

Google+ for your nonprofit

Using Google+ to achieve your year-end goals
this holiday season

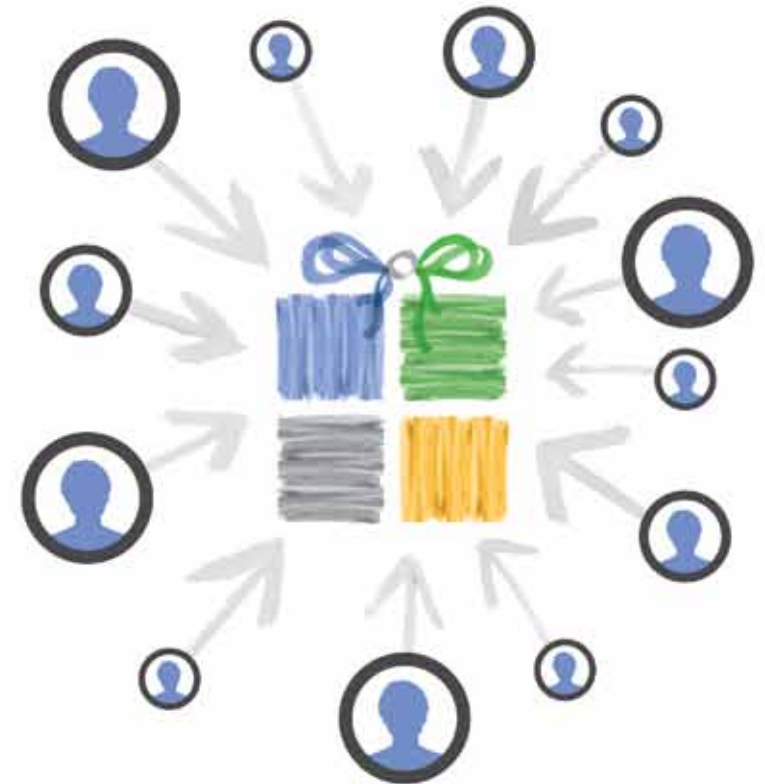
Google+ for your nonprofit



How to turn your Google+ following into charitable gifts

Google+ can help nonprofit organizations looking to build relationships with donors, members, recipients and other constituents. The December holidays are an especially good time to leverage Google+ to meet your organization's year-end goals.

We wanted to help you achieve your goals on Google+ by giving you this best practices guide for the holidays. These tips will assume you already know the basics of Google+ and have been able to create a Google+ Page. If not, please check out our Google+ for Nonprofits Page (<http://www.google.com/+learnmore/nonprofits/>) before you dig into these fundraising tips. Or skip to page 3 of this booklet, "Jumping in," for a quick introduction to Google+.





