

10 Social Media Ideas

for End of Year Campaigns

Donors are engaging with causes they care about on social media more than ever before. For a wholly consistent supporter experience, be sure to integrate social media into your end of year fundraising campaign.

Consider using these ten tactics to get you started.

1. Around Thanksgiving, share the things for which your organization is thankful.
Ex. We're thankful for our hundreds of volunteers! More children in our community are learning to read thanks to your commitment and passion.
2. Update your Facebook and Google+ cover images to match or complement your homepage imagery.
3. Post an image of your mission in action to Facebook with a link to your year-end donation page.
4. Record a short video solicitation from your ED or board president. Upload to YouTube and share on Facebook, LinkedIn, Twitter and Pinterest.
5. Record a short video of a recipient of your services expressing how they were helped. Upload to YouTube and share on Facebook, LinkedIn, Twitter and Pinterest.
6. Create a slide presentation of images of your mission in action. Upload it to Slideshare and feature it on your website and LinkedIn company page.
7. Add your homepage image to your Pinterest board.
8. In the last week of the year, call attention to the approaching a tax deduction deadline.
Ex. Only four more days to make a donation that is tax deductible for this year!
9. Share tangible descriptions of what a donation amount means for your mission.
Ex. A \$50 donation will provide 150 meals for our neighbors who are struggling.
10. Provide employees with suggested social media text to share with their networks.

BONUS TIP

Include your campaign-related social media posts on your campaign communications calendar.

This will ensure that one form of communication doesn't accidentally scoop another.