



# Fundraising at Christmas

Greenham Trust Community  
Forum

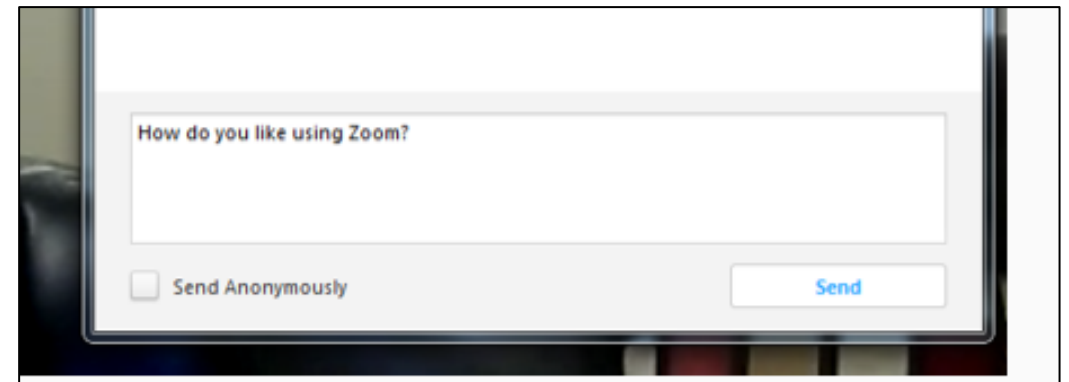
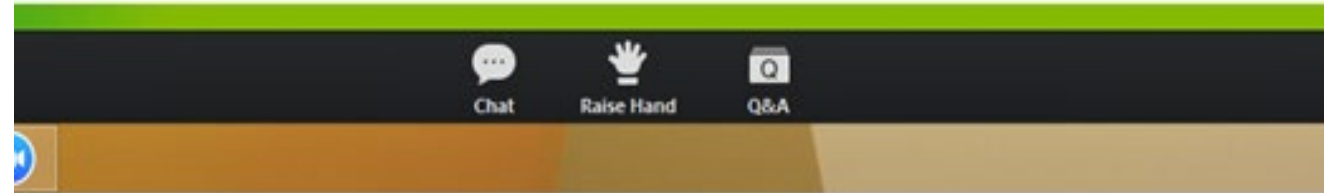
24<sup>th</sup> November 2021

# Agenda and speakers

Topic	Speaker
Introduction and Welcome	Chris Boulton – CEO, Greenham Trust
Ideas for Christmas Fundraising	Louise Brookes – Grants Administrator, Greenham Trust
Managing Match Funding and Donations via The Good Exchange	Marina Stedman – Head of Marketing, Greenham Trust
The Fundraising Check List	Misha Wallace – Client Support Manager, The Good Exchange
Social Media: Using Instagram	Charlotte Left – Social Media Expert, Social Marmalade
Free Tools for Managing your Social Media	Marina Stedman
Q&A	

# To Ask A Question During the Webinar

- Click on the “Q&A” button
- Type your question(s) in the box at the bottom of the pop-up window
- Click the [Send](#) button
- We will be notified that you have asked a question and we will answer it during the Community Forum / Q&A





# Ideas for Christmas Fundraising

Louise Brookes  
Greenham Trust




# Christmas Fundraising Ideas #1

3. <https://www.teenagecancertrust.org/support-us/fundraise/do-your-own-fundraising/do-try-home-virtual-fundraising-ideas>

**RUDOLPH RAFFLE**

Organise a themed raffle online with a range of donated goodies and Christmassy treats.



**SECRET SANTA**

Instead of organising Secret Santa this year, donate the cost of your pressie



**CAROL-OKE**

Music brings people together - even from a distance! Host an online Christmas carol-oke night or talent show with people donating to get involved and have some festive fun.



**FESTIVE FASHION**

Whether it's a new Christmas jumper, a bobble hat or full on fancy dress, pay a donation to dress down at school or your (home) office. You could even give a prize for the most festive fashionista!





## Christmas Fundraising Ideas #2

1. <https://www.thirdsector.co.uk/six-creative-ideas-christmas-campaign/article/1697875>
2. <https://charitydigital.org.uk/topics/topics/20-digital-christmas-fundraising-ideas-for-2019-6568>
3. <https://charitydigital.org.uk/topics/top-fundraising-trends-for-2022-9180>
4. [Whip up a Christmas charity campaign video on a shoestring](#) using these cost-effective and accessible tools. [Some more tips here](#) on making charity videos with clout.
5. [Offer 'virtual gifts'](#) - a novel way to highlight your cause and offer online donations as a compassionate digital alternative to traditional presents.
6. [Encourage generosity instead of materialism](#) and build a campaign around the public's desire to think of others this Christmas

# Fundraising ideas #1

## 1. Indoor and Outdoor Challenges and Events

Set a challenge and ask friends, family and supporters to help encourage donations by sharing on social media:

- Climb Everest up the stairs
- Olympic Games
  - Garden long/high jump/standing long/high jump
  - Round the house/garden/up the road/virtual relay
  - Pretend horse trials
  - Polar Plunge – a run followed by a dip in a local lake
  - Swingball tennis
  - Sports quiz
  - Ball keepy-uppies



## 2. Here's one I made earlier!

Get creative with craft supplies and film a tutorial of yourself making something fantastic, perhaps with a holiday theme depending on the time of year. Encourage supporters to donate and make their own versions of your masterpiece and showcase them online.



# Fundraising Ideas #2

### 3. Virtual Cookery Lessons

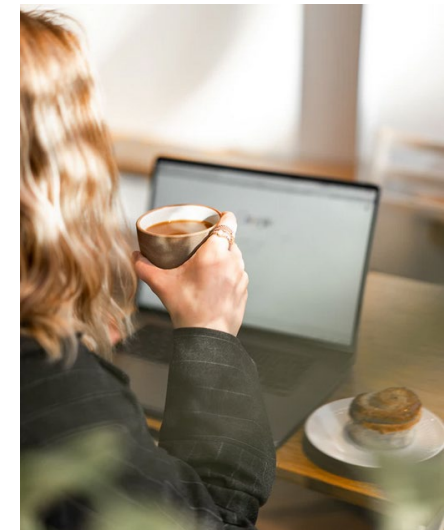
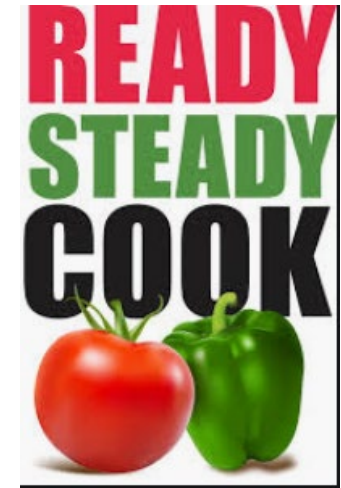
Are you/any of your supporters keen cooks? Does someone have a special recipe or a holiday-themed recipe that others would enjoy? Offer a Zoom cookery class demonstrating how to make the dish/cake/dessert and ask people to donate in return for the class.

### 4. Ready Steady Cook

Make something with a maximum of 5 ingredients from your fridge/cupboard. Share progress online with others to try themselves. Ask them to donate the money they would otherwise have spent on a takeaway.

### 5. Small Group Online Coffee Morning/Afternoon Tea/Dinner Party

Invite people to host an afternoon tea for their friends and relatives who can give a donation to attend (or join you via their own socially-distanced event).





# Fundraising Ideas #3

## 6. Name the teddy/bunny/bear or guess the number of sweets in the jar

Tap into people's competitive nature with a simple guessing game. Charge per entry give them the item as the prize; try to get a prize donated; give a percentage of the money raised.



## 7. Online Quiz

Many of us have been holding online quizzes with our friends and family over lockdown – why not run one and ask people to donate to attend? [Create your own quiz](#) or source free quizzes online.



## 8. Online Games Night

Instead of a quiz, why not run an online games night? There are multiple free group games available online, such as versions of [Pictionary](#), Catchphrase, [Scattergories](#), Bingo and more

## 9. Use WhatsApp to pass the message on to your Contacts

Click Share on your project page and select WhatsApp to share your project (*mobiles only*)



# Fundraising Ideas #4

## 10. Virtual Horse Racing

Hold an online 'day at the races' – ask people to guess which horse wins and charge per guess, with a prize for the winner or a percentage of the money raised.



## 11. Things for individuals to do

- Spend the day in a bath of beans
- Shave your lockdown beard/hair
- Give up an unhealthy habit – smoking, drinking, caffeine, etc
- Sponsored silence
- Plank/press-up challenge – build up time/number completed over 30 days and video progress
- Walking, running, cycling events alone or in a socially-distanced group, or enter a socially-distanced race.



## 12. Engage with a local school

Many schools hold events such as Christmas Jumper Day for a small donation to charity and it would be great if they would like to support your project.

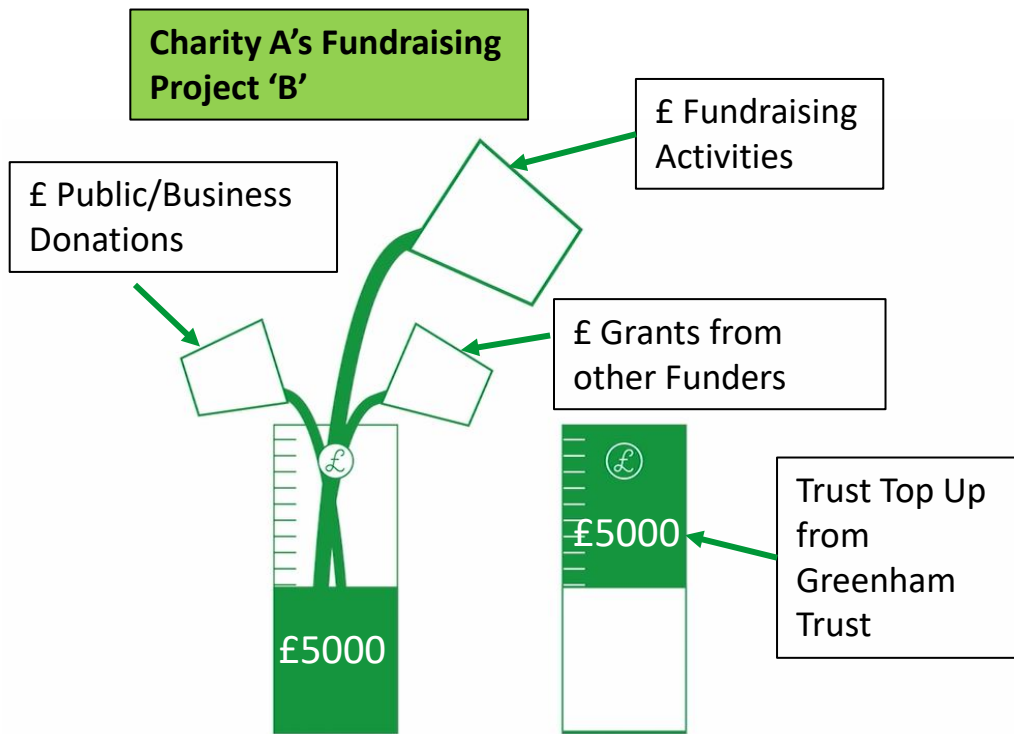




# Managing Match Funding and Donations via The Good Exchange

Marina Stedman  
Greenham Trust


# What is Match Funding?



**£10,000 Raised !!!**

- Match Funding (via The Good Exchange) incentivises Donors & Fundraisers to give and/or raise money for their favourite causes
- E.g. Greenham Trust 'Trust Top Up' offers a £5,000 match funding grant to Charity A for Charitable Fundraising Project 'B' to be matched £1 for £1 via The Good Exchange
- Every £1 that is donated or raised for Project A becomes £2 (up to £5000)
- If Charity A raises £5,000 for Project B, they will receive £10,000 in total
- Made up of: £5,000 from Greenham Trust and £5,000 from donations, fundraising, (& other grants)

# Real time match funding (& fundraising info)



**Young People and Children First**

Maintaining consistent and high value support to the vulnerable young people in our care.  
 👤 Young People and Children First  
 📍 West Berkshire (Local Authority)  
 Ref: 19136  
 Young People and Children First (YPACF) are seeking funding to raise £22,500 to enable us to continue providing our young care


Raised

£6,947.50

Remaining

£15,552.50

Raised 30% Target £22,500


*giftaid it* 

Look out for the Match Funding symbol


Individual project pages show full details of what is available & left to match

Summary info on 'Browse Projects' page shows if match funding is available



**Raised £6,948 of £22,500**  
 Closes 14th September 2022  
 30%  
 There is £15,553 left to raise

Donate Now



**Match Funding**

Funder	Offered	Remaining	Match Donations	Match Grants
Greenham Trust Ltd	£5,000	£1,540	✔	
<b>Total</b>	<b>£5,000</b>	<b>£1,540</b>		

**Amount Received**

Grants	£0
Donations	£3,460
Gift Aid	£28
Match Funding	£3,460
External	£0

Use this information to keep your supporters up-to-date

Include info about match funding in communications

Remember: Use it or lose it!

# Match Funding on Donations

1. Donors can see that their donation has been matched.
2. If available don't forget to tick the Gift Aid box for an extra 25% (on the donation only)
3. Ask your donors to **share their donation and the fact that it has been matched** on social media

Donate Step 1 of 4

How much would you like to donate?

£10   £20   **£30**   £50   £100

£   **Other amount**

While all of your donation is passed to Young People and Children First, charitable organisations pay a small platform service fee to use The Good Exchange.

Would you like to contribute towards this fee, reducing the amount that Young People and Children First pays?

Yes. £1.80 (Based on fee rate) ▾

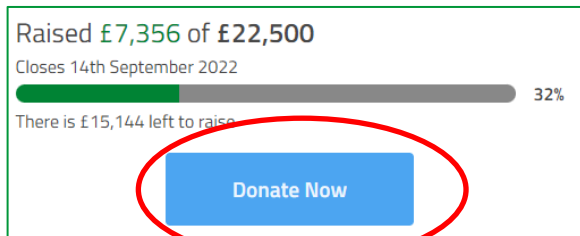
Your donation	£30.00
Your contribution	£1.80
Matched Funding by Greenham Trust Ltd	£30.00
<b>Total to pay</b>	<b>£31.80</b>
<b>Total to organisation</b>	<b>£60.00</b>

Thank you for your donation  
 Your donation of £30.00 means Young people and Children First will **receive £60.00!**

Matched Funding by Greenham Trust	£30.00
-----	
<b>Total</b>	<b>£60.00</b>

# Add Proceeds from Fundraising Collections

Add the proceeds from your own fundraising events and activities as donations on your project. Click the **Donate Now** button



on your project page to add your funds

- *Credit/debit card*
- *BACS*

Write in the MESSAGE FIELD how the funds were raised. Once added and if match funding is available, your donated proceeds will also be doubled!

*Please check any funder T&Cs carefully for any restrictions on what will be matched.*

Would you like to leave a message? 249 Characters left

Well done to everyone who took part in the fun run!

School fun run

I would like to remain anonymous, please do not display my name next to my donation

Donation Details

I am making a personal donation

I am making a donation on behalf of a company

I am making a donation on behalf of a charitable organisation

This donation is a collection from other donors e.g. Collections or Fundraising Events

Please use the message box above to tell us how these funds were raised.

\*BACs – option available during donation process.

**Payment**

Select payment type

Debit/Credit Card | **BACS Payment** ⓘ


To donate by BACS, please register your intended donation giving details of your address below. We will then email you bank transfer details including a reference number to use. Your donation and any applicable match funding will be added to your chosen project once we confirm receipt of funds.


Read more on **How to Donate** here: <https://thegoodexchange.com/help-support/#make-a-donation>


Donate Step 4 of 4

Thank you for your donation  
Young People and Children First appreciates your donation of **£30.**

I am happy for The Good Exchange to share my name and email address with Young People and Children First so that they can personally thank me.

