

SOCIAL

MEDIA

GamePlan



Overflow



#1

Game Plan Purpose

The goal

Educate and inspire donors to give stock by leveraging a high-reach fundraising channel.

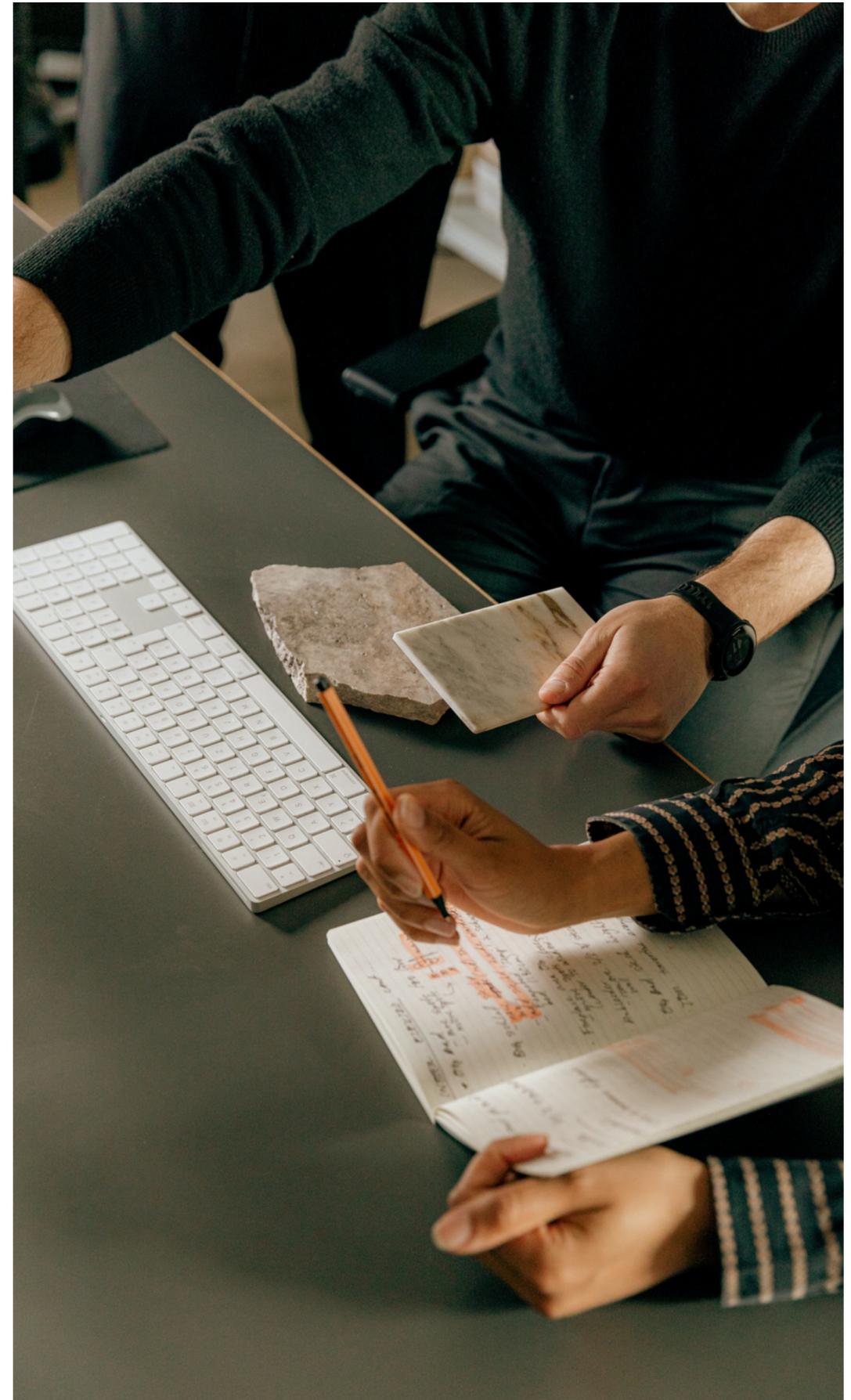


#2

Additional Outcomes

Social media marketing benefits

Announce the ability to give non-cash assets to your low-touch donors__ Create a moment in time to share your organization's vision and current needs__ Keep Overflow top of mind for low-touch donors throughout the year__ Expand the reach of your current fundraising campaigns__ Educate your donors about the impact of giving non-cash assets__ Encourage donor buy-in to give non-cash assets

