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ENERGIZE YOUR FUNDRAISER WITH SOCIAL MEDIA

On Twitter:
[@AshleyPWade](#)
[@justintryon](#)
[#socialenergy](#)

About Us

Who is BiddingForGood?

Leading online auction solution for school and nonprofit fundraisers.

Who is Constant Contact?

Event Marketing tool has helped 30,000 small businesses and nonprofit organizations hold successful events.



Using social media for your fundraiser

Planning

Pre-event promotion

Engage at the event

After the event

Agenda

Promotion planning

- Social media promotion is...
- Why use social media?
- Who is on social media?



Pre-event promotion

- What do you say?
- Where do you say it?
- When do you say it?



Engage at the event

- Leverage mobile

After the event

- Continue the relationship

PROMOTION PLANNING

Social Media promotion is...

Communicating to your social network

of fans, followers, and connections, using

Relevant and interesting content that is shared, allowing you to

Reach and engage more people and

Increase attendance to your fundraiser!



Why use social media?

Use communications on social networks to create awareness and enthusiasm to attend!

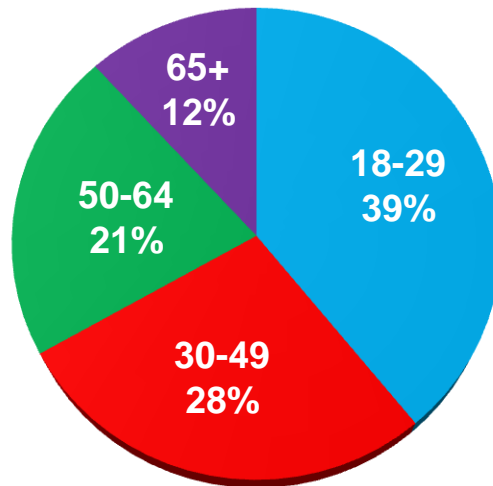


What are the goals of promoting the event through social media?

- Increase attendance/ticket sales.
- Establish/increase donor engagement.
- Have supporters spread the organization's message.

Who is on social media?

More people than you imagine are active in social media



- Pew Center for Internet and American Life, 2010

While the youngest generations are still significantly more likely to use **social network sites**, the **fastest growth has come from internet users 74 and older.** – Pew Center for Internet and American Life, 2010

- 1/3 online adults post to social media at least once a week. 70% Read blogs, tweets and watch UGC video – Forrester Research, 2010
- 60% maintain a profile on a social networking site – Forrester Research, 2010

Key to success

Know your audiences.

- Begin by promoting to those you know.
- Politely ask your followers to share the event information on their networks.

Let your speakers' networks and attendees create the buzz!



PRE-EVENT PROMOTION

Begin with your invitation

Do your invites do more than ask people to come?

- Engage with video.
- Make it easy to support the cause.
- List activities to improve attendance:
 - Topics
 - Lessons
 - Speakers

Must have shareworthy content:

- Share button for posting social media
- “Forward to a Friend”-email
- Add list of upcoming events

Today, 71% of the U.S. online audience watches video on the internet, and the number of streams consumed should more than double by 2013 — Forrester Research 2009

Video in email can increase click-through rates by as much as three-hundred percent.
Forrester Research 2009

Help Families in Need Event

Where:
Charles Hotel
1234 Main Street
Cambridge, MA 02554



© 2010 NAVTEQ; Europa Technologies
[Driving Directions](#)

When:
Friday August 26, 2011 from 1:00 PM to 5:00 PM EDT
[Add to my calendar](#)

Upcoming Events
[Families in Need Networking Event](#)
Wednesday November 23, 2011 at 1:00 PM EST -to-
Thursday November 24, 2011 at 11:00 AM EST
Charles Hotel

[f](#) [t](#) [in](#) [+](#) [f Like](#)

[forward email](#)

Dear Marie,

Your support helps those families in need, please come celebrate and show your support at our fundraiser!

