Marketing/Communications & Fundraising

SPREAD THE WORD ABOUT THE GOOD WORK YOU ARE DOING

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SOCIAL MEDIA

Cultivating online relationships
With so many platforms to pick from, it’s common to feel like you must be on all of them to be effective. More effective for your organization, and the individuals working on socials, to focus on 1-3 platforms and focus on making your presence as consistent and high quality as possible. Choosing even just 1 platform may be best. Choose a platform that plays into the strengths of your team, and the brand of your organization. Repurpose and reuse content for 1 or more secondary platforms.
Do not overthink content

Keep it simple

- Quality does not equal production value
- Platforms are created around stories, highlights, and content of regular people
- Put your best foot forward, the story and messaging behind the content will be much more important to your audience versus the quality of your pictures and video or the equipment you're using
- Captions add context and storytelling to the photos and videos you're posting and a long way to express your message.
Do not overthink content

Do be creative

- You know the important stories that express what you do
- You know what messages are important on any given day
- Brainstorm and synthesize what’s important to your organization, what are your core values, and who are you trying to speak to?
- Food insecurity is what we’re all addressing
- Focus on the impact your organization is making to end hunger in your communities
- How can you go deeper and tell the stories of your guests, your staff/volunteers, and how your organization came to exist?
MARKETING & COMMUNICATIONS

From Idea to Implementation
Marketing and Communication Strategy - Ideas

Who Are You?
- Clarify Brand
  - Be consistent with
    - Logo & visual identity
    - Personality & voice
    - Language & talking points

What Do You Want to Say?
- Messaging Strategy
  - Map out
    - Mission and values
    - Quick pitch
    - Talking points
    - Announcements

Who is Listening?
- Target Audiences
  - Identify demographics of
    - Participants
    - Community members
    - Partners
    - Supporters

Where Do You Want to Show Up?
- Multi-Channel Outreach
  - Utilize, to your capacity
    - Website
    - Social media
    - Emails
    - Local reporters & media
    - Events calendars
    - Local venues
Marketing and Communication Strategy - Implementation

Get Creative
- Social media
- Blog posts
- Articles
- Videos
- Testimonials
- Flyers
- Postcards
- Surveys

Get Relational
- Affinity organizations and groups
- Corporate sponsors
- Media partnerships

Get Results
- SEO (Search Engine Optimization)
- Website analytics
  - Landing pages
- Social media analytics
  - Scheduling platform

Get Going (Again)
- Get feedback
  - Stop, start, continue
- Assess and adjust
- Rinse and repeat!

Create Content
- Identify Partnerships
- Measure Outcomes
- Review & Iterate
Fundraising

Dare to ask
Donor Stewardship

Establishing Meaningful Relationships With Donors

The simplest, most cost-effective strategy for fundraising is prioritizing donor retention. Establish **meaningful relationships** with your supporters and set your team up for larger donations in the future with a cohesive donor stewardship plan.

Human connection is what keeps your community engaged.
Building Meaningful Relationships

1. SEGMENT YOUR DONORS
   - First-time donors
   - Recurring donors
   - Giving levels (low-level, mid-level, or major donors)
   - Donation frequency
   - Seasonality of giving
   - Donors from specific acquisition channels
WHAT MOTIVATES YOUR DONORS?

- How do donors connect your organization with the cause they care about?
- What event, conversation, or donation appeal motivated new donors to give?
- How many low-level and mid-level donors have the potential to become major donors?
- What holidays or special events do your donors feel most inspired by?
- How many donors are you acquiring through each platform (i.e. website, social media, events, letters/postcards, conversations)?
DEMONSTRATE DONOR IMPACT

- Annual reports.
- Personalized email, letters, or phone calls.
- Timely updates. Keep donors in the loop at all times in a more organic way.
INTRODUCE DONORS TO YOUR NETWORK

- Foster a sense of togetherness through
  - online groups (social media group)
  - in-person and hybrid events
  - volunteer opportunities
  - coffee/tea dates
### Building Meaningful Relationships

#### THANK NEW & RETURNING DONORS

<table>
<thead>
<tr>
<th>Donor Level</th>
<th>Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major – new or returning</td>
<td>Direct phone call</td>
</tr>
<tr>
<td>Mid-level – new or returning</td>
<td>Direct phone call or handwritten note</td>
</tr>
<tr>
<td>New low-level</td>
<td>Handwritten note or personalized email</td>
</tr>
<tr>
<td>Returning low-level</td>
<td>Customized receipt and personalized email</td>
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</tbody>
</table>
Fundraising Resources

Classy

classy.org

National Council of Nonprofits
councilofnonprofits.org/
More Fundraising Resources

• **Western MA, AFP (Association for Fundraising Professionals)**
  The Western Massachusetts Chapter serves fundraising professionals throughout Western Massachusetts including Worcester, Hampden, Hampshire, Franklin and Berkshire counties. They also periodically offer scholarships to join the group. It’s worth signing up for their mailing lists to stay in the loop on their trainings/workshops. Next year they will do a 2-day workshop, that’s a Fundraising 101 course.

• **Laurie Herrick: Culture of Philanthropy**
  Book hub and some free resources. She is also available for consulting services. The emphasis of her work is creating fundraising breakthroughs by empowering leaders to build a healthy Culture of Philanthropy within their organizations.

• **GoLively**
  3rd party platform to use for ‘Virtual Fund Drives’ or ‘Text-to-Give’ campaigns. Can also be used as a platform for accepting donations.

• **PledgeReg**
  Platform for peer-to-peer fundraising

• **Network for Good**
  Platform for processing donations
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YOUR TURN

QUESTIONS?
THANK YOU