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@MSCharitiesUK #Tech4Good



# Microsoft's mission

Empower every person and every organization on the planet to achieve more.





We must move  
technology forward,  
without leaving  
**people** behind.



# Over 500 Million Users

90% of high net worth people who use social media, 73% spend it on LinkedIn  
*(Facebook, Google+ and Twitter make up the rest)*



**Profiles with pro headshots get 14% more profile views**

70% of users are *outside* the USA

# Grow your brand on LinkedIn



Build your professional  
Brand



Build your Charity  
Presence



Find Talent on LinkedIn



Fundraise with LinkedIn

Rock your profile

Build your  
company page

Volunteer  
Marketplace

Relationship mapping



## How to get your nonprofit on LinkedIn

# 01.

### Build a presence

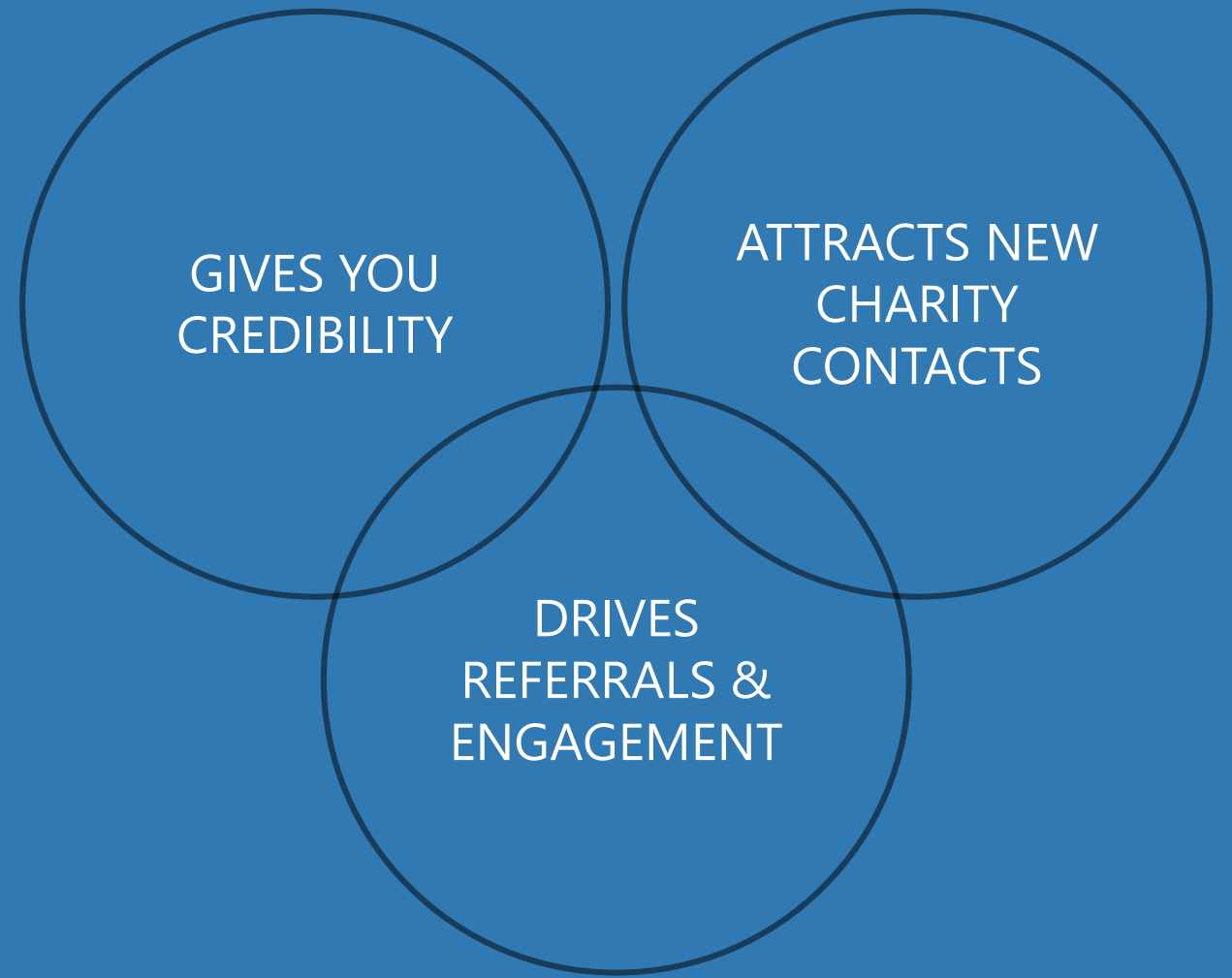
The first step is setting up a page for your organization