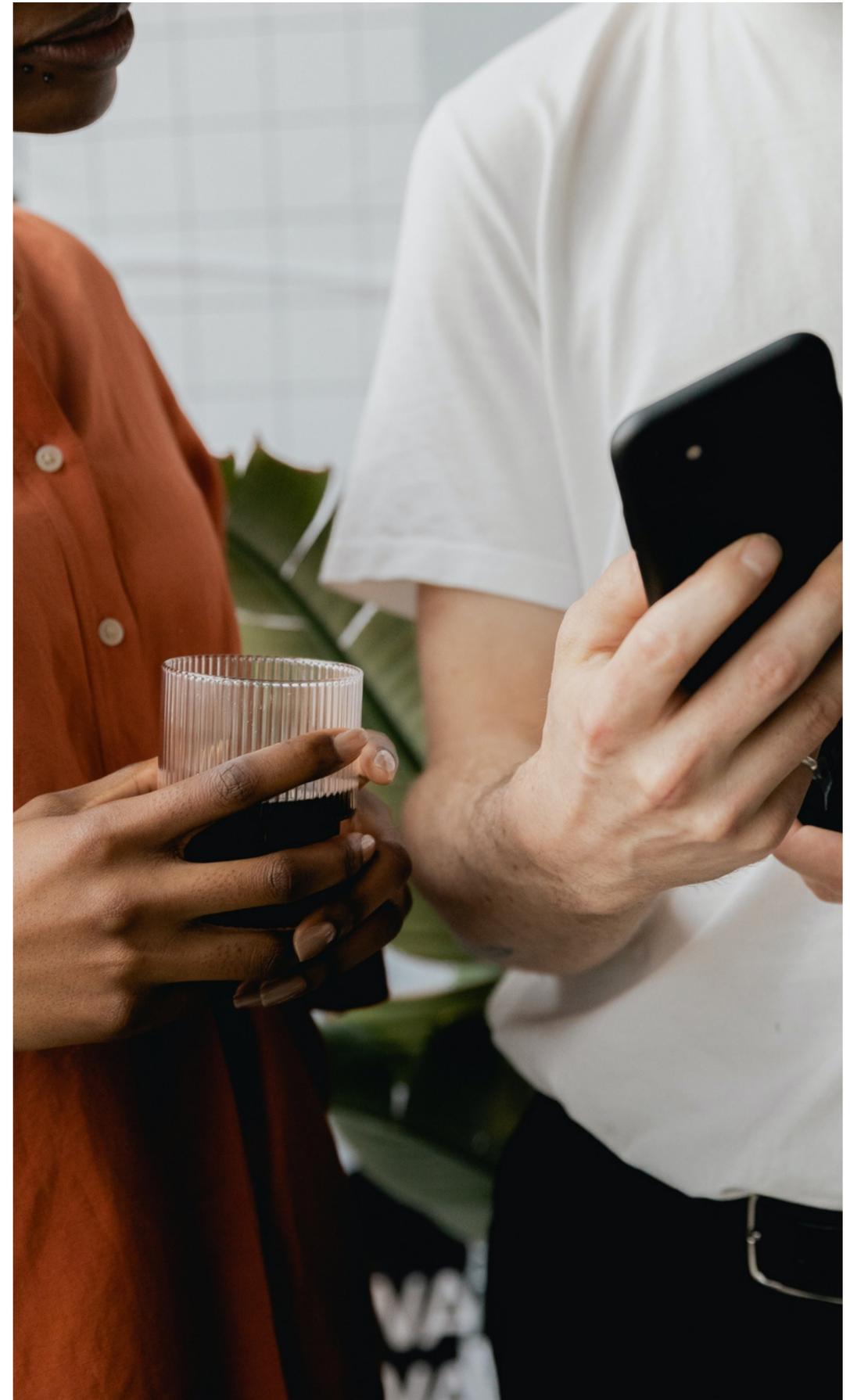


#3

Why Social Media?

Build trust and relationships with donors

Social media primarily is a channel that people go to engage with other people, communities, and the world around them. It is a place where people can build virtual relationships and, for nonprofits, interact with the causes they care about. What does that mean for your organization? It means that social media is a great place to engage people in the work you are doing and build trust in your organization.



