



nAMIcon
ELEVATING MENTAL HEALTH

#NAMIFundraising

Getting the Most Out of
Your Social Media
Strategy

MEET YOUR SPEAKERS



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BY THE END OF THIS SESSION, ATTENDEES WILL BE ABLE TO:

**CREATE A SOCIAL MEDIA PLAN WITH
ENGAGING CONTENT UTILIZING BEST
PRACTICES TO GAIN MORE AWARENESS AND
FUNDS**

DIGITAL FOLDER OF RESOURCES



AGENDA

WHAT WE WILL ACCOMPLISH

1

The Why

2

Creating a Goal-Oriented Plan

3

Picking the Right Social Platforms

4

Optimizing Your Content for Social Media

5

Telling Your Story

6

Adding Donation Links

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Using Your Bio on Social Media

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Going Live

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Enlisting Supporters

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Considering Paid Posts

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Saying Thanks and Celebrating Wins

12

Tracking and Analyzing Performance

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THE WHY

 **nAMI**
National Alliance on Mental Illness

THE DATA

55%

of people who learn
about an organization
on social media end
up taking action in
some way.

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The Why

REACH A LARGER AUDIENCE

- No geographic bounds for social media
- Media buys can be costly
 - Social media is a lower cost, grass roots option
- Paid social media/online ads are typically cheaper
- Can target platforms and ads for specific audiences

The Why

KEEP DONORS ENGAGED

- One-time donors aren't ideal
- Recurring donations are a huge benefit to nonprofits and their annual budgets
- Can help turn one-time donors to long-term supporters
- Provides a way to keep people engaged and up to date
- A fun way to engage and educate donors

The Why

HELPS RECRUIT & ACTIVATE VOLUNTEERS **namicon** ELEVATING MENTAL HEALTH

- Volunteer retention is difficult
- Since they are not being paid, we cannot expect volunteers to stay forever
- Volunteer turnover is an issue for nonprofits
- Social media provides a good way to:
 - Recruit volunteers
 - Engage volunteers
 - Cultivate & appreciate volunteers

The Why

INCREASES YOUR SEO

- Social media is one of the easiest ways to raise your ranking on search engines - such as Google
- Sharing posts on Facebook or LinkedIn and videos to YouTube helps Google index your organization
- Posting regularly on social media increases brand recognition
- Creates more backlinks that send people directly to your website
- Most people will search on Google and being more active on social media increases your chances of being found



CREATING A GOAL ORIENTED PLAN



PLAN COMPONENTS

1

Destination

Your Goal. End Result.

Dollars Raised -
Increased Year-over-Year
New Donors -
Higher Average Donation

2

Road Map

How will you get there?

**Formal drafted plan outlining
how you plan to get to your
destination.**

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KEY COMPONENTS OF A SOCIAL MEDIA CAMPAIGN PLAN

YOUR ROAD MAP

1

Timing: Start & End Dates

2

Types of Posts & Where to Post

3

#Hashtags to Use: Specific & General

4

Team Members & Roles

5

Budget: How Much Can You Spend?



PICKING THE RIGHT SOCIAL PLATFORM



PICKING YOUR PLATFORM

Top 3 - Leaders of the Pack



1

Facebook

- Users average age older than other social platforms
- Extremely versatile
- Groups and Events
- Post 1-2 times per day

2

Instagram

- Average User: 18-34 years of age
- Very visual
- Focused on video & photos
- Storytelling
- Post 3-5 times per week and a story 2 times per day

3

Twitter (X)

- Similar user age to Facebook
- 280 character comments
- Direct donation requests
- Post 2-3 times per day

PICKING YOUR PLATFORM

Secondary Options



1

LinkedIn

- Professionals
- Corporate Donations
- Post 1-2 times per day

2

TikTok

- Average User: Gen Z and younger
- Funny, creative content
- Short videos
- Education opportunity
- Post 3-5 times per week

3

YouTube

- Long-form videos
- Tell more of your story
- Many different audiences
 - Content should match your target audience

Picking the Right Social Platform

THE OPTIONS

- Facebook: Fundraising suite includes donate buttons, supporter fundraising campaigns, and automated ‘thank you’ replies.
- Instagram: Offers support buttons, fundraiser posts, donation stickers, and several ways to collaborate with creators and celebrities.
- YouTube’s Non-Profit Program: Gives you dedicated technical support and Link Anywhere Cards—links that direct viewers to your fundraising website (there’s also a YouTube program specifically for education organizations).
- TikTok for Good: Has crowdfunding campaign ideas and fundraiser tools, including account management support.
- Twitter: Provides pro bono ad credits, advertising resources, and skills training to help non-profits reach their fundraising goals.



