

# Leveraging Communications for Volunteer Recruitment



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## Overview

- Storytelling
- Tools
  - Blogs
  - Instagram
  - Infographics
  - Twitter and Facebook
- Tactics
  - Content Strategy
  - Measurement
  - Editorial Calendar
  - Fundraising
- CASE BREAKS & SPARKS

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1<sup>st</sup> gift: The best social media  
guide ever



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## Time required

- **Listening:** 5 hours a week
- **Participate:** 10 hours
- **Generate Buzz:** 10-15 hours per week
- **Share Your Story:** 15-20 per week
- **Community Building and Social Networking:** 20 hours plus per week

[http://beth.typepad.com/beths\\_blog/2008/10/how-much-time-d.html](http://beth.typepad.com/beths_blog/2008/10/how-much-time-d.html) accessed October 2009

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# Marketing Basics

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- Marketing is...
- WORDS
  - VISUALS
  - STRATEGY

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Our world is made of:

Stories and gossip make up 65% of our daily conversations.

(<https://www.scientificamerican.com/article/the-secrets-of-storytelling/>)

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2 Essential Questions

**WHO IS YOUR BRAND?**

**WHO IS YOUR AUDIENCE?**

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BRAND PERSONALITY




JANE GOODALL

**TRAITS**

woman	not trying to prove anything
speaks with authority	never aloof
teacher	passionate about making a difference in the lives of her students
experienced veteran	puts the needs of others above her own
well read	wants to make the world a better place
seeks learning opportunities	involved in the community
collaborator	a leader
multi-disciplinary in her perspective	
quiet confidence	

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## Who is your audience?



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## Case study

### From Farm to Table

While pounds of produce are an impressive and farm-based way of measuring results - many people, including potential funders, are more interested in people (personal stories of lives affected by what you are doing, number of people impacted).

In 2013 - 70,000 pounds of produce were raised - If a daily recommended vegetable intake is 2.5 cups, which roughly translates to 2 lbs of vegetables per day, that's approximately 730 lbs of vegetables a year for 1 person, so your 70,000 lbs fed approximately 100 people for an entire year, or the daily recommended servings for 35,000 people.




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# Storytelling

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Tell me your story in 6 words

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### Craft your story

**The Art of Telling Your Story**

Once upon a time \_\_\_\_\_  
 Every day \_\_\_\_\_ One day \_\_\_\_\_  
 Because of that \_\_\_\_\_ Because of that \_\_\_\_\_  
 Finally \_\_\_\_\_

**Colorful Pick sentence starters**  
 I can't believe \_\_\_\_\_  
 I've never \_\_\_\_\_  
 I've always \_\_\_\_\_  
 I've never \_\_\_\_\_  
 I've always \_\_\_\_\_  
 I've never \_\_\_\_\_  
 I've always \_\_\_\_\_

spark m ll

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**“People don’t share commercials, they share emotions.”**  
 Scott Stratten via FastCompany.com

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### Shift from numbers to people

“It’s an incredible feeling to watch other people do the great work that they do and to know that you are a very small part of that amazing community.”  
 Rita Coates, CEO

click here to read Rita's story

PEOPLE OF nlp

THE 20TH STORY  
 “The James House was our hope when we had none, and they were our home...”  
 Watch the 1st Story

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used to come they These days ig something. certainty. And is from a way of nan, a person It was one of r me. I th a sense of is would be DNT like a nance. I feel

"Right now I'm an assistant at a recording studio, which basically means cleaning the bathrooms, doing prep work, and sharpening pencils. I just have to prove that I'll go out of my way to get things done. Then each week I get a few hours of practice time when the studio is empty. Next I'll become an assistant engineer, and I'll actually get to sit in on the recording sessions. The ultimate goal is to become a producer. Audio is a bit of a boys' club. There were only three girls in my program at college, and there's only one other woman at my studio now. I'm not sure why more women don't pursue it. It's perfect for me. I'm not much of a performer but I love music. So working in audio allows me to help create music without having to get on stage. And there's plenty of opportunity. Every Taylor Swift song here. *Photo by: Justin Serrano. Published: 3/10/16*

