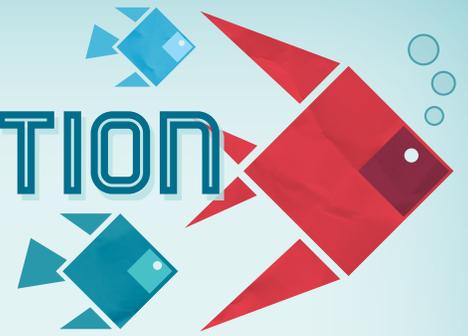


DRIVING PARTICIPATION

with Beth Brodovsky



SESSION 057

MARRYING MOBILE WITH SOCIAL

WITH RITU SHARMA

Beth: Hello. This is Beth Brodovsky, and welcome to Driving Participation. I am here today with Ritu Sharma, who is CEO and co-founder of Social Media for Nonprofits. They are an organization that does social media education for nonprofits worldwide through all types of really interesting programs. I connected with Ritu originally on Twitter and I'm so thrilled to have you on today. Thanks you so much for joining me, Ritu.

Ritu: Thank you very much for having me, Beth. I'm excited to be here.

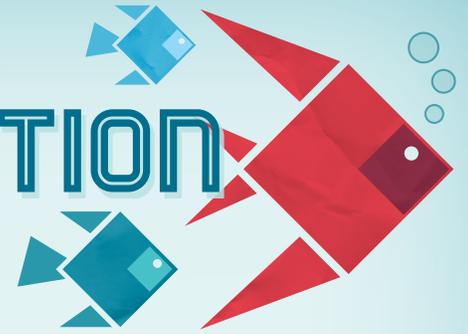
Beth: Ritu has so many interesting areas of expertise and one of the the first things that I discovered about her organization is that they are an organization that does teaching and education about social media, that they're also a nonprofit themselves. Ritu, can you tell people a little bit about how you wandered into this work and what made you decide to form your organization as a nonprofit?

Ritu: Sure thing. I was in social media marketing for the for profit sector organizing very similar conferences in North America and Europe for several years and I started talking with my co-founder and we spoke about what were some of the things that the nonprofits in the social media space were doing and what we found in our conversation, in our casual conversation was that there was very little information available and people were really searching and asking him, who is a nonprofit expert, a lot about these things and there wasn't many places he could direct them to and my work at the time was very for-profit, very corporate and very agency-oriented and I was like "There's a possibility for us to potentially do something in the nonprofit space, but my expertise is in event planning and also in the for-profit space," and he came together and said "I have a great deal of connections in the nonprofit space, but I don't have the subject matter expertise. How about we partner together?" and that's how we formed this organization and how we started this work together.

Beth: That's so interesting when people move over from a traditional for-profit world. Did you

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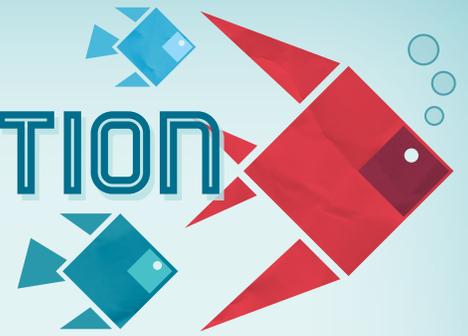
find there were any challenges when you did that?

Ritu: You know, the way nonprofit sector operates is very different from the way for-profit sector works. Very, very different. The thing that I noticed when we were researching and talking about it, I was involved in the nonprofit sector, but more from CSR and on the boards and volunteering perspective so I had one foot in the space, but from a different angle and what I noticed is when we started to talk about it and research it, there wasn't a place that nonprofits could go to and say "I'm going to go here and learn about this," or "I can go attend this training or conference," and sadly, believe it or not, five years later, the space is still very similar. There aren't many dedicated organizations that do this sort of work and a lot of this work is trial-and-error based, which is a huge challenge because there's no standardization of content and knowledge. It's all about social media, it's all about a lot of activity, but not attaching it so much to our life and that's the biggest difference for nonprofit and for profit, that for profits are largely all about what I learn and what I do with it and how is it meeting the business objective. In the nonprofit space, it's a lot about building communities, it's all about a lot of activity and online, but they're not very good still with attaching that knowledge and experience to how does it translate to more donations? How does it translate to more volunteers? How does it translate to more advocacy actions then except for maybe the 1 percent of the nonprofits that are very established?