OPTIMIZING CONTENT FOR SOCIAL MEDIA



Optimizing Content for Social Media

MOBILE FIRST

Most people will view your content on a mobile device. Ensure your content is written and planned to really stand out.

- Make sure your text is short and grabs peoples attention
- Highest impact words first
- Utilize hashtags
- Use shortened links
- Add a donate button or link

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TELLING YOUR STORY

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National Alliance on Mental Illness



STORYTELLING

- 1 More likely to support a cause when they hear stories about it
- 2 Include emotional stories about who NAMI helps
- 3 Use videos when you can
- 4 Share how you use funds
- 5 Get your supporters involved

Telling Your Story

NAMIWALKS EXAMPLE



- Build content around certain days and calls to action:
 - Mission Monday
 - Why I Walk Wednesday
 - Mental Health Awareness Month
 - Bebe Moore Campbell National Minority Mental Health Awareness Month
 - Giving Tuesday
- Create content that fits a certain theme:
 - Families and mental health
 - Lived experience
 - Donating your birthday

Telling Your Story

NAMIWALKS EXAMPLE





ADDING DONATION LINKS



Adding Donation Links

CLICK HERE TO DONATE

- People will lose interest if it's too many steps to donate
- Instagram and Facebook both have donate buttons
- Facebook has automated thank you tools





USING YOUR BIO ON SOCIAL MEDIA



Using Your Bio on Social Media

WHAT'S IN YOUR BIO?

- Add a Donate Now Button
- Fundraising link that supporters can share
- Link to your store, website and other programs
- Pin stories that you want to keep highlighted

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GOING LIVE

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Going Live

GOING LIVE TODAY

- Build off of events you already have
- Increase your reach
- Make people feel included in your mission, from wherever they are
- Great option for a local celebrity/influencer
- Show your mission in an impactful way



ENLISTING SUPPORTERS



Enlisting Supporters

USER GENERATED CONTENT

- Your social network is a major asset for your NAMI State Organization or NAMI Affiliate
- #Hashtag challenge requesting user-generated content
- Make it fun
- Share their stories
- Host around themed days - Mental Health Awareness Month, Giving Tuesday, etc.

Enlisting Supporters

NAMIWALKS EXAMPLE



Open up and **Share YOUR Story**

Are you ready to share your mental health story on social media?

Choose a prompt below. Record a video of your response and then post it on your favorite social media platform. Or practice and go Live on Facebook, TikTok or Instagram. Some things to remember:

- Keep your video to 30 or 60 seconds
- Practice before recording or going live
- Include a link to your walk fundraising page

Video Prompts (choose one to get you started)

1. Why is it important to **open up** about mental health?
2. What does **Mental Health for All** mean to you?
3. **My Name Is:**

- My name is _____ and I have [an anxiety disorder]. I'm participating in NAMIWalks because _____.
- My name is _____ and I am participating in NAMIWalks in [support/memory] of _____.
- My name is _____ and I'm participating in NAMIWalks because _____.

namiwalks.org

Enlisting Supporters

USER GENERATED CONTENT



Enlisting Supporters

PROVIDING CONTENT

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Enlisting Supporters

PROVIDING CONTENT

**NAMI Do-It-Your-Way is
our new DIY fundraising
program that lets you
turn a hobby into
a fundraiser
for NAMI.**





CONSIDERING PAID POSTS



Considering Paid Posts

WHY SHOULD I PAY FOR THAT?

- Algorithms prioritize posts from close connections, which makes it hard to reach new audiences
- Sponsored posts available on most social channels
- Allow you to broaden your audience beyond your connected network
- Can pick specific audiences
 - Demographics: location, age, interest, activity (former donors)
- Start small - don't break the bank
- Use metrics to analyze what works and invest further

Considering Paid Posts

PAID POSTS EXAMPLES

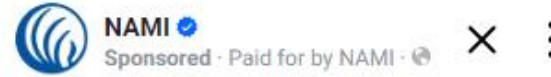


When NAMIWalks, we make our dream of Mental Health for All a reality. Join us this spring to help spread awareness, build community, and raise funds for our free, top-rated programs.



namiwalks.org
Mercer County, 5/18 |
NAMIWalks

Learn more



Did you know it often takes 4-6 reminders before someone makes a donation? Don't be afraid to follow up—most people are happy to support mental health and appreciate the reminder.



namiwalks.org
Mercer County, 5/18 |
NAMIWalks

Learn more



Let's give our all for Mental Health for All. Be fearless. Be inclusive. Be optimistic. Invite all your friends and family to be part of your NAMIWalks team today!