You're invited to our next fundraiser in August. It's a festive evening of fun and dancing under the stars, with great food and exciting raffle prizes. Guest speakers include:

- Dave Thomas
- Nancy Giles

Please click on the link below to register online or RSVP

[Register Now!](#)

[I can't make it](#)

Here, provide contact information if invitees have any questions about the event or how to register.

Finally, thank them for their attention and response, and tell them you look forward to seeing them at your event.

Sincerely,
Marie Olen

cshahar@constantcontact.com
11 4728113

Registrants start the buzz about the event

Ask registrants to share the event information. Jump start the word of mouth buzz around your event.

Once registered, attendees can spread the word about the event by sharing on Facebook or Twitter.

Contact
Sara Jenson
NCNA
120 480-7000

When
Wednesday August 25, 2010 from 4:00 PM to 10:00 PM
[Add to my calendar](#)

Where
Hotel Manaco Washington D.C.
700 F Street NW
Washington, DC 20004

Driving Directions

National Council of Nonprofits Annual Fundraiser Gala

✔ You have successfully registered for this event; look for a confirmation email shortly. Thanks for your interest! We look forward to seeing you.

[View and print my ticket\(s\)](#)

[Share this event on Facebook](#)

[Tweet that you're attending](#)

Personal Information

First Name: John
Last Name: Smith
Email Address: jsmith@...@gmail.com

Guest Information

First Name: Debbie
Last Name: Smith

Payment options

Total Price: \$100.00

[Share this event on Facebook](#)

[Tweet that you're attending](#)

Note: Facebook users have on average 130 friends*
*Facebook FAQ's

What do you say?

Remember you want to have a Conversation on social media.

- Communicate the details of fundraiser, including:
 - What the event will be about
 - How the fundraiser supports the mission
- Provide insights that will encourage attendance to the fundraiser.
- Like any topic, content is king, so each post must be compelling.
- Find out what social networks your sponsors and speakers are active in, and encourage them to help promote the event.

Communication

What will the event be about?

Who will be there?

Why is the event important?

Conversation

“Do not miss it!”

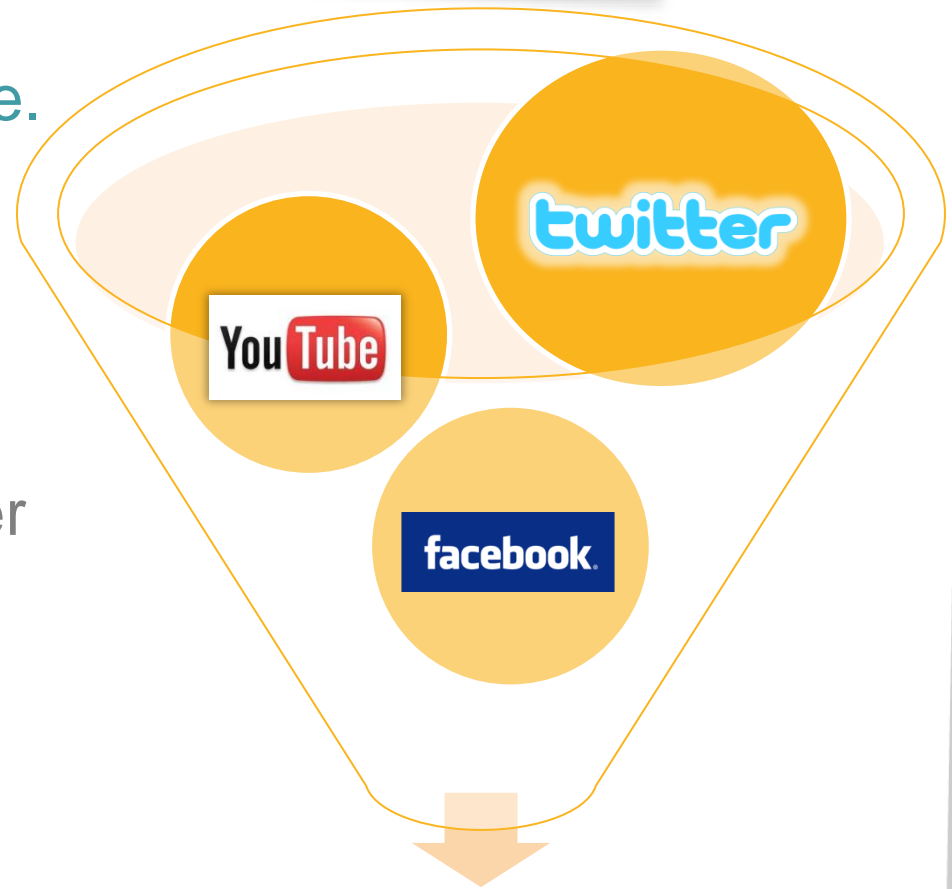
“At this year’s event...”

