

Social Media Fundraising 101

– The Schitt's Creek Edition

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Let's start with positive focus

Anyone want to share:

- Social media win
- Company win
- Personal win
- Something that made you happy this week!



I FEEL LIKE THAT **NEEDS**
TO BE CELEBRATED

Why we are here

- Highlight **trends for organizations like yours** using social media for fundraising and engagement
- Share **success stories (and oops stories)** of nonprofits using social media
- Provide you with four tips to **better use social media** for your next fundraising initiative



“Don’t use social media as a gimmick – use it as a strategy.”
– Alison





Generated more than \$115 million

**Social media trends & stats
that speak for themselves**

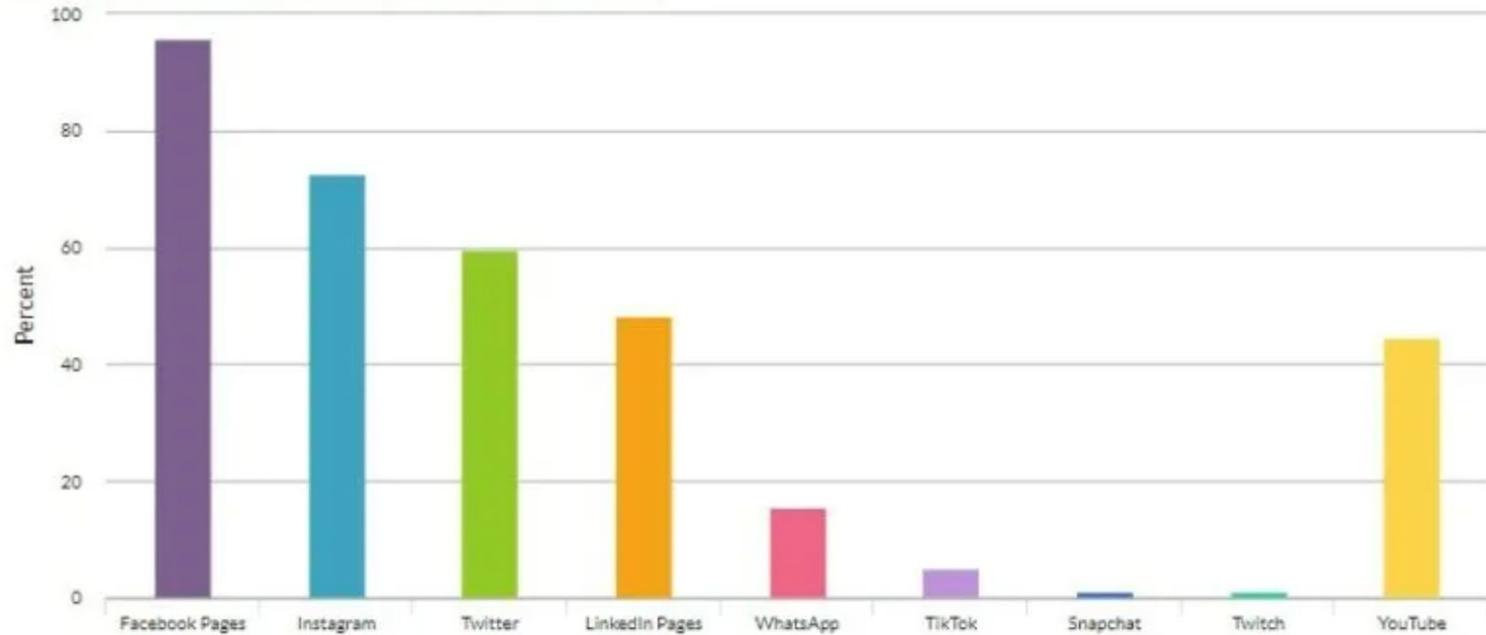
97% of nonprofits use
a Facebook page

45% of nonprofits use
YouTube

And only 5% of
nonprofits use TikTok

This is how those stats breakout across all relevant channels

43. Of the following, which social media does your organization regularly use in your digital marketing and fundraising strategy? Please select all that apply:



55% of people who engage with a nonprofit on social media take some sort of action.



