

Social Media Tips



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No one knows
who we are

We need more
social media



A woman with long brown hair, wearing a light pink button-down shirt, is sitting at a wooden desk. She is leaning forward with her head resting on her crossed arms, appearing tired or stressed. On the desk in front of her is a silver laptop, a pair of black-rimmed glasses, and several papers, including one with a blue bar chart. To the right of the laptop is a white coffee cup and a silver travel mug. In the background, there is a window with a yellow planter and some office supplies. A green speech bubble with a white border is positioned in the upper right corner of the image.

What am I
going to post?

A young woman with long, wavy brown hair is shown from the chest up. She is wearing a blue denim jacket over a black and white striped shirt. She has a shocked or frustrated expression on her face, with wide eyes and an open mouth. She is holding a white smartphone in her left hand, which has a red wristband on it. Her right hand is raised with fingers spread in a gesture of disbelief. The background is a bright, out-of-focus indoor setting with a white chair and a plant visible.

Only 10
people saw
it???

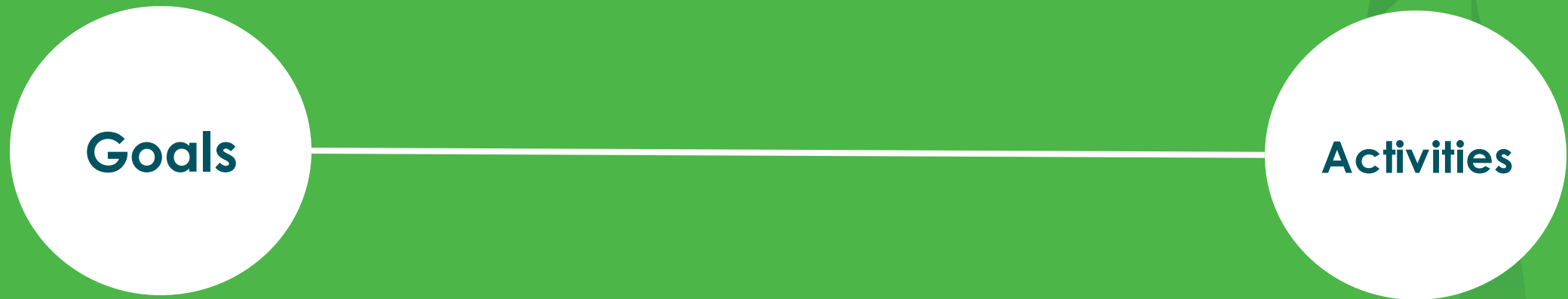
There has to be a better way



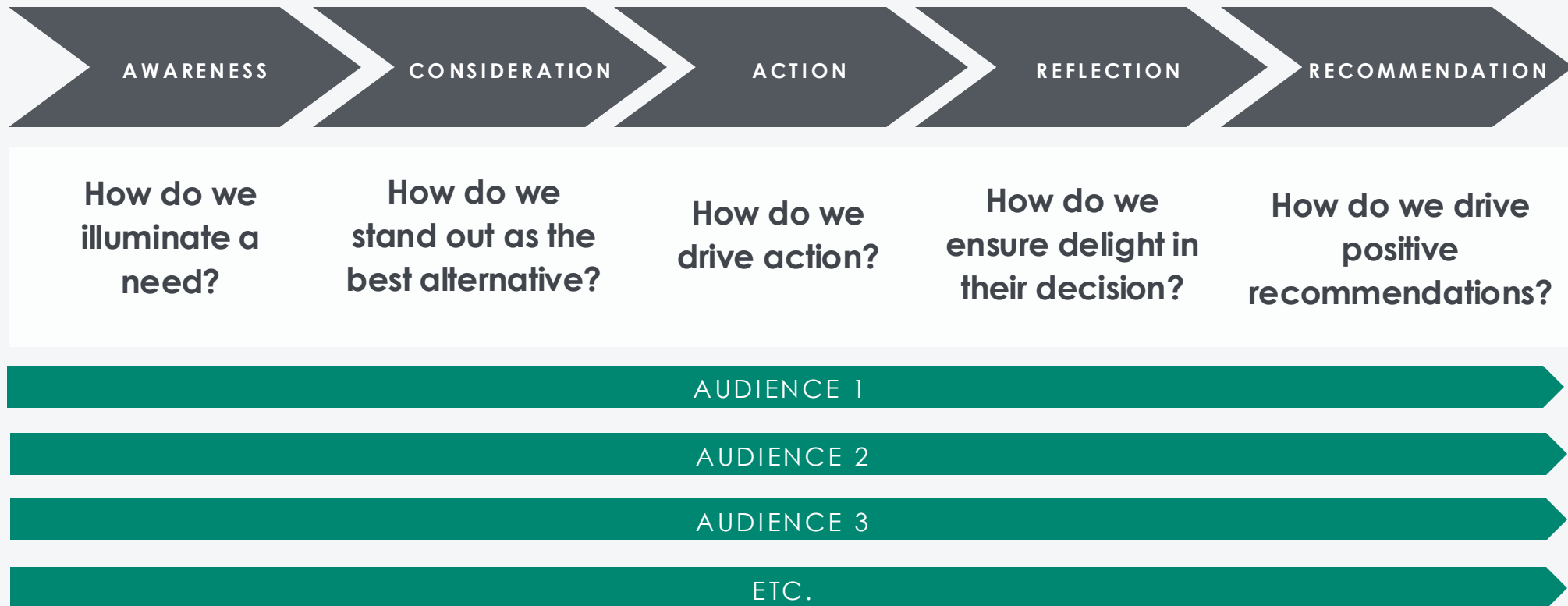
Why are we using social media in the first place?

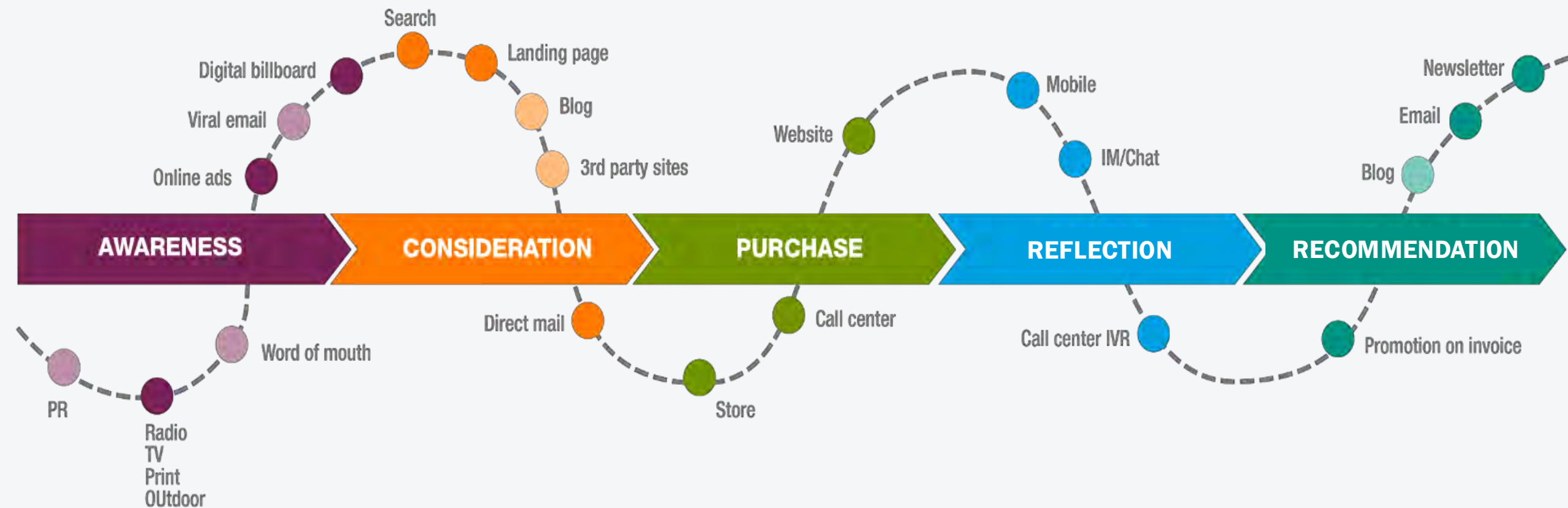


Connect the dots



No matter what you're trying to convince people to do—
donate, volunteer, dream—the process is the same.





