

# Section 4: Spread the Word

## Section Preview

- Explore and share ideas for helping others - donors and other nonprofits - leverage GiveMN.org and internet technologies to create change in Minnesota.
- This section supports a workshop format but may provide a useful framework for self-study as well.

## Section Objectives

When you complete this section you will be able to:

- Assist others in the development of thoughtful online marketing and fundraising strategies that include GiveMN.org.

# Three Elements to Consider

To help others leverage GiveMN.org and other internet technologies, we want to help them:

- Tell their stories (message *and* medium)
- Share their stories
- Engage their supporters to build collaborative communities

We'll share a few thoughts along the way, but mostly this is your opportunity to share and learn from each other. You'll be working in small consulting teams to develop each of these elements for a nonprofit of their choosing. Each group will get opportunities to share and get advice from other groups along the way.

# Your Consulting Challenge

You are a team of fundraising consultants. You have been asked to help a nonprofit create an effective online giving campaign. This is your first brainstorming session and you'll be developing ideas to:

- Tell its story. What stories should be told? What central message should these convey? What media would you recommend for conveying these stories?
- Share its story. Where will these stories be told online? How can we encourage others to share these stories?
- Engage supporters. How will you leverage the interactive and social aspects of the internet to build communities of engaged supporters? How can offline and online activities work together to enhance relationships?



# Tell the Story

Leverage the multimedia capabilities of the internet to tell stories. Consider:



**Audio** – Narration, interviews, testimonials, music...



**Video** – Video editing tools make it easy to combine video, images, audio and text.



**Pictures & Graphics** – Photographs, diagrams, graphics, etc. that are worth “1000s of words.”



**Text** – Less is probably more if you use the others well.

The storytelling GiveTips in Section 3 focused on the message – but you also should consider the medium. Here you and your colleagues will share your ideas for helping your nonprofit leverage the multimedia capabilities of the internet to tell its story.

# Share the Story

There are many online venues for sharing stories. They include:

## Social Networking Sites



## Interest Group Sites



## Photo and Video Sharing Sites



## Blogs



## News Feeds



## Microblogs



So many places to TELL your nonprofit's story – where will it get HEARD? GiveMN.org is a great place to start. What other online venues would you recommend targeting? Where can you best reach your intended audience?

# Engage Your Supporters

## Consider:

- E-button on emails, web site and on other electronic communications
- Email opt in campaigns
- Partner with other nonprofits / other organizations on joint campaigns
- Create service learning projects for classrooms or youth groups
- Create challenge or match campaigns
- Build onto existing community events
- Integrate GiveMN.org efforts with existing communications and online strategies
- Etc...

Online or offline, building and maintaining meaningful relationships is still THE KEY to engaging the support of others.

# Next Steps

- What's next for GiveMN.org?
  - Mid-November launch
    - Match donations up to a specified amount
    - Other promotional activities
  - Additional training and support opportunities (see GiveMN.org web site for dates and details)
    - Webinars
    - Self-training – all slide and video demonstrations available on GiveMn.org ([www.givemn.org](http://www.givemn.org))
    - Phone support hotline - 651.393.2170 or email support at [GiveMN@mapfornonprofits.org](mailto:GiveMN@mapfornonprofits.org).
    - In-person training for Greater Minnesota counties

# Next Steps

- What's next for foundation partners?
  - Host training sessions for grantees and other nonprofit partners.
  - Promote GiveMN.org to your constituencies.
  - Offer challenge grants through GiveMN.org.
  - Introduce interested investors to support community match days or transaction costs.
  - Work on behalf of community to connect GiveMN.org to local chambers, volunteer sites, etc.

# Before you go...

- We need you to do two more things.
  - What's next for you? Exercise on last page of your handout
  - Evaluation form

Thank you!