“Hear them speak...”

Where do you say it?

Treat each network as unique.

- Customize the message for the audience.
- Share event information on all other social networks.
- Post a video on Youtube.

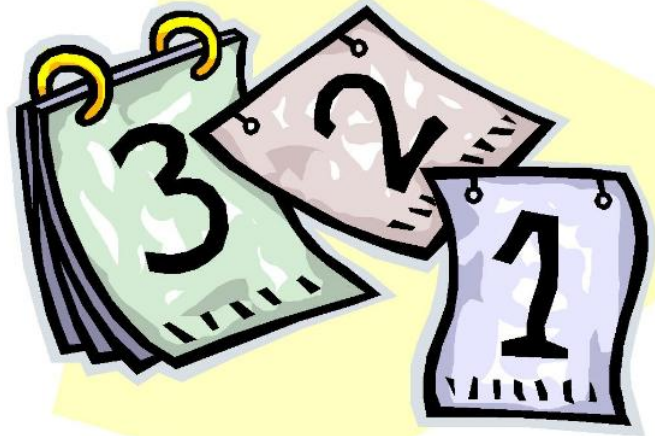


Social Media Networks

When do you say it?

Stagger your content.

- There are lots of great things about your fundraiser and you don't want to say them all at once.
- Create a steady stream of content that people will consume and share on and across their social networks.



Promote the event on a schedule:

- Weekly
- The day before
- An hour before






Using Facebook before the fundraiser

Facebook offers many tools to help with planning the event and creating awareness to attend.

Before the event:



- Try asking a question with Facebook Questions to learn what attendees are interested in.
- Post updates to create awareness of guest speakers and sponsors.
- Include information about activities at the fundraiser.
- Don't forget to provide date, time and location of event in posts.
- Share links to your donation page.

Share:  Status  Question  Photo  Link  Video

Learn from your fans and others: [?]

What are you most looking forward to about next week's event?

Poll Options

- + Seth Godin
- + Local wine
- + Networking with old friends
- + Add an option...
- + Add an option...

Allow anyone to add options Ask Question

Using Twitter before the fundraiser

Use Twitter to create a place online for conversations about the event.

Before the event:



- Create a #hashtag for the event.
- Thank each sponsor for the contribution they've provided.
 - Include their handles in the tweet
- Use updates to:
 - Create awareness of the fundraiser.
 - Incorporate links to your event site
 - Announce who's attending and include their Twitter handle
- Tweet information about activities at the event.

What's happening?

Special thanks to our sponsor - Chadwick Martin Bailey (@cmbinfo) for next week's #socialc20 conference

📍 Add your location

37

Tweet

What's happening?

Don't miss @cmlitster speaking at next week's @nespn event on event marketing #eventmarketing <http://ow.ly/4ln2g>

📍 Add your location

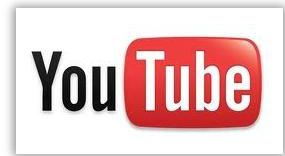
27

Tweet

Using Youtube before the fundraiser

Create a strong desire to attend with a video.

