

# VALUE OF ONLINE ENGAGEMENT.

Using Social Media to  
Build and Maintain  
Relationships.



@PPPphilanthropy

# Social Media WHAT IS IT?



## SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR SQUARE THIS IS WHERE  
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE  
PHOTO OF MY DONUT

YOUTUBE HERE I AM EATING A DONUT

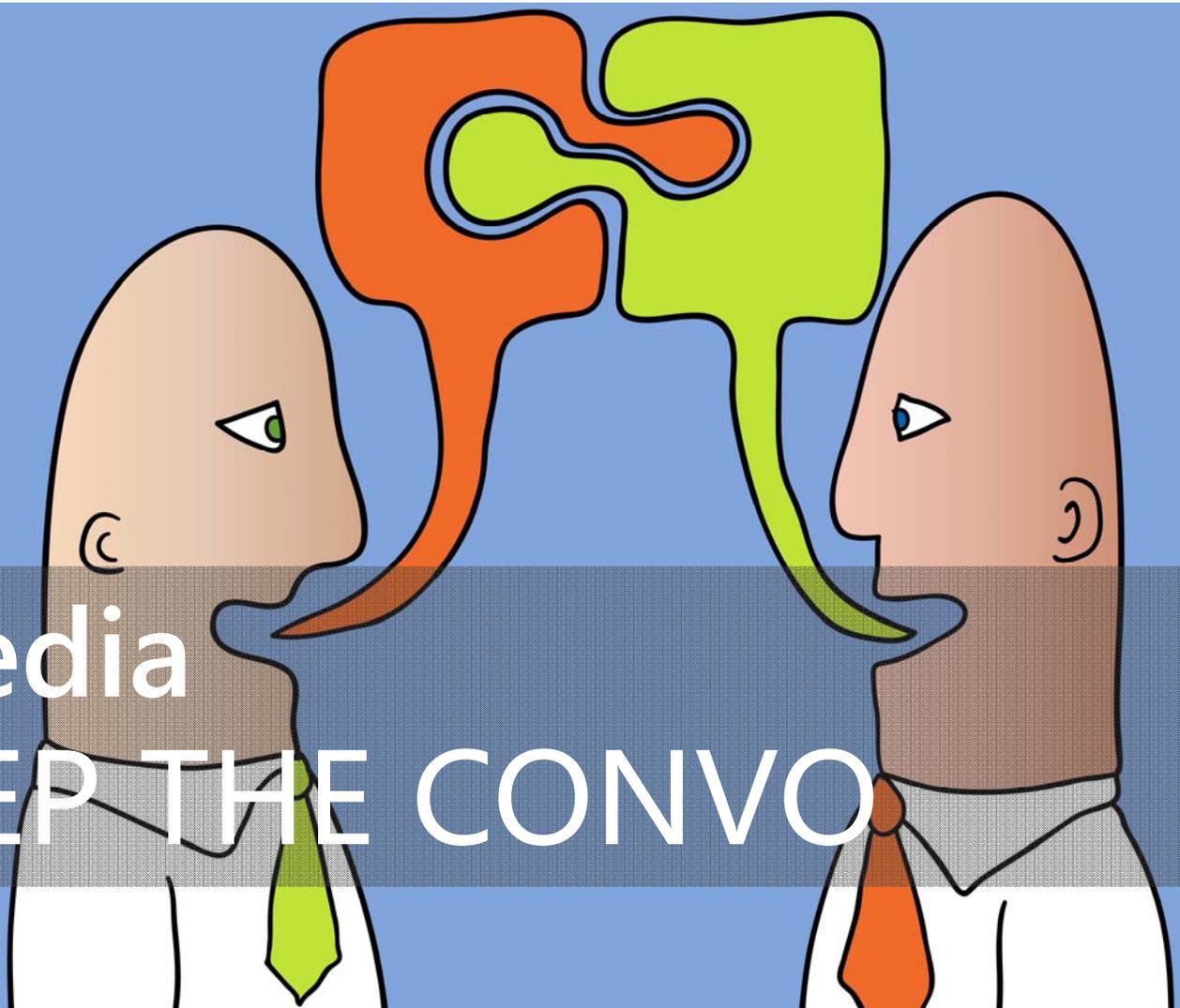
LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE  
WHO EATS DONUTS.

