

Online Fundraising & Communication: System Processes

FUNDRAISING PAGE OR BLOG POST

- Tells the full story
- Always includes one or more “Call to Action” options
 - Subscribe
 - To RSS Feed
 - To Newsletter or email list
 - Donate
 - Become a Fundraiser
 - Volunteer
 - Share
 - Join Us Online (This is used in offline communications to recruit offline readers to join your online community)
 - ... and more

EFFECTIVE STORYTELLING

- How to determine the topic
 - Feature - (What do I want to talk about?)
 - Benefit - (How are those directly involved benefited/impacted by being involved?)
 - Result - (What is the greater good? This is your topic.)
- How to write the story (1-2-1 method. see <https://kevinbrinkmann.com/storytelling>)
 - 1 Point, use the story/post headline
 - 2 Halves
 - Before/After
 - With/Without
 - ... use some sort of compare and contrast
 - 1 Undeniable Detail, restate the topic or headline
- ALWAYS include a photo or short (1-2 minute) video (NOT professional, personal video shot from a smartphone is the best)

ROLE OF ONLINE COMMUNICATION TOOLS

- Share just enough of your story to get them to “READ MORE” on your fundraising page or blog post
- Types of tools to consider using:
 - Social Media Accounts - one account for every primary social media culture you want to reach DIRECTLY. Remember, you can always solicit the help of Promoters to use their social media accounts on your behalf to reach any other social media cultures INDIRECTLY.
 - Email Marketing
 - Text Messaging
 - Social Video Messaging apps

NOTE: Remember that everyone who joins your Classy fundraising team or makes a donation to your donation page will automatically receive an email notification of any updates you post on your team or fundraising page.

THREE KEY ONLINE FUNDRAISING PARTNERS

Fundraising Partners are those individuals who have joined you by making a donation to your fundraising campaign and want to help you reach your goal by becoming a ...

Reader - a partner who will:

- Stay informed about your fundraiser by using one of your online communication streams, and
- Ask the Holy Spirit to prompt them when, during everyday interactions at home, in the workplace, or elsewhere, they should:
 - mention your fundraiser,

- tell why they have joined you in your effort to support the cause,
- send them the link to your fundraising page or blog post so they can learn more if they are interested

Promoter - a partner who will:

- Stay informed about your fundraiser by using one of your online communication streams, and
- Promote campaign updates to their network/s using:
 - social media,
 - blogging,
 - Email, and/or
 - text messaging

Adding a personal comment and an invitation to “READ/LEARN MORE”

Inviter - a partner who will:

- Stay informed about your fundraiser by using one of your online communication streams, and
- Promote campaign updates to their network/s using:
 - social media,
 - blogging,
 - Email, and/or
 - text messaging

Adding a personal comment and a specific appeal to join them by making a donation. Should someone do so, they would then send a personal “thank you” and ask them to consider becoming:

- a Fundraiser,
- a Reader,
- a Promoter, or
- an Inviter