- Promote the event on your website or email and include a YouTube video.
 - Guest speakers
 - Activities
 - Success stories



Constant Contact [Is it for me?](#) [Features](#) [Pricing](#) [Success Story](#) (855) 816-6508 [Create Your Event](#) FREE No Risk. No Credit Card Required

SUCCESS STORY

Breathing Time Yoga

Watch how the Breathing Time Yoga studio of Pawtucket, RI uses Event Marketing and social media to register customers easily and efficiently.

"Since we started using Event Marketing we have been much more seamless about people registering for events."

Karen Lee, Owner
Breathing Time Yoga

As an Event Professional: What do you expect in an e...

B. J. Enright • View Profile
Schedule at a...
List of Attendee...
I'm amazed at ho...
When soliciting s...
they should supp...
1 month ago

Julius Soleris • Thanks B J. Much appreciated
1 month ago

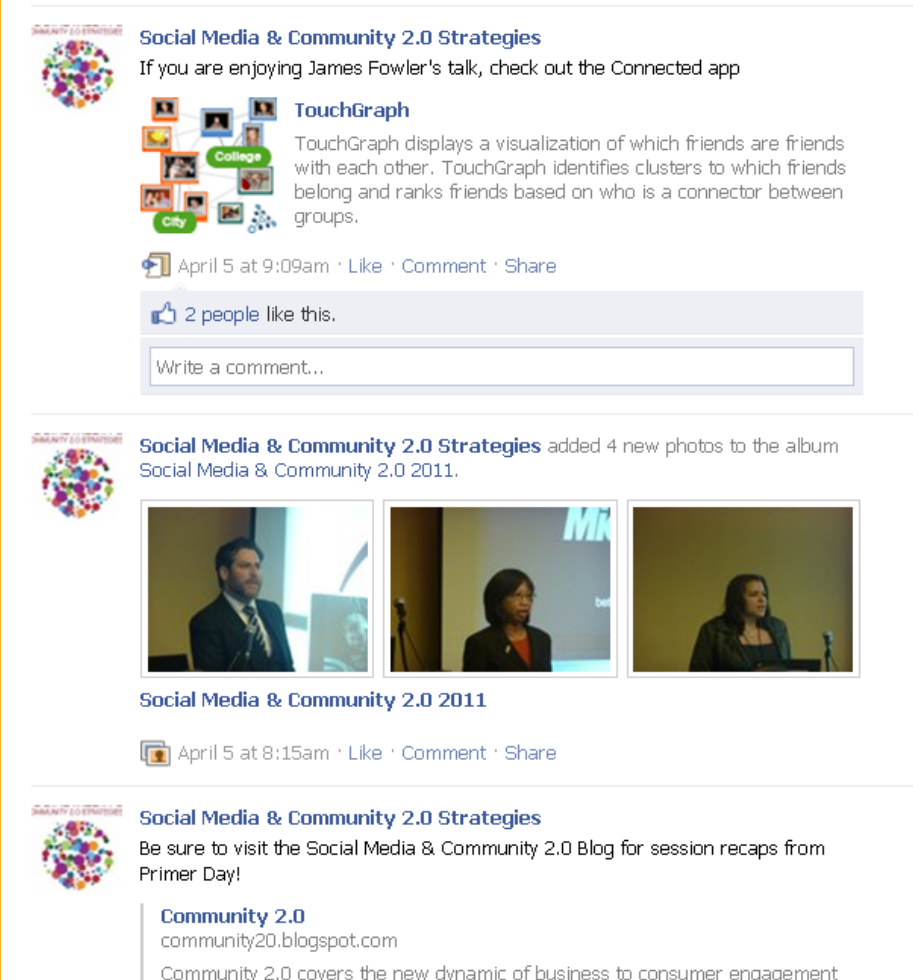
Hannah Mitchell • A video that paints a picture of the event or the venue is always a great idea- this is like a mini commercial for your event. If there are speakers, biographies and pictures are also a plus. Last, if the event is in a city where most of the attendees do not live, make a page for fun and exciting things to do in that city- this broadens their concept of the event/trip and fosters more excitement!
1 month ago • Reply privately • Flag as inappropriate

ENGAGE AT THE EVENT

Using Facebook at the fundraiser

During the event:

- Use live updates to mention generous contributions, fun activities.
- Include pictures of any guest speakers or attendees.
- Encourage attendees to share or comment during the event on Facebook via mobile.
- Provide links to make a contribution.



