

magnetize



The Council for Health &
Human Service Ministries

United Church of Christ

Uniting Together to Build Community

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2024 CHHSM Annual Gathering: Collaboration as the Gateway to Innovation»

About Magnetize

- Magnetize (formerly OrgStory) has been a partner of CHHSM and the UCC since 2015.
- Offices in St. Louis and Chicago, serving organizations across the US.
- Branding and brand strategy, digital marketing and web development services.
- Specialized focused campaigns that build awareness and donor and talent engagement.

Goal for Today

- Discuss how a peer-to-peer campaign strategy can work to:
 - Unite your team and supporters in advocacy for your mission.
 - Build broader organizational awareness and fundraising opportunities from trusted connections.

Agenda

- Trends and Insights
- Campaign Strategy Overview
- Case Statement Exercise
- Campaign Components
- Other Considerations

Related Nonprofit Trends

- Nonprofits are facing PR and fundraising challenges, stemming from sector and larger social issues:
 - There's a growing distrust for nonprofit organizations (questions about transparency and effectiveness).
 - The number of individual donors and individual giving amounts are declining as wages are stagnant and inflation persists.
 - Familiarity and trust are more important than ever to donors, especially those in the early stages of their philanthropic journey.

Trends in Nonprofit Giving

- Giving by individuals fell by **13.4 percent** after adjusting for inflation from 2021 to 2022.
- Giving as a percentage of an individual's disposable personal income dropped to a **40-year low of just 1.7%**.
- In 2022, individuals accounted for the bulk of donations, **with 63.8% of all charitable giving coming from individuals.**

(Giving USA 2023 Report)

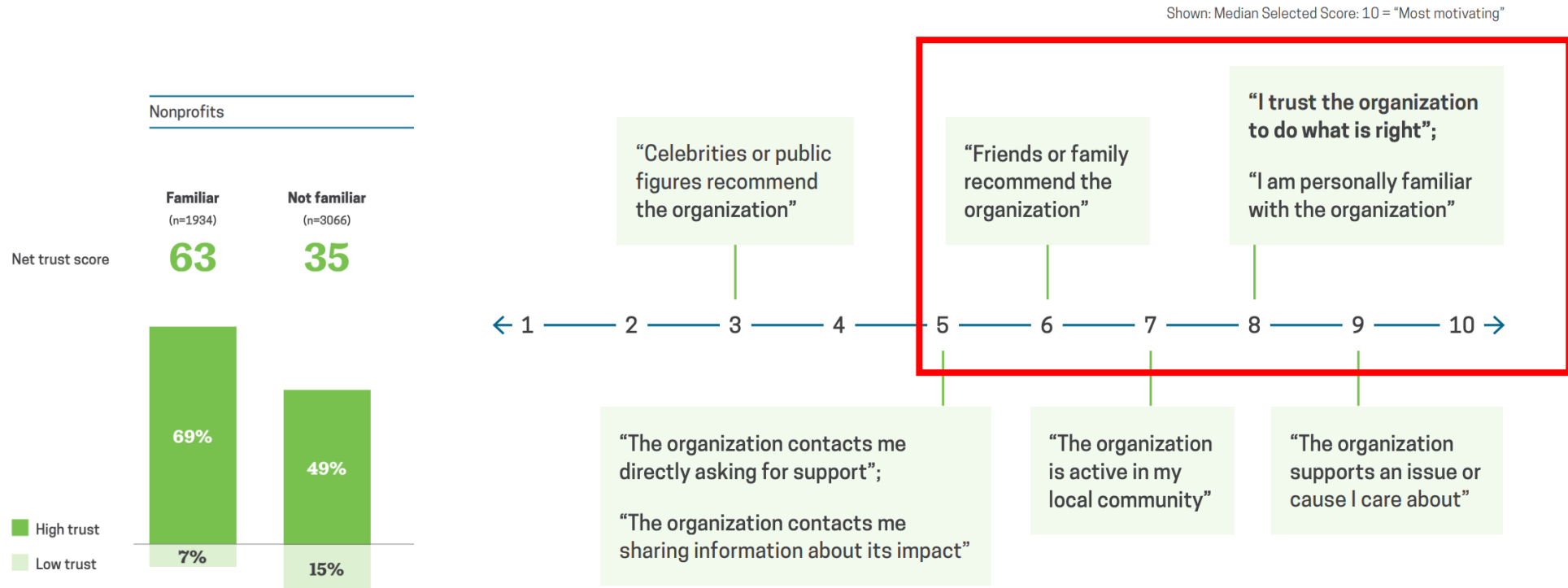
Trends in Nonprofit Perceptions

- The 2023 Independent Sector Trust in Civil Society found:
 - **Only 52% of Americans say they trust nonprofits** to do what is right today, down 4% from 2022.
 - **Distrust in philanthropy increased 5% from 2022.**

