

# Data Strategy Forum



## Brand Slam: Create FOMO and Slam Dunk Your Content Marketing



**Taylor Shanklin**  
Vice President Growth  
Firefly Partners

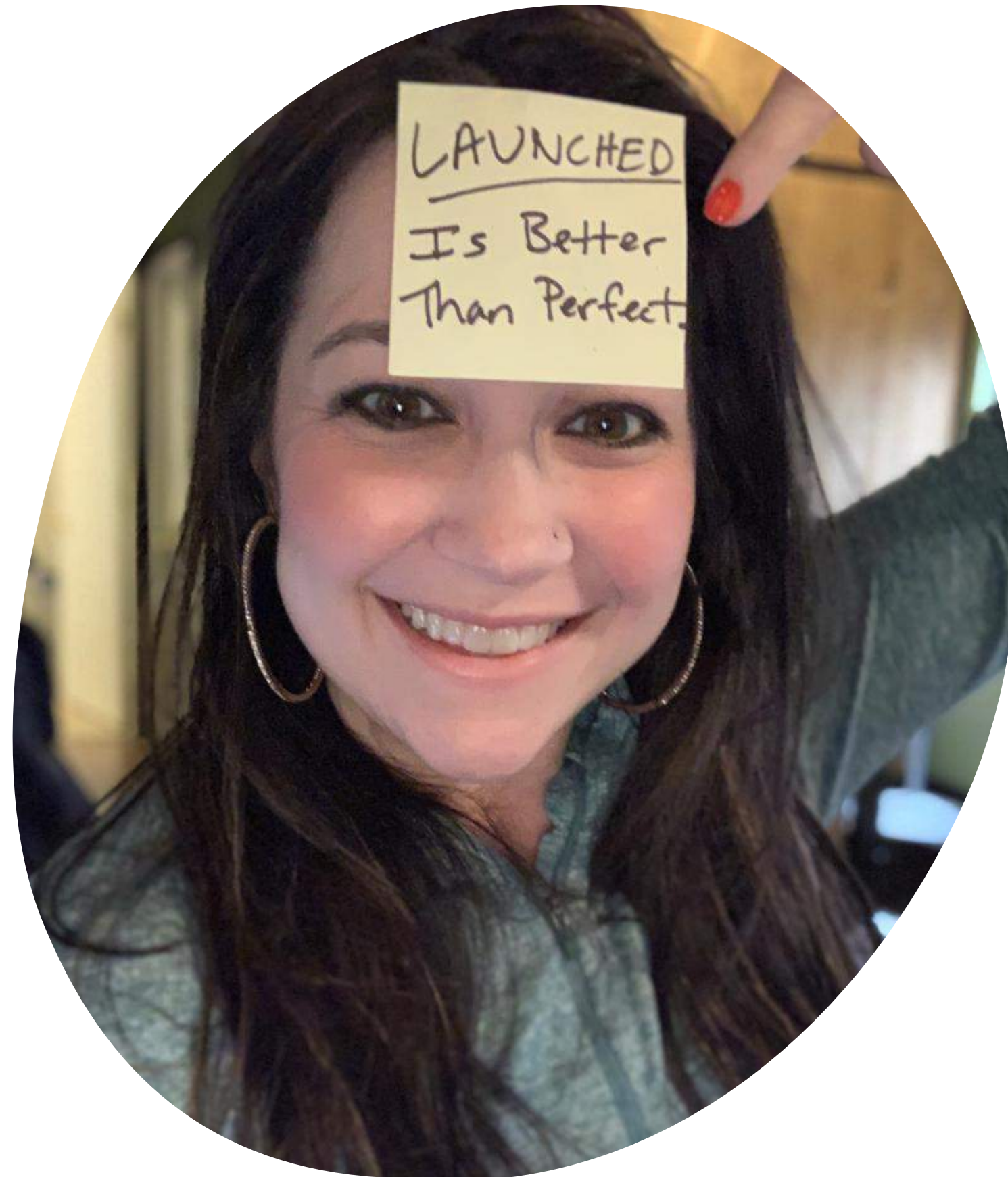
2020  
Fundraising:  
A United Vision

The graphic features the year "2020" in large white font. A pair of black-rimmed glasses is superimposed over the numbers. The left lens contains the text "Direct Mail", "Data", "Privacy", and "Integrated". The right lens contains "Digital", "Social Media", and "CCPA". Below the year, the words "Fundraising:" and "A United Vision" are written in white and yellow respectively.

