

Fundraising & Marketing Through Social Media

Amy Hallett
Sector Support NEL Partnership
Senior Project Support / Communication Officer

In this session you will learn:

- The different type of social media platforms
- Which platform best suits your audience
- Different marketing techniques
- Different fundraising methods you can use

Why is social media a powerful tool to use?

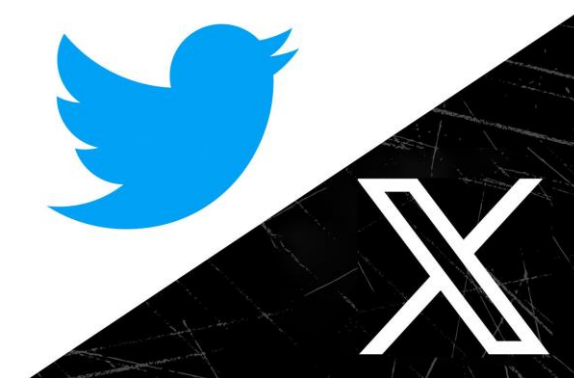
- 93% of internet users are on social media, accounting for more than 4.7 billion people worldwide.
- It is the easiest and fastest way to share information
- You can also use social media for advertising, promotional giveaways and mobile applications.
- Service users prefer to contact an organisation via social media than any other method.

The best platform for you!

- Facebook
- Instagram
- Tiktok
- Twitter/X
- LinkedIn
- Youtube



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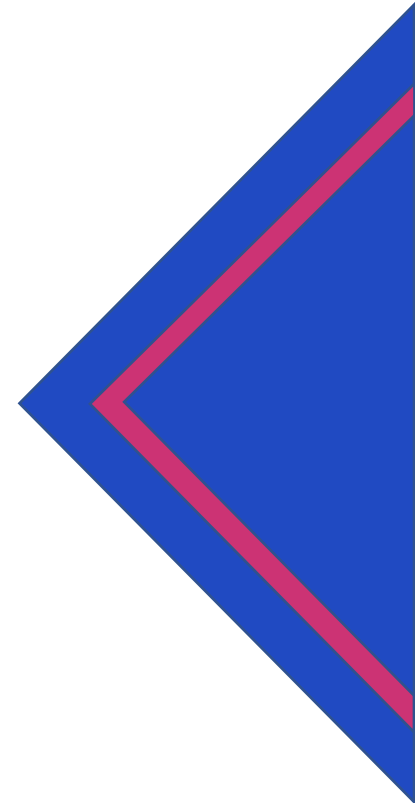
Identifying Your Audience



