



Grow Your Ministry with Email and Social Media

Jen Wewers, Give Gratitude Consulting
Director of Development, Caritas Clinics



Give Gratitude
Principal
Facebook: @givegratitudeinc
Twitter: @jenwewers
Instagram: @jenwewers

Caritas Clinics
Director of Development
and Marketing
Facebook: @saintvincentclinic
@duchesneclinic



BUILDING COMMUNITY



Duchesne Clinic at [Duchesne Clinic](#).

Published by Jen Wewers [?] · March 13 at 8:52am · 🌐

Today we welcome three students from [University of Kansas Medical Center](#) Masters in Health Services Administration. (That's a mouthful) They are working on a health policy group project mapping our patient flow so we can learn more about "a day in the life" from our patients' perspective. Thanks for spending the day with us Madison, Jackie and Lauren!



Saint Vincent Clinic

Published by Bess Collene Bonewits [?] · February 6 · 🌐

These hard working PAT educators at [Leavenworth & Ft. Leavenworth Parents As Teachers](#) invited us to share more about what we do. Thanks for the invite!





ADVOCACY

THE VALUE OF THE CDBG PROGRAM FOR OUR PATIENTS

Each year the City of Leavenworth helps pay the utility bills at Saint Vincent Clinic.



They are able to do this because of the federal funding of the Community Development Block Grant Program.

This is one of the programs that is slated to be eliminated in the 2018 federal budget.



Caritas Clinics, Inc.
Saint Vincent and Dukesne Clinics



STEWARDSHIP



Saint Vincent Clinic

Published by Simple Share by Constant Contact [?] · January 29 ·

Just a few photos of the Streak! Thank you to the good folks of Leavenworth.



Thank YOU Streakers....

Just a few photos of the Streak! Thank you to the good folks of Leavenworth.

MYEMAIL.CONSTANTCONTACT.COM



SHARING MISSION STORIES



Duchesne Clinic

Published by Bess Collene Bonewits [?] · February 21 at 10:12am · 🌐

It's HEART month all February long. CPR training for our clinic this morning. American Heart Association - Kansas City Kansas City Kansas Fire Department- KCKFD





HAVE FUN



Duchesne Clinic

Published by Jen Wewers [?] · November 15, 2016 · 🌐

At Duchesne one of our core values is Good Humor...we strive to create joyful and welcoming environments for our patients and our staff. At today's staff meeting Stephanie received our monthly "You Made My Day" surprise gift. A fellow staff nominated her for always being able to help her when needed. Once announced, Maria provided the microphone for Stephanie's acceptance speech.

Jesuit priest, Fr. James Martin, reminds us "Joy, humor, and laughter should be part of everyone's spiritual life. They are gifts from God and help us enjoy creation."

Enjoy each other!





Best Ways to Increase Capacity and Efficiency

- **Recruit social media ambassadors**
 - Staff and volunteers
- **Have a plan**
 - Review cause awareness days
 - Review dates important in life of nonprofit
 - Other important dates you can “piggy back on” (Royals Opening Day, Plaza Lights at Thanksgiving, etc)
 - Don’t be afraid to say NO or THAT’s ENOUGH
- **Time management**
 - Develop content that is scheduled in advance
 - Block 20 min a day on your calendar and set a timer to review, respond and engage supporters
 - Don’t get distracted. 😊



Best Ways to Increase Capacity and Efficiency Continued

- Repurpose Content
- It's better to be consistent in one place then to be everywhere and nowhere
- Don't focus on gaming the system. Be thoughtful and post meaningful content.
- Develop social media guidelines
- Time management



STEP 1

GOALS

What are your goals for social media?

- Increase engagement
- Connect with new prospects
- Recruit volunteers
- Celebrate milestones
- Thank donors and volunteers for their support
- Fundraising



STEP 1a

OBJECTIVES

How will you make those goals a reality...yes, get SMART!

(specific, measurable, actionable, realistic, timebound or timely)

- Increase engagement
 - Gain 200 new Facebook followers by 12/31/17.
 - Recruit 5 social media ambassadors to help spread the word
- Thank donors and volunteers for their support
 - Respond to social media post comments, questions and shares within 4 hours.



STEP 2

AUDIENCE

Who is/are your audience(s)?

CLUE: It's NOT everyone or anyone! 😊

Where are they on social media?

That's where you need to be.