Sponsored by:



Wednesday, October 14 | 10:50 - 11:30 AM EDT



# Taylor Shanklin, aka T-Shank

Vice President, Growth @ Firefly Partners

[fireflypartners.com](https://fireflypartners.com)

- Building human-to-human connections with technology @ Firefly Partners
- Nonprofit marketing + digital fundraising for over 13 years
- Brand builder and messaging nerd
- Podcast host - check out
  - [www.fireflypartners.com/razzledazzle](https://www.fireflypartners.com/razzledazzle)
  - [www.soar.how](https://www.soar.how)

[taylor@fireflypartners.com](mailto:taylor@fireflypartners.com)





# FACTS

**+7.5%**

DONATIONS (YEAR-TO-DATE)

**+19.2%**

DONATIONS UNDER \$250

Source: Fundraising Effectiveness Project Q2 2020



”

Last year’s digital transformation survey found that enterprises that apply seven “digital pivots” broadly and deeply tend to perform better financially.

SOURCE: DELOITTE

**+12.1%**

SOURCE: DOUBLE THE  
DONATION 2020 GIVING  
STATISTICS





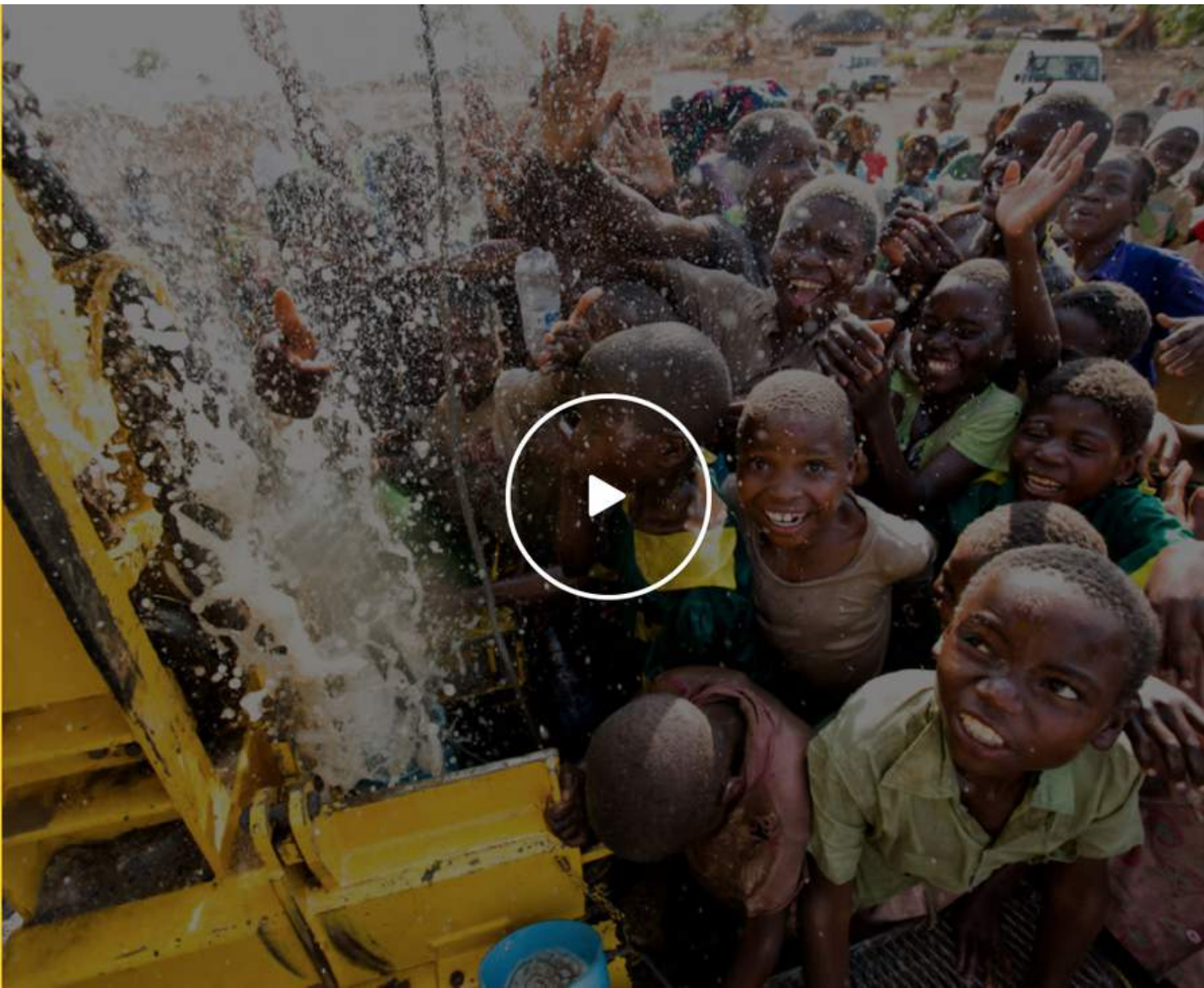
**FOMO**











WITH YOUR HELP

We've funded **56,759**  
water projects for  
**over 11 million** people  
around the world.

SEE MORE OF OUR IMPACT





**"We should create our own Ice Bucket Challenge. John, do that."**



**Uh huh...hmmmm.....?**

**Don't panic**





**The FOMO that  
we should apply**

**Fearless**

**Organic**

**Motivating**

**Outreach**



**Stop Doing**





**Closed mindset:  
We've always done  
it this way.**





**Only talking about us not them (ahem..your donors).**



**Thinking of digital as  
purely transactional**

# Start Doing





**The FOMO that  
we should apply**

**Fearless**

**Organic**

**Motivating**

**Outreach**



**FEARLESS**





**#1 Mindset shift to growth**

**NEW MINDSET**

**#2 Give your audience something to want to get in on**

**NEW RESULTS**



# Try one new thing.



A few ideas:

- Instagram
- Facebook fundraising
- Sustained giving circle
- Video Marketing
- Online premium subscription community
- DIY peer-to-peer challenge

# ...as an example

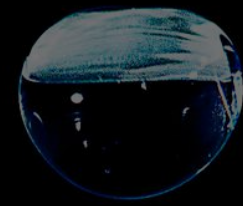


- Don't let the desire for perfection stop you from starting.
- Your videos don't have to be Super Bowl commercial level quality to be effective.
- Take advice from people who are more skilled than you. Early on I took to heart some words of wisdom from a real video pro.
- Start with basic tools and then work your way up to more complicated things.
- Invest in a ring light that is portable.
- Have FUN with it □





