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Agenda

I. Welcome

II. North Texas Giving Day 2019 Analytics and Nonprofit Campaigns

III. The Richards Group Social Media Training

IV. Closing Remarks
Find us on Social Media

North Texas Giving Day
@ntxgivingday
@ntxgivingday

#NTxGivingDay
North Texas Giving Day
2019 Analytics
Social Media is second largest referrer to NorthTexasGivingDay.org

- Direct: 33.4%
- Social: 32.5%
- Organic Search: 16.3%
- Referral: 7.8%
- Email: 4.7%
- Display: 1.2%
- Paid Search: 1.6%
- (Other): 2.5%
Social Media Referrals to NorthTexasGivingDay.org

Facebook 92%
Instagram 4.76%
Twitter 2.58%
LinkedIn .43%
During 2019 North Texas Giving Day Season

• Social Media (May- September):
  • 1.6MM Facebook Impressions (over 1 MM during scheduled giving and day-of alone!), 240K Twitter Impressions, 385K+ Instagram Impressions

• Website (Scheduled Giving and on North Texas Giving Day):
  • 575K+ Sessions (36% increase since 2018). Average session time of 5 minutes. Nonprofit Search Page and Donation Confirmation Page were most viewed site pages after the Homepage. 66% of gifts were made on a smartphone or tablet.
Social Media
Resources, Tools and Trainings
Getting Started: Tools and Resources

• This training with The Richards Group!
• NorthTexasGivingDay.org “Resources” Page
• Take 15 Virtual Trainings
• Marketing Toolkit
Upcoming Trainings and Key Dates

For more information on trainings visit northtexasgivingday.org/resources

- July 14 – Graphics Basics and Editing
- July 21 – Take 15: Board Engagement
- July 28 – Take 15: Volunteer Strategy
- August 3 – FUNdraising Page Creation Opens
- August 4 – Take 15: FUNdraising Pages
- August 11 – How To Register
- August 17 – Registration Closes
- August 18 – Take 15: Donor Stewardship
- August 28 – Last Day to Edit Profiles
- September 1 – Early Giving Opens
- September 1 – Take 15: Donor Report
- September 17 – North Texas Giving Day
Nonprofit registration for North Texas Giving Day 2022 is now open!

Register now!
Getting Started: Marketing Toolkit
Facebook Profile Frames

How to add:
• Go to your profile and tap your profile picture.
• Tap “Add Frame” and search “North Texas Giving Day 2020” and select the frame to apply it.

Profile photo frames are a great way to spread the word about North Texas Giving Day to your network!
Social Media Contest!

• Beginning on Friday, July 24, we will feature one lucky nonprofit’s stories each week on the North Texas Giving Day Instagram and Facebook stories!
North Texas Giving Day Prizes

Utilize these trainings, tools, and resources to execute a great social media campaign and enter to win Prizes!

- Best Integrated Marketing Campaign
- Best Business - Nonprofit Partnership
- Most Retweeted Tweet
- Most Liked Instagram Post
- #NTxKidsGive Giving Curriculum Prize
The Power of the North Texas Giving Day Brand

• Tap and leverage the power of North Texas Giving Day through the supplied resources and assets to create your own social media campaign

• Also: use the hashtag, share our social posts, use the social profile picture frames, download graphics and social images, etc.
2019 North Texas Giving Day
Nonprofit Social Media Campaigns
Rosa es Rojo

• Campaign goal: Raise $12K and promote their community Wellness Program, the Rojo Way. Bilingual campaign included social media, email, mobile, and in-person events.

• Rosa es Rojo segmented their overall audience into three distinct groups, in order to customize message for higher engagement. These audiences included: Hispanic donors and current program participants, Non-Hispanic donors, and corporations.

• An integral part of their campaign message was specific donation asks, outlining what each donation amount could accomplish. “$60: One wellness and cancer prevention workshop of 4 hours x Hispanic woman with economic challenges.”
Rosa es Rojo

¡Únete a nosotros y ayúdanos a hacer la diferencia!

North Texas Giving Day is THIS MONTH and we’re counting on you to help us make a greater impact on many Hispanic women living in North Texas! Your contribution will allow us to train 40 Hispanic women from West Dallas and McKinney in The Rojo Way.

northtexassigningday.org/rosaesrojo
Union

• Quick ramp-up to execute campaign given North Texas Giving Tuesday Now timeline. Limited time and staff resources.

• North Texas Giving Tuesday Now campaign goals:
  1. increase organization visibility to raise more funds
  2. mobilize and activate their supporters

• Union concepted a telethon and collected performance videos of support from community members.
You are invited to...

an old-fashioned classy-definitely not-boring updated for
the internet-age and covid-19 realities-world wide event

TELETHON

Be entertained and inspired while helping Union reach North Texas Giving Tuesday Now challenge grants

facebook.com/uniondallas
Monday, May 4th
5pm - 9pm

Union was live.
May 4th

join us for fun and inspiration as we raise money for Union as a part of North Texas Giving Day Now
northtexasgivingday.org/union

YOU CAN DONATE NOW

NORTHTEXASGIVINGDAY.ORG/UNION

DID YOU KNOW UNION IS A NON-PROFIT TOO?

North Texas Giving Tuesday Now

HOW CAN YOU HELP US ACHIEVE OUR MISSION DURING THE COVID-19 PANDEMIC?

In the face of this unprecedented crisis, we are rallying the community to rise to the occasion together.

Together, we can ensure that our tenants have reliable internet access, our kids can learn, our
elders can stay engaged, our food banks can continue to fill empty stomachs, and our mental health services continue to be available.

Our mission is even more critical now.

Supported by:

Communities Foundation of Texas

powered by
Grant Halliburton Foundation

- Grant Halliburton Foundation created a multi-platform campaign centered on the theme of “There’s No Place Like Hope”. The core of the campaign featured a 5-part video web series based on The Wizard of Oz, which was written, directed, and produced by their creative team.

- Campaign utilized a comprehensive social campaign across Facebook, Twitter and Instagram, a dedicated North Texas Giving Day landing page on their website, and coordinated postcards and emails.

- Consistent campaign theme and branding, utilized #NTxGivingDay hashtag to be a part of the online conversation about the day and created their own hashtag – #TheresNoPlaceLikeHope
Hello!

Dorothy here. Today is @ntxgivingday and I’m taking over @ghfoundation’s stories.
campaign summary

As a brand new non-profit, our focus was primarily on brand awareness, education and using the event to help build our social media following. Fundraising was just a bonus!

Tactics included:
- Pre-NTGD videos to create awareness, convey impact and offer reasons to give
- Creation of an event page
- Day of Event with Facebook Live

Branding and campaign creative by O&H Brand Design
Chances are, you and your child will meet someone with autism. Let’s make that meeting something to be proud of.

How to change the future with $20?

Unleavened is proud to support To Be Like Me, a disability awareness program that breaks down barriers and fosters compassion.

Help us build a more inclusive community. Make any size donation and be entered to win a $50 Unleavened gift card.

To make a donation or learn more, visit: northtexascaringday.org and search: To Be Like Me

Your generous donations have helped fund over 200 children to attend our disability awareness program!

THANK YOU for helping make the world a more inclusive place!