

A Digital Fundraising Brochure for NGOs



RIGHT TO CONNECT

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A DIGITAL FUNDRAISING BROCHURE FOR NGOs



This brochure is to equip grassroots organizations and NGOs with the necessary strategies and best practices to succeed in online fundraising. We cover essential topics from optimizing your website with design best practices to engaging donors through email communications and newsletters. Dive into the characteristics of online donors and discover best practices for online fundraising. Explore social fundraising techniques, including crowdfunding and mobile fundraising, and learn about the power of multichannel communications. We'll guide you through effective communication styles and provide content ideas to enhance your outreach. Our brochure also offers insights into leveraging popular platforms like Facebook, Twitter, LinkedIn, YouTube, and Instagram for fundraising and raising cause awareness, with platform-specific tips and best practices. Whether you're a seasoned fundraiser or new to digital strategies, this brochure is your roadmap to achieving fundraising success in the digital age.

ONLINE FUNDRAISING

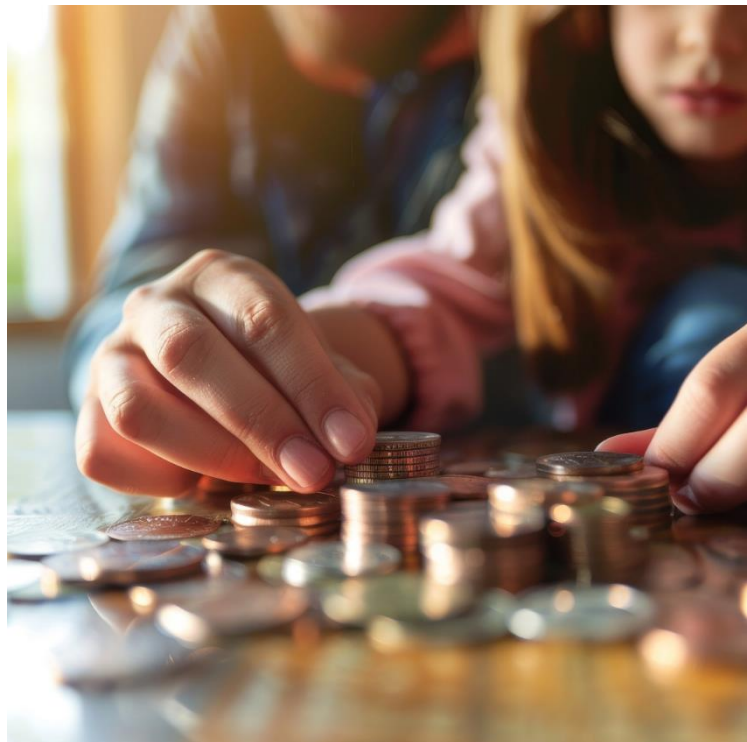


Although online fundraising currently contributes less than ten percent to the total yearly fundraising for NGOs, it is important to recognize that shifting trends in online donations have the potential to revolutionize how these organizations secure their funds in the future. This digital transformation is driven by various dynamics, particularly the role of individuals who are the backbone of charitable giving in the United States.

Individuals account for a significant 72% of all charitable contributions, overshadowing the combined 28% provided by foundations, businesses, and bequests. This underscores the critical importance of individual donors in the philanthropic ecosystem and highlights the opportunities presented by online giving platforms. A growing number of these individual donors are choosing to use online channels to make their contributions, attracted by the convenience, efficiency, and transparency that digital platforms offer.

A closer look at the demographics reveals that baby boomers, who contribute approximately 43% of total charitable donations, are prominently leveraging online platforms, with 58% of them engaging in online donations. This trend signifies a major shift in donation habits, suggesting that even traditionally less tech-savvy generations are embracing digital transactions.

Moreover, the financial implications of online giving are profound. The average online donation is significantly higher at \$146 compared to just \$38 for donations made via direct mail. This difference in donation size not only reflects a more generous giving pattern when facilitated by digital means but also suggests a potential untapped reservoir of financial resources that could be unlocked further with strategic engagement.



In a rapidly evolving philanthropic landscape, nonprofits that are able to strategically adapt and are supported by visionary leadership will likely ensure their sustainability and growth. Such organizations will not only secure a stable financial future but will also enhance their capacity to implement impactful programs, assert their leadership in the social sector, and advance meaningful social change. Embracing these advancements in online fundraising could ultimately lead to greater community engagement, increased donor retention, and a broader reach in achieving organizational missions.

CHARACTERISTICS OF THE ONLINE DONORS

Understanding the characteristics and motivations of online donors is essential for tailoring an effective mobile and social media content strategy that enhances online fundraising efforts for your NGO. By aligning your strategy with these donor characteristics, your organization can

better engage supporters and boost contribution levels. Here's a more detailed look at what drives online donors:

Success: Online donors are results-oriented and seek reassurance that their contributions are making a tangible impact. They want to see how their donations are being used to achieve your organization's mission and advance specific programs. Providing detailed updates, success stories, and concrete evidence of progress helps to build trust and encourages ongoing support. Transparency about financials and outcomes is critical to maintain donor confidence and demonstrate the value of their investment.

Urgency: Events that create a sense of urgency often catalyze increased giving. Donors are particularly motivated to give during times of crisis, such as natural disasters, humanitarian emergencies, or pivotal moments in public policy shifts. Crafting timely and compelling appeals that communicate the immediate need for action can galvanize this sense of urgency. Real-time communication through social media and email alerts can effectively mobilize supporters by emphasizing the necessity of prompt response.

Altruism: Altruistic motives drive many online donors who share a commitment to creating positive change similar to those who work within NGOs. They are drawn to causes that reflect their values and aspirations for global betterment. Engaging altruistic donors involves crafting narratives that inspire and align with their vision for a better world. Storytelling that connects donors emotionally to the people and causes they are helping can reinforce their sense of purpose and involvement.

Connection: Personal experiences and connections to specific causes can significantly influence giving behavior. Donors who have a personal or emotional bond to an issue are more inclined to



support relevant organizations. For example, individuals who have experienced poverty firsthand might be more empathic and willing to support poverty alleviation initiatives. Building and nurturing these connections involves recognizing and leveraging these personal links, perhaps through testimonials, community-building activities, and targeted communications that resonate with their personal experiences.