# 02.

### Grow your network

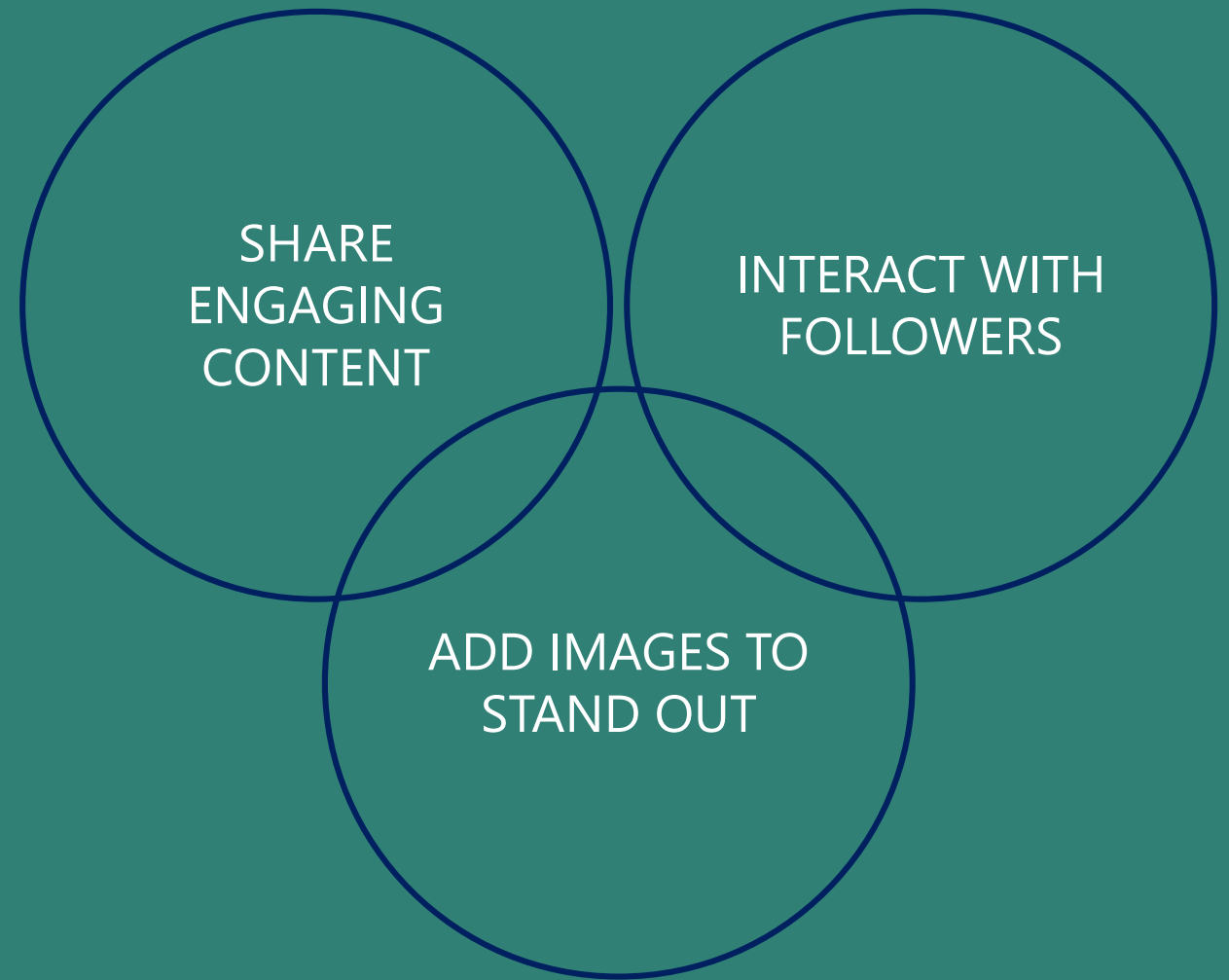
The second step is establishing and growing your nonprofit's network on LinkedIn.

