Clicking and Connecting

May 1-2, 2025

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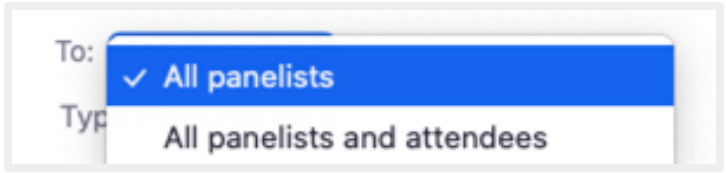
Zoom Etiquette

This is being recorded. The recording will be available on the /trainings page by **EOD Monday.**

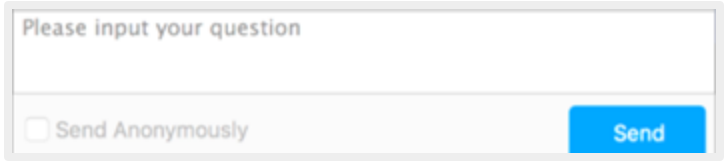
If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Introduce yourself! Name, location, organization.

Chat Box



Q&A



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Agenda

- Importance of Virtual Engagement
- Highlighting Visual Content
- Rallying Your Ambassadors
- Hosting Virtual Events
- Key Social Media Strategies
- Key Takeaways

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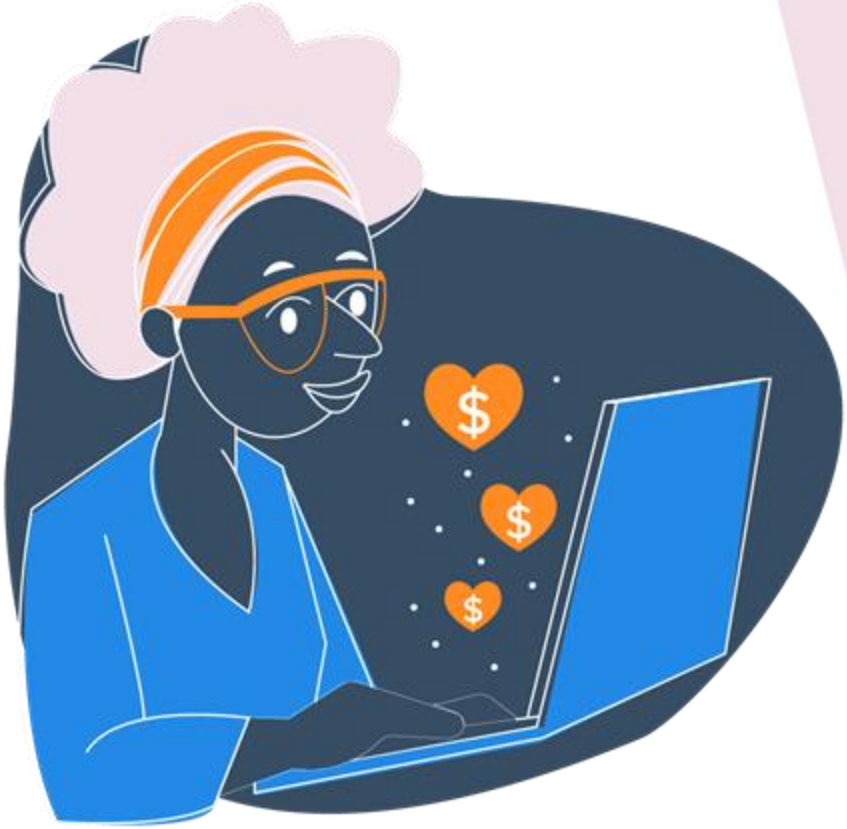

