

Skills Platform



5 Lessons

the CHARITY SOCIAL MEDIA TOOLKIT



CHAPTER 4

CAMPAIGNING & FUNDRAISING WITH SOCIAL MEDIA

Social media can help amplify a successful campaign, but charities are having to contend with a crowded space as organisations compete to be the next viral campaign.

The bottom line is that charities need to be smart and targetted if they are to get the most out of social channels for campaigning and fundraising.

In this section, Fawcett Society Chief Executive Sam Smethers shares her insights from the successful #FawcettflatFriday campaign. Ross McCulloch, director of Third Sector Lab provides some top tips on fundraising using social media.



#FAWCETTFLATFRIDAY - HOW TO CAMPAIGN USING SOCIAL MEDIA

#1

**People Don't
Read PDFs**

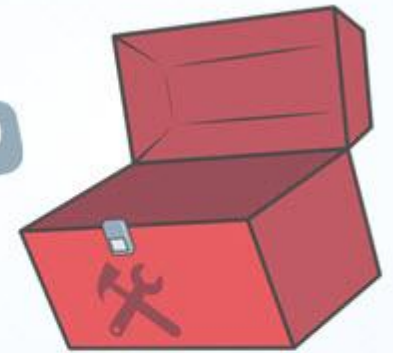
**They Don't Read
PowerPoint
Either**

#2

Influencers

[All Chapters](#) [About](#) [Resources](#) [Charity Training](#)

the CHARITY SOCIAL MEDIA TOOLKIT



CHAPTER 8

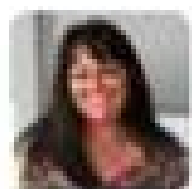
THE FUTURE OF NON-PROFIT SOCIAL MEDIA

BY BETH KANTER



#3

**AWESOME
THINGS**



Christine Moore @christinewmoore · May 20

Love my high heels but, in solidarity with my sisters, today is all about [#fawcettflatsFriday](#)



2



Communities Campaign Fundraise

#4

TOGETHER

Digital Champions Advocacy

Skills Platform



Joseph Rowntree Fdn. Retweeted



Sharon Godwin @sharongodwin10 · 14m

Childcare costs are parents' biggest weekly outgoing @jrf_uk
#statoftheweek bit.ly/29ZEMv8



6



2



Sharon Godwin sharing JRF's latest research

#5

INSPIRE

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Marie Curie 

@mariecurieuk

 Follow

Lunchtime at Liverpool hospice and a request for 'just some chips and ice cream'. Nadine's sorted it! [#ANursingDay](#)

12:42 PM - 12 May 2016

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