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

Qgiv
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

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.

ACHIEVE

- 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!

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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).

Don’t give up on social media!

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Reach Your Supporters & Track ROI on Social Media

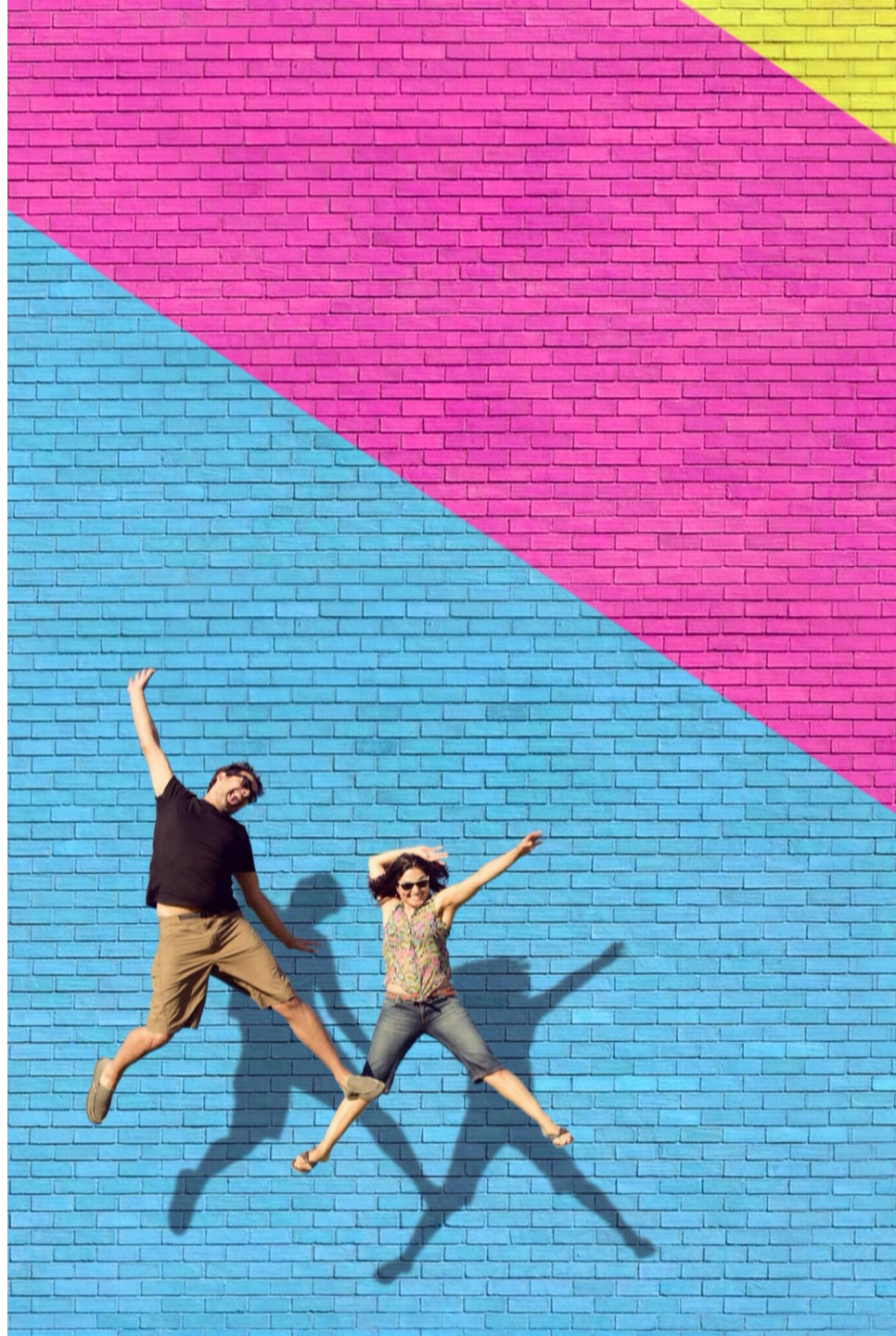
Your people are there...

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*



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...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!

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

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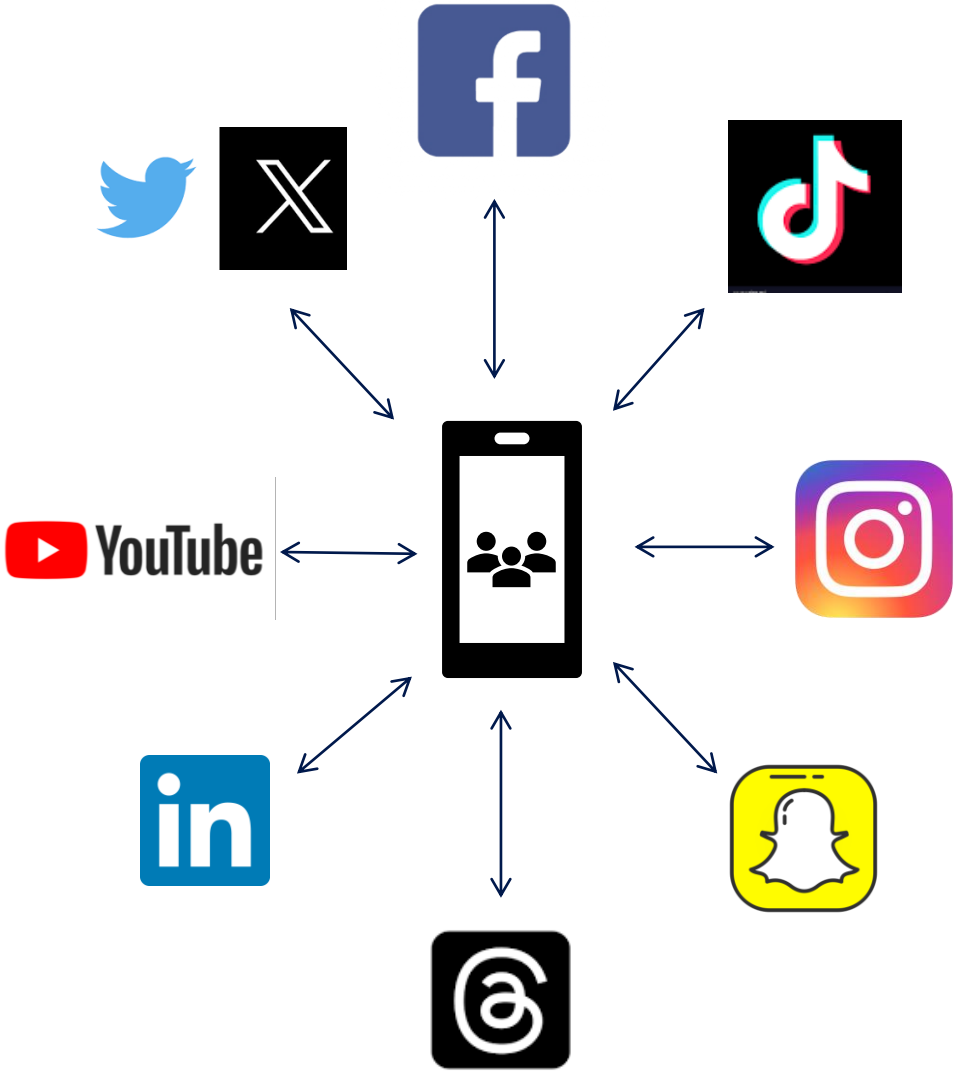
Take a step back…

- 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**?



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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.

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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**?

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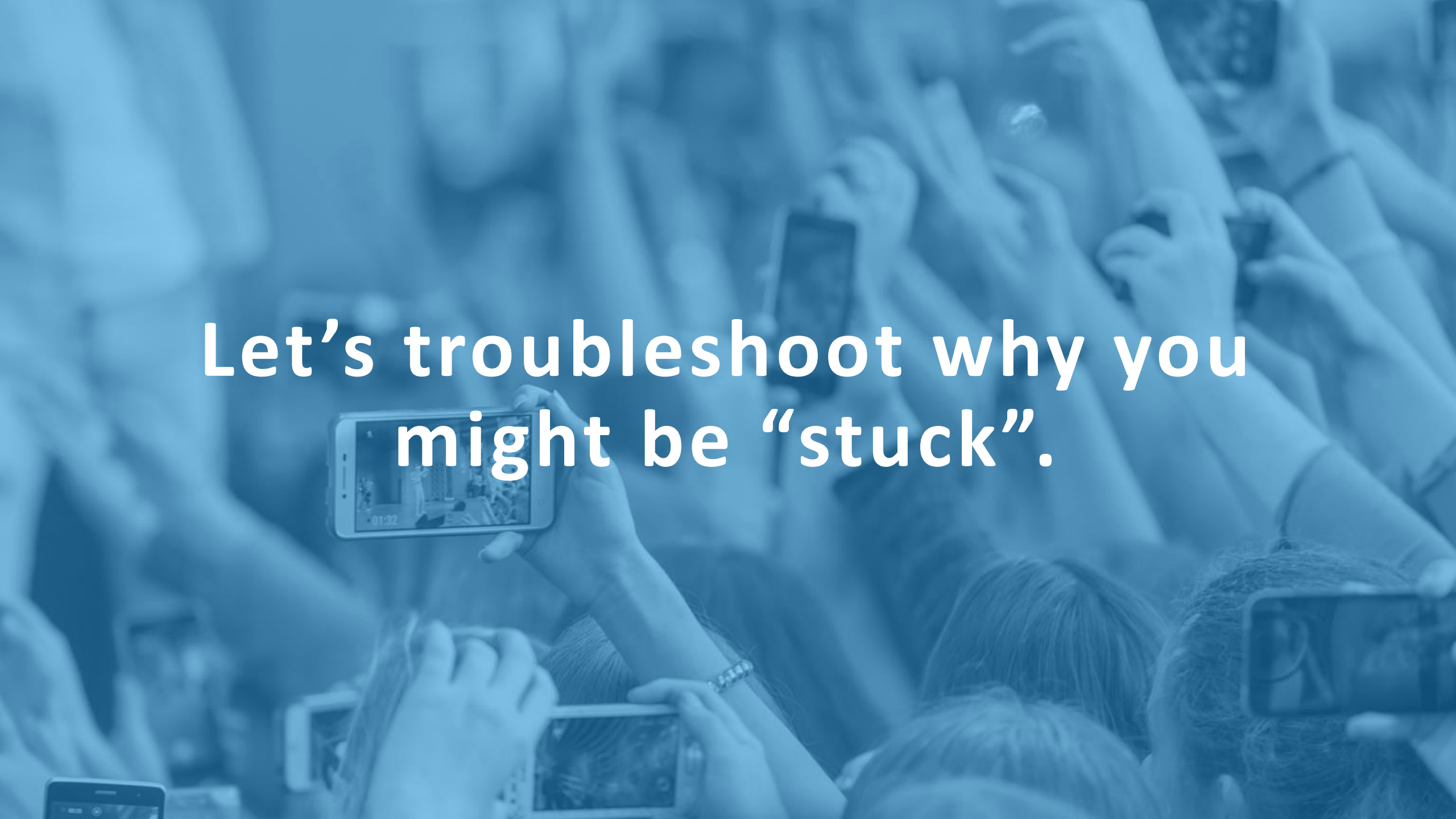
Do your current channels align?