Social Media  
WHY KEEP THE CONVO  
GOING?





**47% of Americans learn about causes via social media and online channels.**

Source: Avectora



Facebook  
DAILY DESTINATION FOR  
MANY

# KEYS TO FACEBOOK INTERACTION

- Post consistently.
- But not too much.
- Spark conversation and action.
- Use images.
- Encourage shares, likes and comments.

WHOSE LIFE WILL YOUR CLOTHES AND GOODS TRANSFORM?



## The Salvation Army USA

187,731 likes · 6,520 talking about this

[Like](#) [Follow](#) [Message](#)

### Non-Profit Organization

The Salvation Army is committed to doing the most good for the most people in the most need. The nation's largest faith-based charity, The Salvation Army serves 30 million people

[About](#) – [Suggest an Edit](#)



Photos



Donate



Videos



Welcome

2



Carnegie Mellon University Timeline Recent



This is another reason I love CMU  
Like · Reply · 2 · February 28 at 8:06am

Miss CMU  
Like · Reply · February 28 at 7:11pm

View 1 more comment



Carnegie Mellon University shared a link.  
February 26

New Dietrich Dean. Richard Scheines takes helm of Carnegie Mellon Dietrich College of Humanities & Social Sciences : <http://cmu.li/u1mKb>



**New Dietrich Dean**  
[www.cmu.edu](http://www.cmu.edu)

Richard Scheines has built his career on crossing academic disciplines. He'll bring that same approach to the Office of the Dean of Carnegie Mellon University's Dietrich College of Humanities

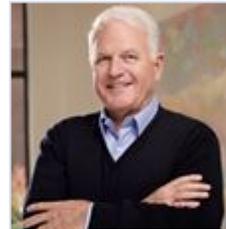
Like · Comment · Share 1

24 people like this.



Carnegie Mellon University shared a link.  
February 27

Acclaimed venture capitalist & alumnus Jim Swartz, co-founder of Accel Partners, makes \$10M investment in CMU & Tepper School of Business at Carnegie Mellon: <http://cmu.li/u3FC9>



**Business Plan**  
[www.cmu.edu](http://www.cmu.edu)

Carnegie Mellon University has received another boost to enhancing the scope and impact in innovation and entrepreneurship. A \$10 million gift from James R. and Susan S. Swartz will help

Like · Comment · Share 3

70 people like this. Top Comments

Now if only all those that achieved so high could share this man's generosity. What a world this would be.  
Like · Reply · February 27 at 11:04am

View 1 more comment



Twitter  
CONTINUOUS  
CONVERSATIONS

# KEYS TO TWITTER

- Be in the moment.
- Offer more.
- Be part of the conversation.
- Listen.



**Chicago Architecture** @chiarchitecture · 11h

Jeanne Gang is being recruited by Magallen (Aqua Tower) to design another tower in Chicago. [bit.ly/1eQNxqZ](http://bit.ly/1eQNxqZ) [pic.twitter.com/0BRYPevZgd](http://pic.twitter.com/0BRYPevZgd)

View photo

Reply Retweet Favorite More HootSuite



**Chicago Architecture** @chiarchitecture · Mar 8

François Halard's new photography exhibit shows his perspective on rarely seen architecture. [bit.ly/1epyU9n](http://bit.ly/1epyU9n) [pic.twitter.com/5CpWBolXPL](http://pic.twitter.com/5CpWBolXPL)



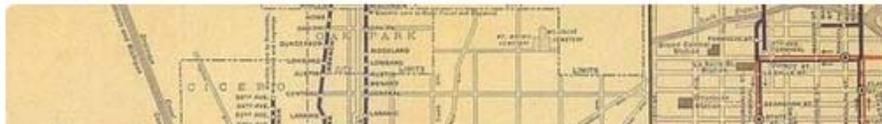
Expand

Reply Retweet Favorite More HootSuite



**Chicago Architecture** @chiarchitecture · Mar 8

Ever wonder how Chicago's neighborhoods got their names? Here you go! [bit.ly/PaENCP](http://bit.ly/PaENCP) [pic.twitter.com/jUh9INdK5k](http://pic.twitter.com/jUh9INdK5k)