# ORGANIC



# 2 rules of content marketing



**Bring Value**

**Eliminate**

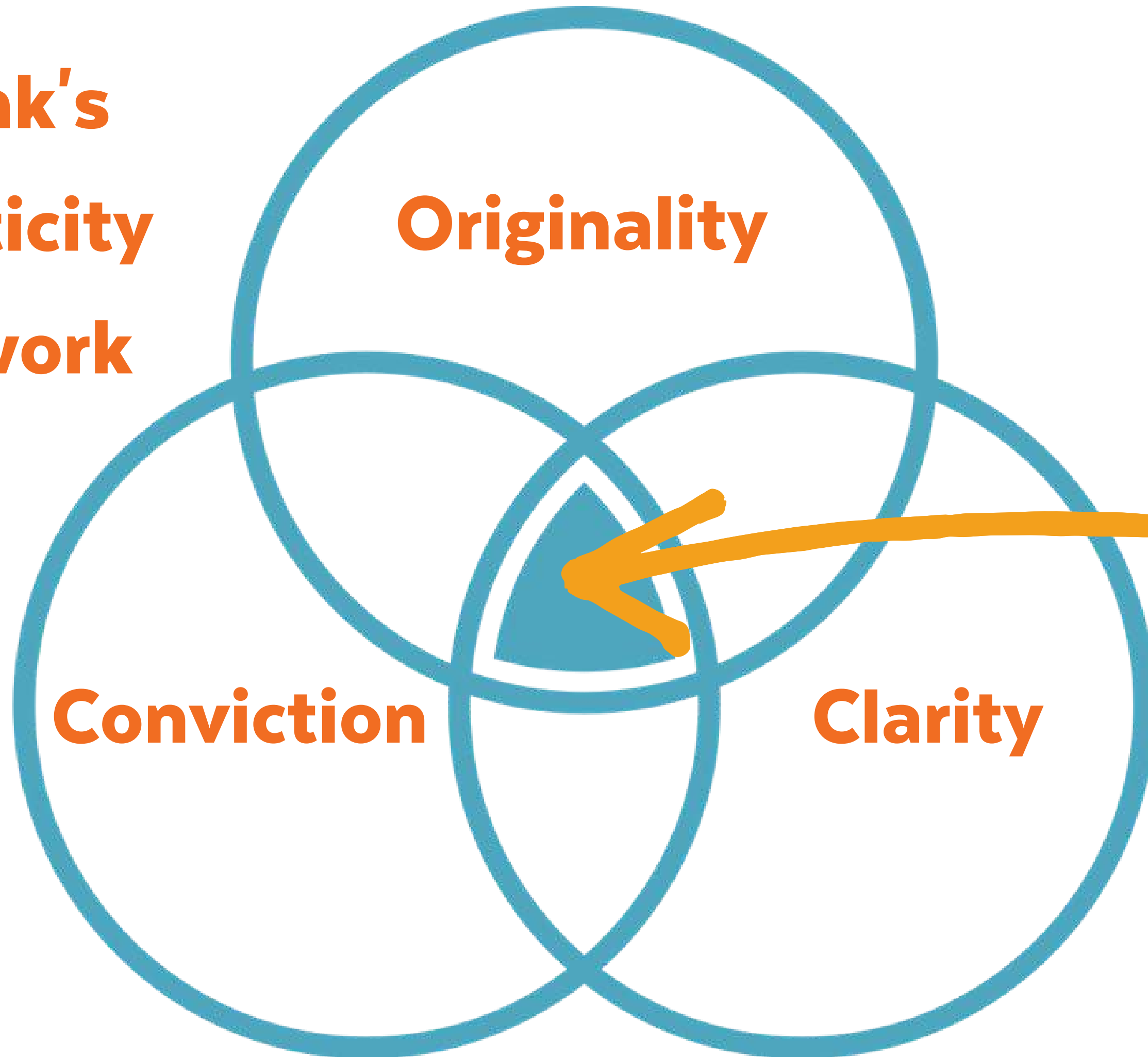
**Friction**



**Authenticity**



**T-Shank's  
Authenticity  
Framework**



Your  
authentic  
voice

# The 2-Step Action Plan



## #1 OWN IT

Own your message and brand with the authenticity framework as your guide

## #2 REPLICATE IT

With intense consistency

**Not everyone  
will be a fan.**





**But your super fans will love you  
when you show up genuinely.**



# MOTIVATING





Ask questions that matter about your audience.



WHY IS SOMEONE  
COMING TO US?

HOW DO WE  
BRING VALUE TO  
THEM?

HOW DO WE FIT  
INTO THEIR LIFE  
ASPIRATIONS?





# KEEP IT ABOUT THEIR MOTIVATIONS



This quote can be applied to so many different things in your life, whether you're running, walking, biking, painting, writing!

I hope everyone has a great week!  
Jen



Have a great week everyone!  
Jen



Have a great week!  
Jen

# SHOW UP IN CONVERSATIONAL PLATFORMS

4:02

Instagram

5 minutes ago

Add a comment...

bethematch Sponsored



Sign Up

7,264 views

bethematch She's still waiting for someone to save her. Because her life will be cut short without... more

4:01

Instagram

5 minutes ago

Add a comment...

bethematch Sponsored



Sign Up

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4:03

Instagram

5 minutes ago

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# SUPPORT INTERNAL BRAND AMBASSADORS

**Wynn Hawker-Boehnke (They/Them)** • 1st  
Digital Marketing Coordinator at Firefly Partners  
2w • 🌐

Grateful to work in a place where white folk engage in learning our own biases and in dismantling our internalized racism.