3 Trends for Social Fundraising in 2022 & beyond

1. Consider YouTube Giving as an Option

- **YouTube Giving** offers nonprofits a chance to partner with creators who care about their causes

YouTube Giving FAQs

YouTube Giving allows creators to support the charitable causes they care about. Eligible channels can fundraise for nonprofits by adding the donate button to their videos and live streams. Viewers can donate directly on the video watch page or in live chat.

Creator & fundraiser FAQs

[Who is eligible to fundraise for YouTube Giving?](#)



[Which countries/regions can set up a YouTube Giving fundraiser?](#)



[I see that I have access to YouTube Giving. How do I set it up?](#)

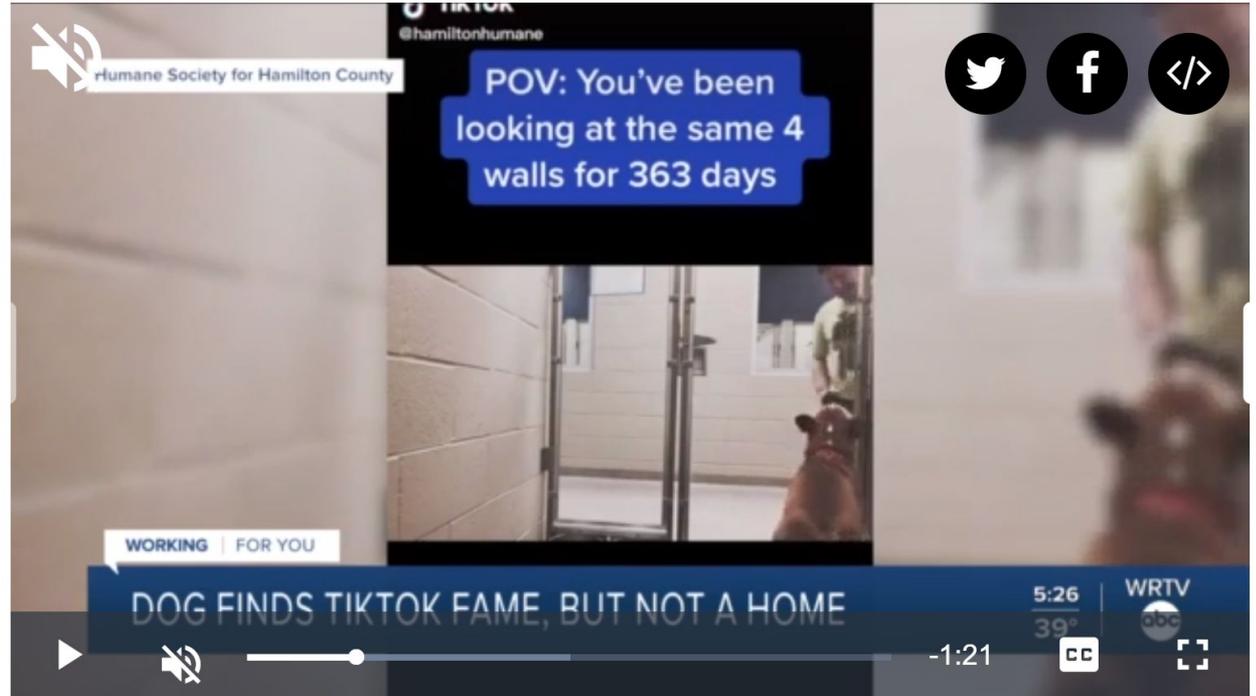


[What if I don't see the donate button after I created a fundraiser?](#)



2. Use Instagram Reels & TikToks

The animal shelter raised **\$11K** and **reached 3.1 million likes on TikTok** - bonus points they raised more awareness for other animals too!