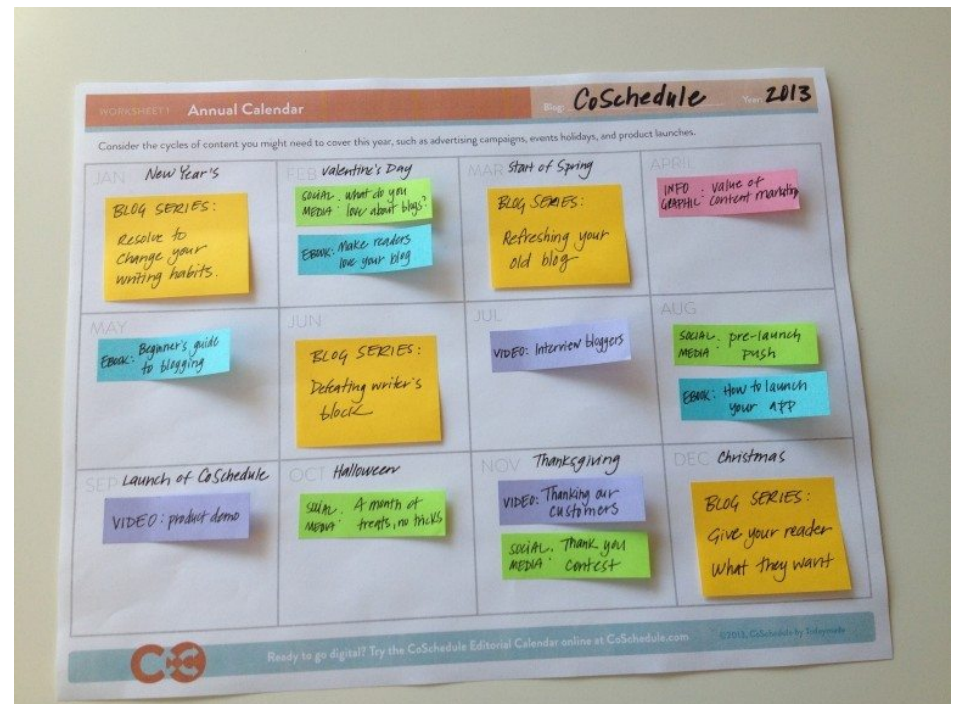


SO MANY OPTIONS

- Calendars
- Excel spreadsheets
- Scheduling Applications
- Project Management Software

Step 3

CALENDAR





What we are using at Caritas Clinics

The screenshot displays the Asana web interface. On the left is a dark sidebar with navigation options: Reports, Teams (Caritas), and PROJECTS (Social Media/Email Marketing, Volunteers, Government Projects, HH Breakfast, Grants, More Projects..., Browse More Teams). The main content area shows a task list for the 'Social Media/Email Marketing' project. The list includes tasks like 'August e-Newsletter - Impact' through 'December e-Newsletter - Impact', followed by a 'Social Media:' section containing 'National Caregiver Month', 'March Awareness Month' (highlighted), 'Employee Appreciation Day', 'Women's History Day', 'April Fools', 'April Awareness Month', 'Tell a Lie Day', 'Tax Day (Make a donation)', and 'Volunteer Week (April 10 - 16)'. Each task has a due date and a status icon. On the right, a task detail panel for 'March Awareness Month' is open, showing a checklist of activities: Social Worker Month, Nutrition Month, Women's History, and March Madness. It also includes a history of updates and a comment section.

asana MY TASKS INBOX DASHBOARD + Search Help Upgrade caritasclinics.org JW

☆ **Social Media/Email Marketing** List Conversations Calendar Progress Files

BB JW an +

Public to Caritas

BB Bess B Mar 1

Social Media/Email Marketing Social Media

✓ **March Awareness Month**

Social Worker Month
Nutrition Month
Women's History
March Madness

Jen Wewers created task. Feb 21
Jen Wewers added to Social Media/Email Marketing. Feb 21
Jen Wewers assigned to Bess Bonewits. Feb 21
Jen Wewers changed the due date to Mar 1. Feb 21

JW Write a comment...

Followers JW BB + Following



SOCIAL MEDIA PLANNING RESOURCES

- Social Media Planning Steps
- Editorial and Content Calendar Templates
- Asana project management
- Freedcamp project management
- Trello project management
- Scheduling software: Buffer, Hootsuite, Meet Edgar, etc



WHY BE ON FACEBOOK?