Importance of Virtual Engagement

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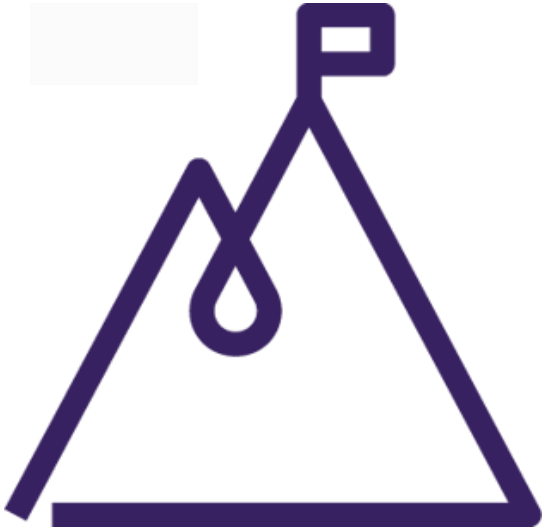
Why is Virtual Engagement Important?



- Online engagement is at an all-time high
- Create sense of community & belonging
- Reach more supporters where they are
- Allows for instant engagement and sharing
- Grow your team's social media and marketing skills

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Visual Content: The Facts

40x more likely to get shared on social media than other types of content

People remember **80%** of visual information vs. 30% of read information

In a persuasive speech to an audience, **67%** of the audience were persuaded with visuals versus 50% without

29% of people consider social media to be the communication tool that most inspires giving

87% of donors who first donate from a social referral source make their second donation from a social referral source

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Visual Content: Example

What's more memorable and easier to understand when driving?

Please be aware that there is a risk of falling rocks and that there may be fallen rocks on the road.

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Highlighting Visual Content

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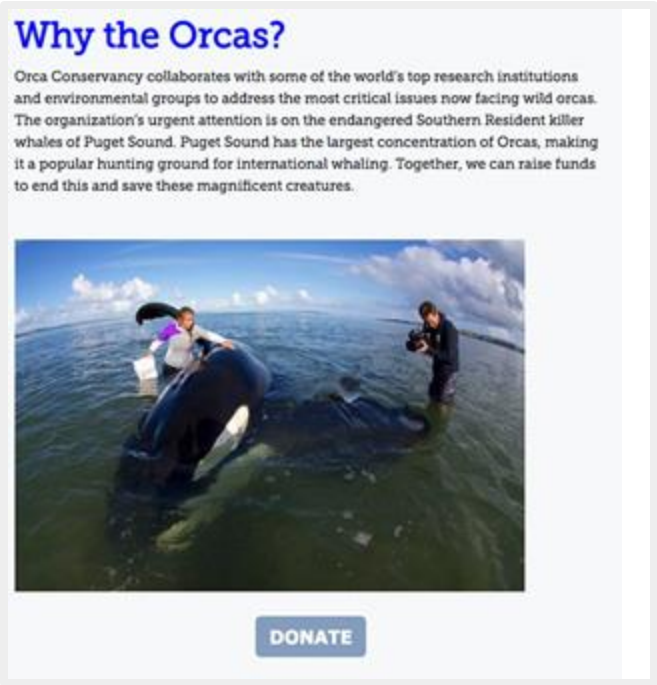
Highlight Visual Content



- Use an up-to-date logo
- Include relevant, visually-engaging photos
- Use the Giving Day logo or other **shareable graphics** in all social media posts and emails
- Create a short video or a video series that tells a story over several “episodes”

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Creating a Video Series

- Weekly videos encourage consistent engagement
- Keep the videos short to keep the viewer's attention
- Consider some points on what to model the videos around
    - - Your organization's story and/or mission
    - - Your volunteers and/or staff members' stories
    - - Your actions and impact on the community

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Rallying Your Ambassadors

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Rally Your Ambassadors

Reach out to existing supporters to see who is willing to

- Share your social media posts
- Write a testimonial or review
- Volunteer their skills
- Share their own images
- Become a Peer-to-Peer Fundraiser

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Fundraising Engagement

The strongest way your ambassadors can impact your organization is through Peer-to-Peer fundraising. They can:

- Broaden your organization's reach by sharing social media content to their personal networks
- Generate excitement and momentum through engaging posts or livestreams
- Showcase their connection to your organization to encourage further community engagement

