

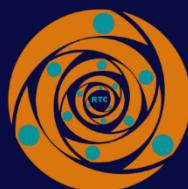
RTC



A PAMPHLET ON

Using Linked for Fundraising

EDITION 2024



RIGHT TO CONNECT RTC

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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.



Click:

[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.](#)



Here are some essential tips to consider while fundraising on LinkedIn:

Leverage professional storytelling: Craft compelling narratives that highlight the impact of your cause within a professional context. Use success stories and real-life examples that resonate with business-minded individuals, emphasizing the tangible outcomes of your work.

Build a strong profile: Ensure your organization's LinkedIn page is complete and professional. Include a clear mission statement, engaging visuals, and regular updates. A well-maintained profile adds credibility and encourages trust from potential supporters.

Engage with industry groups: Join LinkedIn groups related to your cause or industry. Share expertise, engage in discussions, and network with like-minded professionals. This can help broaden your reach and reinforce your organization's position as a thought leader.

Create and share thought leadership content: Publish articles, insights, and updates that reflect your organization's expertise and contributions to your field. This content can increase visibility and attract engagement from professionals interested in your mission.

Personalize your outreach: When reaching out to potential supporters, tailor your messages to their specific interests and professional backgrounds. Personalization shows that you value their unique contributions and increases the likelihood of engagement.

Utilize LinkedIn's fundraising tools: Although not primarily a fundraising platform, LinkedIn can be used to share links to your fundraising campaigns or highlight fundraising efforts in your posts. Ensure these links direct potential donors to secure and reputable donation platforms

Here are some essential tips on what to avoid while fundraising on LinkedIn:

Avoid overly promotional language: LinkedIn is a professional network, so it's important to avoid using language that comes across as too sales-driven or pushy. Focus instead on sharing meaningful stories and the impact of your cause that resonate with professionals.

Don't overwhelm your network with requests: Constantly posting about your fundraiser can lead to engagement fatigue. Balance your content by mixing in informative and engaging posts that relate to your cause or industry but aren't direct asks for donations.

Neglecting Professional Tone: Ensure that all fundraising communications maintain a professional tone that aligns with LinkedIn's business-oriented culture. Casual or informal approaches can undermine your credibility on this platform.

Ignoring personalization: Avoid sending mass messages or generic connection requests. Personalize your outreach to potential supporters, tailoring messages to their interests and how they can specifically contribute to your cause.

Underestimating the power of storytelling: On LinkedIn, stories about impact and success can be incredibly compelling. Avoid purely factual or dry presentations of your needs; instead, weave a narrative that connects emotionally and professionally with your audience.

Neglecting updates and feedback: Once donations start coming in, don't forget to provide updates on the progress and impact of the contributions. A lack of communication can lead to decreased trust and future engagement.

Here are some safety measures to consider while fundraising on LinkedIn:

Ensure a professional and verified presence: Maintain a professional profile for your organization and verify its authenticity. Make sure all information is up-to-date and accurately represents your mission, which helps establish trust and credibility among potential supporters.

Use secure platforms for donations: Since LinkedIn is not a dedicated fundraising platform, direct donors to secure and recognized platforms for contributions. Ensure the links you share lead to legitimate fundraising pages that use encryption to protect donor information.

Be cautious with personal information: Avoid sharing sensitive personal or financial information publicly or through LinkedIn messages. Educate your supporters to ensure they know not to provide personal data via LinkedIn that could be used maliciously.

Monitor profile and activity: Regularly check your organization's page and posts for any suspicious activity. Report any fraudulent profiles or phishing attempts that could compromise your organization's or your supporters' security.

Educate your network: Inform your network about safe online practices when engaging with your fundraising efforts. Encourage them to verify any requests for donations they receive and to only donate through official, secure channels.

Be transparent and communicative: Clearly communicate how donations will be used and provide regular updates. Transparency helps build trust and can deter fraudulent actors from attempting to impersonate or misrepresent your campaign.



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We value your feedback:

Thank you for taking the time to explore our pamphlet. 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

Note: As technology continues to evolve rapidly, please stay informed of any new changes and updates.

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