17

79% of internet
users are on
Facebook

79% of online adults (68% of all Americans) use Facebook

% of online adults who use Facebook

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER

FACEBOOK:

Where users spend an average of 50 min a day



- Posts (Quality not Quantity)
- 2 – 3 times a week
- Ask Yes/No Questions
- Post photos from behind the scenes at your nonprofit
- Facebook Live and Short Videos that tell your story
- Connect with other businesses and nonprofits Facebook pages
- Pages App

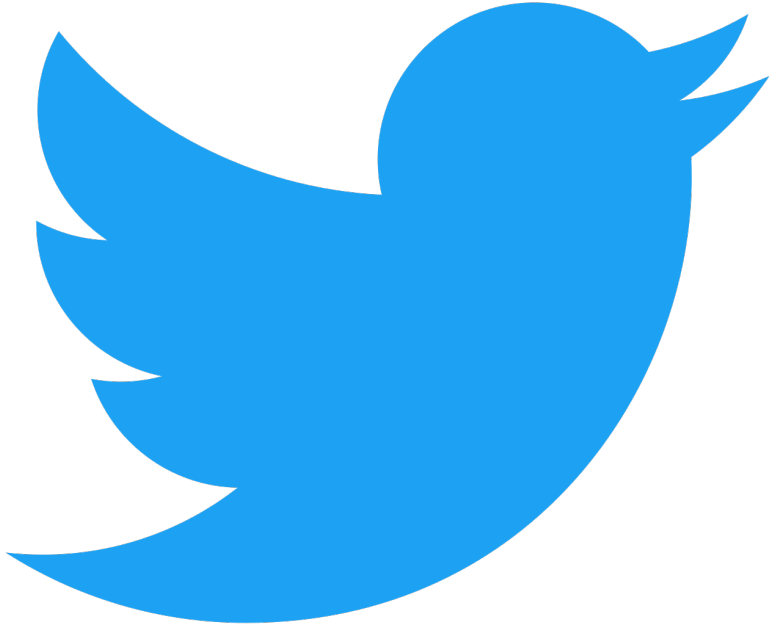
FACEBOOK:

Where users spend an average of 50 min a day



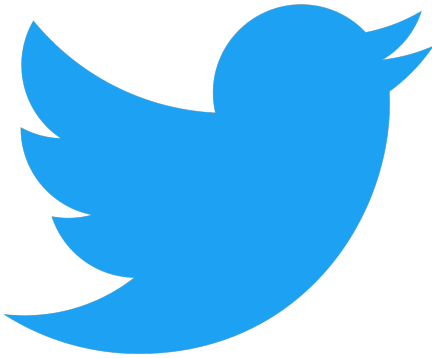
- Blueprint (Facebook advertising school)
- Algorithm Changes/Edge Rank
- Fundraising Tools
- Facebook Live
- Consider a modest budget for boosting posts

WHY TWITTER?



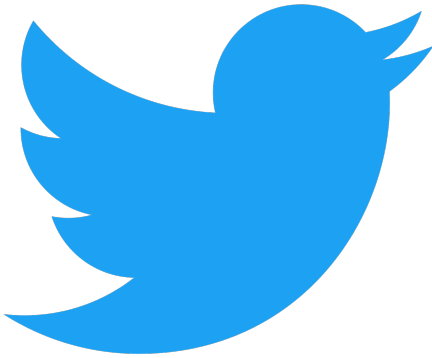
- Sharing original content
- Thought leadership
- Engage influencers
- Media relations

TWITTER TIPS



- Make sure to research relevant and timely hashtags first before you post; think #GivingTuesday or #BCAM for Breast Cancer Awareness Month
- Three or less posts per day leads to higher engagement
- Use photos in posts
- Create your own hashtag for your nonprofit and/or campaign and post it often

TWITTER TIPS



- Use no more than two hashtags per tweet. Research has shown a 17 percent decrease in engagement with tweets with more than two hashtags
- 3 times a day
- Encourage your followers to retweet! Tweet engagement is known to increase by 12 times when followers are asked to retweet
- Network! Want to spread your campaign? Ask the right people to tweet it out to their network for you

WHY INSTAGRAM?