Beth: Right, and at that level, those types of nonprofits function more like, I wouldn't say like a for profit, but more like a corporation. In my experience, I worked for eight years in a nonprofit before I started this business, but in every way it was very much like a for-profit company. We didn't even do fundraising. We created product that we sold and created conferences and education so it was much more corporate and with those types of resources and product sales basis, you function the way a corporation does, but nonprofits that don't function that way, it's interesting and I see the same thing from my perspective that there is such a need for education that's focused exactly on the uniqueness of a nonprofit and how they go about decision-making and the community-making and the board decisions and then on the flip side, there's also a need to get the nonprofits to see some of the value in the corporate thinking and the corporate way of tracking, measuring and evaluating the value of the activities that they're working on.

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Ritu: You're quite right. There is a lot to be said for finding the best of both worlds together and I think the big corporation models and the impact mission-driven models are very much trying to address that. You and I aren't alone in that sentiment and I think we'll see more in the sector in that direction, but there's still quite a ways to go before that becomes mainstream.

Beth: One of the things that we talk about a lot on this podcast obviously is the concept of participation and the whole feeling of one of the true uniquenesses of the nonprofit world, which is the need to build engagement. A lot of times in a corporation, people can find something, buy a product, sell it and come back and buy that product over and over again without ever any need to feel necessarily engaged. Of course every corporation wants to build a rabid following, but many, many, many for-profit companies can be completely successful executing and delivering product whereas very few nonprofits can do well unless they can build that emotional connection, that sense of participation and involvement, but what it means is so different for every organization. In this world that you work in, where do you see participation to be the most valuable? What are people counting?

Ritu: You know it's such, like most words actually in English. Meanings are different in a contextual way to everybody.

Beth: That's why I like to ask it.

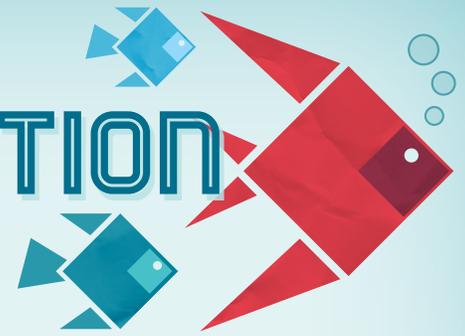
Ritu: I bet you get a million different answers.

Beth: A million different answers and the first question people usually say to me is "What do you mean by participation?" and I say "Yes, that's my question." It's like a "Who's on first?" episode.

Ritu: Exactly. For me, participation means co-ownership. It means being part of the change that you want to see in this world. In co-creating that change in an environment where nonprofits are, for you to see that change happen, but if you're in charge as a community, whether it's in hunger or poverty alleviation, in nonprofits are nothing but a medium for you and participation is utilizing that medium to reach that goal of a better world, a world where

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there's people not going hungry, people not going without clothes and they have shelter and they also have good quality of things and good quality of life as they move up the scale in terms of survival and their needs in the hierarchy into arts and fulfillment and into intellectual innovation. I think there's room for all of those. Which need in the community is greater than the other, but whatever speaks to you as an audience, whatever speaks to you, be the change and be part of making that change that you want to see in the world. Don't wait for somebody else to come and make it and find a way to get involved and shape that change and that's the only way for us to participate in the nonprofit or for-profit sector.

Beth: I love your term co-creation. I've never heard anybody describe it exactly like that before, but it is interesting that one of the big trends that I see coming out of this podcast and all these conversations that I've had is this whole idea of collaboration in every way. People have talked about nonprofits collaborating with each other, who would on the surface might be seen as competitors and you're talking about people collaborating vertically within their community with members of the community or potential members and in other ways as well, but to bring people in and ask them to participate in making what they want to have happen, happen is such a uniqueness in this world that makes it so interesting.

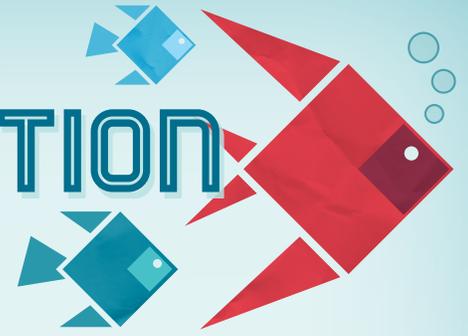
Ritu: Yeah, it does.

Beth: You have some unique expertise, which is why I wanted to bring you on. I've had other people come on and talk about social media and there's probably a million other people I could call that could talk about it in different ways, but you have a very distinctive perspective because of the work that you do, the education work and your opportunity to go into an educational section, an educational environment, talk to people and really have an understanding about where they are on the spectrum. What is the state of the world right now and one of the things that is coming up everywhere is mobile and so we have an opportunity to talk about where your mobile and social backgrounds are coming together and learn from you a little bit about what is the state of the mobile today and how it applies to social communications.