**PaKou Her** is incredible in this podcast - check it out to learn from her on anti-racist and anti-oppression work in the nonprofit sphere.


**Jen Frazier (she/her)** • 1st  
President + Founder @fireflypartners | author | podcaster | speaker | digit...  
3w • 🌐

In the latest Razzle Dazzle podcast episode, **Taylor Shanklin** and I were able to sync up with the brilliant **PaKou Her**. PaKou is a social justice organizer + consultant, and she shared her wisdom on how to discuss and create progress toward anti-racism + anti-oppression work in the nonprofit sphere.

How are you participating in the work?

Tune in and listen in on this timely conversation here:  
<https://lnkd.in/dYxas39>

#diversityandinclusion #racialequity #RazzleDazzle #podcast #TuneInTuesday



**Kyle Curry** • 1st  
SaaS / Innovative Nonprofit Technology / Sales Leadership / Revenue Gr...  
2mo • Edited • 🌐

A good reminder... Be loud at a time when silence = death.

**San Francisco AIDS Foundation**  
2,735 followers  
2mo • 🌐 [+ Follow](#)

"Larry Kramer was a firebrand. He was brash, unapologetic, and brilliant. He was loud at a time when silence was killing us," said Joe Hollendoner, CEO of San Francisco AIDS Foundation. ...see more



👍 Like 🗨 Comment ➦ Share ↵ Send

**Taylor Shanklin**  
VP Growth @ Firefly | Speaker | Brand Builder | Podcast Host  
1w • 🌐

Fundraising communications tip:  
👉 Be specific.

In uncertain times, specificity and clarity is something we humans are all seeking.

Don't make your audience write their own version of your story in their head.

Whatever your call-to-action or ask is, the more specific you can be about the WHY and the HOW, the better your results will be.

#nonprofit #communication  
👍 20 - 6 Comments

👍 Like 🗨 Comment ➦ Share ↵ Send

📈 904 views of your post in the feed



by Coralie Meade Rodriguez · 05.23.2020  
Senior Production Specialist  
she/her/hers

SHARE: [f](#) [t](#) [in](#)

From copy to design, you've spent hours on that perfect fundraising email - but it's all in vain if it lands in the spam folder! Here's how to configure your email authentication so your emails land in the inbox.

At first, email authentication might sound intimidating.

But it simply refers to how your supporter's email service provider (say, Gmail or Outlook.com) knows that the email you're sending really came from you. By authenticating emails, email providers like Gmail protect their users (in this case, your supporters) from bad actors who want to do them harm by "spoofing" them.

# OUTREACH





@LOL # OMG 😊



**1** Choose a channel where you can build a connected audience.

Is it...:

- LinkedIn?
- Facebook?
- Email?
- Twitter?
- Podcasts?
- Webinars?

**2** Consistently SHOW UP



# Pillar Content > Micro Content Strategy

## Pillar content, e.g. Annual Report

### TEACHER SUPPORT

We believe that the teacher is the most critical piece of quality education. The keystone of our work in Ghana, Guatemala and Laos is providing teachers with the resources and support to become more effective in the classroom and provide a learning environment where students can grow. By bringing teachers together for workshops throughout the school year and providing one-on-one coaching sessions at school, we are improving the classroom environment for everyone.



# 777

### TEACHERS SUPPORTED

Ghana: 615  
Guatemala: 46  
Laos: 116



# 501

### TOTAL SCHOOLS

Ghana: 156  
Guatemala: 204  
Laos: 121  
Nicaragua: 20

### SCHOOL BUILDS

In 2018, we celebrated our tenth anniversary by breaking ground on our 500th school. These 500 schools provide a safe learning environment for more than 95,000 students and serve as the founding example of our partnership with communities. These schools also serve as evidence of our sustainable commitment, as 100% of all 500 schools built, over the course of ten years, are fully open and operational.

