INNOVATIVE STRATEGIES TO HELP YOU SLAY GIVE STL DAY

If you build it, they will come.
About Me: Katie Stuckenschneider

- Marketing & Digital Media Manager at Forest Park Forever
- Six Years As Communications Director of PROMO, Missouri’s statewide LGBTQ organization
- Digital Advocacy Speaker and Consultant
- Lover and believer of organizing communities through digital and traditional media
What Are We Going to Talk About Today

- Strategic approaches for Give STL Day including the state of digital media in 2020 & how it will impact your Give STL Day strategy
- How to beat the algorithms with content that slays, all day
- The do’s and the don’ts of digital fundraising
- Tools to help your nonprofit be seen on Give STL Day
#1

What is your strategic approach for Give STL Day?

Every nonprofit is different and unique. How best should you tell YOUR story.
WHEN SHOULD YOU START?

February-April Awareness Plan
One sizzling campaign does not do it anymore. You have to show up regularly.
START WITH DONOR PERSONAS

HOW TO DEFINE WHO GIVES OR WILL GIVE TO YOUR ORGANIZATION

- Fictional character created to represent a current or prospective donor.
- Find individuals to interview
  - Your existing donor base and volunteers

## Template of Donor Personas

<table>
<thead>
<tr>
<th>Oscar One-Off Donor</th>
<th>Nellie Newbie</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call to action:</td>
<td>Call to action:</td>
</tr>
<tr>
<td>Biggest objection:</td>
<td>Biggest objection:</td>
</tr>
<tr>
<td>How to talk to me:</td>
<td>How to talk to me:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Susan Sustainer</th>
<th>Eddie Engager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call to action:</td>
<td>Call to action:</td>
</tr>
<tr>
<td>Biggest objection:</td>
<td>Biggest objection:</td>
</tr>
<tr>
<td>How to talk to me:</td>
<td>How to talk to me:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marta Major Gifts</th>
<th>Emma Event Attendee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call to action:</td>
<td>Call to action:</td>
</tr>
<tr>
<td>Biggest objection:</td>
<td>Biggest objection:</td>
</tr>
<tr>
<td>How to talk to me:</td>
<td>How to talk to me:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vince Volunteer</th>
<th>Luna Lapsed Donor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call to action:</td>
<td>Call to action:</td>
</tr>
<tr>
<td>Biggest objection:</td>
<td>Biggest objection:</td>
</tr>
</tbody>
</table>
"I enjoy going to the Saint Louis Zoo with my family. I like the Park for the free museums."

### Step 1: A little about me

<table>
<thead>
<tr>
<th>BACKGROUND</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>My job/s...</td>
<td>Electrician</td>
</tr>
<tr>
<td>In five years, my career...</td>
<td>Senior Project Manager</td>
</tr>
<tr>
<td>My family...</td>
<td>Starting a family</td>
</tr>
<tr>
<td>My social circle...</td>
<td>Other young families, fishers, motorcycle friends that go to Defiance together</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PERSONALITY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Traits that describe me</td>
<td>Self-starter</td>
</tr>
<tr>
<td>My hobbies include...</td>
<td>Woodworking, fishing, riding my motorcycle</td>
</tr>
<tr>
<td>Outside of work...</td>
<td>Watch Cardinals games, Fantasy Football</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEMOGRAPHICS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>31</td>
</tr>
<tr>
<td>Gender identity</td>
<td>Male</td>
</tr>
<tr>
<td>Income</td>
<td>Household: less than $100,000</td>
</tr>
<tr>
<td>Location</td>
<td>Fenton</td>
</tr>
</tbody>
</table>

### Step 2: What I care about

<table>
<thead>
<tr>
<th>CAUSES I'M PASSIONATE ABOUT</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Macro or global issue</td>
<td>Not philanthropic</td>
</tr>
<tr>
<td>Micro or local causes</td>
<td>Issues directly impacting neighborhood</td>
</tr>
<tr>
<td>Micro or local causes</td>
<td>School issues</td>
</tr>
<tr>
<td>In a perfect world...</td>
<td>I would live off the grid</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REASONS I WOULDN'T GIVE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>General objection</td>
<td>Not thinking about it</td>
</tr>
<tr>
<td>The biggest reason I don't give...</td>
<td>Not a priority</td>
</tr>
</tbody>
</table>