Ritu: Sure thing. You know it's a very natural evolution that's taking place. The last three to four years it talked a great deal about social media marketing and decentralization of

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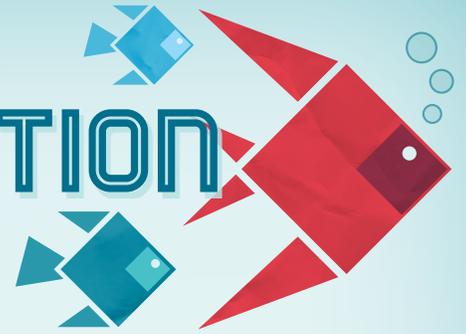
messaging and going through where we're not controlling the PR form of messaging. It's a lot of decentralization, it's a lot of conversational way of communicating these days and there's a natural evolution now that the internet has moved from desktop to laptop to tablet and now completely in our hands in mobile devices. Basically we're accessing social media marketing on mobile devices so no matter how much time as a nonprofit or as an individual you spend on creating quality messaging and creating a great deal of graphics and info-graphics and all these things, but if they're not mobile optimized, if they're not designed for that environment, you're basically losing a lot of participation, a lot of interaction and its sort of a need of the moment.

Beth: Yeah, and so where are people going with that? What are people not doing on mobile that they really should be starting to think about at this stage?

Ritu: What they're not doing is thinking of incorporating mobile into their day-to-day work and thinking about really how is my audience coming to me and how are they interacting with my visitor property? It's a very simple thing actually. It's not that complicated. It's basically they're not stopping and looking at Google Analytics. They're not stopping and looking at different analytics on different platforms including your social media analytics on Facebook and Twitter, just the basic native analytics to look at how many of my people that are coming to read from me, coming to donate or attend an event, where are they coming from? How many of them are accessing my website, my digital properties on their phone? If you start looking at that, then that's where you start an entire conversation. What is happening is a lot of good percentages, and I have some really good statistics on this, a great deal of people are accessing these pieces on their phone already so the challenge of nonprofits has the very first one is to stop and look at it and say how many of my people are using a mobile device? What is the trend? The trend is alarming in terms of how it's switching very, very quickly and to give you some information in terms of just broader, broader, there are several statistics out there, 91 percent of all adults in the US are mobile-phone equipped. Ninety one percent first and foremost. Then you go down a little bit and you look at how many people are approximately accessing their emails on their devices and about 60-65 percent, if you just took an aggregate of five different research, about 60-65 percent is somewhere where it falls. Sixty-five percent of your email is being first opened on a mobile device on the go and if you look at social

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media, whether it's data from Facebook or Twitter and from other channels who are open about their data, if you look at that, a good 70 percent of social traffic, some that say 90, some that say 50, but what I'm looking at is approximately 70 percent of people are accessing social media channels. Seventy percent of people are accessing social media channels more online are accessing it through a smart phone and with that kind of data available to you from an aggregate, now your job as a nonprofit is to go deep into it and kind of analyze it against your own personal data to see what is the trend within your own nonprofit? For some it may be fairly low, but for some it may be fairly high and thus the level of urgency in terms of how you start to look at being mobile-ready and mobile-optimized nonprofit.

Beth: Is there a number that you could recommend to people, if you go into your Google Analytics and what you're looking for is people who come to your site from a mobile device, is there a number or a guide that you can say "Well if your number is around here, you don't have to panic yet. You might have a little time that you don't have to worry about this. If your number is here, you should be actively focusing on it," or something like that?

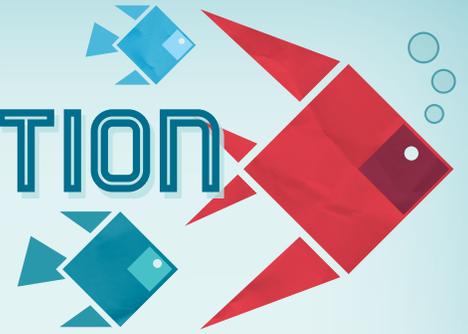
Ritu: The thing is, I could give you that number in terms of what you could potentially do, but I don't think that's the right way to go about it because what that means is basically it could be interpreted in different ways. What it could be interpreted as is like "Hey, people have already stopped coming."

Beth: Oh, I didn't think about that. That's a good point.