★ Depressing social post reach rates



1.72%

About 2 people
per 100 followers
will see a page's Facebook post

Ugly engagement rates



TikTok

2.5%



Instagram 0.50%



Facebook 0.15%



X

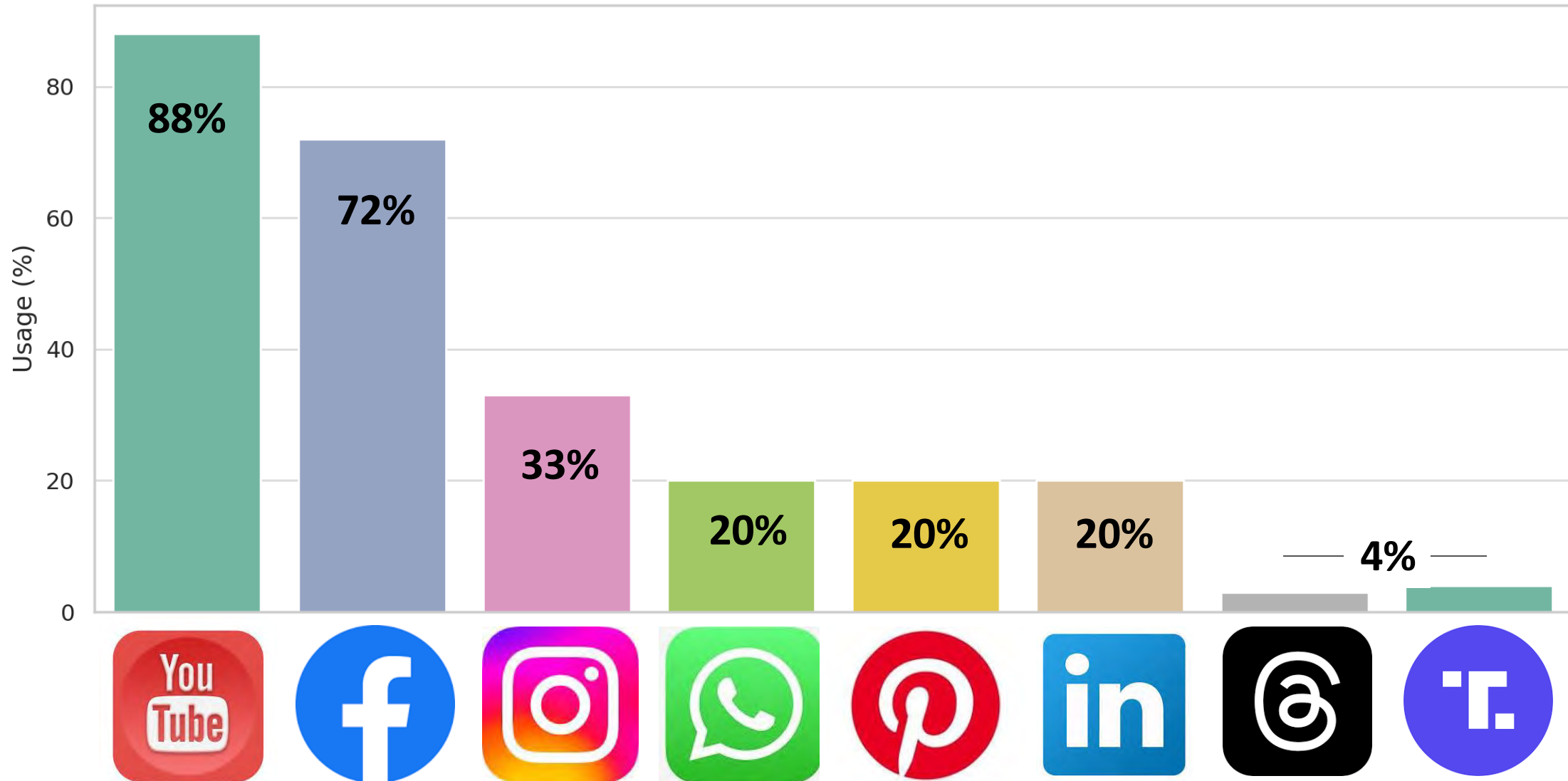
0.15%

Types of Engagement

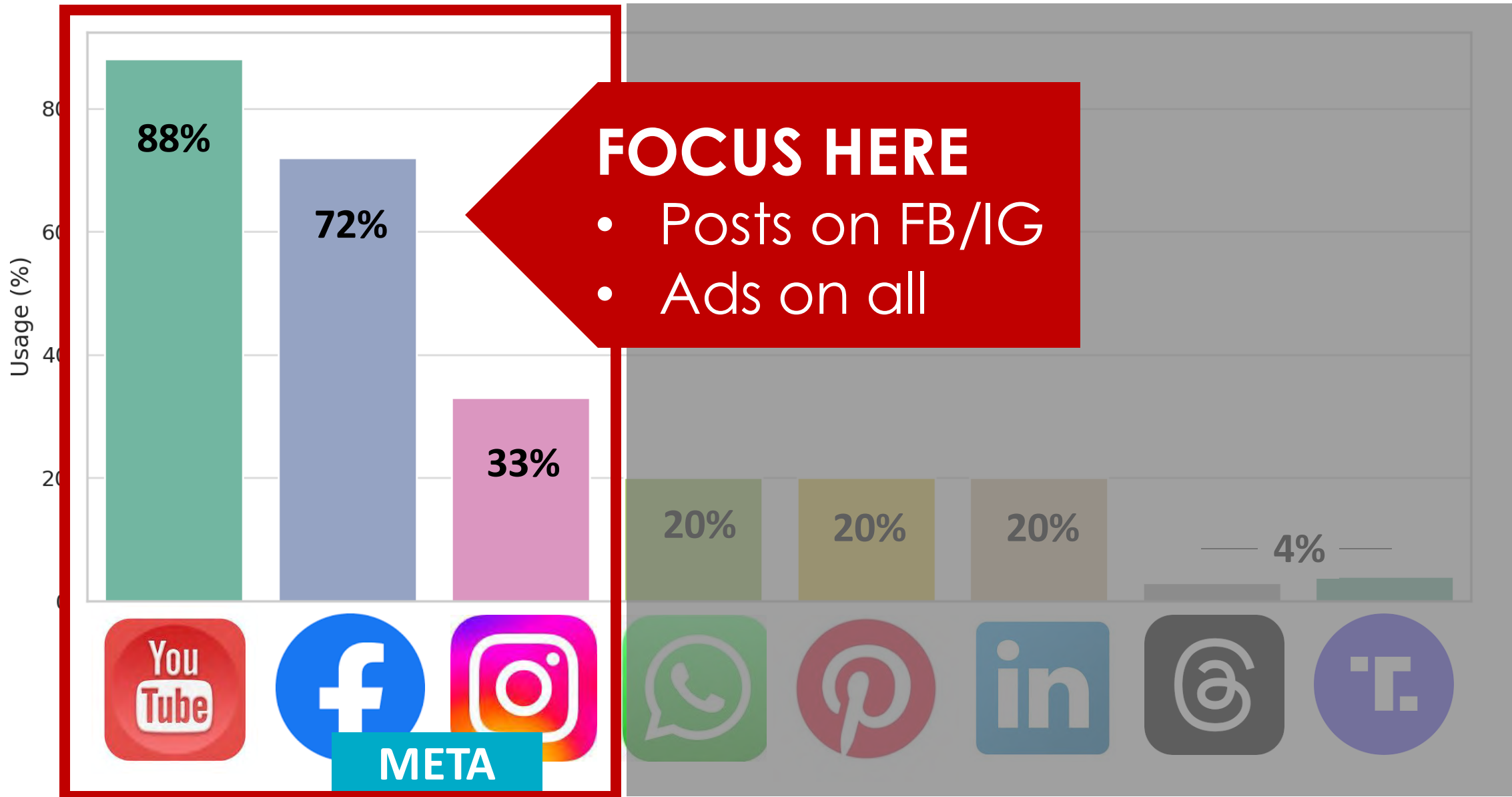
- Likes / Reactions
- Comments
- Shares
- Video views
- Link Clicks
- Saves / Bookmarks
- Poll Responses

About 1.5 per 1000 Facebook followers will engage with a post

Older adults (50+) still use YouTube and Facebook



Older adults (50+) still use YouTube and Facebook



Unpaid	Paid
Build relationships with “friends and family” of foundation	Engage new audiences

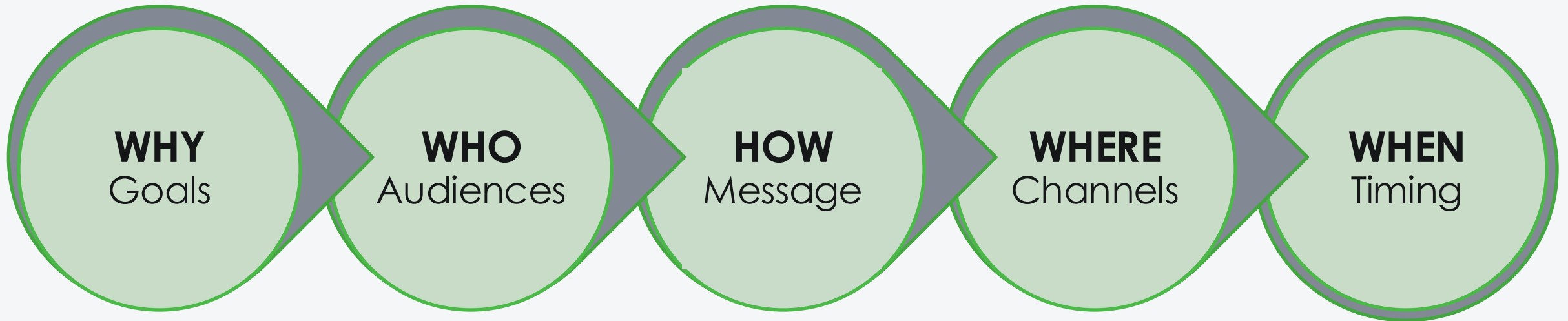
- The platforms make you to pay to be seen beyond your most loyal followers
- For driving action, Facebook/Instagram still outperforms other social channels **BY FAR**
- Long, meaty posts usually perform extremely well—people click into them and spend longer with them

Email outperforms social channels BY FAR

Our Goals Today:

1. Discuss social media tips that drive action
2. Provide tools for making social media streamlined and purposeful

But first, let's take a step back to our goals



WHY: Example Goals

	1 year metrics
Build community fund	<ul style="list-style-type: none">• Match Month match pool secured from business donor(s) - \$20k• Match Month donations \$100k+
Generate planned giving commitments	<ul style="list-style-type: none">• 2 new commitments secured
Generate new funds	<ul style="list-style-type: none">• 5 new funds
Refocus individual giving into collective giving	<ul style="list-style-type: none">• Community is aware of why Community Fund is important
Strategic granting	<ul style="list-style-type: none">• Granting priorities are more strategically defined• Granting cycle is more streamlined

WHO do we need to move to action?