3. Be creative with in-person and digital event options

- Virtual gala **(make it easy)!**
- Hybrid lunch & learn event
- Cooking class
- Happy hour / wine tasting
- Craft / DIY night to build something for your nonprofit
- Virtual tours
- Hybrid concerts
- Outdoor events (Bird-a-thon - Cope)
- Fun “social” events - trivia night, talent show, karaoke night, etc.



Alison Clark Zajdel

May 10, 2020 · 🌐

...

Spending Mother's Day with another mother (nature). Joel and I spent the first day of the [Cope Environmental Center](#) Bird-A-Thon at Cope! We worked really hard, but we really need sponsors to keep us motivated!

👉 Bonus: every sponsor will receive a drawing of one of the birds we spot (drawing by Joel, not me)!! 👉

To pledge, you can comment, FB Messenger me, or text me (I'll send you the link). You can donate per bird (.25, .50, \$1, etc) or just give a flat amount. We... [See more](#)



YIKES - Learn from others! Don't let this happen to you:



\$9,000 taken from business checking account by Facebook accidentally (this happened locally)



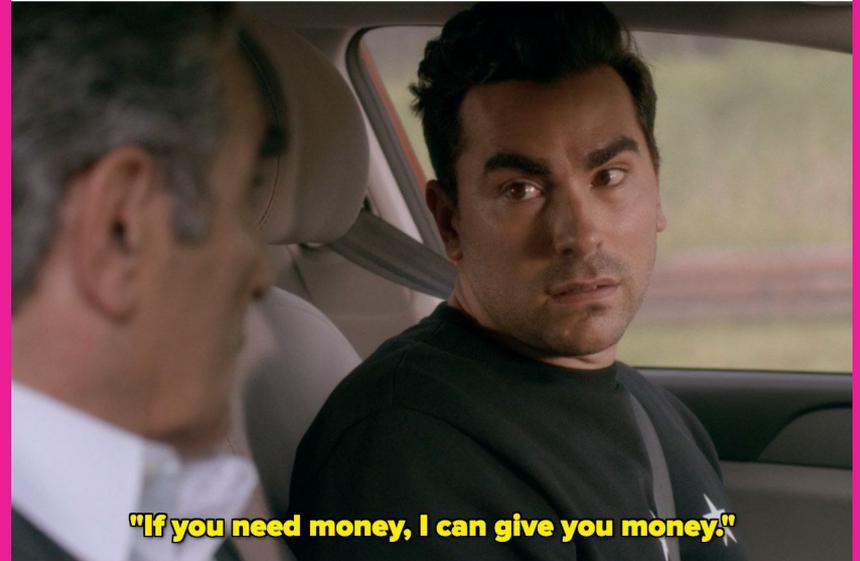
Birthday funds took 9 months to reach charity (also locally) + donor relation problem



"I don't want to give to your stupid fundraiser. Can we still be friends?"

4 tips for using social media fundraising

Tip 1: Be
vigilant –
Learn about
the flow of
money.



Payment Lags

The time it takes to receive payment after a donation makes a big difference in how you can apply that funding to your mission. When nonprofits use a third-party payment processor to collect donations on Facebook, there are payout lags to consider. We'll cover these, followed by the benefits of using your payment processor.

- **Payment timeline for Meta Payments:** Donations raised must reach the \$50 minimum to be eligible for payout. It can take up to a month to receive payouts from donations to your fundraiser.
- **Payment timeline for Network for Good's Donor Advised Fund:** Donations raised must reach a minimum of \$10 to be eligible for payout. Funds roll over until you reach that minimum. Donations can take a month and a half after the last date of the month in which a donation is made to be distributed to the nonprofit.
- **Payment timeline for PayPal's Giving Fund:** If a nonprofit enrolls directly in PayPal's Giving Fund, donations are paid out between 15 and 45 days from the donation date on Facebook.