Who is your aim

Who is your current audience

Statistics and Analytics

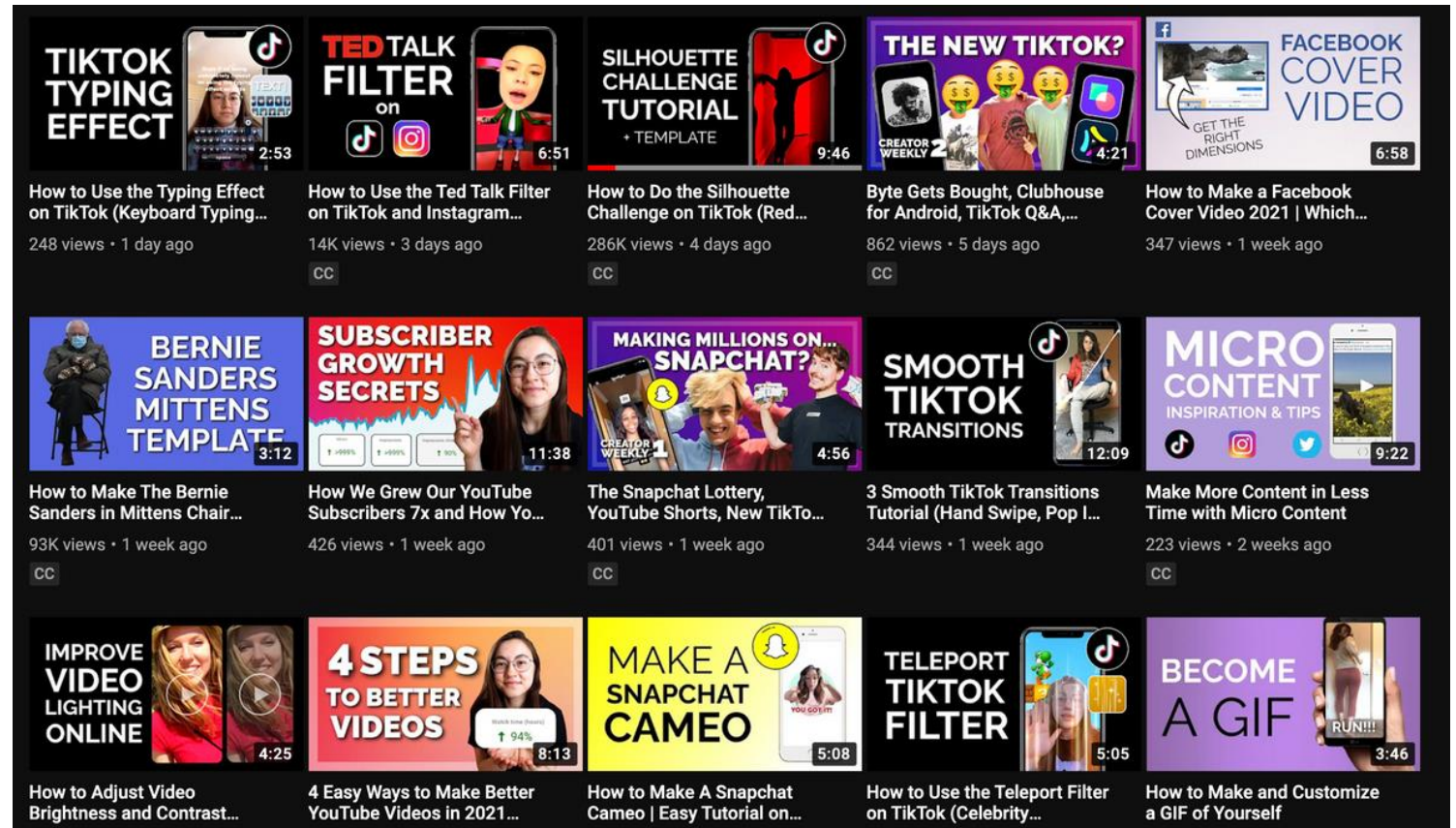
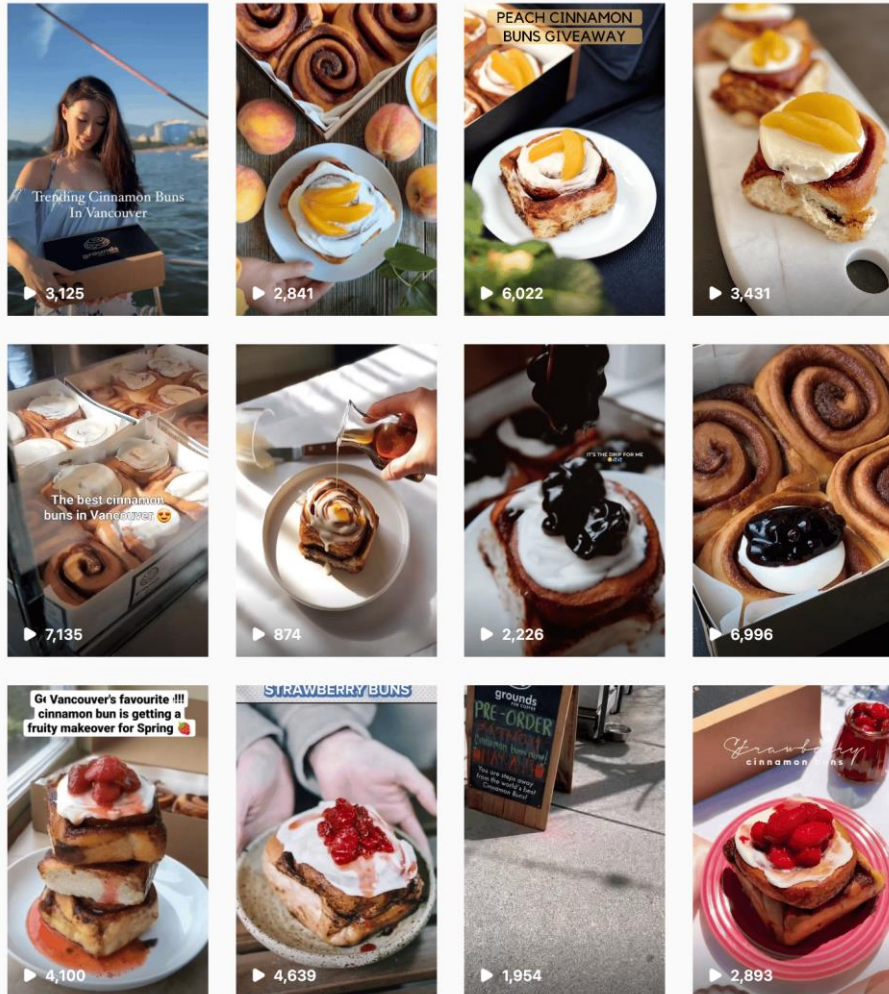