Social Media & Community 2.0 Strategies
If you are enjoying James Fowler's talk, check out the Connected app


TouchGraph
TouchGraph displays a visualization of which friends are friends with each other. TouchGraph identifies clusters to which friends belong and ranks friends based on who is a connector between groups.

April 5 at 9:09am · Like · Comment · Share

2 people like this.

Write a comment...

Social Media & Community 2.0 Strategies added 4 new photos to the album Social Media & Community 2.0 2011.



Social Media & Community 2.0 2011

April 5 at 8:15am · Like · Comment · Share

Social Media & Community 2.0 Strategies
Be sure to visit the Social Media & Community 2.0 Blog for session recaps from Primer Day!

Community 2.0
community20.blogspot.com
Community 2.0 covers the new dynamic of business to consumer engagement

Using Twitter at the fundraiser

During the event:

- Encourage attendees to tweet about what they are experiencing during the event under the event #hashtag.
- Thank each sponsor at the event.
- People who are interested and could not make it can be part of event following a Twitter feed.
- Encourage attendees to post photos and videos from mobile devices to Twitter with tools like Twitpic.
- Add Twitter handles to name tags (as appropriate).

As of Dec 2010, 27% of all mobile phones are smartphones, by end of 2011 over 50% will be smartphones. -ComScore's "2010 Mobile Year in Review"

Twitter has 165 Million Users – 50% of them use Twitter Mobile. –Mashable.com, "Mobile by the Numbers"



The image shows a Twitpic post and a Twitter feed. The Twitpic post features a photo of a book titled "Enchantment" by Guy Kawasaki, with the text "Don't you love getting 'good mail' ? Made my day TY @guykawasaki cc:@guysreplies". The Twitter feed displays several tweets, including one from "MakeUseOf" about a Wordpress exploit scanner, and another from "ScepticGeek" about Linux koalas. A name tag for "Josh Mendelsohn @mendelj2" is also visible in the foreground.

Leverage Mobile

foursquare



How can you use it?

- Do you have a venue? Create a location to check in.
- Co-marketing with local businesses? Drive traffic to each other.
- Leave a tip about your event.
- Leave a “To Do” about your event.
- Scavenger hunt around event.
 - Hints in tips area
- Understand interests of people checking in (profile info).
- Watch for instant feedback.
 - Negative comments about the food
 - Problems with the facility

of US smartphone users expected to increase 49.6% this year
150MM US consumers will have smartphones by 2015

-emarketer, August 2011

During the fundraiser

Consider using QR codes to keep the interaction going.

- Use a QR code at the event to:
 - Review a list of activities at the event
 - To make a donation right now
 - Watch a video featuring success of the organization



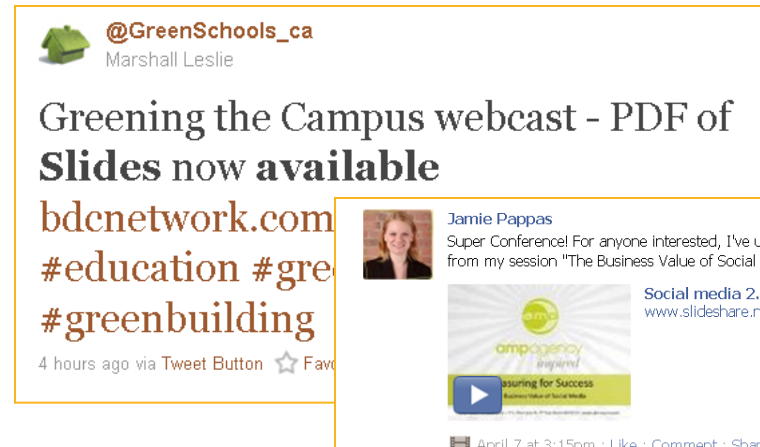
How do I build? -<http://bit.ly/>
Add- .qr at end of shortened url


AFTER THE FUNDRAISER

Continue the relationship

Use Social Media to build relationships following the event.