Ummm, what?! No, this was not helpful.

facebook.com

Search results - alzajdel@gmail.com - Gmail | Social Fundraising 101_August2022 - Google Slides | Monetization and Payouts | Facebook Help Center | Facebook Fundraiser Payout: How It Works for Nonprof...

Help Center | Search help articles... | English (US)

- Using Facebook
- Creating an Account
- Your Profile
- Friending
- Facebook Dating
- Your Home Page
- Messaging
- Stories
- Your Photos and Videos
- Videos on Watch
- Gaming

Status of Payout

When will I receive my payments on Facebook?

See payout dates by product below.

- Audience Network, In-Stream Ads, Rights Manager, FB Reels, and Oculus
- Stars, Subscriptions, and Paid Online Events
- Games/Apps and Nonprofit/Charities

For most products, payments are only transferred to your linked payment account once you accumulate a minimum of \$100 in revenue. For Charities, this threshold is either \$100, £100, or €100.

If you still have questions about the status of your payout, [let us know](#).

Was this helpful?

Yes No

View Full Article

Important to know...

My nonprofit raised money on Facebook, but haven't received the donations yet.

Where are the funds?

There are several possible answers to this. If you are asking about donations that were raised less than 60 days ago, it is likely that Network for Good has not yet received instructions about these donations yet, so please [submit your question to Facebook here](#).

If you're asking about donations that were raised more than 75 days ago, please check that your nonprofit's mailing address is the same as the one listed in Guidestar. Network for Good sends checks to the nonprofit address that is listed in Guidestar's database.

For more questions about Facebook Payments, the Donate button, or the Donate Call to Action button, [please contact Facebook here](#).

Can my non-profit run reports on these donations or receive donor information?

No. Donations through Facebook will appear as "anonymous donor" through Network for Good's reports. This is related to Facebook's privacy policy.

But how do I build relationships if I don't know who gave?!

To give or not to give (your acct info, that is)...

The screenshot shows a web browser window with the Facebook Help Center page. The browser's address bar shows 'facebook.com'. The page title is 'Eligibility requirements for Facebook's fundraising tools | Facebook Help Center'. The left sidebar contains a navigation menu with the following items: 'Using Facebook', 'Creating an Account', 'Your Profile', 'Friending', 'Facebook Dating', 'Your Home Page', 'Messaging', 'Stories', 'Your Photos and Videos', 'Videos on Watch', 'Gaming', and 'Pages'. The main content area is titled 'Apply and don't include banking info'. It explains that users can choose not to include their organization's banking info when applying for fundraising tools. It lists eligibility requirements: being registered with an acceptable registry for your country or region, and being in a country or region where donation payouts are available (United States, United Kingdom, Canada, Australia). It also includes a 'Don't apply' section, which states that nonprofits registered with their country's nonprofit registry may be pulled into the Facebook Fundraising Hub automatically. It lists eligibility requirements for nonprofits: being in a country where nonprofit fundraising is available, being registered with an acceptable registry in your country or region, and a 'US only' requirement to be a 501c3.

Search results - alzajdel@gmail.com - Gmail Social Fundraising 101_August2022 - Google Slides Eligibility requirements for Facebook's fundraising tools | Facebook Help Center

Help Center Search help articles... English (US)

- Using Facebook
- Creating an Account
- Your Profile
- Friending
- Facebook Dating
- Your Home Page
- Messaging
- Stories
- Your Photos and Videos
- Videos on Watch
- Gaming
- Pages

Apply and don't include banking info

When you apply to use the fundraising tools, you can choose not to include your organization's banking info. If you're approved, then your organization will be paid out through our partner in your country or region. You will have access to some of the fundraising tools.