**MetroFamily Services** @MetroFamChicago · Feb 14

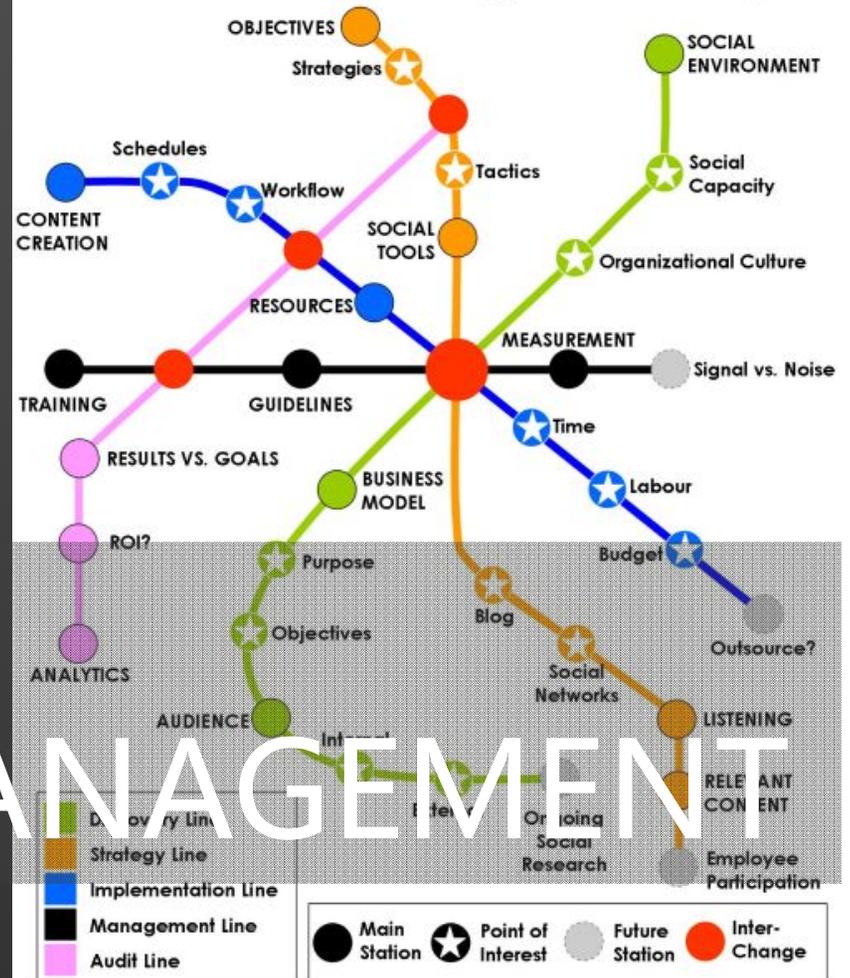
Our Midway center rose & danced to end violence against women as part of the #1BillionRising Campaign! #rise4justice  
[pic.twitter.com/HOEUQqcdHe](https://pic.twitter.com/HOEUQqcdHe)

↩ Reply ↻ Retweet ★ Favorite 📧 HootSuite

Flag media

# Social Media STRATEGY & MANAGEMENT

Social Media Strategy Transit Map



“A great hockey player plays where the puck is going to be.”



**WAYNE GRETZKY**

One of the greatest hockey players of all time

# DEFINE YOUR STRATEGY

- 1 Who is your intended audience?
- 2 Where is your audience?
- 3 Determine which 3-4 platforms to use.
- 4 Engage your audience and cross-promote.
- 5 Continue to build relationships & engage in conversation.

# SO, WHERE ARE YOUR DONORS ANYWAY?

- Survey your current donors to find out.
- Survey or research your prospective donors.
- Google them. *Yes, it's now a verb.*

# IMPLEMENT & EXECUTE STRATEGY

- Create an editorial calendar.
- Create guidelines.
- Delegate if possible.
- Re-evaluate and tweak periodically.