Reciprocity: While many donors are motivated purely by the cause, some also appreciate tangible acknowledgment of their generosity. Offering small tokens of gratitude, such as branded merchandise or exclusive content, can incentivize giving and enhance donor satisfaction. Seasonal campaigns that incorporate elements of reciprocity—like holiday-themed gifts or limited-edition items—often see heightened success. Thoughtful acknowledgment and appreciation not only affirm the donor's contribution but also reinforce their connection to the organization, fostering loyalty and repeat donations.

ONLINE FUNDRAISING BEST PRACTICES

To enhance online fundraising success, NGOs must move away from outdated donation procedures and adopt best practices that cater to the expectations and behaviors of modern online donors. Here's a comprehensive look at how each of these strategies can significantly improve the effectiveness and conversion rates of your online donation pages:



Make the Online Donation Process Fit on One Page: Consolidating the donation process onto a single page minimizes friction, reduces the potential for donor drop-off, and provides a streamlined experience. This approach eliminates distractions and minimizes the time and effort required, thus making it easier for donors to complete the transaction.

Prioritize Visuals Over Text: Utilizing compelling visuals—such as impactful videos, emotive images, and concise infographics—engages donors more effectively than extensive text. Visuals quickly convey your organization's story, mission impact, and the urgency of support needed, appealing to the emotional motivations of donors and prompting action.

Set Default Donation Amounts: Offering suggested donation amounts simplifies decision-making for donors, encouraging them to give by providing a benchmark of typical contributions. This can also subtly guide donors to choose higher giving levels and increase the average donation size, thereby enhancing revenue.

Include an Optional Mobile Alert Opt-In Field: By allowing donors to opt-in for mobile alerts, you create a channel for ongoing engagement and communication. Mobile alerts can keep donors informed about the impact of their contributions, upcoming campaigns, or urgent needs, fostering a deeper connection to your cause and encouraging repeat donations.

Graphically Demonstrate Charity Ratings: Displaying charity ratings from reputable sources in a clear, visual format builds trust and credibility with potential donors. When donors see that your organization is transparent and effectively managed, they are more likely to feel confident in their decision to support your mission.

Display Program vs. Operating Cost Graphics: Transparently illustrating how donations are allocated between program and operating costs reassures donors about the effective use of their funds. Visual aids can clearly demonstrate the efficiency and impact of donations, making it easier for donors to understand and appreciate how their support is utilized.

Include Giving Impact Statements: Articulate specific examples of what different donation levels can achieve. These impact statements help donors understand the tangible difference their contributions can make, fostering a sense of fulfillment and connection with your mission which can drive larger or more future donations.



Encourage Tribute Giving: Offering an option for donors to make contributions in honor or memory of someone can personalize the giving experience and expand your pool of potential donors. Such contributions can be particularly meaningful, providing donors with a way to honor loved ones while supporting a cause they care about.

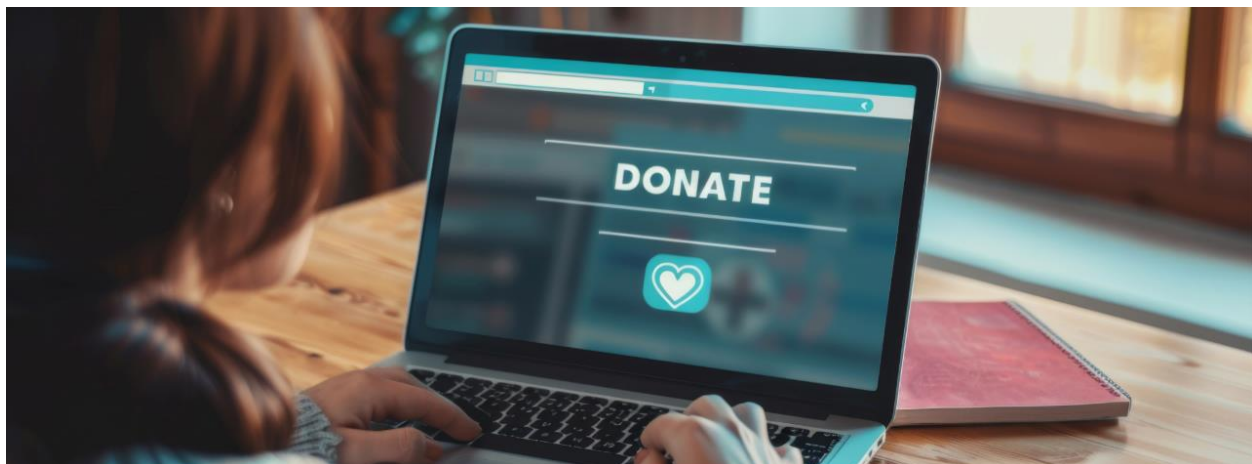
Offer Monthly Giving: Promoting recurring donations as a monthly giving program provides consistent financial support, crucial for long-term planning and stability. It allows donors to make manageable contributions over time, increasing donor retention and commitment by fostering a long-term relationship with your organization.

Create a "More Ways to Give" Page: Developing a dedicated page that outlines various giving options beyond conventional donations can tap into donors' diverse capacities to support your organization. Include information on avenues like legacy giving, volunteering opportunities, employer matching programs, and in-kind donations, thereby broadening the support network.

[Here is how to do online fundraising for NGOs.](#)

[Seven Ways ChatGPT can help you while doing online fundraising.](#)

USING A WEBSITE



An effective website is essential for NGOs aiming to improve their fundraising efforts. It acts as the organization's digital representation, offering potential donors key insights into its mission, values, and impact. A successful fundraising website should include a clear, engaging narrative that resonates with visitors by showcasing stories and examples of how donations make a difference. Ease of navigation and a simplified donation process are crucial to allow supporters to contribute quickly and securely. Using captivating visuals, like images and videos, can help capture attention and motivate action. Features such as donation tracking, event calendars, and volunteer sign-up forms further engage visitors. By focusing on user experience and compelling content, an NGO's website becomes a powerful tool for attracting and retaining donors, thereby driving successful fundraising campaigns.

Tips for Creating a Successful Donation Website:

Clearly Define Your Goal: Clearly articulate the purpose of your fundraising efforts so visitors understand what their donations will support and the impact they'll have.

Engage Through Storytelling: Utilize narratives to emotionally connect with potential donors. Share stories about the individuals or communities your organization helps to make the impact real and relatable.



Enhance Visual Appeal: Use high-quality images and videos that align with your message and highlight the positive outcomes of your work to engage visitors.

Highlight the Call-to-Action: Design clear and strategically placed call-to-action (CTA) buttons, like "Donate Now," to guide visitors toward making donations easily.

