



Leveraging Digital Media During a Crisis

Take advantage of the opportunity to grow your online reach.

Platforms like Facebook offer numerous resources to help you collect data about the people you're trying to reach. Facebook Ads has formats that allow you to collect email newsletter sign-ups, event registrations, and so on.

Make sure you give people what THEY want, not what you think they want

Use data to make informed decisions about what people are looking for, and create content that answers those questions. If you have Google Search Console installed on your website, you can see what terms people are searching for and make sure to optimize content around it appropriately. You can also make use of Google's public data around keywords and create content around those keywords to try and take advantage of organic search traffic from your area.

Find your audience where they are

Take advantage of the Facebook Pixel to track traffic to your website from Facebook, and to specific pages on your website. You can then use that information to create targeted campaigns served directly to that audience.

Utilize integrated marketing

Digital media is unique in that it gives you multiple touch points to reach your community. For example, you may send an email about an event that is featured on your website and posted about on Facebook. Given the influx of information at this time, it's important to keep your message as streamlined and focused as possible. One way to do this is to make sure all your channels reflect the same message. Your website homepage should reflect the content in the email you sent out linking to your Facebook post, with consistent language and branding. That helps drive home the message and connect the dots for people.

DIGITAL FUNDRAISING CAMPAIGNS BEST PRACTICES

Make use of remote gatherings as ways to engage donors during this time. Even if you are cancelling your event, consider hosting a virtual meet up for your event participants by leveraging social media or live streaming platforms.

Leverage your Federations' website and donor management platforms to create a campaign

Use social media to keep contact with the donor base without inundating their emails.

Recruit leadership to actively fundraise using personal fundraising pages.