To be eligible:

- Be registered with an acceptable registry for your country or region. Find [a registry](#).
- Be in a country or region where donation payouts through our partners is available:
 - United States
 - United Kingdom
 - Canada
 - Australia

Don't apply

If you're a nonprofit that's registered with your country's nonprofit registry, you may be pulled into the Facebook Fundraising Hub automatically. You'll be paid out through Network for Good's Donor Advised fund. You'll have access to some of the tools.

To be eligible:

- Be in a country where nonprofit fundraising is available. See where fundraising is available.
- Be registered with an acceptable registry in your country or region. Find [a registry](#).
- **US only:** Be a 501c3

Think hard before giving your bank information to any online source.

- *Is this a credible company?*
- *What security measures do they have in place?*
- *Can I ask anyone I know about their experience with this platform/company?*



Tip 2: Bust the tax myths of social fundraising.



How taxes affect you in these scenarios?



965

\$50,025 of \$75,000 goal

Raised by 1,009 people in 76 months

[Donate Now](#)

[Share on Facebook](#)

Created March 4, 2013

 Courtney Charf  Medical
OMAHA, NE

Recent Donations

 **\$71**
David zamula
60 months ago

[Share](#)

 **\$100**

Caseys Cure

[Share](#) [Tweet](#) [4.2k shares](#)

GRID VIEW



[Zach "Danger" Brown prepping the salad his supporters paid \\$55,000 for.](#)

1 of 8



118

This campaign is trending!

\$528,105 of \$150,000 goal

Raised by 11,581 people in 10 days

No Longer Accepting Donations

[Share on Facebook](#)

Created September 18, 2018

 Team Christine Blasey Ford
on behalf of Ford Family
Other
LOS ALTOS, CA

Help Christine Blasey Ford

Time to ask an accountant!



Services ▾

Industries ▾

Firm ▾

People ▾

Insights ▾

News ▾

Offices ▾

Careers ▾



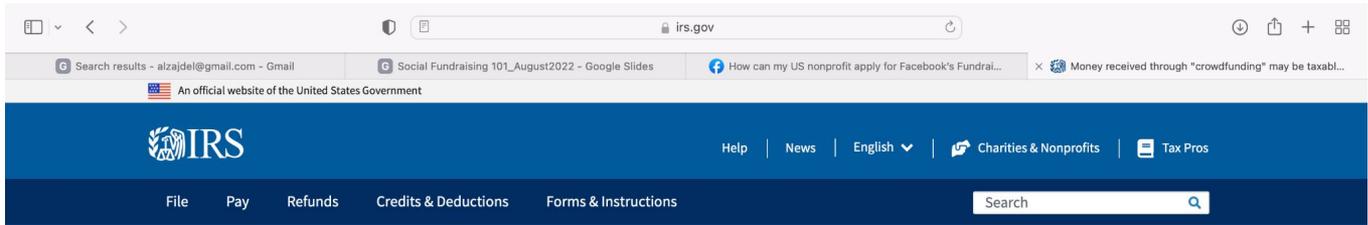
ASK MARCUM

Generally, contributions made to “crowdfunding” campaigns (such as GoFundMe) are considered to be personal gifts, and as such, are not taxed as income to the recipient. The IRS does not consider fundraising proceeds a taxable source of income. However, you could still owe taxes, depending on how the funds were used and if anything was provided in exchange. If you are the recipient of a crowdfunding campaign, be sure to keep good records of contributions received and consult your tax advisor.

Let’s look at crowdfunding in general. Two key factors are important with regard to determining if there is a tax liability:

1. What was the campaign organizer’s intent?
2. Did the supporters receive goods and/or services in exchange for their contributions?

Time to ask an accountant!