Independent Sector

Trends in Nonprofit Perceptions

- 83% of people say that nonprofits must earn my trust before I support them.



Trends in Nonprofit Perceptions

- Factors in nonprofit trust and distrust

Factors for High Trust	Factors for Low Trust
<ul style="list-style-type: none">• Helping others for the greater good• Aware of nonprofits with long track records of success• Believe in the work that nonprofits are doing• Not seeking personal enrichment/ not profit-motivated• Good personal experiences	<ul style="list-style-type: none">• Associations with corruption and greed, or potentially pocketing money• Not financially transparent• Political bias• Bad personal experiences, have either heard something negative or witnessed it firsthand

Opportunity: Peer-to-Peer Campaigns

Peer-to-peer Campaigns

Your internal stakeholders and mission ambassadors have the power to build awareness and trust in your organization, which can influence support.

Peer-to-peer Campaigns

- Organizations have the opportunity to unite internal stakeholders and build strong ambassadors to build organizational awareness and fundraising opportunities among familiar, trusted connections that can turn into supporters.
 - Boost your organization's awareness
 - Reach further networks
 - Broaden your community of supporters
 - Increase opportunities to build trust
 - Increase opportunities for fundraising

Peer-to-peer Campaigns

- Who should be considered to participate as ambassadors?
 - Team members
 - Board members
 - Volunteers and advocates
 - Associate board members
 - Sustained donors
 - Corporate partners

Peer-to-peer Campaigns

- The important role of team members:
 - Studies show **employees are more than twice as trusted as a CEO**, senior executive or activist consumer.
 - Their social posts **generate 8X greater engagement** than posts from their employer.

Peer-to-peer Campaigns

- Impact on awareness and fundraising results:
 - **31% of Social Media Users** Discover New Products through Influencers.
 - **\$27,000 average peer-to-peer campaign raise in 2022.**
 - Example: SOS Children's Villages of Illinois ran their annual holiday giving campaign as a peer-to-peer campaign for the first time in 2020. They received donations **from 419 new donors: that was 75% of all their new donors in 2020.**

Source: CauseVox

Peer-to-peer Campaigns

Is a peer-to-peer campaign a good fit for your organization?

Implementing Peer-to-peer Campaigns

- Conditions for a successful campaign:
 - Good overall employee satisfaction/culture
 - Up-to-date online presence and favorable reputation (reviews)
 - Engaged board members (giving and/or asking for contributions)
 - Some employee and donor culture of giving and use of online communications (i.e. social media and email)
 - Option for donors to give online (w/ peer-to-peer technology)
 - Association with a larger or familiar moment:
 - Organization or community event
 - Holiday, anniversary or milestone
 - Awareness day or month

Implementing Peer-to-peer Campaigns

- Ambassador Identification

- Personally invite or survey questions to key stakeholders

- I am interested in helping organization fundraise
- I gather information about organization using:
 - Social media
 - Email
 - Text message

- I am associated to the organization by.

- Board member, employee, volunteer or key donor request:

- 1-hour a week to devote to involvement
- Willingness to use their online network
- Ability to ask for donations

- **Your employee ambassadors should be diverse in race, ethnicity, gender, organization association, role/department and tenure.**

- **Bonus:** Determine if board members or other major donors can establish a match grant for campaign.

Implementing Peer-to-peer Campaigns

Shaping a Campaign Case Statement

- **Grab attention.** Include surprising fact, gripping anecdote, or startling statistic.
- **Authentic and informative.** Connect how the problem and need back to your mission.
- **Create urgency.** Indicate why this effort matters now.
- **Share specific Impact.** Describe how funds will be used to address the need. (Giving levels and labels)
- **Direction to Action.** Use an active voice.