Simplify the Donation Process: Streamline the process to eliminate barriers, minimizing steps and offering multiple payment options to accommodate all users.

Optimize for Mobile Devices: Ensure that your website is responsive and functions well on mobile devices, as many users will access it through smartphones or tablets.



Focus on Security and Trust: Highlight security certifications and use secure payment processing to assure donors their information is safe. Include testimonials and stories of success to build trust.

Improve SEO: Optimize your website for search engines to increase visibility and attract more potential donors through organic search results.

Enable Social Sharing: Include social media sharing buttons to make it easy for visitors to promote your cause and extend your reach through their networks.

Keep Content Fresh: Regularly update your website with news, blog posts, and updates on your fundraising progress to keep content fresh and engaging.

Provide Transparent Reporting: Share how funds are utilized by publishing project reports or updates, which can enhance transparency and increase donor trust.

Utilize Engagement Tools: Incorporate tools like email newsletters, volunteer sign-up forms, or event calendars to keep your audience engaged and informed about your activities and the impact of their contributions.

USING EMAIL AND NEWSLETTERS



Email newsletters are a leading driver for both online donations and website traffic. When nonprofits send out an e-newsletter, they typically see an immediate spike in website visits and donations, which then gradually tapers off until the next newsletter is sent. This pattern, observed consistently over the years, highlights the importance of regular e-newsletter distribution for maintaining a robust online fundraising strategy within the nonprofit sector.

However, it's crucial to understand that the term "e-newsletter" no longer fully captures the current dynamics of email communications, which have significantly evolved with the rise of mobile and social media platforms. Originally, e-newsletters were designed to replicate the print newsletter format, often featuring dense content volumes. This approach has become outdated, particularly as it poses compatibility issues on mobile devices and conflicts with modern desktop design standards. Today, effective e-newsletters are concise and designed for quick skimming—readers typically scan for key headlines and only engage further by visiting websites, blogs, or social media when prompted by a clear call to action.

When designing an e-newsletter, consider these best practices to ensure it effectively reaches and engages your audience:

Use a Single-Column Design for Mobile Devices: Simplify navigation and readability on smartphones and tablets by employing a single-column layout.

Increase Font Size: Make text easily readable on a variety of devices by using larger fonts.

Enhance the Size of Call-to-Action Buttons:

Ensure that call-to-action buttons are prominent and easy to click on both mobile and desktop devices.

Emphasize Visuals: Utilize impactful images and graphics to capture attention and convey your message quickly.

Limit Content to 3 to 5 Headline Stories: Focus on just a few key stories or updates to keep content concise and engaging.

Use Brief Paragraphs: Keep text short and to the point to facilitate easy reading and comprehension.

Include "Donate" Button and Social Icons: Ensure that buttons for donations, social media links, and mobile alerts are easily accessible and visible.

Incorporate Social Sharing Features: Enable readers to share content easily across their networks, broadening your reach.

Choose Concise Subject Lines: Use concise subject lines (ideally around 8-9 words) that quickly convey the email's purpose and encourage opening.

Utilize a Responsive Template: Select a template that automatically adjusts to different devices, ensuring optimal viewing experience across platforms.



[Here are some newsletter tips and best practices for fundraising e-newsletters.](#)

SOCIAL FUNDRAISING



bring in approximately \$416.

Social fundraising, also referred to as friend-to-friend or peer-to-peer fundraising, utilizes the personal networks of your supporters and benefactors, along with mobile and social media platforms, to expand your reach. By enabling your most committed supporters to organize fundraising activities on behalf of your nonprofit, you can significantly boost both your online fundraising results and your donor base. This approach is particularly effective with millennials and Generation X audiences. Typically, each individual fundraiser raises an average of \$44 for the nonprofit. For newcomers in fundraising, these campaigns can generate around \$219, while ongoing efforts from seasoned fundraisers can

There are two main types of social fundraising campaigns:

1. **Event-Based Social Fundraising:** This involves supporters joining events like walks or marathons to raise funds for your organization's mission. Health organizations often use this strategy to raise money for research and to increase public awareness.
2. **Personal Occasion-Based Fundraising:** In this form, dedicated individuals ask friends and family to donate in celebration of personal milestones such as birthdays or weddings, or in response to a crisis.

Before launching either type of campaign, it's crucial to select the right social fundraising software. Beyond general online fundraising software and CRM providers, certain platforms specialize in social fundraising and offer solutions that seamlessly integrate with your website's brand. Options like CauseVox, Causes, Artez Interactive, and Razoo provide mobile-friendly services tailored for these campaigns.



Additionally, a nonprofit should:

Select User-Friendly Software: Choose a social fundraising tool that appeals to millennials and Generation X by featuring a modern interface, mobile compatibility, and easy sharing options.

Develop a Comprehensive Guide: Prepare a detailed manual for fundraisers that explains how to set up a fundraising page and provides tips and templates for promoting campaigns via email, mobile, and social media. Given that 18% of all social fundraising donations come through Facebook, offer explicit guidance on mobilizing support through this platform. Include sample thank-you emails and suggest realistic fundraising targets, like \$500 or \$1,000.

Encourage Personal Contributions: Advise fundraisers to kickstart their campaigns by contributing \$10 to \$50 themselves. Seeing a "0 Raised" amount can deter potential donors, so a starter contribution can provide social proof and encourage more donations.

Implement Incentives: Organize contests to reward fundraisers who raise the most funds during the campaign, thus inspiring competitive spirit and boosting overall donations.

Maintain a Dedicated Fundraiser Email List: Keep in touch with fundraisers throughout the year with updates and news regarding the causes they support.

Choose the Right Platform: Select a crowdfunding platform with a modern design, mobile compatibility, and social media sharing features. Be diligent in analyzing donation processing fees, as some platforms charge fees up to 10% of the donation amount.

Craft a Compelling Project Summary: Write a detailed project summary containing five to six paragraphs that outline the objectives and timeline, including the planned start date after funding is secured. Assure potential donors that they will receive regular updates on the project's progress.

Use Engaging Visuals: Incorporate images or videos to make the project more appealing and compelling as a funding opportunity.

Start with Initial Contributions: Avoid beginning your crowdfunding campaign with a "0 Raised" balance, even if it means contributing \$100 from your organization to kickstart the funds. This shows commitment and can encourage others to donate.

Integrate with Other Fundraising Efforts: Align your crowdfunding initiatives with email newsletters and fundraising appeals to reach a broader audience.