Facebook	Instagram	TikTok	LinkedIn	Twitter (X)
• **2.9 billion** users	• **1.5 billion** users	• **1 billion** users	• **810 million** users	• **211 million** users
• Average user spends **19.6 hours**/month	• Average user spends **11.2 hours**/month	• Average user spends **19.6 hours**/month	• Average user spends **17 minutes**/month	• Average user spends **5.1 hours**/month
• Over 23% of users are **over 45**	• Over 60% of users are **between 18-34**	• Almost 50% of users are **under 30**	• Over 80% of US **users are 25-54**	• 42% of users are **between 18-29**
• Despite some negative press, Facebook remains the **most used social network** in the world	• Compared to other social networks, Instagram is **perceived as a more "positive"** platform	• While the largest user base is 10-19 years old, **40% of Gen Z report being influenced by brands** they see on TikTok	• This platform is great for **B2B with many decision makers** reporting they validate organizations through LinkedIn	• 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!

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


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

Do your posts receive low engagement?

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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%!

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Sea Turtle Organizations (Top Post Comparison)

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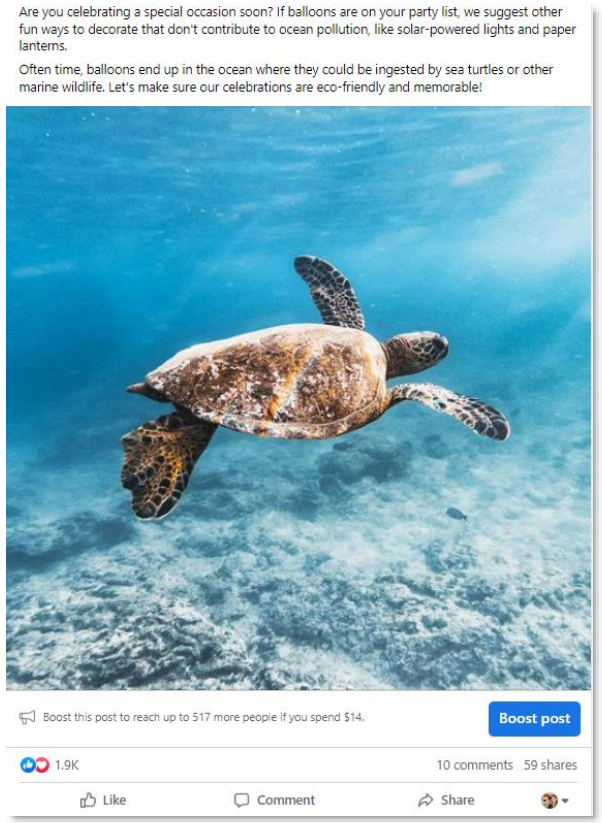
2,039 Facebook Followers



1,941 reactions
10 comments
59 shares

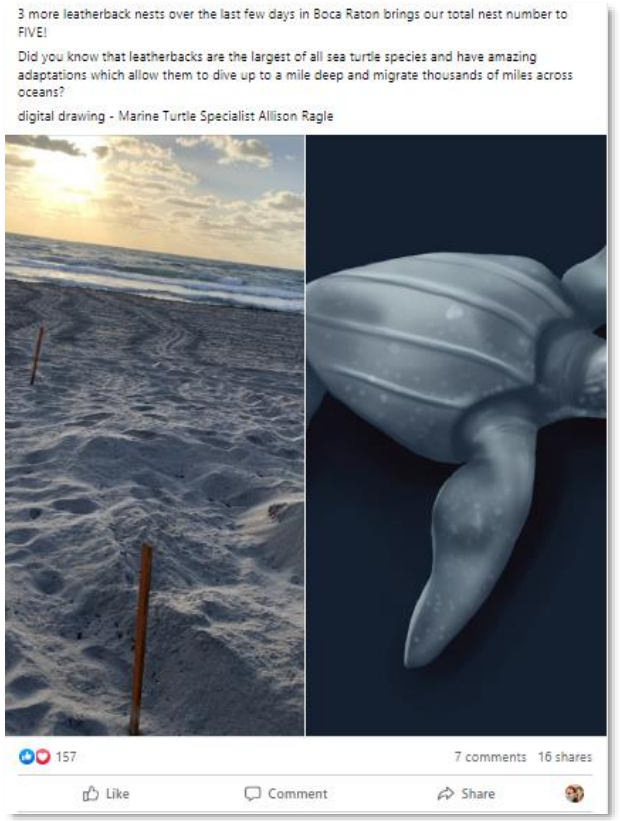
98.5% Engagement Rate

112K Facebook Followers

975 reactions
21 comments
156 shares

1% Engagement Rate

30,927 Facebook Followers



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

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Does your content align with your audience/platform?

Reach Your Supporters & Track ROI on Social Media

BEFORE

AFTER

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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

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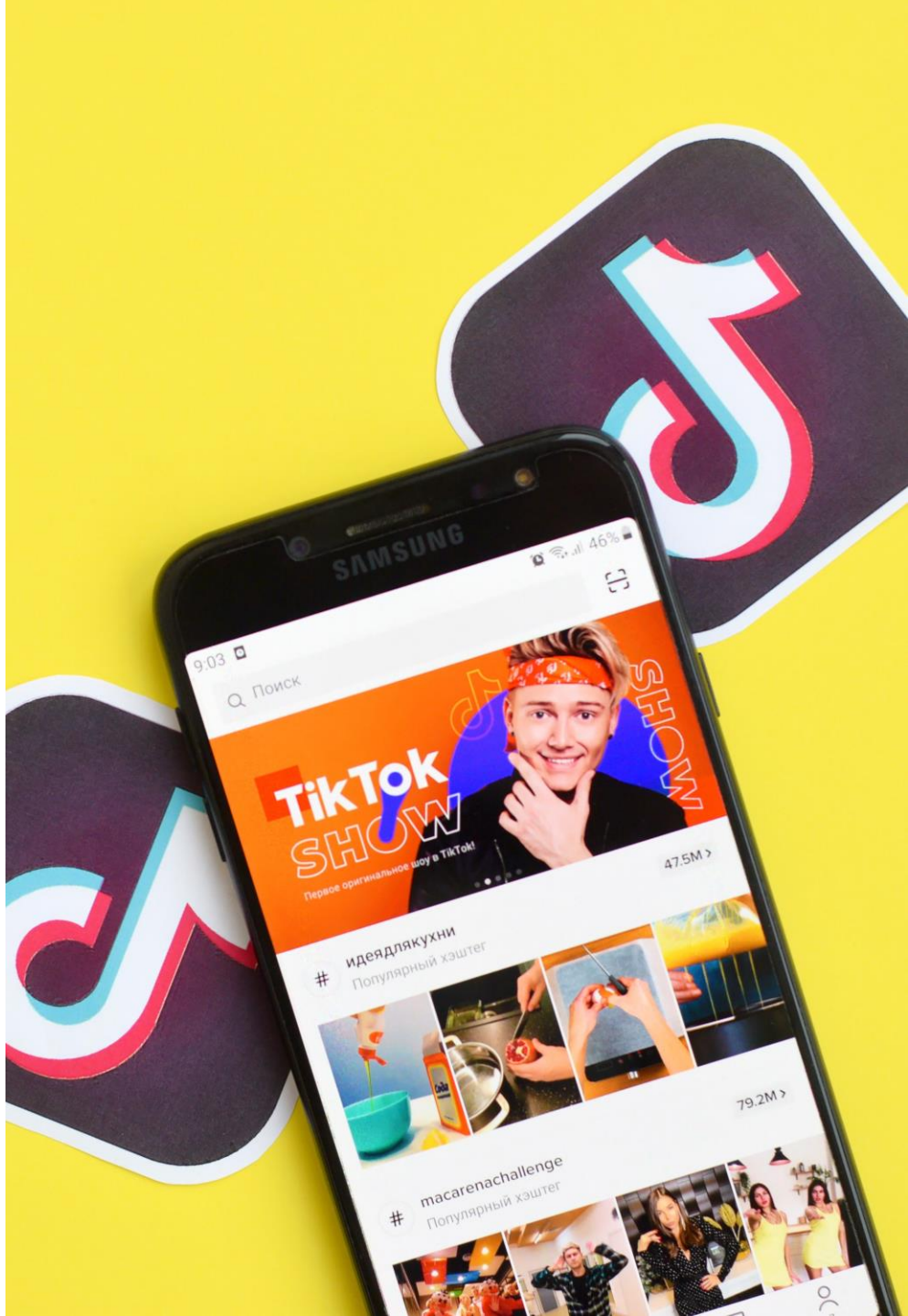
TikTok Creative Center

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

ads.tiktok.com/business/creativecenter



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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!

