

Facebook & MySpace: Strategies to Boost Your Alumni & Development Efforts

Devin T. Mathias
University of Michigan

You will have:

- **Tools to engage and identify donors via social-networking tools**
- **Strategies to make your case for support via social-networking**
- **An understanding of the difference between fundraising within the social-networking environment and “traditional” development and alumni relations**
- **Had a great time!**

Some assumptions under which we will operate:

- **You understand the basics of social-networking***
- **You have a Facebook account****
- **You have an online presence and online giving options for your constituents**
- **You have resources to dedicate to your social-networking efforts**
- **We all agree Web 2.0 goes well beyond Facebook, MySpace & YouTube.**

*** If not, visit:**

<http://tinyurl.com/dtm-socialnet>

**** If not, visit:**

www.facebook.com

How to Connect with Alumni & Increase Giving

Key Ingredients to Fundraising with Facebook

Expanding Your Fundraising Efforts via Social-Networking

Questions & Answers

Some basic statistics:

- **43% have visited social-networking sites in the last month**
 - 18% aged 41-50
 - 34% aged 31-40
 - It's *not* just the recent grads

Source: "Social-Networking Survey – Web 2.0 today" August 2008

- **18-24 year olds, when asked "*If you had 15 minutes of time, which activity would you most like to do?*" responded:**
 - 17% - Check social-networking site
 - 17% - Talk on cell phone
 - 14% - Watch TV
 - 10% - Surf web
 - 9% - Play video game

Source: "Never Ending Friending" April 2007

Four components for *How to Connect with Alumni*

- **Creating Personalized Content**
- **Using Social-Networking For Alumni Community Development**
- **Creating Mutually Beneficial University/College Pages**
- **Attracting Constituents and Promoting Giving**

Creating Personalized Content

- Two-way street
 - You create personalized content for...
 - Traditional Events – *Univ. of Michigan Tailgate*
 - Strictly Facebook Events – *International Update Your Record Day*
 - Congruent Live / Facebook Events – *No matter where you are, join us for the Recent Grad Reunion*
 - Special “Facebook Insider” news
 - Using the users’ networks

Creating Personalized Content

- **Two-way street**
 - **Your constituents create personalized content for...**
 - **Promoting you**
 - www.facebook.com/osu
 - www.osu.edu/O-H-I-O/
 - **Criticizing you**
 - “I got that ***** named Telefund off my back.
 - Fire Coach So-and-so
 - **Soliciting for you**
 - **Soliciting for others**
 - **Imitating you**

Creating Personalized Content

- Create urgency
 - Use personalized content to make your page exciting and make action items urgent
 - Applications can be generated to speak directly to your institution
 - Consider giveaways with deadlines

Overriding theme:

- Your content must be engaging and kept current

It's a Winning Call for Michigan!

UM Alumni - Win an iPhone



Win a 16GB iPhone simply by updating UM with your contact information by March 25, 2008. Click here to enter. Go Blue!



Dear U-M Alum,

The Apple iPhone has become the hottest way to connect with the world. Connect with the University of Michigan and you may get one of your own! Michigan alumni receiving this message are eligible for a chance to win a 16GB Apple iPhone on March 26, 2008.

Simply fill out our Alumni Record Update form at www.giving.umich.edu/iphone before March 25, 2008 to enter. You'll just need to provide the following information:

- Name (first, last and maiden, if applicable)
- Home address
- Phone number (please indicate cell or home)
- Email address

The iPhone winner will be selected at random and notified on March 26, 2008, so make the connection and send in your entry now!

