



# SOCIAL AMBASSADORS TIP SHEET

A Social Ambassadors program is an important component of a strong online fundraising program. If you're looking to get your program off the ground, here are seven tips to ensure success.

## 1. OPTIMIZE RECRUITMENT

- a. Make sure your ask is relevant to the current situation. You may choose to recruit members during National Volunteer Week, in response to a crisis or during a time when support is needed for a particular program or service. Whatever it is, be authentic and connect the dots. There's no greater testament to this than COVID-19, when getting the word out about ways to help is more important than ever before.
- b. Personalize to targeted constituent segments. This means your donors, your volunteers, your employees and other groups of people who already have a close connection to your organization. Make sure you recognize them for their contributions to your organization and indicate how their unique relationship with you makes them an ideal candidate for the group.
- c. When you onboard your members, make sure you give them an immediate action to take. This should be something quick and easy like sharing a post and adding a note, liking your current Facebook Fundraiser or sending an e-card. It should give them a sample of the type of actions you'll ask them to take moving forward.

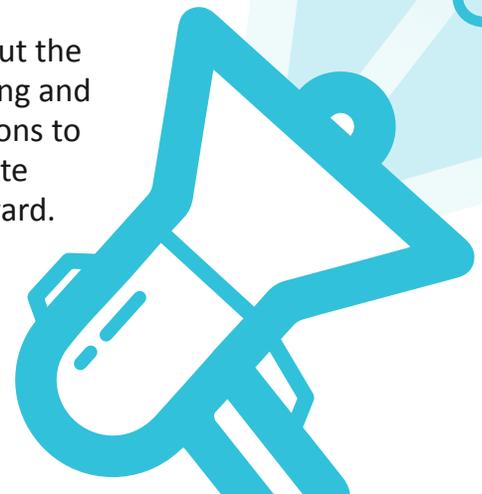
## 2. MAKE THE GROUP YOUR OWN

Give your group a name and align it with your brand. You want members to feel like they're an extension of your organization, rolling up their sleeves and lending a hand. To give it more of that authentic feel, be sure to assign a sender voice for all Social Ambassadors communications.

## 3. SEGMENT YOUR COMMUNICATIONS

Leading up to and during big fundraising moments throughout the year, reach out to this group and let them know what's coming and that you'll need their help to meet your goal. Give them actions to take and updates on progress. This group should be a separate constituent segment in your segmentation plan moving forward.

*Remember: This group is committed to spreading your message. Members are not frequently solicited, and if they're asked to give, it should be one of many ways to support an effort, not the only way. Many will give without being asked because they are invested in your mission.*





## 4. MAKE MEMBERS FEEL SPECIAL

Treat them like an extension of your fundraising team. In messaging, speak to them like insiders. Let them in early on announcements or share a goal with them that you may not share with your entire file. And when a campaign or fundraising effort comes to an end, celebrate their part in your success in a way that is personalized for them.



## 5. IDENTIFY YOUR INFLUENCERS

You'll likely start to see some Social Ambassadors rise to the top, consistently sharing and engaging. A subset of these people may also have a large social following—these are your social influencers. Be sure to develop a relationship with them.



You may also notice these people on your social channels—be sure to extend them an invitation to join the group. Tools like Blackbaud Attentive.ly and others can also be used to identify your supporters who have large followings. Finding local (or larger) celebrities to join and spread the word can also really help to fuel motivation and drive participation.



## 6. KEEP THINGS SIMPLE AND FRICTIONLESS

Signing up should be easy—name and email, just a few fields. Actions should be kept high level and quick. Think: “Here are the top three ways to help right now” or “Share this post and tag five friends.” Ensure your online presence is responsive so they can easily engage and participate on the go, right from their phone.



## 7. KEEP UP A STEADY CADENCE OF ENGAGEMENT AND COMMUNICATION

In between big fundraising moments be sure to stay connected. Send an impact report or update on work being done at your organization. This can be content you already have, just personalized for this group. Involve them in cause marketing efforts or invite them to a stewardship event. In-person opportunities to say thank you and deepen the relationship are always an option (when we can meet in-person again, of course).



Interested in getting your own Social Ambassadors program off the ground? Let's talk!

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