 Share on Twitter

 Share on Facebook

 Share on LinkedIn



Donors can opt in to be thanked by you for their donation. You can access their email address and all financial activity (Donations, Matched Funding, Gift Aid, Grants, Payments etc) via your **'Activity Report'** in your Dashboard.

NOTE: You will still have to ask them to opt-in to be added to any mailing lists.

<https://thegoodexchange.com/help-support/#activity-report>

Ask your supporters to share their donation on social media. Share on WhatsApp (mobiles only).



Share on WhatsApp

Organisation   Draft Applications   Approved Projects   Reports

## Activity Report

Create Activity Report

Here you can create a report to show all activity per project including grants, match funding, public donations and gift aid.





# The Fundraising Checklist

Misha Wallace  
The Good Exchange

## Start Fundraising!

### Gift Aid

Set up the Gift Aid option on The Good Exchange to incentivise your donors and maximise your fundraising

### Enhance Project Page

- Add project-relevant images
- Add case study videos
- Add fundraising event details
- Add comments to donors
- Add project updates

### Public Fundraisers

Encourage people to support your project by undertaking a fundraising activity  
Inform about any available match funding and Gift Aid

### Fundraising Events & Activities

Run events to raise funds  
Encourage direct donations  
Inform about any available match funding and Gift Aid  
Add collection proceeds as a donation

### Website

Link to project page or organisation page  
Inform about any available match funding and Gift Aid

### Supporter Emails and Newsletters

Link to project page or organisation page  
Inform about any available match funding and Gift Aid  
Use the Activity Report and project page info to update on progress

### Social Media

Post about and link to your project page  
Inform about any available match funding and Gift Aid  
Schedule posts in run-up to and over Christmas to maintain a presence

## Success!

## Great Social Media Fundraising Posts!

Below are some strong posts by both applicants and fundraisers raising money in support of projects on The Good Exchange, with great content and activity ideas.



**Friends of Castle School**  
24 July · 🌐

The start and the finish of the big stair challenge! Climbed the stairs 247 times for the revitalisation of the hydrotherapy pool. Please visit please visit <https://app.thegoodexchange.com/.../revitalisation-of-the...> and hit the donate button! #Fridayfundraising The Good Exchange Greenham Trust

**The Good Exchange**  
Published by Hootsuite · 30 April · 🌐

Penultimate day!!! Join CEO @CGBoulton of [Greenham Trust](#) for his 11th day of dancing [Northern Soul](#) for 12 hours over 12 days raising money for West Berks & north Hants #coronavirus appeal. Donate here: <http://goodex.uk/KxM450zpiE2>. See him live at 6 pm tonight: <https://www.facebook.com/cgboulton> #dancewithchris #COVID19

0:01 / 0:52 1.0x

**Ypwd Berkshire**  
1 May · 🌐

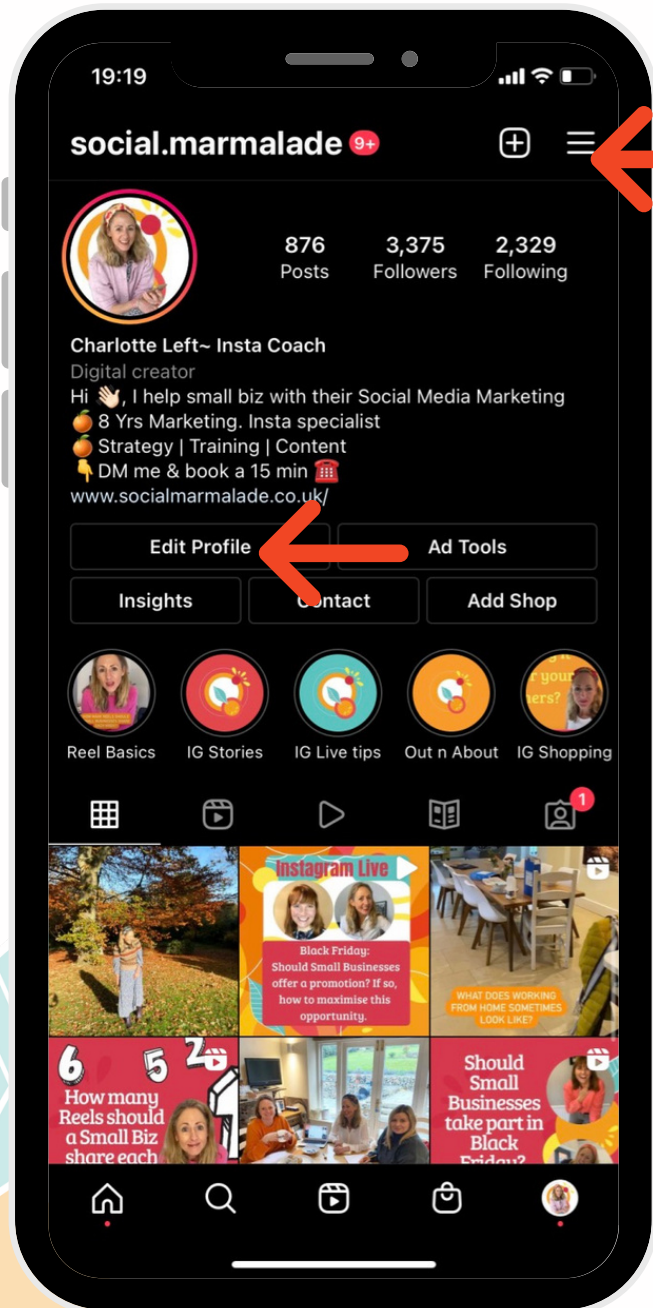
Our fantastic team continue to support people with Young Onset Dementia and their carers during lockdown using digital tools to reduce social isolation. If you can spare the Cost of a High Street Coffee please donate one, two or more cups (if you can) to our [The Good Exchange](#) fund - <https://app.thegoodexchange.com/.../coronavirus-ongoing...> so we can make living with dementia a little bit easier by supporting this unique community of people living with this progressive disease. [#CostofaCoffee #YoungOnsetDementia #Community #socialisolation #donate #lockdown #covid19 #berkshire #costa #starbucks #nero #greggs #mcdonalds]

# Instagram

By Charlotte Left  
Social Marmalade

- Audit your bio
- Content : An overview
- Closer look at Video Content :
  - Lives, Reels & Stories
- Focus on this to grow our Audience





Setting can be found here

Edit your profile here

## Setting Up Your Page

Bio Image - logo vs image

Bio description - v.important!

Line 1: What you do

Line 2: What you share

Line 3: Campaign?

Line 4: Call to Action

Contact Buttons

Highlights (branded covers/topics)

TIP: Change your Name to a searchable term

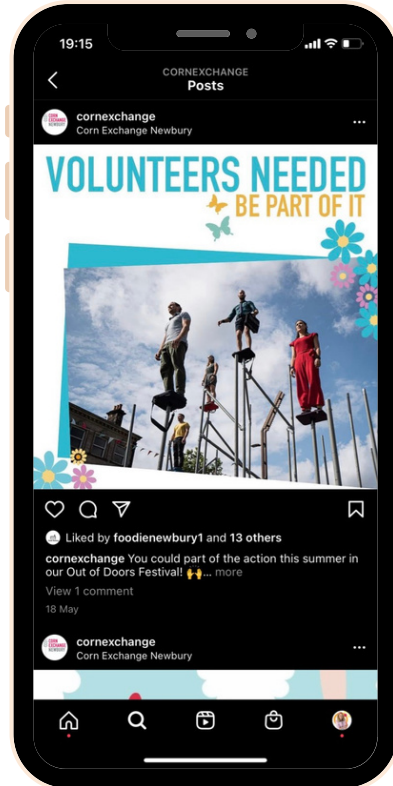


# Different Types of Content you can share on Instagram:



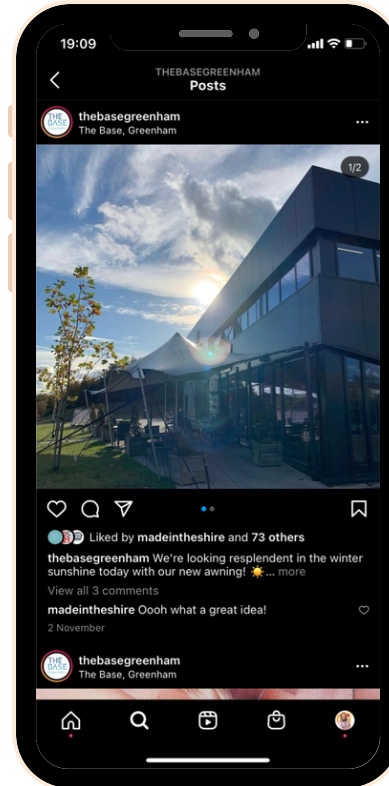
## VIDEO CONTENT

Lives, animated images, can be up to 1hr in length (edit them!).



## SINGLE IMAGES

Can be photos, memes, inspirational quotes, promotions or details of an event



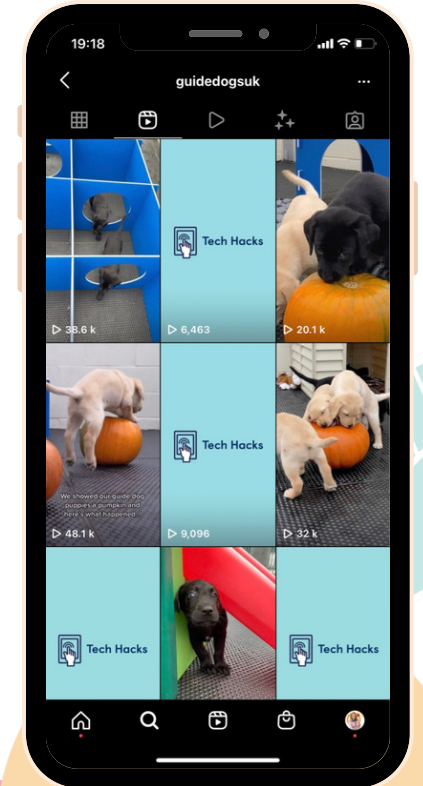
## CAROUSELS

Up to 10 images/post:  
Use for sharing more ideas/info, short tutorials,



## STORIES

15s clips that disappear after 24 hrs, Found above home feed.  
Great for building trust with an existing audience



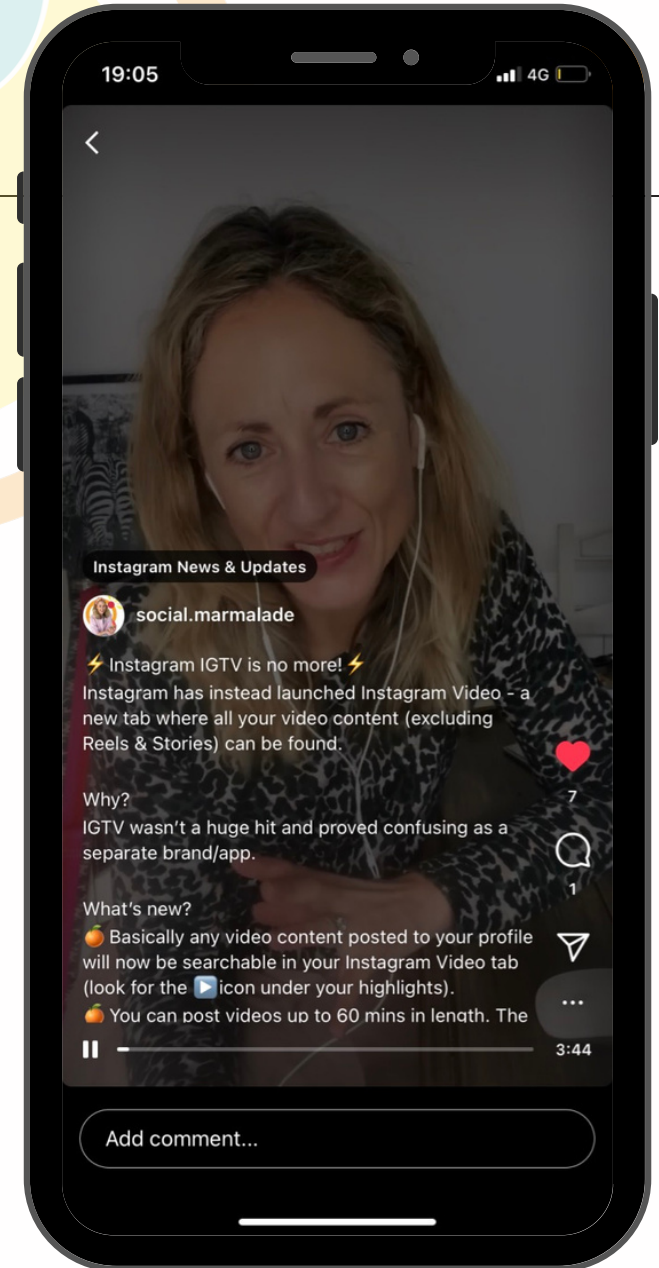
## REELS

Short videos - up to 1min long, to music, voiceover or talk to camera.  
Entertain, teach, tips, behind scenes, demos

# Instagram Videos

## What you need to know:

- Last month Instagram retired IGTV and instead moved all video content into area - found on the play tab on your home feed
- Videos can be up to 1 hour long
- Can include animated posts, lives, edited videos
- Can edit and add a cover, title and caption
- Very much a focus for Instagram and Facebook so getting more visibility in the explore pages



# Instagram Lives

## What you need to know:

- They are great for building trust - teach something, show how to use a product, go live at an event etc
- Worth collaborating with others to reach a new audience! - Live Q& A's, Live Rooms (up to 4 people)
- Share Live once finished, it will save in your videos and you can share a preview to your feed
- Remember - add a cover and auto-captions (in advanced settings)