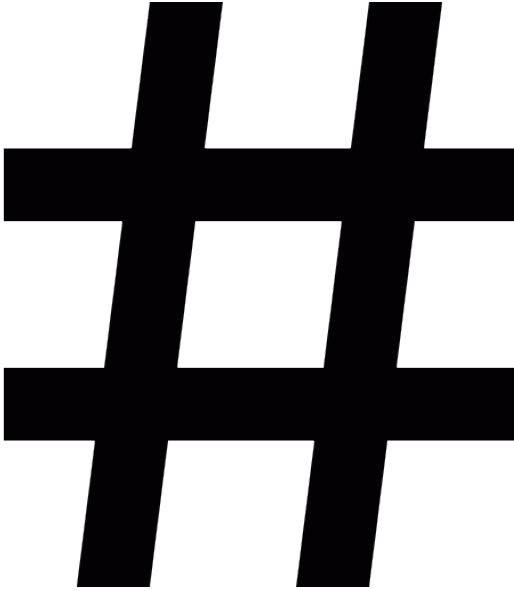
- 400 million active users, doubling from 2013 to 2015
- Over 40 billion photos posted to date and around 3.5 billion likes daily
- 60 percent of active users each day, only second to Facebook for the most engaged daily users
- 90 percent of users who are 35 or younger, making it a millennial-heavy platform

INSTAGRAM TIPS



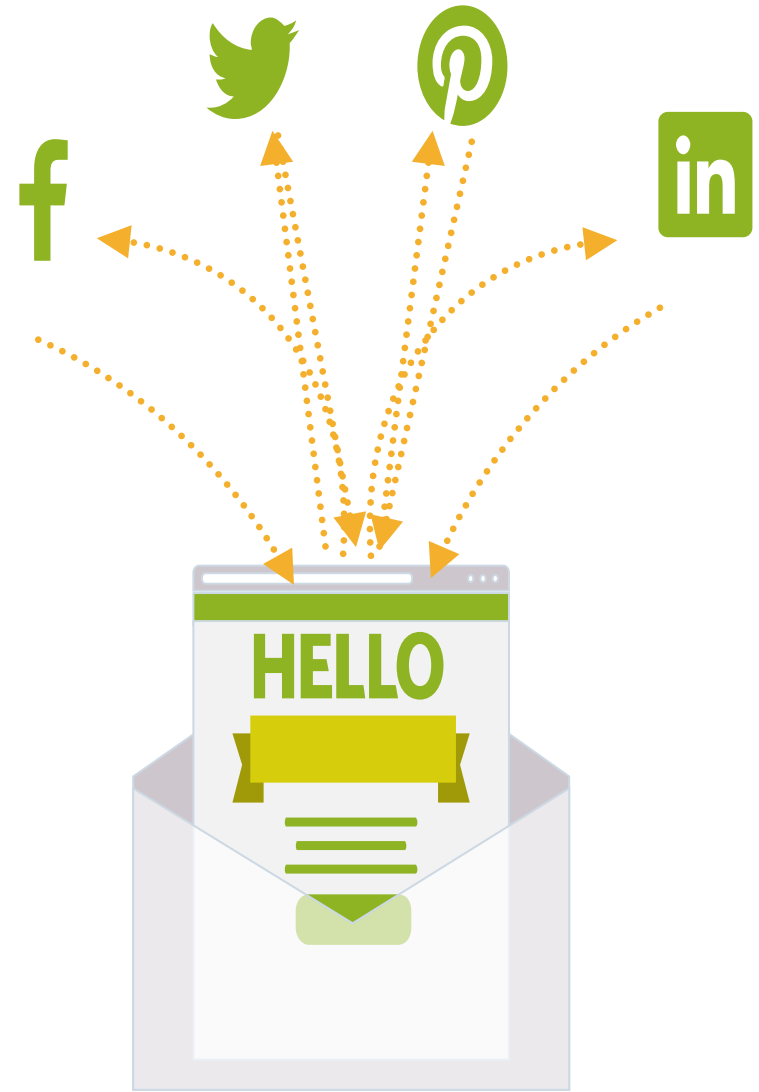
- Only post great photos
- Include live link to your website
- Owned by Facebook so when you do an ad on Facebook you can also run on Instagram
- Move from chronological posts to those that viewers are most likely to like
- Balance consistency with quality
- Posts should tell a story about your nonprofit's impact using captions
- Hashtag