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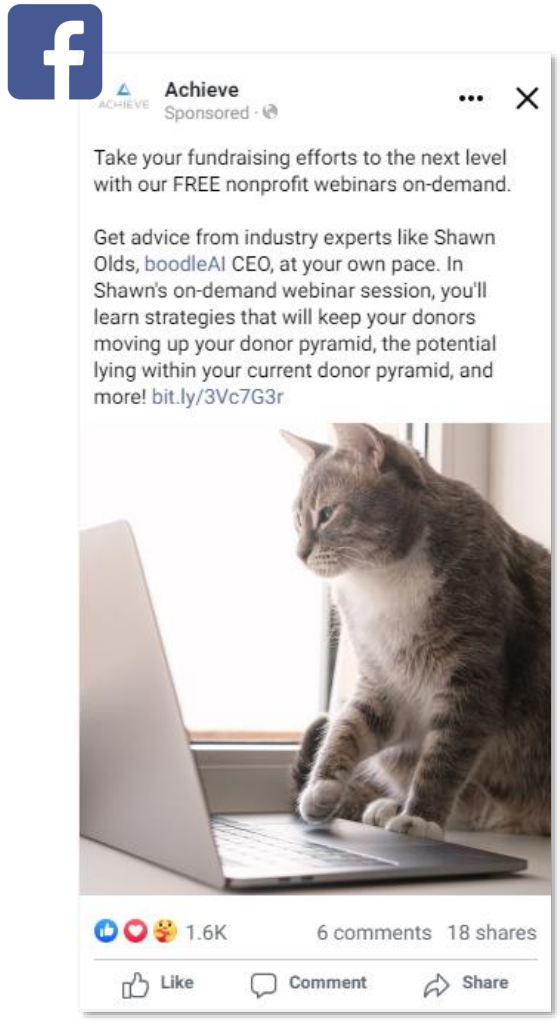
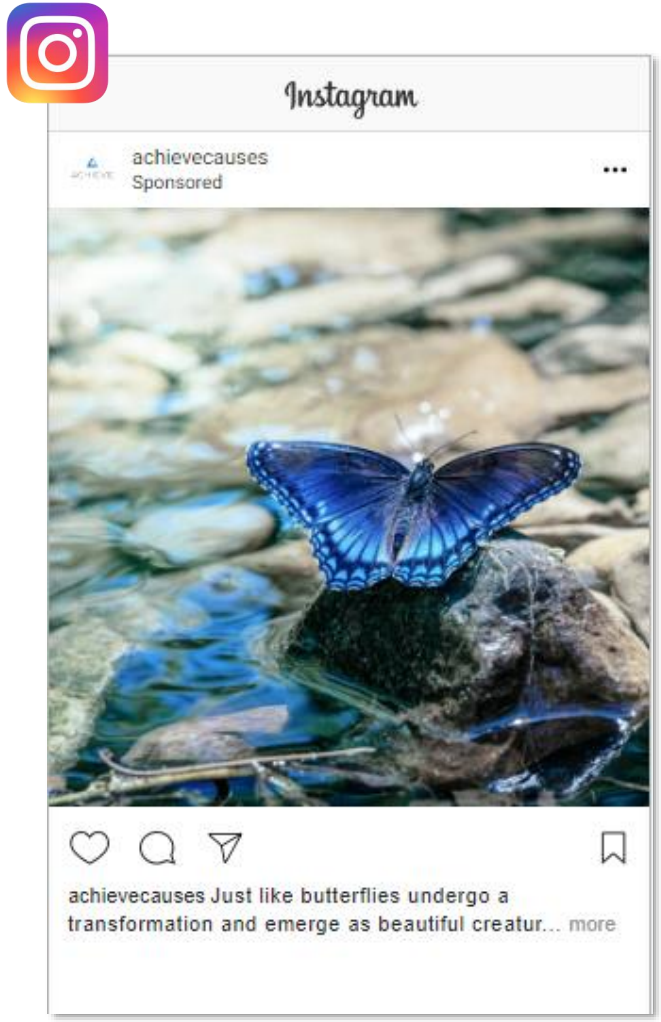
Support Your Organic Content

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





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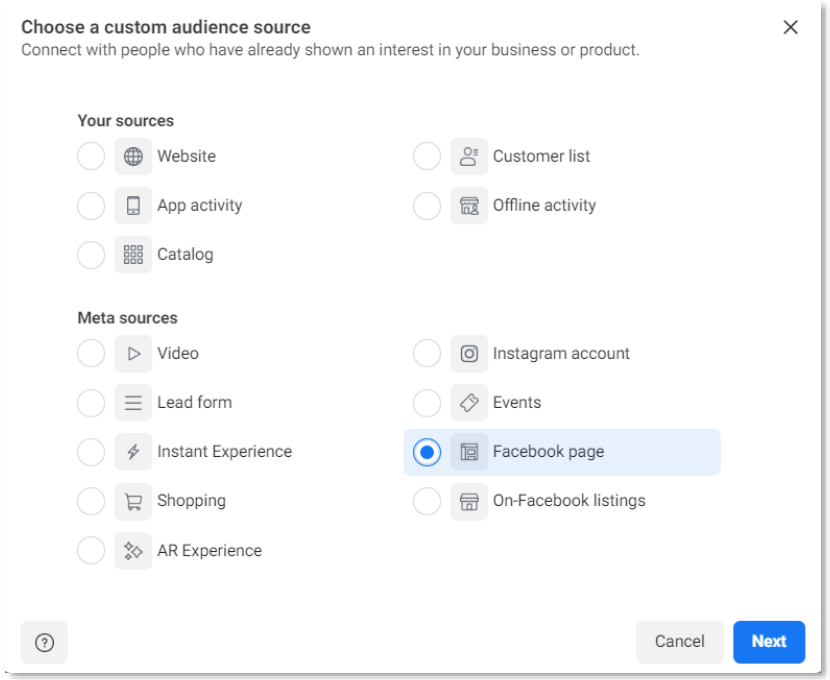
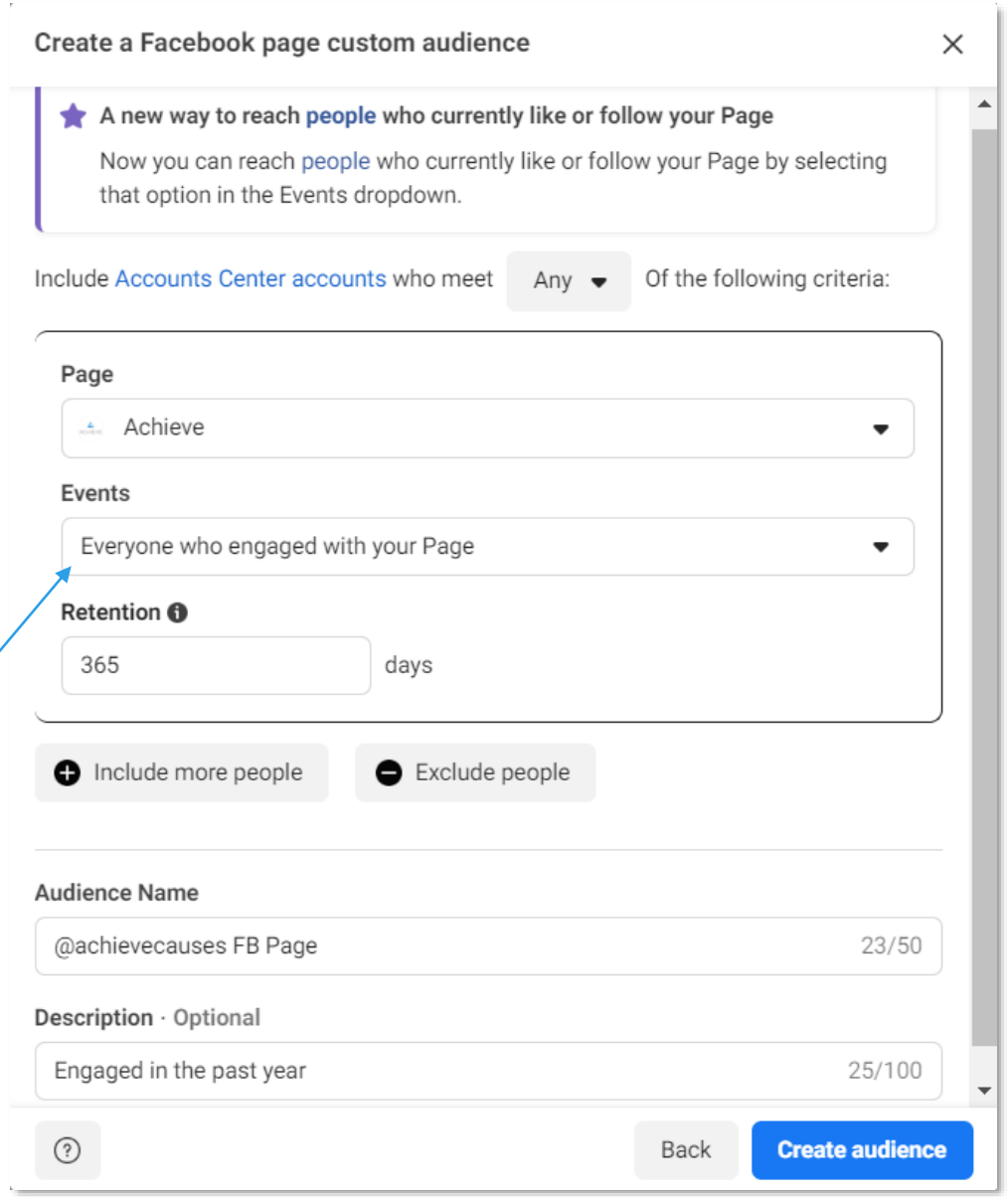
Leverage Your Existing Data

"Warm Audiences" include:

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





Reach Your Supporters & Track ROI on Social Media

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Optimize Meta Campaigns For Post Engagement

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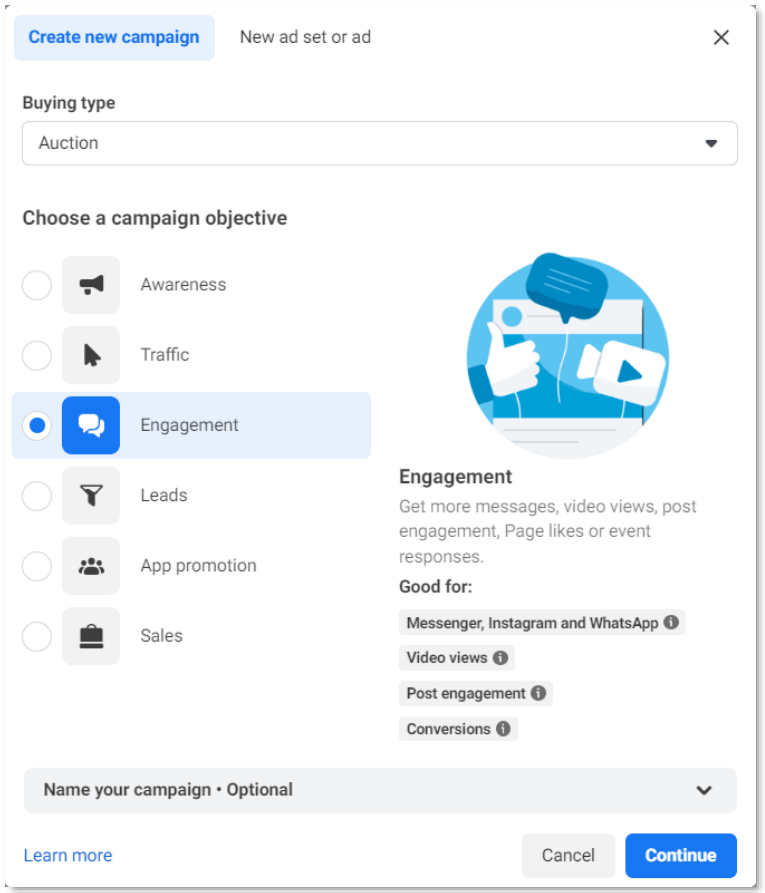

