

A photograph of two women wearing blue t-shirts with the word 'VOLUNTEER' printed on them. The woman on the left is holding a white smartphone up to take a selfie. The woman on the right is smiling. The background is bright and slightly blurred. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the main title text.

5 TACTICS TO INCREASE DONATIONS

THE BIG GIVE



HOW IT WORKS:

1. **Foundation posts**
2. **Foundation emails**
3. **Organizations re-post (Twitter/Facebook)**
4. **Organization emails board and volunteers**
5. **Share through personal accounts**

AVOID THESE THINGS:

- **Putting social last**
- **Telling people to donate without giving them the 'why'**
- **Being afraid to go live**

A smartphone is positioned diagonally on a wooden surface, displaying the Facebook login page. The screen shows the time 10:38, the carrier T-Mobile.pl, and the Facebook logo. To the right of the phone, wooden blocks spell out 'SOCIAL MEDIA' in two rows. The top row contains 'S', 'O', 'C', 'I', 'A', 'L' and the bottom row contains 'M', 'E', 'D', 'I', 'A'.

1. SET THE FOUNDATION

Update your accounts and include info on The Big Give

The background of the slide features silhouettes of several people walking from left to right. They are positioned in front of a large window with a grid pattern of vertical and horizontal panes. The light from the window creates a strong contrast, highlighting the dark shapes of the people against the bright background.

2. ENLIST INFLUENCERS

Ask 3-4 people (internal or external) to help spread your message

A close-up photograph of a woman with long, wavy blonde hair. She is wearing a white top with a colorful floral pattern. She is holding a black smartphone in her right hand and a clear plastic cup of iced coffee with a black straw in her left hand. The background is blurred, showing what appears to be a wooden table and some sunglasses. The overall scene suggests a casual, modern setting like a cafe or office breakroom.

3. WRITE CONTENT

Get 5-10 pieces of content created, scheduled and ready to go

WHAT TO POST:

- **In the moment photos**
- **Behind the scenes**
- **Text only--Q & A**
- **Impact of a donation**
- **Favorite part of your job**
- **Thank you**



4. CIRCLE BACK

Don't be afraid to be persistent



5. REVIEW RESULTS

Gather evidence/proof to direct future donation strategies

QUESTIONS?



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