# 5 Ways To Get Started With Social CRM

Drive member interaction and relevance with these five simple rules

1

Make sure the organization understands the value of Social CRM

2

Begin tracking social data based on your organization's goals

3

Manage the donor lifecycle by layering social data

4

Monitor the conversation on social channels

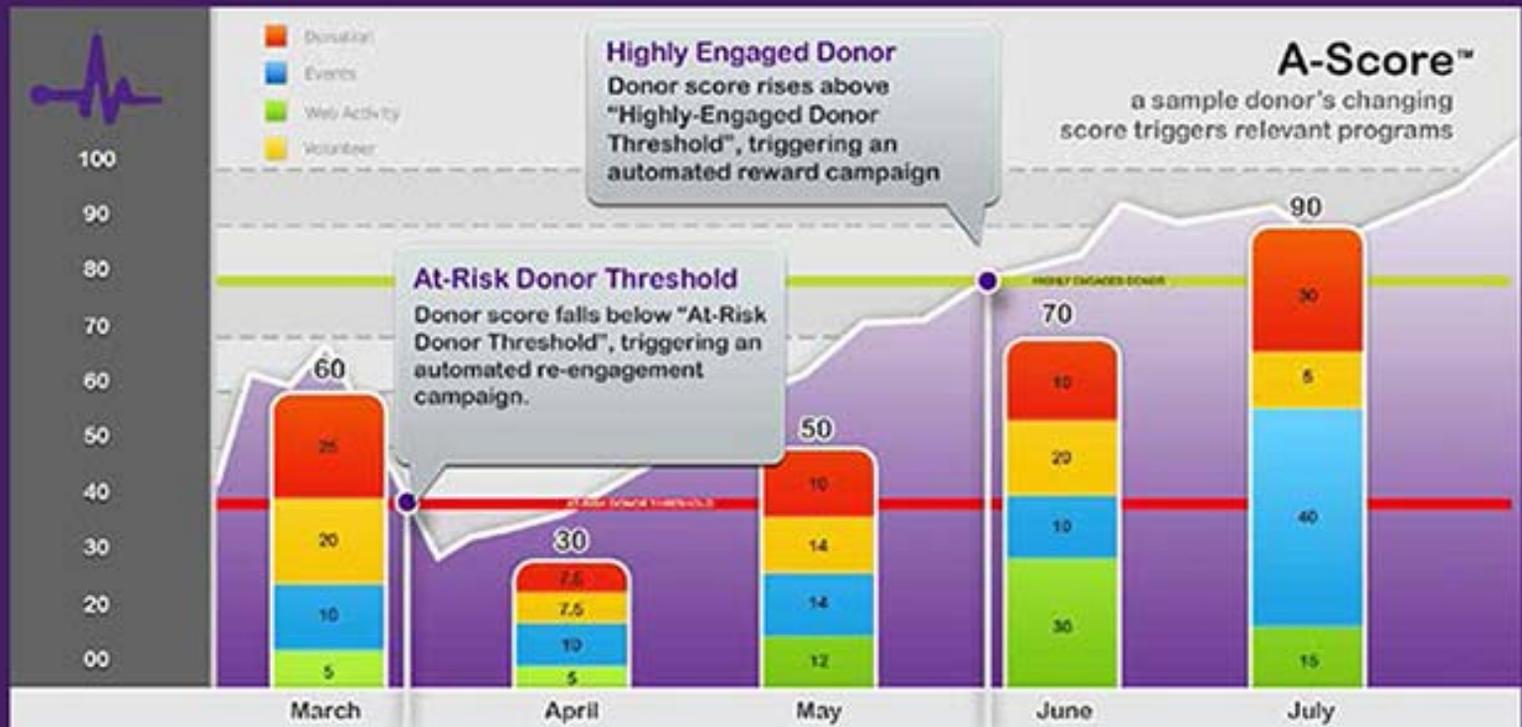
5

Automate and measure donor engagement through weighted scores

Source: Avectra

# Keeping Score Of Engagement

Track, measure, examine and analyze the level of Social CRM engagement with individuals and organizations in real-time on an ongoing basis using A-Score



Source: Avectra

HootSuite x

https://hootsuite.com/dashboard#/publisher

Compose message...

Publisher

Schedule in Bulk

Scheduled

Require Approval

Past Scheduled

RSS Feeds

Get the HootSuite Chrome extension to quickly schedule and share links, images and videos you visit on the web.