"I was working as a school safety officer when I met her. She was a teacher. But she kept working her way up. She became a principal. She went to work in the central office. She got her doctorate. Eventually she became the highest-ranking black woman in New York education. She was always taking that next step. I was working as a custodian when we got married. She was making five times more than me. It bothered me at first. It took some counseling to convince me that she hadn't "settled" for me. I'd been raised on the idea that the man was supposed to provide. But eventually I came around to the idea that money wasn't the only way to provide. I could support her by doing chores, or taking the kids to school, or picking her up from the airport. Her work benefited all of us, so I could help provide for my family. *Photo by: Justin Serrano. Published: 3/10/16*

"I didn't go to col custodian and it's exact same place. Clean the halls, of I wasn't feeling. Fu on the nights and always tried. Ther assignment or I'd raining. But my pr looking for a job a graduated five ye I got my Masters. same school wher ourtal parents. I out of school. Ma.

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## Case study: Faces of Poverty

*Photo by: Justin Serrano. Published: 3/10/16*

*Photo by: Justin Serrano. Published: 3/10/16*

*Photo by: Justin Serrano. Published: 3/10/16*

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# What do you look like?

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## Making graphics: canva

St. James's Children's Center  
2018-2021 Strategic Plan

These four focus areas form the center of our strategic plan guiding our work over the next three years. Developed collectively with the board, staff, and community these goals build on our current strengths and focus our growth.

Small Business Consulting

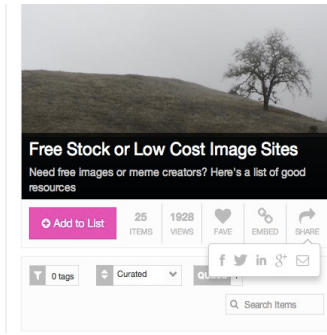
United Way of Danville & Pittsylvania County  
2018-2021 Strategic Plan

Moving the needle on at-risk school-aged children in our communities

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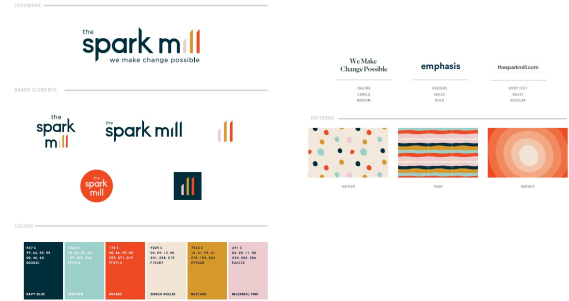
## Free stock images

• <http://list.ly/l/703>



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## Importance of Brand Standards



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# New Media

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## Podcasts

- **Must be of use to the user**
- Tools are important ([Blue Yeti USB microphone](#))
- Spoken word, sound effects, music
- Editing software – garage band and audacity
- Checklist - <https://foundr.com/starting-a-podcast/>

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## E-Newsletters

- Dependable rhythm and content
- Clean, simple, measured
- Short
- Segmented groups
- All based on storytelling
- Circular links

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- Created with SEO in mind
- Alive, with new content
- Mobile, mobile, mobile
- Embedded photographs with key words

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# Video

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four times as many people would rather watch a video about a product or service than read about it.

[https://enr.com/story/2016/04/20/video-what-works-best-for-marketing?utm\\_medium=affiliate&utm\\_source=20160420\\_content2141829c3-01&utm\\_campaign=20160420\\_content2141829c3-01](https://enr.com/story/2016/04/20/video-what-works-best-for-marketing?utm_medium=affiliate&utm_source=20160420_content2141829c3-01&utm_campaign=20160420_content2141829c3-01)

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## Make videos

- Use what you have
- Prepare ahead of time
- Keep it short
- Choose your words carefully
- Include a call to action
- Choose good music
- Animoto, stupeflix, moovly
- Splice, jamendo



<https://www.youtube.com/watch?v=szpN6nn2s1Mo>

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## Case study: character story



