

# Social Media Fundraising Tips for Animal Welfare Organizations



[www.lapafundraising.com](http://www.lapafundraising.com)

# Tips for Social Media Fundraising

## Quick Facts

- ▶ Different platforms will attract different audiences:
  - Instagram & Twitter: Donors Age (15-34)
  - Facebook: Donors Age (35+)
- ▶ The top preferred method of giving is online (80.5%).
  - Bank/wire transfer (18.6%)
  - Direct mail/postal mail (14.4%)
- ▶ 47% of donors over the age of 60 give online.
- ▶ Online donors aged 55 to 64 are the most generous crowdfunders.

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## **Tip #1: Include Direct Link To Make The Donation**

Simplify the giving process. For younger donors, the decision to give is made very quickly. If the post is compelling, they want to get to the donate option within one click.

Shortening their steps can make all the difference.

- ▶ Avoid the 3 Step Giving Process  
( Post >> Landing Page >> Giving Page)
- ▶ Instead, try the 2 Step Giving Process  
( Post >> Giving Page)

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## **Tip #2: Analyze the data received from your social media platforms**

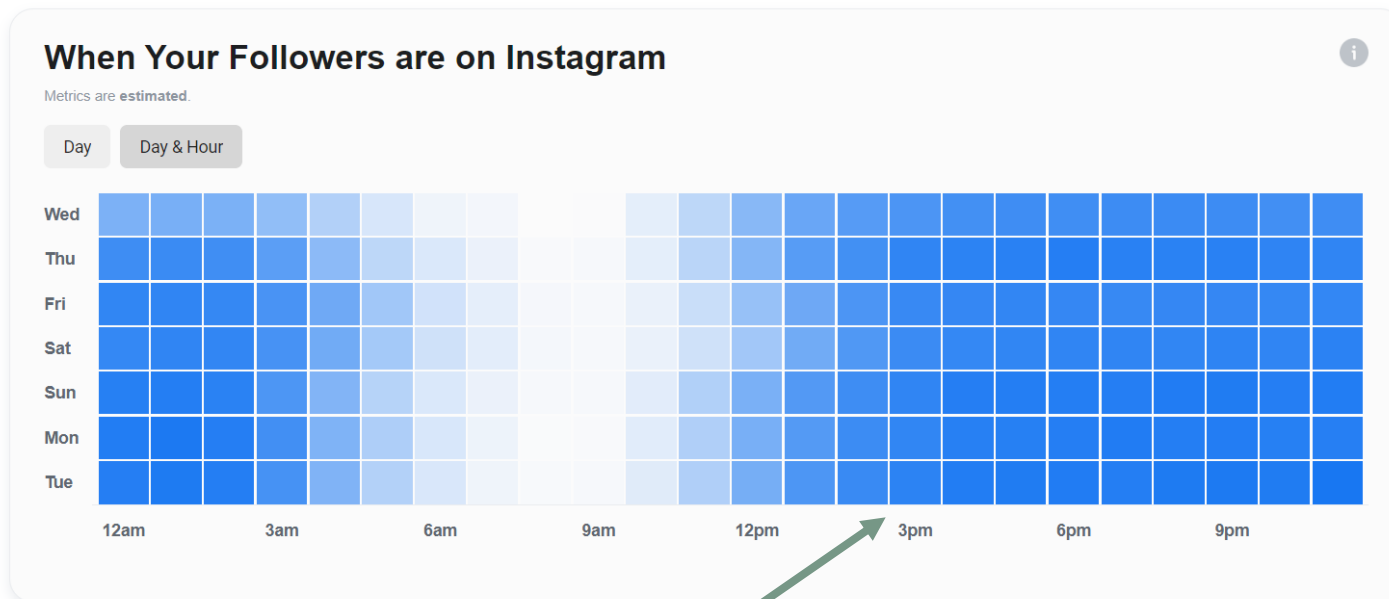
You can integrate Facebook's "*Creator Studio*" with both your Facebook and Instagram accounts to receive high-level analytics at no cost.