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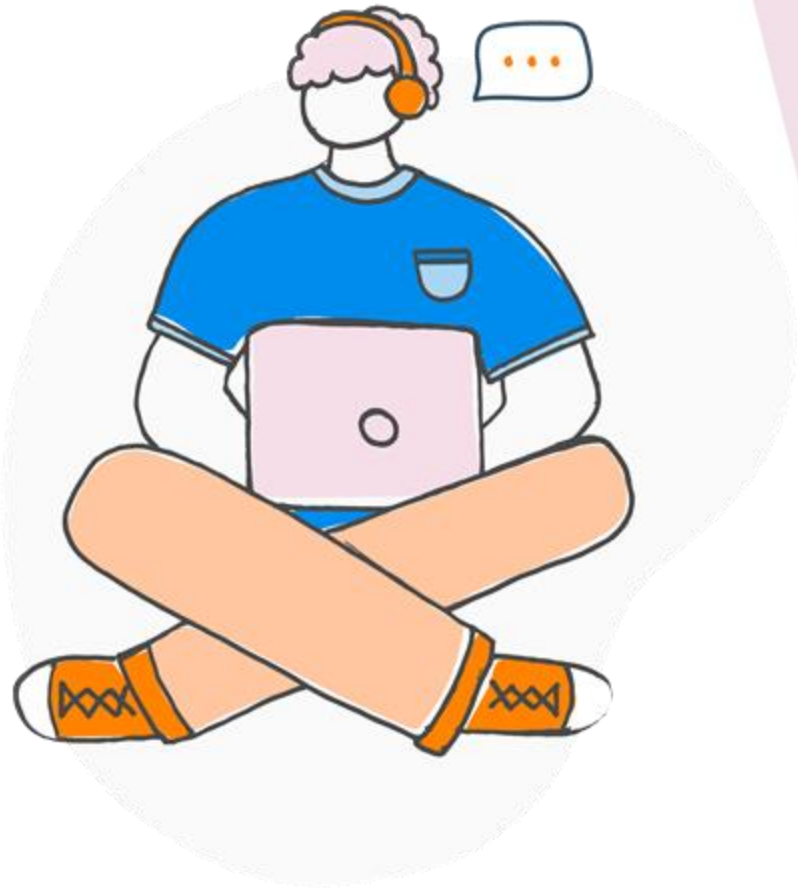

Host Virtual Events

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Choosing Your Event

Considerations

The type of event you organize will determine your call to action.

- Know your audience when choosing your event
  - How comfortable are they using a computer?
  - Will they have access to smartphones?
  - Will they enjoy a story telling contest? Or a Live Music Session?
- Timing - is your event happening before, on, or after Giving Day?
- Know which interactive tools you will use and how to use them
  - Organize a day of run-through/dress rehearsal
- Consider event follow up - think about what guests will expect after the event?

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Types of Virtual Events

Get creative and go live on Facebook, YouTube, or other platforms leading up to and on the Giving Day

- AMA, “Ask Me Anything” with a staff member or ED
- Volunteer, Member, Board or Staff Spotlight
- News Update (post regularly, like a “Tidbit Tuesday” or “Fundraising Friday”)
- Tours of your workspace
- Testimonials

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Create and Plan for a Virtual Event

- **Step 1**: Identify your goals & audience
- **Step 2**: Choose the type of event you want
- **Step 3**: Create a call to action! Make it fun, make it competitive, have incentives!
- **Step 4**: Give specific roles to each member of your planning team
- **Step 5**: Promote your event!

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Examples of Virtual Events

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Virtual Volunteer Coffee Hour

This is a great way to get supporters together virtually but working toward a common goal.