- Thank attendees, donors and sponsors.
- Give participants a way to stay connected through the "Join Our Mailing List" link or social media sites.
- Provide information about how the fundraiser helped the organization.
- Share updates about how the organization helped those it serves.



 **@GreenSchools_ca**
Marshall Leslie

Greening the Campus webcast - PDF of **Slides now available**

bdcnetwork.com
#education #green #greenbuilding

4 hours ago via Tweet Button ☆ Favorite



 **Jamie Pappas**
Super Conference! For anyone interested, I've uploaded my slides on SlideShare from my session "The Business Value of Social Media"

 **Social media 2.0 pappas 3 28-11**
www.slideshare.net

April 7 at 3:15pm · Like · Comment · Share

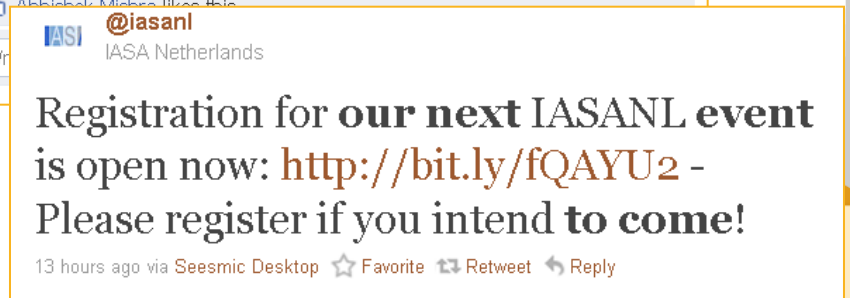



 **Social Media & Community 2.0 Strategies**
Looking to learn more about integrating traditional and social media? Curious about social media metrics? Join IIR for the 2011 Measure Up conference.

 **Welcome to the 2011 Measure Up Event**
www.iirusa.com
Welcome to the Measure Up 2011 Conference home page

April 15 at 1:16pm · Like · Comment · Share

Abhishek Mishra likes this



 **@iasanl**
IASA Netherlands

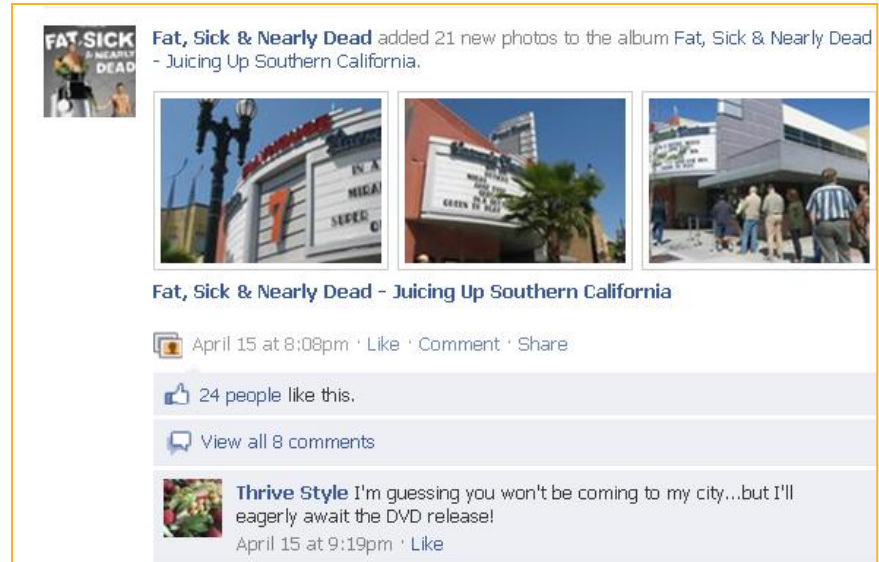
Registration for our next IASANL event is open now: <http://bit.ly/fQAYU2> - Please register if you intend to come!

