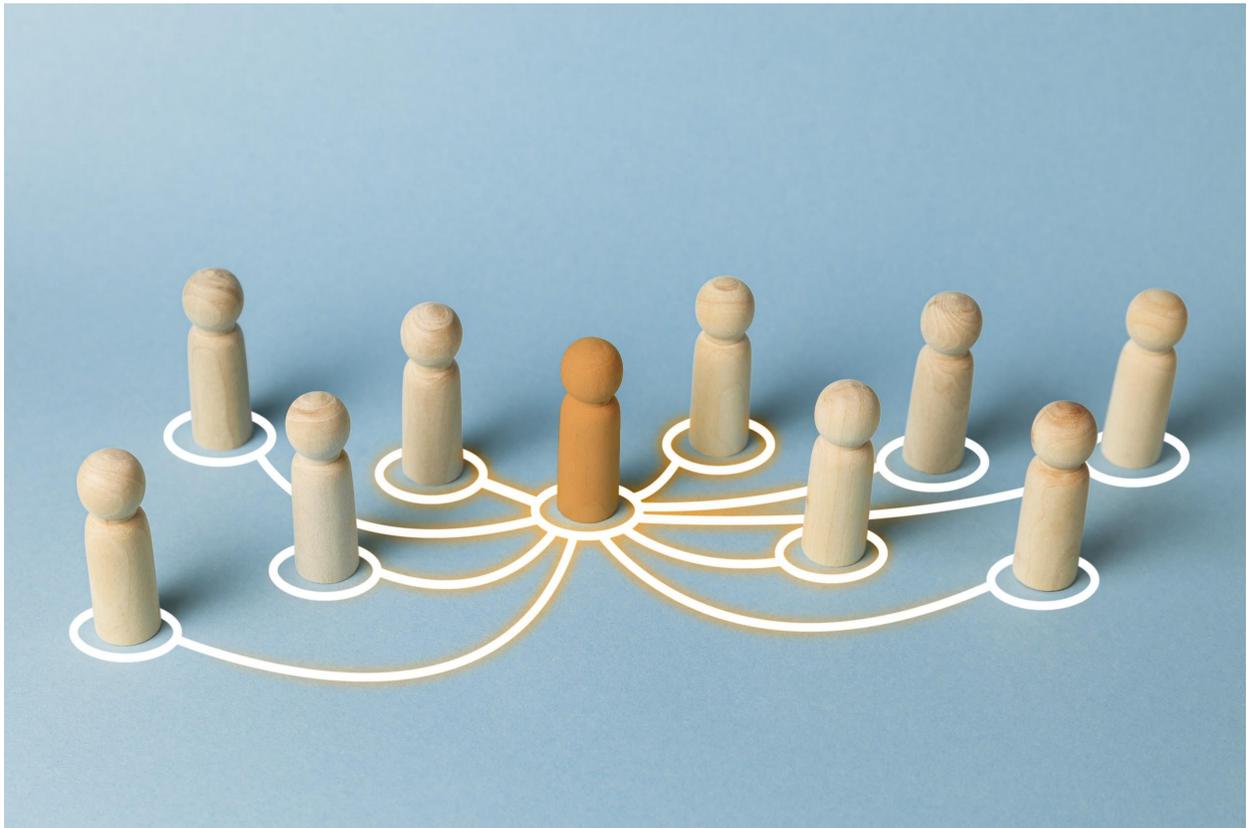


Activate Influencers on Social Media

Background: Giving Days are of growing importance not only because of the revenue increase they provide organizations, but also because they are important touch points for annual giving teams across America. While the solicitation and stewardship required cannot be underestimated, the ability to identify influencers is becoming critical to our digital world.

For profit companies have discovered the power of influencers on social media to influence others. Influence can be thought of in spheres including actions under direct control, actions they can influence within their constituency, and actions that their constituency can influence. The largest sphere of constituency influence is often most the difficult to reach, but using Fundmetric clients can identify and activate influencers on Giving Day.



How can Fundmetric Expand your organizational influence on Giving Days?

Fundmetric provides the public profile and public follower counts across many social media platforms including twitter and LinkedIn.

For Giving Days, asking people with large followings who have an email address to promote a Giving Day Tweet leading up to and on Giving Day is a chance for meaningful engagement.