Your professional brand is key to all new opportunities, to build your brand and set both **yourself and your charity up for success.**



Take time to **build your charity presence** to help you

- Share regular updates
- Amplify your messaging
- Seek out volunteers
- Gain access to skilled professional **potential supporters**





Use LinkedIn to **find talent to support your charity.** These can be

- Supporters
- Employees
- Donors
- Volunteers
- Board members

*76% of LinkedIn members are interested in working at a nonprofit.*

*Over nine million LinkedIn members have raised their hands, interested in doing skilled volunteering and/or board service*



## Workshop Steps

### Grow your nonprofit's network on LinkedIn:

1. Employees' unique connections generally are 10x the number of company followers. Take advantage of this!
  - Make sure your coworkers have complete profiles and encourage them to make meaningful connections with classmates, former colleagues, friends and family.
  - Consider hosting a LinkedIn training session or lunch.
  - Connect with your coworkers!
2. Include everyone who works *with* your nonprofit
  - Ask volunteers and board members to follow your Company Page.
    - Build an auto-response email – when volunteers sign up, send them an automated response to add their involvement to their LinkedIn profile.
    - Add your company page to email signatures and ask people to follow.
  - Make sure to connect with everyone on your board and key volunteers so that their networks become part of yours.

## Fundraising through LinkedIn using sales navigator

- For medium to larger charities
- Amplify your messaging
- Seek out volunteers
- Gain access to skilled professional **potential supporters**





# Workshop Steps

## Use your growing network:

1. Prospect: Run through your target list of donors / prospects and identify where relationships exist – with your board or across your network.
2. Get valuable context: Before a meeting, look up attendees on LinkedIn and see if they're connected with anyone you know.
3. Drive strategic partnerships:
  - Identify a partnership you're working to foster
  - Search to find the right contacts
  - Narrow the list to people you need to connect with
  - See how you're connected and ask for an introduction

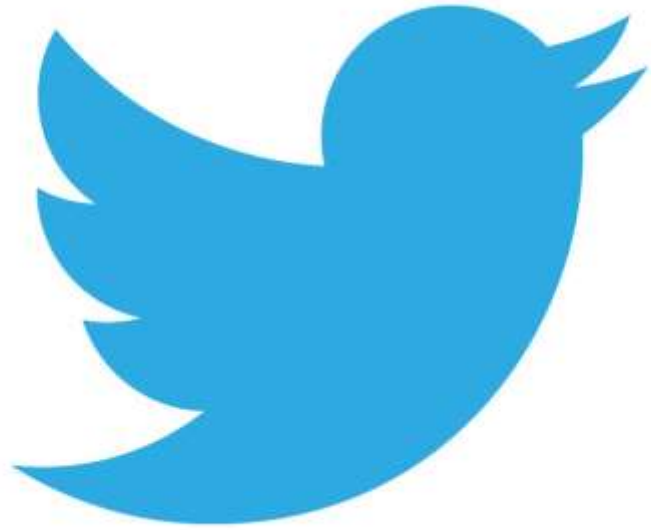


# Over to Jake....

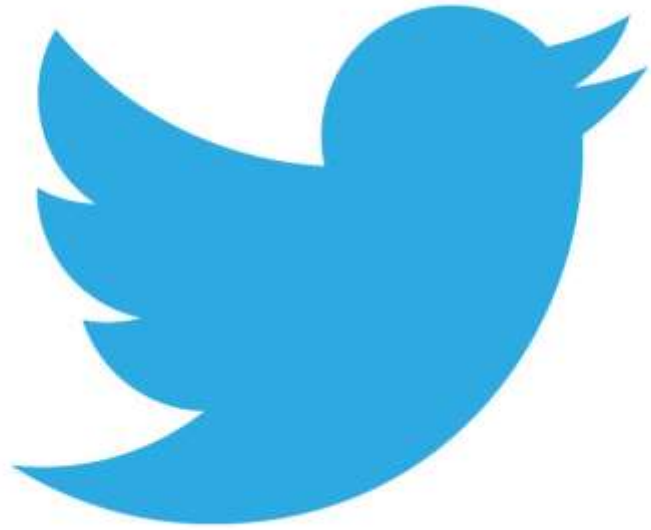
Demo demons, be kind!



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Day 1



Day 20

# Grow your brand on LinkedIn



Build your professional  
Brand



Build your Charity  
Presence



Find Talent on LinkedIn



Fundraise with LinkedIn

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Rock your profile  
webinar

Company Page  
best practices

How to find  
talented  
individuals

Webinar



# Thank you



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