Using Social-Networking For Alumni Community Development

- **Help alumni identify their own affinity via groups**
 - **“THON Alumni 1995-1998”**
 - **“UMRT Alumni”**
 - **“Florida Players Alumni”**
- **Look for areas that would support your case for support**
 - **“LSA Scholarship Students”**
 - **“Kinesiology 2008 Senior Class Gift”**
- **Identify the groups that are missing**
 - **“University of ABC donors”**
 - **“Locks of Love Donors & Recipients”**

Using Social-Networking For Alumni Community Development

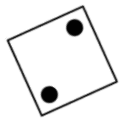
- **Identify groups that are under-serviced**
 - Faculty / Staff
 - Parents & Families
 - Other special constituencies
- **But don't forget our traditional affiliations**
 - "Bay Area MBA Alumni"
 - "School of Natural Resources and Environment Alumni"
 - "Class of 1993 Alumni"

Using Social-Networking For Alumni Community Development

Keep in mind:

- If the groups have no value to the members, you lose the opportunity to properly engage them.
- If the members do not want to promote the group (and, in turn, your cause), it is not worth your efforts.

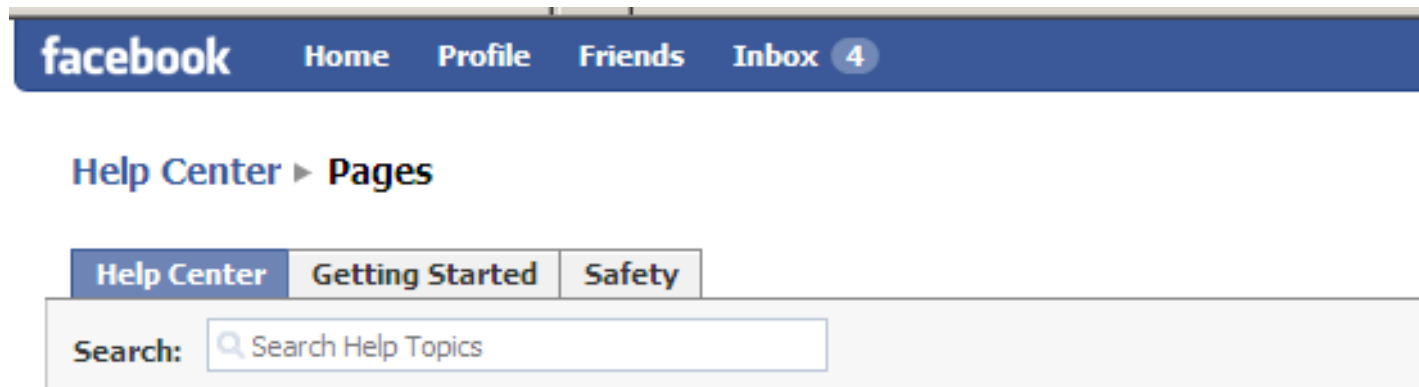
Brings us to our second overriding theme:



Your constituents must want to promote you

Creating Mutually Beneficial University/College Pages

Basics: What is a Facebook “page”



Pages

Facebook created Pages when we noticed that people were trying to connect with brands and famous artists in ways that didn't quite work on Facebook. We created Pages to offer you a way to accurately represent on Facebook what's important to you in real life. Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love. Not only can you connect with your favorite artists and businesses, but now you also can show your friends what you care about and recommend by adding Pages to your personal profile. Please note that only the official representative of an artist or business is allowed to maintain a Page for that figure.

Basics:

Identity

Fans

Updates

Applications

University of Michigan

[Browse more non-profits](#)


Founded: 1817

▼ Simply RSS

My Feeds

U-M News Service Weekly Podcast

February 8

Success elevates profile of U-M screenwriters

Jim Burnstein, head of U-M screenwriting program, talks about program and need for state to attract film companies

January 23

"I'm 25 and I still live with my parents"

Podcast featuring Sheldon Danziger, professor in the Ford School of Public Policy.

[Edit Page](#)
[Edit Admins](#)
[Send an Update to Fans](#)
[Promote Page with an Ad](#)
[Add to my Page's Favorites](#)
[View Updates](#)
[Remove me from Fans](#)
[Remove from my Page's Favorites](#)
[View Insights](#)

Share

▼ Favorite Pages

6 of 11 Pages

[See All](#)



Michigan
Telefund



Harlan
Hatcher
Graduate
Library /
University
of Michigan



University
of Michigan
Medical
School



School of
Social Work
at
University
of Michigan



The
University
of Michigan
Solar Car
Team



University
of Michigan
Dance
Marathon

▼ Fans

6 of 27,968 fans

[See All](#)