Create Eye-Catching Call-to-Action Graphics: Develop images and additional graphics for your blog to increase the visibility of your crowdfunding campaigns on social media and mobile devices.

Feature Crowdfunding on Donation Pages: Highlight your crowdfunding projects on your "More Ways to Give" page to offer potential donors diverse ways to support your cause.

Engage Donors with Follow-Up Communications: Send a thank-you email that includes your nonprofit's branding. Encourage donors to subscribe to mobile notifications and follow your organization on social media for ongoing engagement.

[Here is your guide to understanding crowdfunding.](#)
[Here is how to start crowdfunding.](#)



MOBILE FUNDRAISING

Text-to-give has become a prominent and effective mobile fundraising method, particularly appealing to millennials and Generation X. This approach is no longer restricted to times of crisis, as nonprofits have become increasingly proficient in promoting their text-to-give initiatives. While it took years for many donors to develop trust in online giving, text-to-donate has experienced a much faster adoption rate. A significant shift in donor perception has occurred,



making it more likely that nonprofits will succeed in raising funds through text, provided they continue to enhance their text-to-give campaigns by using modern best practices. To date, almost \$100 million has been raised through text-to-give efforts.

The main goal of text-to-give best practices is to encourage donors to use their mobile phones to enter a short code and keyword

and then confirm their donation with a reply text. Initially, the novelty of text giving drew many first-time donors eager to engage with this new form of giving. However, for nonprofits to sustain engagement and encourage ongoing donations, integrating text giving into a broader, long-term communications and fundraising strategy is crucial.

Unfortunately, text-to-give campaigns often occur independently of other fundraising activities, which reduces their potential impact. For text-to-give software to be truly effective, nonprofits need to invest significant time and resources in promoting these campaigns. Early missteps led many organizations to abandon their initiatives prematurely. Proper implementation of best practices from the start would have likely made achieving fundraising success easier.

Here are ten important steps to consider when launching a text-to-give campaign:

Execute a Mobile Alert Campaign: Use mobile alerts to inform your audience about upcoming text-to-give opportunities, serving as a reminder and motivator.

Build an Online Mobile List: Encourage supporters to sign up for mobile updates through your website to expand your communication reach.

Feature on the "More Ways to Give" Page: Ensure text-to-give is prominently displayed among other donation options on your website to increase visibility.

Create Engaging Graphics and Promotional Materials: Develop attractive visuals and promotional content to effectively market your text-to-give campaigns.

Leverage Social Media: Use social media platforms to amplify the reach of your text-to-give campaigns and engage a broader audience.

Promote at Events: Highlight text-to-give options during fundraisers and awareness events to facilitate direct and immediate contributions.

Encourage Evening Engagement: Target evening hours when people are more likely to respond to calls-to-action due to having more free time.

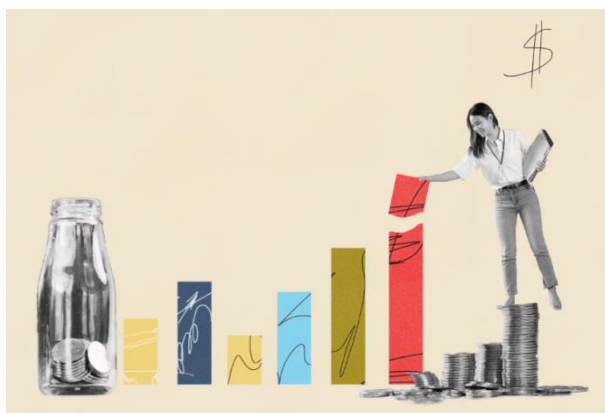
Respond to Breaking News Quickly: Capitalize on current events by launching or promoting text-to-give campaigns that are relevant to unfolding news, tapping into the desire to give.

Prioritize Year-End Giving: Include text-to-give opportunities in your end-of-year fundraising pushes when donors are typically more generous.

Integrate with Print Materials: Support your text-to-give campaigns with print media to ensure extensive reach across different demographics.

[Here is how to do mobile fundraising.](#)

MULTICHANNEL COMMUNICATIONS AND FUNDRAISING



Incorporating multichannel communications and fundraising involves strategically integrating a variety of content distribution channels and fundraising tools to reinforce and support one another. For nonprofit organizations, the foundation of successful multichannel fundraising lies in their ability to produce a diverse range of content. This includes print materials, online news articles, blog posts, videos, photographs, and detailed reports. Without a consistent stream of

content, a nonprofit's mobile and social fundraising strategies will significantly suffer.

Relying solely on a print newsletter, website, e-newsletter, and donate page is not enough to effectively engage and inspire action from donors across five key generational groups:

Generation Z, Millennials, Generation X, Baby Boomers, and the Silent Generation. This is the modern reality of communications and fundraising in the 21st century. Nonprofits that utilize as many communication channels and fundraising tools as their resources allow, and those that prioritize content creation, are often the most successful in reaching their fundraising goals.

Key strategies for a multichannel approach include:



Diverse Content Creation: Generate and maintain a robust library of diverse content pieces—such as engaging articles, eye-catching infographics, and compelling videos—to appeal to various donor segments.

Cross-Platform Consistency: Ensure messages and branding are consistent across all platforms, from social media to print newsletters, to create a unified donor experience.

Leveraging Technology: Use digital tools like email marketing, social media analytics, and CRM systems to tailor and track the effectiveness of communications and campaigns.

Segmented Outreach: Customize communications to target different demographics, recognizing the unique preferences and behaviors of each generational group.

Engagement through Stories: Tell powerful stories across channels that connect emotionally with donors, demonstrating the impact of their contributions.

Interactive Campaigns: Utilize interactive content, such as live videos or virtual events, to engage donors more deeply and in real-time.

COMMUNICATION STYLES FOR NONPROFITS

Once your nonprofit has determined which content categories and distribution channels to use, it's important to develop a consistent tone of voice for your communications. This tone should align with your nonprofit's mission. For example, if your organization addresses poverty or human rights issues, your tone might be intelligent, serious, and thought-provoking. Alternatively, if your mission focuses on animal or environmental protection, your tone could be informative, determined, and at times humorous. This tone of voice will guide you as you navigate the main communication strategies essential for nonprofits. While storytelling should be central, it's important to consistently integrate marketing, fundraising, engagement, and content curation.



Storytelling: Sharing the stories of your organization's supporters and beneficiaries is one of the most powerful ways to inspire others. Through a range of emotions—from anger to empathy—effective storytelling can motivate donors and advocates to engage with and support your nonprofit's mission. These narratives create deep connections and can compel action.



