#KYGives20: Building and Mobilizing a Network of Champions

www.jcsocialmarketing.com
REGISTER NOW: WWW.KYGIVES.ORG
DEADLINE APRIL 20

UPDATED GETTING READY WEBINAR
TOMORROW, 2PM EST

Twitter - @JuliaCSocial @KYGives #KYGives20
Resources:
Go to www.kygives.org and click on the menu to access resources and toolkits.

Questions about KY Gives Day?
Visit www.kygives.org/info/faq
Email kygives@kynonprofits.org

Technical questions?
Go to www.kygives.org and click on the blue chat bubble on the bottom right.
Twitter - @JuliaCSocial @KYGives #KYGives20
HOUSEKEEPING

Use the Questions box to ask questions during and after the webinar!

You will get the recording, the slides, and links to supporting materials after the webinar. 😊

The Countdown to KY Gives Day Toolkit can be accessed at www.bit.ly/KYGives20
ABOUT ME

Mom of 2
US Peace Corps Volunteer
Former Development and Marketing Director/Kitchen Sink/Duties As Assigned at small shops

Author, Storytelling in the Digital Age: A Guide for Nonprofits and How to Build and Mobilize a Social Media Community for Your Nonprofit in 90 Days

Passionate about nonprofits and social media
Tweet: @JuliaCSocial
POLL

Have you registered for KY Gives Day?

Yes
No
Not yet
QUICK CHECK-IN
"You are not working from home; you are at your home during a crisis trying to work."

I've heard this twice today. I think it's an important distinction worth emphasising.

10:39 AM · 31 Mar 20 · Twitter Web App
WHAT IS #GIVINGTUESDAYNOW?

1

In response to the unprecedented need caused by COVID-19, GivingTuesday is hosting #GivingTuesdayNow, a global day of giving and unity, set to take place on May 5, 2020.

2

The day is designed to drive an influx of generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world.
WHY #GIVINGTUESDAYNOW?

The annual GivingTuesday event is a proven way to unleash tremendous giving to causes and uplift community connection, and #GivingTuesdayNow is a chance to use that impact in a time when it’s desperately and urgently needed.

Analyses of GivingTuesday data have demonstrated:

1. GivingTuesday receives millions of social media mentions.

2. GivingTuesday drives massive giving -- the cumulative dollar total of individual donations on the day is 2nd only to Bill & Melinda Gates in annual foundation disbursements

3. GivingTuesday brings together partners from all sectors to encourage participation.
WHY
#GIVINGTUESDAYNOW?

A unifying moment!

Generosity is a countervailing force to combat fear, helplessness, and isolation that is so prevalent with the pandemic crisis and the necessary efforts to flatten the curve.
THE 3 CS OF COMMUNICATION DURING CRISIS

Communicate **compassionately**. Express genuine care for your audience.

Communicate **clearly**. Don’t bury the lede.

Communicate **concisely**. No unnecessary information.
IS FUNDRAISING OK RIGHT NOW? YES.

“Now more than ever, it’s vital to ensure the human right to nutritious food for all people, especially the most vulnerable, and to protect farmers and workers along the food chain to nourish communities and stimulate local economies.”

TWITTER: @JULIACSOEJAL @KYGIVES #KYGIVES20
WAYS TO PARTICIPATE IN
#GIVINTUESDAYNOW
WITHOUT FUNDRAISING

#ThanksHealthHeroes
Countdown to #KYGives20!

Learn more at: https://www.kygives.org/
"I continue to do this work after twelve years because of hope. It's not just inspiring hope in those we serve, but the hope they inspire in me: hope that even in the darkest times, change is available to us and it is possible."
WORK FROM HOME (WFH) STORIES

WFH: Day By Day

TWITTER - @JULIACSOcial @KYGIVES #KYGIVES20
24 HOURS OF DONOR LOVE
24 HOURS OF GRATITUDE

Let’s thank our loyal donors and corporate sponsors who are sticking with us through this crisis!
PHOTO CONTEST

We challenge you to recreate a work of art with objects (and people) in your home.

