Tips and Ideas for Using Social Media in Fundraising

Social media has become a major portion of how people communicate to the wider world. Below are some ideas and tips on how you can use Facebook to promote giving among your classmates.

Ideas

- Donate your status to Grinnell College for the day. Post a simple giving message with a call to action, such as: "Grinnell College is looking to surpass the number of donors it had last year, make a gift to Grinnell College and show your support. Go Pioneers!"
- Start a cascade of status updates among your friends and classmates by posting something such as: "Hey, Grinnellians! I'm donating my status to Grinnell. The year ends June 30th, and I want to make sure the Grinnell experience continues to be as great as we remember. Copy and paste to your status and "Make a Gift" to Grinnell College."
- Post a picture from your time at Grinnell or from a past Reunion. Tag everyone in it and add a message such as: " Oh, the good times in Haines Hall. If you haven't made a gift to Grinnell College please do so that we can keep the good times going."
- Post updates on your end-of-year volunteering for Grinnell. Tag your friends, fellow volunteers who have helped (or given), and write a message such as "Grinnell's fiscal year is over on June 30th, and classmates like @Kim, @Julia, and @Chuck are helping make sure we make our Class of '27 goal of 100 donors by making a gif. Have you made a gift yet?"

Tips

- Use this link https://forum.grinnell.edu/giving-at-grinnell/make-gift whenever possible. This links right to the College's giving page.
- Make your message personal. A message from you will always be more compelling than anything we write.
- Include a call to action, such as "Make a Gift Today".
- Instill a sense of urgency by including facts about Class Goals or the fact that June 30 is the end of the fiscal year.
- If you mention someone in a Facebook post, be sure to remember to tag them by using the @ sign followed by their name. This sometimes comes up automatically as you type a person's name.