Install Extension

Mar 9, 11:32 pm (GMT-4) America/Indiana/Indianapo

Monday, Mar 10

- 6:35am The Self(ie) Generation: how will this change #philanthropy? | http://ow.ly/upfdp by Alyssa Pfennig
- 7:20am The Self(ie) Generation: how will this change #philanthropy? | http://ow.ly/upfdp by Alyssa Pfennig
- 8:50am The Self(ie) Generation: how will this change #philanthropy? | http://ow.ly/upfdp by Alyssa Pfennig
- 8:50am The Self(ie) Generation: how will this change #philanthropy? | http://ow.ly/upfdp by Alyssa Pfennig
- 9:20am Moments of Impact: How to Design Strategic Conversations That Accelerate Change | http://ow.ly/upTAE by Alyssa Pfennig
- 9:40am Dalio donates \$1 million to Nathaniel Witherell | http://ow.ly/upfx1 by Alyssa Pfennig
- 10:50am University of Missouri Receives \$2.5 Million Estate Commitment | http://ow.ly/upfyr by Alyssa Pfennig
- 12:15pm Moments of Impact: How to Design Strategic Conversations That Accelerate Change | http://ow.ly/upTAE by Alyssa Pfennig
- 12:20pm Pacific Symphony Receives \$2 Million Gift | News | http://ow.ly/upfzl by Alyssa Pfennig
- 1:10pm Moments of Impact: How to Design Strategic Conversations That Accelerate Change | http://ow.ly/upTAE by Alyssa Pfennig
- 4:45pm Moments of Impact: How to Design Strategic Conversations That Accelerate Change | http://ow.ly/upTAE by Alyssa Pfennig

Tuesday, Mar 11

- 9:30am Our PR & Mktg Mgr, Alyssa, is discussing social media for #plannedgiving professionals at today's Chicago Council on Planned Giving ... by Alyssa Pfennig

od, tod, tom: Todoist x Philanthropy & the Next C x The Self(ie) Generation - 1 x HootSuite x

www.nytimes.com/2014/03/08/opinion/blow-the-self-ie-generation.html?\_r=0

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Cap One 360

The Self(ie) Generation: how will this change #philanthropy? | http://ow.ly/upfdp

Add a link...

The Self(ie) Generation  
http://ow.ly/upfdp  
We seem to be experiencing a wave of liberal-minded detach-ees, a generation in which institutions are subordinate to the individual.

Google+ Pages do not support hiding thumbnails.

55 339 119 AutoSchedule Send Now

260 COMMENTS

The Opinion Pages | OP-ED CO

# The Self(ie) Gene

MARCH 7, 2014



**Charles M. Blow**

A fascinating [new survey](#) by the Pew Research Center finds that millennials (defined by Pew as Americans ages 18 to 33) are drifting away from traditional institutions — political, religious and cultural.

Before we make a value judgment about these changes, let's lay them out and understand how fundamentally they will transform the structure of American society and our conception of societal norms.

According to the survey and to Pew's [analysis](#) of it:

- "Half of millennials now describe themselves as political independents and 29 percent are not affiliated with any religion — numbers that are at or near the highest levels of political and religious disaffiliation recorded for any

Unlimited Yoga  
Only \$4.95\*  
1/2 price off a regular membership  
MY YOGA online

# 5 RULES FOR ENGAGING ONLINE

- 1 Don't be boring.
- 2 Don't come on too strong.
- 3 Be a good listener.
- 4 It's not all about you.
- 5 Be yourself.

“You are what  
you share.”