- [https://www.youtube.com/watch?time\\_continue=25&v=tU5Rnd-HM6A](https://www.youtube.com/watch?time_continue=25&v=tU5Rnd-HM6A)

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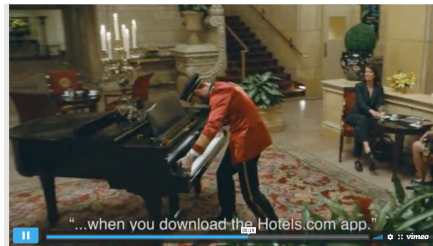
## Essential tools

- Lavalier Lapel Microphone <http://ow.ly/ErDj30jcu0g>
- CamKix Camera Shutter Remote <http://ow.ly/i5zi30jcu3O>
- Arkon Mini Tripod w/ Phone Mount <http://ow.ly/YBXZ30jcu6Y>
- The total package costs - \$53)



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## Silent videos



<https://vimeo.com/129444441>

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## The statistics

- 74% of web traffic in 2017 came from video
- 85% of videos watched on Facebook are watched without sound

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## Tools

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## Rule Changes and Trends

- Content, Content, Content, Content
- Less Free Message Delivery
- Paid Ads
- Video
- Animations
- Facebook Groups and Messenger
- Quality over Quantity
- Stories

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## Blogs

- Original Part of Web 2.0
- Shortened form of "web log"
- Fast to update, requires little to no html knowledge
- Popular platforms: wordpress and blogspot

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## What makes a good blog?

- Compelling images and videos
- Links to other social media
- Minimum post of 1 per week
- Interactive in creating a community
- Entertain them!
- Calls to Action

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- Headline is extremely important
  - What is it about, who is it for, how will it help them
- Link to high-quality external sites
- Cross post on medium, linked in
- Long-tail keywords
- Google Keyword planner

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## Make it scannable

- Lists
- Formatting
- Headings
- Pictures
- Blockquotes
- White space
- KISS

<http://www.problogger.net/archives/2005/08/19/writing-blog-content-make-it-scannable/>

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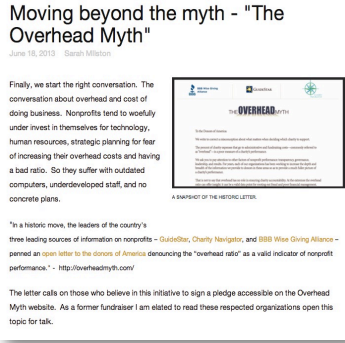
## Make it sharable

- Articles with images get 94% more total views.
- Entertaining images
- Use titles and alternate text
- Are you getting pinned? Check!
- <http://www.pinterest.com/source/theparkmill.com/>

<http://www.jeffbullas.com/2012/05/28/6-powerful-reasons-why-you-should-include-images-in-your-marketing-infographic/#1tbiURdlleje1mgg.99>

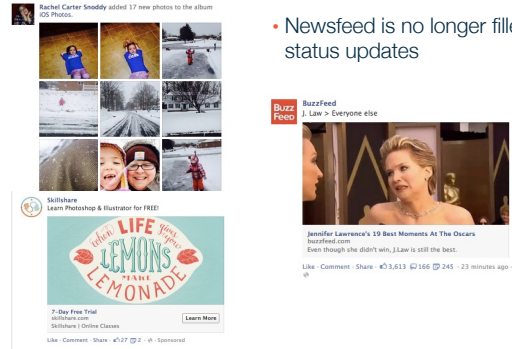
40

# Repurposing content



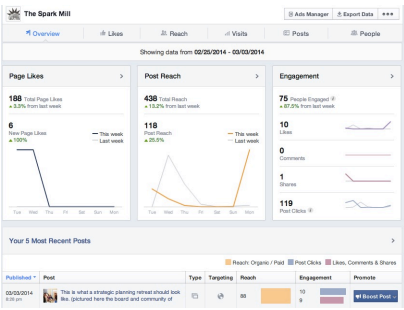
41

# Facebook newsfeed



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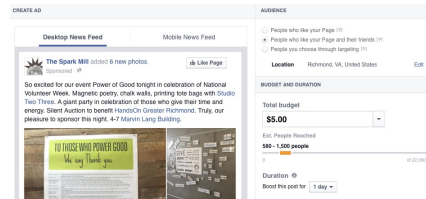
# Facebook Pages