Ritu: Or they completely abandon the site quickly or quite frankly, you just don't have a good engagement. You don't even know what you're missing out on. What I would say is I think general industry data in terms of consumer behavior is what you should look at number one within your narrow space so it's not just yours. You should look at, if I'm for example training a provider in the nonprofit space, I should be looking at what other people are doing. If you are in poverty alleviation or if you are in homelessness, you should be looking at some of the organizations and asking those good old fashioned, the phone works and start picking up the phone and asking colleagues about what are you seeing because you don't want to basically use the data that says "you only have 5 percent of your traffic from mobile" be a big factor in such an in your face trend where Google is actually going to give greater preference to your website and show it higher if it is a mobile-optimized site. That's a very significant change that

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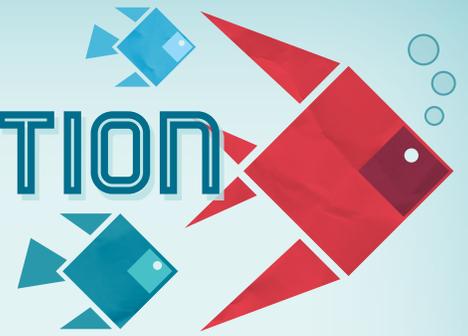
just happened in April so I would say that going forward, every person should be looking at whether they are profit or nonprofit, they should be looking at having a very minimal mobile-optimized website of some form and there are ways to go about it that are very incremental and one of the biggest things as you and I spoke earlier briefly about, there are many reasons why you can't go all in in terms of going mobile, especially from a website standpoint and just to validate, some of your listeners might be thinking it's easy for you to say that, but you know how much it takes or what effort it is. I'll say number one big reason for why people are not going mobile already even though they understand the need is that legacy websites. Websites are a huge monstrous project. We're in the middle of doing one ourselves.

Beth: So am I right now.

Ritu: Ours is not mobile-optimized. We are in the process of making it and let me tell you. It always takes longer. It always takes more than what you had planned for it and there are always unexpected things. As your site is more complex, if it's a simple 10-page, 15-page brochure, it's super easy. You can change that tomorrow, but if you have 15 programs, you have a board, you have different community engagement platforms and you have a CRM backed into it, you have a sales or donation platform backed into it, it's a legacy websites take that much longer. It could be a good six to eight months investment and as long as you're going to go through that investment and you're going to make that time and money available, the staff time is a bigger actual cost than what people realize. You want to get it right and that's why a lot of nonprofits don't go through it because they realize what a big project it's going to be. That's one. The second is lack of technology. People just don't know what they don't have and what's the best way to get it. We got 15 bids from \$15,000-\$150,000. I mean for our website and looking at that, it's very challenging to figure out what the right call to make. A number of different meetings and some of them are similar, but why is one more than the other? That's another thing and finally I would just say a lack of funding. You have a very difficult time in the nonprofit sector and this is a reality for every one of us. You have a very difficult time getting capacity building funding or communications funding and anybody will give you some money for direct preventative service and feed a homeless person or shelter that person or go teach in a school and read some books, but this is my pet peeve, people in the nonprofit sector and for-profit sector for that matter, don't understand that people in

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the nonprofit sector have kids to send to school, too. They also have bills to pay. If you live in a high expense area like either of the coasts, they also have office rent and electricity and those things are part of the expense and so is the website and funding is a massive issue for nonprofits to come up with this kind of funding and staff to make it happen and take the time away from the program work.

Beth: Absolutely, in fact we had a grant writer on in one of the earlier episodes who talked about how to get capacity building grants to do things like technical changes and websites and branding and things like that and that it's not the majority of them, but the world is changing a little bit and there are more of them that are out there and that sometimes to get money for something like this, you need to roll it in with a bigger ask like a campaign budget or something, but it is challenging. What technical considerations should people start to think about when they're starting to want to include their social and getting it prepared for mobile? Things like copy and image use and technology.

Ritu: I think from a technical consideration, people should look at verticals in terms of what is it going to do and in what order they are going to do and that starts with who their audience is and how they are interacting with them today. Looking at that, the broader verticals or technology considerations are first and foremost in this time and age is your website. Your website is the first thing that should be converted into mobile and there are many ways of doing that. There's a mobile optimize, there's mobile only and then there's some other rendering options available, but the gold standards right now is basically do a mobile optimized website that renders based on the platform that it's going to be viewed on and the technology, the way it works is if you're viewing the same website on a laptop or desktop or iPad or iPhone or Android device or Microsoft device for that matter, it renders it based on that technology so it's the same website and you're not maintaining two or three different types of website and different types of content. You're maintaining one and it renders differently. The only exception to that that I recommend is that if you were to do a location-based organization and what that means is if you are, let me give you an example, you're a shelter and you are a donation place, like a Goodwill or an animal shelter or even a child shelter, where people need to know the location and need to interact with transactional aspect of your organization. For example, if I'm looking for a place to go to and make some