namiwalks.org
Mental Health for All Can't Wait

Learn more

Considering Paid Posts

PAID POSTS EXAMPLES

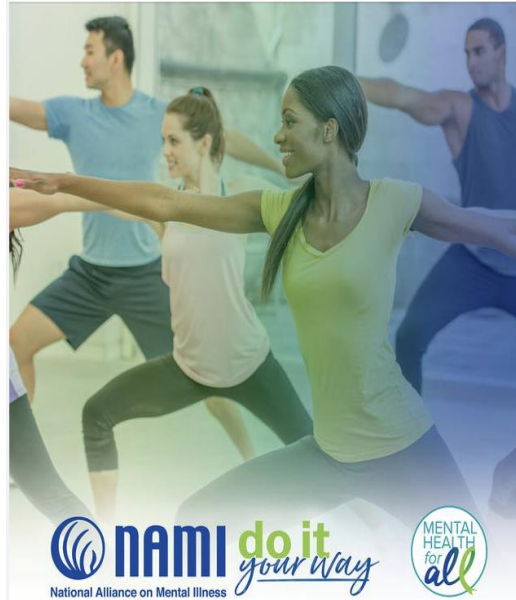
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You live life your way, so why not fundraise your way? Turn what you love into a great cause that raises awareness and funds for NAMI's vital mental health programs and resources.



doityourway.nami.org
Become a NAMI Do-It-Your-Way Fundraiser

Learn more



NAMI
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Got a birthday coming up? Make your celebration more meaningful by raising funds for NAMI's mental health programs and resources. You can set up a fundraising page in just a few minutes and make a major difference in peoples' lives!



doityourway.nami.org
Become a NAMI Do-It-Your-Way Fundraiser

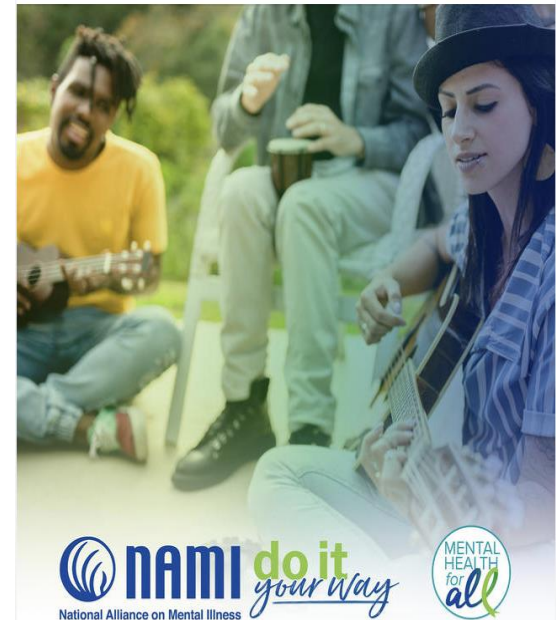
Learn more



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Your favorite activity could become a uniquely powerful way to raise funds for NAMI and show your commitment to "Mental Health for All." Get started!



doityourway.nami.org
Become a NAMI Do-It-Your-Way Fundraiser

Learn more



SAYING THANKS AND CELEBRATING WINS



Saying Thanks and Celebrating Wins

THANK YOU

- Set benchmarks for your goal and celebrate wins
- Share your milestones with your followers
- Thank all donors who helped you achieve your goal
- Utilize fun videos to say thank you
 - Can be shared and generate more interest



TRACKING AND ANALYZING PERFORMANCE



Tracking and Analyzing Performance

SHOW ME THE DATA

- What platforms are getting clicks?
- What platforms are getting the most donations?
- Metrics to consider:
 - Engagement Rate
 - Impressions
 - Likes
 - Profile Visits
 - Website Clicks
- Every platform has a metrics page
- Technology like Hootsuite will let you combine your efforts into one platform

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NOW IT'S YOUR TURN

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National Alliance on Mental Illness

Now It's Your Turn

MAKE YOUR PLAN



SOCIAL MEDIA CALENDAR



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
PLATFORM 1	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>
PLATFORM 2	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>
PLATFORM 3	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>	<div>TOPIC</div> <div>Staff Responsible:</div>

Now It's Your Turn

MAKE YOUR PLAN

Overall **best times to post** on social media in 2024

Facebook	Tuesday 7 AM
Instagram	Wednesday 11 AM
X	Monday 7 AM
LinkedIn	Tuesday 9 AM
TikTok	Thursday 7 PM
Threads	Tuesday 8 AM
Pinterest	Friday 12 PM

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Q&A

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DIGITAL FOLDER OF RESOURCES



YOUR SPEAKERS



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