

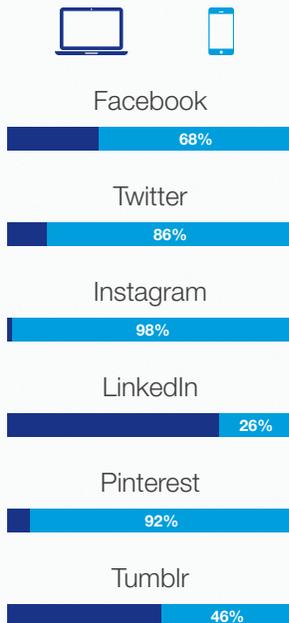
Make the most of social media in a highly mobile world.

How getting smart about social media and peer-to-peer fundraising can help you connect with donors.



Learn how donors communicate online and off – then build relationships through those networks.

Social Network Use on Mobile Devices



Online or off, charitable giving is frequently a social act, influenced by both direct appeals from peers and trends in larger social networks. Meanwhile, mobile technology allows us to be connected to, and influenced by, our peers like never before. It's no surprise that the newest frontiers in nonprofit fundraising – from social media sites to crowdfunding to apps, QR codes, and texting – have a decidedly mobile flavor.

Getting social in a mobile world.

Social network use in the U.S. is an overwhelmingly mobile experience, with the top 6 social media sites drawing between 26 and 99% of their traffic from mobile users.¹

Nonprofits that can leverage the power of social networks for fundraising and awareness not only raise more money than they would otherwise, but – just as important – develop a strong relationship with their target audiences. A few tips for smart social media engagement:

- **Meet them where they are.** Learn how your supporters communicate online and off. Then build relationships, and leverage their support, through those networks.
- **Give them the right tools.** Provide donors and volunteers with mobile-friendly tools and messages they can use to be more effective.
- **Consider the destination.** Mobile doesn't end with social media. Make sure that if postings or tweets lead supporters to another site, the destination is mobile-optimized – starting with the donations page of your website.

From 2010 to 2013, peer-to-peer giving grew by 250%.

Benefits of peer-to-peer fundraising



Percentage rise in number of gifts acquired by P2P fundraisers



Percentage growth on traditional donation page for nonprofits that added P2P giving in 2013



Percentage additional dollar growth due to P2P fundraising activity

Tap into peer-to-peer fundraising.

The idea of crowdfunding isn't new. However, the power of peer networks – coupled with social media and mobile technologies that make it easy for fundraisers to tap into those networks – has allowed online peer-to-peer (P2P) giving to flourish.

Nonprofits that empower their supporters to become active fundraisers are reaping the rewards. Contradicting worries that P2P fundraising might siphon off funds from more traditional giving, a three-year Network for Good study found that organizations that add P2P to their fundraising portfolios ended up increasing core fundraising activity, while P2P giving increased by 250% in the same period.²

Meanwhile, crowdfunding providers are no stranger to the shift to mobile giving. For example, FundRazr reports that as of June 2014, 62% of its campaign visits were from mobile devices – 50% from smartphones and 12% from tablets.³

The takeaway for nonprofits: Engaging with donors through social media and peer-to-peer giving are here to stay. Developing these areas of your outreach and giving strategies are essential to keeping your nonprofit organization vibrant, now and in years to come. And if you use third-party technology to support peer-to-peer giving, make sure those partners are fully mobile optimized, and that their campaigns are fully shareable on major social media channels.

PayPal and Network for Good: A strong mobile partnership

PayPal and Network for Good work together to help nonprofit organizations communicate with donors where they are, through the devices they use every day. PayPal processed more than \$5.7 billion in donations in 2013, and is currently used by more than 400,000 nonprofit organizations in the U.S. and Canada. Network for Good, a leading platform for online giving, has processed over \$1 billion for more than 100,000 nonprofits. Together, they help nonprofits reach more donors, optimize online donations, and take advantage of mobile fundraising.

¹ April 2014, comScore, [2014 U.S. Digital Future in Focus](#)

² March 2014, Network for Good, [2013 Digital Giving Index: Online Giving Continues to Grow for Charities Across the Country](#)

³ June 2014, FundRazr CEO Daryl Hatton, PayPal interview, June 2014. FundRazr parent company is ConnectionPoint Systems Inc.