Community Leaders	Current Donors	"Mature" Prospective Donors	Empty Nester Prospective Donors
City leadership, school leadership, county leadership, eco devo, Extension, civic groups, movers & shakers	Any Age Community Leader Volunteers	65+ / Retired	Ages 45-65 Business owners

Professional Advisors / Funeral Directors	Nonprofit Partners	Eco Devo / Bankers	Businesses
Attorneys Financial advisors / CPA's Funeral Directors	501(c)(3) Organizations	Eco Devo Directors Bank Loan Officers	Local businesses of any size

Goals, Audiences, Initiatives

Initiatives	Current major donors	Prospects – mature community-minded women	Corporate & business leaders	Community-minded millennials	Community partners	Government & policy leaders	Volunteers
Planned giving	3 gifts	2 gifts		5 gifts			
Annual appeal	20% increase	\$XX new gifts					
Endowment campaign	10 gifts	3 gifts					
Gala	20% increase		\$100k sponsorships		Provide auction items		25 volunteers
Match Month			\$100k matching funds	100 new donors			10 volunteers
Women's giving circle		50 new members		20 new members			
Childcare initiative campaign	100 gifts	15 gifts	10 gifts		10 orgs are ambassadors		10 ambassadors

WHERE do we reach them?

Channels	Current major donors	Prospects – mature community-minded women	Corporate & business leaders	Community-minded millennials	Community partners	Government & policy leaders	Volunteers
Personal call or meeting	X	X				X	X
Signage				X			
Mail	X	X			X	X	X
Email	X	X		X	X	X	X
SMS	X	X					X
Facebook (Page or Group)	X	X	X	X	X		X
LinkedIn			X	X			
TikTok				X			
YouTube/Digital Ads		X	X	X			
Newspaper		X	X			X	
Radio		X	X			X	
Streaming		X		X			

Which Social Channels?

Choose based on where you can reach your audience most effectively!

For foundations, Facebook is where their core audience engage the most

	Facebook	Instagram	YouTube	LinkedIn	TikTok	Threads	X
Audience age	25+	18-49	18-49	40+	10-39	25-49	25-49
Best for	Community engagement, fundraising, storytelling	Visual storytelling, donor engagement, brand awareness	In-depth storytelling, education, donor engagement	Professional networking, partnerships, thought leadership	Engaging younger audiences, viral content, grassroots advocacy	Conversations, community discussions, informal engagement	Real-time updates, advocacy, thought leadership
Why use it	Strong community-building features, great for fundraising, good for sharing impact stories	Highly visual, great for impact storytelling, strong engagement with Stories & Reels	Best for long-form storytelling and educational content	Ideal for connecting with corporate donors and sharing industry insights	High engagement potential, great for trends and challenges	Great for casual, text-based discussions and real-time interaction	Great for quick updates, advocacy, and engaging with media
Cons	Declining organic reach, pay-to-play for visibility	Algorithm favors video, limited link-sharing in posts	Higher production effort, slower audience building	Limited engagement compared to other platforms, slower audience growth	Short content lifespan, requires constant trend-following	Newer platform, limited audience reach	Short lifespan of tweets, requires high posting frequency
Content types	Long-form posts, videos, photos, reels	Reels, photos, stories, infographics	Long-form videos, event highlights, how-to guides	Articles, professional updates, job postings	Short-form videos, trends, challenges	Text-based updates, casual conversations	Short text updates, GIFs, polls, links
Recommended post frequency	1-2 times per week	1-2 times per week (repurpose Facebook)	As needed for storing and sharing public videos	1-2 times per week (repurpose Facebook)			

Editorial Calendar

★ Decide your content pillars

**Legacy /
Estate
Planning**

**Farmers /
Agribusiness**

**Grant App
Reminders /
Winners**

**Power of
Community
Fund:
Grant
Profiles**

**Donor
Stories:
How People
Give Back**

**Match Day
/ Agency
Funds**

**Newsletter
Articles**

Community Foundation Content Calendar											
	Items in yellow are priorities for boosting (selected by things that seem the most important, as well as spreading things out over the year).										
	Social Media (2 per week)								Emails		Website - 1 per week
	Legacy / DAF	Professional Advisors	Nonprofit Capacity Building	Community Needs Fund / Grants	Donor Stories & Recognition	Fund Impact & Development	Community Leadership	Events, News & Campaigns	Emails	Professional Advisor Emails	Website News
	Videos and links to information about different aspects of estate planning and leaving a legacy.	Specific messages targeted at professional advisors	Highlight agency funds, leadership program, and grant opportunities	Through photos and/or video, tell about the grant projects PCF has funded	Share the stories already written for newsletters and annual reports, demonstrating the different kinds of ways people give back	Highlight key funds and their impact, with opportunities to give (including emergency fund)	Highlight initiatives you're sparking	Visual reminders of events, registration deadlines, etc.	For your email list (2 per month)	For your professional advisor email list (1 per month)	Post to your website
6-Feb	New year's resolution - get your funds in order										Feb Newsletter Article 1
13-Feb		Prof Adv Event						Conservation Program	Feb Newsletter Article 1		Feb Newsletter Article 2
20-Feb	Secure Act 2.0 - Giving from your IRA					Leadership program participant highlight				Email 1	Feb Newsletter Article 3
27-Feb		Email Article 2		Grant project profile	Donor event - demonstration art winner			Recap of Prof Adv. Event	Recap of Prof Adv.		Recap of Chris Hoyt event
6-Mar	Giving appreciated stock										Grant Recipient Spotlight
13-Mar		Email Article 3			Donor Story				Feb Newsletter Article 2	Email 2	Feb Newsletter Article 4
20-Mar				Grant project profile							Donor Story

Publishing Tools



Planner

Plan your marketing calendar by creating, scheduling, and managing your content.

Cre



Week

Month



Today



March 2025

Conten

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27	28	1
				<div>National Retro Day</div> <div>10:30 AM</div> <div>+ 1 more</div>		<div>World Complimen...</div> <div>5:04 PM</div> <div>+ 1 more</div>
2	3	4	5	6	7	8
		<div>3:21 PM</div>			<div>11:18 AM</div>	<div>International...</div>
9	10	11	12	13	14	15
	<div>Beginning of...</div> <div>Daylight Savings...</div> <div>+ 3 more</div>		<div>7:00 PM</div> <div>9:06 AM</div>	<div>7:00 PM</div>	<div>Pi Day</div> <div>8:00 PM</div> <div>+ 2 more</div>	
16	17	18	19	20	21	22
	<div>St. Patrick's Day</div> <div>9:00 PM</div>		<div>First Day of Spring</div>			
23	24	25	26	27	28	29
	<div>Palm Sunday</div>	<div>Holi</div>				<div>Good Friday</div>



Create

Posts

Calendar

Media Library

RSS Feed

Content

Analytics

Lori Bower's Team



Social Accounts

Members

Lori Bower'...
Business



Add labels



I love the CF conference

#HASHTAGS

B

I

GIF



Click or Drag & Drop media



Feed

Preview

Add Post

Bulk

CSV

Draft

Post

Schedule



Create

Posts

Calendar

Media Library

RSS Feed

Content

Analytics

Lori Bower's Team



Social Accounts

Members

Add labels



I LOVE the CF conference!



I LOVE the CF conference!



I LOVE the CF conference!



I LOVE the CF conference! We're learning so much about social media!

#HASHTAGS

68

B**I**

GIF



Click or Drag & Drop media



Add a title



I LOVE the CF conference! We're learning so much about social media!



Schedule

Preview

Heading goes here with emphasis

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Foundation name here



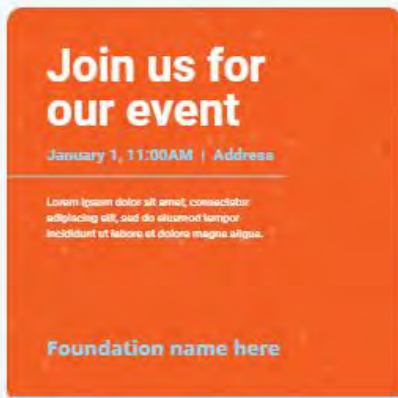
13 - Photo with image - Purp...