What we've discovered

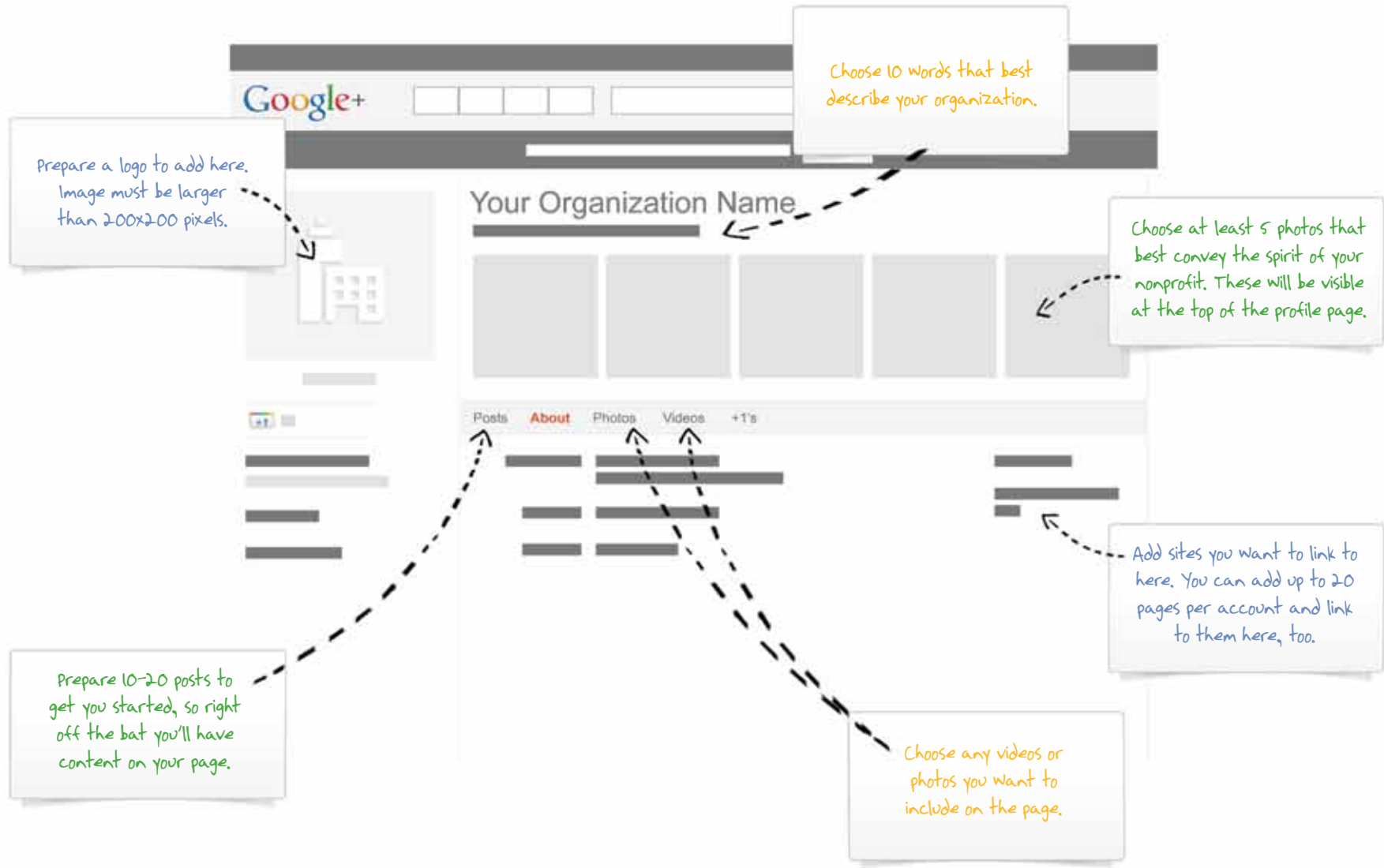
We've done the research. And we've come across some interesting information on social media and nonprofit fundraising.

As donors become more involved online, they want to connect with nonprofits through social media. With this shift from paper to online, organizations can provide more transparency by posting their goals. This is becoming as important in gaining donor loyalty as more traditional forms of solicitation once were. With the transparency of social media, donors are able to see how their donations positively affect the organization and are able to view giving as a partnership.

For nonprofits to successfully use social media, they need to build high quality relationships online. This means being active, personal and authentic. Google+ provides an online environment that simulates real life, where you can share different information with different groups of people, so that you can be more targeted and personal with each group.

Jumping in

This is a quick refresher course on getting started.



11 ways to build your nonprofit on Google+

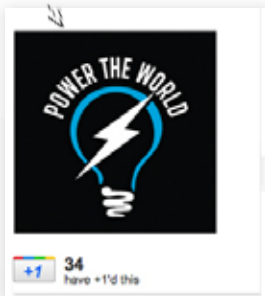
The following are tips that can help improve the effectiveness of your Google+ Page.

1.

Ensure your page reflects your brand.

Your Google+ Page is the channel through which people will experience your organization on Google+. Make it consistent with the essence and spirit of your organization by including your logo, colors and other strong representations of you.

Logo in profile photo



2.

Include all of the most important information.

Make sure your page includes an official title in the heading, a brief description in the subtitle and the most up-to-date information in the About section. People should not have to click through to your website to understand what you're all about.

Title and descriptor

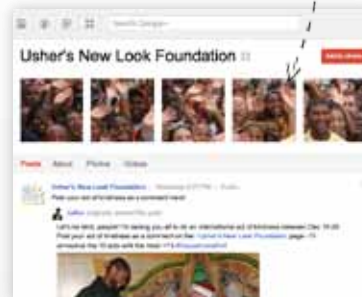


3.