# 96,339

### STUDENTS IMPACTED

Ghana: 40,620  
Guatemala: 39,325  
Laos: 16,394



## CAMPAIGNS

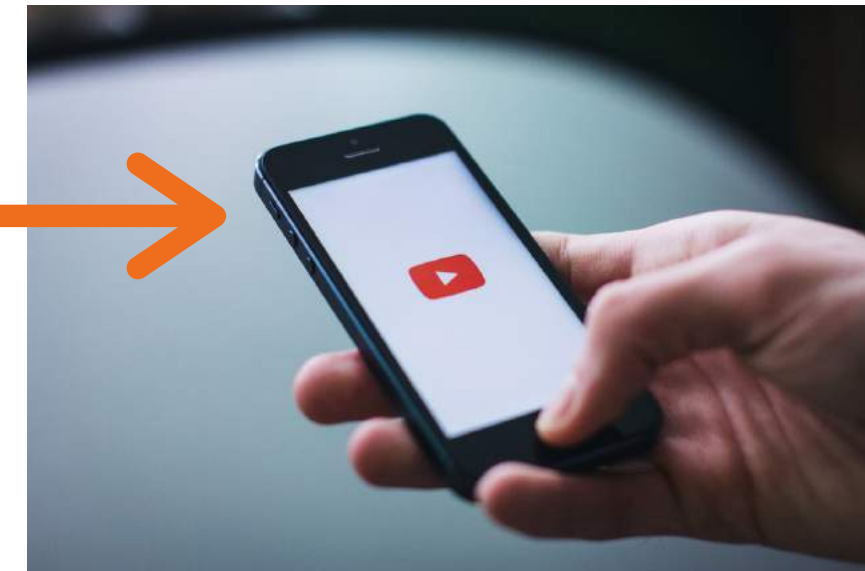
OUR SUPPORTERS ARE THE HEART OF OUR ORGANIZATION. THROUGHOUT THE YEAR, POP ACTIVATES ITS GLOBAL COMMUNITY THROUGH ENGAGING CAMPAIGNS BOTH ONLINE AND OFFLINE.

ACTIVE POP CAMPAIGNERS: **439**  
TOTAL CAMPAIGNER REVENUE IN 2018: **\$1,017,892**

Micro



Micro



Micro

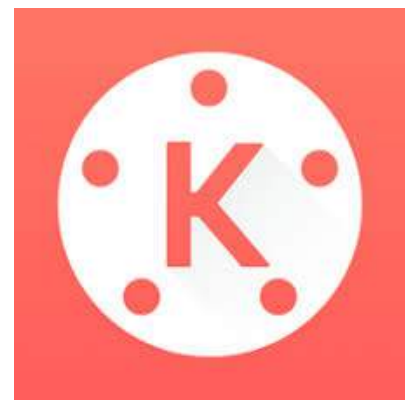






# Use the easiest tools.

## T-Shank's top picks:

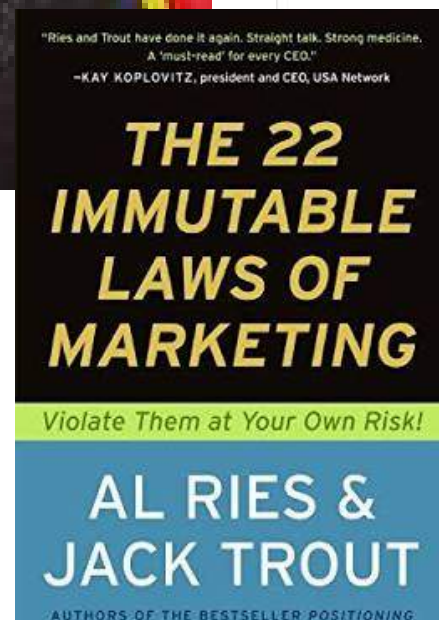
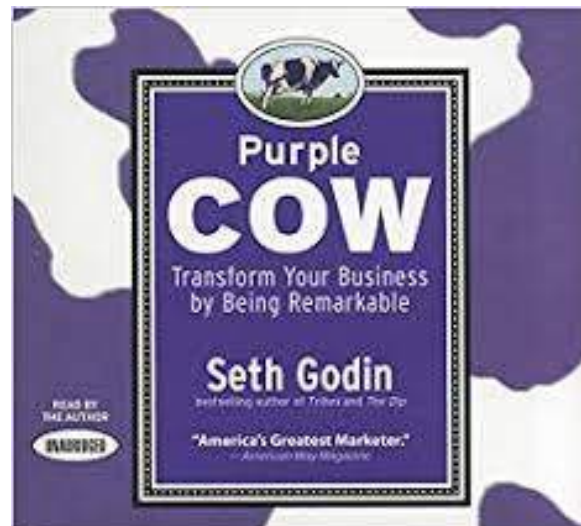
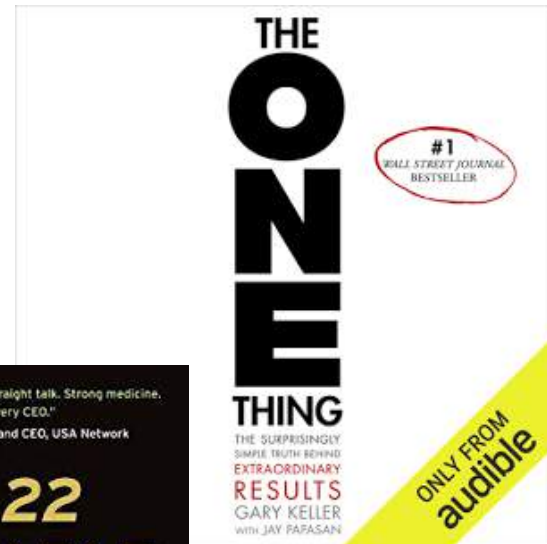