13 hours ago via Seismic Desktop ☆ Favorite ↻ Retweet ↩ Reply

Using Facebook after the fundraiser

After the event:

- Share images and videos from the event.
- Ask people to tag themselves “are you in our photo album?”
- Include a link to a post-event poll or use Facebook Questions to get feedback.
- Thank sponsors and donors for their contribution.



Fat, Sick & Nearly Dead added 21 new photos to the album Fat, Sick & Nearly Dead - Juicing Up Southern California.

Fat, Sick & Nearly Dead - Juicing Up Southern California

April 15 at 8:08pm · Like · Comment · Share

24 people like this.

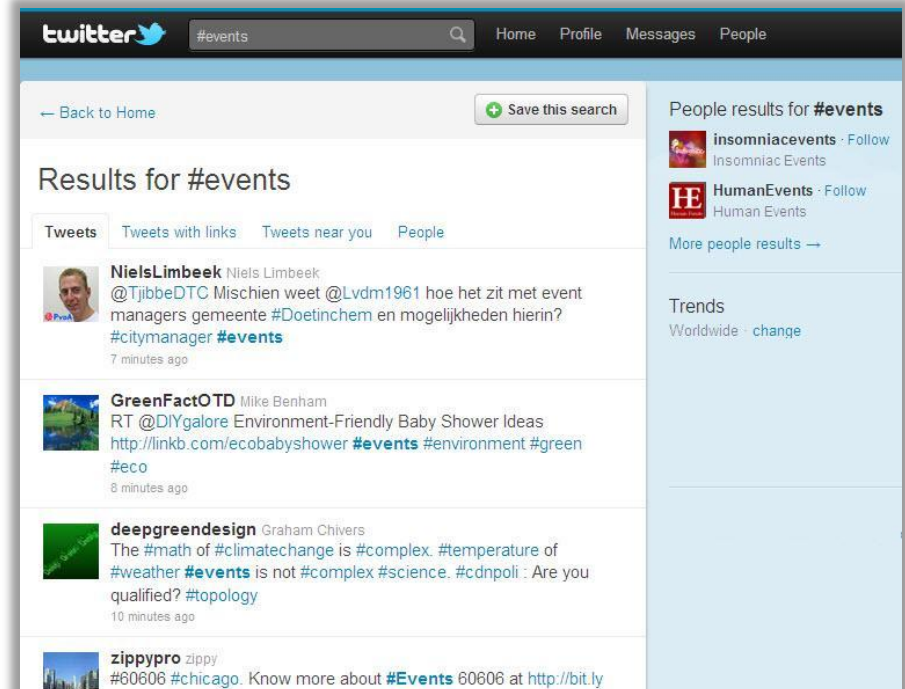
View all 8 comments

Thrive Style I'm guessing you won't be coming to my city...but I'll eagerly await the DVD release!
April 15 at 9:19pm · Like

Using Twitter after the fundraiser

After the event:

- Thank attendees and sponsors.
 - Via the #hashtag
 - Include their handle
- Review the #hashtag for insight into conversations about the event.
- Ask attendees a question through the #hashtag.
 - “What was the most useful thing you learned/saw at the event?”
- Send a thank you tweet (@) – to everyone who engaged with the event on Twitter.



 **@BlacksburgPship**
BlacksburgPartnershp

Thank you to WSLs 10, our Presenting Sponsor for Fork and Cork.
<http://fb.me/YT8LBR9A>

1 hour ago via Facebook ☆ Favorite ↻ Retweet ↩ Reply

Using Youtube after the fundraiser

After the event:

- Thank attendees and sponsors.
 - Share a thank you video
 - Post attendees interviews from the event
 - Create a video of highlights from the fundraiser



Collect post event feedback

- Post and promote a short survey to engage fans and followers and drive engagement.
- Review the comments and conversations on your Facebook wall.
- Review the comments via Twitter about your event by searching under the event #hashtag.

