

What can you do for them...

**Utilising social media to ensure your
supporters keep coming back for more**

Who am I, and why am I here...

MD of Clicksmith, a local marketing agency. I founded Clicksmith in 2016 and ever since we have been helping local (and international) businesses to make the most of digital marketing strategies.

and why am I here?

We work with more than 40 retained clients and one of the most common things we are asked is "How can we make the most of our CSR initiatives"

Quick question...

Why do companies/people support charities?

Here is why I think they support charities...

There is obviously an element of simple kindness and the want to do something good.

But sometimes it is more corporate than that.

Enhancing Corporate Social Responsibility (CSR):

Many companies recognise their responsibility to contribute to the well-being of society. Charitable activities are a tangible way to demonstrate this commitment.

- CSR initiatives can improve a company's reputation and build trust with customers, investors, and the public.

Improving Public Relations and Brand Image:

Supporting charitable causes can generate positive media coverage and enhance a company's brand image.

- Consumers are increasingly likely to support companies that demonstrate ethical behaviour and social responsibility.

Boosting Employee Morale and Engagement:

Employees often feel a sense of pride and purpose when their company supports charitable causes.

- Volunteering and other charitable activities can foster teamwork and improve employee morale.
- It can also aid in attracting and retaining top talent.

Strengthening Community Relations:

By supporting local charities and community initiatives, companies can build stronger relationships with their communities.

- This can lead to increased goodwill and support from local residents.

Exposure:

- Taking advantage of sponsorship or volunteering opportunities can give a business exposure and brand awareness through 3rd party channels.

We need to make sure they get what they want...

but how?

- Understanding why they are looking to get involved in your charity is the first objective.
- Honest communication at the start of the relationship
- Creative thinking
- Have options/packages available already

So what can we offer them?

Social media

Charities can strategically use social media to provide corporate donors with valuable exposure, fostering stronger partnerships and encouraging continued support.

The basics:

- Tag the business in all relevant posts
- Bespoke posts highlighting specific contributions made
- Make sure that you use the company's brand/logo where possible
- Tag any key members of staff
- Make sure you say thank you publicly
- Quotes from key members of staff

Social media

The basics are a given, the doners will (nearly always) expect to get this in return for their money/time.
But what can we do to stand out, and get more?

Content collaboration is the next stage and where you can really become creative... and have some fun!

"In essence, charity content collaboration is about creating meaningful partnerships that amplify the charity's message and drive positive change, while also providing valuable benefits to the collaborating partner."

This content is mutually beneficial; it helps the charity, and it meets the donor's objectives.

Content collaboration - Ideas

- Video and photography
- Spin off content (video and articles)
- Interviews
- Stats and reports on how they helped
- Co-branding
- Prizes or judge spots

Now your turn

Think of an event or fundraising strategy that your charity has coming up, or maybe one you would love to do in the future.

Design a fundraising pack/proposal, focusing on the following:

- What will the donor achieve (consider their likely objectives)
- What will they get for their contribution
- Highlight one “content collaboration” idea that will peak their interest

Conclusion

In simple terms you, as the charity, have what the "client" wants:

- Access to an audience that corporately they don't
- Authority and authenticity
- The opportunity to show personality and break away from the corporate guidelines

BUT

To make the most of the opportunities, charities **MUST** be prepared to give back. The more you give back the more you will get in return... and that is good for your cause.

Thank you