Measure and adapt

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# To ad or not to ad



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# Twitter Analytics

**Account home**  
The Spark Mill @thesparkmill

28 day summary with change over previous period

Tweets	Replies	Retweets	Impressions
9 +55.0%	2,740 +28.3%	121 +37.0%	6 +78.5%

April 2015 - 27 days so far.

**Top Tweet** earned 805 impressions  
In Celebration of National Volunteer Week, thank you to all those who power good in #NVA thesparkmill.com/blog/2015/4/13... #NVA2015 #powerofgood

**Top mention** earned 10 engagements  
@StudioTwoThree and @TheSparkMill celebrating volunteers! #VolunteerAppreciationWeek #Volunteer @HandsOnRVA pic.twitter.com/IRVF6672By

**ADVERTISE ON TWITTER**  
Get your Tweets in front of more people  
Promoted Tweets and content open up your reach on Twitter to more than 1.2 billion people.

APRIL 2015 SUMMARY  
Tweets      Tweet Impressions

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# Instagram

- An Instagram is worth 1000 words
- Fooling the SEO algorithm

thesparkmill  
201 posts · 581 followers · 288 following  
The Spark Mill We make change possible. Consulting firm headquartered in #NVA. thesparkmill.com/blog

bilize go  
PRO BOND THAT IS GOOD FOR PROFITS AND YOUR COO

bilize go  
bilitize go

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# Instagram video

- Show Impact
- Tell Stories
- Inspire and Demonstrate Positive Actions
- Teach Something
- Let Your Supporters Shine
- Testimonials
- Thank Supporters

<http://mediacause.org/7-ways-nonprofits-video-instagram/>

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# Instagram : NPOS That Get It

<http://www.pinterest.com/karvetsk/i/instagram-nonprofits-that-get-it/>

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## Instagram analytics



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## Best Practices

1. Report live
2. Regram
3. Add hashtags to captions and like the photos of others
4. Use third party apps
5. One image a day
6. Understand what makes a good instagram image
7. Demonstrate impact, statistics in the captions

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## Rise of influencer and subject matter expert content

**Kelli Lemon**  
 Entrepreneur, Speaker, Author

**Dominion Energy Jazz Cafe**  
 Thursday, Oct. 19, 6 - 9 PM  
 Virginia Museum of Fine Arts, Best Cafe

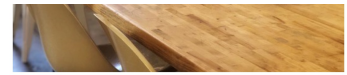
**WRIR On Air Celebration**  
 Starts Wednesday, Oct. 18  
 WRIR 97.3, 97.3 FM or [www.wrir.org](http://www.wrir.org)

**CreativeMornings**  
 Friday, Oct. 20, 8:30 - 10 AM  
 VCU Arts Depot

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## Linked In

- Native Content from your Team outperforms company/nonprofit content



### Time to Throw Away The Word INCLUSION

Published on April 18, 2018 | [Edit article](#) | [View stats](#)

**Sarah Mileston, MPA**  
 CEO, The Spark Mill; Keynote Speaker  
 23 articles

Originally printed on [The Spark Mill blog](#)

Earlier this month I was in Chattanooga at the [Startup Champions Network](#) bi-annual summit. On day one of the summit, Paulo Harris, co-chair of the Equity and Inclusion Committee, got up to explain they were changing the name of the committee to shed the word inclusion. He said something along these lines, "Inclusion is the act of being included, but this means someone owns the table and they are granting you access." These words shook me to my core.

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### Tips

- Notify people you are going online ahead of time
- Have a battery back-up and a strong connection
- Strong text
- Respond live!
- 35 great ideas
  - <https://www.johnhaydon.com/facebook-live-ideas-show-impact-nonprofit/>

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### Case study: breaking news

A photograph of a man and a woman sitting in armchairs for an interview. The man is on the left, wearing a light blue shirt and khaki pants. The woman is on the right, wearing a dark polo shirt. They are in a room with a brick wall background.