- Volunteers can hang out virtually while they work on individual tasks
    - Ex: knitting hats for newborns, sewing masks for nurses, creating care packages for the elderly, setting up P2P page
- Have volunteers share their progress on social media and ask them to promote your participation in Give Local York

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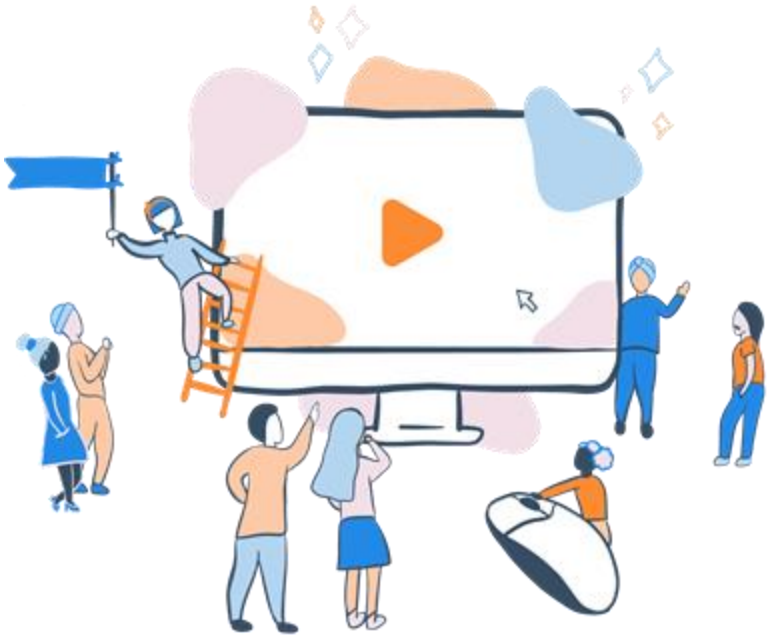
Awareness Webinar

This event gives your organization an opportunity to tell your supporters what you are currently working on and how this ties in to your overall mission:

- Tips for Success:
    - - Start with an Ice Breaker
    - - Set an agenda so attendees know what to expect
    - - Include lots of visuals!
    - - Allow time for questions and discussion



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Plan a 5k

Encourage individual activity instead of an in person fitness challenge:

- Tips for Success:
  - Create a course that can be completed by anyone in the area
  - Set up trail markers so participants know they are on the correct course
  - Advertise the course so that participants can start running in advance
  - Encourage runners to share photos of their run as well as their race times
  - Bonus points if runners are in costume!

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Host a Trivia Contest

Invite supporters to log in and participate in a game of Trivia!

- Tips for Success:
  - -Encourage teams
  - -Have fun! Include sound effects and visuals
  - -Consider a variety of topics so everyone has a few questions they can excel in
  - -Share teams on social media. -Include pictures of the winning team and samples of some of the event's toughest questions!

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Host a Virtual Scavenger Hunt

Create teams and have a Top Secret List of random items that can be found around the house; at the beginning of the event email this list to all participants:

- Tips for Success:
  - Each item has a specific amount of points
  - Define a time limit to search for everything on the list
  - Teams must present all of their findings after the time runs out
  - The team with the most points wins!
  - Take photos of the wackiest finds and share online!

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Social Media Strategies and Tools

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Be Active on Social Media

- Identify the social platforms that work best for you
- Post regularly leading up to and on the Giving Day, and encourage engagement with your posts
- Post a variety of content - not just Giving Day announcements or donation solicitations
- Use visual content whenever possible

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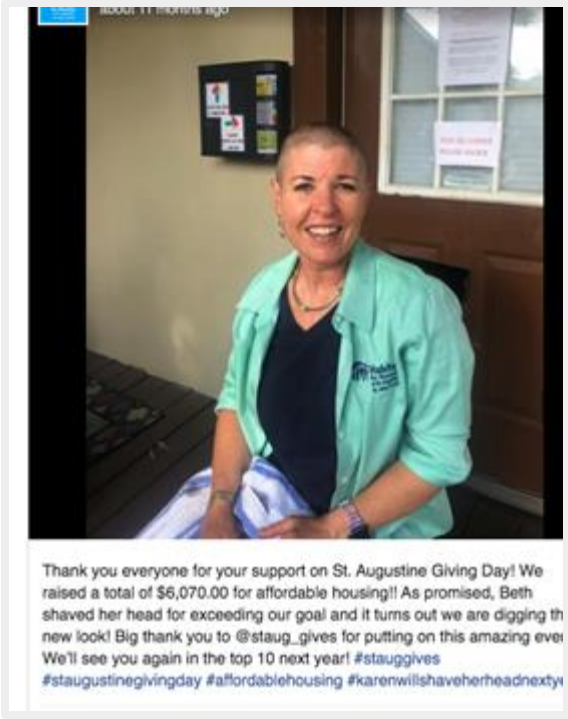
Engaging Post Example



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Streaming Tools

- Youtube Live/ Facebook Live/ Facebook Event
- Google Hangouts/ Zoom/ Skype

Are there others that you have used?

