

Quick Guide: Using Social Media to Support Fundraising

ARCvi Domain: [Finding and Sustaining Funding](#)

How Social Media Supports Fundraising

Social media is a cost-effective way for organizations to increase awareness of their mission, engage supporters, and reach both local communities and broader audiences. When used consistently, social media can strengthen relationships with donors, increase visibility, and support fundraising efforts by sharing meaningful stories and demonstrating community impact.

Six Strategies for Effective Social Media Fundraising

1. **Choose and Prioritize Platforms:** Identify the audience you would like to reach and determine which platforms they use most often. Decide what kind of content you want to create and select the platform(s) that best support this strategy. There is no need to be on every single social media platform, do not spread yourself thin since creating content can be time consuming.
2. **Interact with the Community and Donors:** Use social media to have conversations. Respond to comments, answer questions, and engage with your supporters. Use private messaging to thank donors directly. Help supporters feel involved and informed about your organization's work. Strengthen existing relationships while building new ones with supporters and community members. Do not only ask for money.
3. **Share Stories that Highlight Impact:** Emphasize the real-world difference your program can make by featuring real people and their success stories. Use authentic stories that help supporters connect emotionally with the cause and understand the impact their donations can have. Help potential donors see the difference their support can make and invite them to become part of the organization's mission.
4. **Offer simple ways to donate:** Make giving as easy as possible. Some platforms allow organizations to embed donation buttons directly into their profiles or posts. Share posts with QR codes or other easily accessible ways to donate.
5. **Use visual content for maximum engagement:** Visual content generally gains more traction than text only. Make sure to share quick updates, donation requests, thank you videos, or impact stories as photos, or even better, as short clips. Short videos often receive higher engagement and can make organizations feel more authentic and approachable.
6. **Post consistently:** To foster community and engagement it is important to keep supporters updated and continuously engaged. Posting consistently is essential in maintaining support through followers.

Six Challenges with Social Media Fundraising

1. **Standing out:** It can be difficult to stand out on social media, therefore, it is important to create a real connection to the community and to keep them informed. Be strategic and make sure to convey the message of your organization through relatable and thoughtful content.
2. **Navigating algorithm changes:** Algorithms determine who can see your posts which might change through updates, and you have no control over it. This is why the focus on building lasting relationships through social media is even more important to ensure continuous support.

3. **Limited resources:** Limited resources can make consistent social media presence difficult. While it is a simple way to fundraise, creating content can be time consuming. Therefore, it is important to limit your presence to a few platforms that you can realistically manage considering your resources and time availability.
4. **Hidden costs of social media:** Social media can become costly considering the time required to create content and engage with followers, specifically if you want to hire a social media manager. Do not underestimate the time you need to spend on each platform and make sure you are not stretched too thin.
5. **Building community takes time:** Even with excellent social media management and consistent posting, sometimes it can take a while to gain visibility. You can use tracking tools to analyze what content works well and gains traction.
6. **Does not guarantee donations:** Engagement, likes, comments, and shares do not translate into donations. Nevertheless, social media aids in raising awareness to the cause which can attract more potential donors.

Common Mistakes to Avoid

- Not clearly communicating your organization's mission
- Posting inconsistently
- Only asking for money and not connecting to people
- Trying to manage too many platforms at once
- Ignoring comments and opportunities for engagement
- Not posting engaging and visual content