**\*NEW\*** You can now schedule your Live in advance and practice before you go Live. Record up to 4 hours!

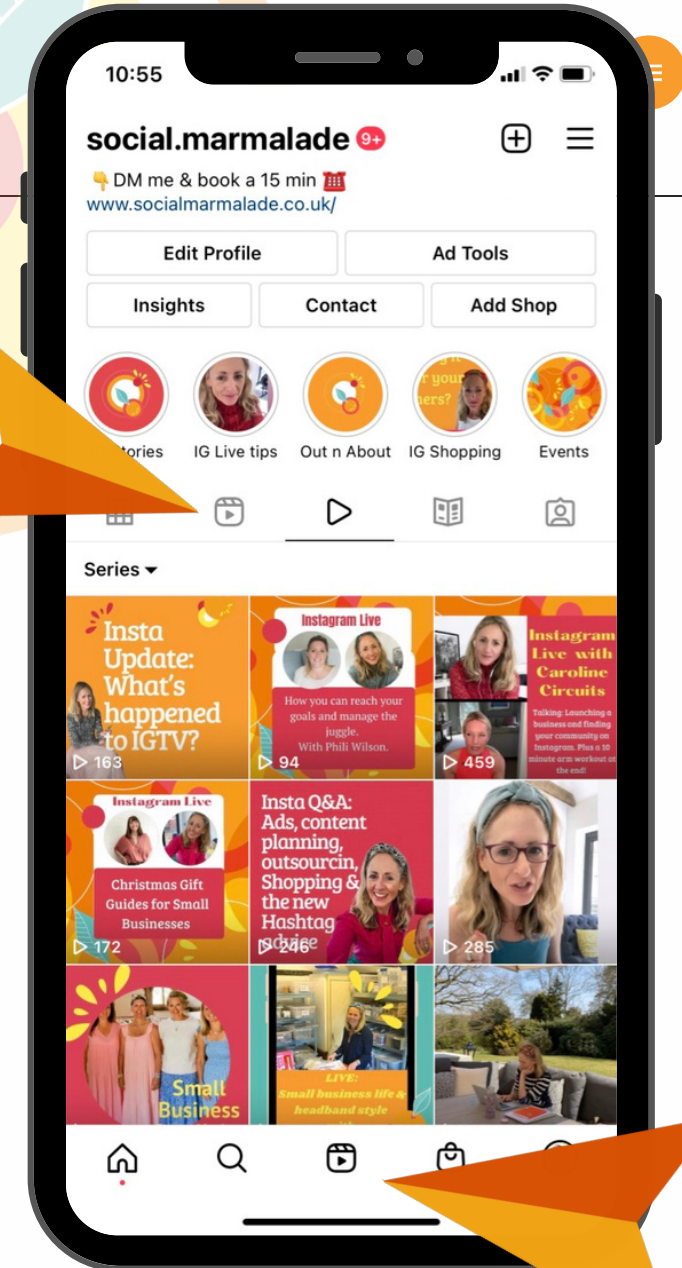




# Reels

## What you need to know:

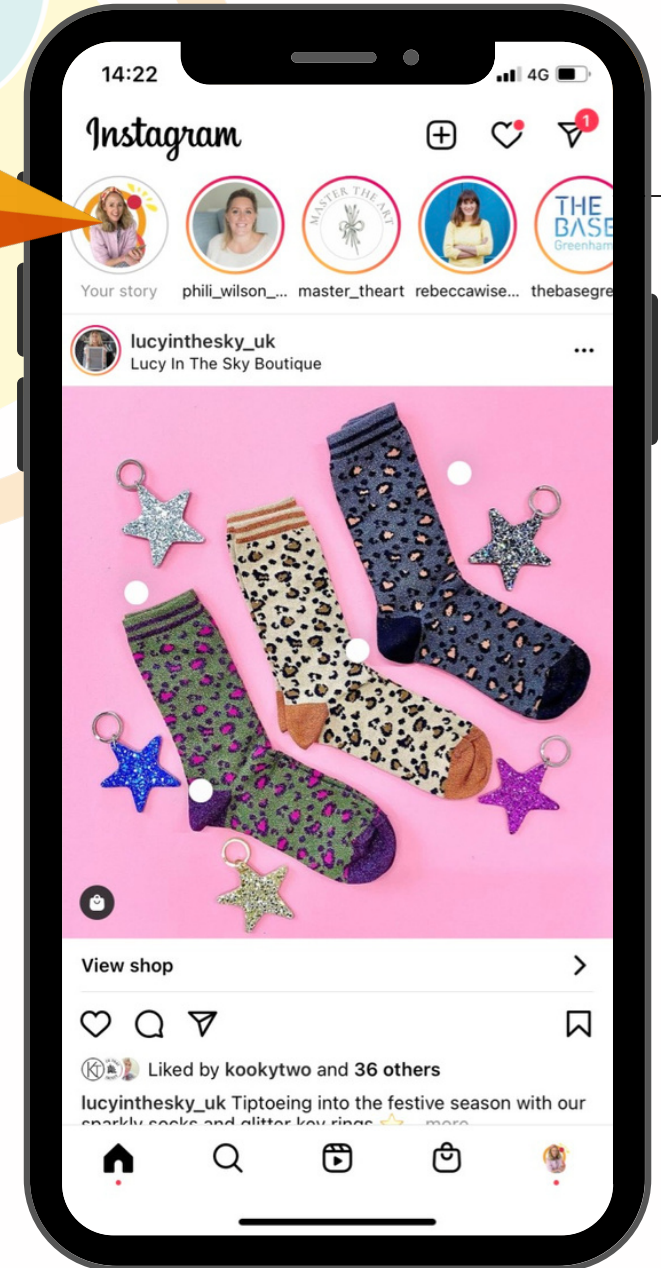
- They are short, engaging videos, up to 1min long
- Can be set to music, talk to the camera, voiceovers
- Endless opportunities for businesses to create content
- The Key is to create consistently and stay true to your niche!
- Jump on trends and make them relevant to your biz/audience
- Think demos, tips, hacks, behind scenes, myth-busting, how 2's, aspirational clips, before/after
- They have their own tab, but can be shared to stories and feed
- Great for reach/growth - potential to go viral!



# Stories

## What you need to know:

- 15s clips that disappear after 24 hours
- Can be used as video, graphics or images
- Build trust, teach, sell, share more behind the scenes, share other people's content, promote posts from feed
- Really good to have a plan each day
- Keep to the point!
- Use the engagement tags as stories great for encouraging DM's building personal relationships
- Save stories into curated topics in your highlights





# Growing your Audience



# Focus on these, not quick hacks to grow organically:



## Quality Content

Sharing quality content that is authentic, valuable & inspiring should be your main focus vs quick wins and hacks. Always think about your target audience and how your content will be of value to them: entertain, inform, inspire.



## Consistency

Be realistic with how much time and investment you can give your social media marketing. Do you want to do it yourself or outsource? Sharing consistently, across the platform ie stories, reels and posts.



## Collaborations

To grow your audience it is important to collaborate with businesses and people with a similar target audience. This can be by getting influencers involved, Lives, Q&A's, tagging in posts/stories, takeovers, joint giveaways etc



## Community

Sharing authentic content that has an element of storytelling/you/behind the scenes will really help you build your community. Don't neglect to engage with people, and businesses and get to know your audience by asking questions and listening to their comments





# Free Tools for Managing your Social Media

Marina Stedman  
Greenham Trust

# Canva for non-profits

## 1. Design tool for non designers

- Design and publish anywhere
- Social media posts, videos, presentations, brochures, cards, adverts
- Thousands of customisable templates, photos and videos

## 2. Basic Canva is free

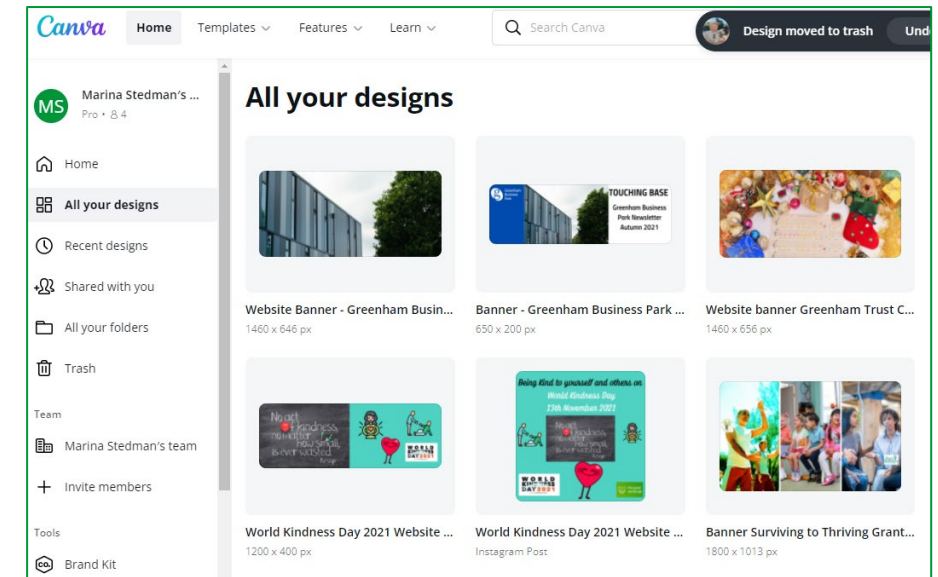
## 3. Non-profits can get upgrade to 'Pro' version Free (extra images and videos, branding, re-sizing, 100GB storage)

- Registered non-profits
- Social impact organisations with a public or community benefit
- Public health orgs or govt entities assisting with public health

## 4. Proof required:

- Charity Commission registration number, CIC Registration Number or Articles and Memorandum of Association

## 5. Sign up via this link: <https://about.canva.com/canva-for-nonprofits/>



# Social Media Management Tools

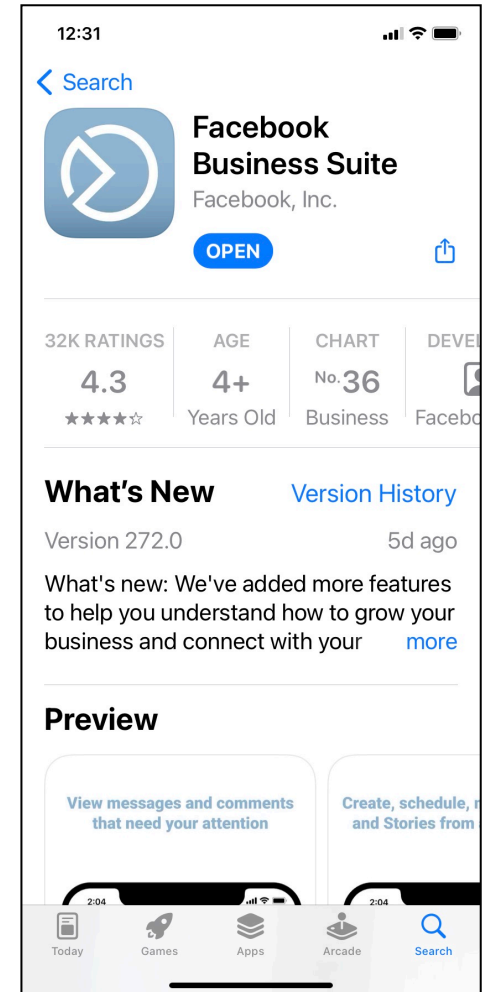
Product name	Social Media Channels Supported	Features	Free Service Features	Paid Service
Hootsuite <a href="https://www.hootsuite.com/">https://www.hootsuite.com/</a>	Twitter, Facebook, Instagram, Youtube, LinkedIn, Pinterest	<ul style="list-style-type: none"> <li>Scheduling</li> <li>Planner</li> <li>Duplicate posts</li> <li>Manage messages via Inbox</li> </ul>	<ul style="list-style-type: none"> <li>1 user</li> <li>2 social accounts</li> <li>5 scheduled posts</li> </ul>	<ul style="list-style-type: none"> <li>Starts at £39/month</li> <li>1 user</li> <li>10 social channels</li> <li>Unlimited scheduled posts</li> </ul>
Facebook Business Manager/Suite <a href="https://business.facebook.com/">https://business.facebook.com/</a>	Facebook Instagram Messenger	<ul style="list-style-type: none"> <li>Facebook, Instagram &amp; Messenger activity in one place</li> <li>Create &amp; schedule posts, stories &amp; ads</li> <li>View notifications</li> <li>Manage inbox/respond to messages</li> <li>Track Insights &amp; Trends</li> <li>Unlimited, role-based users</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
Twitter TweetDeck <a href="https://tweetdeck.twitter.com/">https://tweetdeck.twitter.com/</a>	Twitter	<ul style="list-style-type: none"> <li>Manage multiple Twitter accounts</li> <li>Up to 200 team members (admin/contributor)</li> <li>Tweet, Retweet, Like, Track Mentions &amp; Followers</li> <li>Schedule tweets</li> <li>Create lists</li> <li>Manage Twitter Direct Messages</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>

# Facebook Business Suite/Business Manager

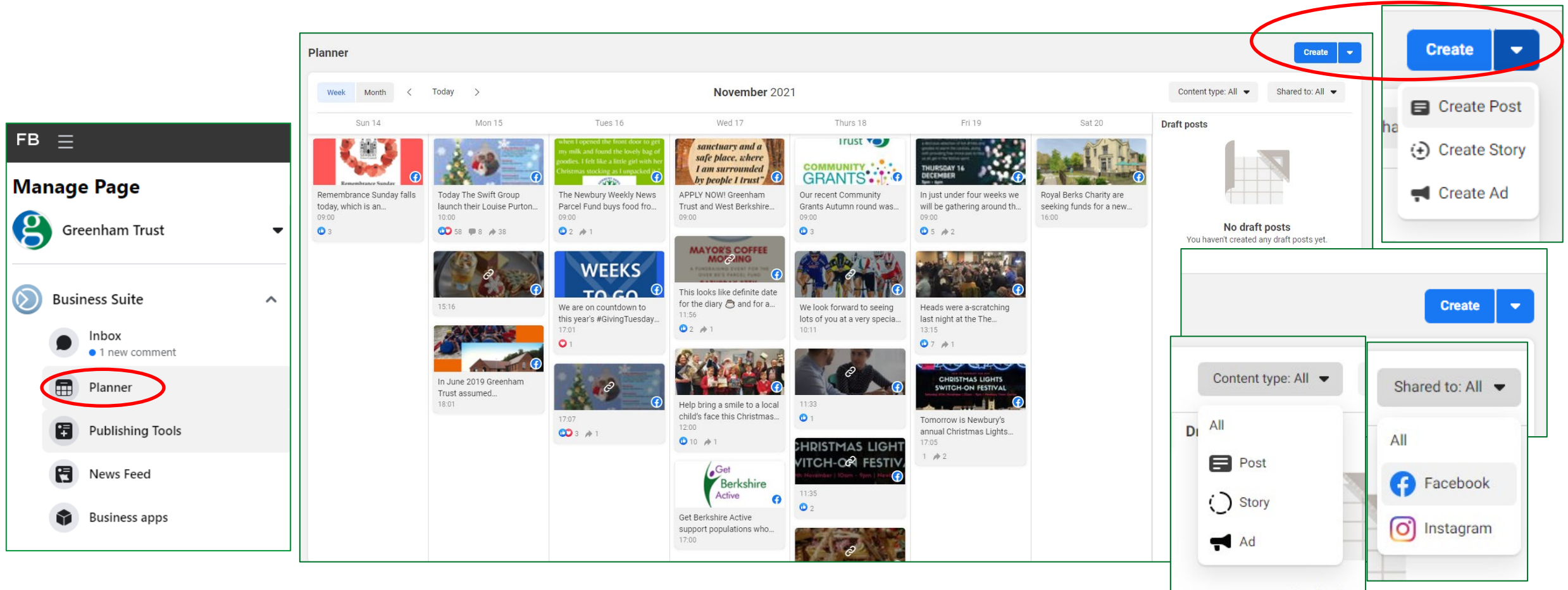


# How to get started with Facebook Business Suite

1. You need a Facebook Page for your business to get started
2. To set up Business Suite:
  - Business Suite on desktop: <https://business.facebook.com/>
  - Download the Facebook Business Suite app from your iOS or Android Store
3. If you'd like to manage your Facebook Page and your Instagram account from Business Suite, connect them in Business Suite on desktop or in the mobile app.
4. Free online courses here: <https://www.facebook.com/business/learn>