How to get this from Fundmetric

It's simple easy and can be achieved in minutes:

1. Simply filter your results based on social following and other important information such as a contact and solicit preferences:

The screenshot displays the Fundmetric interface. On the left, a blue filter panel titled 'Filters' is open, showing the following settings:

- Social Profiles:**
 - Service: twitter
 - Followers: 10,000 - ∞
- Emails:**
 - Has an email address: Yes

The filter panel also includes an 'Add Filter' button, a 'Limit' input field, and an 'Actions' dropdown. The main area shows a list of 6 constituent profiles, each with a profile picture, name, role (Acquisition), and social media icons. The list includes:

- Trystan Predovic** (Acquisition): \$140.00, 4 donation(s), ID: 19186
- Marisa Hoeger** (Acquisition): \$30.00, 1 donation(s), ID: 18352
- Jade Schmeler** (Acquisition): \$0.00, 0 donation(s), ID: 18106
- Alphonso Ward** (Acquisition): \$0.00, 0 donation(s), ID: 17944
- Samson Kohler** (Acquisition): \$0.00, 0 donation(s)
- Kari Emmerich** (Acquisition): \$3,450.00, 6 donation(s)

2. Use Fundmetric's Email Builder or contact Fundmetric for a reusable template and make the ask to your digital audience.

James, What's the power of Twitter?



James, you have been identified as a key member of our community, and last year our giving day raised \$200m. This year, we are trying to set a new record and we would like you to help us, by tweeting:



The Stadium

Some starting text content

I'll Tweet this



The Scholarship

Some starting text content

Tweet Now



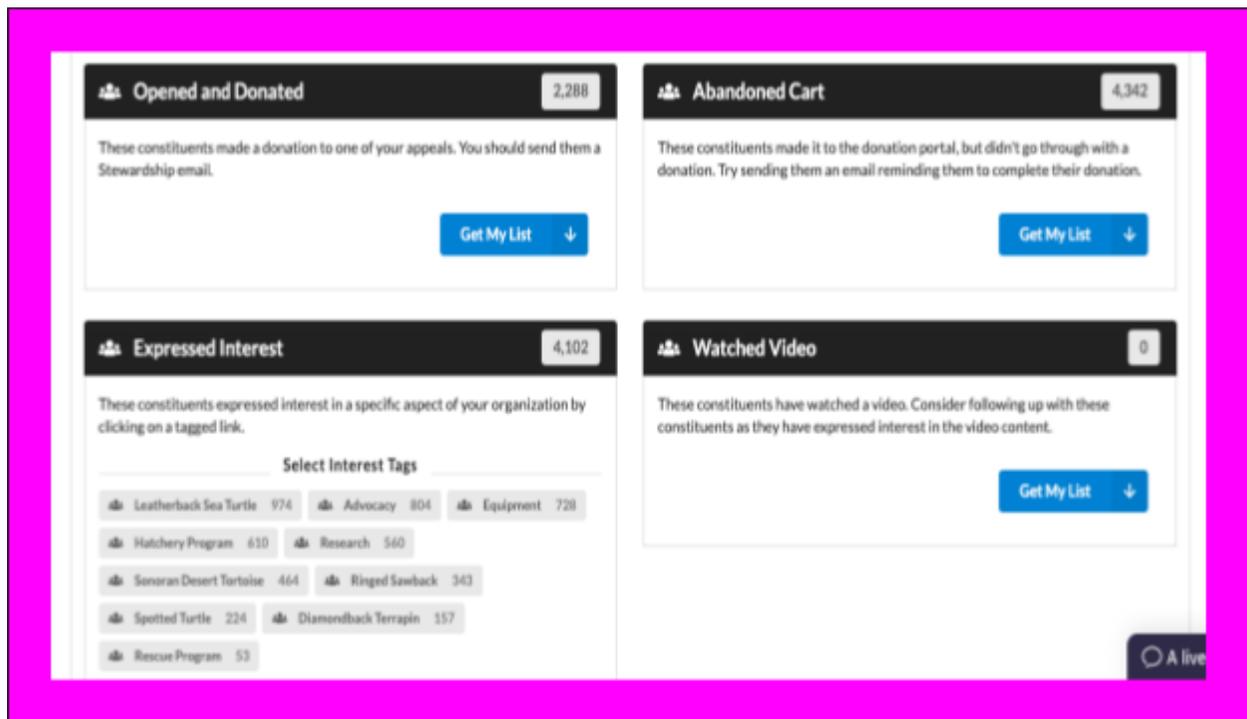
Education

Some starting text content

I'll Tweet this

Analyze and measure your effectiveness

3. Fundmetric reporting tells you the effectiveness of your appeal, who to retarget and helps incorporate a level of personalization that was previously too manual for most Fundraisers.



Conclusion

Clients have used this data to activate new segments of their database, and connect with constituents on the causes they care about. To get started, or for questions, please contact us today.