



# CHARITABLE GIVING KC

Connecting Hearts & Minds

## *Connecting Hearts and Minds*

In our Connecting Hearts and Minds emails we share articles and resources with you that we think will enhance your nonprofit knowledge database and give you ideas for your own nonprofit work based on our experience.

### **How Do I Connect with my Donors on Social Media?**

#### **What is my Donor Audience?**

Once you have done all your research on your organization's general audience, you have to turn to special categories of your audience, for many of you, that will be donors since you work in development. Some of you have a really great handle on who your donors are, from ages, to genders, to occupations, to income, to a wide variety of demographics and personality and involvement information. That's great! But it's important to know how to target all of these things to attract the donors who are on social media and also potential new donors to your organization on social media.

#### **How do I Target Donors Specifically on Social Media?**

First and foremost, you need to know where your Donor's tend to "hangout" and what social media channels they tend to use. Research shows that approximately 69% of U.S. adults have a Facebook Page. It's the social media site that is the most commonly used across all age groups, so if you can only target one social media outlet and you are targeting an older demographic then this would be the outlet to use. About 68% of those ages 50-64 and nearly half of those 65 and older say they use the site.<sup>1</sup>

If you are targeting a younger demographic, you might have more success using Instagram instead of Facebook for your marketing messages. Pew Internet Research shows that Instagram is used by 67% of 18 to 29 year-olds and is populated by more photographic based content with short messages which will impact how you want to set up your marketing if you want to target that demographic.<sup>2</sup>

Twitter is the least used across the various social media platforms with only 24% of the population using it. Thus, unless you are highly certain it is a place your donors "hangout" it wouldn't be where you should put the bulk of your messaging.<sup>3</sup>

Lastly, LinkedIn, which is steadily becoming more popular as a professional networking platform and may be a great place to target if your audience is involved on that site or you are targeting more a more middle-aged business focused audience.

## Audience Specific Social Media Content

Once you have a good idea where your audience "hangs out" on social media, you want to ensure you understand what kind of marketing and informational content gets noticed and engaged with, since social media is all about engagement! The more your donors engage, the more of your content gets seen.

On Facebook, live streaming and video are seen as the hallmark of connecting with your audience. It allows the nonprofit to show more of their personality and really connect and relate with the audience in part because they can "see" you and since you are live they feel as if they are engaging with you in the moment. Thankfully, you can also then post that content to your Facebook page so those who weren't able to catch you live can also watch it.<sup>4</sup>

Instagram connects with audience best in terms of photos with text overlays or beautiful graphics. The visual element is extremely important if you want to engage on Instagram with your donors. These can be photos of donors and heartwarming donor stories or stories and features on the amazing work you are doing in the community.<sup>5</sup>

For both LinkedIn and Twitter, eye catching visuals or videos tend to get the most engagement. On LinkedIn, also uploading articles and pdfs of stories get more engagement than other types of posts.<sup>6</sup>

Overall, there are so many strategies and ways to connect, but it is so dependent on which group you are reaching out to and the message you are wanting to send to them. That is why it is important to work backwards when creating a marketing campaign, start with the ultimate goal in mind and work backwards and decide the audience you need to connect with to achieve that goal and then conduct research on the best ways to connect with that particular audience through whatever medium you choose. From there, just set it up to run and watch results roll in!

**Up Next?** Stay tuned for our next *Connecting Hearts and Minds* article on how to use surveys to enhance your donor experience and data collection for your nonprofit..

Sources:  
1-6: Pew Internet Research, 2021

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**Here are additional resources about this topic that you may find helpful:**

["Nonprofit Template Studio", 2021, NPO Centric.](#)  
[Pew Internet Research, 2021](#)

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### **Quote of the Week**

**"Don't just create content to get credit for being clever — create content that will be helpful, insightful, or interesting for your target audience."**

*David Ogilvy*

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