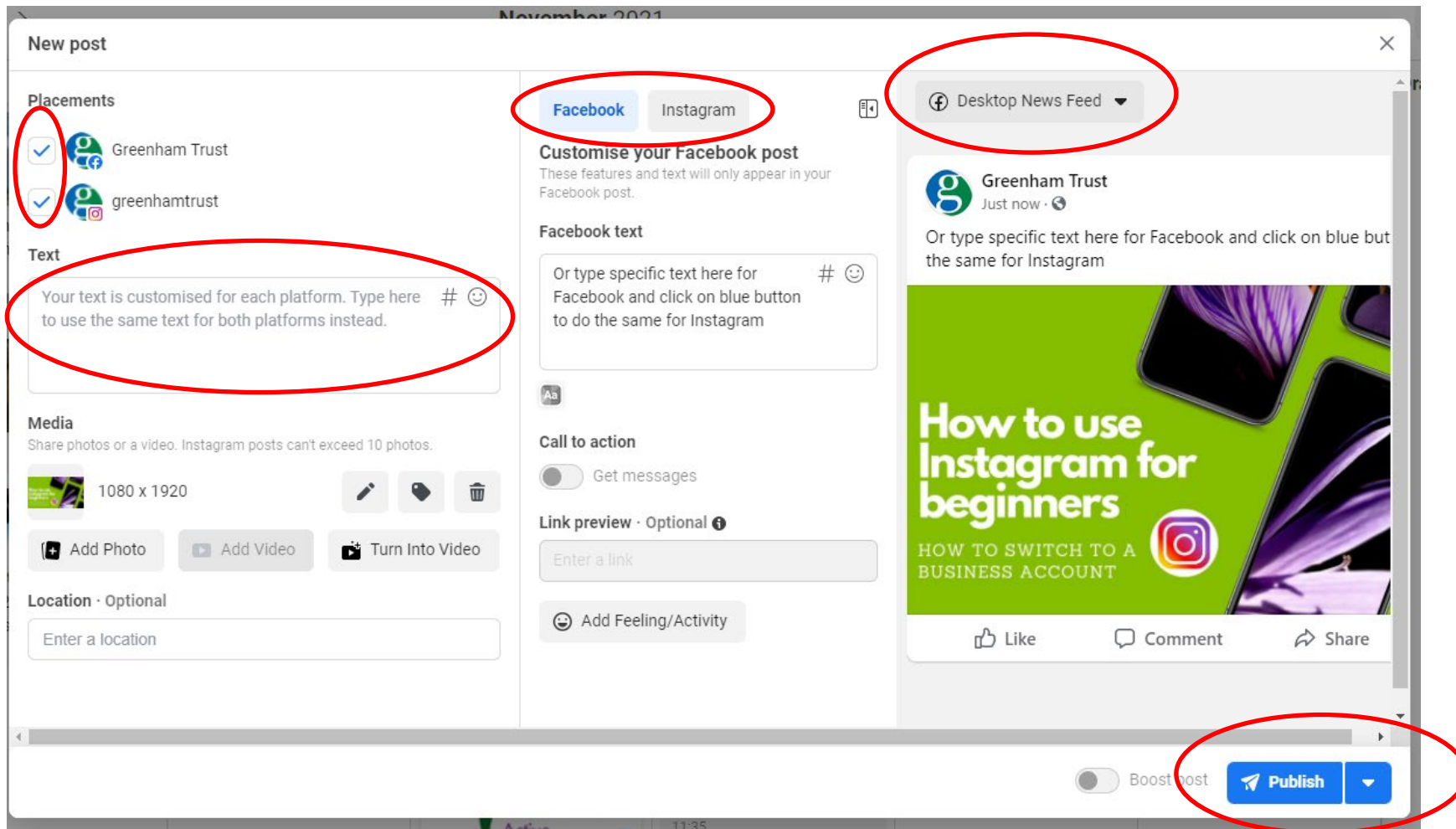


# Use the Planner to Create and Schedule Posts and Stories #1



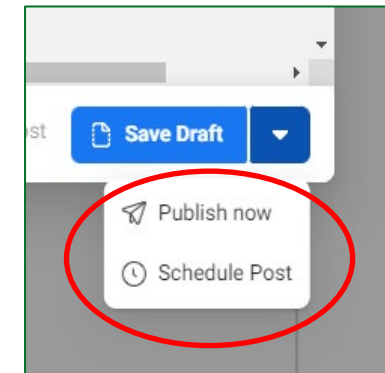
The image displays the Facebook Business Suite Planner interface. On the left is the 'Manage Page' sidebar for 'Greenham Trust', with the 'Planner' icon circled in red. The main area shows a calendar for November 2021 with various posts scheduled for different days. On the right, the 'Create' menu is open, with the 'Create' button circled in red. The menu options are 'Create Post', 'Create Story', and 'Create Ad'. Below this, the 'Draft posts' section shows 'No draft posts'. Further down, there are filters for 'Content type' (All, Post, Story, Ad) and 'Shared to' (All, Facebook, Instagram).

# Use the Planner to Create and Schedule Posts and Stories #2



The screenshot shows the Facebook 'New post' creation interface. Red circles highlight several key elements:

- Placements:** The 'Facebook' button and the 'greenhamtrust' profile selection.
- Desktop News Feed:** The dropdown menu at the top right of the post preview area.
- Text:** The main text input field containing the instruction: "Your text is customised for each platform. Type here to use the same text for both platforms instead."
- Facebook text:** The text input field for customizing the post for Facebook.
- Call to action:** The 'Add Feeling/Activity' button.
- Bottom:** The 'Boost post' toggle and the 'Publish' button.



This close-up shows the menu options for a post: 'Save Draft', 'Publish now', and 'Schedule Post'. Red circles highlight the 'Publish now' and 'Schedule Post' options.

# View by Month or Week

**Planner**

Week **Month** < Today >

**September 2021**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29 08:20 08:22 + 10 more	30	31 08:49 08:51	1	2 09:50 09:50 + 12 more	3 07:59 08:00 + 1 more	4 08:00 16:50 + 3 more
5 10:54 11:48 + 14 more	6 06:57 06:58 + 20 more	7 06:14 08:07 + 11 more	8 07:08 08:00 + 9 more	9 08:00 10:21 + 15 more	10 09:21 13:22 + 7 more	11 06:48 06:48 + 7 more
12 06:44 08:00 + 9 more	13 16:05	14 07:48 07:49 + 11 more	15 08:36 08:36 + 1 more	16 10:09 12:50 + 4 more	17 08:00 09:43 + 7 more	18 09:03 09:10 + 1 more
19 10:49 13:15	20 08:03 08:13	21 08:00 08:26 + 8 more	22	23 12:30 14:10 + 1 more	24 06:52 08:00 + 4 more	25
26 10:06 11:02 + 9 more	27	28 07:22 15:15	29 09:21	30 09:12 09:13	1	2 08:00 10:24 + 1 more

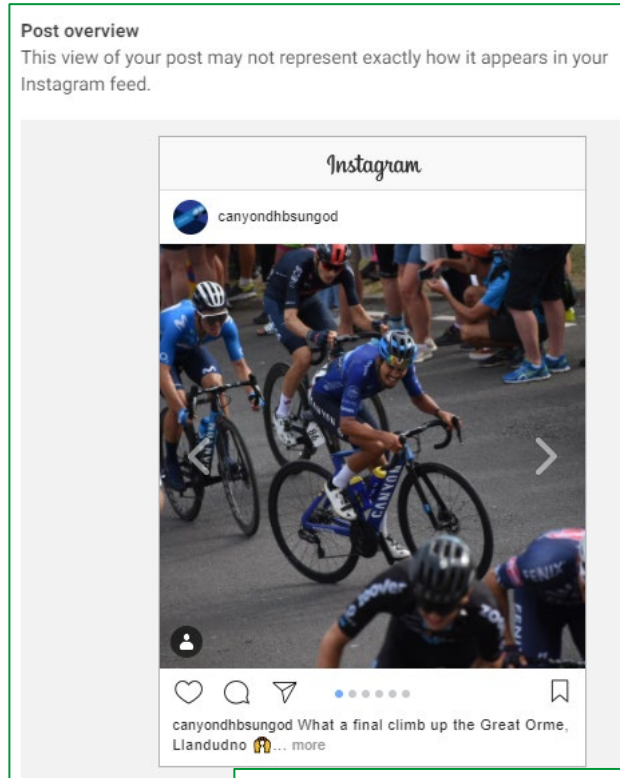
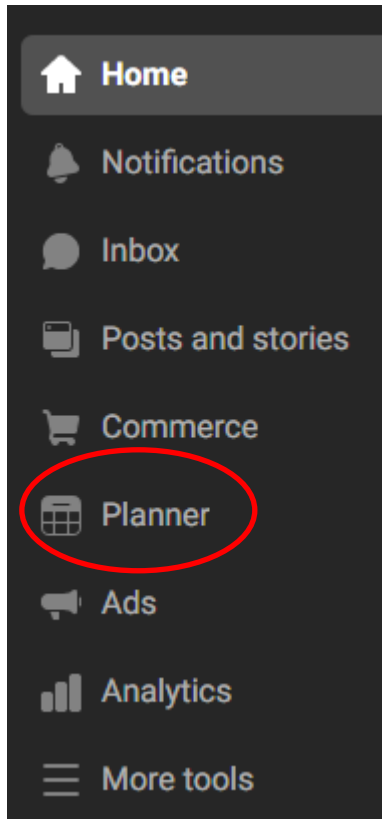
**Planner**

Week **Month** < Today >

**October 2021**

Sun 17	Mon 18	Tues 19	Wed 20	Thurs 21	Fri 22
 09:00	 09:00	 10:00	 09:00	 09:00	 10:00
 12:38	 15:37	 12:00	 10:22	 16:10	
 16:20	 15:39	 12:53	 14:10	 17:01	

# View Stats Directly from the Planner & re-use most successful posts

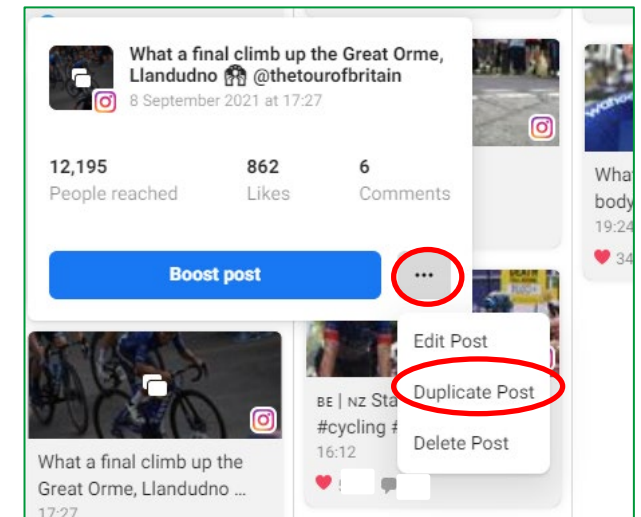
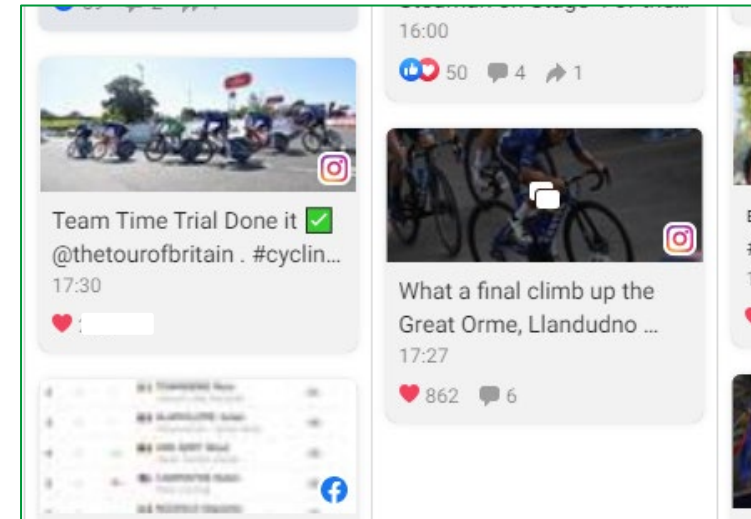


Performance of your post  
Reported stats may be delayed from what appears on posts.

**12,195**  
People reached ⓘ

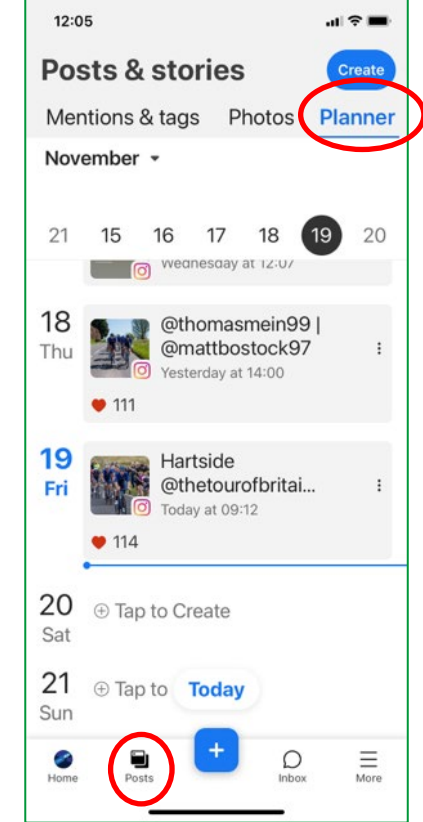
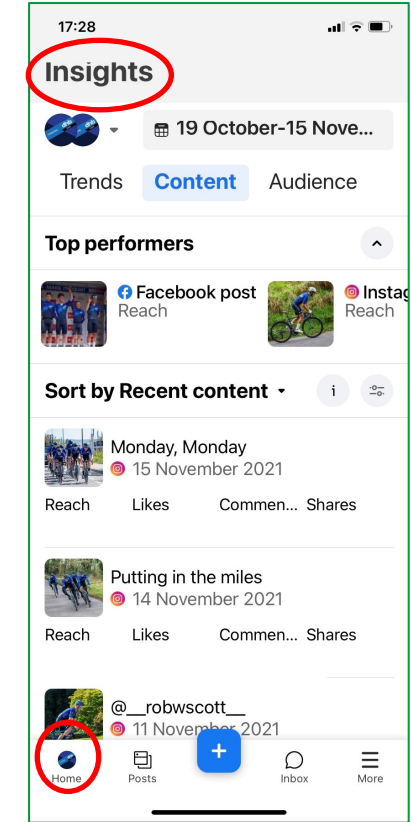
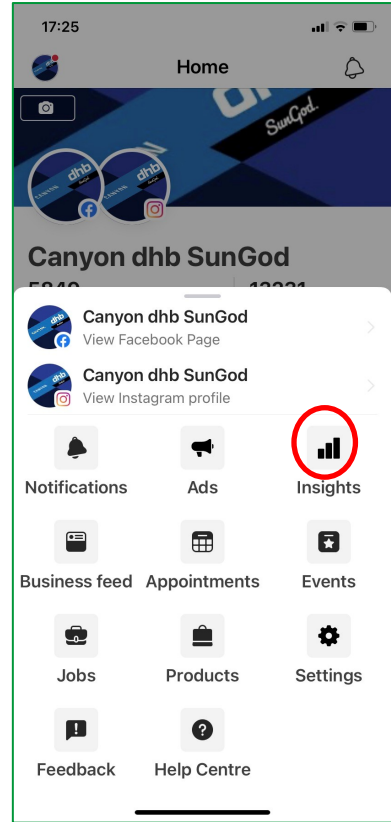
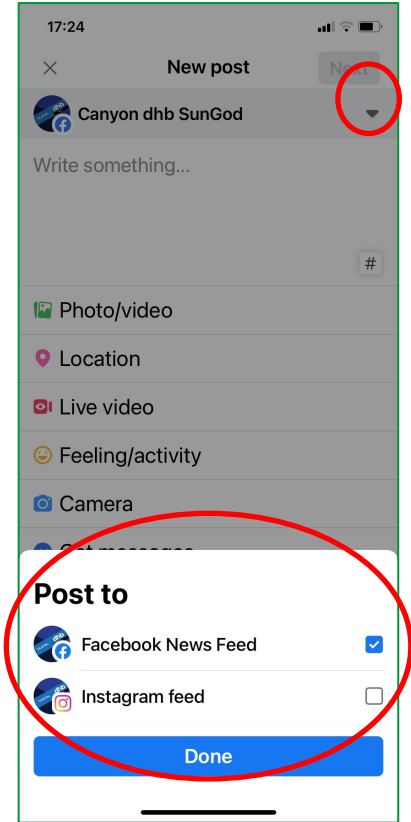
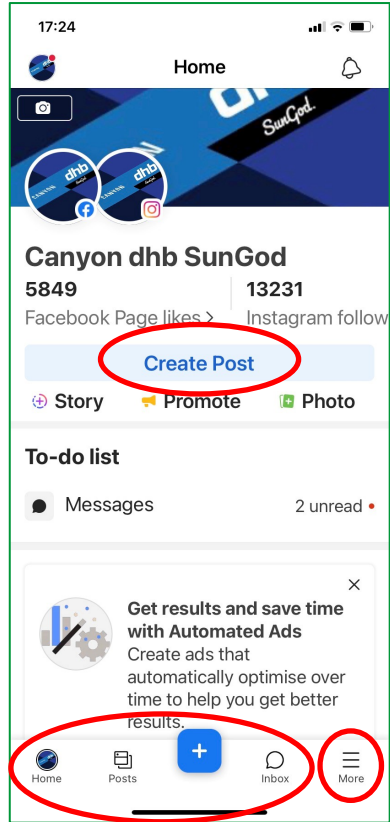
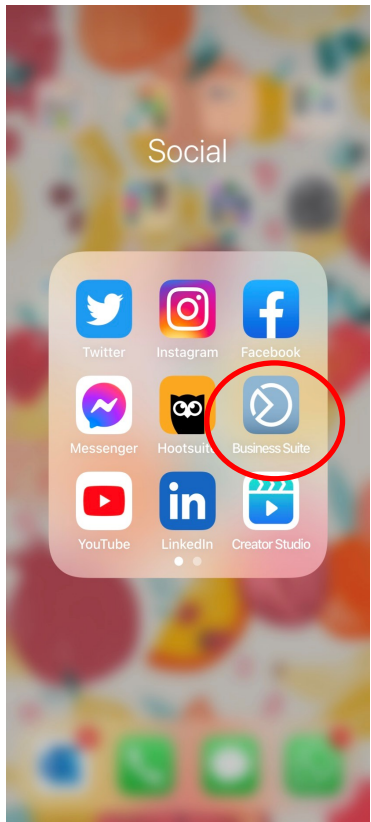
Post interactions ⓘ