Need	Why?	Cost
A full apartment of furniture through a local furniture bank	Many residents come to us with little to no furniture. Some are transitioning from homelessness. A comfy bed and dining room table are the first step to making their new apartment feel like a home.	\$150/apartment
Transportation of furniture from a local furniture bank to an apartment		\$150/apartment
Bus transportation to the grocery store for one community	Our communities tend to be in food deserts. Getting to the grocery store from many of our communities requires a long walk or multiple bus transfers with heavy grocery bags in tow, which is often not realistic for seniors and people with mobility limitations.	\$100/week
Physical fitness training for a group of residents	Exercise is vital to a healthy lifestyle but it's difficult to establish a routine in the midst of a major life transition.	\$75/session
Grocery assistance	SNAP benefits supplement grocery budgets to help low-income individuals get nutritious food essentials. For many, benefits have dropped to \$21/month. Consider matching it to help make up for the loss of support.	\$21/month

Example of Giving Level Chart

Implementing Peer-to-peer Campaigns

Exercise: Build Your Own Case Statement

Implementing Peer-to-peer Campaigns

Building a Campaign Toolkit

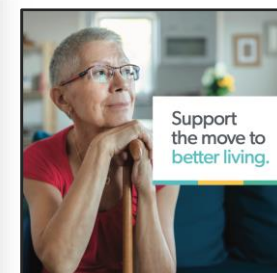
- Campaign statement components
- Campaign visual identity (optional)
- Campaign messages and creative assets:
 - Social Media Posts Text and Images
 - Email Text
 - Impact Stories + images
 - In-person conversational talking points
- Useful instructions on fundraising tools

Annie

As Annie battled breast cancer, she found herself struggling to afford a safe home. Her sister stepped up to care for her, but Annie knew that she needed to find a place to call her own. That's when she reached out to Embrace Living Communities.

Our team worked as quickly as possible to find her a home, ultimately moving Annie into Greencastle of Woodlawn II. Now eight-years cancer free, she is a beloved member of the community in Southeast Chicago.

She's thankful for all that she has – from her caring sister, to her son and three grandsons, and her community at Woodlawn II. "I have a safe and secure environment where I have friends, and here, we look out for each other."



Carol

When Carol's husband died suddenly, she was left in a difficult financial position. She and her husband hadn't had a chance to talk about financial planning and his medical bills drained their savings. Her single income wasn't going to be enough.



I believe in **affordable, welcoming homes for all.**



Support the move to **better living.**



AMBASSADOR PACKET

Implementing Peer-to-peer Campaigns

AMBASSADOR PACKET



Let's Get Started!

Below are some steps that you can take to

1) Set Up a GiveButter Page.

- See the next page to learn how to set up your personal fundraising profile.

2) Share posts from Embrace Living's Facebook and/or LinkedIn pages with your network.

When you do so, we encourage you to include:

- Your own personal testimony. Why is Embrace Living Communities important to you?
- An ask for donations and your GiveButter campaign page link.
 - Example: *This fall, I'm setting out to raise \$X to help seniors and individuals with disabilities in Illinois transition to affordable housing at Embrace Living Communities. Help me achieve this goal by donating here: [personal GiveButter Link]*

3) Write your own social media posts about what Embrace Living and the Support the Move to Better Living campaign mean to you.

We've included sample language in the subsequent pages of this packet to guide you – from resident stories, to compelling statistics, and calls to donate. At the end of the packet, you'll also find links to download social media graphics.

Here are some pointers for you to keep in mind as you use and build on the language in this packet:

- Tag Embrace Living Communities on Facebook and LinkedIn (@EmbraceLivingCommunities)
- Indicate your willingness to share more about your work.
 - Example: *If you have questions about our organization's mission, please reach out to me.*
- Include your GiveButter campaign page link
- Personally ask your family and friends to share your posts
- Post photos of you working or volunteering with us

4) Forward our campaign emails

Some tips:

- Give one to two sentence summary of email in your forward message
- Include your GiveButter campaign page link
- Ask to forward to others, especially if related to a fundraiser

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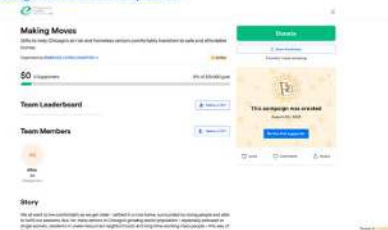


How To Set Up a GiveButter Page

We will be using GiveButter to facilitate donations. As an ambassador, you have the opportunity to create your own subpage of our larger fundraising campaign page with a personal fundraising goal. All donations made through your page, will go toward your goal.