Marketing Tools

- social video generates 1200% more shares than text and image content combined.
- viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.
- Having videos that show relatability, emotions can be powerful.
- Photos increase over 90% of engagement than regular text
- There is different marketing software's you can use either free or a small subscription to enhance your marketing.
- 3 click rule

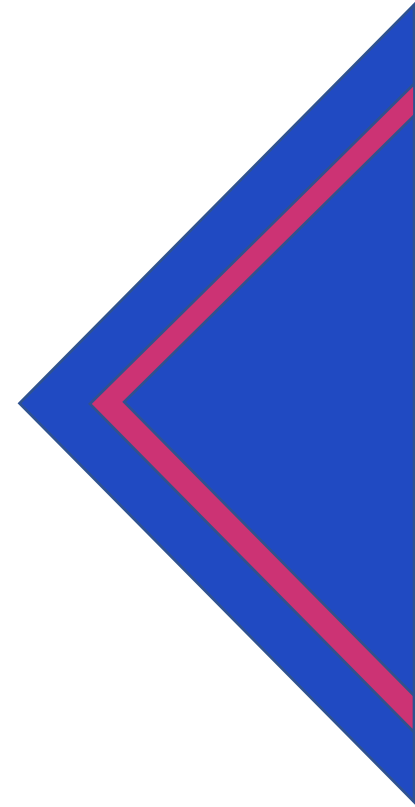
1. How long is the video?
2. What do you need to say to get your message across?
3. What do people need to see on the screen (Thumbnail)?

Thumbnail Examples



Abis Story – Story Telling example

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Nadines Story – Story Telling example (Including Fundraising

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Helping Yorkshire Poundies - HYPS is 🐶 asking for donations.
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💜 🚗 🧡 DRIVEN TO SAFETY 🧡 🚗 💜


Can we raise £584 for their journe... See more



HYPS £450 raised for Helping Yorkshire Poundies
33 people donated.

👍 Like 💬 Comment ➦ Share

amethyst_grl 2m



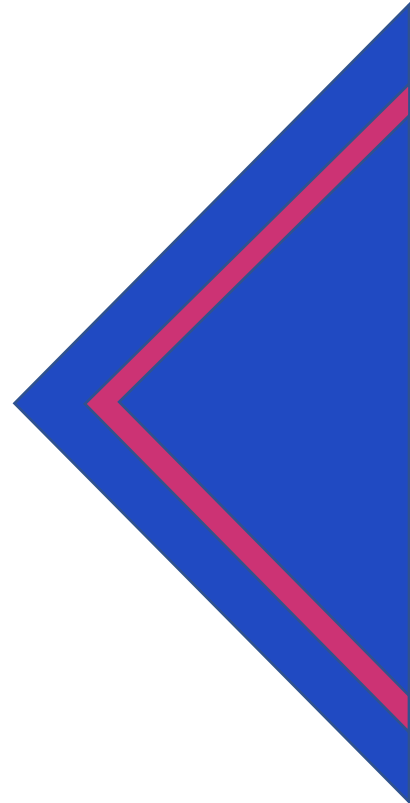
HELP GIRLS LEARN TO CODE
Donations go to blackgirlsgcode
Donated

Sent message

Questions?

Amy Hallett
Senior Project Support Officer /
Communications Officer
Sector Support NEL Partnership &
Forum CIO

amy@nbforum.org.uk



Useful Links:

TRINA & GRAHAM: Alzheimer's Research UK - <https://youtu.be/rAVUApnsk4M>

Abi's Story, Centrepont UK - <https://youtu.be/q0AyL93TFQ8>

Nadine's Story - <https://youtu.be/fLrE9NBwxRY>

Capcut – <https://www.capcut.com/>

Splice - <https://spliceapp.com/>

The Psychology of Video - <https://www.linkedin.com/pulse/psychology-video-ginger-bell/>

Epic Guide Creating Social Media Visuals - <https://blog.hootsuite.com/epic-guide-creating-social-media-visuals/>

Unsplash (Royalty Free Photos) - <https://unsplash.com/>

Canva - <https://www.canva.com/>

Dougie of Ambition Films (Video Production) - ambitionfilmsenquiries@gmail.com
(Suggested from Andy Cox, The Trin)