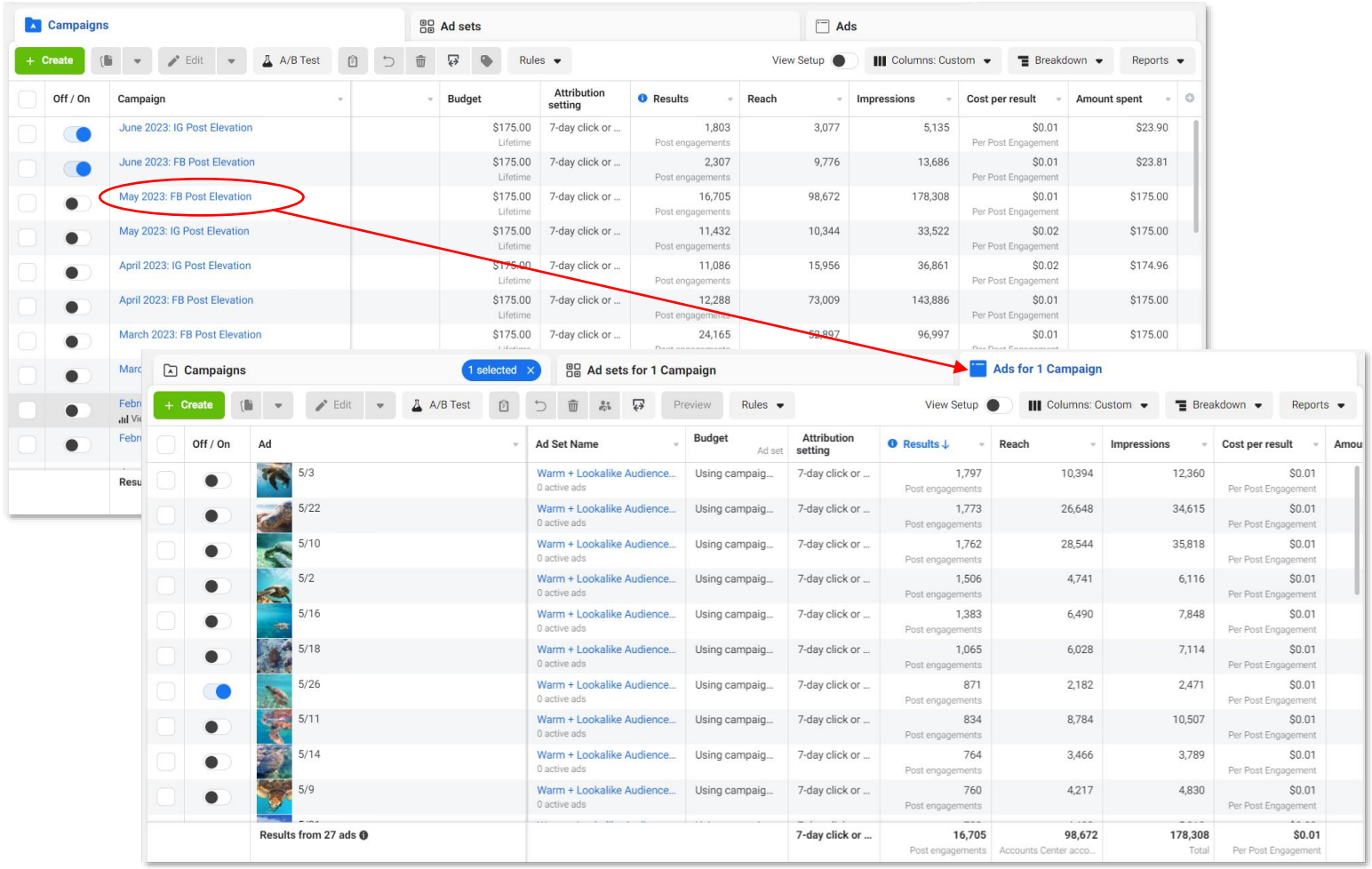

Meta Blueprint
offers FREE courses!

Are you struggling to
gain new followers?

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Is your content shareable?