Chesapeake Virginia Wine Festival
Non-Profit Organization

Wall

Chesapeake Virginia Wine Festival
We are pleased to announce Horton Vineyards of Gordonsville, VA will be participating in the 2011 Chesapeake Virginia Wine Festival. Their website is www.hortonwine.com

Welcome to Horton Vineyards
www.hortonwine.com
Horton Vineyards - World Class Wines Made In Orange County, Virginia

March 6 at 1:27pm · Like · Comment · Share

11 people like this.

Amanda McCoy Hess They are my fav!!! Yay!!
March 6 at 2:19pm · Like

Carina Llarenas I love Horton winery!
March 6 at 3:39pm · Like

Jamee Reese Horton is fantastic wine, I would live at their booth at a wine fest if I could. Do they need volunteers? Maybe I could taste as they open a bottle just to make sure all is well before they serve to the customers.
March 6 at 8:20pm · Like

Write a comment...

Chesapeake Virginia Wine Festival
We are pleased to announce that Barboursville Vineyards of Barboursville, VA will be participating in the 2011 Chesapeake Virginia Wine Festival. Their website is <http://barboursvillewine.net/winery/vineyard-and-wines/wine-at-barboursville/our-winemaker>

Thank you for attending!

Learn more about how Social Media Marketing can help small business and non profits optimize marketing efforts.

Visit our website and register for our free webinars here:

<http://bit.ly/B4GCTCT>

QUESTIONS?

On Twitter:

@AshleyPWade

@justintryon

#socialenergy

Get Started with social media

Go to www.socialquickstarter.com and get help with:

- Social Media 101
- Facebook
- Twitter
- LinkedIn
- Blogs
- YouTube
- Location-based marketing

The screenshot shows the homepage of 'Social Media Quickstarter' from Constant Contact. The header includes the site name, a 'Get Started!' button, and a 'Log In' link. The main content area features a cartoon illustration of a man in a blue suit holding a sign that says 'SOCIAL MEDIA'. To the right of the illustration is the text 'What are you waiting for? Pull the lever!' and a 'Watch' button. Below this is a 'Hello!' section with introductory text and a 'What's Inside:' section listing various topics and their chapter counts. On the right side, there is a 'Talk to us.' section with a handwritten-style message and a 'Visit us on Facebook' link. The footer contains navigation links and the 'powered by Knowhow' logo.

Social Media Quickstarter
from Constant Contact®

[Get Started!](#) [Log In](#)

watch video

What are you waiting for?
Pull the lever!

We'll help you get started...and successful...at building connections through social media marketing. Start today!

[Watch](#) the Social 101 Intro video and start building your bridges.

Hello!

You know that social media marketing is important for your business. Maybe you're already doing it, or maybe you're looking for the best way to get started. Good news: the folks at Constant Contact have created a simple collection of guides to get you building online social connections fast, in a way that's super easy. Start with the Social 101 video by clicking the image above, or go ahead and jump right into any chapter you want.

What's Inside:

Social Media 101 (4 chapters)	YouTube (9 chapters)
Facebook (15 chapters)	Ratings and Reviews (6 chapters)
Twitter (16 chapters)	Location-Based Services (7 chapters)
LinkedIn (13 chapters)	QR Codes (3 chapters)
Blogging (3 chapters)	

Talk to us.

Since we just started the Social Media Quickstarter, we'd love to hear from you. Visit our new Facebook page and let us know what you're interested in learning. We want to make this fun and easy.

Thanks,
The SMQ Team [Visit us on Facebook](#)

[Sign Up](#) | [About](#) | [Contact](#) | [Privacy Policy](#) | [Terms of Use](#) | © Constant Contact

powered by Knowhow