

The Social Fundraiser

LEARN TO RAISE MORE IN 14 DAYS

DAY 1: WELCOME & OVERVIEW

- ▶ 5 Keys to Success
- ▶ Graduation & Beyond

Resources & Downloads

- Facebook Group Access
- Resources Download

DAY 2: FUNDAMENTALS OF FUNDRAISING

- ▶ Fundraising Overview
- ▶ The Donor Pyramid
- ▶ The Fundraising Cycle
- ▶ Campaigns & Donors

Resources & Downloads

- Concentric Circles
- Fundraising Terms

DAY 3: BACKGROUND & ANALYSIS

- ▶ SWOT Analysis
- ▶ Competitor Analysis

Resources & Downloads

- The Master Spreadsheet (calculators, tracking & more)

DAY 4: AUDITS & AVATARS

- ▶ Completing a Social Media Audit
- ▶ Creating Your Avatars

Resources & Downloads

- Avatars Worksheet

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DAY 5: BRANDING & CONTENT BASICS

- ▶ Branding Guidelines
- ▶ Intro to Keywords & SEO
- ▶ Crafting Your SMVP
- ▶ Profile Optimization

Resources & Downloads

- Branding Worksheet
- Optimization Checklist

DAY 6: CONTENT MARKETING

- ▶ Algorithms Explained
- ▶ Advanced SEO & Hashtag Strategy

Resources & Downloads

- Hashtag & Keyword Bank

DAY 7: CONTENT STRATEGY

- ▶ Content Types and Ideas
- ▶ Captions, Hashtags, CTAs & More

Resources & Downloads

- Pre-post Checklist
- Creative Calls to Action Download

DAY 8: GOALS, GROWTH, AND MORE

- ▶ Benchmarks & Goals
- ▶ Growth & Engagement Strategies

Resources & Downloads

- Goals, Engagement & Growth Worksheet
- Social Media Toolkit Download

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DAY 9: SOCIAL MEDIA FUNDRAISING CAMPAIGN

- ▶ Types of Campaigns & Strategies
- ▶ Landing Pages
- ▶ Stewardship

Resources & Downloads

- Stewardship Plan Download
- DM Fundraising Samples
- Year-end Campaign Video

DAY 10: METRICS

- ▶ Metrics Explained
- ▶ Metrics Walk-Through

Resources & Downloads

- Metrics Tracker

DAY 11: PLATFORM-SPECIFIC FUNDRAISING

- ▶ Facebook + Groups
- ▶ Instagram + Threads
- ▶ LinkedIn
- ▶ TikTok
- ▶ X (Twitter)
- ▶ YouTube

Resources & Downloads

- Strategy Worksheet

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DAY 12: DONATE ADS

- ▶ Donate Ad Strategy
- ▶ Donate Ad Design
- ▶ Ad Set up and Targeting

Resources & Downloads

- Ad ROI Calculator
- Storyboard Worksheet

DAY 13: DIGITAL FUNDRAISING & TOOLS

- ▶ Introduction to Digital Fundraising
- ▶ Tools and Tricks
- ▶ AI and Social Media

Resources & Downloads

- Security & Response Policy

DAY 14: YOUR FINAL PLAN

- ▶ Executive Summary
- ▶ Team Buy-in
- ▶ Next Steps

Resources & Downloads

- Your Social Media Fundraising Plan