Creating Mutually Beneficial University/College Pages

Facebook Page #1:

- Great site for alumni to visit
 - Up-to-date information
 - Engaging calendar and activities
 - Exclusive news and downloads
 - Easy to share with friends, fans and alumni
 - Can upload user-created pictures and videos

Facebook Page #2

- Great site for the institution
 - Added application / software that collects info
 - Has links to giving and record update sites

Attracting Constituents and Promoting Giving

- Are these two items mutually exclusive?
- What has driven people away from MySpace and to Facebook?
 - Over-commercialization and in-your-face marketing
- Let the content and applications you develop attract the constituents – let your fans attract other fans...
- ...don't scare them off by asking for money or information all of the time!

Attracting Constituents and Promoting Giving

- It is more important to use this medium to constantly build your case and overcome objections to giving.
- Research your alumni and see what drives your donors to give and what prevents your non-donors from donating.
- Use this research to drive the majority of your social-networking communications plan
- Ask on limited basis when you can have urgency
 - Via “Challenge” campaign
 - End-of-year incentive
 - Class gifts / Pseudo deadlines

Attracting Constituents and Promoting Giving

Example from Michigan recent undergraduate alumni:

Donors cite these reasons for supporting U of M:

- Improve the quality of academic programs
- To ensure that future students have the same opportunity for a top quality education as I had
- The value of my own degree depends on the continued strength of the University

Attracting Constituents and Promoting Giving

Example from Michigan recent undergraduate alumni:

Non-donors cite these reasons for not giving to U of M:

- My money has greater impact on other organizations
- UM doesn't need my money
- My obligation to U of M was fulfilled by paying tuition
- I don't know how my gift dollars are used

Attracting Constituents and Promoting Giving

Example from Michigan recent undergraduate alumni:

Go Blue! 

Friday, November 21, 2008 at 10:35am

Two videos worth sharing...

http://www.youtube.com/watch?v=RWO_3f0VPTo

<http://www.youtube.com/watch?v=o3GWCSqxGuQ>

Go Blue!

Go Blue!

Source: www.youtube.com

[Play Video](#)

Impact of the Michigan Difference

Campaign

Share 

<http://tiny.cc/dtm1>

<http://tiny.cc/dtm2>

YouTube Broadcast Yourself™
Worldwide | English

[Home](#)[Videos](#)[Channels](#)[Community](#)

What Is The Michigan Difference?




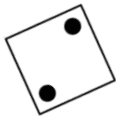

Brings us to our third overriding theme:



Build your case for support, dismantle barriers to giving and don't ask too often

What questions do you have?

Key points thus far:

-  **Your content must be engaging and kept current**
-  **Your constituents must want to promote you**
-  **Build your case for support, dismantle barriers to giving and don't ask too often**

Three Key Ingredients to Fundraising with Facebook

- **Using photo and video fundraising tools on Facebook**
- **Promoting your case via Facebook ads & marketing tools**
- **Keeping alumni on your site through gift completion**

Using photo and video fundraising tools on Facebook



Share videos about your institution with your alumni and donors that support your case

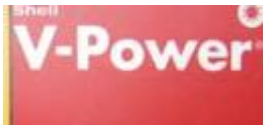


Promote and allow alumni to upload their own photos and videos about your institution



Create motivation for user-created videos that support your case and giving.

Using photo and video fundraising tools on Facebook



Example:



iamfresnostate.com



Check out
iamfresnostate
on
myspace

Check out **iamfresnostate** on

facebook



Check out **iamfresnostate** on



Check out
iamfresnostate
on
You Tube



Promoting your case via Facebook ads & marketing tools

- Start by identifying your needs
 - Biographic updates?
 - Gifts?
 - Stewardship?
 - Prospect education?
 - Prospect identification?
 - All of the above?
- Focus on finding an easy way to meet these goals that does not seem invasive to the Facebook user