1. Choose your favorite artwork
2. Find three things lying around your house
3. Recreate the artwork with those items

And share with us.
AMPLOIFY OTHERS

TeamRubicon Houston, Texas

Even if they’re not wearing grey, there are still so many players on our team that make our disaster response possible. Take Tresa for example. She’s worked for FedEx since 2012 and is providing stellar customer service for our Area Command team in Houston as we enter week eight of our Hurricane Harvey response. Furthermore, FedEx provided $50,000 worth of in-kind shipping for our operation in Texas and supported a priority overnight shipment of ~1000 lbs of...
ASK PEOPLE WHY THEY GIVE BACK
WELLNESS & MINDFULNESS

Fight Colorectal Cancer
March 27 at 5:19 PM
Tune-in LIVE this Wednesday, right here on Facebook at 11 AM ET for a 15-minute LIVE workout with colorectal cancer survivor and fitness instructor Joanna Haydon!

Wellness Wednesday
Workout with CRC Survivor Joanna
11 AM ET LIVE ON

Join Us Live On Facebook This AM!

Wellness Wednesdays
LIVE From NY / New York / Live ET / Stay ET
ANDREA LEE WILL LEAD US THROUGH A MEDITATION

Julia Campbell
Twitter: @JuliaSocial @Kydoves #Kydoves20
THANK-A-THON

THANK-A-THON

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GO MULTI-CHANNEL

Website
Email
Social media
Direct mail
Phone calls
Virtual events
#COVID19 is already putting financially struggling breast cancer patients at greater risk by devastating their incomes and snatching away their health insurance. Please make a gift NOW to provide emergency funding of our Susan G. Komen Florida Treatment Assistance Fund.

http://komenflorida.org/covid19
Healthy @Home

WITH SUSAN G. KOMEN FLORIDA
BENEFITS OF LIVE STREAMING

Audience is in the moment, in the action.

Putting a human face on the brand.

Live interaction with your community.

Algorithm juice – Facebook loves live video and promotes it after the fact.
SAMPLE FACEBOOK LIVE WORKFLOW

1. Create a Facebook Event on your nonprofit’s Facebook Page.
2. Prepare anyone that will be on air – talking points, questions, flow of the event.
3. Make sure connection is strong, and that there is good sound, good lighting.
4. Go live on Facebook for at least 7-10 minutes.
5. Take questions and address comments live.
6. Have a plan for sharing the content after the live stream – download the MP4 file and put on YouTube, share the link to the replay on your Facebook Page.

TWITTER: @JULIACSOICAL @KYGIVES #KYGIVES20
1. Zoom nonprofit discount: https://www.techsoup.org/zoom
2. Facebook Creator Studio: https://business.facebook.com/creatorstudio/
3. Other tools: Belive.tv, Streamyard, Vmix
4. Free: Otter.ai will auto caption your cloud recording of your Zoom broadcast (after the fact)
HOW TO BUILD AND MOBILIZE A NETWORK OF CHAMPIONS FOR #KYGIVES20
5 STEP ACTION PLAN

Identify
Recruit
Train
Acknowledge
Motivate
1) IDENTIFY.

Donors
Community fundraisers
Partners
Sponsors
Board
Volunteers
Staff
Interns
ALUMNI AND CLIENTS

Ask if they would be willing to help share information about your organization to their networks.
SOCIAL MEDIA FANS AND FOLLOWERS

LinkedIn connections
Twitter followers
Facebook fans
Instagram followers
Other social media sites?
2) RECRUIT.

Provide details on what the work will include. Assure them they can opt-out at any time.

“Help us use social media to spread the word about #KYGives20!”
2) RECRUIT.

Craft a personal solicitation to specific people to support you where they are most influential and active.
Thank you for your interest in being a Social Media Ambassador!

Social Media Ambassadors will:

Have a passion for the organization and a willingness to spread the word about the organization far and wide;

Actively participate in forming and carrying out the storytelling strategy of the organization by providing feedback and ideas;

Keep an eye and ear out for great stories that can be shared about our work;

Follow, fan, and like the organization on our social media platforms;

Share one tweet or Facebook post per week;

Post graphics to your social networks (we will provide the graphics);

Invite others in your network to become involved.
3) TRAIN.

Get everyone together virtually to announce the campaign!

Have a scheduled Google Hangout or Zoom call to welcome the Social Media Ambassadors.

Give a quick intro to the job and tasks.
3) TRAIN.

Share an impactful story.

Walk then through any pertinent information – data, graphics, information you want them to share.