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sandwiches for Thanksgiving or something, I want to know what's closest to me because that's what I'm called to do today. If I'm in the area and we're looking to donate a lot of the belongings, close by so we don't have to haul them too far. I want to be able to see the nearest one, what their policies are so location is the only one where I see that you want to take into consideration a mobile only experience and make it very streamlined so people can interact with your services, but other than that, the first and foremost pillar is your mobile appearance. The second is mobile website traffic. The second technology consideration is simple, but it's your email. With your email being read 60 percent on mobile device, you're spending money on a provider, you're spending money on the design and the content and you're spending a lot of your staff time on it and if you send that email and that person cannot open that email and they look funky on their phone or they can't click on the button, all the time and effort is wasted.

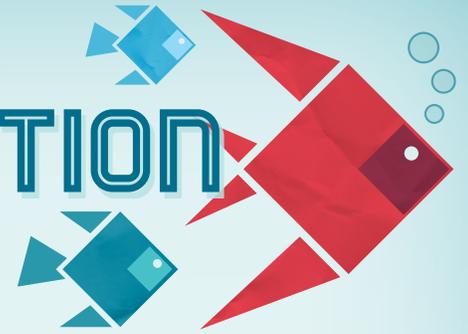
Beth: Which email providers have you had experience with or can you recommend any that are doing a really good job with mobile templates and mobile communications transitioning to that?

Ritu: Speaking specifically for the nonprofit sector, there are a few that do a good job. Vertical Response has a nonprofit donation and discount as well. So does MailChimp. MailChimp and Vertical Response from what I've heard and seen have really good systems, especially I like MailChimp personally and this is not a sponsored message. We are sponsored by another one unfortunately, but MailChimp, not only does it have good mobile templates, it also has a lot of automation options. It helps you be more efficient and use technology to a little bit higher level as a nonprofit and leverage that so that would be my recommendation, but it's more of a personal preference. It's not an organizational endorsement just to be clear.

Beth: Absolutely. I'm a big fan of AWeber. I've had a lot of luck with their technology and their tools and that's a key thing. As you're starting to choose one of these tools right now, you really need to start thinking about it from a marketing perspective. I think there's a nature for organizations to choose their email provider based on which is easy to use and which is the cheapest to use and what I would want to encourage nonprofits to do is to try and look beyond that. Look a little further down the road. One of the things that MailChimp does is

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they give you your first 2,000 names in there for free, which for a small nonprofit, it's going to look really, really appealing, but what I can tell you often happens from that is you get to the point of where you have 1,800 names in your database and there's this feeling of saying "I don't want to add anymore names into my email database because then it's going to go over and start costing me money," so sometimes the lure of freedom and free tools can end up holding people back. There are certain things that are worth spending money on to get it right and moving your email templates and your email list from one system to another is a big project.

Ritu: I've got to say this. Everything worth having comes with some sort of a cost, whether it's a hard cost or it's a cost in time and resources or some sort of other one, but you basically for the most part get what you pay for and at some point you have to take that into consideration and this has happened to me a lot unfortunately and it happens to a lot of nonprofits. I want to be real here. What happens is you get into these options of cheaper or somebody is going to give you a big break and then what happens is you don't have the same leverage or level of professionalism and sometimes what you end up doing is twice as much of your time or your staff's time and then you've spent another big chunk of time when you do transition, so I would say we need to get out of the scarcity mentality and we need to really make sound business decisions in the nonprofit space. Sometimes what we think is cheap ends up costing us a lot of money.

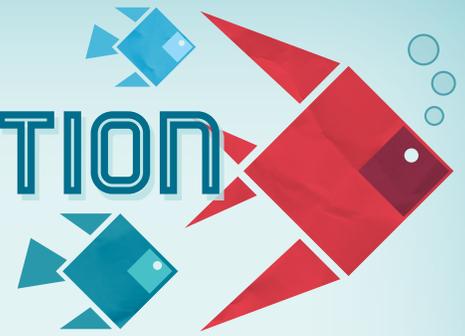
Beth: Absolutely.

Ritu: It could prevent us from doing what we really need to do and why we're doing what we're doing to begin with, whether it's email or website so it's a hard, hard learned lesson and I'm still learning it, but I would say make sound business decisions. Don't make decisions based on price alone.

