

FIELD NOTES

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Leadership Without a Map

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When it comes to social media, people fall into two camps: They either love it or they just don't get it.

How Social is Your Social Media?

Most people - especially not-for-profit leadership types - are social. You like people. You like learning about them, talking with them and sharing stories. And social media is perfect for that.

If you're reading this, chances are that part of your job is communicating with current and prospective donors. It's your job to ask, acknowledge and say thanks, right? How do you do it?

TRADITIONAL COMMUNICATIONS

Ideally, you'd speak to every donor personally several times a year. That isn't always possible though, so your organization probably uses newsletters and other mailings to reach out to supporters.

How much effort do you expend to create communications that might never be read? To publish a newsletter? Change your website? Mail out hand-written notes? How much do you spend in printing, design and postage... four, six or twelve times a year?

COMMUNICATIONS 2.0

More and more of your donors are online. Are you? We're not just talking about your website. We're talking about social media.

Through tools like Facebook, Twitter and YouTube, you can tell your story quickly, inexpensively, every day. (or at least every

week!) Sharing stories, showing impact, explaining the need, saying thank you - this all got a lot easier when social media reached its tipping point a couple of years ago.*

CONVERSATIONS, NOT JUST COMMUNICATIONS

Many of you may be feeling pretty good right now, confident that your marketing department has implemented a social media strategy. But there's an important additional step in making social media truly social.



You need to *listen* to your donors, fans, supporters and volunteers. Do you follow their pages to find out what's in their hearts? Have you taken the opportunity to listen to what they have to say?

Your social media efforts will likely not take the place of the "old" way of doing things any time soon. You'll be posting to Facebook *in addition to* producing a newsletter. But through savvy use of social media, you can get to know the people who are important to your organization even better.

YOUR TO-DO LIST

1. Establish a Facebook page, Twitter account, LinkedIn Account and a YouTube or Vimeo channel.
2. Make sure development, programming, HR and other departments are actively publishing content in your feeds.
3. Allow and respond to comments. Social media should be a dialogue.
4. Follow your supporters (donors, members, volunteers). Become a fan of their organizations or follow them on Twitter. Subscribe to their feeds.
5. Not sure where to begin? We can help with a social media audit. Contact [Dani Mann](#) for more information.

Keep the conversation going by becoming a fan of Donor by Design on Facebook or following us on Twitter.

**Social media isn't new anymore. It's not a fad. It's here to stay. So if you've been reluctant to jump on board, now might be a good time to take a connected friend out for coffee and get a quick tutorial.*