#4

Engage

How

Because social media is all about relationships and community, it is vital to use social media platforms to inspire your supporters. This should be where people are seeing the impact of your programs, engaging with your other supporters, and, most of all, getting to know you as an organization. Which is why fundraising on social media should be done in a way that focuses on the relationship first and foremost. In this guide we will give you two tried-and-true strategies to inspire generosity through relationship on social media.



TOOL #1

TRUSTED SPOKESPERSON

WHY USE THIS TOOL:

People give to people. The more you can put a face to your organization, the more people will relate to your organization at a personal level and want to support your mission. That's why we recommend leveraging a trusted spokesperson, whether that is a leader in your organization, an on-the-ground team member, or even a celebrity to announce on social media that you now accept non-cash donations through Overflow. A spokesperson can establish the credibility needed to inspire quick adoption of this new way of giving. Plus, chances are they have their own following that you can utilize to share the message of your mission!

TOOL #1

TRUSTED SPOKESPERSON

SPOKESPERSON SERIES

<p>CHOOSE + INTRODUCE YOUR SPOKESPERSON</p> <p>It is crucial to select someone that your supporters already trust and want to follow!</p> <p>step 1</p>	<p>Spokesperson Image</p>	<p>Name: _____ Role: _____ Bio: _____</p> <p>If they haven't represented your organization publicly before, make sure to introduce your spokesperson on social media as your first post in this series. Emphasize why they represent your organization and what it has meant in their life.</p>
<p>CREATE CONTENT IN ADVANCE</p> <p>We recommend enough content for your spokesperson to post at least once a week!</p> <p>step 2</p>	<p>Post Focus: _____</p> <p>What do you want this post to highlight? What is the story you want to share?</p>	<p>Caption: _____</p> <p>If the spokesperson has already been posting on behalf of your organization, you can dive right in to creating posts for them that they can easily tweak and share. A great way to leverage representatives of your organization is to have them regularly post about an ongoing campaign with a specific focus.</p>
	<p>IMAGE/VIDEO</p>	

TIP: Use a social media management tool like Hootsuite or Cloud Campaign to schedule posts in advance and maintain a regular cadence of engagement.

TOOL #1

TRUSTED SPOKESPERSON CONT.

SPOKESPERSON SERIES

ANNOUNCE OVERFLOW step 3	Video GIVING LINK Link to your donor page where the Give Stock and FAQs are easily accessible.	Selfie video script: _____ After a few consistent posts about the campaign you are running and your organization's need, your spokesperson can promote giving via stock and how it can support that need. We recommend they record a selfie video as they themselves give through the Overflow platform! Here's a great example from Pastor Jabin Chavez personally showcasing the platform and how givers can participate in their mission through donations of stock.
SUPPORT + ENGAGE step 4	Now that your representative has done their part to post valuable and engaging content, it is your job to support their efforts! Here are ways you can engage with followers on their behalf: 1 - Share their posts with your other networks as it makes sense. 2 - Respond to replies on their messages to answer any donor questions. 3 - Follow the people who like/follow/respond to the spokesperson's post. 4 - Continue to create content for the spokesperson to share!	

NOTE: You can either choose to have the spokesperson post about your organization on their personal channels (see example [here](#)) or post as themselves on your social media outlets by posting a selfie photo or video along with a relevant caption. Choose whichever one has the most loyal following and would make the most sense for your audience to receive the message.

TOOL #2

IMPACT STAT

WHY AN IMPACT STAT:

