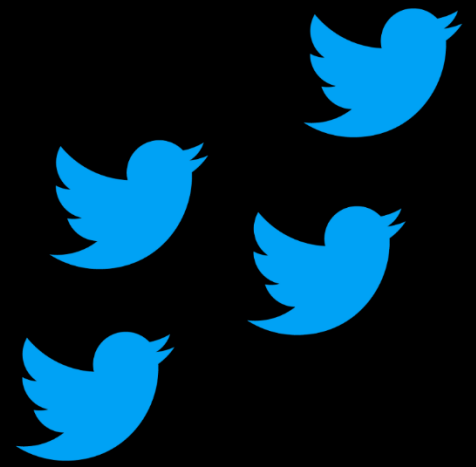# RTC

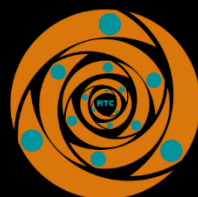## A PAMPHLET ON

Using X for Fundraising

EDITION 2024

RIGHT TO CONNECT
RTC

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TWITTER / X

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

A common misconception about Twitter/X 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/X 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/X. 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/X can be a powerful tool for enhancing fundraising efforts. Building and nurturing relationships with potential donors on Twitter/X 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/X, 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.

Here are some essential tips you must consider for successful fundraising on Twitter / X:

Craft clear and compelling messages: Use concise and impactful language to convey your fundraising message. Highlight the purpose and urgency of your campaign and include a clear call-to-action that guides users on how to contribute.

Utilize visual content: Enhance your tweets with eye-catching visuals, such as images, videos, and infographics. Visual content is more likely to grab attention and increase engagement, making your fundraising appeals more effective.

Engage with your audience: Interact with your followers to build relationships and encourage support. Respond to comments, retweet positive mentions, and thank donors publicly to foster a sense of community and appreciation.

Use hashtags strategically: Incorporate relevant hashtags to increase the visibility of your fundraising campaign. Research trending and related hashtags to join larger conversations and reach potential supporters outside your immediate network.

Collaborate with influencers and partners: Partner with influencers, advocates, or organizations that align with your cause. Their endorsement can amplify your message, introduce your campaign to new audiences, and lend credibility to your efforts.

Track and analyze performance: Regularly monitor your Twitter/X analytics to evaluate the effectiveness of your fundraising strategy. Use insights to identify which types of content or approaches resonate most with your audience and adjust your tactics accordingly.

Here are some essential tips on what to avoid while fundraising on Twitter/ X:

Avoid overwhelming followers with constant requests: Don't inundate your followers with frequent donation requests. Overposting about fundraising can lead to audience fatigue and cause people to disengage. Instead, balance your asks with engaging content that educates and informs about your cause and mission.

Don't ignore engagement opportunities: Avoid using Twitter/X solely as a broadcasting platform. Instead of simply posting donation links, engage with your audience through interactions such as replies, retweets, and conversations. Building relationships encourages a supportive community.

Neglecting visual content: Avoid relying solely on text-based tweets. Without engaging visuals, your tweets may not stand out in a fast-moving feed. Use images, videos, GIFs, or infographics to make your content more appealing and shareable.
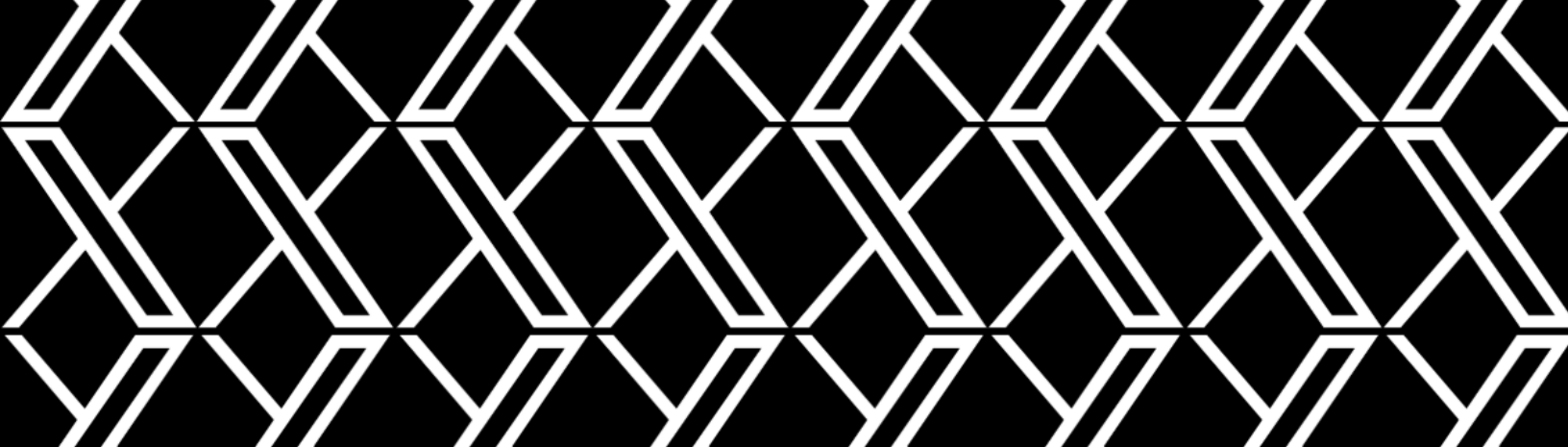
Lack of a clear call-to-action: Don't forget to include a clear call-to-action in your tweets. Each post should guide your audience on what to do next, whether it's visiting your donation page, sharing your tweet, or attending an event. A direct call-to-action is crucial for converting interest into support.

Ignoring analytics and insights: Avoid neglecting Twitter/X's analytics to understand which strategies work best. Regular monitoring of tweet performance can help you identify what type of content resonates with your audience, allowing you to adapt and enhance your campaign strategy.

Here are some essential safety tips while fundraising on Twitter/X:

Secure account settings: Ensure your organization's Twitter/X account has strong security settings. Use a unique, strong password and enable two-factor authentication to prevent unauthorized access.

Verify links: Only share verified and secure links for your fundraising campaigns. Use link shorteners wisely and ensure they point to legitimate and secure donation platforms to protect your donors from phishing scams.

Monitor interactions: Keep a close eye on your Twitter/X interactions to watch for spam, fraudulent accounts, or suspicious activity. Quickly report and block any accounts that seem to be misleading or attempting to exploit your fundraising efforts.

Communicate clearly: Be transparent with your audience about how funds will be used and reassure them that their contributions are safe. Clear communication can help build trust and deter potential scammers from impersonating your campaign.

Educate donors: Inform your donors about safely engaging with your fundraising campaigns and remind them to check that they are donating through official channels. Encourage them to be wary of any unsolicited messages asking for sensitive information.

Safeguard personal information: Avoid sharing personal or sensitive information in tweets or direct messages. Educate your team to communicate securely and keep donor data confidential to prevent any privacy breaches.

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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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