Make your page beautiful.

Google+ has lots of spaces to display your best imagery in an engaging way. Be thoughtful with the images you choose. Ensure they look good in a small format, showcase a diversity of who you are and choose images that work well together in your Google+ banner.

Imagery



4.

Showcase emotionally engaging content.

Google+ allows you to post and share great media content that will help you get people emotionally involved. Post a video of a success story or images of your organization hard at work on the ground so viewers are drawn in and invested.

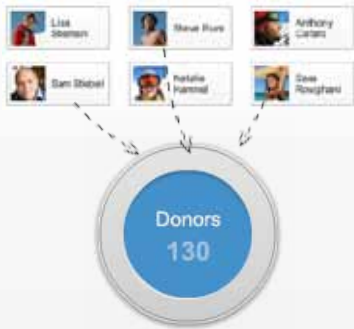


11 ways to build your nonprofit on Google+ (cont'd)

5.

Create a donor Circle.

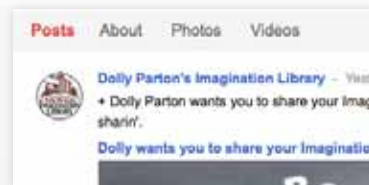
Put all of your donors in a Circle or consider creating different circles of donors based on demographics and campaigns. Then post exclusive updates for this group regarding your progress toward your fundraising goals or invite them to a special Hangout with your leadership. This is an easy way to help donors feel included.



6.

Post frequently.

Establish a loyal following by providing users with the most up-to-date information on your projects, progress and future goals. Create a posting schedule and post at least once a day to make sure you are sharing new and interesting content that sparks genuine conversation. The best times to post are between 10am and 1pm. Keep in mind that posting can mean a lot of things, from new pictures to a link to a recent story. It can be quick and easy.



7.

Post specific asks.

When fundraising on Google+, ask for an exact amount by a target date. Ensure followers are aware of what you're asking by using clear, concise language. This will make it more likely that people will take part.



8.

Make it easy for people to act.

Provide direct links for people to act upon your asks. If you're asking for people to donate through your website, be sure to put the specific link directly on your post.



11 ways to build your nonprofit on Google+ (cont'd)

9.

Follow through with updates.

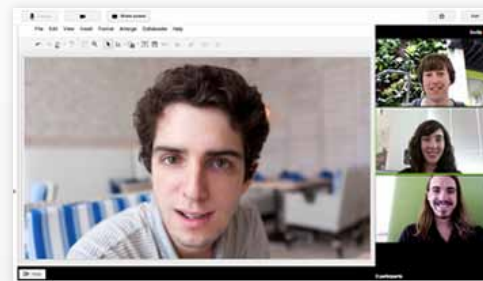
Once you've asked people to do something, ensure long-term loyalty and show you're accountable by sharing how it went as soon as you know. For example, if you're hosting an event, follow up the next week and tell users how many attended. Post a video about what you did.



10.

Remember the young users.

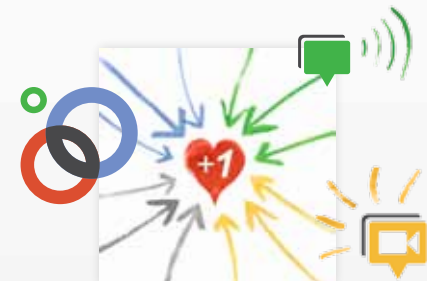
People ages 18-35 have a large presence on social networks and are enthusiastic users, but are sometimes overlooked because they make smaller donations at first. At the same time, their loyalty, networks and passion pay off for some nonprofits. Engage this group by inviting them to participate in special Hangouts or by running a Google+ campaign asking for small donations.



11.

Be creative and have fun!

You're playing around with a new social media platform, so make the most of it! Users are drawn to organizations that are doing new and interesting things. For example, some organizations are using Hangouts as a forum to create dialogue between experts across geographies. Play around with different applications and see what works best for your organization.



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<http://www.google.com/+learnmore/nonprofits/>