862 likes	6 comments
18 saves	



# Business Suite on a Mobile Device for on-the-go social media posting and tracking

Tap Posts & Swipe Left to Display Planner 





# Resources

## Resources

Information about Greenham Trust grants	<a href="https://greenhamtrust.com/our-funding/our-current-funding-opportunities/">https://greenhamtrust.com/our-funding/our-current-funding-opportunities/</a>
Community Forum and Training Webinar Recordings and Slides	<a href="https://thegoodexchange.com/resource-type/webinar-recordings/">https://thegoodexchange.com/resource-type/webinar-recordings/</a>
Fundraising Tools & Resources, including webinars on using social media for fundraising; using Canva to create images and videos and more!	<a href="https://www.youtube.com/thegoodexchange">https://www.youtube.com/thegoodexchange</a>
Enhancing your Project Page	<a href="https://thegoodexchange.com/resources/manage-fundraising-project-part2/">https://thegoodexchange.com/resources/manage-fundraising-project-part2/</a>
Using the Applicant Activity Report	<a href="https://thegoodexchange.com/help-support/#activity-report">https://thegoodexchange.com/help-support/#activity-report</a>
How to Support a Project as a Public Fundraiser	<a href="https://thegoodexchange.com/help-support/#fundraising-activity-guide">https://thegoodexchange.com/help-support/#fundraising-activity-guide</a>
Public Fundraiser Case Study	<a href="https://thegoodexchange.com/resources/imogen-dental-ark/">https://thegoodexchange.com/resources/imogen-dental-ark/</a>
How to Donate to a Project	<a href="https://thegoodexchange.com/help-support/#make-a-donation">https://thegoodexchange.com/help-support/#make-a-donation</a>



# Charlotte Left Social Marmalade

If you want to ask any questions after our session do get in touch:



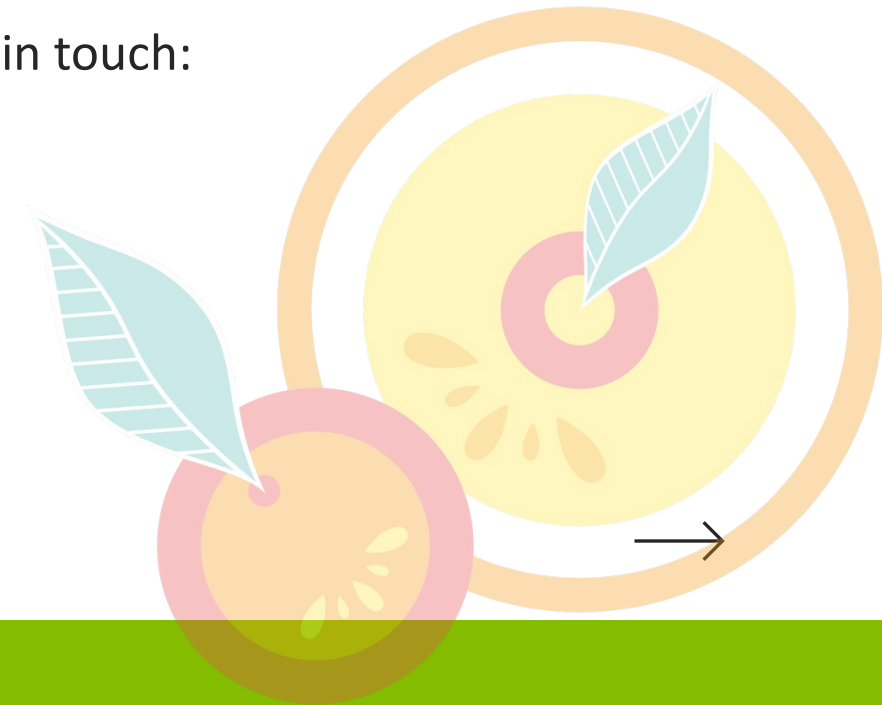
@social.marmalade



socialmarmaladeuk@gmail.com



0787901071





# Q&A



**Thank you**

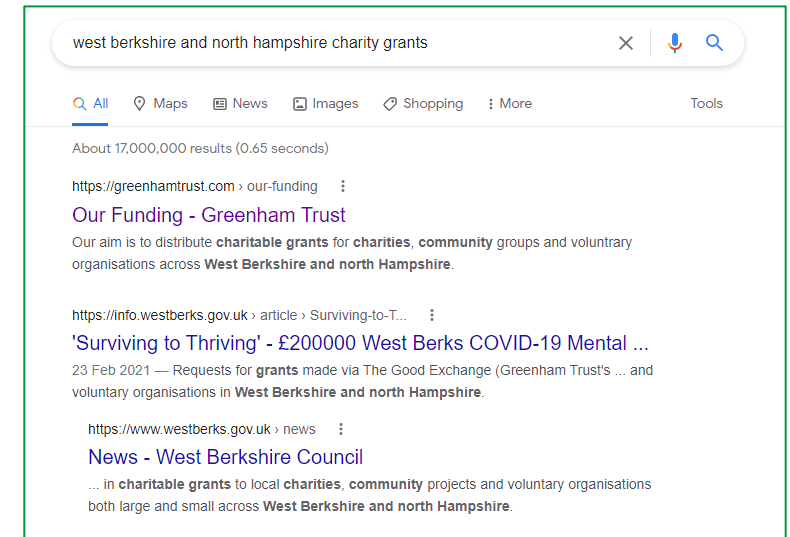


# Making your Fundraising Project Findable Online

Marina Stedman  
Greenham Trust

# Search Engine Optimisation (SEO)

1. Two types of website search: PAID and ORGANIC
  - PAID e.g. Google ads
  - ORGANIC based on content (free)
2. Search engines (e.g. Google, Bing) 'crawl' websites to index content for Search Engine Results Pages (SERPs)
3. Good content:
  - Uses relevant keywords
  - Is regularly updated
4. Social presence and shares can influence your website page search ranking position
5. The Good Exchange fundraising pages:
  - Are indexed website pages
  - Use keywords that attract donors
  - Funders see lists of relevant applications they don't search on keywords



<https://www.semrush.com/blog/what-is-seo/>

<https://www.searchenginejournal.com/social-media-seo/196185/#close>

<https://www.google.com/grants/>

# Instagram Update

## Additional content

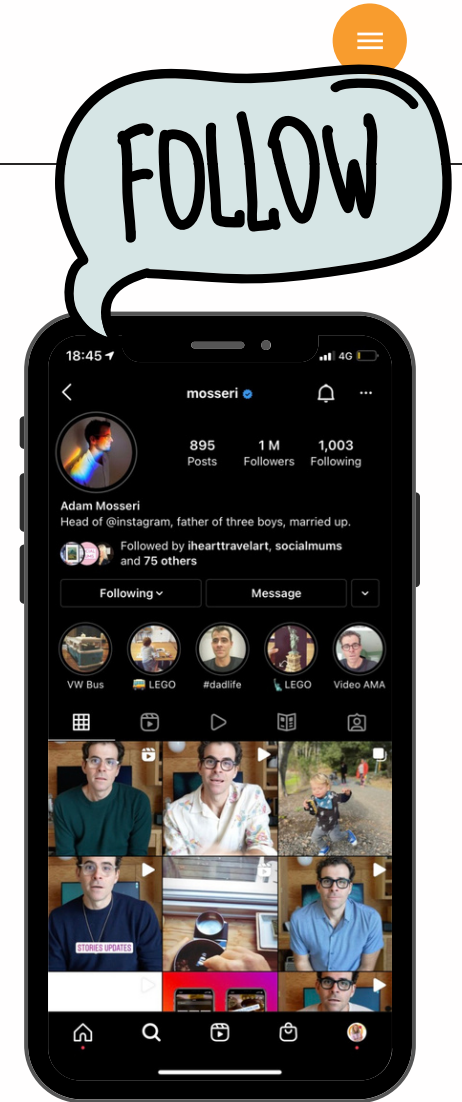
By Charlotte Left  
Social Marmalade

- Instagram 2021/22
- The most important space on Instagram
- What's New?
- Content : An overview
- Video Content :
  - Lives, Reels & Stories
- Growing your Audience





# Instagram is no longer just a photo sharing app



# What's new on Instagram?

## ★ Reels are big news!

These are shorter videos (up to 60s) found in their own tab on the home feed. Expect lots of new editing features and tools.

## ★ Set up quick replies and frequently asked questions in messages

A great time-saving feature in settings. Save up to 5 Quick responses or FAQ prompts in messages

## ★ New Link Sticker in Stories

The primary way people share and connect on Instagram. New features all the time, including 'Add Yours' and new 'Link' sticker

## ★ Creator vs Business Accounts

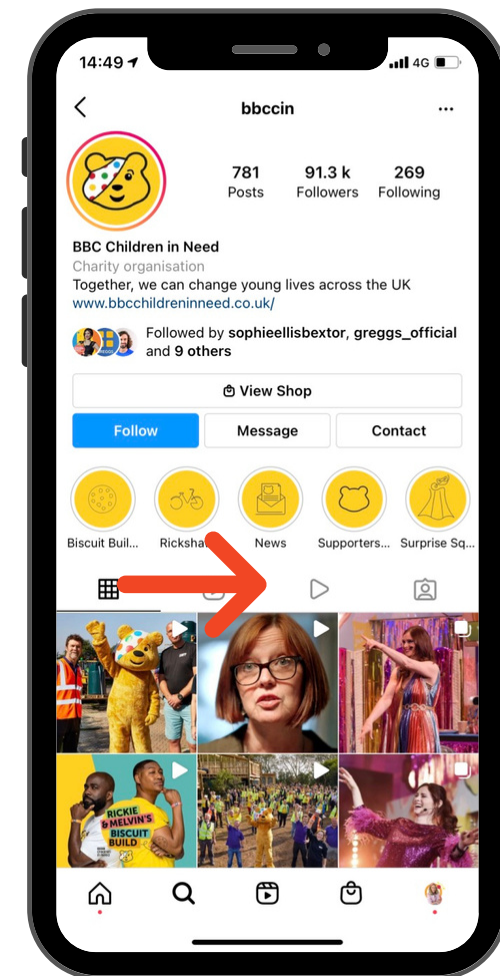
If you want to have access to music on Instagram, you might want to move to a Creator account