HASHTAG STRATEGY



- Hashtags are like folders that help to sort through the volume of content
- Twitter hashtags help create communities with the same interest
- Hashtags can be used strategically to educate
- Usable on Facebook, Twitter and Instagram. (Facebook and Twitter – no more than 2 per post but for Instagram – Hashtag away)
- Hashtags can track an event
- Have at least one hashtag you regularly use to identify your organization. Do some research before you choose.
- Hashtag 101

Don't forget about
email





EMAIL MARKETING IS ESSENTIAL

- Good mobile responsive design
- Build your list organically (avoid being considered spam)
- Visually compelling
 - No more than three images
 - No more than three links
- Better to send shorter content more often than lots of content less frequently
- Segment
- Strong call to actions
 - Fundraising
 - Share your stories on their social media

+ Importance of Images Photography and Design



Canva





What to Post

- Behind the scenes footage
- Share your history
- Create a survey
- Share testimonials
- Show photos of what your nonprofit is doing
- Share impact/results of your work





What to Post

- Link to coverage of your cause in the press or in other organization news
- Educate about legislation that would affect the organization
- Post photos of events
- Post event invitations
- Educate
- Share feedback
- Share posts from similar organizations or others that have affinity with yours

Caritas Clinics, Inc.
Saint Vincent and Dukesne Clinics

THE VALUE OF A SAFETY NET CLINIC

Average Cost of ONE Emergency Room Visit
\$1,423*

Average Cost of ONE YEAR of Safety Net Clinic Care
\$343

*According to a National Medical Expenditure Panel Survey (MEPS) 2013

+ Social Media's Weak Link



Michael Stelzner

November 8 at 7:33pm · 🌐

Follow

Ok friends, our Social Media Examiner Facebook page has fully disappeared from existence? Anyone have any suggestions on what to do?

👍 Like 💬 Comment ➦ Share

Robert Scoble and 51 others like this.

244 shares



SocialMedia Examiner Retweeted



Michael A. Stelzner @Mike_Stelzner · 12h

Can you help?

SocialMedia Examiner @SMExaminer

Our Facebook page has been missing for over 24 hours. Do you know anyone who can help?

facebook.com/stelzner/posts... Please Retweet.



17

2



And your
website





+ THANK YOU
Any Questions?



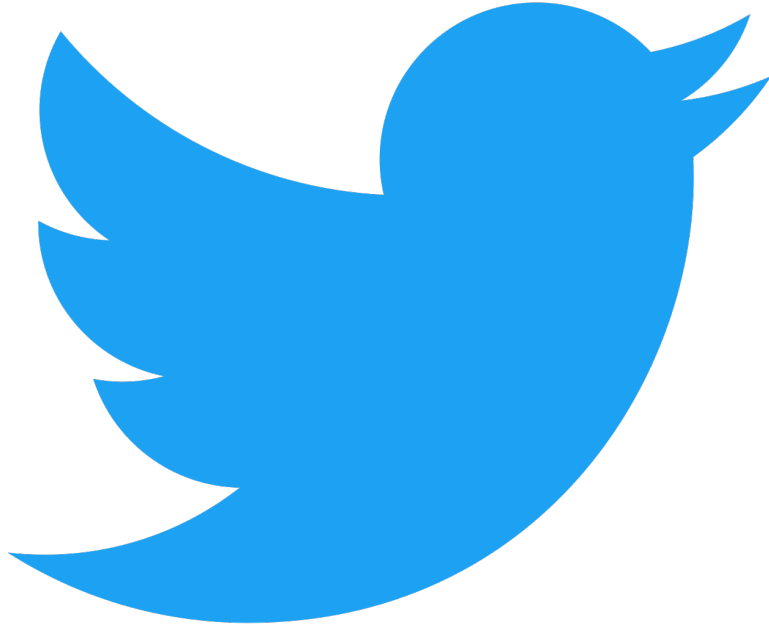
FACEBOOK RESOURCES



- Using new Fundraising Tools
- Add Donate Now button to FB page
- Facebook Blueprint
- Nonprofit Best Practices for Facebook
- Should You do a Facebook Ad or Boost Your Posts?
- The Metrics You Need to Follow



TWITTER RESOURCES



- Examples of Strong Nonprofit Twitter Accounts
- Twitter Tips for Nonprofits
- More Tips
- Why Use Twitter (an old post but a good one)
- Nonprofit Twitter Tips from Pros



INSTAGRAM RESOURCES



- Nonprofit Instagram Users and Why They Are Getting It Right
- Instagram Tips for Nonprofits