464 Engagements

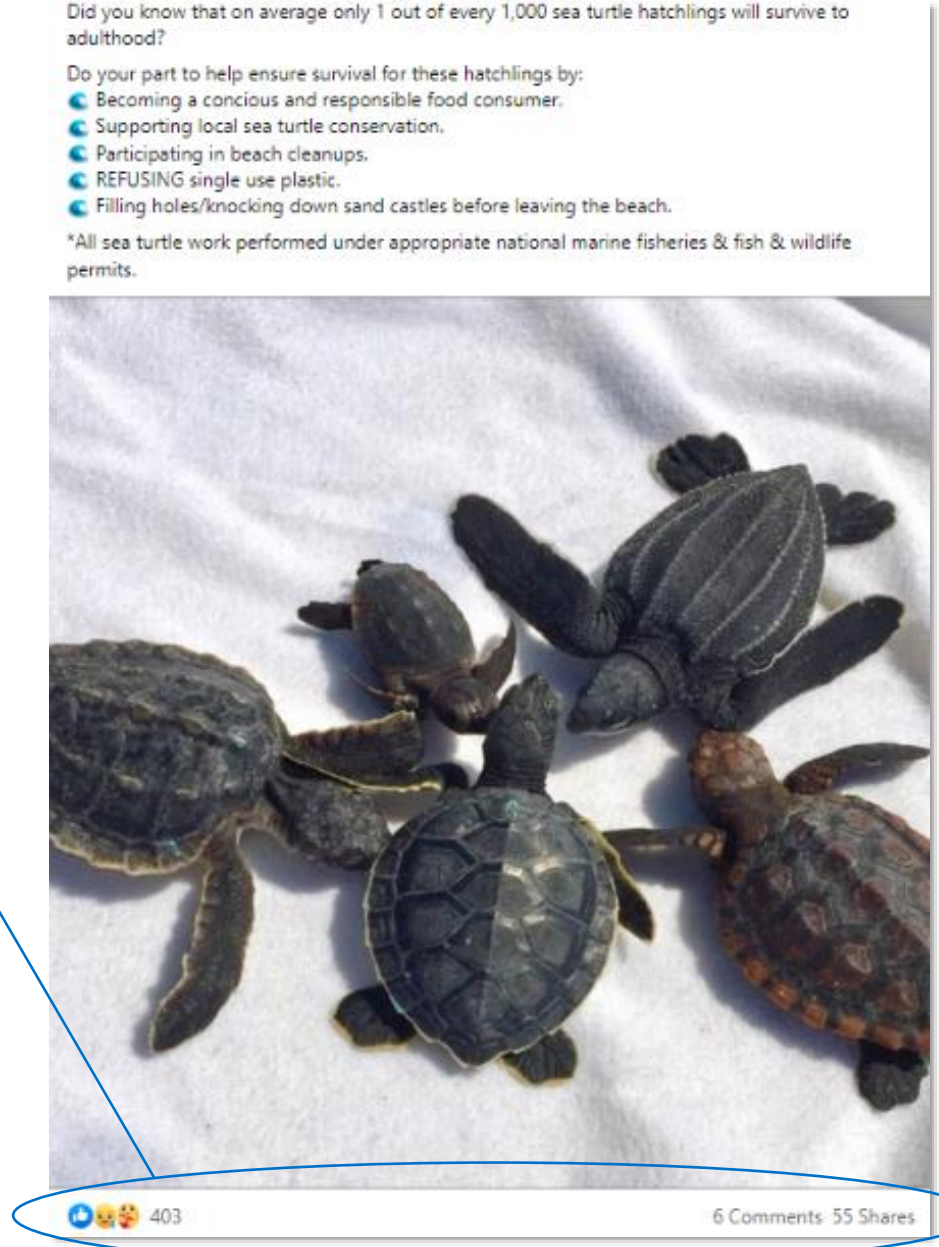
606 Followers

✖

100

=

76% Engagement Rate



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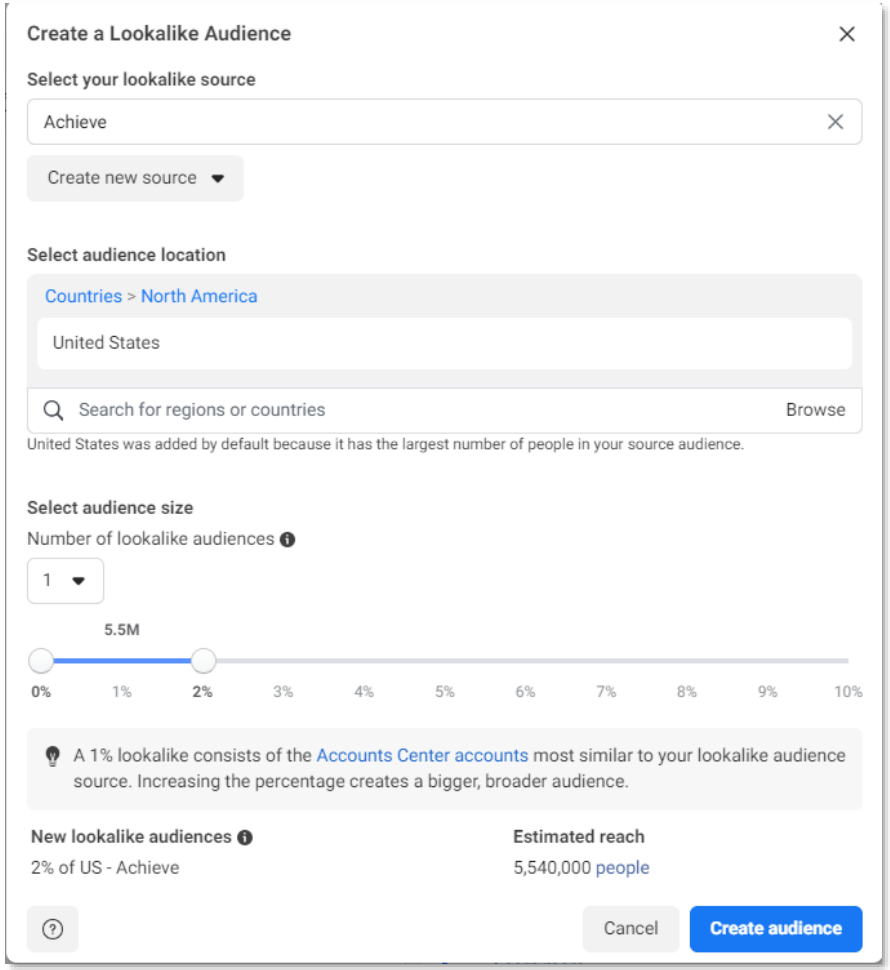
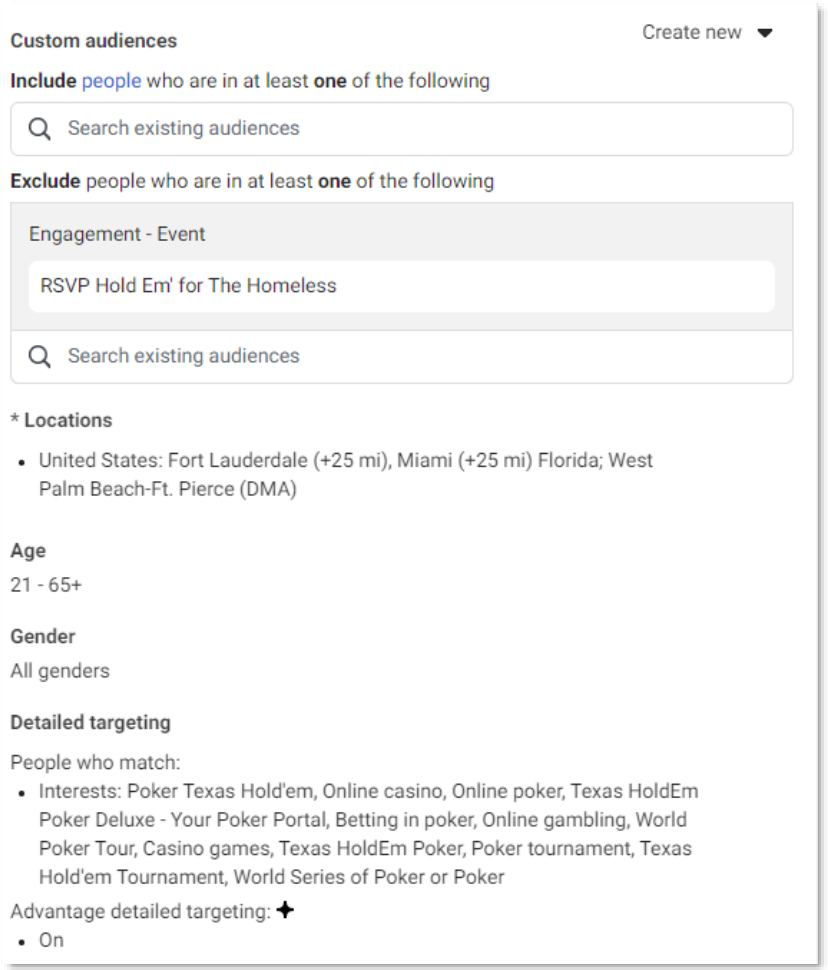
Try leveraging “Cold Audiences” to expand post engagement!



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



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

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Benchmark Alert: Social Followers

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

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

Source: M+R Benchmark Study

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

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Make it easy to donate!

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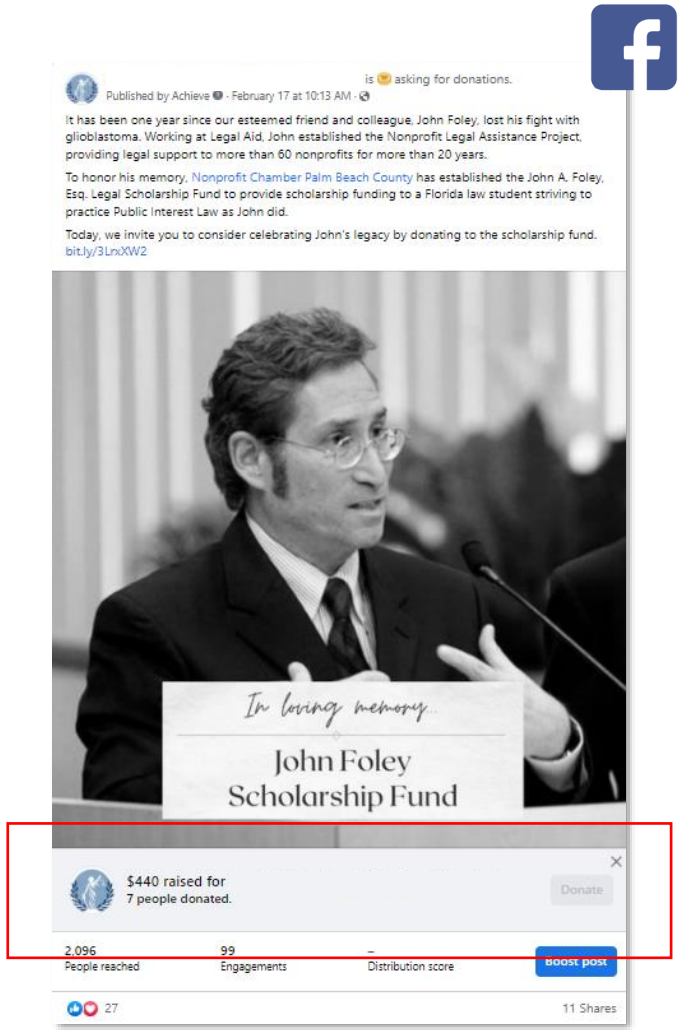

Create Facebook Donation Account

facebook.com/donate/signup

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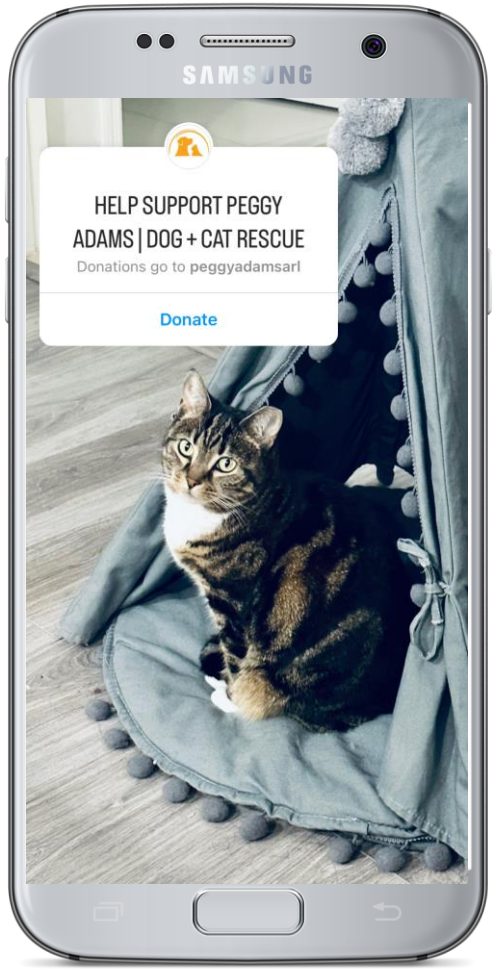
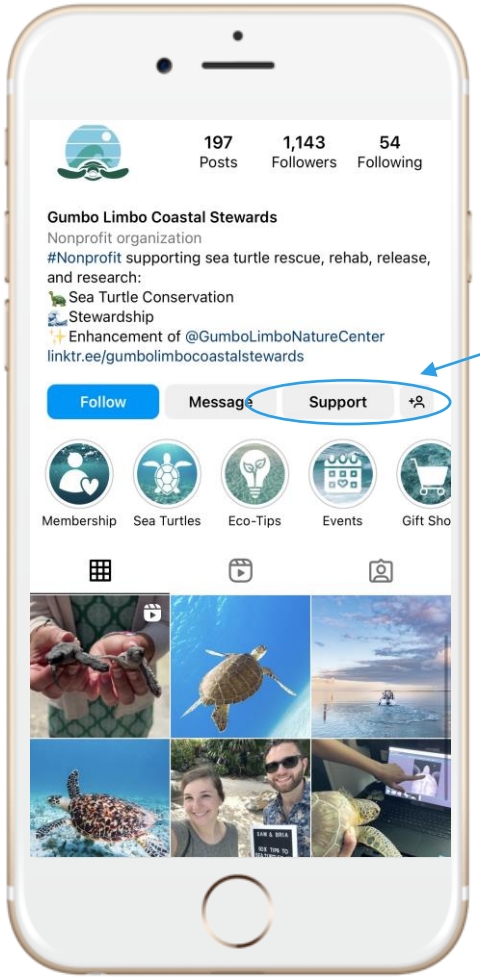
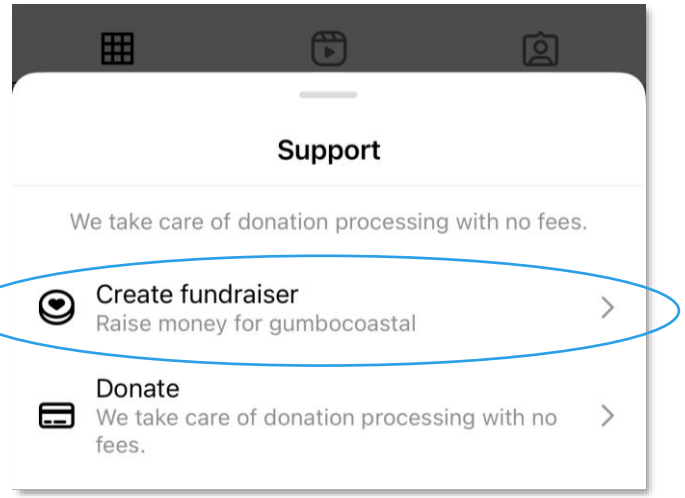
Instagram Giving Tools



Instagram Stories



Donate Button



Fundraisers

Setup Instructions:
bit.ly/IGDonateButtonSetup

Instagram Live Stream:
bit.ly/InstagramDonations

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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.