### Step 3: How to talk to me

<table>
<thead>
<tr>
<th>HOW ARE YOU IMPACTING ISSUES I CARE ABOUT?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program #1</td>
<td>Memories in the Park and 4TBT</td>
</tr>
<tr>
<td>Program #2</td>
<td>Before and After photos</td>
</tr>
<tr>
<td>Campaign #1</td>
<td>Awareness Campaign</td>
</tr>
<tr>
<td>Campaign #2</td>
<td>Give STL Day</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHERE/HOW I LIKE TO COMMUNICATE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication method #1</td>
<td>Texting</td>
</tr>
<tr>
<td>Communication method #2</td>
<td>Email</td>
</tr>
<tr>
<td>Communication method #3</td>
<td>Social Media</td>
</tr>
<tr>
<td>Don't contact me...</td>
<td>Acquisition Mailings, Phone</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FUNDRAISING ELEVATOR PITCH</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>What you want me to do</td>
<td>Make a one-time donation</td>
</tr>
<tr>
<td>How you want me to do it</td>
<td>Social media fundraiser through a friend to help you understand</td>
</tr>
<tr>
<td>How my donation becomes a reality</td>
<td>Maintain projects, maintaining the Park</td>
</tr>
<tr>
<td>Why I should give, despite my concerns</td>
<td>Since 1986, the members of Forest Park Forever have helped restore Forest Park to its place as an indispensable civic asset and urban park of national renown.</td>
</tr>
</tbody>
</table>

Sample of Forest Park Forever’s One-off Donor Persona
HOW DO YOU TAKE YOUR TARGET AUDIENCE ON A JOURNEY TO CONVERT ON GIVE STL DAY?

AWARENESS
- Platform Research
- Unique content plan
- Blog, SEO, keywords, landing pages, email, contests, toolkits, social media & PPC

CONNECT/ENGAGE
- Engage with your audience.
- Foster the connections built.
- Smart texts, segmenting, A/B tests, welcome gates
- Merge traditional/digital

CONVERT
- Organic reach is high because first two steps followed.
- Calls to Action
- Remarketing
- QR Codes
Let’s look at the state of various platforms in 2020

Facebook:

- Less trusted platform by people, however, 69% of adults still use it
- 54% have adjusted their privacy settings in the last 12 months
- Over 65 demographic doubled since 2012
- Three-quarter of Facebook users use site daily
- 76% female
- 83 million fake profiles
Instagram in 2020

- 72% of teens 13-17 say they use Instagram
- Fastest growing platform
  - 1 billion active users
- 37% of adults use Instagram
- 63% of Americans Use Instagram Daily
- Nonprofits are the third largest engagement rate of any industry
LinkedIn:

- 660 million registered
- 57% male
- 44% of users use daily
- CEOs on LinkedIn have an average of 930 followers
  - LinkedIn Articles

Twitter:

- 51% of Twitter accounts have less than 9 followers
- 86% of people going on Twitter are looking for news
  - Have news? Share here.
What New Platform Should You Consider?

If your audience is anywhere between 18-30, consider it.
Steps to Take Now

1. Clean up your email list
2. Start a PPC plan if you don’t have one already
3. Increase engagement now using engaging content and tools, get people to sign up for your email list
4. Run a digital audit of your content from last year
Email List Clean Up

Email is the most effective tool to use on Give STL Day
Start a PPC Plan/Remarketing for New Email Subscribers

- Grow your list, so when Give STL Day comes, you can convert them!
- Send them a welcome gate email to start your segmented audiences

What Zoo emails would you like to see?

Hello from the Saint Louis Zoo! We’d like to know what kind of emails you’d like to see from us. Click on the link below to tell us what interests you: Zoo events, education programs, visitor tips, conservation news?

We know you get a lot of emails, and we want to make sure we are providing you with the information you want most. Sign up for as many categories as you like.

Thank you for supporting us!
Increase Email Subscribers on Facebook Leading Up to Give STL Day

Create PPC Ads

Choose a CTA button here
GIVE STL DAY IS ALMOST HERE. NOW WHAT?
There is a lot of noise.