## ★ IGTV has been retired

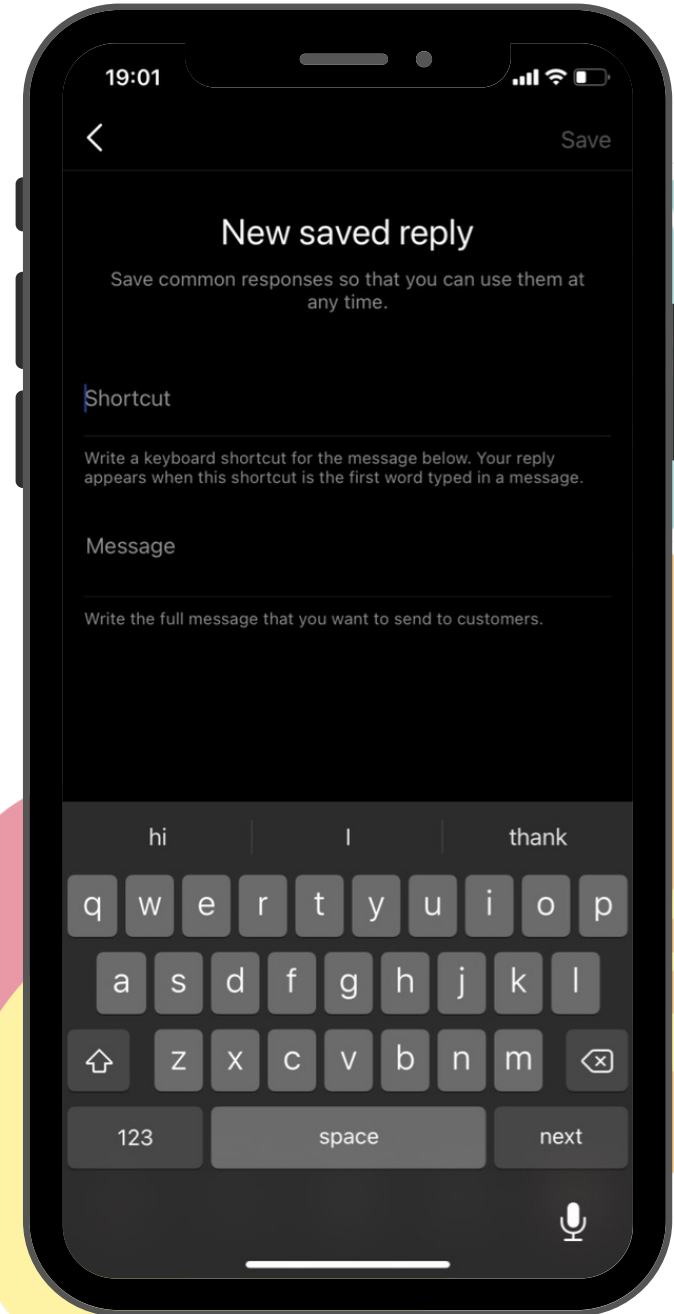
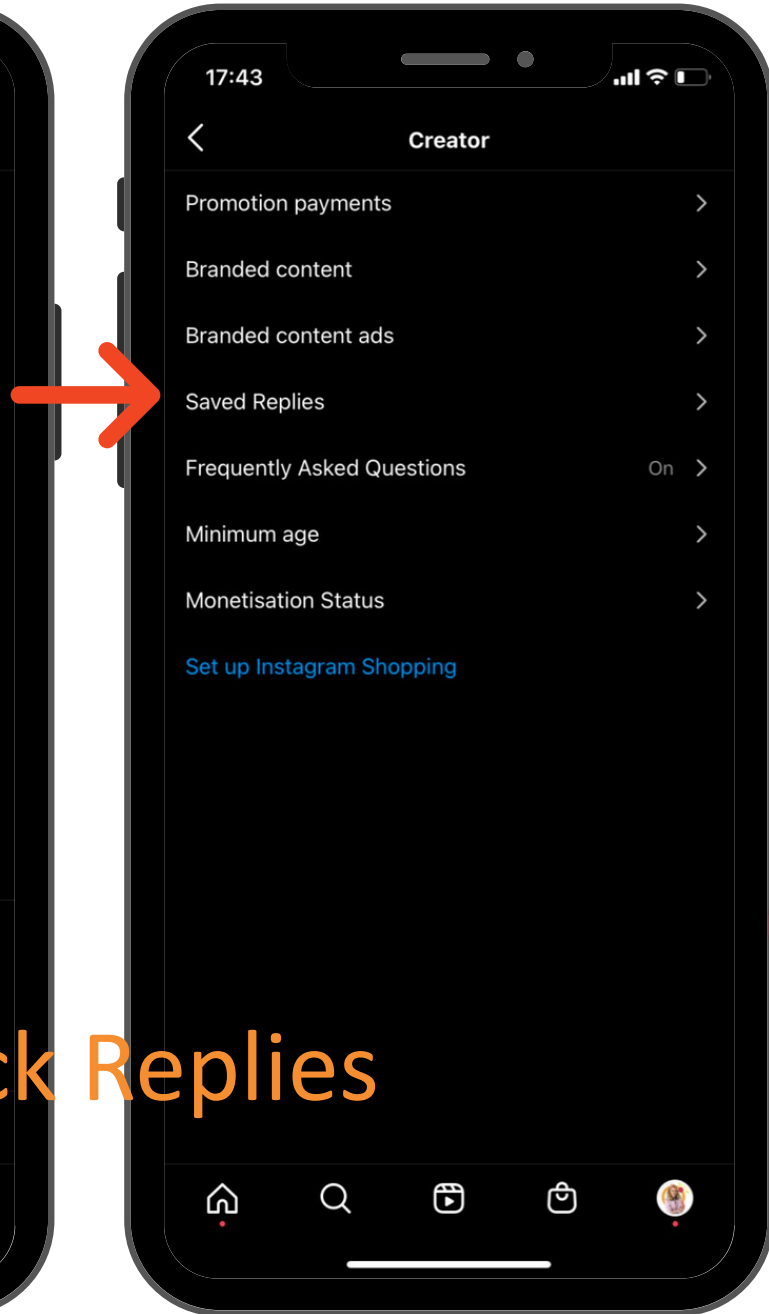
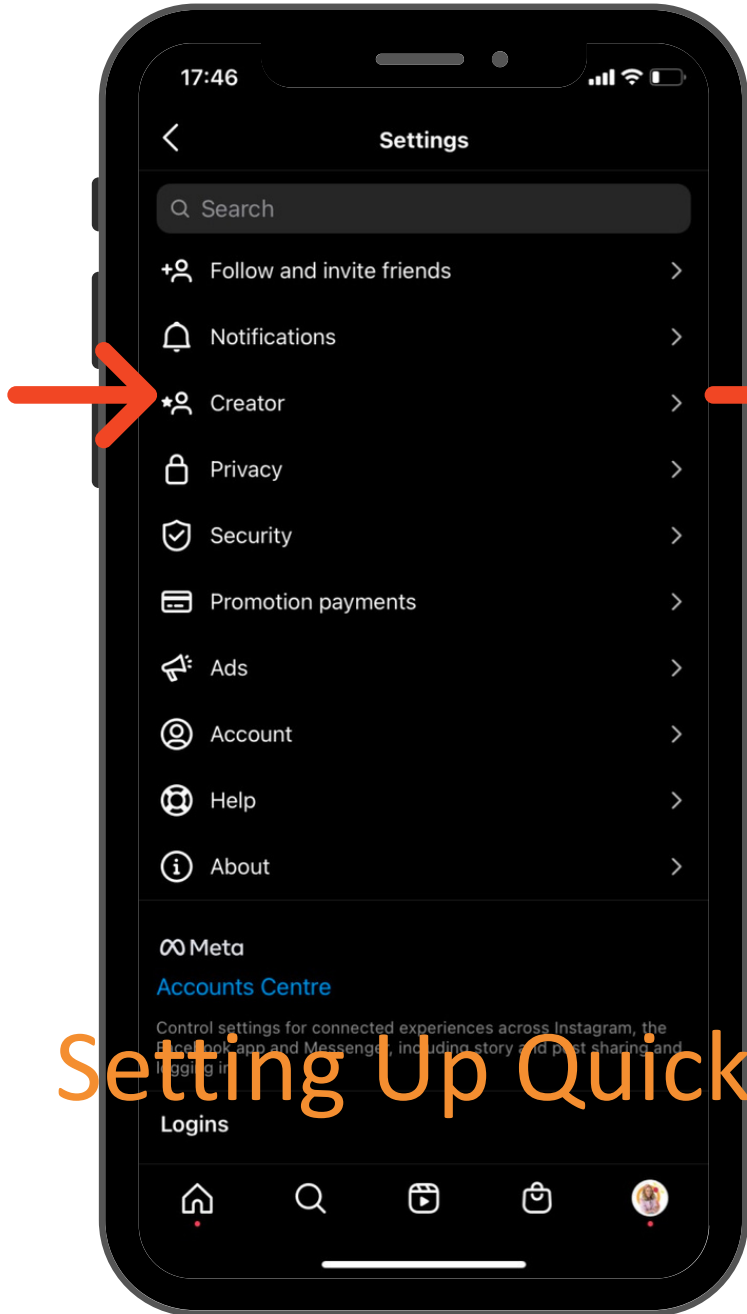
IGTV is now integrated with all other video content in a new area called Instagram Video. Found in the play tab on your home page.

## ★ New Hashtags rules

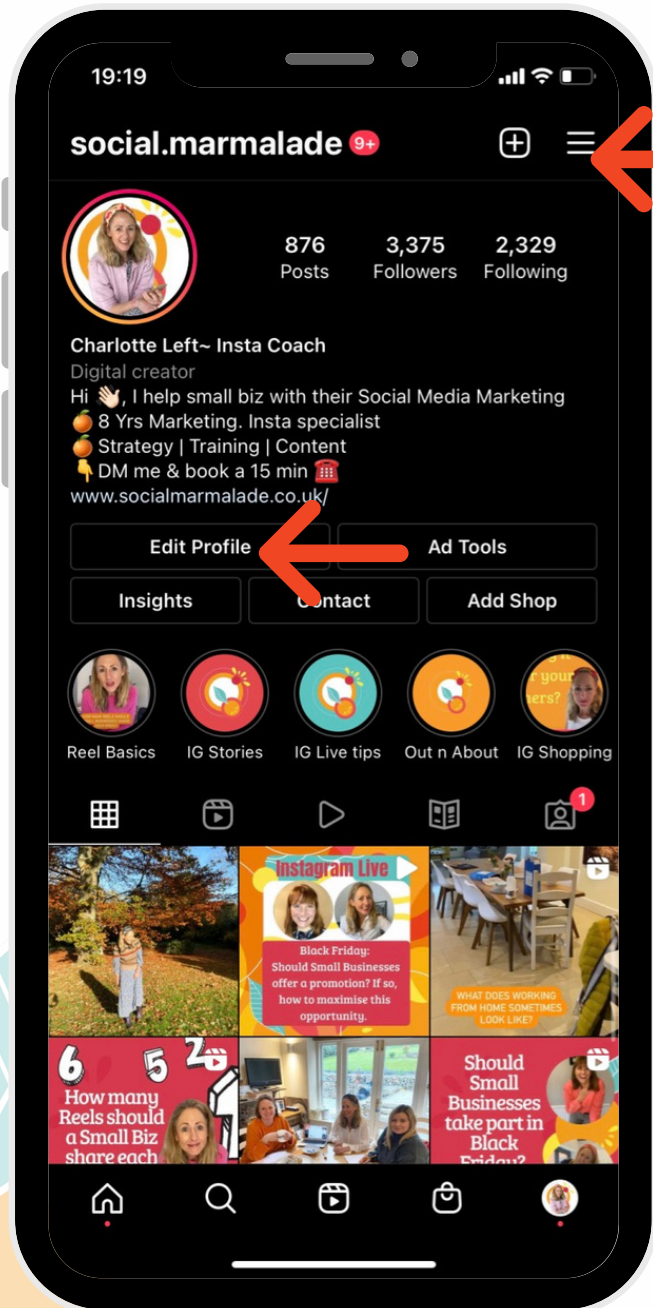
It's now important to add 3-5 specific & relevant hashtags in the caption not the comment







# Setting Up Quick Replies



Setting can be found here

Edit your profile here

## Setting Up Your Page

Bio Image - logo vs image

Bio description - v.important!

Line 1: What you do

Line 2: What you share

Line 3: Campaign?

Line 4: Call to Action

Contact Buttons

Highlights (branded covers/topics)

TIP: Change your Name to a searchable term

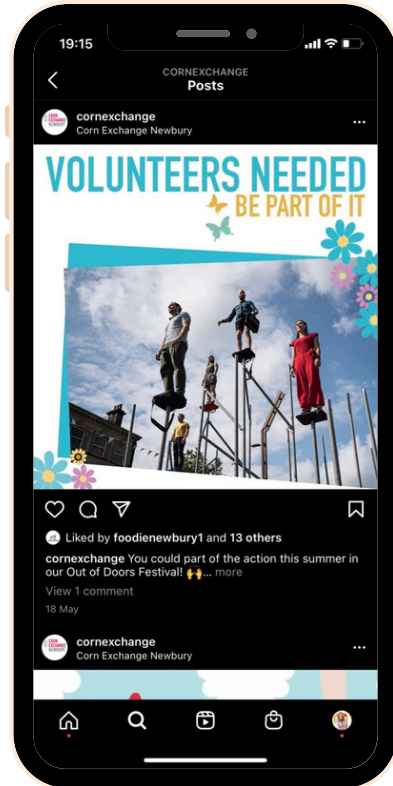


# Different Types of Content you can share on Instagram:



## VIDEO CONTENT

Lives, animated images, can be up to 1hr in length (edit them!).



## SINGLE IMAGES

Can be photos, memes, inspirational quotes, promotions or details of an event



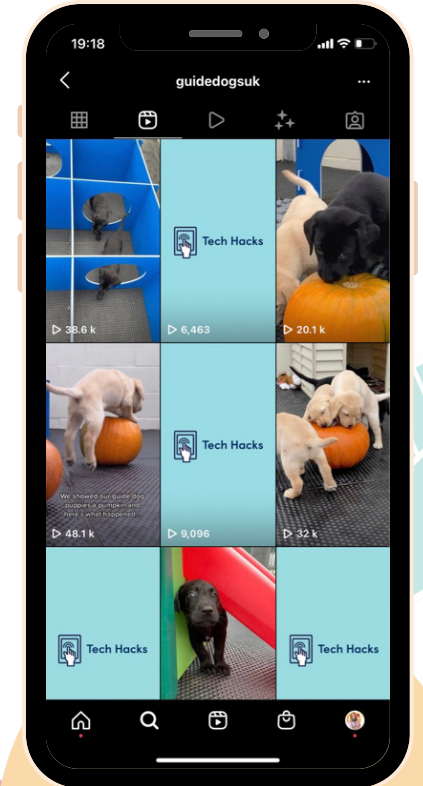
## CAROUSELS

Up to 10 images/post:  
Use for sharing more ideas/info, short tutorials,



## STORIES

15s clips that disappear after 24 hrs, Found above home feed.  
Great for building trust with an existing audience



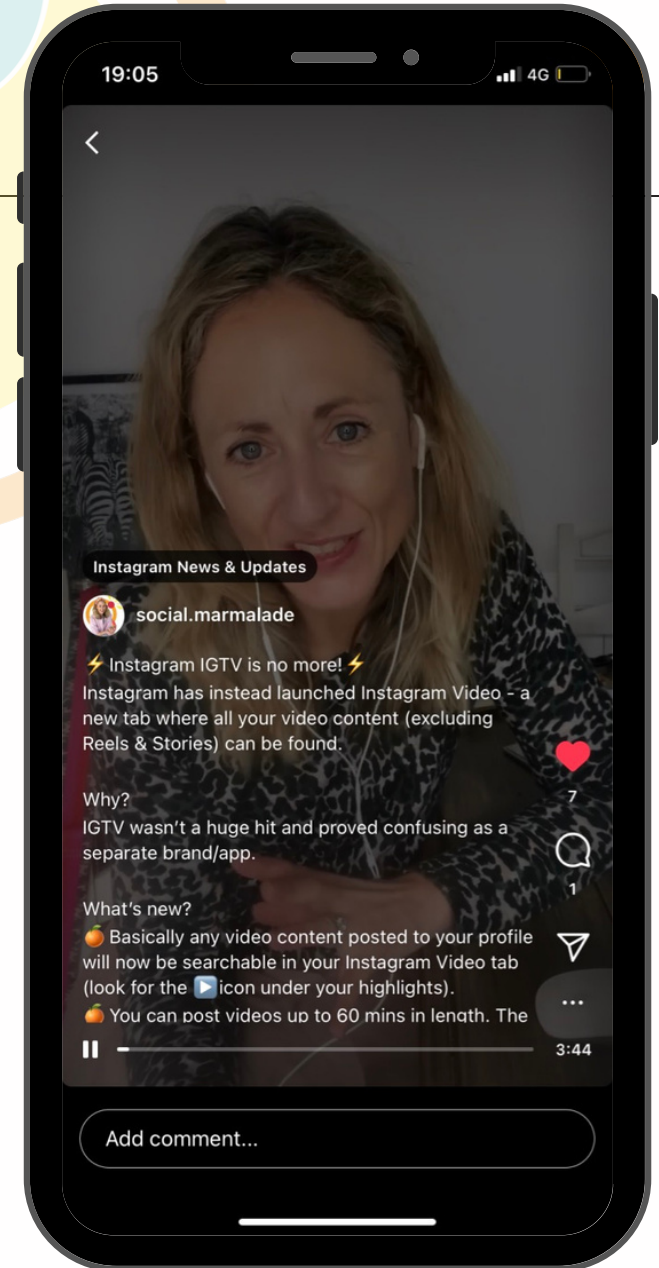
## REELS

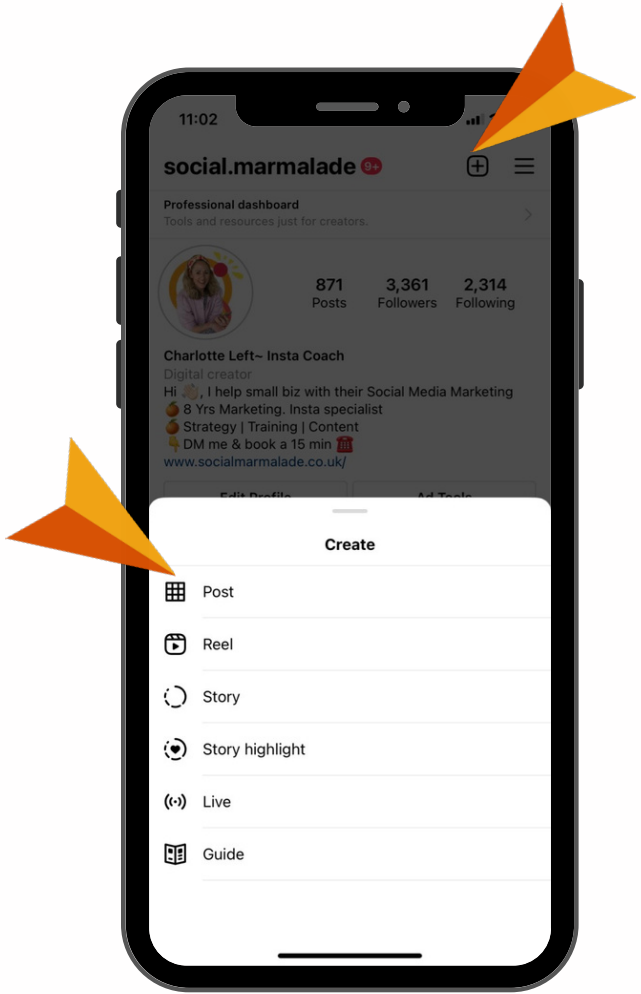
Short videos - up to 1min long, to music, voiceover or talk to camera.  
Entertain, teach, tips, behind scenes, demos