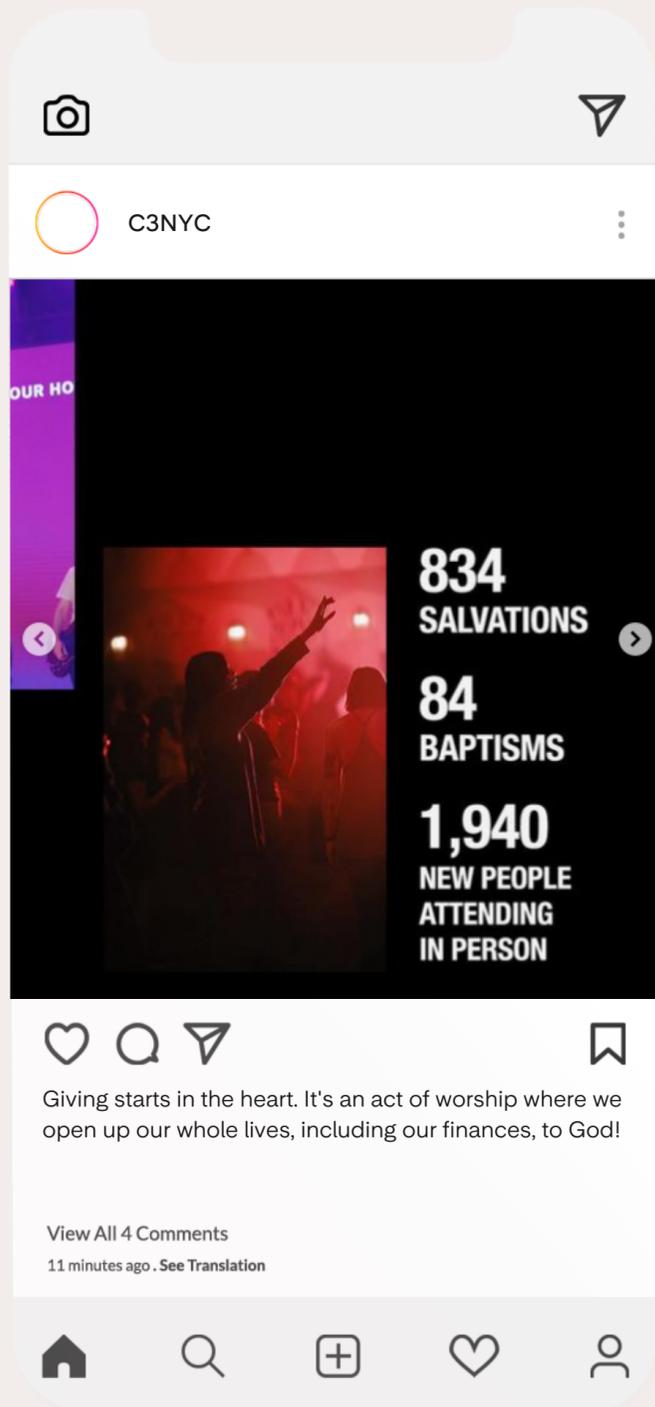
Your supporters are giving to your organization because they care about your mission and they want to know that it is being effective! One of the best ways to fundraise on social media is to show the impact you are having on the communities you work with. This tool will walk you through how to find and solicit donor testimonials and build an effective (and inspirational!) impact story on social media.

WHAT IS AN IMPACT STAT?

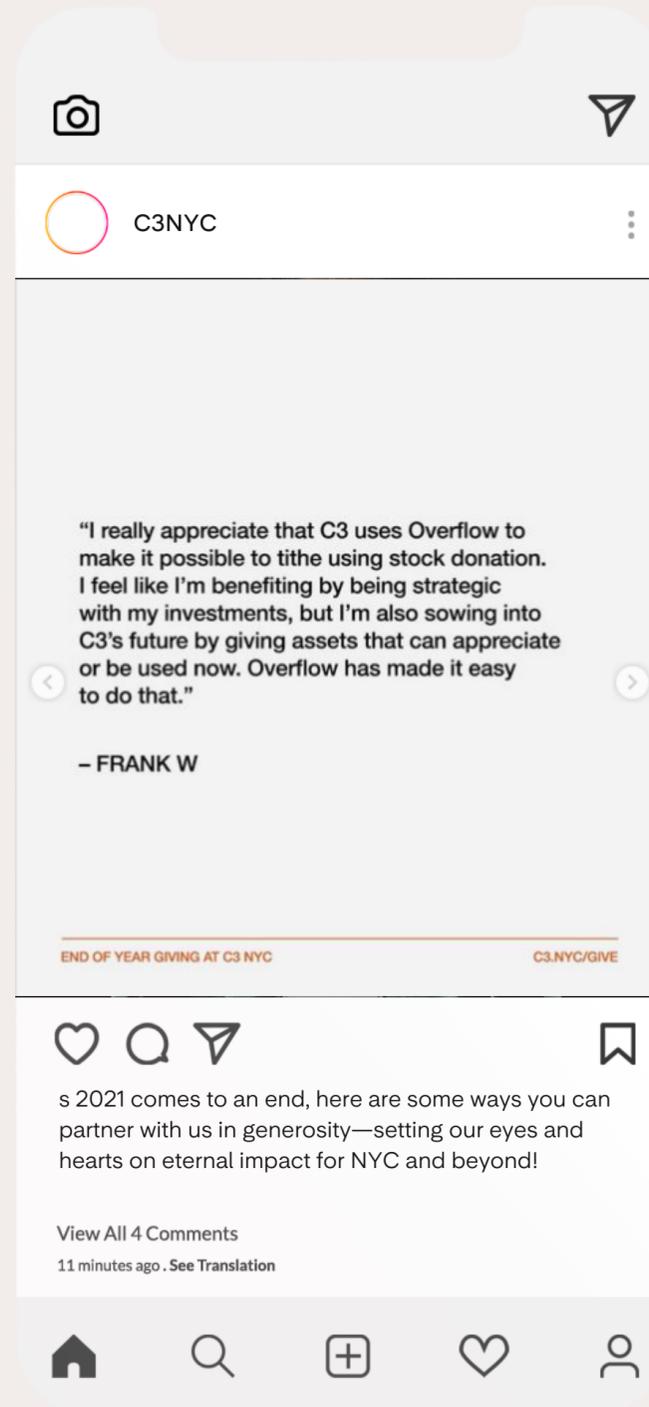
An impact stat on social media is a three part story in which you share the impact, post a donor testimonial, and make the ask. Here's an example post:

EXAMPLE POST

Check out how C3NYC included an impact stat and donor testimonial in their year-end giving appeal on their Instagram:



Part 1: The Impact Report



Part 2: Donor Testimonial



Part 3: How to Give

TOOL ^{#2} IMPACT STAT CONT.

HOW TO USE THIS TOOL:

1 - Choose a posting cadence that works for you, whether that be weekly, monthly, or quarterly. With social media, the more content you can post the better, so we recommend sharing impact stats weekly if possible.

2 - Source inspirational stories within your organization. Compile at least 3-5 impact stories in advance so it is easy to maintain the cadence you chose in step 1.

3 - Complete the Impact Stat template below for each story.

4 - Tag Overflow! We'd love to amplify your impact: Twitter: @Overflow_app, Instagram: @overflow_app, Facebook: @getoverflowco

TOOL ^{#2}

IMPACT STAT CONT.

EXAMPLE LAYOUT

<p>THE IMPACT REPORT part 1</p>	<p>IMAGE</p>	<p>Caption: _____</p> <p>What impact did your organization have and why does it matter to your community? What incredible transformation can you share? This should be inspirational and informative! New Story does a great job of this here.</p>			
<p>DONOR TESTIMONIAL part 2</p>	<table border="1"> <tr> <td data-bbox="761 1178 1450 1312"> <p>Donor Name</p> </td> <td data-bbox="1461 1178 2590 1594" rowspan="3"> <p>Caption: _____</p> <p>Share a story of what giving meant to a donor. This works wonders to build trust and relationship! (TIP: When you thank donors for their gift, ask them to share their experience! This is a great way to build a portfolio of testimonials).</p> </td> </tr> <tr> <td data-bbox="761 1312 1450 1451"> <p>Donor Picture</p> </td> </tr> <tr> <td data-bbox="761 1451 1450 1594"> <p>Testimonial Link</p> </td> </tr> </table>	<p>Donor Name</p>	<p>Caption: _____</p> <p>Share a story of what giving meant to a donor. This works wonders to build trust and relationship! (TIP: When you thank donors for their gift, ask them to share their experience! This is a great way to build a portfolio of testimonials).</p>	<p>Donor Picture</p>	<p>Testimonial Link</p>
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<p>HOW TO GIVE part 3</p>	<table border="1"> <tr> <td data-bbox="761 1603 1450 1738"> <p>IMAGE</p> </td> <td data-bbox="1461 1603 2590 2004" rowspan="2"> <p>Need in \$: _____</p> <p>Equivalent share of stock: _____</p> <p>How can supporters engage in generosity with your organization? We recommend framing the ask in terms of 1 share of stock.</p> </td> </tr> <tr> <td data-bbox="761 1738 1450 2004"> <p>GIVING LINK Link to your donor page where the Give Stock and FAQs are easily accessible.</p> </td> </tr> </table>	<p>IMAGE</p>	<p>Need in \$: _____</p> <p>Equivalent share of stock: _____</p> <p>How can supporters engage in generosity with your organization? We recommend framing the ask in terms of 1 share of stock.</p>	<p>GIVING LINK Link to your donor page where the Give Stock and FAQs are easily accessible.</p>	
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