- Canva
  - graphics made simple
- Lumen5
  - turn blogs into videos
- Meet Edgar
  - social posting made easy
- Kinemaster
  - video editing app on phone
- Trello
  - comms calendar planning



# Learn from the best.

## T-Shank's top picks:



- Niel Patel - content marketing
  - nielpatel.com
- Hubspot blog - content marketing
  - hubspot.com
- The Purple Cow - innovation
  - buy the book on Amazon
- Gary Vaynerchuk (Vee) @garyvee - real talk
  - follow him on instagram
- 22 Immutable Laws of Marketing - principles
  - buy the book on Amazon
- The ONE Thing - find your focus
  - buy the book on Amazon



# recap: application

**Fearless**

**Organic**

**Motivating**

**Outreach**

- Growth mindset
  - try a thing
- Be authentic
  - use the framework
- Support your supporters
  - simple
  - conversational
- Channels + Content
  - tools



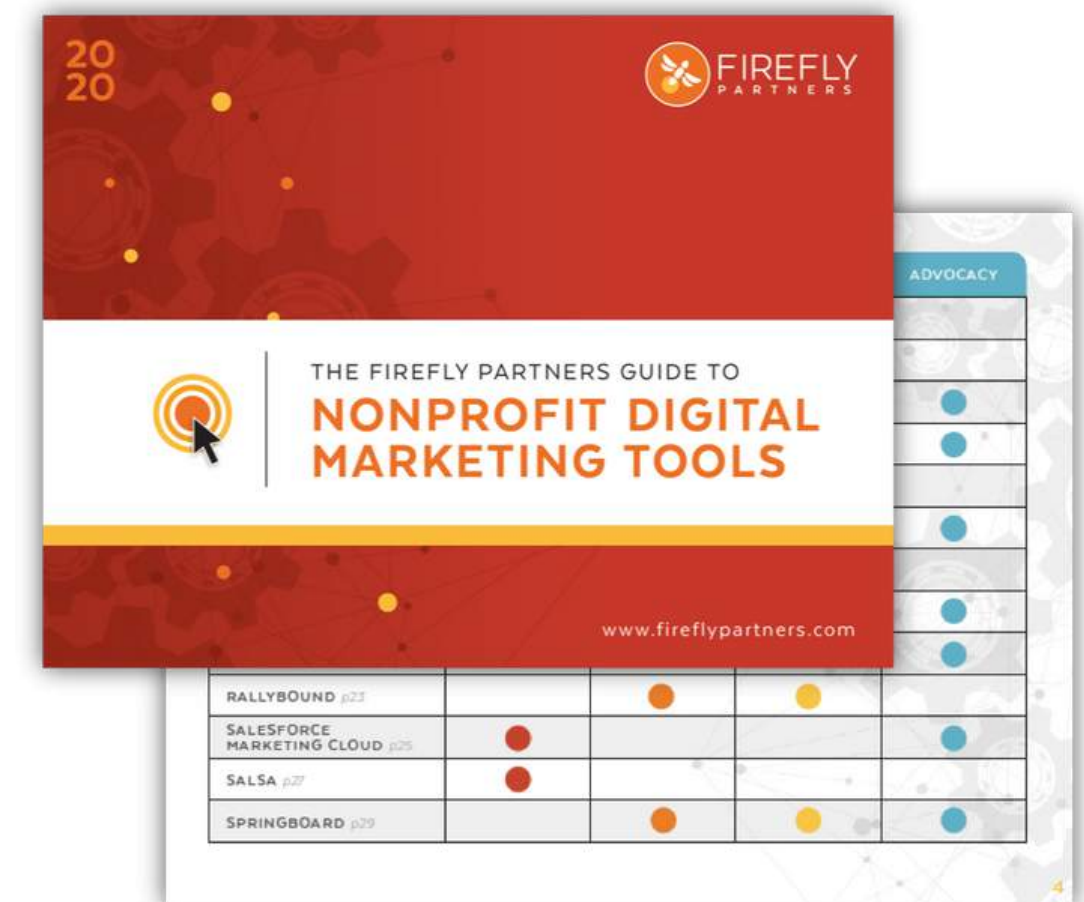
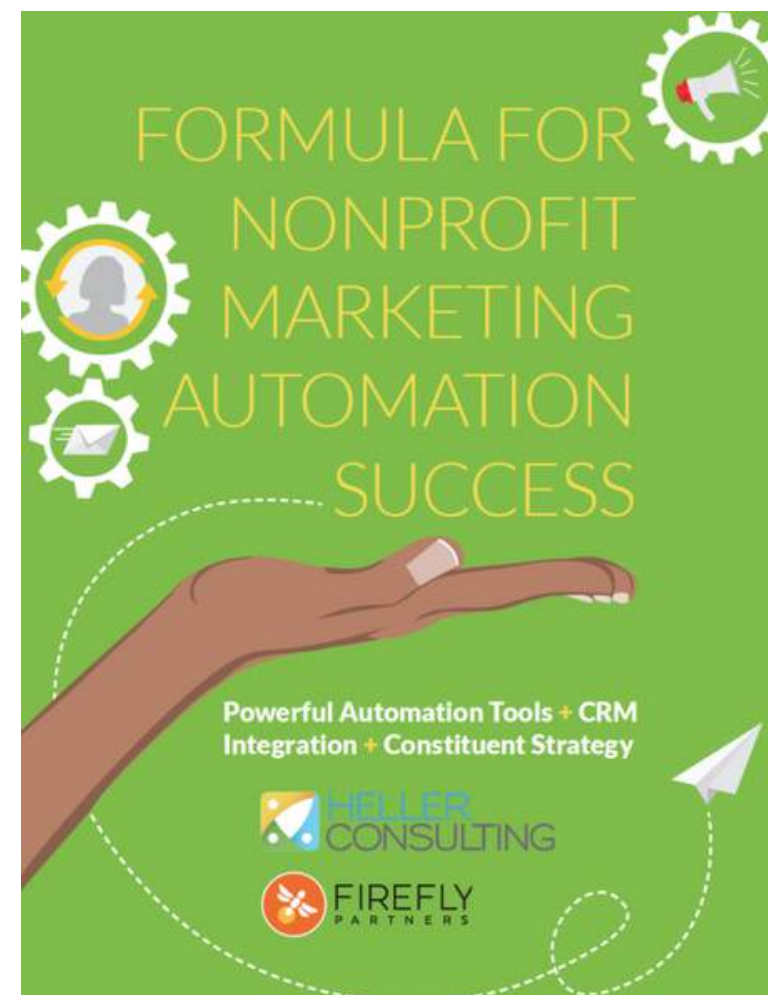
# Stay in touch + get our new digital tool guides, podcast and blogs

[fireflypartners.com](http://fireflypartners.com)



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**Thank YOU!**





**Find Us**



**FIREFLY**  
P A R T N E R S

**Wanna talk more?**

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