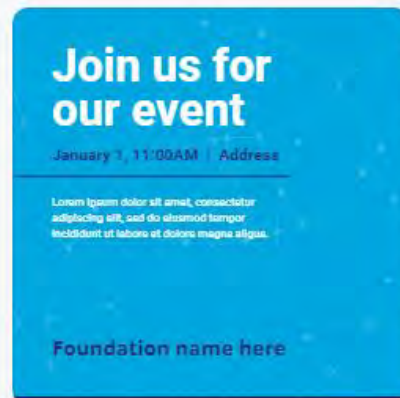
14 - Photo with image - blue ...



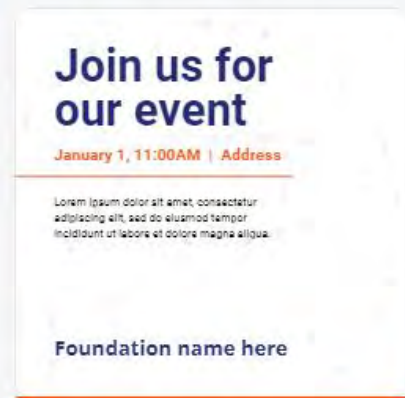
15 - Photo with image - whit...



17 - Event-Orange



18 - Event-Blue



19 - Event-White



Heading goes here with emphasis

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Foundation name here



5 - Header with text-Red



6 - Header with text-Blue



7 - People on paths



8 - People on paths



9 - People on paths



10 - Photo with image - re...



11 - Photo with image - bl...



12 - Photo with image - wh...



5 - Arrows on blue - light ...



6 - Arrows on green - ligh...



7 - People on paths



8 - Photo with path



13 - Event-White



14 - Event with photo-Blue



15 - Event with photo-Blue



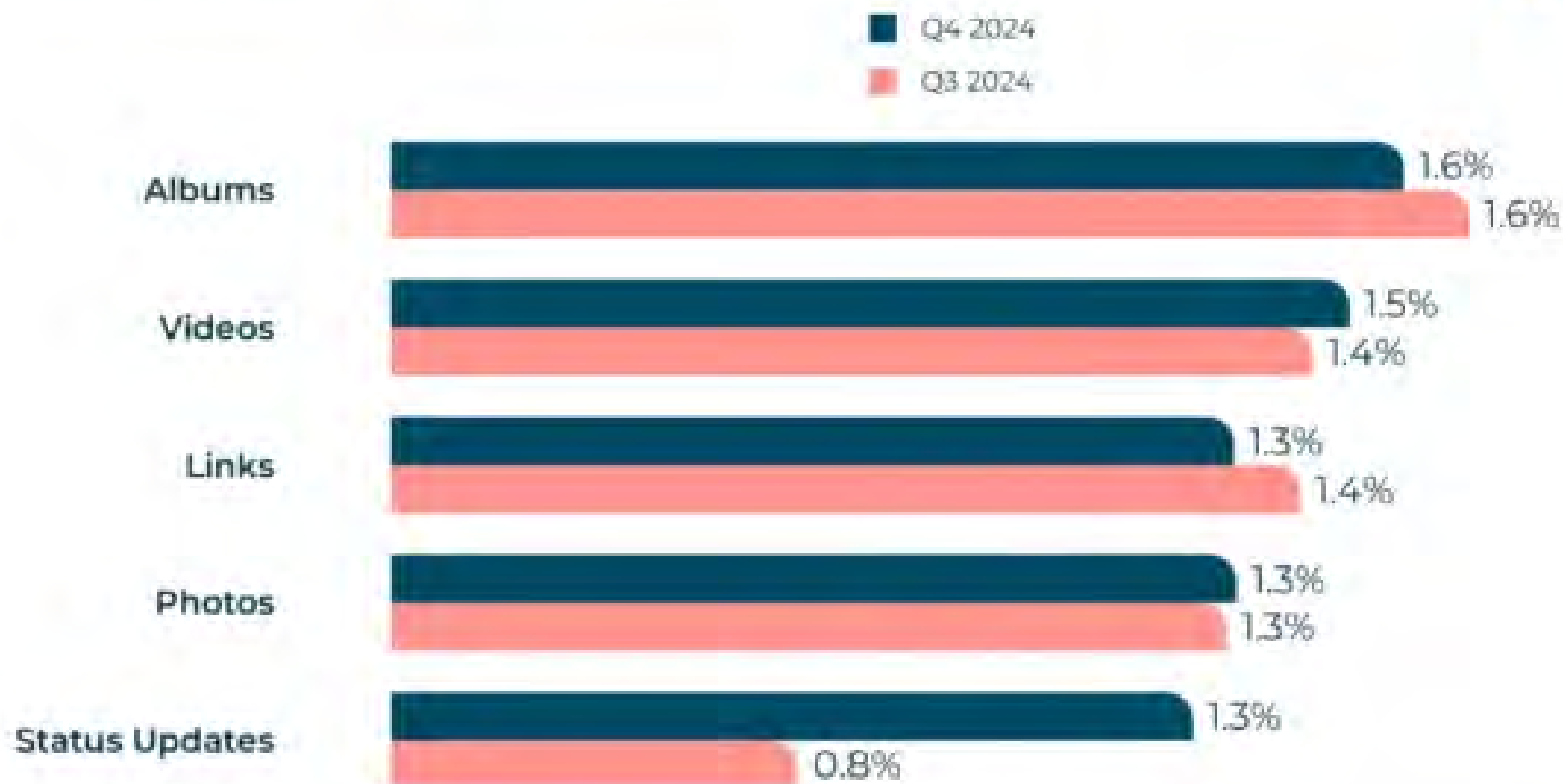
16 - Event with photo-Blue

Creating a Flywheel



Best content type for engagement

Industry: Overall



★ In our experience...

- **Candid photos of local people**
- **Tap into an emotion:**
Inspirational, entertaining, newsworthy, surprising
- **Reels** (not highly produced) – can be video or photo montage
- **Graphic tiles** with less than 10 words

Avoid:

- Links to other social platforms (YouTube video links especially)
- Sharing without commentary



Girl Scouts · Follow

January 8 · 🌐



This is NOT your average camping trip... 🌲 these Knoxville Girl Scouts were truly 'roughing it' for their overnight Survival 101 experience where they learned how to treat wounds in the wilderness, build survival shelters, create bedding from natural materials, and start fires with wet materials so they can dry off after getting drenched in a stream. 🔥 More photos in the comments!



👍❤️ 5K

419 comments 261 shares

👍 Like

💬 Comment

➦ Share



Girl Scouts's Post



Author

Girl Scouts ·

Survival shelters



Like Reply 36w

↳ 1 Reply

👍❤️ 174



Author

Girl Scouts ·

outdoor wound care



Like Reply 36w

↳ 2 Replies

👍❤️ 110



Author

Girl Scouts ·

creating bedding



Write a comment...



3
8

Share Donate Day Post - Meeting

File Meeting Scheduling Assistant Insert **Format Text** Review Developer Help

Clipboard Format Font Paragraph Styles Editing Zoom

Calibri (E) 18 A⁺ A⁻ Aa⁺ Aa⁻ B I U ~~ABC~~ x₂ x² AaBbCcDc AaBbCcDc AaBbCc AaBbCc AaB AaB Change Styles Find Replace Select Zoom

Send

Title Share Donate Day Post

Required

Optional

Start time Fri 10/14/2022 10:00 AM Central Time (US & Canada) ☐ All day ☒ Time zones

End time Fri 10/14/2022 10:15 AM Central Time (US & Canada) Make Recurring

Location Room Finder

You haven't sent this meeting invitation yet.
This appointment conflicts with another one on your calendar.

Help us spread the word about Donate Day!

Here's what to do

- ✓ Go to this post: <https://www.facebook.com/groups/428597240651523/posts/1993102170867681>
- ✓ Like this post
- ✓ Comment on this post
- ✓ Share it to your timeline with some commentary. You can simply say, *"I'm supporting our community on Donate Day by giving to local nonprofits. It's an easy way to give to multiple nonprofits at the same time, AND they get matching funds from the community foundation."*
- ✓ Share it in Facebook groups

Meta Ads

So, do you need to run ads, when your most loyal donors follow your page?




Getting Started on Meta Ads

*Requires admin access to your organization's Facebook page
(and Instagram if applicable)*

1. Meta Business Manager


2. Meta Ads Account


When this is complete, add payment

Boost post 

Ad account
Johanna Hoffman (1102...)


Goal
What results would you like from this ad?