[Feedmore Live](#)

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### Case study: year in review

A photograph of a woman in the foreground shouting into a megaphone. She is wearing a blue and white striped shirt. In the background, another woman is wearing a black cap and a dark shirt. A sign with the word "CONFEDERATE" is visible in the background.

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## Types of content

- Hot Topics/Current Events/Breaking News
- Interviews
- Demo
- Behind the Scenes
- Performances

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## Case study: puppies



Puppies!

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Power of  
Voices

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MONOLOGUE  
**VS**  
DIALOGUE

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## Why create and find champions

1. The power of a testimonial will outperform anything you create.
2. Champions can open doors faster than you can.
3. It isn't marketing, it's genuine.



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## So why do people share things?



<http://nytmaking.whsites.net/mediakit/pos/>

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## Who makes a good champion?

- Basic communication skills
- Enthusiasm for the cause
- Personal connection to the NPO
- Active Facebook profile & basic social media etiquette
- Positive outlook on life
- Willingness to learn
- Time to spend on social media

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## See our post? What can you do to help?

1. Click like.
2. Better yet, comment.
3. Even better, click the share button!
4. The best, share this link ([www.blahblah.com](http://www.blahblah.com)) on your page and challenge your friends to participate.




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# The magical Unicorn of the share

- EMOTIVE CONTENT
  - Amusing
  - Inspiring
  - Cute
  - Shocking
  - Anger
  - Controversy



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# Give them tools

**Social Media for Nonprofits Conference 2015**  
 "Mobile Technology for Social Good" 03.19.15 | 9:30AM-3:00 PM  
 Community Idea Station | WCVU, 23 Sassone St, North Chesterfield, VA 23235 featuring Heather Mansfield Nonprofit Tech for Good

Supporters, partners, and sponsors: help us spread the word and tell us how to the event! Let's talk this up!

**Website:** <http://www.comteching.org/2015>  
**Website Short Link:** <http://bit.ly/SocialMedia4NGO>  
**Social media accounts:** Tw: @ConnectVA/Biz @connectva  
**Hashtags:** #SM4NGO #MobileTech4SocialGood #EVAAnnapolisGoMobile

**Twitter:**  
 Join us on 3.19! Social Media Conference for Nonprofits w/ @Connect\_VA Workshop & local media PR panel! <http://bit.ly/SocialMedia4NGO>

Are you a nonprofit communicator in #EVA? Join us @ Social Media for Nonprofits Conference on 3.19 with #ConnectVA @MobileTech4SocialGood <http://bit.ly/SocialMedia4NGO> <http://bit.ly/SocialMedia4NGO>

Make sure to get your @ Social Media 4 Nonprofits Conference on 3.19 with #ConnectVA @MobileTech4SocialGood <http://bit.ly/SocialMedia4NGO>

**Mobile, Social Media & PR Best Practices from the pros!** #EVA on 3.19 w/ @ConnectVA <http://bit.ly/SocialMedia4NGO> #SM4NGO

**Facebook Post:**  
 Join us on 3.19 @ WCVU for a day of social media, mobile & PR best practices in #EVA - Social Media for Nonprofits Conference with #ConnectVA! Featuring Heather Mansfield from Nonprofit Tech for Good, local social media experts & PR pros! <http://bit.ly/SocialMedia4NGO>

Get your social (media) on with us at the Social Media for Nonprofits Conference on 3.19 with #ConnectVA! <http://bit.ly/SocialMedia4NGO>

**Email Example - 4 Reasons to Attend**  
 Help one of your heroes to attend the upcoming **ConnectVA Social Media for Nonprofits Conference**, "Mobile Technology for Social Good" on Thursday, March 19 from 9:30 am - 3:30 pm at the Community Idea Station/WCVU, 23 Sassone St, North Chesterfield, VA 23235.