You can also integrate Google Analytics to your website at no cost.

Pay special attention to insights around the age of your audience and the time they engage with posts.

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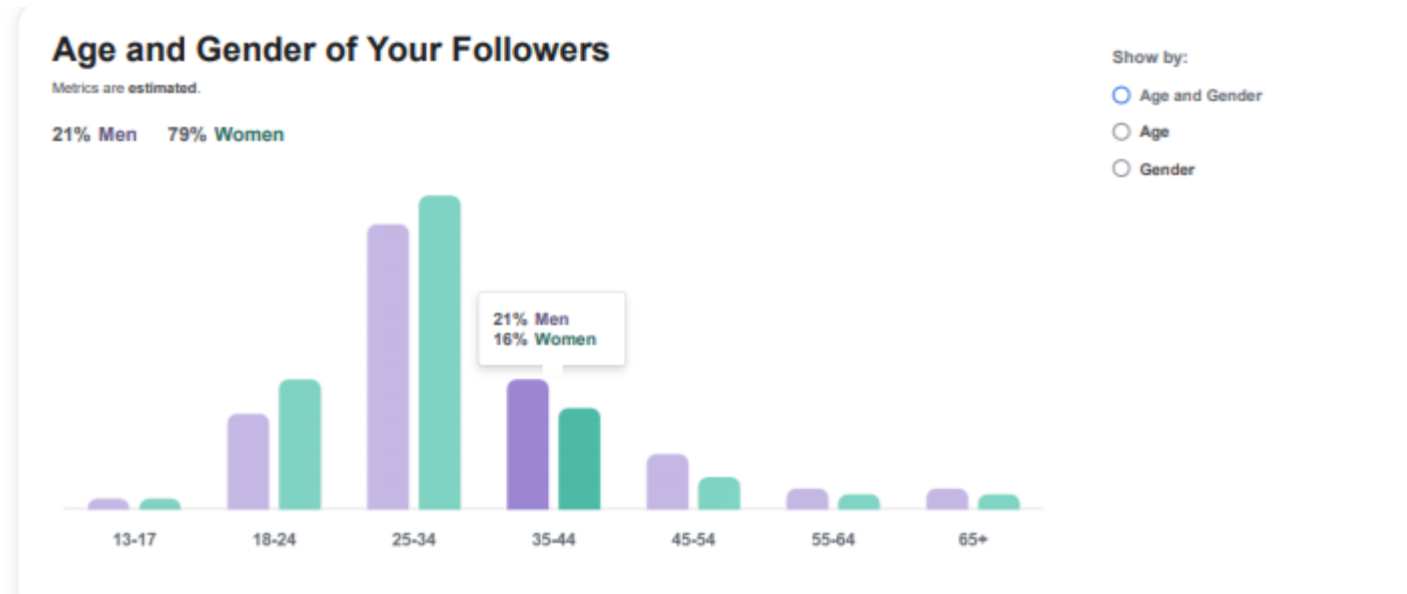
This graphs shows the hours and days where your followers are active on Instagram.



In this example, posting at 3PM would allow you to take full advantage of the bump in followers that are active between 3PM and 11PM.

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This graphs shows the age breakdown of your followers.



You can use this data to inform which platform you focus on, and what kind of content you produce.

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## **Tip #3: Consistent and Simple Content**

Get your most outgoing staff member behind the camera and let them have fun with it!

Bring the personality of your animal's to life for your viewers, introduce your viewers to new animals as they're brought in, promote adoptions by doing a short interview with families (less than 2 minutes) as they leave the shelter with their new family member!

Do not overthink the production aspect of it, a cell phone will do just fine to produce what you need.



**Thank you for joining us!**



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Learn more about us at

[www.lapafundraising.com](http://www.lapafundraising.com)

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