Promoting your case via Facebook ads & marketing tools

- Target to your needs

- Biographic update

Bio update events

- Gifts

Build case

- Stewardship

Highlight donor impact

- Prospect education

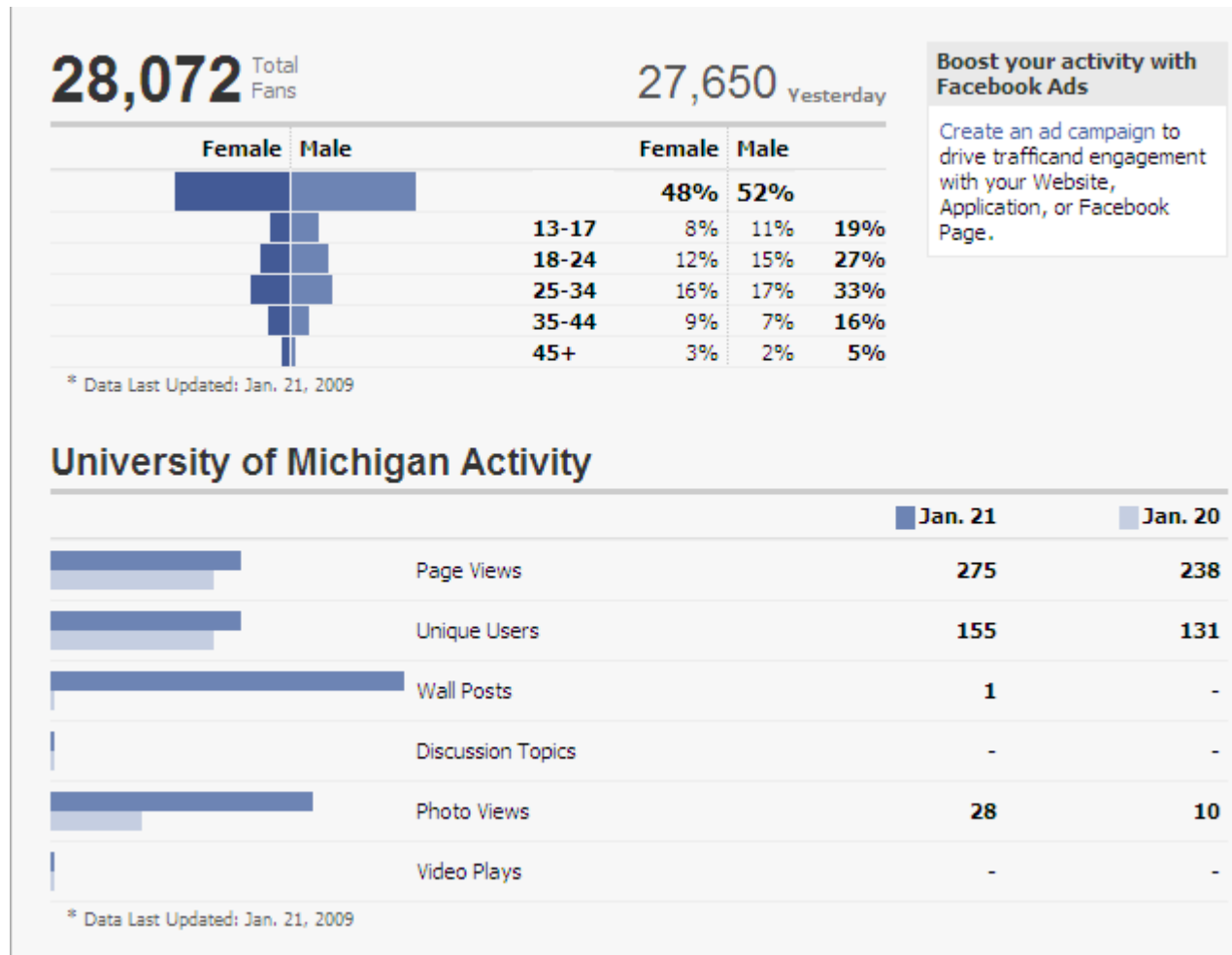
Build case

- Prospect identification

Conduct surveys

- The tools on Facebook are very user-friendly and provide valuable insights

Promoting your case via Facebook ads & marketing tools



Promoting your case via Facebook ads & marketing tools

Some best practices:

- Play around and get comfortable with the tools for creating an ad before you dedicate your entire budget to promoting it.
- Test ad language with students – see what would catch their attention.
- Keep an eye on your ad's performance – tweak it to see what improves your efforts.