 **Get more website visitors** ⓘ
Show your ad to people who are likely to click on a URL in it. [Change](#)

Boost post 

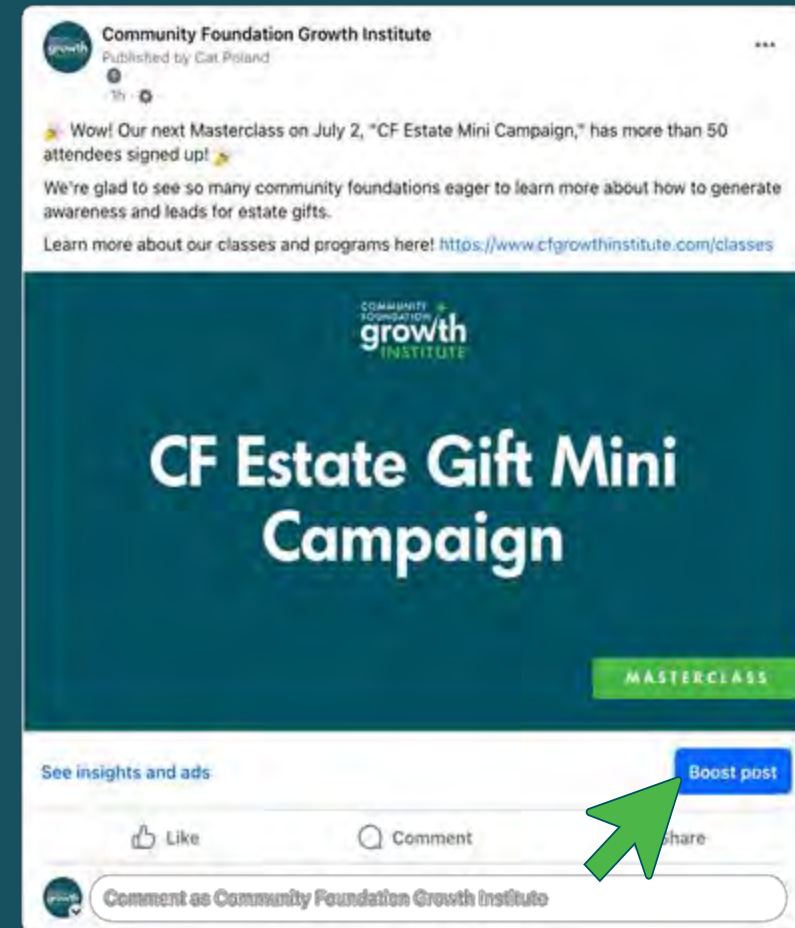
Ad account
ABC Foundation (1015...)

Goal
What results would you like from this ad?

 **Get more website visitors** ⓘ
Show your ad to people who are likely to click on a URL in it. [Change](#)

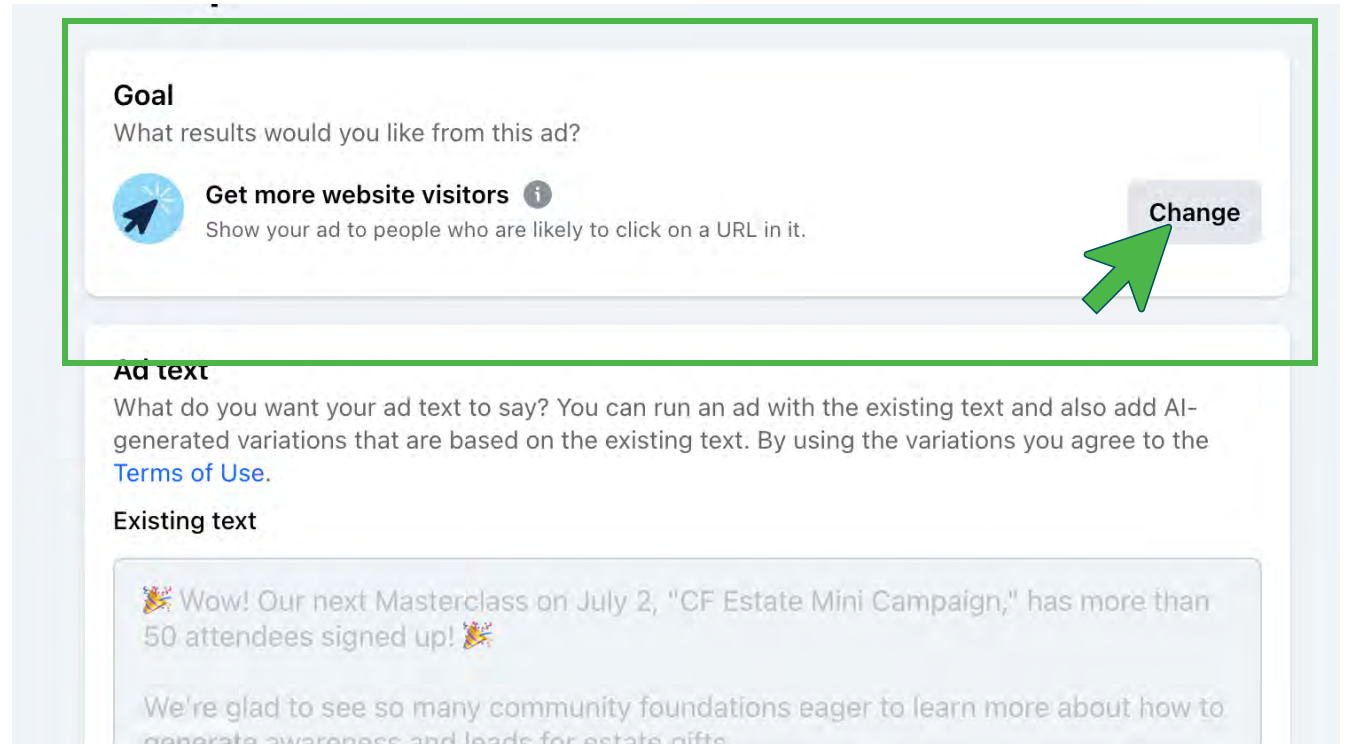
Option 1: Boost post for traffic

After posting on your timeline, click “boost post”




★ Recommended “Boost” settings

Update goal to
Get more website visitors



Goal
What results would you like from this ad?

 **Get more website visitors** ⓘ
Show your ad to people who are likely to click on a URL in it.

Change

Ad text
What do you want your ad text to say? You can run an ad with the existing text and also add AI-generated variations that are based on the existing text. By using the variations you agree to the [Terms of Use](#).

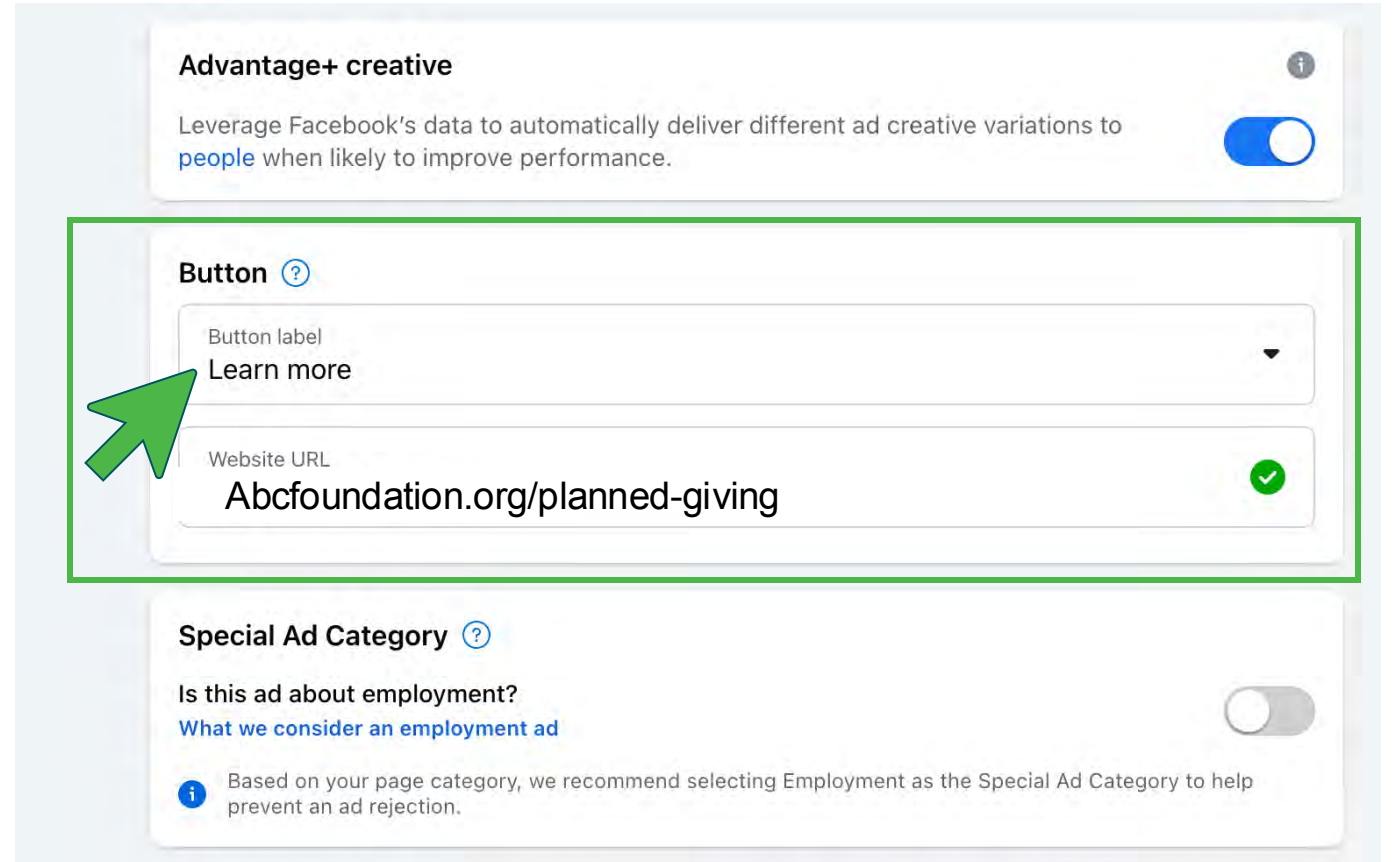
Existing text

🎉 Wow! Our next Masterclass on July 2, "CF Estate Mini Campaign," has more than 50 attendees signed up! 🎉

We're glad to see so many community foundations eager to learn more about how to generate awareness and leads for estate gifts.