# Instagram Videos

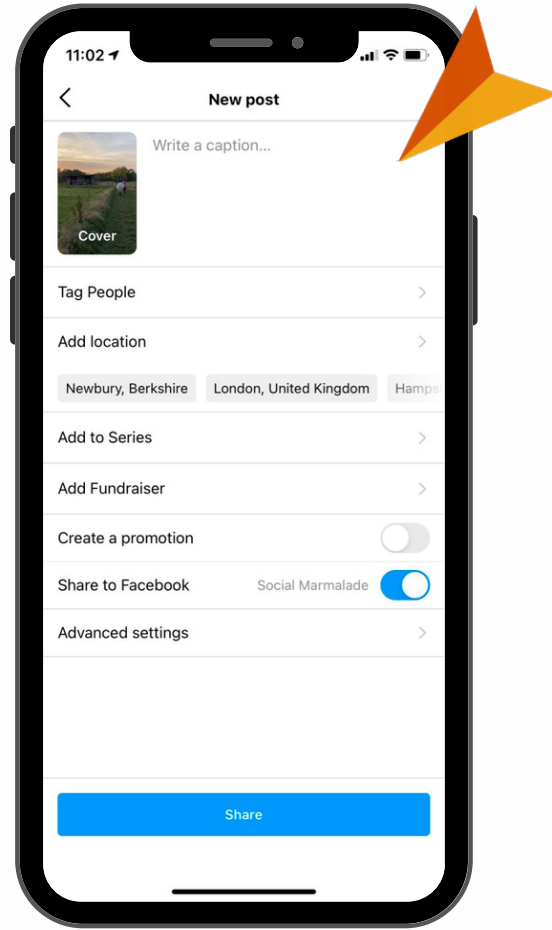
## What you need to know:

- Last month Instagram retired IGTV and instead moved all video content into area - found on the play tab on your home feed
- Videos can be up to 1 hour long
- Can include animated posts, lives, edited videos
- Can edit and add a cover, title and caption
- Very much a focus for Instagram and Facebook so getting more visibility in the explore pages

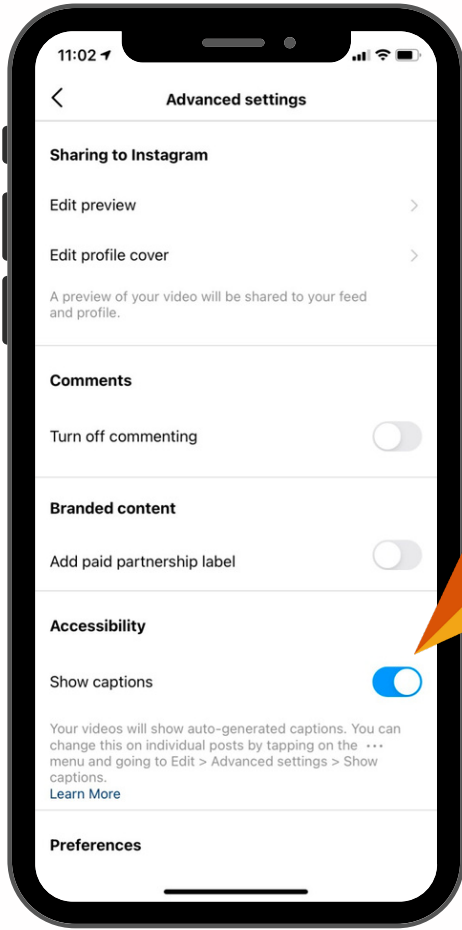




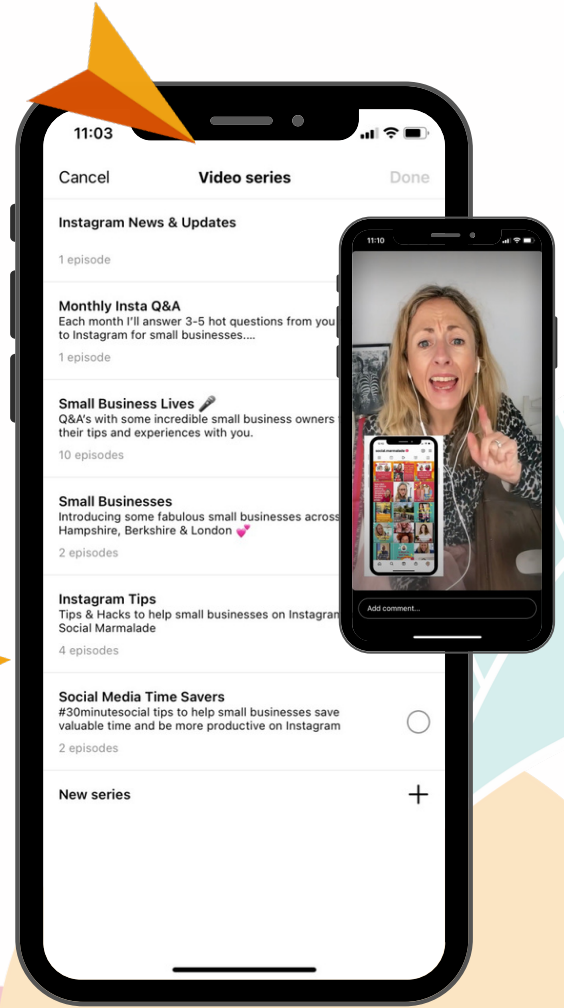
Upload your edited video by choosing the + button and 'Post'



Once you have chosen filter (if required) add a caption, tags and hashtags as you would a post. Remember your CTA!



Go to Advanced Settings to turn on captions (if talking on camera)



There is still the option to add videos to a 'series' - which is a tab in the video section.

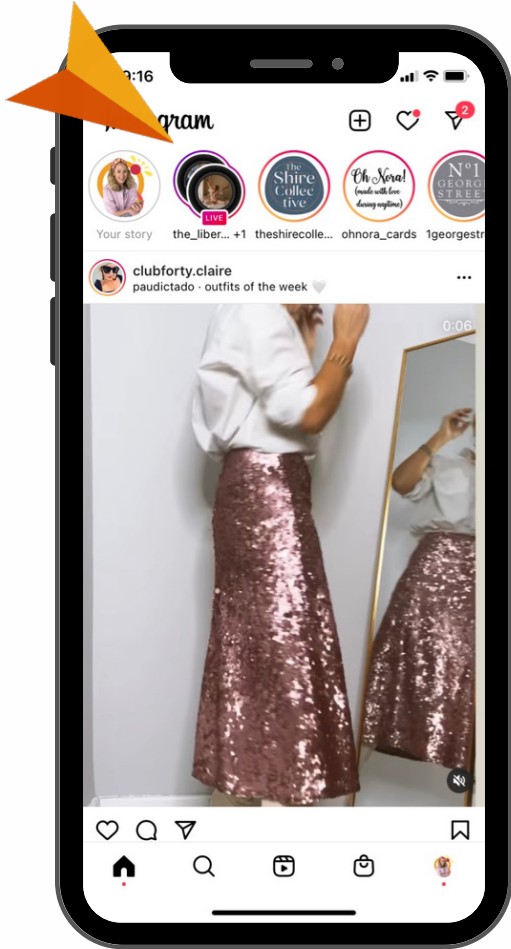
# Instagram Lives

## What you need to know:

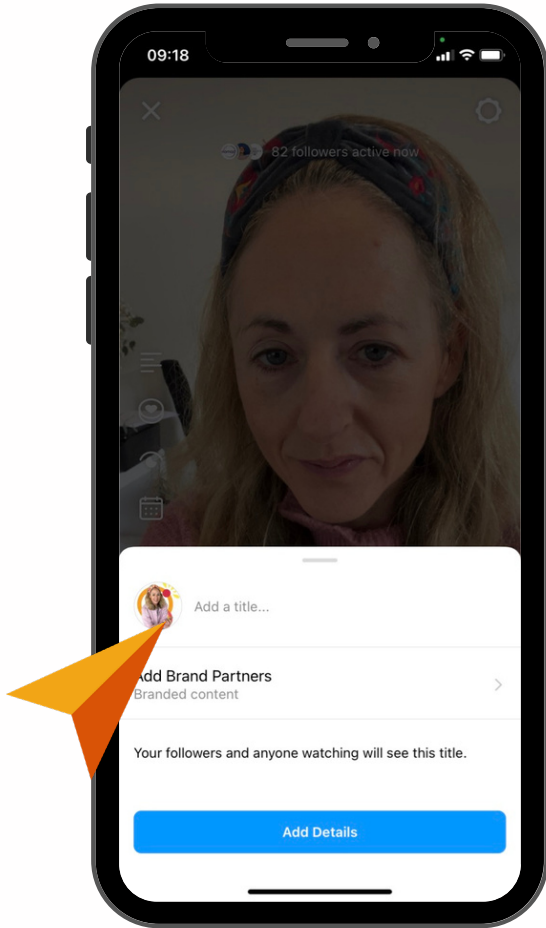
- They are great for building trust - teach something, show how to use a product, go live at an event etc
- Worth collaborating with others to reach a new audience! - Live Q& A's, Live Rooms (up to 4 people)
- Share Live once finished, it will save in your videos and you can share a preview to your feed
- Remember - add a cover and auto-captions (in advanced settings)

**\*NEW\*** You can now schedule your Live in advance and practice before you go Live. Record up to 4 hours!

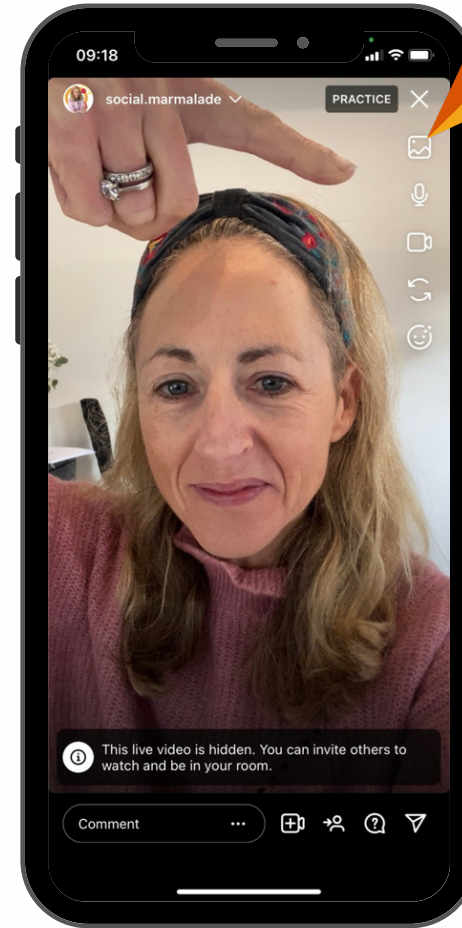




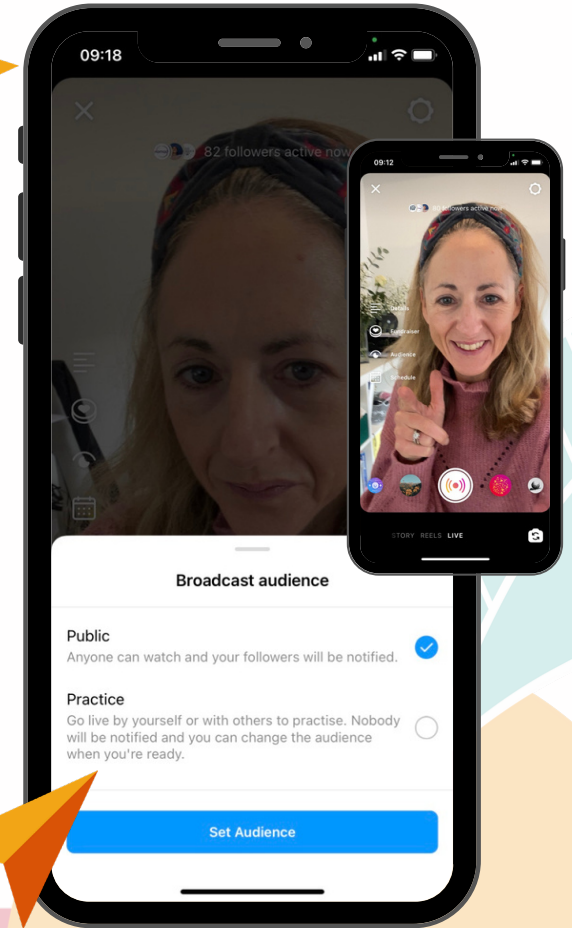
When you go live your audience will be notified in the stories bar - choose a good time



Remember to add a heading with a strong hook



When live you have options at the side/bottom to add a filter, answer questions, invite others to join, add images

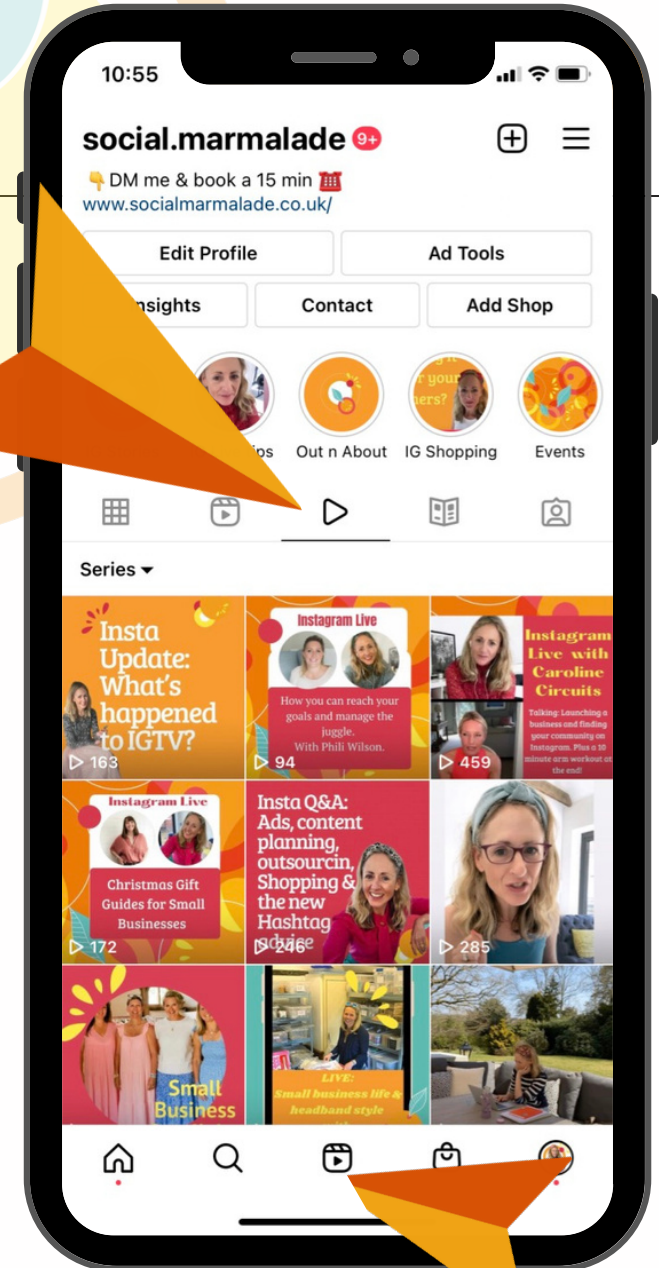


\*NEW\* You can now practice your live! And when ready you can schedule it and share as a post

