



## Using Social Media to Help Raise the Funds

Often with fundraising, if you do nothing, nothing will happen! It can take a lot of hard work to running a fundraising campaign, so using as many avenues as you can to put your message out should help make it easier.

Support your fundraising project by featuring it on your website, in press releases, in your newsletter, on your Crowdfunding or JustGiving webpage, on Facebook, Twitter and our other social media platforms. Most importantly link them to one another!

### Spreading the Word

As well as using new technologies to help people give, you should consider using new technologies such as Facebook or Twitter to spread the word about your appeals, events and other good stories. The best thing is to find a willing volunteer who already uses Facebook or Twitter and ask him/her to set up and operate an account for your church/appeal.

To be effective, the volunteer needs to 'post' news, events, updates etc. regularly. The aim is to increase the number of people you engage with and reach. Some of these may become your own friends (as they are called on Facebook) and followers (as they are called on Twitter). Ultimately, some may become your donors too, although Facebook and Twitter are typically more about raising your profile than raising funds.

**A note of caution:** The instant nature of Facebook, Twitter and other online media can make them seem ephemeral and in many ways they are – something you write today will be buried beneath hundreds more Facebook updates and Tweets by tomorrow. However, in other ways they are not ephemeral at all, and as we have seen above (and as we see in scandals in the media occasionally), anything you write could be spread far beyond your immediate circle. Never say anything offensive via these sites nor anything which could give your church a bad name. Think twice before posting anything you would not want to see repeated in, say, the parish magazine or your local newspaper! Of course, you must still get permission before you use photos of children on these sites too.

**You can think about Facebook and Twitter in 4 stages:**

- 1) First stage: publicising what you do. Once you have created your Facebook or Twitter account, you begin posting news, photos etc. Your friends and followers can then see what you are up to.
- 2) The second stage is to encourage others to engage with you, to comment on your posts or tweets so that they enter into a dialogue with you.
- 3) The third stage is to encourage them to share or ‘re-tweet’ your posts to their own friends and followers. At this stage, they have become your ambassadors, introducing your work to people you do not know who are beyond your original network.
- 4) The fourth stage is to bring these ‘friends of friends’ into your own circle so that they become your friends and followers, interested in what you are doing and sharing it further. And so it continues.

Finally, don’t feel obliged to set up Facebook or Twitter if they are not for you, however. There is not much point setting them up if you won’t use them regularly and they are not compulsory!