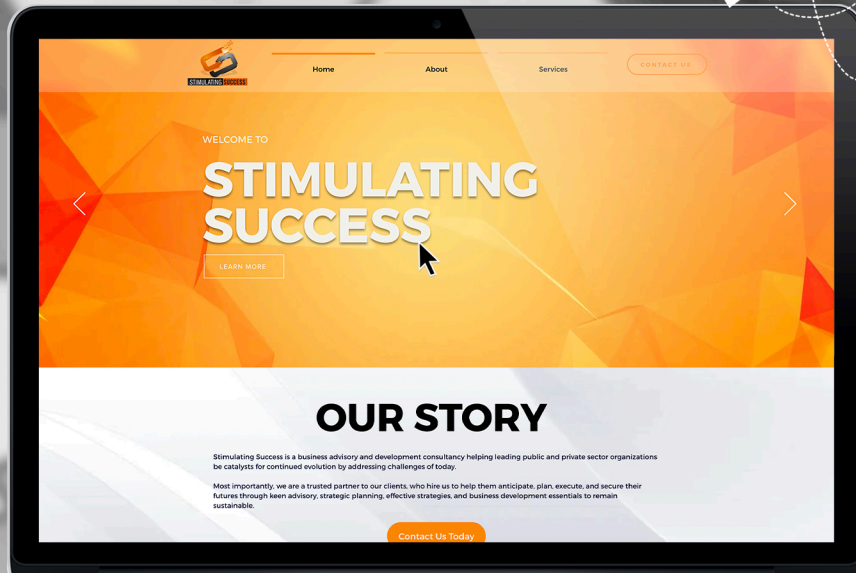


SOCIAL MEDIA

FUNDRAISING

TOOL GUIDE

**HOW NONPROFITS CAN USE SOCIAL MEDIA
TO INCREASE DONATIONS**



WHAT ARE SOCIAL MEDIA FUNDRAISING TOOLS?

Social media fundraising tools allow your organization to use social media platforms to create fundraisers for your non-profit organization. Your followers can support, share, and promote your organization's fundraisers and reach a bigger audience. If used correctly, these tools will drive in more donations, engagement, and visibility for your organization. Please see a list of social media fundraising tools that your nonprofit should be using:



FACEBOOK FUNDRAISING TOOLS

Facebook Fundraising tools allow you to use your page not only for fundraising, but for sharing the great work your organization is doing. In Facebook, you can create more engagement and community by sharing posts with your supporters and Facebook groups. It lets your organization grow organically by community building, engagement, and sharing.

Some benefits of this tool are:

- After submitting a successful application and being approved to use this tool, Facebook allows fundraising on your Facebook page.
- Anyone, anywhere, that has a Facebook page can create a Facebook Fundraiser on your organization's behalf.
- Your organization can create fundraising challenges and availability to share them with different facebook groups if desired.
- Supporters can like, comment, and share your fundraisers with their friends.



INSTAGRAM FUNDRAISING TOOLS

Utilizing Instagram is an effective way to reach fundraising goals. Instagram allows you to gain a different demographic of donors. It gives supporters a space to share your fundraising campaigns and be more informed about the importance of your mission and organization. Organizations can be more creative and showcase the importance of fundraising.

Some benefits of this tool are:

- This tool allows your supporters the opportunity to donate through a story, post, live and video.
- Your organization is able to go live on Instagram and receive donations in real-time.
- Your organization can create and utilize donation stickers to make it easier to donate and share fundraisers.
- Different users can join the same fundraiser to help increase more visibility and donations.



TIKTOK FUNDRAISING TOOLS

With the rise of Tiktok and its expansion, it has developed a space for organizations and businesses to have a platform and presence in their Tiktok communities. Tiktok for Good 101 gives a space to organizations to develop their profile and share their fundraising.

Organizations have more visibility by inspiring and educating community members through their content sharing. Through this, organizations can drive in more support and donations.

Some benefits of this tool are:

- Your organization is able to attach donation links to videos and lives.
- Your organization can create content that allows for their community to engage, comment and repost their videos.
- The "For you" feature, allows your organizations to gain more visibility even with the users that might not follow you.



YOUTUBE FUNDRAISING TOOLS

Youtube Giving is not only a space for videos and information, but a space for organizations to showcase their work while fundraising.

Youtube impels partnerships between creators and organizations for a common cause.

Organizations can grow a following by sharing the amazing work they are contributing to the community and allows them to create a space where donors can feel more involved and informed about the organization. Youtube provides a platform for a creative way to share and showcase organizations.

Some benefits of this tool are:

- Allows creators to add a donate button to their videos;
- Gives the opportunity for live donations during live videos and live chats;
- Gives the space for organizations to share the importance of donating to their organization by making videos that highlight their organization;
- Users can join the same fundraiser to help increase more visibility and donations.

Social media platforms that partake and allow organizations to use their platform for fundraising are a great resource for nonprofits. Your organization needs to utilize these free resources to increase organizational visibility and donations.

At ***Stimulating Success*** we pride ourselves on our creativity and ability to maximize our clients social media engagement, following, and fundraising. If you are ready to boost your social media presence and effectively use social media fundraising tools, do not forget that we are here to help.

SCHEDULE A CALL WITH US TODAY!

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