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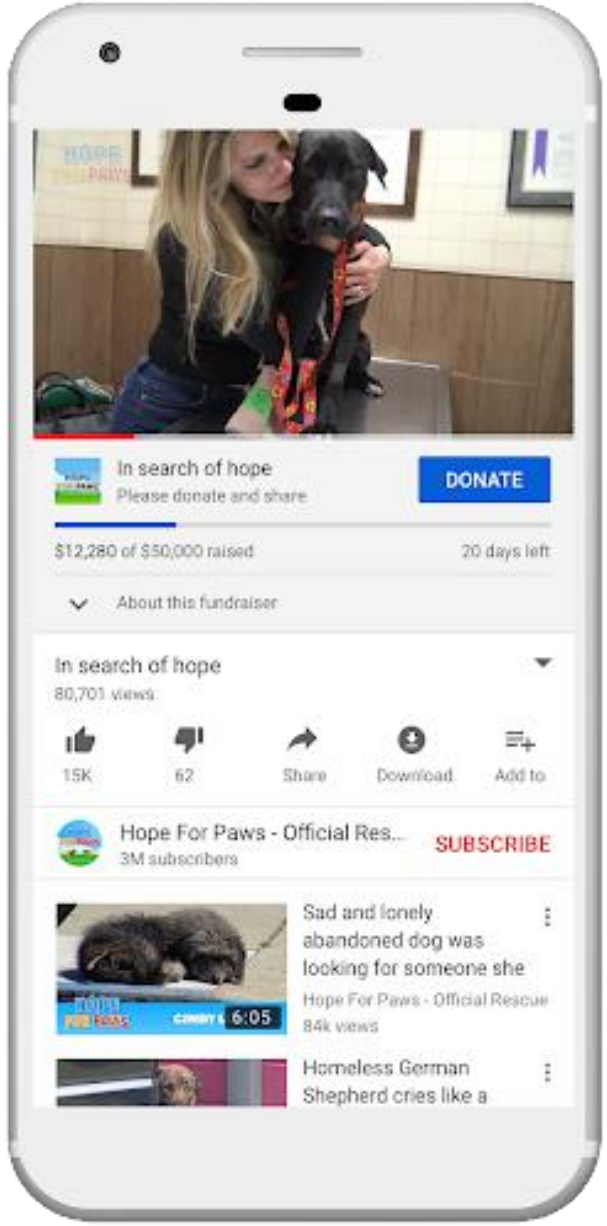
YouTube Giving

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**.

Source: M+R Benchmark Study

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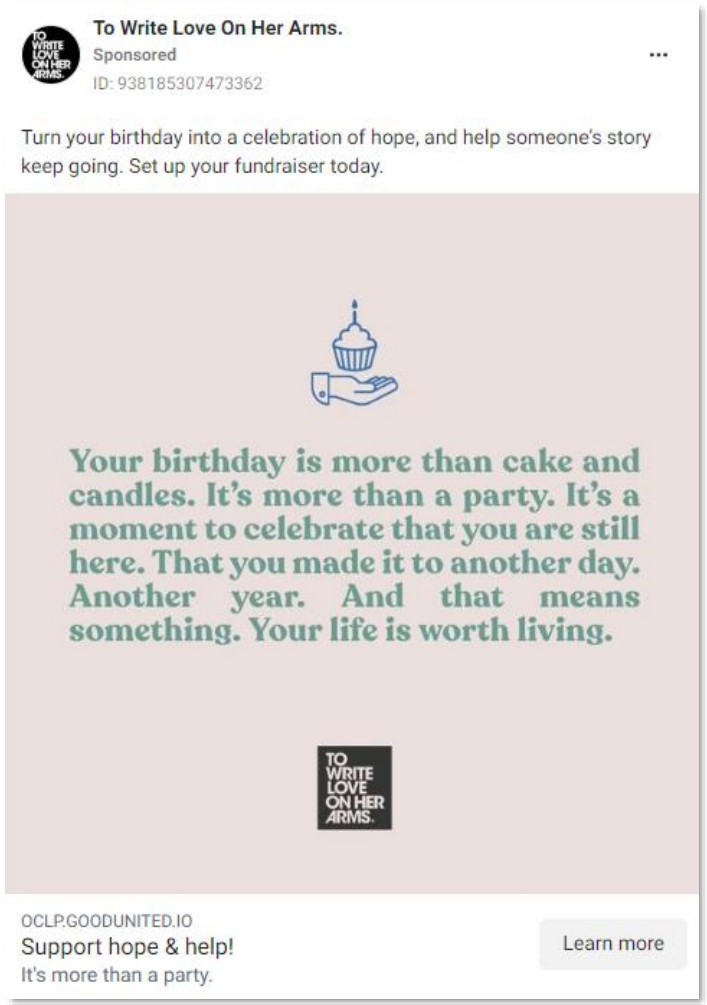
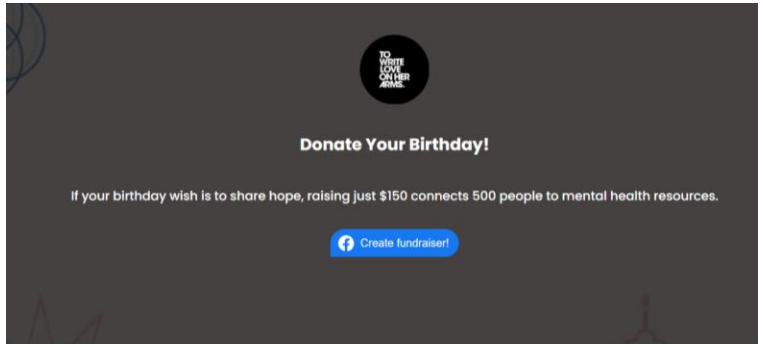
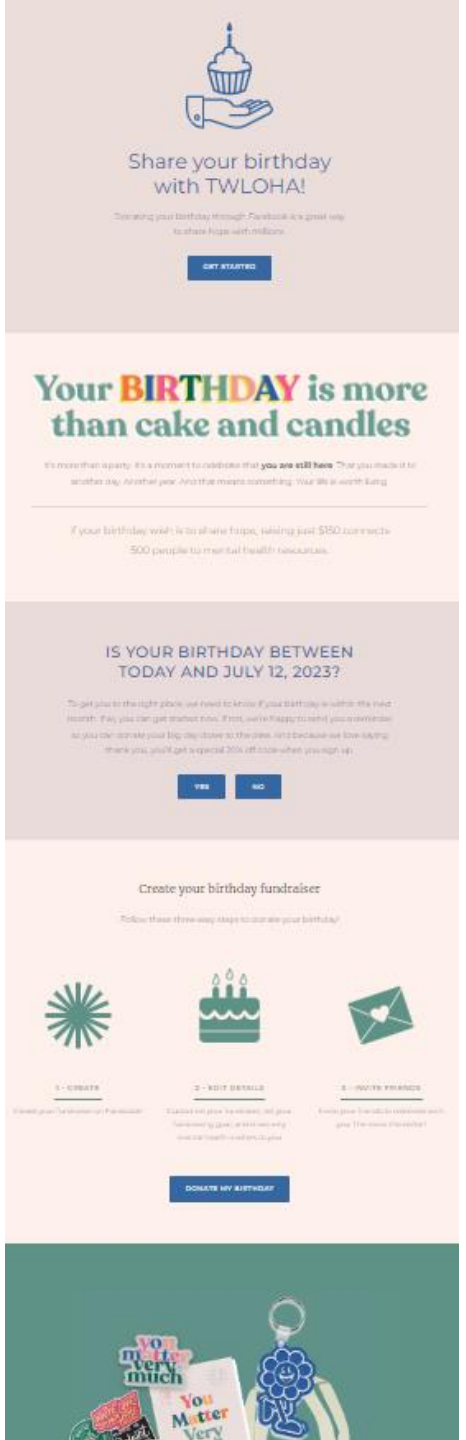
TWLOHA Birthday Fundraiser





Campaign landing page

https://twloha.com/birthday/



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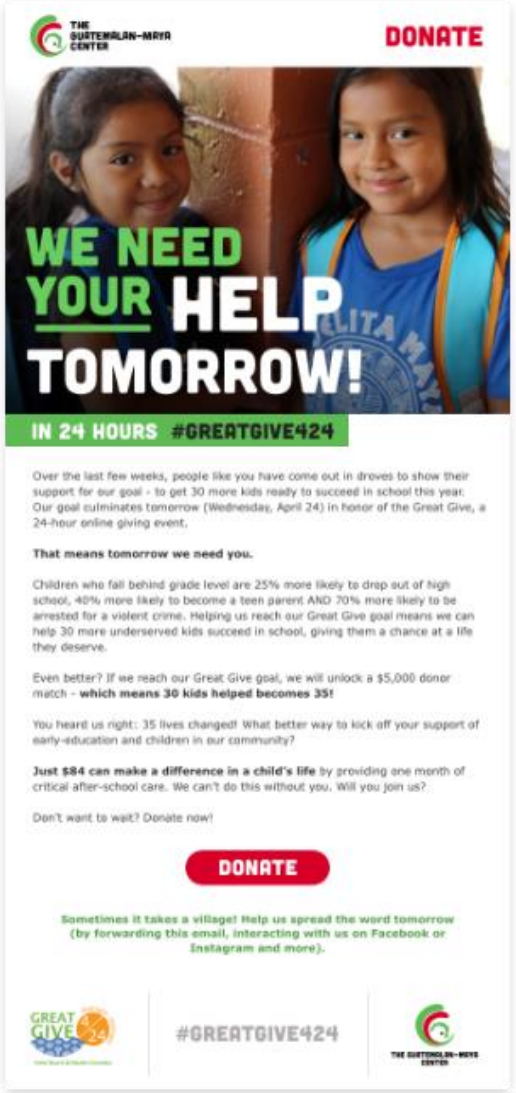
Focus On Impact

Our goal is to raise $30,000.

vs.

Help 30 more kids succeed in school this year!