Beth: I completely agree. On that note, that is a little bit of moving into the idea of making strategic decisions about how you want to incorporate mobile and start to think about it. How does someone's strategy need to be adjusted as they're thinking about their communications when they want to start connecting with a mobile audience?

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Ritu: Well, the audience is increasingly mobile so you need to look at the broader spectrum. First is the mobile optimized website because that's your real thing where you're bringing everybody from your social and mobile efforts back home to make a transaction. Second is your email because that's another place, which is actually easier to do than your website, but that's another place that you really need to invest time and resources in. Third is when you have your mobile email, mobile website covered, you start to get into looking into if you have the right demographic and starting to think about mobile messaging. Mobile messaging is basically another name for SMS or text messaging, has incredible, incredible open rate, which pales the email open rate pretty significantly. Ninety-nine percent of text messages are opened and read.

Beth: I had teenaged children and now young adults and I completely concur with that.

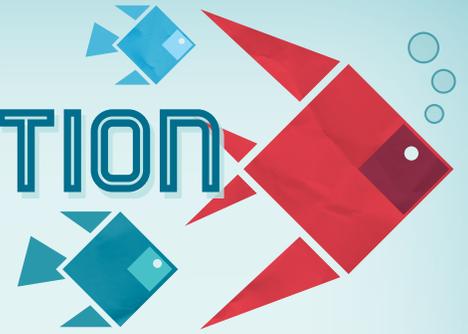
Ritu: Even if they don't respond to you right away, trust this. Ninety percent of them are read within the first three seconds and that's the data from a lot of the research that we've seen and knowing that and that's not the case. There are several days lag in messages being opened and even then read in your email messaging so that's the third I think and then looking at mobile fundraising and if it's appropriate, looking at mobile apps. It's looking at basically overall comprehensive different strategy, but starting with mobile website, mobile emails and SMS as well as the first two or three things that you look at.

Beth: Let's talk a little about SMS because I know a lot of nonprofits, they have enough trouble getting people onto their email lists. How are nonprofits getting people to agree to accept text messages from them?

Ritu: It's actually the same rationale. A lot of people across the board in different sectors abuse email excessively. In terms of if you bought something from me, you automatically get added on my email newsletter. If you met me at an event, a nonprofit event or for profit for that matter, I give you my card and you put me on your email without asking me my permission or giving me that option so the reason why email isn't as effective aside from how it's used partly is because people have gotten very spam-my about it. The same thing applies to nonprofit SMS. The way you build a nonprofit SMS is by asking for permission and

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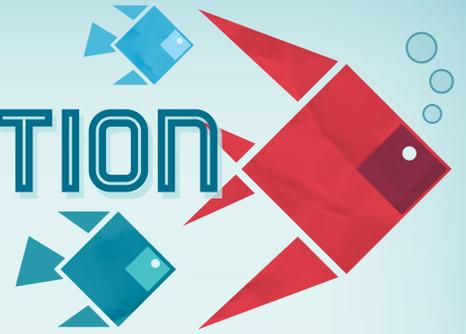


offering value and that's the base of getting the gift of someone's permission for contacting. Whether it's by email or phone or text message. The nonprofits need to think about what can I add in terms of value and what can I say on this in terms of what I'm going to do with this information, this gift of access to you and how I'm going to use it and I'm going to give you a couple of quick examples. When you're asking people to fill out forms online, give them an option, at this point give them an optional place for them to give you their text number, but give them a reason why. "Hey, you're signing up for this service for the nonprofit, for coming up and volunteering at our shelter. Give us your phone number. If there are any changes or cancellations, we can contact you," and then stay true to that or say "Do we have your permission to send you once a month texts reminding you of different events that we're doing?" and then it's a transparent option. People are opting in with the reason they know. Don't look to get the text message number and then do whatever you want with it. That's the problem why email is getting to be so less effective because people are starting to do that. Ask for mobile numbers as you go along and then give them meaningful text messages in terms of whatever you have promised them. If you are in a health care organization, give them a reminder. "Give us your text message number, and we'll give you a reminder of when your next appointment is." Give them choices of what is on the menu and let them select what they want to be contacted about and if they want to be contacted about a reminder, about specials going on, about volunteer opportunities, about events, if they want to hear from you, they'll let you know.