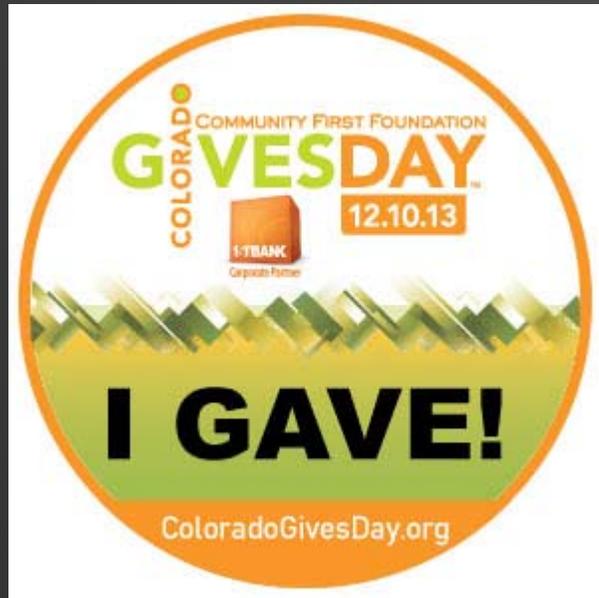


CHARLES LEADBEATER  
from *We think: The Power of  
Mass Creativity*

# 5 IDEAS ON WHAT TO SHARE

- 1 Introduce a member of your staff.
- 2 Show what goes on behind the scenes.
- 3 Connect your work to a news story or trend.
- 4 Share a testimonial from a beneficiary or donor.
- 5 Share a success story.

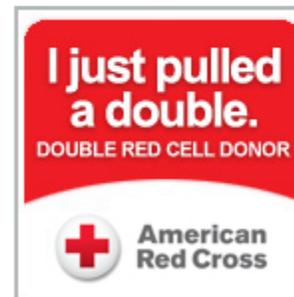
# DONOR BADGES



 Share this



**I donated my car to help Make-A-Wish**  
<http://www.wheelsforwishes.org/>  
Wheels For Wishes benefits the Make-A-Wish Foundation® and helps turn donated cars into wishes for local kids. My donation has helped grant the wish of a child with a life-threatening illness in my community.





LinkedIn

LEAD GENERATION TOOL



**LinkedIn has the highest concentration of members with the means to give.**

# Freshen up your profile



## Laura Waller Miller

3rd

Program Manager at The Ohio State University  
Columbus, Ohio Area | Philanthropy

**Current** The Ohio State University, PopeJohn XXIII catholic community  
**Previous** MasterMind to Personal Power, Independent Philanthropic Advisor, Staber Industries, Inc.  
**Education** The Ohio State University

Connect

Send Laura InMail

500+  
connections

[www.linkedin.com/in/lauramillermm](http://www.linkedin.com/in/lauramillermm)

Contact Info

### Background



#### Summary

Philanthropy that is changing the world - join the revolution!

Laura's career spans more than 28 years in the financial services industry, with a concentration in philanthropy and non-profit advancement. Her specialty is in building relationships that transform into revenue for your non-profit.

She has been a trust officer and investment manager for major financial institutions as well as with Waller Financial Planning Group, Inc. As a personal advisor, she designed comprehensive plans that implemented a custom set of tools for clients to achieve their lifestyle and legacy aspirations. As part of a dedicated team of professionals, Laura facilitated the creation of over \$62 million in legacy gifts for philanthropic organizations.

Her specialties include

- \* Innovations in Network Fundraising
- \* donor relations

To: Laura Waller Miller

From: Alyssa A. Pfennig, CAE, RYT

Include my contact information

Enter the contact information you would like to share

Email:

Phone:

Category:

Subject:

Your message to Laura:

Laura is interested in:

**Laura's contact advice:**

My ideal prospect is an individual, family or company that is looking to build clarity around how they want to make a difference in their families, their communities and the world. While my focus is on the stellar people and game-changing projects at Ohio State, I welcome any conversation on philanthropy - and how charitable giving can move you from success to significance.

Update your contact advice to let people know your ideal prospect



## OTHER LINKEDIN INSIGHTS

- Build your connections carefully just as you would in your job.
- Use LinkedIn to research your prospect or current donor before your meeting/call.
- Engage in your organization's group(s) to facilitate communication with current and prospective donors.

# FINAL THOUGHTS

- Always continue to find ways to provide value.
- Attempt to bridge the culture and needs of your organization with the philanthropic desires of your donors.
- Don't be afraid to show your personality. It's all about relationships, even online.
- Learn by listening to your donors and others.



# 2014 NCPP.

ANAHEIM, CA | OCTOBER 14-16

Find out more:  
[WWW.PPPNET.ORG](http://WWW.PPPNET.ORG)

Contact me.

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317.269.6274 x20



@PPPphilanthropy