Below are step-by-step instructions on how to set up your page.

Step 1: Visit <https://givebutter.com/9p5BUh>



Step 2: Click "Make a Gift" across from "Team Members" and then enter your personal information as prompted.

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Sample Social Posts

The following posts have turnkey language that you can use to solicit donations and encourage people to ask you about Embrace Living Communities.

Feel free to mix them with some of the stories and talking posts in the pages as well as [these](#) social media graphics.

Sample Post 1

As the cost of living rises and federal funding for safety net programs diminishes, our residents need our help more than ever. That's why I #SupportTheMoveToBetterLiving.

This fall, I'm asking you to help me raise \$X [personal donation goal] to help seniors and individuals with disabilities in Illinois transition to affordable housing at Embrace Living Communities.

Just \$21 helps a resident achieve food security and \$150 fully furnishes their apartment.

Sample Post 2

I've been [working at, served on the board of, etc.] Embrace Living Communities (tag) [since "date", for X years]. Our nonprofit provides affordable, welcoming homes for seniors and individuals with disabilities in Illinois. In our communities, people can live in company and comfort, with dignity.

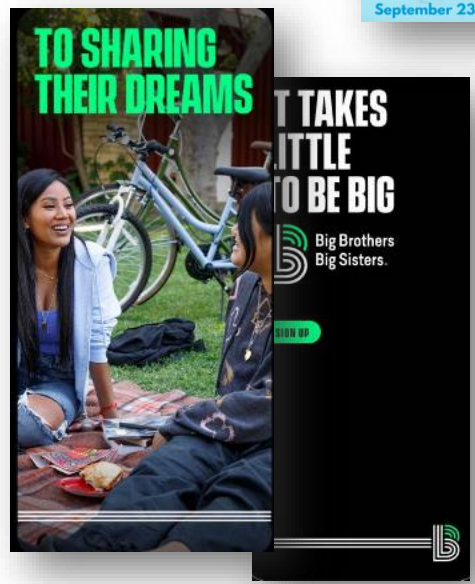
[Share one of the stories on page 5 or one of your favorite memories of a resident and how they benefited from Embrace Living Communities.]

Interested in learning more about Embrace Living Communities? I'd love to chat! Also consider donating to my personal fundraising page to help our residents transition to affordable housing: [personal Give Butter donation link].

Implementing Peer-to-peer Campaigns



Fundraising page graphics



Social graphics



Implementing Peer-to-peer Campaigns

- Internal communications during your campaign:
 - During your organization's campaign the following are information points to include in internal emails to your ambassadors:
 - General campaign updates (include a reminder of overall goal and deadline)
 - Announcement of new incentives for ambassadors
 - Highlight top-performing ambassador(s)
 - Motivational quote from ambassador or donor
 - Ambassador tips or recommendations (reference guide as possible)

Implementing Peer-to-peer Campaigns

- Internal communications during your campaign (cont.):
 - Send emails weekly to campaign ambassadors.
 - Email sender should be campaign organizer(s).
 - Campaign organizer(s) should always make themselves available for questions.
 - Invite additional ambassador participation regularly.
 - Use email for an updates/ modification to campaign strategy or peer communications.

Implementing Peer-to-peer Campaigns

- Metrics to consider when evaluating campaign success:
 - # of campaign ambassadors
 - # of donors or volunteers
 - # of first-time supporters
 - # of organizational name mentions on social media
 - # of new email subscribers
 - # of website visitors during period

Retaining Campaign Contributors

- Tips for building relationships with new campaign supporters:
 - Ensure all donors or volunteers receive a thank you email/letter or phone call.
 - Develop a welcome email series to inform supporter about mission, programs and interventions, impact and vision.
 - Ask supporters to reengage within 90 days of campaign end date, via advocacy opportunity or giving and volunteer opportunity.
 - Ask supporters to follow your social media platforms.

Questions?

Thank you for coming.