- Tell us about them in the chat!

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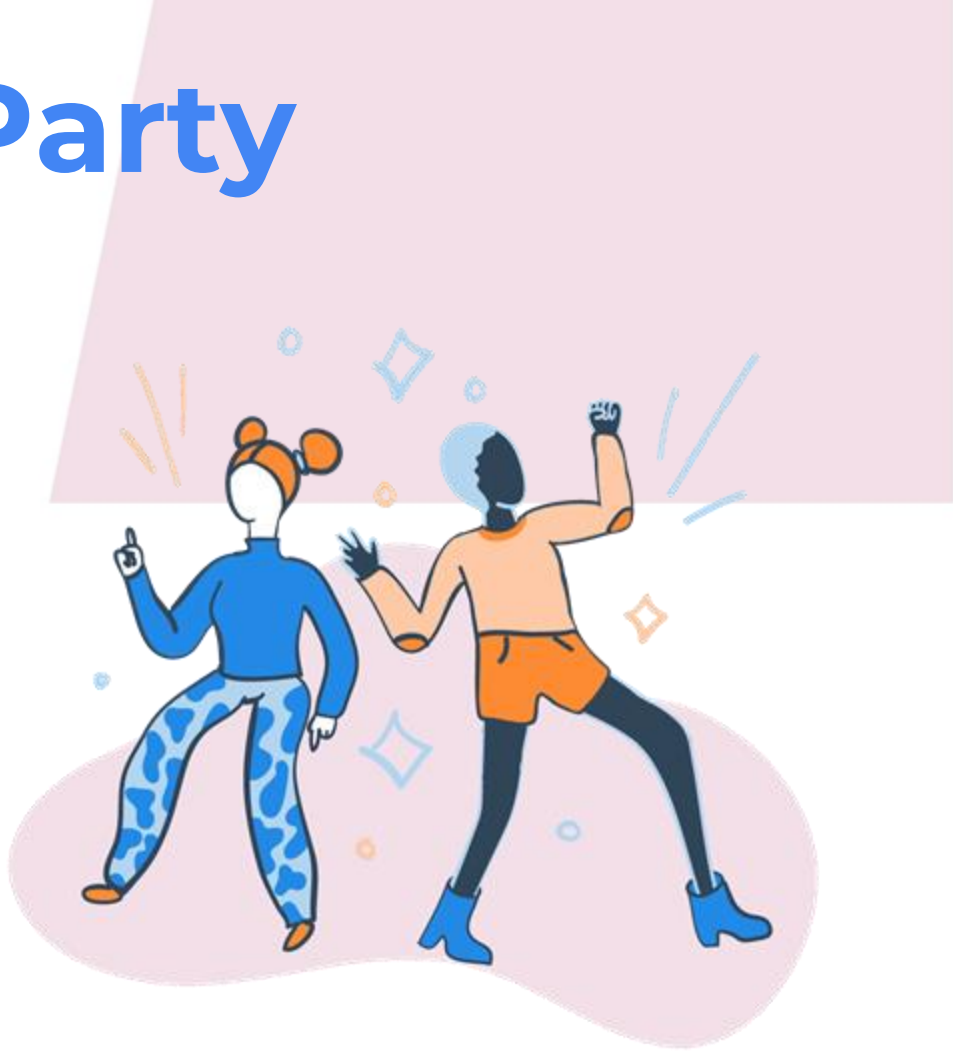
Live Watch Party

- Similar to a live feed on Facebook, but the participants will be invited separately by the host or co-host to view preloaded videos
- Users can sync their feeds together and even respond to it within a common comment section.
- Learn more **here.**



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Live Events

- **Facebook Live** lets you livestream events, performances and gatherings on Facebook. Viewers can watch from a phone, computer or connected TV. Reactions, shares, comments, and other interactive features enable you to engage with your audience.
- **Facebook Events** is a feature that can help you organize social gatherings via Facebook. You get a dedicated page for providing all the details of your event plus a range of tools to notify friends about it and keep track of who's going.