Marketing: In the nonprofit sector, marketing involves strategically using content and communication channels not for commercial gain, but to expand reach and engagement. This might mean increasing the number of donors, e-newsletter subscribers, and event participants.



Marketing aims to communicate the value of your mission and attract more individuals to support your cause.

Fundraising: Although it incorporates elements of marketing and storytelling, fundraising content specifically aims to inspire businesses and individuals to provide financial support. While well-placed donate buttons or articles might bring in some passive donations, effective fundraising content targets the key motivations that drive people to give repeatedly.

Engagement: Historically, the success of a nonprofit's mobile and social media efforts has been measured by engagement levels. However, engagement should not be viewed merely as a metric of success but should be about creating meaningful interactions. This can help in better retaining the interest of supporters rather than simply acknowledging participation with generic responses.



Curation: Content curation is especially useful for nonprofits that may struggle to consistently create new content. By sharing, retweeting, and reposting engaging materials from similar

organizations, nonprofits can fill content gaps in their strategy. This includes infographics, case studies, branded images, and videos. Content curation allows nonprofits to maintain a dynamic presence by providing valuable content aligned with their mission, enhancing reputation, and inspiring further support.



NEWS ARTICLE AND BLOG CONTENT IDEAS

Creating engaging news articles and blog posts is a vital activity for nonprofit organizations, as it helps them connect with their audience and communicate essential updates. While content typically includes program updates, success stories, responses to breaking news, and calls to action, these types of posts are commonly expected in nonprofit communications. However, some of the most engaging and widely shared content often includes unexpected or unique perspectives. With numerous online news sources and millions of blogs worldwide, your media manager needs excellent writing skills and the ability to diversify the narrative, fundraising, and marketing materials beyond traditional approaches. The shift to mobile and social media has rapidly changed how stories are crafted and presented by journalists, writers, and bloggers. Here are some innovative content ideas to enhance your nonprofit's communication strategy:

Numbered Lists: Create informative and engaging lists (e.g., "5 Ways to Support Our Cause") that provide valuable insights or tips, making them easy to read and share.

Photo Essays: Use compelling photo essays to visually narrate your nonprofit's initiatives, showcasing the impact of your work through powerful imagery.



Summarized Research Reports and Studies: Share summarized reports and studies relevant to your cause to inform your audience and establish authority in your field.

Cause-Related Resources: Provide resources related to your mission, such as guides, toolkits, or links to related organizations, to support your community further.

Donation Impact Stories: Highlight stories that show the tangible impact of donations, illustrating how contributions make a difference in the lives of those you serve.

Community Service Spotlight: Feature stories of community service and volunteers who contribute to your organization, highlighting their efforts and inspiring others to join.

Interviews with Donors and Volunteers: Conduct interviews with donors and volunteers to share their experiences and motivations, offering personal insights into supporting your cause.

Behind-the-Scenes Looks: Offer a behind-the-scenes look at your organization's operations and events to give your audience a deeper understanding of your work.



Book and Movie Reviews: Review books and films related to your nonprofit's mission, providing informative content that resonates with your audience's interests.

New Mobile and Social Media Content: Showcase innovative uses of mobile and social media within your organization, such as new campaigns or interactive content, to engage tech-savvy supporters.

[Here is an important video on the importance of storytelling for NGOs.](#)
[Click here for multichannel fundraising to communicate with new donors.](#)

USING MOBILE AND SOCIAL NETWORKS TO DISTRIBUTE CONTENT

Successfully leveraging mobile and social networks is crucial for nonprofit organizations aiming to enhance their content distribution and fundraising outcomes. As nonprofits venture into these digital spaces, they discover that social networks operate differently from traditional online fundraising and communications. This often leads to mistakes that can hinder their progress. Therefore, mastering the use of social networks should not be underestimated, as each platform has its own unique tools and protocols. Understanding these distinctive features and integrating them into a content strategy is a skill that the most adept media managers possess. Here are some universal best practices to maximize the effectiveness of social networks for nonprofits:

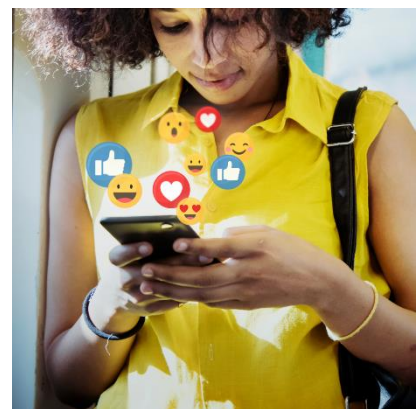


Prioritize Storytelling Over Marketing: Focus on sharing compelling stories that resonate emotionally with your audience, rather than just promoting your nonprofit. Storytelling can build deeper connections and inspire action.

Utilize Visuals for Enhanced Engagement: Use high-quality images and videos to capture attention and increase interaction. Visual content is more likely to be shared, expanding your reach and impact.

Engage Authentically: Actively and genuinely participate in dialogues with your audience. Authentic engagement helps build trust and long-term relationships with supporters.

Avoid Automation Across Platforms: Tailor content specifically for each social network rather than posting identical, automated content. Different platforms have unique audiences and engagement styles.



Curate Valuable Content: Share and promote content from other sources that align with your mission and values. Becoming a content curator enhances your credibility and widens your engagement with your community.

Engage with Current Events: Participate in conversations around current events and trending topics related to your cause. This timely engagement can increase visibility and relevance.

Leverage Mobile Compatibility: Ensure that your content is optimized for mobile viewing as all social networks are inherently compatible with mobile devices. Mobile optimization enhances accessibility and user experience.

Adjust Content Frequency to Capacity: Post content as often as your resources allow while maintaining quality. Consistency is key, but it should not come at the expense of content value.

Invest in Graphic Design: Strong graphic design is essential for effective branding. Well-designed visuals convey professionalism and can significantly enhance your nonprofit's image.

FACBOOK

Facebook is a leading social networking platform worldwide, boasting a user base that is the most demographically diverse among online platforms. This diversity is reflected across various dimensions including age, race, socioeconomic status, gender, and geographic locations spanning rural to urban areas, mirroring the global society at large. Notably, three-quarters of Facebook users access the platform via mobile devices, with more than two-thirds logging in daily. Given this, Facebook is an essential platform for engaging with donors and supporters of nonprofit organizations, making it a key strategic focus for social media initiatives.