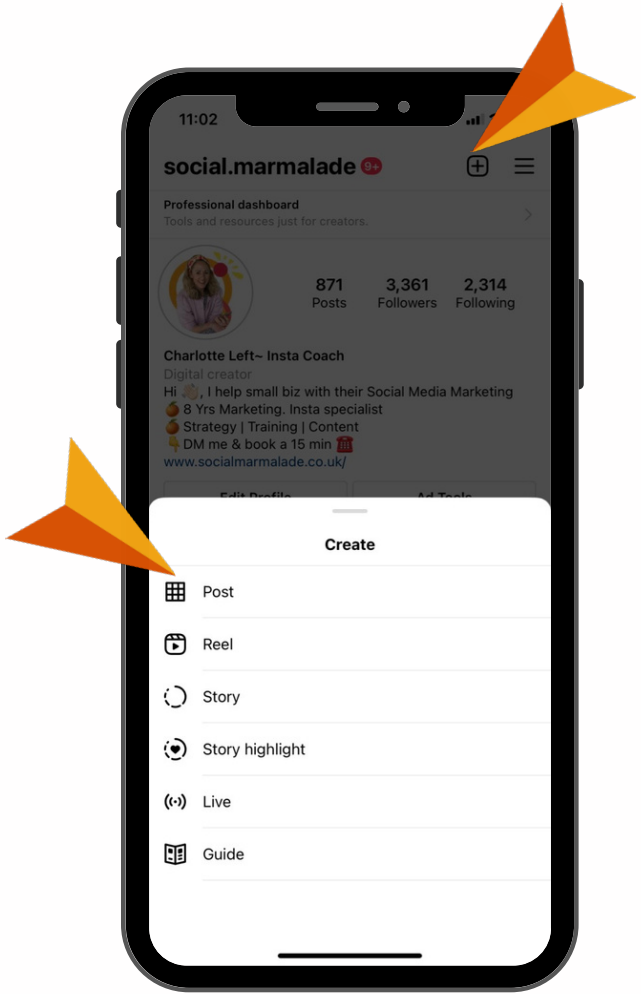
# Reels

## What you need to know:

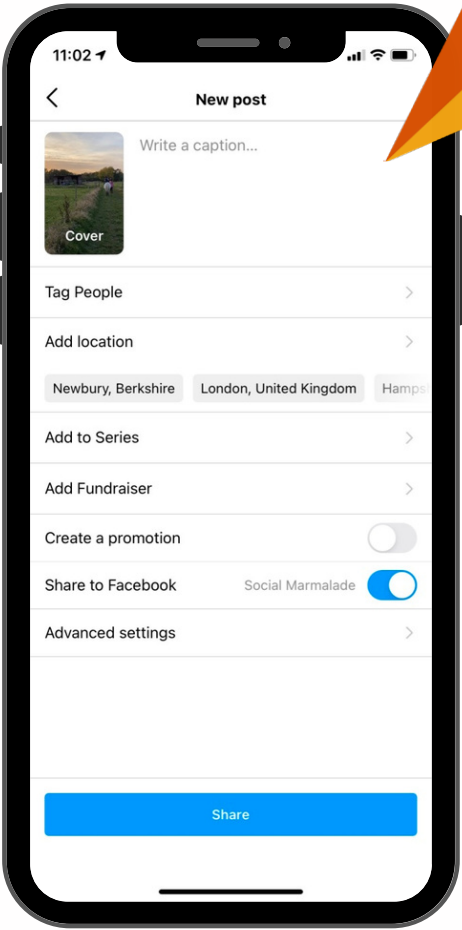
- They are short, engaging videos, up to 1min long
- Can be set to music, talk to the camera, voiceovers
- Endless opportunities for businesses to create content
- The Key is to create consistently and stay true to your niche!
- Jump on trends and make them relevant to your biz/audience
- Think demos, tips, hacks, behind scenes, myth-busting, how 2's, aspirational clips, before/after
- They have their own tab, but can be shared to stories and feed
- Great for reach/growth - potential to go viral!



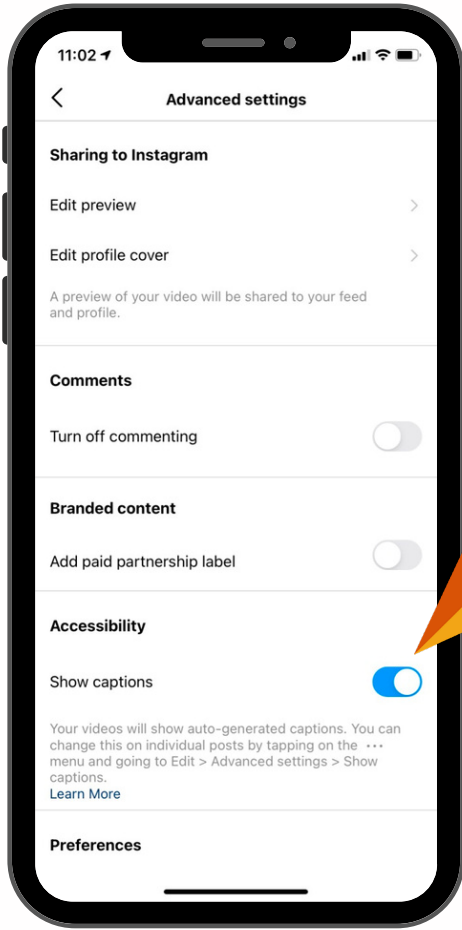




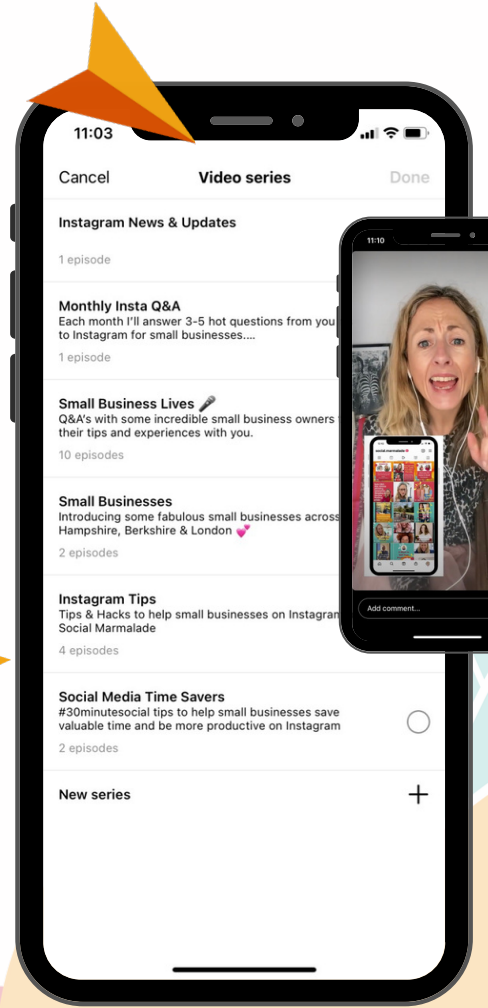
Upload your edited video by choosing the + button and 'Post'



Once you have chosen filter (if required) add a caption, tags and hashtags as you would a post. Remember your CTA!



Go to Advanced Settings to turn on captions (if talking on camera)

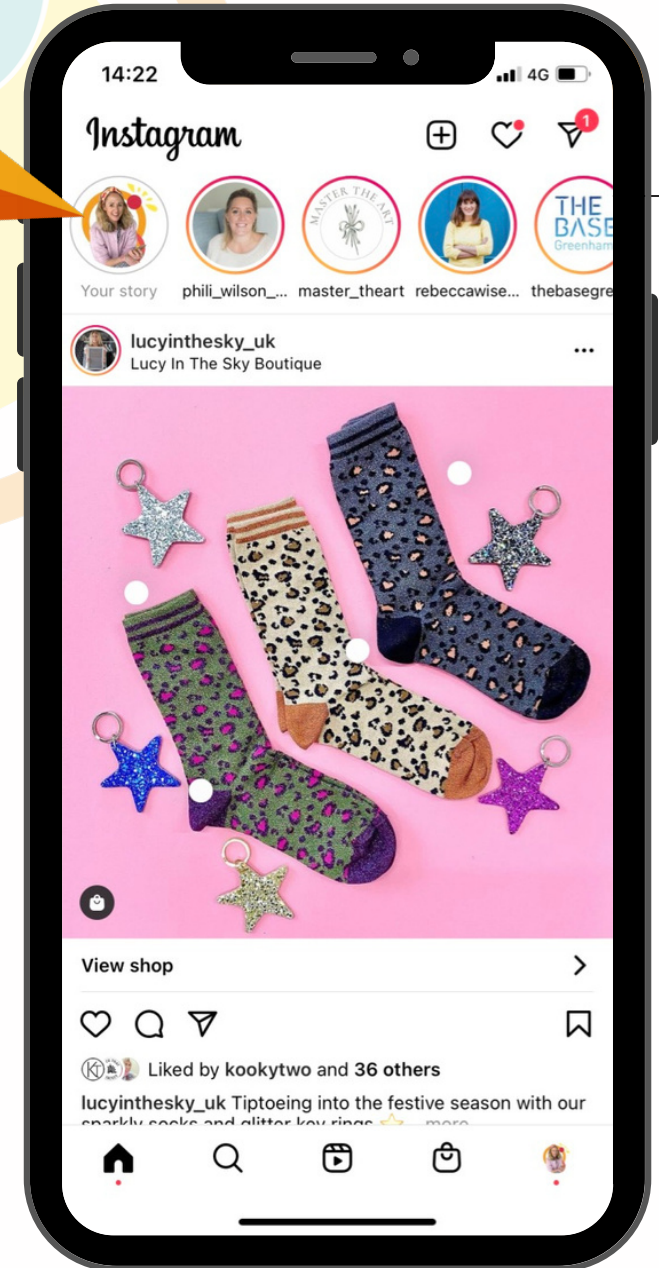


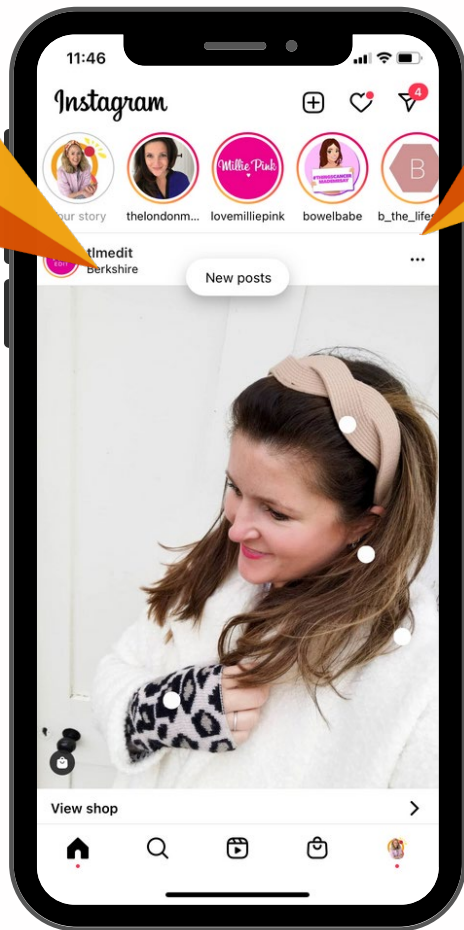
There is still the option to add videos to a 'series' - which is a tab in the video section - good to keep Lives separate.

# Stories

## What you need to know:

- 15s clips that disappear after 24 hours
- Can be used as video, graphics or images
- Build trust, teach, sell, share more behind the scenes, share other people's content, promote posts from feed
- Really good to have a plan each day
- Keep to the point!
- Use the engagement tags as stories great for encouraging DM's building personal relationships
- Save stories into curated topics in your highlights

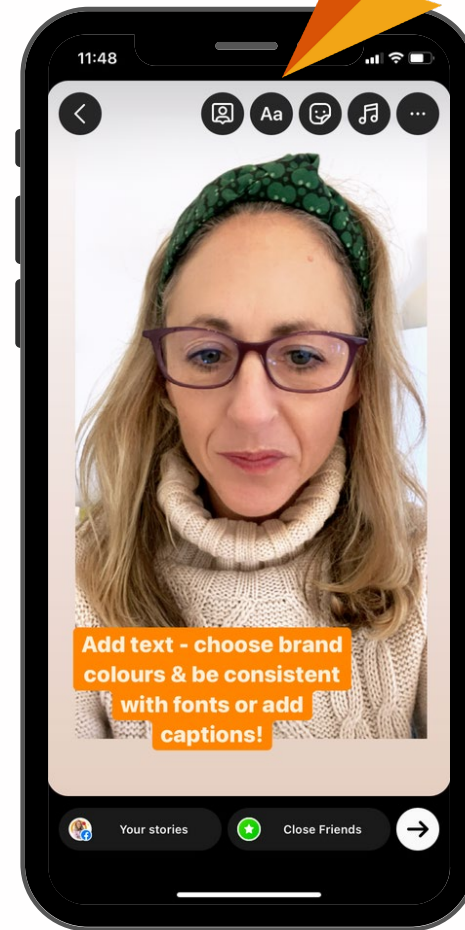




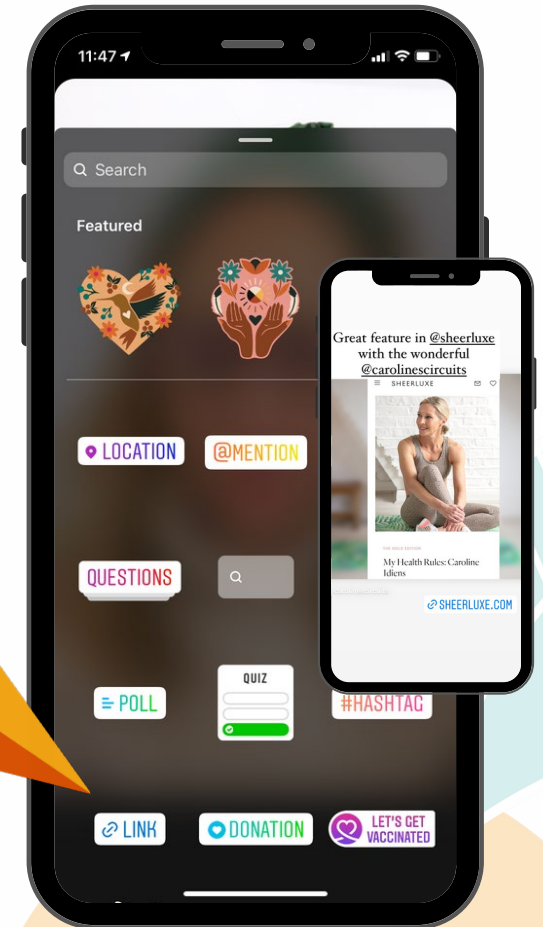
New stories appear at the top of your home feed. Click on your icon to access and to upload



To film or take a picture you can use the tools on the left - look out for the 'hands-free' There are lots of filter options along the bottom too. Tip - you can upload images and videos from your phone too.



Once your media has been filmed/uploaded you can add text, music or Gifs - including engagement stickers/captions or call to action prompts to your post



New Link sticker has landed for all accounts - use it strategically and give people a reason why they should click it!



# Growing your Audience



# Focus on these, not quick hacks to grow organically:



## Quality Content

Sharing quality content that is authentic, valuable & inspiring should be your main focus vs quick wins and hacks. Always think about your target audience and how your content will be of value to them: entertain, inform, inspire.



## Consistency

Be realistic with how much time and investment you can give your social media marketing. Do you want to do it yourself or outsource? Sharing consistently, across the platform ie stories, reels and posts.



## Collaborations

To grow your audience it is important to collaborate with businesses and people with a similar target audience. This can be by getting influencers involved, Lives, Q&A's, tagging in posts/stories, takeovers, joint giveaways etc



## Community

Sharing authentic content that has an element of storytelling/you/behind the scenes will really help you build your community. Don't neglect to engage with people, and businesses and get to know your audience by asking questions and listening to their comments



# Help your Content Get Found

## ★ Add a Cover with a Strong Hook

Applicable to video content. Think about a strong hook to make people want to watch and find out more.

## ★ Use Keywords in your captions

Help the algorithm understand what your content is about by adding keywords to your caption

## ★ Add Tags

Location tags will help your content get seen by a local audience. Also, think about relevant mentions/tags in the post or story

## ★ Post to different areas on the platform

Think about repurposing content for different areas on the platform, share updates as a graphic, live, reel, and also share in stories. Some people like to swipe, others to swipe up!

## ★ Add 3-5 hashtags in each post/video/reel

Whilst not a fail-safe way to get found, they can be an effective way to get your content seen

