



Fundraising  
on **FLEEK**  
Week

# Day 1 Workbook

Michelle Price-Johnson



People use the internet to connect with what they care about and what is important to them.

We (individuals) are on the internet for what we need or what we want.

Businesses use the internet to sell, educate and spread brand awareness for their products or services

Most organizations want to tell and sell

People use the internet to connect with information and entertainment that is fun or important to them

People use the internet to get information, to share, to be entertained and to socialize.

That's why it's called social media and not sell media

**Fundraising Fleek Week**



As a nonprofit your goal is to build community around a cause.

It is important to balance friending with fundraising, serving with selling.

You need to date before you dip.

You can inhale and exhale because both are important to the life of your organization.

Think about how you present your organization to your potential donors.

Are you in sales mode or service mode?

**Fundraising Fleek Week**





**The goal of using the internet is to connect with people the way that they are already using the platform.**

Make your cause visible, entertaining and interesting to the people that may come into contact with you.

1. How easy is it for someone to find you online?
  - a. If they know your name
  - b. If they never heard of you
  
2. If they did find your organization online, would they understand your mission, at first glance?  
Is your Cause Clear? (Ask this of every picture, post, article, anything that you add to your internet footprint)

**Fundraising Fleek Week**



3. Do they understand what services you provide and how you affect your cause?

4. Do you show your new visitor how supporting your cause would positively benefit them (as a donor)?

5. How many clicks does it take to get from their first introduction to you to being able to donate to your cause?

Your digital footprint should say “We have done THIS to help this cause. And this is what your money will do, when you join us! “

**Your digital image should communicate:**

- Who you are
- What your cause is
- How you are creating change
- How they can become part of that change

**Fundraising Fleek Week**



You must appeal to the emotions of your donor, because most decisions are made from emotion.

How you make people feel on their first chance, will determine if you get a second or third chance.

If they already know you, it determines how active or passionate they will be about your cause.

Make sure your social media (website, posts, Facebook, etc.) is optimized to draw people to connect to your organization (especially your email list).

**Make sure that your web presence is “smiling”**

**Fundraising Fleek Week**



# Homework

- Review or create your social media footprint.
- Create one branding image and add it to your social media outlets (and inside of the group) today.
- If you don't have an FB or Instagram page, take a few moments to set one up.
- Post your current social media links in the group to share and collaborate.
- Create one or two great images that really represent your cause and save them for tomorrow's lesson

\*\*\*\*

And as always make sure to pop into the group and ask questions, share tips and connect. At the end of the 5 days, each person that shares some of their work daily in the room will get a certificate of completion!

**Fundraising Fleek Week**



# Notes

**Fundraising Fleek Week**





# Notes

**Fundraising Fleek Week**