As Facebook approaches its 20th anniversary in 2024, the tools it offers, such as the Facebook Page toolkit, have seen considerable advancements alongside the evolution of best practices. Utilizing Facebook effectively can enhance your online brand presence, foster a supportive community for your causes, and drive referral traffic to your initiative. However, the success of your strategy on Facebook hinges on investments in quality graphic design, compelling content creation, and possibly advertising, as the platform, while powerful, is not a panacea for all challenges.

Using Facebook for Fundraising:

Facebook's foremost advantage for nonprofits is its ability to tell compelling stories to engage donors and supporters continually. While it's challenging to quantify this influence in precise

monetary terms, studies show that 59% of users inspired by a nonprofit's narrative eventually make online donations to support their preferred causes. While unimaginative fundraising



appeals may not elicit strong responses, updates that share the progress and achievements of your organization keep supporters informed and emotionally invested, increasing the likelihood that they will contribute as volunteers, donors, or event attendees.

Moreover, individuals are generally more inclined to follow your nonprofit on Facebook because their interactions—status updates, likes, and shares—act as public endorsements of their support. Engaging with your nonprofit on Facebook has become a form of digital advocacy, which, despite being sometimes dismissed as slacktivism, reflects a growing trend of deepening commitment over time. Fifty percent of users who follow nonprofit pages on Facebook subscribe to just five such organizations. Therefore, if they continue to follow your nonprofit's page over months or years, it is crucial to keep them engaged and inspired, as over half of these followers might ultimately make a monetary contribution. Additionally, some supporters will leverage their networks on Facebook to support and fundraise for your cause. This peer-to-peer interaction plays a significant role in driving revenue for your social fundraising efforts, with approximately 15% to 18% of donations being directly referred from Facebook.

[Here is how to create a nonprofit fundraiser on Facebook.](#)

TWITTER / X

Although Twitter has only a third of Facebook's active users, it remains one of the fastest-growing social networks. Its increasing presence in television news and entertainment suggests that this growth trend is likely to continue.

Known for being an information network, Twitter is heavily used by brands, the media, and bloggers to share breaking news and updates. For nonprofit organizations, the primary value of Twitter lies in its ability to enhance brand recognition and build a positive reputation through broad distribution of content.



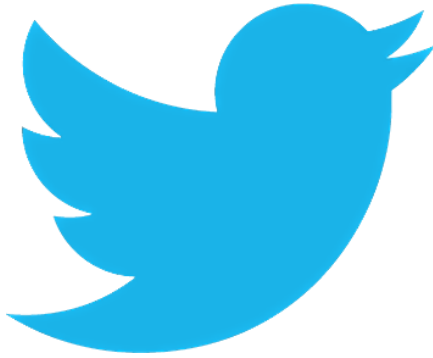
A common misconception about Twitter is that its success for nonprofits depends on engaging in casual, personal conversations with followers. While such interactions can be important for customer service, they are not necessarily the most effective strategy for brand development and follower growth. Instead, nonprofit organizations should focus on positioning themselves as authoritative sources of relevant information regarding their missions and causes. People tend to follow nonprofits on Twitter because they care about the causes and want to receive thought-provoking content, success stories, and information they can share as a form of activism and support.



It's important to distinguish between best practices for individuals and nonprofit brands on Twitter. While an individual might find it challenging to build a strong personal brand, nonprofits are not limited in their capacity to engage in ongoing conversations and dialogues. By consistently providing valuable and mission-aligned content, nonprofits can effectively grow their audience and influence on the platform.

Twitter/ X for fundraising and cause awareness:

When used effectively, Twitter can be a powerful tool for enhancing fundraising efforts. Building and nurturing



relationships with potential donors on Twitter is crucial, so it's important to regularly interact with their messages and engage with your audience.

Hashtags can significantly boost your nonprofit's visibility on Twitter, but they must be used thoughtfully and genuinely. Overuse of hashtags is common and can actually hurt your chances of being retweeted. Studies show that using more than one or two hashtags per tweet can decrease engagement by 17%. To ensure your tweets are consistently retweeted and to avoid being perceived as spammy, limit

hashtags to one or two per tweet, and vary their use across your tweets. Here are some tips for effectively incorporating hashtags into your strategy:

Create Custom Hashtags: Develop unique hashtags for specific events and campaigns to create a sense of community and make it easier for others to follow and engage with your initiatives.

Use Mission-Related Hashtags: Incorporate hashtags that are directly related to your organization's mission and programs to attract individuals who are interested in these areas.

Leverage Current Events: Use hashtags related to current events and breaking news to join wider conversations and increase relevancy and engagement.

Utilize Geographic Hashtags: Include city and state hashtags to engage with local communities and reach audiences in specific regions.

Popular Nonprofit Hashtags: Incorporate widely-used nonprofit-related hashtags like #Nonprofit, #Charity, #NGO, #NPTech, #Fundraising, #Philanthropy, #Mobile, #Volunteer, #CharityTuesday, and #FundraisingFriday to increase exposure and connect with users interested in philanthropy and volunteer activities.

[Here are Twitter tips for nonprofit fundraising and marketing.](#)

LinkedIn



LinkedIn adds two new members every two seconds, solidifying its position as the premier social network for professionals. The platform boasts over 930 million members worldwide, spread across more than 200 countries and territories, and houses 217,000 profiles dedicated to nonprofits. Unlike other social networking sites that focus on personal interactions, LinkedIn prioritizes users' professional experiences, accomplishments, recognitions, and their ability to network online on a professional level. Thus, it is primarily utilized by nonprofit professionals for career-oriented connections rather than for personal interactions with friends and family.

Savvy nonprofit professionals can use LinkedIn to build their professional brand, connect with major donors and board members, and forge new partnerships with both other nonprofits and businesses. LinkedIn is particularly suited for entrepreneurial-minded individuals who want to develop meaningful connections that can benefit their nonprofit organization. Its unique membership base and specialized tools make it an ideal environment for professional growth and networking.

While LinkedIn can serve as a challenging communication channel for nonprofits, it recognizes the importance of content distribution and is working to improve this aspect through continuous enhancements to LinkedIn Pages. Unlike platforms like Facebook and Twitter, the impact of distributing your nonprofit's content on LinkedIn may not be immediate. However, the platform provides significant long-term value through professional engagement and the ability to foster lasting, beneficial connections.