Be excited!
Create a Private Facebook Group

This is where you will post updates, graphics, and videos for the Ambassadors to share.
Encourage interaction in this group, along with Q&A and feedback.
Host Facebook Live streams inside the group to give updates on progress and celebrate accomplishments!

For #GivingTuesday, the Global @GirlsAlliance asked young women what they're thankful for this holiday season—and how they plan to pay it forward to girls around the world.

I hope you'll follow their lead. Support projects for girls at gofundme.com/globalgirlsall...
STEAL THESE STATS
Get the facts, spread the word.

SOME 795 MILLION PEOPLE DO NOT HAVE ENOUGH TO EAT TO LEAD A HEALTHY ACTIVE LIFE. THAT'S ABOUT 1 IN 9 PEOPLE ON EARTH.

MORE THAN 4 MILLION SYRIANS HAVE FLED THEIR COUNTRY.

GIRLS WHO COMPLETE SECONDARY SCHOOL ARE UP TO 6 TIMES LESS LIKELY TO BECOME CHILD BRIDES.

MAKE IT EASY AND FUN TO SHARE
WRITE THE UPDATES FOR THEM

Send out emails, Facebook posts, Tweets, blog articles etc. with suggested updates that the online supporter can simply cut, paste and share.

Create graphics to accompany the posts – visuals get the most engagement online.

Videos are the best type of content!

Make sure you craft each post for the specific online channel.

What works on Twitter may not work on Facebook, LinkedIn, etc.
BE THOUGHTFUL AND STRATEGIC

Do this: “Hey Social Media Ambassadors! Please tweet this! The @waterforlife campaign for fresh water is well underway – can you donate $1 to help a child now? #waterforall” vs.

Not this: “Hey everyone, please tweet about our fresh water campaign today!”
Go live with just the Ambassadors that morning to get them excited.
Give them their specific marching orders.
Thank them and motivate them throughout the day!
Give them shout outs.
Feature them in Instagram and Facebook Stories.

ON MAY 12
USE TOOLS

**GaggleAmp** - Nonprofits are able to widely distribute their content and messages by creating a network of people (called a “Gaggle™”) that share, Tweet, and post company-created messages and content.

**Pack** is a simple, powerful way to give people the right things to share at the right time on social media.

**Dropbox** – Post sample social media posts in Dropbox, graphics, photos to share, and language for Storytelling Ambassadors to use.
MASS CONF FOR WOMEN

Social Media Street Team

- The organizer sends out weekly emails with tweets, Facebook and LinkedIn posts, Pinterest pins and Instagram-ready photos
- Graphics provided, hashtags provided, all speakers and relevant people tagged

IF ALL 10,000 WOMEN FROM #MASSWOMEN WENT TO WORK ON MONDAY AND DID IT DIFFERENTLY, IT WOULD CHANGE THE WORLD

-DANIELLE LAPORTE
SAMPLE POSTS

Shift into Fall with @ToryJohnson—Free 30-Minute Teleclass w/ Tory and @MassWomen Sept. 9! ow.ly/B0Gae

Do you know a woman in Massachusetts who has made a powerful impact on individual lives and in the community? Nominate her today for the #MassWomen Be The Change Award! http://www.maconferenceforwomen.org/conference/be-the-change-award-2/
An idea for other orgs working extra hard right now, as we are. We have so many needs and they’re evolving literally every day.

I didn’t want to inundate our entire email list or FB feed with asks but I also know that a lot of people are just itching to help right now so I had the idea to create a “COVID-19 task force”.

We sent an email with an update and invited people to join. Constant Contact has the functionality that if people click a button it automatically adds them to a list and I posted on Twitter, FB, Insta that if people wanted to join they could DM us and we’d add them.

WOW. The response following our message on Friday has been astounding. The Brigade of Mercy is just one of the dozens of people & organizations who stepped up to help us. THANK YOU to everyone who has helped us so far or signed up for our COVID-19 task force. The work isn’t finished and we continue to need your help, so keep it up! We can do this together.
4) ACKNOWLEDGE.

Identify and acknowledge the special people – online and offline.
Organize a “Thank You” campaign!
Create Thank You graphics and videos.
Hold a virtual Thank You party!
Ask for their feedback.
5) MOTIVATE

Show the impact! This is the most important step.

- Your supporters want to know that all their tweeting, Facebook posting, and blog sharing has actually helped your organization.
What is ONE action step that you are going to take today to jumpstart your #KYGives20 campaign?
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