



Wishlist Program: Social Media Tips

It's time to promote your Wishlist, and DollarDays is here to help! Social media is a great way to get the word out. Follow these simple and easy steps to:

1. Prompt current donors to give more monthly and attract new donors.
2. Retain your monthly donors.
3. Achieve increases in donors' monthly gifts.

Step 1: Choose Your Social Sites

Select the social platforms that make sense for your audience – we recommend Facebook and Twitter for your Wishlist campaign. In this document, we will review how to set up your campaign and provide tips to optimize your outreach.

Step 2: Get Connected

Connect and follow DollarDays' social media pages. Liking us on Facebook, Twitter and Instagram will put us on your timeline, which will give you first-hand access to tips and posts about our Wishlist.

Step 3: Tips for Facebook

Where to Post

- Custom Tabs: The custom tabs on your Facebook page are a great way to post and link to your Wishlist. A custom tab will encourage users to click through to your Wishlist or allow you to simply share your Wishlist URL.
- Newsfeed: Your newsfeed will allow you to engage Facebook fans through unique posts and photos in order to spread awareness quickly. For example, you can post a photo of one of the items you have on your Wishlist, and, if a follower likes it, an update will post on his or her newsfeed for others to see.

Sample Posts

We're excited to be launching our #DollarDays Wishlist. Check out everything we need this season at (insert Wishlist URL). #wishlist #organizationname

Did you know you can donate to us directly through our Wishlist? Check it out at (insert Wishlist URL)! #Wishlist #organizationname #DollarDays

Questions? Comments? Feedback?

Contact us at 877-837-9569 x2 or service@dollaradays.com

Focus on Your Donors

Here are some tips for when you are writing copy about your Wishlist for your monthly giving emails, social media posts, landing pages and anywhere else.

- **“You”**: Always include donor-centric language in your social posts. Personalized messages that use “you” rather than “we” will make donors feel like they are actively contributing and making a difference.
- **Easy**: It is all about convenience. Make sure you are telling them how easy it is to donate.
- **Keep it small**: Anything your donor wants to give through the Wishlist will make a huge difference and allow you to flex your spending elsewhere. It is not the amount that counts – it’s that your organization can count on their continued support.
- **Make a difference**: Share how many lives are changed, animals are rescued, or blankets are handed out through their generous support.
- **“Join us”**: The donor is partnering with you on your shared mission.
- **“Thank you!”**: Say it often and mean it.

Add Urgency with a Challenge and a Deadline

Essential to general fundraising, challenges and deadlines have proven to work exceptionally well in monthly donor asks. Ask your board or a donor to share the Wishlist and push for seasonal giving. Give them a deadline on when you need items and watch the donations pour in!

Step 4: Tips for Twitter

Where to Share

- **Your Feed**: You should regularly post about your Wishlist in your Twitter feed. Five times a week is a good benchmark. Tweet during weekdays, primarily between 9:00 a.m. and 5:00 p.m. If someone shares your post, “like” it and thank them by using @ (their handle) in your next post, or retweet it using the icons under the tweet. Please note that if your tweets are protected, users who aren’t following you won’t see your replies or mentions.
- **Direct Messaging**: Direct messages allow you to send personal messages to individuals about your Wishlist. You can only send a direct message to a follower. You can find your direct messages by clicking on the silhouette icon in the upper right corner of your Twitter page.

Sample Messages

Our #Wishlist is out this (date)! Help us by retweeting this and browsing all the items we need [use URL shortener to link to information on your Wishlist]. #organizationname #dollaradays

Our Wishlist is available, and we’ve already gotten XX donations! Keep ‘em coming! #Wishlist [use URL shortener to link to your Wishlist page] #organizationname #dollaradays

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Be Strategic

Follow and interact with influencers who are already talking about nonprofits or your organization. Use Twitter's advanced search to find people in your industry or region. Check out tools like Klout, SocialMention, PeopleBrowsr and Twitter Lists to find influencers and get them engaged.

Use Hashtags

Join in relevant Twitter conversations and trending topics by using #hashtags. Use existing ones or create your own. Anyone can create a hashtag. Just affix the # symbol to the beginning of a word, tweet it – and you've got your #hashtag! A hashtag can be included anywhere in your tweet – in the beginning, middle or at the end (though generally the latter). It does not matter if the hashtag is uppercase or lowercase.

Step 5: The Best Hashtags for All Channels

Nonprofits & Foundations

#nonprofit	Used for any tweet concerning the nonprofit sector
#nfp or #notforprofit	Used for discussions about not-for-profits
#philanthropy	Tag your philanthropic news with this hashtag
#charity	Perfect for charitable tweets, or go with the slightly less popular #charities
#charitytuesday	Share your favorite nonprofits with your followers every Tuesday
#nptech	Use this for tagging nonprofits' use of technology
#foundation or #foundations	Use when discussing news about foundations
#crisiscommons	Used primarily during disasters

Social Change & Activism

#socialgood	Used to discuss any topic related to social good
#cause or #causes	Used to discuss subjects related to social causes
#volunteer, #volunteers or #volunteering	All seem to be equally popular
#4change	This hashtag was created to flag a monthly chat on fostering change
#video4change	Used to feature successful and creative video advocacy examples
#giveback	Used to talk about giving back to the world and to your community
#dogood	Support the movement to do good and share your good deeds with the world

Social Businesses

#socent	Used to discuss social entrepreneurship
#impinv	Used to discuss impact investing
#crowdfunding	For discussions of enterprises and projects funded by the crowd
#socialbusiness	Used to refer to a business working toward social good
#changemakers	Used when discussing change through social entrepreneurship
#bop	"Bottom of the pyramid" – a favorite among entrepreneurs, this can be applied to a variety of tweets from topics concerning economical spending to untapped resources; however, be aware that this hashtag gets a lot of use by those outside of the nonprofit sector. The related #bopbiz might be a better choice
#entrepreneurs	Great for connecting with talented entrepreneurs
#csr	"Corporate social responsibility" – used for discussing sustainability and corporate programs to serve the public
#socialenterprise	Used to discuss how businesses and/or organizations are using marketing strategies to achieve social good

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