



SOCIAL MEDIA & FUNDRAISING

A Guide for Schools from Australian Schools Plus

Schools Plus #

THE CASE FOR SOCIAL MEDIA

Social media is a great way to create awareness about your fundraising project. With online giving growing each year, social media can help you raise the funds you need. The 2018 Global Trends in Giving Report* revealed the following statistics about online giving:



Which tool inspires the most giving?

29% Social Media, 27% Email, 18% Website, 12% Print, 8% Other, 6% Tv Ad

Which site inspires the most giving?

56% Facebook, 20% Instagram, 13% Twitter, 6% YouTube, 4% LinkedIn, 1% Other

Who gives online?

55% of Millennials, 55% of Gen X, 54% of Baby Boomers

WHAT TO SHARE

Take your social media community on a journey that will help them become donors. This is a great time to tell the story of your project and inform about the problem you'd like to overcome. Once your story is clear you can start asking for donations. As these donations start to come in, express gratitude and thank for the support received so far.

1 Inform

- Share information about your project, the problem your students face and how this solves it
- Provide updates on your fundraising successes
- Share how donations are being used to make a difference for the students.



Always include your Schools Plus URL

2 Ask

- Ask your network to spread the word through their family, friends and colleagues.
- Ask your social media community for donations. This is most successful when potential donors can see exactly how their donation will help.



Bring your project to life with photo & video

3 Thank

- Show your appreciation for significant donations by thanking them publicly (Be sure to get their permission first)
- Make sure to thank and update all donors at key points during and after the campaign.



Use emotive writing to express sincere thanks

WHERE TO SHARE

1

Your school social media profiles

Meet with the person looking after these accounts and ask them to become a project champion.

2

Your personal social media

Share the project with your friends and family - They are usually your very first donors.

3

Activate your champions

Ask those that are passionate about your project to share it. Create a sample post for them to copy and paste.

4

Alumni or past student groups

Your school alumni may have an active community group on Facebook - ask the administrator to share your message with the group.

5

Facebook community groups

Are you part of any local area groups or parents groups? Share your project within them.

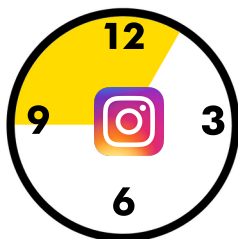
WHEN TO SHARE

Social media is not a 'set and forget' solution to fundraising. The most impactful fundraising project in the world won't raise money if no one sees it. The key to gaining your audiences attention is repetition. Be sure to post often and at strategic times.

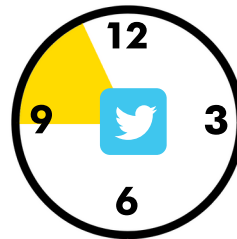
BEST TIMES TO POST...**



Tuesday to Thursday
1pm - 3pm



Wednesday & Friday
9am - 11am



Tuesday to Saturday
9am to 11am



Tuesday to Thursday
9am - 10am & 1pm - 3pm

Tip: Our data shows the most generous day of the week is Thursday!

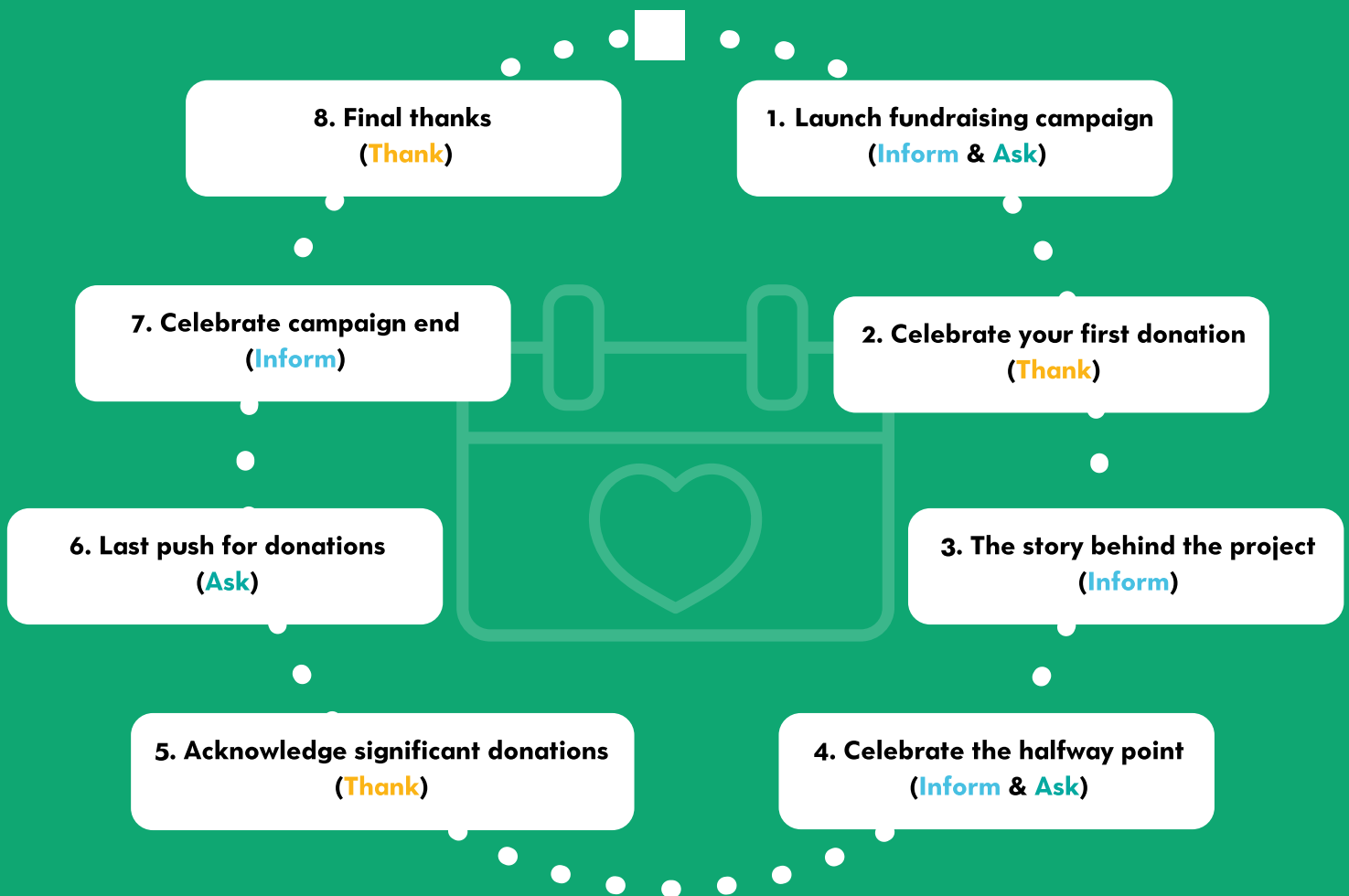


CREATE A PLAN

Planning is the key to success for any project. With scheduling features available on most platforms, it's easy to plan your content in advance. A plan will ensure you're providing a mix of content and exposing your audience often to the project. With increased awareness of your project, there is an increased likelihood of donations.

SAMPLE CONTENT PLAN

Create a plan that spans your entire fundraising campaign. Be sure to map out key dates. For example the project's halfway point is a great milestone to celebrate. The basic communication plan below provides an outline to get you started:



RESOURCES

*<https://givingreport.ngo/>

**Link: <https://www.socialmediatoday.com/news/new-report-looks-at-best-times-to-post-on-the-major-social-platforms-in-201/557530/>