GiveGab®

# Strategies for Virtual Engagement

*How to obtain and sustain supporter engagement virtually*

# Why is this important?

- Online engagement is at an all-time high
- Create sense of community & belonging
- Reach more supporters where they are
- Allows for instant engagement and sharing
- Grow your team's social media and marketing skills

# What will we cover?

- Importance of Virtual Engagement
- Highlighting Visual Content
- Rallying Your Ambassadors
- Hosting Virtual Events
- Key Social Media Strategies
- Key Takeaways

GiveGab®

# Importance of Virtual Engagement

GiveGab®

# Visual Content: The Facts

- Visual content is **40x more likely** to get shared on social media than other types of content
- People will remember **80%** of what they've seen versus **30%** of what they've read
- In a persuasive speech to an audience, **67%** of the audience were persuaded with visuals versus **50%** without
- **29%** of people consider social media to be the communication tool that most inspires giving
- **87%** of donors who first donate from a social referral source make their second donation from a social referral source

# Visual Content: Example

What's more memorable, and easier to understand when driving?

OR

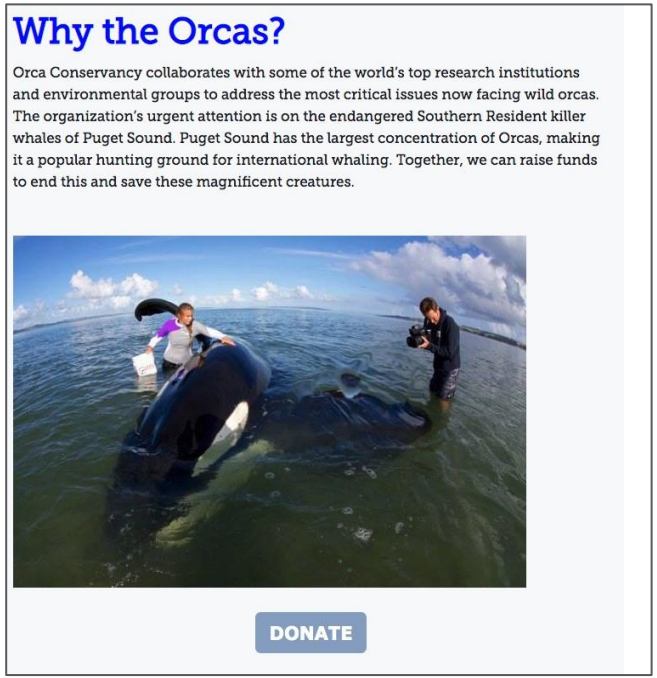
While driving down this road, there is a chance that one or more rocks of varying size may fall from the slopes on one or both sides of you. You should be aware of this before you travel this way so you are cautious of this particular type of hazard.

# Highlighting Visual Content

GiveGab®

# Highlight Visual Content

- Use an up-to-date logo
- Include relevant, visually-engaging photos
- Use the Giving Day logo or other shareable graphics in all social media posts and emails
- Create a short video or a video series that tells a story over several “episodes”



# Creating a Video Series

- Weekly videos encourage consistent engagement
- Keep the videos short to keep the viewer's attention
- Consider some points on what to model the videos around
    - Your organization's story and/or mission
    - Your volunteers and/or staff members' stories
    - Your actions and impact on the community

# Rallying Your Ambassadors

GiveGab®

# Rally Your Ambassadors

Reach out to existing supporters to see who is willing to

- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images
- Become a Peer-to-Peer Fundraiser

# Fundraiser Engagement

The strongest way your ambassadors can impact your organization is through Peer-to-Peer fundraising, they can:

- Broaden your organization's reach
- Tap normally unreached donors
- Generate momentum through livestreams
- Host their own virtual events

# Host Virtual Events

GiveGab®

# Host Virtual Events

Host a virtual event or competition to engage a wider audience

- Giving Day party/celebration
- Trivia or game show
- Costume contest
- Talent show
- Scavenger hunt

**Pro Tip!**

*Talk about these events in your profile and thank you email as well as on social media, and have Peer-to-Peer Fundraisers help spread the word!*

# Go Live!

Get creative and go live on Facebook, YouTube, or other platforms leading up to and on the Giving Day