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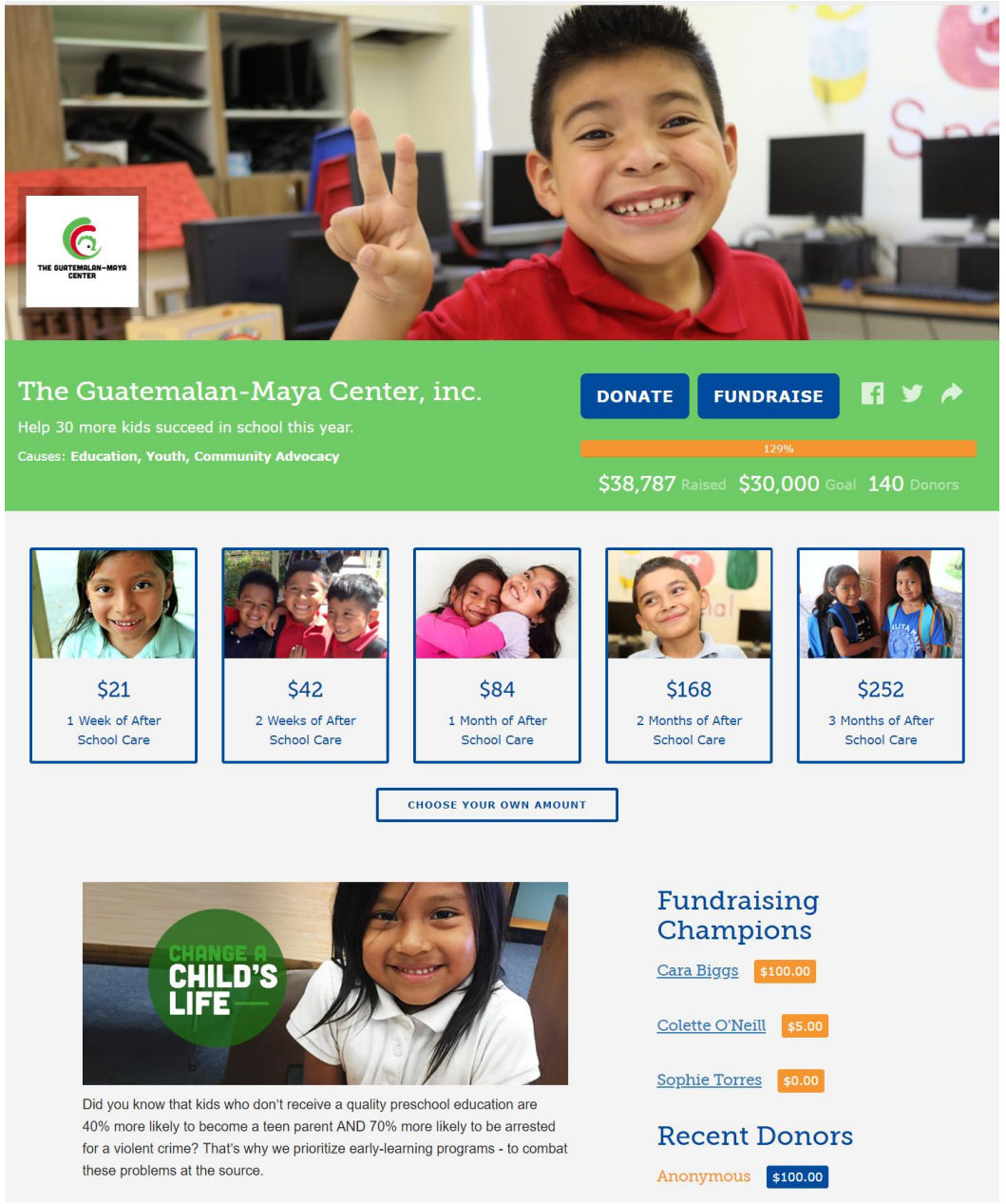
Make It Tangible

- 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).



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Consider Running Conversion Ad Campaigns

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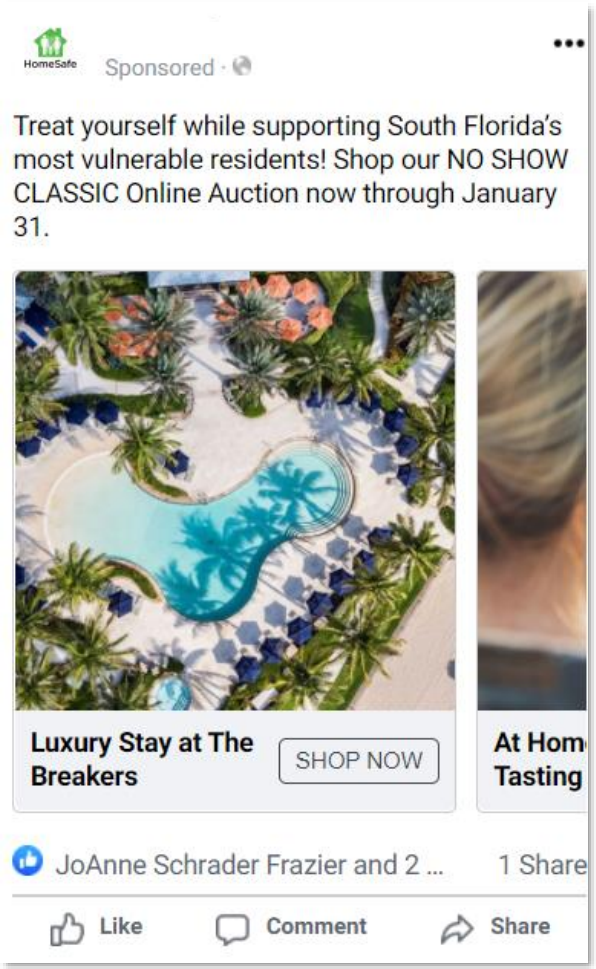

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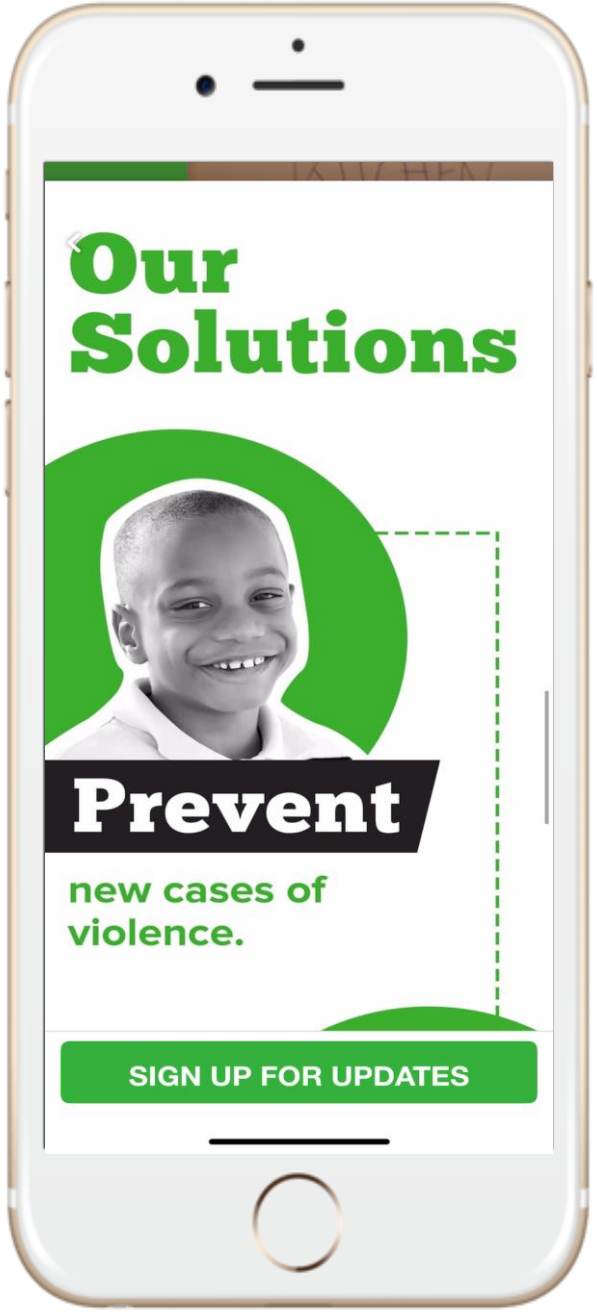
If Your Website Could Use Some Love…

- 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?

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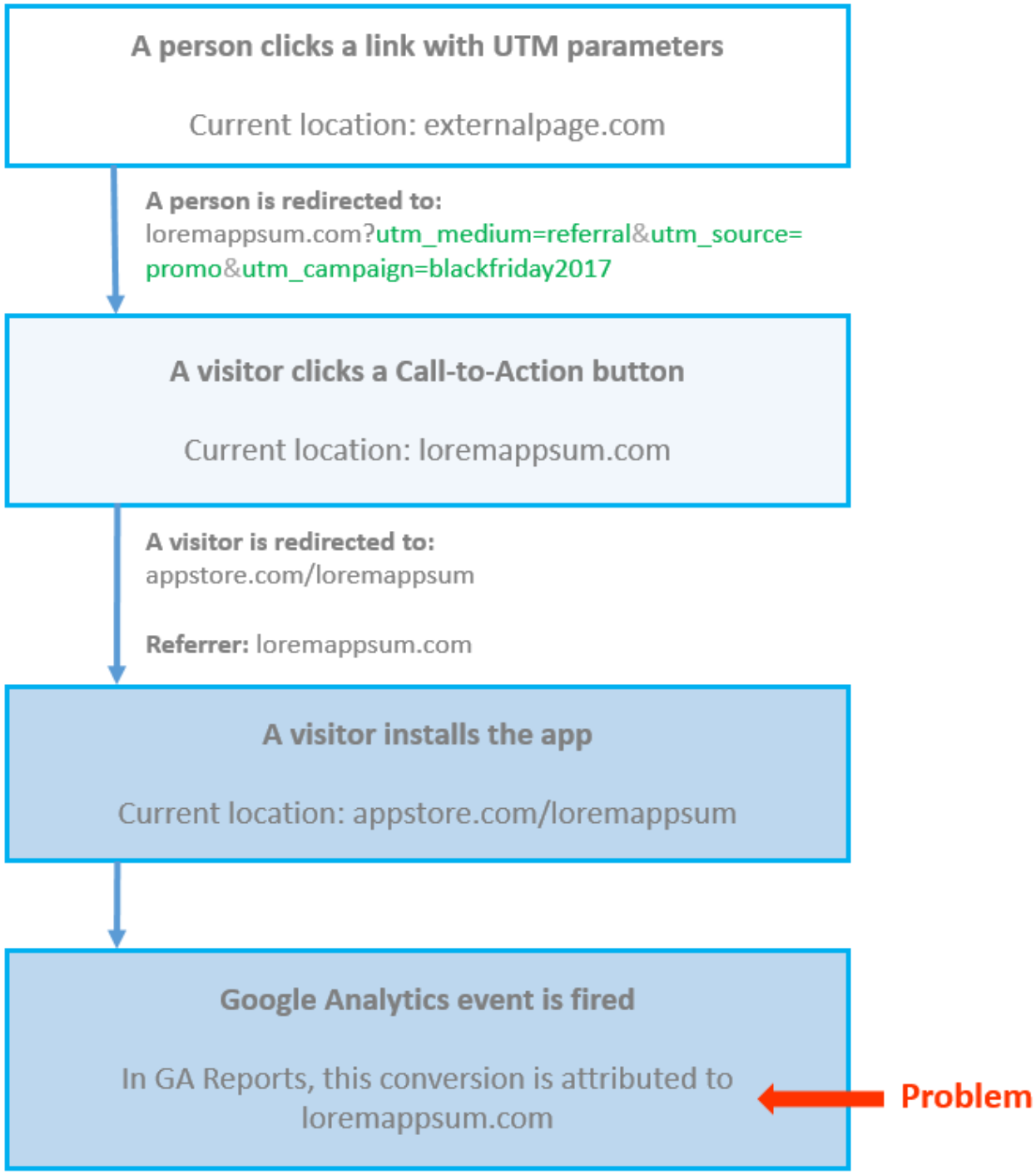
If your donation form drives to a URL outside of your website, Google Analytics attribution will be inaccurate.



