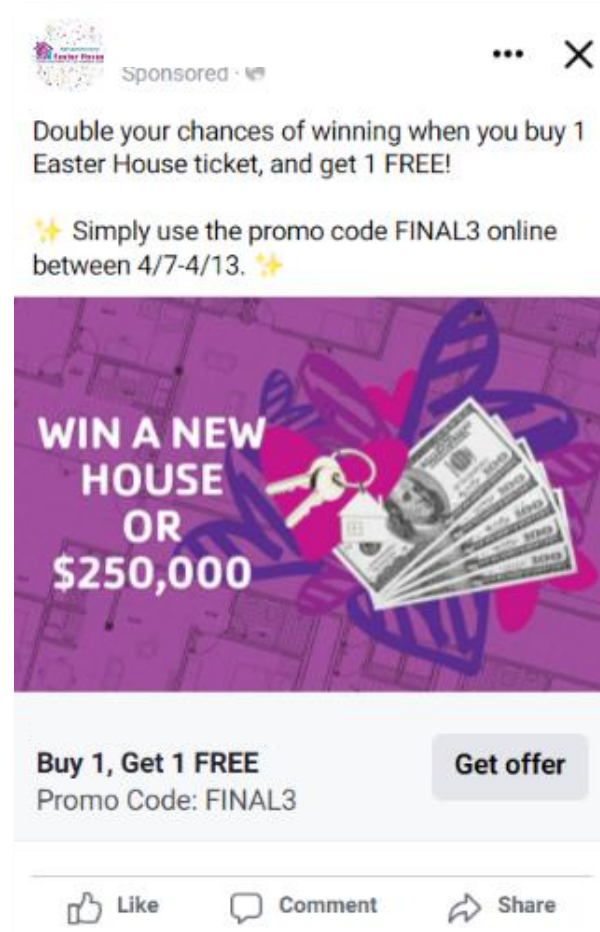
Texting



DOUBLE YOUR CHANCES!
Use the promo code
FINAL2 by April 13th to
buy 1 Easter House ticket
and get 1 FREE. [\[URL\]](#)



Advertising



Nearly
\$500,000
raised
through
social ads
alone!



Reporting

- At least once a month, take time to analyze your results!
- What is working? What isn't?
- Use this data to **make informed decisions** about future content/strategies.

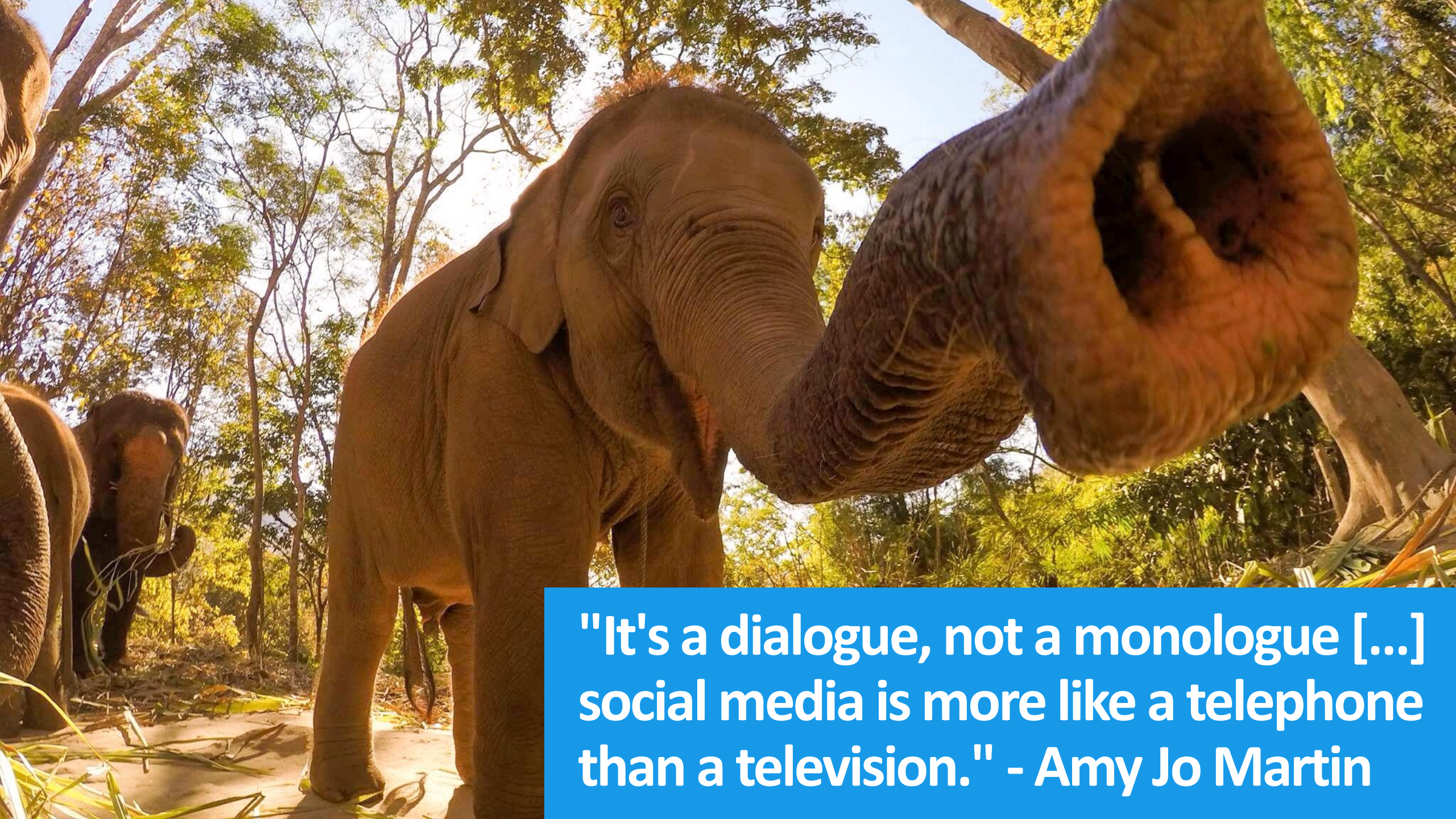




Don't be afraid to test-and-learn!

- Social media changes quickly! **Experiment and pivot** as needed.
- Some KPI's to pay attention to include:
 - Engagement rates
 - Impressions
 - Reach
 - Follower growth
 - Web traffic from social (clicks)
 - Donations
 - Increases in comments or messages





"It's a dialogue, not a monologue [...] social media is more like a telephone than a television." - Amy Jo Martin



Questions?

erica@achievecauses.com

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

+ contactus@qgiv.com

+ 888-855-9595

For more information on Achieve, please contact:

+ erica@achievecauses.com

+ 561-412-3000



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.