★ Recommended “Boost” settings

Update button to
Learn more
and directly link
Website URL to your
new landing page



Advantage+ creative ⓘ

Leverage Facebook’s data to automatically deliver different ad creative variations to [people](#) when likely to improve performance. ☒

Button ⓘ

Button label
Learn more

Website URL
Abcfoundation.org/planned-giving ✓

Special Ad Category ⓘ

Is this ad about employment?
[What we consider an employment ad](#) ☐

ⓘ Based on your page category, we recommend selecting Employment as the Special Ad Category to help prevent an ad rejection.

★ Recommended “Boost” settings

Update audience details

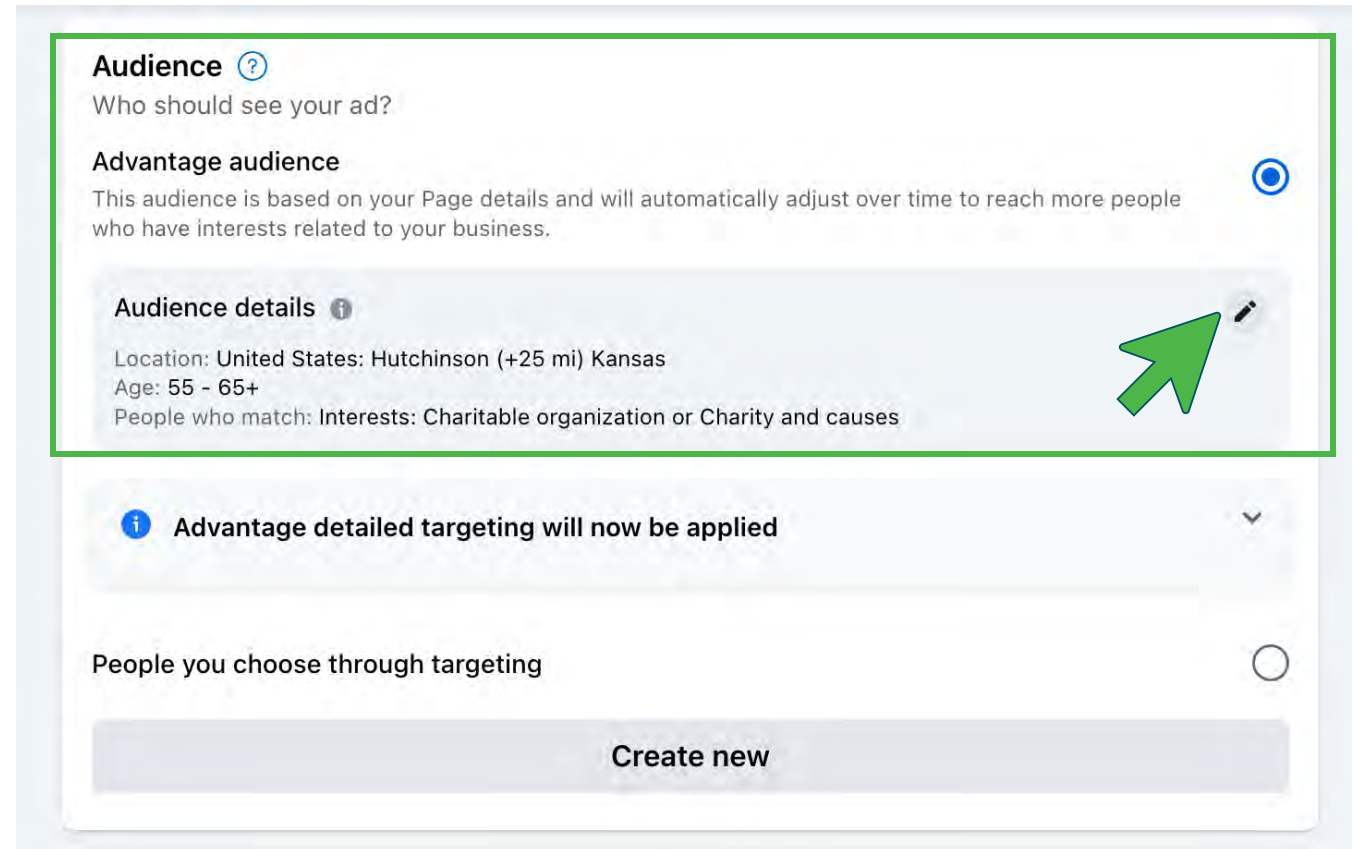
Location: [your service area]


Age: 55+

(If large service area)


People who match:

Charitable organization or
Charity and causes




Audience 


Who should see your ad?



Advantage audience 


This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details 

Location: United States: Hutchinson (+25 mi) Kansas
Age: 55 - 65+
People who match: Interests: Charitable organization or Charity and causes



 Advantage detailed targeting will now be applied 

People you choose through targeting 

Create new

“Boosting” has limitations



The Hands-On Guide to Surviving Adult Children Living at Home

...

September 11, 2020 · 🌐

Have your adult kids moved home to cope with the pandemic?



MONEY.COM

The Pandemic Is Sending 20-Somethings Home Indefinitely, and Their Parents Are Payi...

292

People Reached

9

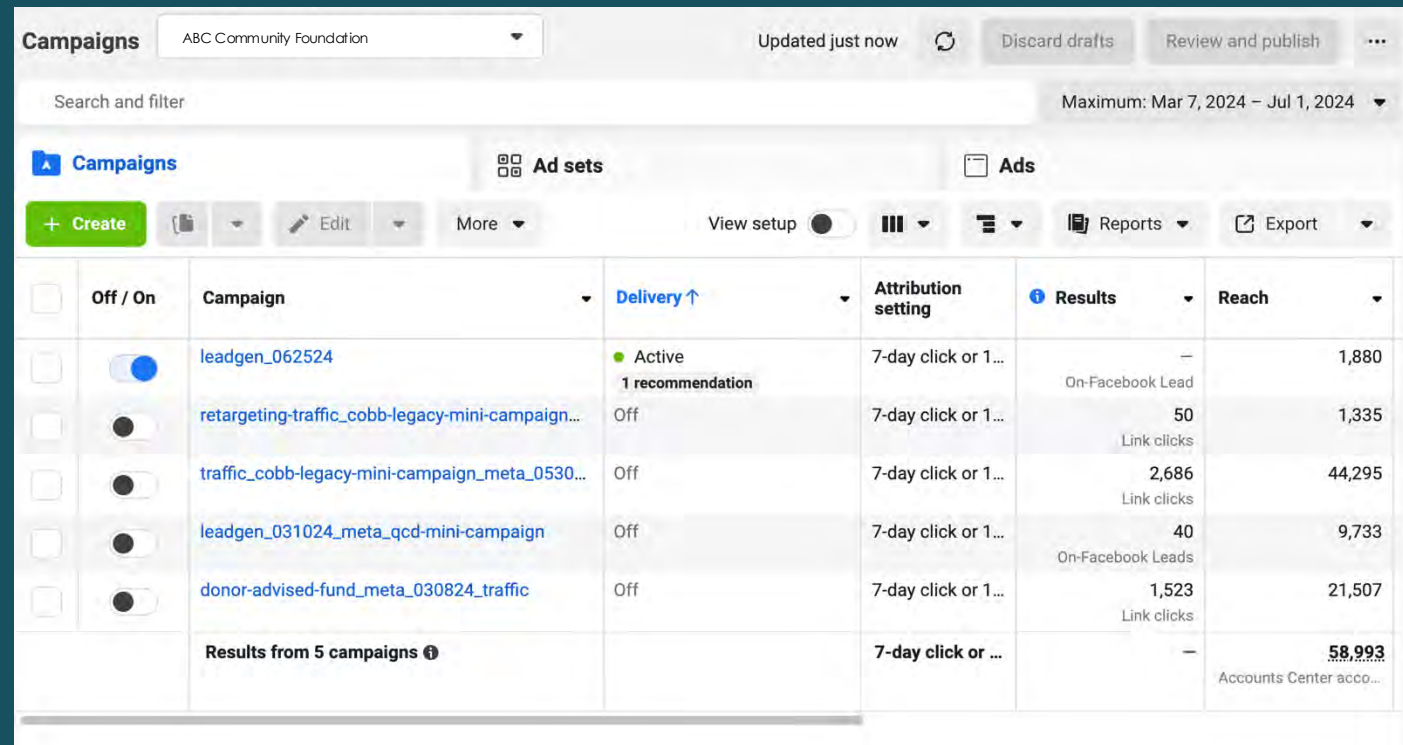
Engagements

Boost Post

Option 2: Use Ads Manager to create ads

- Campaign goal options
- Advanced audience targeting
- Tracking and reporting

Ads Manager ads will not show up on your organization's page as posts



The screenshot displays the Facebook Ads Manager interface for the 'ABC Community Foundation' account. The top navigation bar includes 'Campaigns', 'Ad sets', and 'Ads' tabs. Below the navigation bar, there are filters for 'Search and filter' and a date range 'Maximum: Mar 7, 2024 - Jul 1, 2024'. The main table lists five campaigns, each with a checkbox for 'Off / On' status, a campaign name, a delivery status, an attribution setting, and performance metrics for results and reach. The first campaign, 'leadgen_062524', is active and shows 1,880 results and 1,335 reach. The other four campaigns are inactive and show various result and reach counts. A summary row at the bottom shows 'Results from 5 campaigns' with a total reach of 58,993.