Beth: I think that's so perfect what you're saying. I love what you said, the gift of access to you. That's such a great term and in some of the examples that you just described, they seem to be about making sure that you're using mobile for the right thing for mobile and keeping laptop-based or computer-based things for the right things for that. If you're sending somebody to your website or wherever, that you're conscious of where they are when they're interacting with your message and if it's somebody that is out and about in the world, like if you were a for profit and you might have a store or if you're a nonprofit and you're at an event, if you're at a social event, you're going to have your phone. You're not going to have your computer so to ask somebody to type something in and click over and go to something and sign up and take a multi-step process at a social event is like at odds with the experience that they're having at that moment, but if you ask somebody to text one word to five digits to

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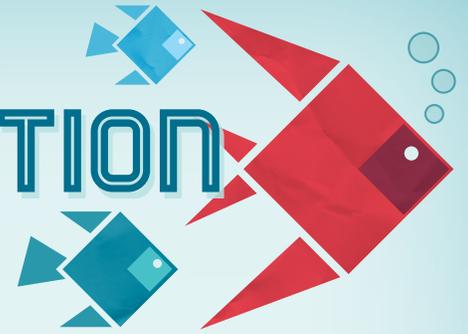
get onto your email list, chances are that they'll actually take action and that they'll feel that it's seamless and part of their experience as opposed to pulling them out of their experience is much higher.

Ritu: Absolutely, absolutely. We can get into the details and the specifics because this information is easily accessible, but what is not easily accessible and understood is this philosophy. You don't do nonprofit work just to raise donations or just to get event registration people in the door or volunteers in the door. You do it to make this world better and nonprofits need to really focus, including ourselves quite frankly and quite honestly us, too, we all need to learn how to communicate more about impact and an opportunity to be the change we want to see and not necessarily how we do it and the mechanics of this. We don't need to be talking about events and getting in there and getting tickets. We need to be talking about what those tickets are going to do. We have an opportunity to feed 20 people. We've got the resources to feed 15. We still have five people that are not going to be fed tonight. Would you please take a step by donating \$10 or \$20 and feed that one extra person? Help us close the gap. A bill on the floor that is going to change the way that we ride bikes in the city, it's going to increase more accidents or what not. Will you take that step to help reduce accidents and make our streets safer? We don't talk like that in our nonprofit sector and sometimes in the for profit. We talk a lot about "We're doing an event. Come support this event and we have five tickets remaining." People don't get attached and involved in nonprofits or cause organizations to help you do your mechanics. They get involved about the cause and change they want to see and we need to do a greater job of really communicating that and learning how to communicate and translating that so when you reach out to me and say "Hey, will you give me your text number so next time a disaster strikes like in Nepal and they're looking for some able hands to go save some lives we can text you and give you the opportunity to save some lives." So figure out what it is you do and why and attach that into your messaging and make it about impact regardless of the medium you use.

Beth: Yeah. To connect people to the fact that nobody wants to fund your existence, they want to fund your impact and to constantly, I am constantly reminding nonprofits that

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their role is to be the facilitator of someone else's dreams and that they have to remind themselves that people aren't giving money to you. They're giving money so that something they believe in can happen and the fact that it always comes down to this. No matter whether I'm talking about branding or marketing or websites or social or mobile, we always come to that topic of making sure that at the heart of everything that you're doing, you're connecting people to the why and not just the what.

Ritu: Exactly. You're the medium through which they give money. They're not giving money to you, they're giving it to you to the cause.

Beth: You're there to steward it and to make sure that it gets to where it needs to go, especially for all the people who don't have the time and expertise to execute on it the way you do as an organization. Where are there great opportunities to really connect into this for an organization and what are people doing that's starting to work at all different time commitment and price levels?

Ritu: I think the greatest opportunity in my opinion is in leveraging mobile at this time because it's not over crowded. Pretty soon there's going to be a point where it's like email. Everybody's getting 50-60 email messages. Right now, very few people are getting text messages other than maybe from very few organizations so you're not competing for attention. You're competing so I think the biggest opportunity for nonprofits who are willing to embrace technology is in the mobile messaging.

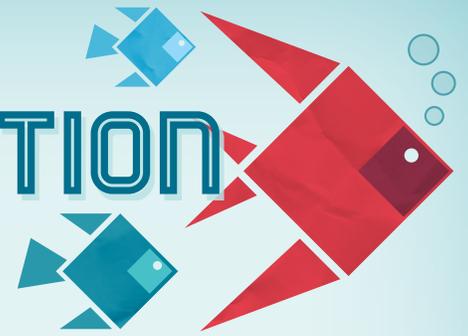
Beth: You're saying in the SMS text messaging segment that you were talking about earlier?

Ritu: Yes, I think that's the greatest opportunity because that's the innovative marketing, the space for communication and access to people, that's the most highly open one and then also in that particular space, you're looking to integrate that with both problematic efforts and also fundraising.