Promoting your case via Facebook ads & marketing tools

Some best practices:

- If in need of action (bio updates, gifts, etc.) use the cost-per-click option, so Facebook is inclined to post your ad as often as necessary to reach your goal.
- If your goal is passive (education, case building, etc.) use the cost-per-impression option, so you can focus on getting in front of as many people as you can, regardless of whether or not they click through on the ad.

Promoting your case via Facebook ads & marketing tools

Some best practices:

- Once you are off-and-running with your Facebook efforts, you can promote your page via “organic ads” – those that illustrate one fan’s actions to his/her friends

Promoting your case via Facebook ads & marketing tools

Some best practices:

- Target based on the available characteristics
 - By keywords:
 - “Michigan football”
 - “Philanthropy”
 - By country, state or city
 - By education
 - By employer
 - By gender
 - By marital / relationship status

University of Michigan



Become a fan of the University of Michigan, academics and athletics! Keep up with everything new at UM. Go Blue!

Univ. of Michigan alumni



Go Blue! Show your true maize and blue colors and become a fan of the University of Michigan page. Click here (and tell your friends)!

- Use a picture your constituents will quickly associate with your institution or effort
- Use language that is clear and simple
- Don't be tacky – take a minute to review other ads on Facebook and MySpace – what catches your eye? What makes you cynical?
- Balance fun and classy
- If possible, have the link lead to a page synchronized with your Facebook campaign

University of Michigan



Become a fan of the University of Michigan, academics and athletics! Keep up with everything new at UM. Go Blue!

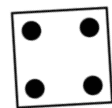
- Test.
- Test.
- Test.

Univ. of Michigan alumni



Go Blue! Show your true maize and blue colors and become a fan of the University of Michigan page. Click here (and tell your friends)!

Bringing us to our fourth overriding theme:



Test everything... keeping testing until you find the results you need.

Keeping alumni on your site through gift completion

What do you find makes a transaction site user-friendly?

What makes you feel appreciated?

What makes it feel less like a transaction?

Keeping alumni on your site through gift completion

- **Make the site quick & comprehensive**
- **Show gratitude at the beginning of each step**
- **If feasible, thank those donors that come in via Facebook on Facebook – this requires someone to be paying attention!**
- **New thought – if you can personalize the thank you page after the donor makes a gift online, use the +Share feature so the donor can let others know they made a gift to your cause.**

Keeping alumni on your site through gift completion

Send a Message

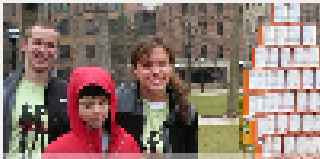
Post to Profile

Comment:

Choose a Thumbnail

◀ ▶

1 of 4



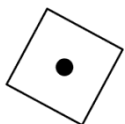
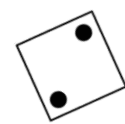


☐ No Picture

Your Gift Matters | University of Michigan

Donor-created scholarships enabled U-M student Ryan Mack to pursue his dream of becoming an engineer. They also turned him into a philanthropist.
<http://www.giving.umich.edu/gift/>

What questions do you have thus far?

Key points thus far:

-  **Your content must be engaging and kept current**
-  **Your constituents must want to promote you**
-  **Build your case for support, dismantle barriers to giving and don't ask too often**
-  **Test everything... keeping testing until you find the results you need.**

Three components for *Expanding Your Fundraising Efforts via Social-Networking*

- Transparent fundraising programs on your Facebook page
- It is a viral medium – make sure your message spreads
- Long-term strategies for utilizing Social Networking

Transparent fundraising programs on your Facebook page

- Though they may be making \$25 gifts, donors are more sophisticated than ever before.
 - They research organizations
 - They test you on stewardship
 - They get frustrated by miscommunication
 - They do not want to feel “tricked” into being asked.

Transparent fundraising programs on your Facebook page

- Use your page to illustrate your thanks and give updates... not just to ask!

