



Emerging Social Media Trends
for Public Media Fundraising

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1. Facebook Fundraising Tools

- Facebook allows 501c3 organizations to:
 1. Add a “Donate” button to their Facebook Pages.
 2. Add a donate button to Page posts and ads.
 3. Add a “Donate” button to their Facebook Live videos.
- Facebook also allows users to create Facebook Fundraisers for any of the 750,000 nonprofits in the Network for Good’s database.
- More Information: nonprofits.fb.com/raise-funds

2. Twitter Coins

- Live broadcasts are streamed within the [Periscope app](#) and [#LIVE on Periscope](#). A copy of the stream is uploaded to your Periscope profile and saved to your camera roll after the stream is over.
- On June 21, 2017 Twitter rolled out [Periscope Coins](#) – a new virtual currency – which allow users to give “Super Hearts” to broadcasters.
- Coins cost \$0.99 for 1,050. The price to give a basic Super Heart is 33 coins.

3. Mobile Wallet Payments

- Mobile Wallets are primarily understood as a Near-Field Communication (NFC) payment system, but increasingly they also offer online and in-app payments.
 1. Apple Pay (Blackbaud)
 2. Android Pay
- By 2020, 90% of smartphone users will have made a mobile payment.

4. Messaging App Payments

- The world's most popular messaging apps are WhatsApp, Facebook Messenger, and QQ/WeChat.
- Facebook Messenger Payments were launched in 2015 and are primarily accepted in the United States and Europe.
- 1 in 3 use WeChat Pay in China and WhatsApp Payments are launching soon in India.
- Snapchat launched Snapcash in 2014 in the United States.

5. Fundraising on the Internet of Things

- By the year 2020, over 50 billion things – cars, appliances, roads – will be connected to the Internet of Things.
- Watch the trend, however, it took donors two decades to trust giving online. Mass adoption of giving through the Internet of Things will likely take 5-10 years.

6. The Revival of Email

- Email is still the driving force behind online giving for Gen X (39%) and Baby Boomers (34%) while Millennials cite social media (44%).
- Public media does a poor job of promoting their email opt-ins.
- Email revenue grew by 12% in 2016 with an average online gift of \$87 for one-time donors and \$23 for monthly donors.
- 56% of email opens are now mobile.

7. Increasing Power of LinkedIn Pages

- Though mostly ignored by public media, your station most likely has a [LinkedIn Company Page](#).
- Engagement and/or click-throughs are often higher on LinkedIn Pages than on [Facebook](#), [Twitter](#), and [Instagram](#).

8. Stories and Moments

- To reach a younger audience, experiment with [Instagram Stories](#) and [Snapchat Stories](#).
- Instagram Stories has 250 million daily active users compared to 166 daily active users for Snapchat Stories.
- If your station has a medium/large following on Twitter and is in the habit of curating breaking news, then experiment with creating [Moments](#).

Thank You & Q&A

- Download: [The Social Media Playbook for On-Air Drives](#)
- Nonprofit Tech for Good: nptechforgood.com