Off / On	Campaign	Delivery	Attribution setting	Results	Reach
<input checked="" type="checkbox"/>	leadgen_062524	Active 1 recommendation	7-day click or 1...	— On-Facebook Lead	1,880
<input type="checkbox"/>	retargeting-traffic_cobb-legacy-mini-campaign...	Off	7-day click or 1...	50 Link clicks	1,335
<input type="checkbox"/>	traffic_cobb-legacy-mini-campaign_meta_0530...	Off	7-day click or 1...	2,686 Link clicks	44,295
<input type="checkbox"/>	leadgen_031024_meta_qcd-mini-campaign	Off	7-day click or 1...	40 On-Facebook Leads	9,733
<input type="checkbox"/>	donor-advised-fund_meta_030824_traffic	Off	7-day click or 1...	1,523 Link clicks	21,507
Results from 5 campaigns ⓘ				—	58,993 Accounts Center acco...

★ Budget recommendation

Traffic (Boosted post) campaign

- Start with about \$10-\$20 per 1,000 people reached per week

Leads (Instant Forms) campaign

- \$20+/day. Be patient--results can vary greatly (\$60-\$300+ per lead)

Work backwards from
Meta Benchmarks

>1% click thru
Cost per click \$0.50-\$1

Mini Campaigns



★ What is a Mini Campaign?

Community-
minded adults
age 55+

One specific
target
audience

Drive
understanding
and inquiries for
estate gifts

One specific
offer/objective

30-45 days

Short
timeframe

★ Example Mini Campaign Schedule

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
	“Help Fund Grants”		Legacy / Estate Gifts				Open a Fund		Legacy / Estate Gifts	Match Month	End of Year Giving: DAFs

★ 3 Posts in Ad Set

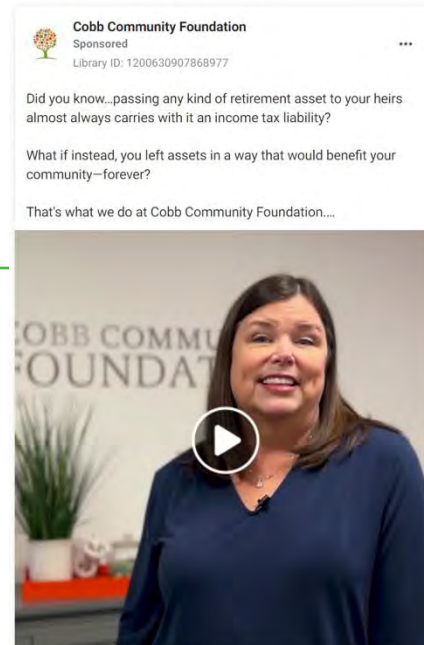
Aha

Point out the pain

"I want to leave charity
in my will, but I don't
know the best way to
do it."

Weigh options

CF benefits and
how you help



Charitable Tax Savings Through Retirement Funds
Learn how your retirement assets can be a powerful, tax-free way to support our community for...

Sign Up

Seek proof

Donor testimonial



Charitable Tax Savings Through Retirement Funds
Learn how your retirement assets can be a powerful, tax-free way to support our community for...

Sign Up

Groups and Communities

facebook®



Pages



Groups

Posts from Facebook groups are shown more than posts from Facebook pages

★ What could be a Facebook group?

Giving circles

Gala
planning
committee

Volunteers

Board or
committees

Community
partners

Ambassadors
or campaign
champions

Convening
summit


Email

- One-directional
- Responses get lost
- Conversation difficult



Facebook Group

- Conversing in a group
- Prioritized over page posts
- Subgroups available
- Events
- Share files
- Badges
- Polls
- Learning units
- Engagement insights



McPherson Community

Public group · 6.6K following

Following + Invite

About Discussion Featured Topics People Events Media Files Questions

Terry Bolte shared a post.
March 3 · 🌐

There is still time to donate for the McPherson County Council on Aging during Match Week! With multiple ways to donate the Foundation is accepting donations through 11:59 p.m. tomorrow evening. Gifting options:
Cash or Check: you may use the Foundation's contactless delivery option by dropping off your gift Monday – Friday between 9 am – 4 pm. Please make checks payable to MCCF.
Mail – You may also mail your check to the Foundation. All gifts must be postmarked no later than March 4. Final mail pickup in McPherson is at 1:35 p.m. for same day postmarking. Please make checks payable to MCCF.
Online credit card gift: Please visit mcpersonfoundation.org to click on the Donate button. Use your Required Minimum Distribution from your IRA to make a Qualified Charitable Distribution. To qualify for Match Week, simply complete a donation form and return it by March 4. Actual funds from your account need only be transferred to the Foundation by December 31, 2022. For more information or clarification, call Becky Goss or Michelle Huddle at the Foundation, 620.245.9070.

About


A group to list events and happenings in the community. A place to find resources and help connect people in our community. ***All questions mu... See more

Public
Anyone can see group content and who follows the group.


Visible
Anyone can find this group.

McPherson, Kansas

Recent media



See all




Match Week
TOGETHER WE DREAM. TOGETHER WE SUCCEED.
February 28 TO March 4

A week of fulfilling dreams for our local nonprofit endowments.

The more you give, the more your favorite organizations get from our \$100,000 matching funds.

Mail Donations:
MCCF, PO BOX 822, MCPHERSON, KS 67460

Contactless Drive up Donations:
1233 N. MAIN & WE'LL COME OUT 9AM-4PM



Public Right To Know

Private group · 10.3K members

Joined + Invite

About Discussion Featured Topics Members Events Media Files Questions

McPherson County Council on Aging shared a photo.
February 28 · 🌐

Remember to support the McPherson County Council on Aging during Match Week! Your kindness and generosity are greatly appreciated and needed throughout the county.

About

this page was started to expose criminals in the McPherson area as we all know robbery and crime is on the rise, its up to us to stop it! it... See more

Private
Only members can see who's in the group and what they post.

Visible
Anyone can find this group.

McPherson, Kansas

Topics in this group


#GeneralQuestion
Pinned by admin · 111 posts


#publicserviceannouncement
Pinned by admin · 80 posts

#rantandrave
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Match Week
TOGETHER WE DREAM. TOGETHER WE SUCCEED.
February 28 TO March 4

A week of fulfilling dreams for our local nonprofit endowments.

The more you give, the more your favorite organizations get from our \$100,000 matching funds.

Mail Donations:
MCCF, PO BOX 822, MCPHERSON, KS 67460

Contactless Drive up Donations:
1233 N. MAIN & WE'LL COME OUT 9AM-4PM

Credit Card Donations:
midnight February 28 - midnight March 4
[WWW.MCPHERSONFOUNDATION.ORG](https://www.mcpersonfoundation.org)

YouTube/Google Video



★ Why YouTube/Google Video?

- Easy way to reach more people through repurposing your Facebook video
- Target down to a 1-mile radius
- Very inexpensive
- People think you're famous—it's like being on TV



"Skippable" Pre-Roll
Ads, Which Can Be
Any Length



"Non-Skippable"
Pre-Roll Ads, 15 or
30 Seconds Long



6 Second "Bumper"
Ads That Can't Be
Skipped

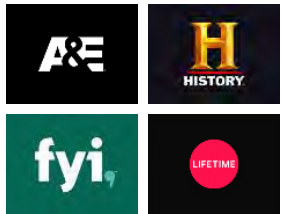
Streaming

★ Placement examples

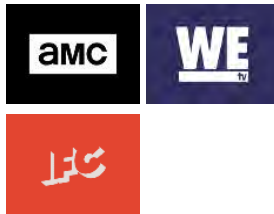
Devices: Smart TV | Roku | Fire TV | Apple TV | XBOX
Screens: CTV | Mobile App | Desktop & Mobile Web
Creative: 15/30/60 sec or odd length
Ad Format: Non-skippable mid-/pre-roll