Transparent fundraising programs on your Facebook page

Scott Harrison posted an announcement to the cause [charity: water](#).

hello from sunny ethiopia, where we've had the joy of visiting some of the 300 wells [charity: water](#) has funded here.

we've finally got a blog! you can see our latest photos from india and bangladesh, and soon from ethiopia... here's the link:

<http://www.charitywater.tumblr.com>

You can also subscribe to get the latest info on what 100% of your donations are doing in the field

In just over 2 years, you've helped us raised \$8.5m and fund 1247 water projects in 14 countries serving 640,000 people.

We can't wait to see what's possible in 2009.

Scott Harrison

[View Announcement](#) - [Invite Friends](#)

Thanks,
The Causes Team

[Stop receiving emails from this cause](#)

It is a viral medium – make sure your message spreads

 Brad Kerr posted a link.

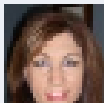
My Fundraising Page

Source: pages.teamintraining...

Hello everyone. A big thank you for all of the love and support. When I need a mental push to keep going I think about the many of you who have given generously to support this cause. The miles of training are worth it as we hopefully come closer to finding a cure.

“ This link is to a fundraising effort by a friend from high school, Alonda Willis Hartford. She is participating in her first triathlon in honor of her dad who is battling cancer. Take a look at her site and if you would like to make a donation, she would be very grateful. Thanks.

Comment - Share



Kim Scott Hepfer at 7:33am January 26
Thanks for posting this! :)

Write a comment...

The fifth overriding theme:



“It’s the ~~economy~~ network, stupid”

It is a viral medium – make sure your message spreads



University of South Carolina
South Carolina's Flagship University

South Carolina

Y'ALL

Development home

Annual Giving

Recognition Societies

Ways to Give

Give Online to Carolina

Development Staff

Advancement home

Search

More search options

A-Z Index



Y'ALL Facebook community

We'd like for you to become a friend on the Facebook page for We're South Carolina Y'ALL. Here's how:

If you are already have an account on Facebook:
Go to www.facebook.com and log in. Search on the South Carolina network for "We're South Carolina Y'ALL" and add us as your friend.

If you do not have an account on Facebook:
Go to www.facebook.com and sign up. Once you have created an account, search for "We're South Carolina Y'ALL" on the South Carolina network and add us as your friend.



Y'ALL
YOUNG ALUMNI LEAVING A LEGACY

- ▶ About Y'ALL
- ▶ Learn more about the Y'ALL Facebook group
- ▶ Visit the Y'ALL MySpace community
- ▶ Join the Gamecock Network
- ▶ Contact
- ▶ Stay connected with Carolina: Update your record
- ▶ Attend a Young Alumni Event

Long-term strategies for utilizing Social Networking

- Be up-to-date with your ability to post and share items
- Remember – social-networking does not work in a vacuum. You must coordinate with your other communications efforts.
- Make your visitors promoters
- Make it easy for everyone to feel as if his/her story – and support – is appreciated.

One more overriding theme:



Social-networking efforts *must* be coordinated with your other communications (not just fundraising!) efforts.

Long-term strategies for utilizing Social Networking

Your gift matters

Story Categories: [Animals](#) • [Health](#) •

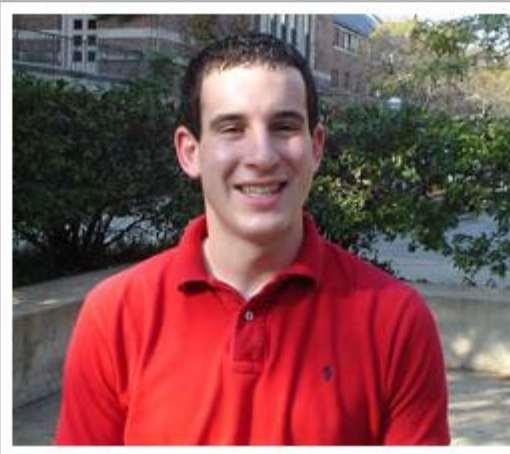
Giving the gift of life

Brian Restuccia, 22
Sourcing Specialist at Target
BA in Economics and Political Science in 2008

While I was a student I gave back to U of M by being active on campus through various philanthropic activities, including supporting the university itself through supporting higher ed funding or student giving programs. It is somewhat disappointing that I now cannot be on campus to be as involved, but I know that dollars are just as important in giving future students the opportunity that I had at UM.