- AMA, “Ask Me Anything” with a staff member or ED
- Volunteer, Member, Board or Staff Spotlight
- News Update (post regularly, like a “Tidbit Tuesday” or “Fundraising Friday”)
- Tours of your workspace
- Testimonials

# Leverage Social Media

Post often leading up to and on the giving day, and encourage engagement with your posts:

- Create a poll for a dare for the ED or a staff member to do when you reach a goal or milestone
  - “If this post gets 100 likes…”, “Once we reach 50 donors…”
- Hold a caption or photo contest
- Coordinate social media giveaways

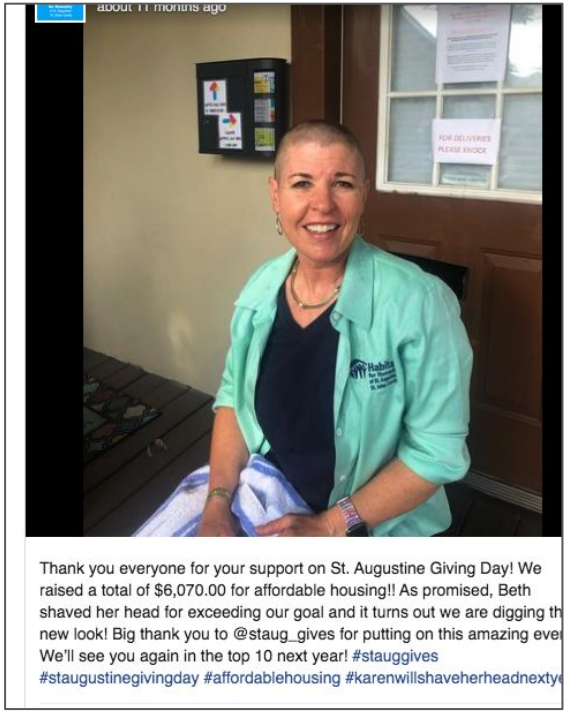
# Social Media Strategies

GiveGab®

# Be Active on Social Media

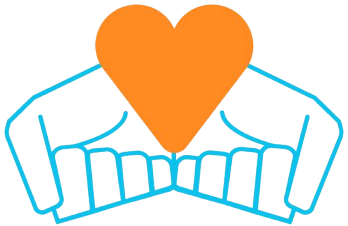
- Identify the social platforms that work best for you
- Post regularly leading up to and on the Giving Day, and encourage engagement with your posts
- Post a variety of content - not just Giving Day announcements or donation solicitations
- Use visual content whenever possible

# Engaging Post Example




GiveGab®

# Key Takeaways



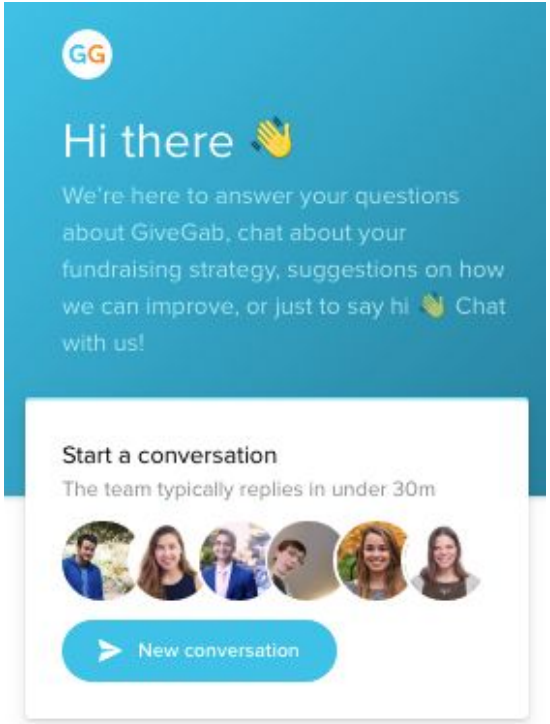
GiveGab®

# Key Takeaways

- Use photos & videos as much as possible when posting
- Ambassadors will help you reach new audiences
- Engage with supporters in various ways on social media
- Start your online engagement **before** the giving day and maintain your online presence
- Have fun with it!

# We're Here For You!

- Visit Our Help Center
  - https://support.givegab.com/
- Check Our Our Blog
  - https://www.givegab.com/blog/
- Send us an Email
  - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand!
  - **Look for the little blue chat bubble!**




GiveGab®