CABLE NETWORKS

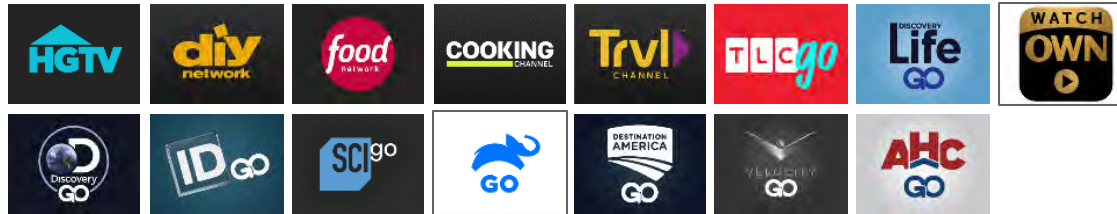
A&E



AMC



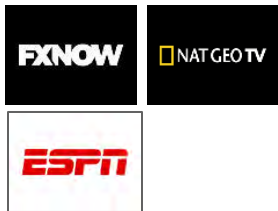
Discovery



FOX



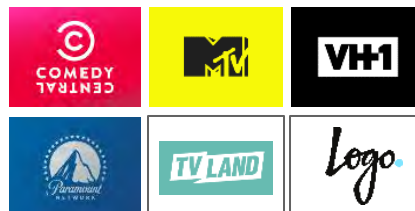
Disney/ABC



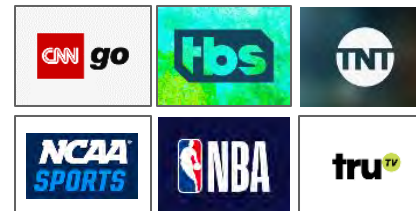
NBCUniversal



ViacomCBS



WarnerMedia



BROADCAST NETWORKS



AVOD/MVPD



OEM



DIGITAL FIRST



★ Targeting options



LOCATION

Include locations by ZIP code, city, state, or DMA.



GENDER & AGE

Select gender, and age ranging from 18-50+.



AUDIENCE

You can target audiences based on behavior, interests, and demographics.



PLATFORM

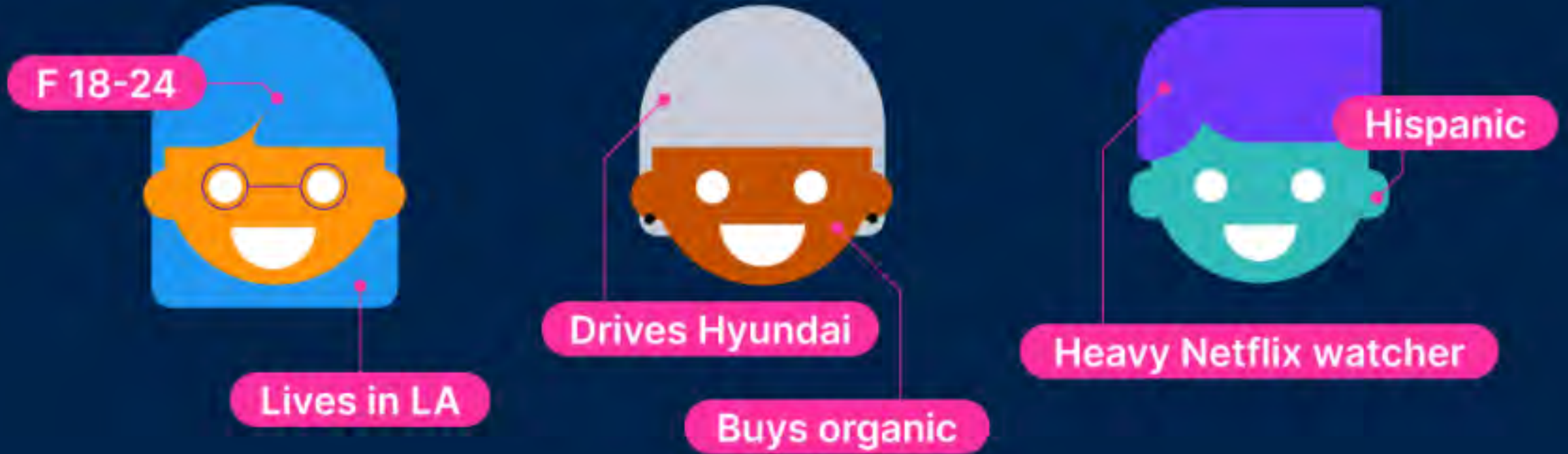
Select the streaming platforms on which to show your ad-television, mobile, and desktop.



GENRE

Chose from several genres, such as comedy, drama, international, sports and science fiction.

★ Targeting options



Custom audience segments that
go beyond age and gender

Video Production

TIPS FOR self-shooting video

RECOMMENDED EQUIPMENT

Video and audio quality can make or break the quality of your campaign, and using easy, inexpensive tools can make all the difference!



Phone – iPhone 11 or newer, or equivalent Android

Note: make sure video settings are on HD or 4K



Lapel microphone or Bluetooth connected headphones

(like AirPods)



Tripod for phone



Check out our [Amazon wishlist](#) for equipment to purchase!

SCOUTING A LOCATION

Here's the gist: find a quiet, well-lit backdrop with plenty of space for depth.

1. Audio is #1 priority!

For testimonials and explainer videos, WHAT someone is saying matters more than how they look. Find a quiet location (i.e. not outside next to a busy street or in a conference room that everyone passes by talking) for your shot.

2. Natural light is the best light—in the right amount.

Indoor: Place subject facing window if possible, so natural light is hitting their face. If no natural light, try to have external light in front and behind of subject, but not with a light source directly overhead (such as a can light).

Outdoor: Try to find even light (all shade/all sun), and have subject facing east in the morning, or west in the evening. Earlier or later in the day is best, because when the sun is directly overhead, it will cast drastic shadows.

3. Avoid a stuffy, boring background

When possible, find a location with some character. Whether indoor or outdoor, an interesting background is a bonus. Have a bookshelf with interesting books or figurines? Or, a series of paintings? Place your interviewee in front of them, with 8+ feet of distance between the interviewee and the background.

SHOOTING THE VIDEO

1. Prep: What should the interviewee wear?

The goal of most videos is to look approachable and professional. Unless there is a specific theme to your video, a good rule of thumb is to have your interviewee wear a plain-colored shirt, or something with your organization's logo. Jackets/cardigans tend to bunch up if they are seated, so often subjects choose to not wear them.

2. Place them in the shot

Set up your camera and tripod first, horizontally. Then, add your chair and ask your interviewee to sit. They should be placed in the center of the shot with head to mid-torso visible. A good rule of thumb is to place them 8+ feet in front of background, with a natural light source hitting their face. Seated is often easier, as it doesn't allow for as much movement for a nervous interviewee.



3. Hook them up to their microphone

4. Test out the shot

Start recording and have them say a few lines. Then, stop the video and watch it back (without the microphone connected) so you can hear and see what the shot looks like. When satisfied, you're ready to shoot!

5. You're ready to shoot!

Hook the microphone back up and press record. Your job is to make the interviewee feel comfortable. Help them deliver their lines in the way you'd like them to sound (personable, comfortable etc.) and remind them that nothing is live, and they can have as much time as they need.

EDITING THE VIDEO

We like iMovie (on Mac or iPhone) or Canva for simple, free cutting software. If you have another software you like, such as Premiere Pro or WeVideo, they might have more advanced tools you can use!

Trim the video to include only the best take of each line delivered.

PRO TIP: When you have breaks in the clips, Zoom in./out on the next clip to keep it varied.



★ Video Editing Tools



iMovie

- Free
- Compatible with iPhone and Mac
- Basic editing



CapCut

- \$9.99/mo
- All mobile and desktops
- Intermediate editing
- Many fonts, templates, captions, etc.



Descript

- \$12/month
- Desktop via browser
- Intermediate editing
- Handy AI tools to edit via transcript and fix eyes/sound



Adobe Express, Premiere Rush, or Premiere

- Subscription
- Compatible with Mac and PC
- Advanced editing

★ Other tips

- Always film horizontally
- Cut all videos to be horizontal, vertical and square (as much as you can)
- Have captions on all videos
- Use text to identify speaker and help convey a message
- Don't overthink or over analyze yourself
- Have a “hook” in the first 1-3 seconds. Do not introduce yourself.

GET OVER YOURSELF AND RECORD THE VIDEO!

Opportunities





The Accelerator

For CF's and local nonprofits with a clear message and communications staff looking to implement faster and more effectively

- Monthly masterclasses on marketing and organizational development topics– live and on-demand
- Library of “how to” videos and materials
- Templates for common awareness/development campaigns
- Weekly coaching/Q&A calls
- Quarterly planning workshops

“It’s like having a fractional marketing director and a therapist!”

CF Awareness 12-Month Campaign

“Will You Help Fund These Grants?” Campaign

End of Year Campaign

Annual Reports without the Angst

From Vanilla to Vavoom! Transforming Random Acts to Intentional Engagement

3 Tips for 2025

Strategic Social Media

New Donor 12-Month Email Campaign

Coming Soon!

- **Activate Your Board as Ambassadors**
- **The Power of Testimonials**

★ Upcoming Masterclasses

April	Activating Your Board as Ambassadors
May	The Power of Testimonials
June	Do You Have a Message Problem?
July	Discovering New Donors
August	Email 101
September	End of Year without the Frenzy
October	Strategic Plan Navigator
November	DIY Video Production
December	Tips & Tools to Manage Your Marketing Workload

Q&A