I also donated to the Blood Battle and the Humane Society. I gave to the Blood Battle because I felt that it was an important way to give of yourself and really make an impact in others' lives. I volunteered at the Humane Society because I love animals.

Date Created: 7/1/2008 1:53:46 PM



Brian Restuccia

[« Back](#)

[SHARE YOUR STORY »](#)

Find a Story

[Find a story by cause »](#)

Causes

[Animals](#) [Arts, Culture,](#)
[Humanities](#)
Community,
Social Services
[Diversity](#) [Education](#)
[Environment](#) **Health**
[International](#) [Political /](#)
[Activism](#) [Religion](#) **True**
Blue Michigan

Giving Opportunities

Long-term strategies for utilizing Social Networking

- Many areas of development and the institution come together within this medium
 - Annual Giving
 - Volunteer Management
 - Stewardship
 - Communications
 - Research
 - Alumni Records
 - IT
 - Student Affairs
 - Etc.....

Long-term strategies for utilizing Social Networking



Europe (232)
 Families (496)
 Future students (105)
 Game day (293)
 Graduation day (31)
 International students (15)
 Interstate (Ohio pictures) (143)
 Latin America/Caribbean (127)
 Military (48)
 On campus (128)
 Service (56)
 Shadows (33)
 Study abroad (121)
 Travel/Vacation (1069)
 US (786)
 Weddings (143)

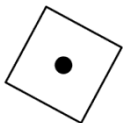
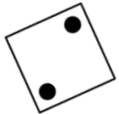




O-H-I-O Social Media:

 Ohio State on YouTube
 Ohio State on Facebook
 Share this page on FaceBook
 Ohio State photos on Flickr
 Ohio State on del.ici.ous

Long-term strategies for utilizing Social Networking

- Engage these other areas with your goals and your specialty
 - Help breakdown campus politics
 - Help avoid competing, donor-frustrating communication
- Engage your audience *and* your future audience
 - You don't have to wait until graduation
 - Your current students should be the first to understand "what's next?" after Facebook or within Facebook

What questions remain?

-  Your content must be engaging and kept current
-  Your constituents must want to promote you
-  Build your case for support, dismantle barriers to giving and don't ask too often
-  Test everything... keeping testing until you find the results you need.
-  "It's the network, stupid"
-  Social-networking efforts *must* be coordinated with your other communications (not just fundraising!) efforts.


[View Photos of Me \(229\)](#)
[Edit My Profile](#)

Devin Mathias is giving a presentation on using social-networking for fundraising and alumni relations! a moment ago clear

[Wall](#)
[Info](#)
[Photos](#)
[Boxes](#)
[+](#)

[Update Status](#)

[Share Link](#)

[Add Photos](#)

[Write Note](#)

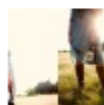
[Nawakwa](#)


[Post](#)
[All Posts](#)
[Posts by Devin](#)
[Posts by Others](#)
[Settings](#)

Yesterday



Devin is giving a presentation on using social-networking for fundraising and alumni relations! 12:10am - Comment



Heather Dunavin Thorne wrote at 7:39pm

Thanks Devin!!

Wall-to-Wall - Write on Heather's Wall



Devin is @ The Ark for the Justin Roberts show - great time!

11:46am - Comment



Devin wrote on Heather Dunavin Thorne's wall.



Devin wrote on Kristen Abbey's wall.



Jessica Koshko Elliott wrote at 12:07am

You made me laugh! It was 40 degrees here today :)

Wall-to-Wall - Write on Jessica's Wall

[Edit](#)


Contact: **dmathias@gmail.com**

Facebook & MySpace: Strategies to Boost Your Alumni & Development Efforts

Devin T. Mathias
University of Michigan