Beth: Absolutely. I have to say I just saw the power of it. A week ago, I did a talk on branding for an organization and I had this really great little giveaway that I wanted to give people as a download and in the past I've collected business cards and then emailed people and said "I

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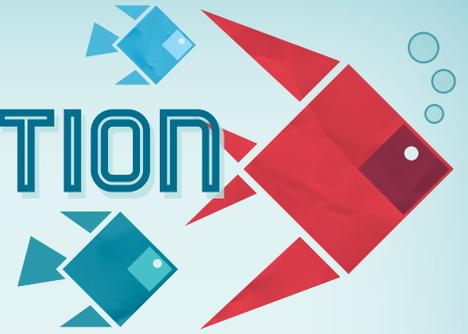


have this thing for you,” and you don’t hear from them. Sometimes people don’t respond and sometimes you get the wrong material out. Different things happen and sometimes I put a link up on the screen and say “Go to this website and then you can sign up and you can download it after you get back,” but for the first time I tried using a mobile experience as part of the talk that I gave and I set up a text signup, which was “Text the word branding to this number and you’ll get a link to it right away,” and there were 46 people in the room and 50 percent of them did it. The next morning I have 50 new people join the list and I was so surprised. It was really fascinating and people actually really enjoyed it. They got a kick out of doing something participatory as part of an experience so I really see that there’s a lot of room and opportunity for nonprofits to utilize that. They go out and they do talks and they’re on site and doing things out there in the world. If they had a way to capture people’s information right there on their phone using a device and technologies that people love as opposed to saying “When we get back to the office we’re going to put your name into our database and then you’ll get an email,” it captures both the people’s enthusiasm of the moment and actually creates follow-through in a way that I was really surprised by. Do you have any examples for me of any specific campaigns or tactics that anyone has tried lately that you would want to point people to to say go look at this.

Ritu: I think I was looking at the UNICEF example for Nepal fundraising. What they’ve done and the way they’ve done that is amazing and I want to preface this by saying that I realize UNICEF is a large organization and a large brand and has access to resources, what I want to highlight there is not their ability to do that. I want to highlight the thought process that can be replicated easily by an organization with a very modest or small budget too. What I really like about that is it was very targeted. They are very seamless from mobile to desktop experience. They are very good about giving me for donation the option first of all for a very easy donation, buttons open very nicely. They also gave me options about what kind of reporting I wanted from them. They didn’t just assume and give me a daily email of give me more money, give me more money, but overall it’s the way the entire experience was amazing in terms of being able to first and foremost give money in a very seamless way. Number two given a choice to me, “We’re going to give you report options. We can give you one final report. We can give you a weekly report of what we’re doing with your money or we can give you an option of these plans. Let us know what would you like to hear from us,” and that

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choice was really critical for me and then depending on what I had chosen, they delivered on that choice very, very timely. They were like “Thank you for giving us some money. Here’s what you had asked for. Here’s this report. If you’d like to see more, click here and let us know if you’d like to hear more. If you’d like to give more.” It was very carefully thought through. I would give an example of online and social and mobile all three combined into that one example and I think that’s very replicable for any size nonprofit.

Beth: That is fabulous. Ritu, this was phenomenal. I think I learned a few new things. This is always one of the joys of speaking to people about new areas. Can you give me a suggestion for if somebody wanted to learn more about this topic? Are there any places that you would send them to learn more about mobile and social?

Ritu: Absolutely. I have a few resources that I can refer you to and these are resources that are curating a lot of other resources so I would say looking at partner organizations and nten.org has a great deal of educational information. TechSoup is another organization at TechSoup.org. TechSoup has a wealth of information on their website on mobile and on social. Finally there is our own website as well. We are very careful in making sure that our information is very educational so SocialMediaForNonprofits.org or SM4NP.org. We have a big collection of data that we accumulated and information there for learning and putting it into actionable tips for you. If you are interested, feel free to visit that as well. Those are the three that come to mind and I would say that a couple of books available as well, but I would start with these three organizations that are curating a wide variety of voices from the sectors so they’re not just individual voices.

Beth: That is perfect. Where can people follow and find you if they want to know anything more?

Ritu: Sure thing. I am on Twitter @RituSharm1. I am on LinkedIn. You can find me there or the easiest place to find me at our website SM4NP.org and reach out to me if you have questions or if I can direct you to resources.

Beth: Thank you so much. This was so informative and I really appreciate you sharing your knowledge with both me and the nonprofit community.

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Ritu: Thank you for having me and giving me the opportunity.