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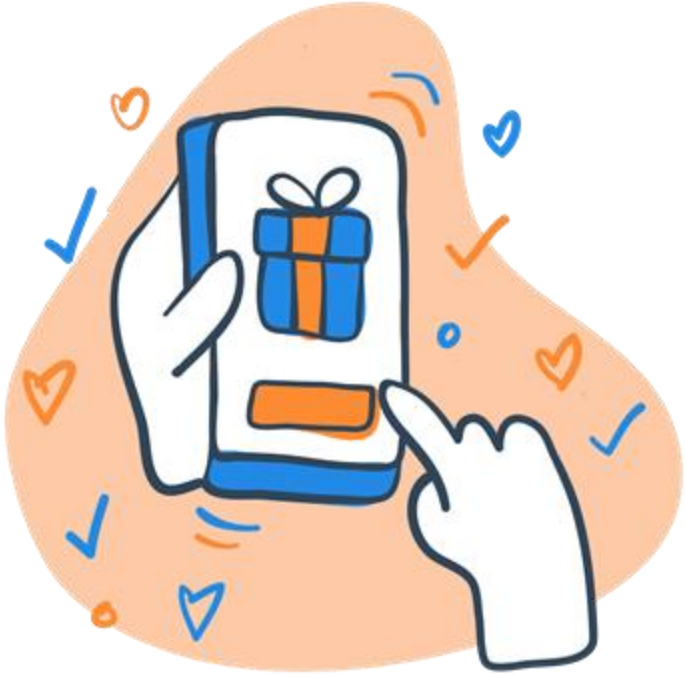
YouTube Live

You can meet your audience live by using the Live Streaming feature. However, before you begin with your live video YouTube, you have to do following things:

- You need to confirm that your YouTube channel is verified.
- Also, confirm that you have no live stream restrictions over the most recent 90 days.
- You need to enable live streaming-
    - -On desktop, you should go to Creator Studio Tools – > Live Streaming.
    - -Whereas on the YouTube application on Mobile – > Create a Live Stream.



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Leverage Zoom

- Use Zoom to host a webinar, a discussion or to simply hang out with multiple users!
  - -To host an event on Zoom you will first need to create a Zoom account by going to www.zoom.us
  - -Create an account, and set up an event, that will allow participant to register
  - -Share the registration link widely so anyone who wants to participate can!

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Considerations/Planning

- Schedule practice sessions with all speakers and do some testing
- Make sure you are well aware of the functionality the chosen platform offers
- Use an expert within your team
- Give yourself ample time to promote your virtual event
- Create content and share it in email blasts and across multiple social media platforms
- Make sure you have a point of contact so participants can ask questions