[Home](#) / [News](#) / [Fact Sheets](#) / Money received through "crowdfunding" may be taxable; taxpayers should understand their obligations and the benefits of good recordkeeping

Money received through "crowdfunding" may be taxable; taxpayers should understand their obligations and the benefits of good recordkeeping

[English](#) | [Español](#)

Topics in the News

News Releases

Multimedia Center

Tax Relief in Disaster Situations

Tax Reform

Taxpayer First Act

Tax Scams/Consumer Alerts

The Tax Gap

FS-2022-20, March 2022

Understanding Crowdfunding

Crowdfunding is a method of raising money through websites by soliciting contributions from a large number of people. The contributions may be solicited to fund businesses, for charitable donations, or for gifts. In some cases, the money raised through crowdfunding is solicited by crowdfunding organizers on behalf of other people or businesses. In other cases, people establish crowdfunding campaigns to raise money for themselves or their businesses.

Receipt of a Form 1099-K for Distributions of Money Raised Through Crowdfunding

The crowdfunding website or its payment processor may be required to report distributions of money raised if the amount distributed meets certain reporting thresholds by filing Form 1099-K, Payment Card and Third Party Network Transactions, with the IRS. If Form 1099-K is required to be filed with the IRS, the crowdfunding website or its payment processor must also furnish a copy of that form to the person to whom the distributions are made. The American Rescue Plan Act clarifies that the crowdfunding website or its payment processor is not required to file Form 1099-K with the IRS or furnish it to the person to

Tip 3: Do your homework before setting up OR donating.

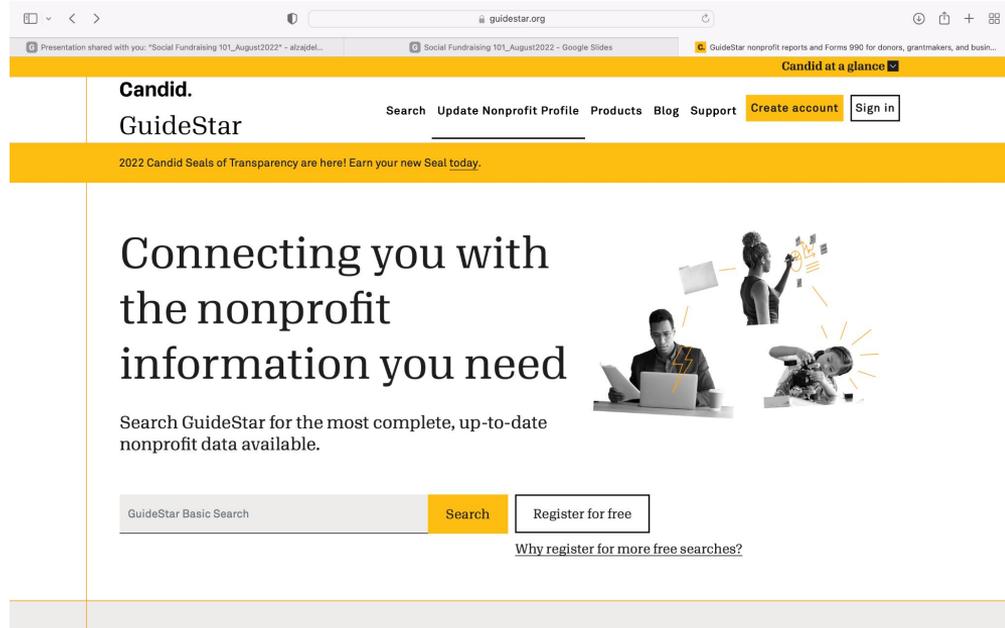


The New Jersey couple and the homeless man are now facing charges for allegedly concocting a fake story that led them to a \$400,000 profit, a source familiar with the case told NBC 10. **The charges carry prison time of up to 5 to 10 years.**



How to become a better social fundraising “student”

- Not all charities are as "together" as they appear on Facebook.
- 60 seconds on IRS.gov (<https://apps.irs.gov/app/eos/>) can tell you a lot.
- Good way to get out of a donation would be to donate in that person's name to a local charity you trust. Share THAT on social media.



