

Increase Nonprofit Holiday Giving With Social Fundraising

Increase your holiday nonprofit fundraising efforts through social fundraisers

Generous Procrastinators Dominate in December!

Holiday season after holiday season, December has been the single biggest month for charitable contributions to nonprofit organizations. Experienced nonprofits know this well, and typically double down their fundraising efforts during this period.



The above data is from a study conducted by Network for Good between 4th quarter 2012 and 4th Quarter 2013

10%
- of all donations come in the last three days of the year

30%
- of all online gifts are given in December

80%
- of Donors give the larger gifts on average in December

How to Increase Nonprofit Fundraising in December?

In the last decade, online giving has gained an increasingly prominent place in the fundraising plans of nonprofits of all sizes. Among these nonprofits, social fundraising has emerged as a favored method of conducting online campaigns and for good reason. High Fundraising yields and increased donor acquisition are just two of the benefits social fundraising provides.

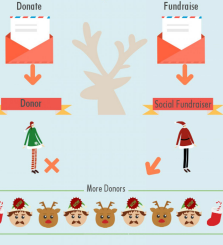
Who Are Social Fundraisers?

Social Fundraisers are nonprofit professionals, volunteers or peers who are very passionate about their work. Social Fundraising is a four-part process that uses a combination of social marketing, e-mail marketing, blogging and direct donor outreach to:

1. Find donors who are passionate about your niche
2. Connect with them and show them why your organization is a perfect fit for them
3. Build their interest and trust until they're ready to make their first donation
4. Retain their interest long-term and empower them to enthusiastically be your ambassador to their friends

Why Use Social Fundraising

- Each active social fundraiser (one that raises at least \$1) brings in an average of \$568
- Each active social fundraiser raises money from an average of seven donors
- Of those seven donors an average of 4 will be new donors to the nonprofit
- Younger nonprofit supporters are often more willing to fundraise for a nonprofit than make a large contribution



In Addition to Social Fundraisers Here's a Playbook Nonprofits Can Use For This Holiday Season

The Objective

Expand your reach and increase donations this Holiday season.

The Implementation

Follow the guides below, and you'll be on your way to launching a successful nonprofit social media fundraising.

The Method

Complement your Holiday nonprofit social media campaign with past and present donors.

Thank You!

Don't forget to send thank you cards or gifts to donors.

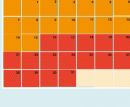
Nonprofit Holiday Campaign Strategy

- STEP One** **Recruit your evangelist first.**
We are liars to be first. It's important to build some momentum before you ask your broader list to start fundraising. This starts with your staff and moves on to your most vocal supporters who have a track record of going above and beyond when making an annual donation.
- STEP Two** **Explain the goals & be transparent.**
Create a specific goal for your nonprofit social media fundraiser campaign that is clearly displayed for all to see. Explain what the personal goal is and how the dollars will be used. Make sure your fundraisers include these details in their appeal to family and friends.
- STEP Three** **Create a sense of urgency.**
Setting a strict start and end date for your campaign can add a sense of urgency that motivates people to act. As the end date grows nearer, ramp up your communications to motivate supporters to hit their individual goals.
- STEP Four** **Ask for monthly recurring donations.**
Use the template e-mail that you create for your fundraisers to challenge them to ask for recurring donations. Recurring donors give more annually than one-time donors, and they also give over a longer period of time.
- STEP Five** **Set your social fundraisers up for success.**
This is your campaign, but your fundraisers are the ones doing all of the asking. Make sure you give them the tips and tricks of social media to maximize their success. When they win, you win. It will pay off to give them the guidance they deserve.

Social Media Nonprofit Fundraising Campaigning Schedule

While every organization's campaign timeline will differ, here's an example of one that you can generate best results

- December 1 through 15 - Campaign launch & recruitment period.**
 - Focus on getting as many new fundraisers as you can in this 15 day period.
 - Simultaneously launch communication through e-mail, social media, and your website.
 - Ramp up promotion through social media channels.
 - Get the press to pick up the campaign.
- December 16 through 31 - Engagement period & campaign end.**
 - Focus on engaging the fundraisers that have signed up so far. Motivate fundraisers to hit their goal.
 - Personally reach out to fundraisers who haven't raised \$1 yet.
 - As the end approaches, increase communication with active fundraisers & move past inactive ones.



Sources: <http://bit.ly/2bapqst>, <http://bit.ly/1811238>, <http://www.irs.gov>