LinkedIn for fundraising and cause awareness:

If LinkedIn's user engagement reaches similar levels to other social networks, it will undoubtedly become a more powerful tool for raising awareness about nonprofit causes. The platform's fastest-growing use segment consists of college students and recent graduates. These individuals often view internships as stepping stones to permanent employment, making LinkedIn an ideal platform for nonprofits seeking talented volunteers and interns. However, in terms of fundraising, there is limited data on how effectively LinkedIn Pages can drive substantial financial



contributions. With more than 1.6 million nonprofit organizations in the United States alone, and as LinkedIn continues to refine and prioritize content distribution, it would be wise for any social networking company to offer specialized services aimed at the nonprofit sector. In the future, it's conceivable that nonprofits might integrate crowdfunding features and donation links on LinkedIn pages. Offering a tailored toolkit for nonprofits aligns with corporate social responsibility efforts and supports the widespread emphasis on social good in the digital age. LinkedIn has tremendous potential as a platform to connect nonprofits with small businesses and corporate supporters,

providing NGOs with significant fundraising opportunities.

Organizations looking to expand their LinkedIn presence beyond personal professional connections should focus on optimizing their LinkedIn Company Pages. Since their introduction in 2010, the tools available for LinkedIn Pages have evolved incrementally. It wasn't until 2013 that nonprofits began to consistently dedicate resources to maintaining their LinkedIn Pages. As of December 2023, LinkedIn hosts 217,000 active nonprofit pages. To leverage LinkedIn effectively, nonprofits should consider the following best practices:

Request Recommendations and Add Products and Services: Encourage recommendations from partners and highlight the services your organization offers to increase credibility and interest.

Encourage Employee Advocacy: Ask staff members to share your LinkedIn page with their professional networks to broaden your reach and attract more followers.

Conduct LinkedIn Job Experiments: Use LinkedIn's job listing capabilities to attract potential employees, volunteers, or interns who align with your mission.

Monitor LinkedIn Analytics Regularly: Regularly check LinkedIn analytics to understand which content resonates with your audience and make informed decisions about your strategy.

Post Consistently: Aim to post two to three times a week to maintain visibility and keep your audience engaged with fresh, relevant content.

[Here is how to do fundraising on LinkedIn.](#)

[Five tips for asking for donations on LinkedIn.](#)
[The top four strategies for using LinkedIn for fundraising.](#)

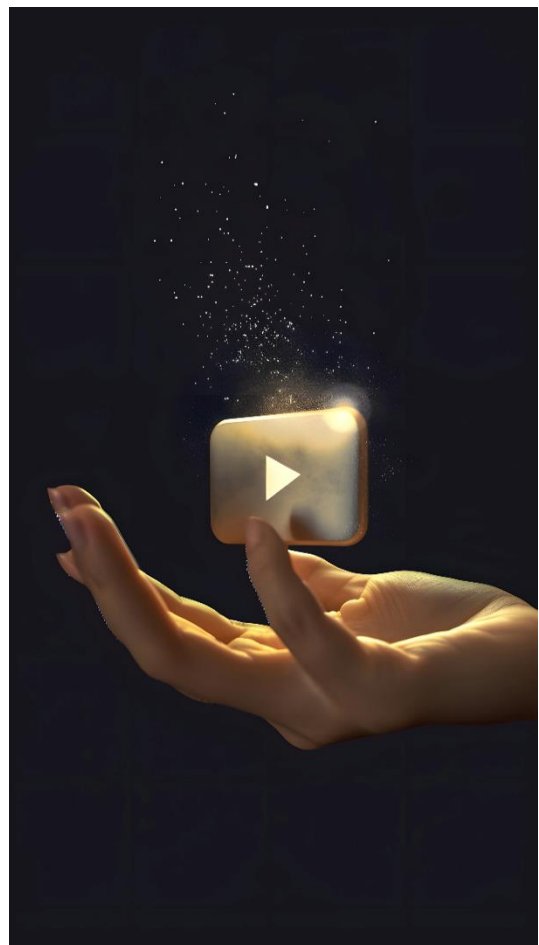
YouTube



YouTube, launched in 2005 and owned by Google, stands as a leader in the online video industry, drawing more than one billion unique visitors every month, with 25% of these users accessing the platform via mobile devices. With 100 hours of video content uploaded every minute, YouTube dominates as the go-to platform for video hosting, especially for nonprofit organizations focusing on video production as part of their content strategy. Nonprofits should prioritize YouTube for its comprehensive suite of tools and services tailored specifically to their needs through YouTube's Nonprofit Program.

Moreover, YouTube's optimized design for smart TVs and its smart TV applications solidify its position as the top platform for video consumption in the smart TV market. This is particularly advantageous as all new televisions sold are now smart TVs. As the internet evolves towards a heavy reliance on video for storytelling and online product sales, nonprofits that invest in creating high-quality video content are setting themselves up for success in this future landscape. Numerous websites, apps, and AI tools are available to assist in video production, making it more accessible for organizations to create compelling and effective video content.

YouTube for Fundraising and Raising Awareness:



Nonprofits can enhance their fundraising efforts on YouTube through the YouTube Nonprofit Program by adding a Google Wallet Donate Icon to their YouTube channel homepage and next to each video on their individual video pages. While YouTube has yet to disclose the total funds raised through this digital wallet service, the growing adoption of digital wallets holds the potential to make YouTube a powerful platform for online philanthropy in the future. Registering for YouTube's Nonprofit Program is a smart investment of time, as the current strength of YouTube in fundraising and awareness lies in its capacity to tell your nonprofit's story more effectively through video. While video storytelling alone isn't a complete fundraising strategy, when integrated into broader fundraising campaigns, it has proven effective in inspiring donors to take action.



Best Practices for Nonprofits on YouTube:

Unfortunately, many nonprofits underutilize their YouTube channels, often failing to spend the necessary time to explore and apply the tools available. A common practice among nonprofits is to simply upload videos without further engagement, a strategy that becomes immediately evident with a brief examination of their YouTube channels. You'll often find channels lacking in branding, with weak or missing "About" sections, and video titles and descriptions that are poorly written. Organizations that dedicate time to understanding YouTube's capabilities can discover significant features, such as advanced social sharing and networking capabilities, video editing, and analytics tools. Here are five best practices for nonprofits using YouTube:

Maximize Your Channel Description: Use your channel description to clearly convey your mission and the type of content viewers can expect. This is crucial for branding and attracting the right audience.

Optimize Video Titles for SEO: Titles should be engaging and contain keywords relevant to your content to improve search visibility.