The screenshot shows the GuideStar website homepage. At the top, there's a navigation bar with the GuideStar logo and links for Search, Update Nonprofit Profile, Products, Blog, Support, Create account, and Sign in. Below this is a yellow banner with the text "2022 Candid Seals of Transparency are here! Earn your new Seal today." The main content area features the heading "Connecting you with the nonprofit information you need" and a sub-heading "Search GuideStar for the most complete, up-to-date nonprofit data available." There is an illustration of three people working together, one at a laptop, one holding a tablet, and one with a magnifying glass. At the bottom, there's a search bar with the text "GuideStar Basic Search", a yellow "Search" button, and a "Register for free" button. Below the search bar, there's a link that says "Why register for more free searches?"

Tip 4: Follow-up
with every gift in
a thoughtful way.



Sample online donor engagement policy:

“All gifts to ABC Charity are important; therefore, we must find ways to ensure that automation does not remove the sincerity of our thanks. When receiving a gift online, these actions must follow...”

- Personal email:

- An email is to be sent from a staff member using the donor's name and directly referring to the gift. It should be conversational so that it's obvious that it is not computer generated. *24 hours maximum*

- Handwritten note:

- If the gift is over \$100, the note will be written by a board member. If under \$100, the note will be written by a staff member. *One month maximum*

- Phone call:

- Is this a major gift or from a new donor? Put down your puppy and PICK UP THE PHONE. No number? Write a longer email and include, "Had I seen a phone number attached to the gift, I would have called you immediately. We are thrilled!" *Now. Do it now.*

Follow-ups should
be based on
relationships vs.
transactions.

How to move from online engagement to active donor

- Not engaging with your audience online is like inviting someone to a party and not talking to them.
- Homework: visit your social media pages and see who is commenting or engaging with your posts. Do you have repeat “customers”?
- If they are NOT an active donor or volunteer, send them a message online and say something like, “It’s so helpful that you engage with us on social media. Can I take you to coffee as a way to say thank you?”
- Show your appreciation - it’ll go a long way!



5 Steps to Get Started for That Engagement Tactic

1. Ask a volunteer or staff member to **look through social media for patterns in engagement.**
2. **Develop a list of names** of frequent engagers on social media.
3. Meet with your staff and board members to **flag the engaged folks as organizational contacts OR complete strangers.**
4. **If you KNOW this person**, ask your board or staff members to send a handwritten personal note of appreciation and offer to take this person to coffee to catch up.
5. **If you DO NOT KNOW this person**, send a message on the platform they engage with you the most and let them know how much you appreciate their support! See where the conversation takes you next.



Thanks for your Doggie Dash donation!

1 message

Doggie Dash, Oregon Humane Society <doggiedash@oregonhumane.org> Thu, May 9, 2019 at 12:34 PM
Reply-To: "Doggie Dash, Oregon Humane Society" <doggiedash@oregonhumane.org>
To: Alzajdel@gmail.com



Dear Jake,

Thank you for your \$15 donation to the Oregon Humane Society! Since OHS receives no tax dollars for its adoption, education and animal rescue programs, your support makes a difference in the lives of thousands of animals.

This gift was counted toward Emily Volpert's Doggie Dash fundraising goal of \$500.

If you have any questions regarding your donation, please contact us at doggiedash@oregonhumane.org. Thank you for your generosity toward pets in need.

- Oregon Humane Society

P.S. Want to stay updated on the impact of your donation? [Click here to sign up for emails](#) from OHS.



Thanks
so much
for your
support!



WITH LOVE,
EMILY AND RORY

Dear Alison,

May 2019

Thank you so much for your donation to our Oregon Humane Society Doggie Dash team! We really appreciate your support for the 2nd year in a row! We raised ~~over~~ \$600 for OHS this time, and we couldn't have done it without you! The Dash was really fun this year - it's always a blast to see the doggos dressed up for the occasion. We went with one of my new coworkers & her dog who was rescued from OHS. It was a doggone great time!

THANK YOU! ♡Emily

**In the end, all of this comes
down to relationship building.**