- World-renowned author and social media expert **Heather Mansfield** will discuss how the increased use of smartphones and tablets has impacted online communications and fundraising in the nonprofit sector. She'll have stats, data and practical advice to help enhance the changes.
- Breakout sessions with high profile social media pros will provide insight into leveraging audience behavior for communication, creating social champions, crafting compelling content & time-saving tips for busy nonprofit professionals.
- Social media personalities and PR gurus will share best ways to engage the media and promote your cause (panel discussion) **Check out who will be there.**
- The cost is only \$50-\$65 if you register before March 5. **Register Now.**

**Supporters & Partners:** Spread the word in your newsletters, social media posts & your general network! Express that this is an affordable & valuable event for nonprofits both small and large.

**Presenters:** Tell your followers about your presentation and give a few "media press" of your tips & tricks. Add a call to action to register in your blog posts, social media posts. Add the to your list of "upcoming speaking opportunities".

**Sponsors:** Tell the world that you're a sponsor and update fans and followers as you prep for the big day.

**Workshop Specific Example**  
 Leverage your board, volunteers & staff to be #SocialMedia4Nonprofits w/ #EVAonMarch19. Register Now! <http://bit.ly/SocialMedia4NGO>

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# Content & Tactics

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# Tactics: editorial calendar

	Content Pillars	Content Topics	Workshops	Special Occasions	Networking & Events
Month 1					
Author					
Day Date					
Month 2					
Author					
Day Date					
Month 3					
Author					
Day Date					
Month 4					
Author					
Day Date					
Month 5					
Author					
Day Date					
Month 6					
Author					
Day Date					
Month 7					
Author					
Day Date					

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# Overall planning

Hampton Roads Community Foundation Content Plan

	Daily	Weekly	Semi-Weekly	Monthly	Bi-monthly	Quarterly
Facebook	X					
Twitter	X					
Blog Posts		X				
Celebrations			X			
Video (short)		X				
Stories				X		
Facebook Campaigns				X		
E-newsletter				X		
Video (long)					X	
Visuals						X

\*Green = primary of efforts; Blue = possible focus of efforts

**Facebook Strategy:**

- Used to create high engaged citizens and encourage followers to share content
- Serve as a resource for donors and nonprofits
- Used daily and monitored closely
- Feature native content and employ live tagging
- Utilize URL shortener to monitor click rate

**Twitter Strategy:**

- Used to create high engaged citizens and encourage followers to share content
- Used daily and employ hashtag to schedule content 1-2 weeks in advance
- Repurpose content (Facebook/Blog) and employ hashtags and mentions
- Utilize URL shortener to monitor click rate

**Content Buckets:**

- Grantmaking (awards/info/success)
- Scholarships (awards/info/success)
- Staff/Board (transitions/welcomes/goodbyes/sportlights)
- Nonprofit Resources (Academy for Nonprofit Excellence)
- Upcoming events
- Philanthropy (donor stories/impact)

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# Using the calendar

- Consistency is key
  - Any schedule is fine, but be reliable.
- Proactive, not just reactive
  - Time sensitive news is great, but plan ahead
- Track deadlines, and stick to them
  - Assign and reroute if need be

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# 12 month calendar prompts

Instructions: Use this sheet to think critically about obvious triggers for content in the life of your business or nonprofit. Try adding in birthdays, anniversaries, awareness days, seasonal connections. The idea is to come up with content ahead of time.



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# What gets measured, gets done.

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## Measurement

You must keep asking,

# To what end?

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## Measurement – 7 basic steps

- Define your goals
  - Define your audiences
  - Define your benchmarks
  - Define your metrics, get buy in.
  - Define your time and costs
  - Select your data collection tools
  - Collect and analyze your data then turn what you have learned into action.
- Beth Kanter, Measuring the Networked Nonprofit

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## What is success?

- Visits to website?
- Clicks?
- Likes?
- Donations?
- New Donors?

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## More Info?

[www.thesparkmill.com/blogs](http://www.thesparkmill.com/blogs)



We can help you  
transform, pivot,  
grow, and recover.

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