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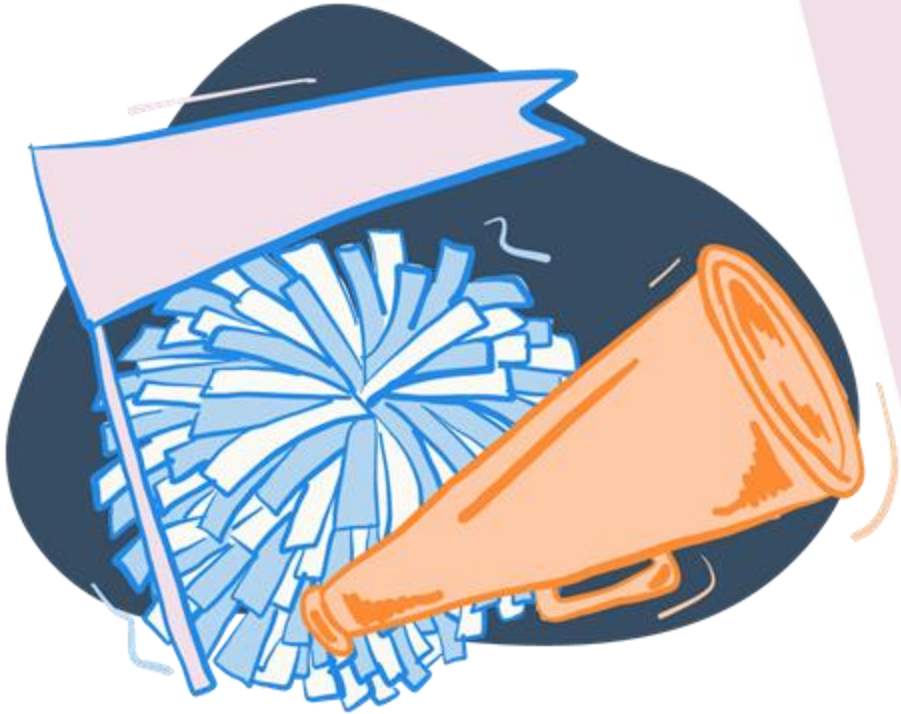

Key Takeaways

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Key Takeaways

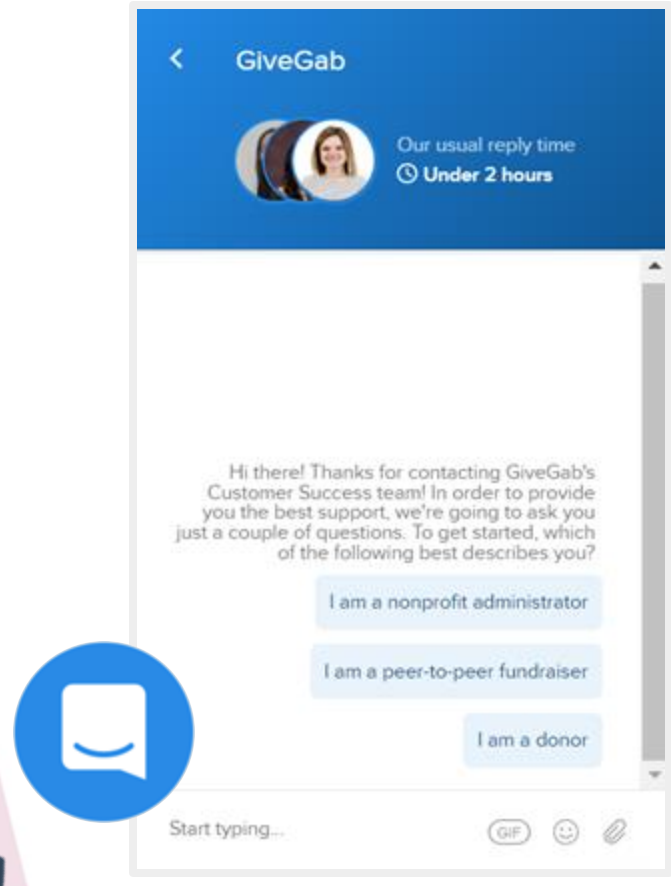
- Use photos & videos as much as possible when posting
- Ambassadors will help you reach new audiences
- Engage with supporters in various ways on social media
- Start your online engagement **before** the giving day and maintain your online presence
- Have fun with it!

Giving Day Support & Resources

Visit our **Help Center**

Check out **Our Blog**

Chat with our Customer Success Team
Look for the little blue chat bubble



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What's happening next?

- **March 28** - Registration closes, final day to try and sign up for a Kindness Care-a-van stop
- **April 10** - Final day to sign up for a livestream interview
- **April 11** - Nonprofit networking at local coffee shops, prizes and stretch pool announced in person only!
- **April 14** - Prizes and stretch pool announced publicly
- **April 17** - Final training
- **April 21** - Finalized profiles due

Questions?

KASEY LOFTIES

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I'm here to help!

May 1-2, 2025

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