People are distracted.
DON’T:

Give people a lot of options.
Stick to a targeted approach.
For Give STL Day, stick to your GIVE STL Day donation page only.
DO: Show People What To Do

Have your dollars go even further: Donate during a Power Hour!
6:00 – 7:00 a.m. | 9:00 – 10:00 a.m. | 12:00 – 1:00 p.m.
6:00 – 7:00 p.m. | 10:00 – 11:00 p.m.

- Click here to make your donation to Forest Park Forever!
- Don't forget to use #GiveSTLDay to share whom you're supporting today.
WAKE UP!

Get up and stretch or dance.
Ideas & Tools

TO HELP YOU.
Targeted & Segmenting Emails

- Do not send a million emails (max 4 in two days to same audience)
  - Send targeted email to past Give STL Donors
  - Targeted email to email subscribers during a certain time period
  - Set up triggers to those that opened up email, then send them another letting them know only two hours left to give etc.
  - Targeted email by demographic etc.
Targeted Email Example

1. Your logo
2. Capturing image
3. Appeal
   a. Demonstrate Tangible Impact
   b. Empathy
4. Call-to-Action
   a. DONATE NOW
5. Footer
Have Instagram? Do this now.

- Create a Linktree account
  - https://blog.linktr.ee/linktree-non-profits-charities

- Why?
  - No links within an Instagram post
  - Tool for optimizing your Instagram traffic

- Fill out this form for a FREE pro account
  - https://linktree920491.typeform.com/to/b0kxKt
Content Ideas

- Simple survey leading up
  - Instagram Story or Facebook Story
    - Will you be donating to St. Louis area nonprofits on Give STL Day? (Yes or No)
    - Those that say Yes, send them an Instagram message on Give STL Day to remind them to donate
  - Twitter Poll
    - Will you participate in Give STL Day?
    - RT the final poll numbers with a link to your donation page
Tag other St. Louis organizations.

- We are an amazing community, let’s encourage people to donate to other organizations too.

Forest Park Forever @ForestPark4Ever · Dec 3, 2019
Shout out to the other park conservancies and parks in St. Louis on GivingTuesday @towergrovecare @gatewayarchpark, Lafayette Park Conservancy, @CarondeletPark and @stihills.
Content Ideas

- Video
  - Social media posts w/ video have 48% more views than plain text/images
  - Social video generates 1200% more shares
  - Move hearts & minds, ditch the pitch
    - Create virtual togetherness
  - Polished videos are not as popular anymore
    - Go live, poll and pull people into the conversation, people want personal
    - Make it uniquely YOU
Create a Sticker or Giphy Video
Create Give STL Day Reminder Facebook Event

- Hack Facebook’s algorithm
- Post within the event

Forest Park Forever created a poll.
August 14

The longest I have ever run at once is...
#LoveForestPark5K

- Half Marathon +79
- Full Marathon (whoa!) +32
- 5 miles (almost a full circle around the Park) +25
- 5K +20
- 10K +13
- 14-17 miles +5
Create a Digital Toolkit for Board Members, Staff & Influencers

- Ghost write a LinkedIn Story
- Sample social media posts (personalize them according to Give STL Day toolkit)
- Create graphics for each platform and size accordingly
Run Instagram Ads

- Instagram ads are performing super well right now.
- Plan on running an ad on Give STL Day and the day before.
- Make it STL themed
- I would not bother running an ad on Facebook.
Create a Twitterstorm
Have a Pen?

My favorite tools.

- Audit your social messages
  https://coschedule.com/social-message-optimizer
- Hubspot
- ActionSprout or Buzzsumo
- EveryAction
- DJI Osmo Mobile Gimbal for Video Stabilization
- Hyperlapse App
Have a Pen?

My favorite tools.

- Promo video service, like Canva for videos
  [https://promo.com/](https://promo.com/)
- Adobe Spark
- Wordswag App
- Giphy Cam
- Sprout Social
- Zapier
  - Save time with automations
WHAT TO PLAN FOR NEXT?

● Voice Search
  ○ By 2022 voice search will account for 30% of all online searches
  ○ Optimize your site for voice search
    ■ Write how your donors/target audience talk
    ■ Claim your Google My Business listing
    ■ Common questions are “how to” or “how is”
QUESTIONS?