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Keep Transactions On Your Site

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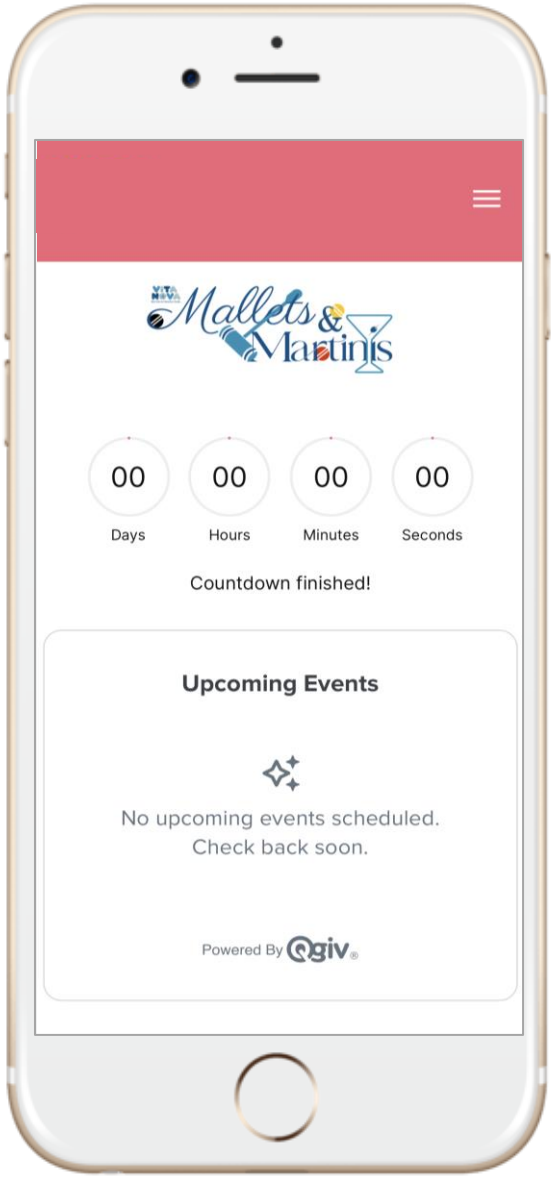
1,254% Return On Ad Spend!



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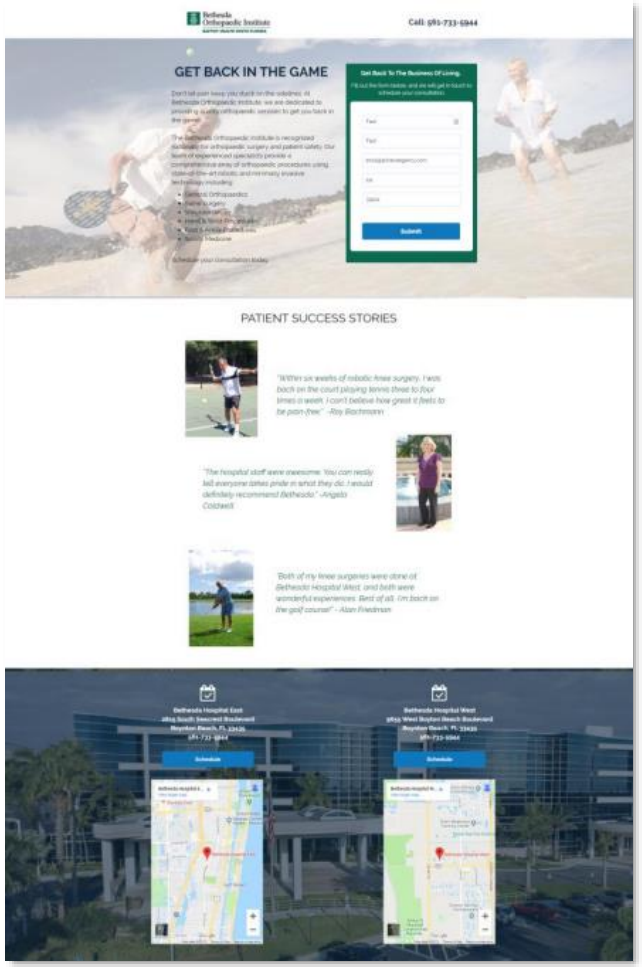
Landing Pages (Lead Example)

90% of Leads Came from Social Ads!



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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.

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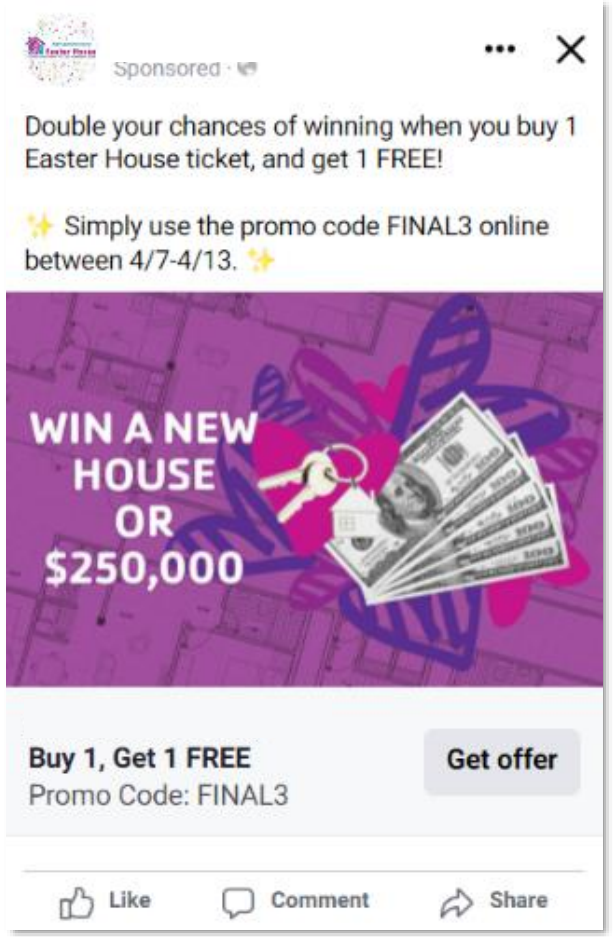
Unique Promo Codes

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.

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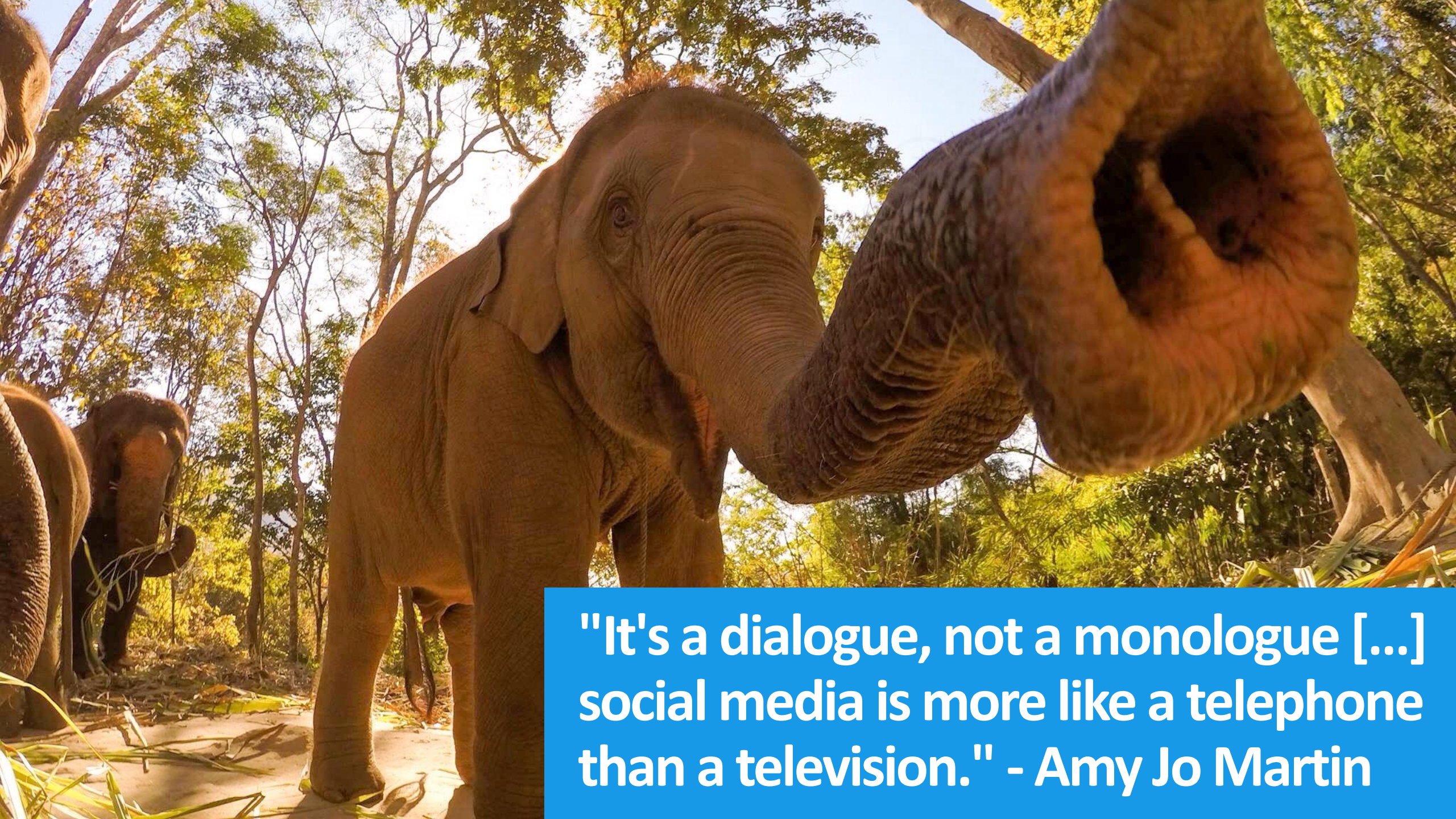
Don’t be afraid to test-and-learn!

- 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

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