Include Intro and Outro Slides: Adding introduction and closing slides to your videos helps in reinforcing your brand and providing viewers with a consistent experience.

Utilize InVideo Programming: Use InVideo Programming to feature other videos within your content, encouraging viewers to continue watching your channel.

Curate Quality Content: Focus on creating and curating high-quality videos that engage and inform your audience, fostering a stronger connection with viewers.

YouTube Nonprofit Program:

The YouTube Nonprofit Program serves as a bridge connecting benefactors, volunteers, and supporters with nonprofit organizations. Video is becoming an essential medium for storytelling, and with one billion monthly views, YouTube offers organizations a platform to share their mission with a global audience. Resources and support are available through the YouTube Nonprofit Program website. Nonprofits interested in joining should check the eligibility guidelines provided by Google Nonprofits to see if they qualify.

[Here is how to set up a YouTube giving fundraiser.](#)

INSTAGRAM

Instagram is a free photo and video sharing app available for both Android and iPhone devices. It allows users to share photos and videos with their followers or a select group of people. Users can also like, comment on, and view posts shared by others on the platform. Individuals who are at least 13 years old can create an account by providing an email address and choosing a username. Instagram boasts over two billion monthly active users and more than 500 million daily active users, making it the fourth largest social media platform worldwide. It is also the sixth most visited website globally and ranks as the tenth most-searched term on Google, with a significant search volume of 338 million.



As of October 31, 2023, Instagram partners exclusively with the [PayPal Giving Fund](#) (PPGF) to facilitate nonprofit fundraising in Australia, Canada, the United Kingdom, and the United States. Donations made through PPGF are irrevocable by default and can only be refunded

under certain legal circumstances or in accordance with [PayPal Giving Fund's](#) Donation Refund Policy. This collaboration enables nonprofits in these regions to leverage Instagram's vast audience for fundraising efforts while ensuring funds are securely handled.

Instagram for nonprofit:

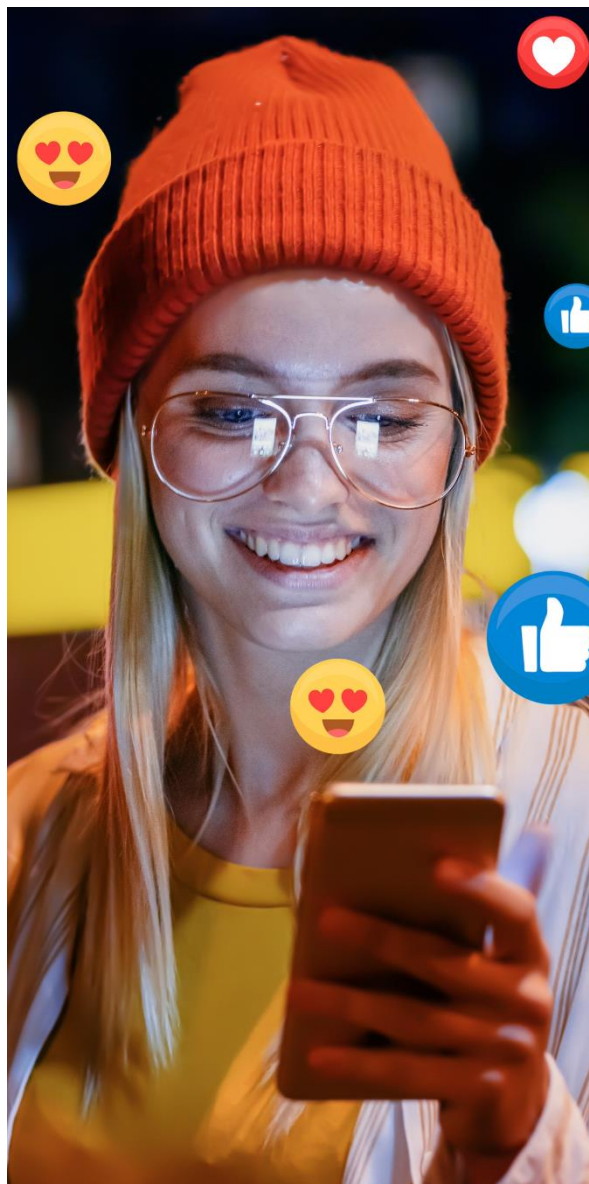
To utilize Instagram's fundraising and donation tools, nonprofits must be located in eligible countries. For a nonprofit organization to raise money on Instagram, it must meet the following requirements:

Enroll and Gain Approval for Facebook Fundraising Tools: The nonprofit must first enroll in and receive approval to use Facebook's fundraising tools [Facebook fundraising tools](#), as these are integrated with Instagram's offerings [Instagram business account](#).

Switch to an Instagram Business Account: If the organization hasn't done so already, it needs to switch its Instagram profile to a business account. This type of account offers more features suitable for organizations, such as analytics and promotional tools.

Link Instagram Business Account to Verified Facebook Page: The nonprofit's Instagram business account must be linked to its verified Facebook Page. This integration facilitates the use of fundraising tools across both platforms.

Enable Donation Stickers on Instagram: If this is your initial setup or first-time enrolling with Facebook Charitable Giving Tools, ensure that your settings allow users to add donation stickers to Instagram Stories on behalf of your nonprofit. To do this, navigate to your Facebook Page, click on "Publishing Tools" at the top, and then select "Donation Settings" under "Fundraisers." Check the box next to "Allow people to add donation stickers on Instagram Stories" and save your changes.



Add a Donate Button to Instagram Business Account: Finally, incorporate a donate button on your nonprofit's Instagram business account. This button provides a direct way for followers and visitors to contribute to your cause.

[Here is how fundraising works on Instagram.](#)

We value your feedback

Thank you for taking the time to explore our brochure. At RTC, our mission is to promote a safer and more inclusive civic space for NGOs and activists. We believe that continuous improvement is only possible with the valuable input of our dedicated readers and stakeholders.

We warmly welcome any corrections, comments, or suggestions you may have. Your feedback is crucial in helping us enhance our resources and support for the community. Please don't hesitate to reach out and share your thoughts with us by sending emails to info@righttoconnect.org.

For more in-depth manuals, additional guidance, and updates on our ongoing efforts, we invite you to visit our website at www.righttoconnect.org. Here, you will find a wealth of information and tools designed to empower NGOs and promote a secure environment in which they can thrive.

Together, we can build a more vibrant and supportive civic space. Thank you for your partnership and commitment.

Warm regards,
RTC's civic education team

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