



DRIVING PARTICIPATION

WITH BETH BRODOVSKY

SESSION 116

NEWSJACKING: USING HOLIDAYS TO CREATE CONNECTIONS ONLINE

WITH KERRI KARVETSKI

BETH: Hello, this is Beth Brodovsky, and welcome to Driving Participation. Today I'm really excited to have Kerri Karvetski of Company K Media on today. Kerri helps nonprofits communicate and fundraise online and I met Kerri for the first time about three years ago at an NTEN conference that I went to that was just fabulous. She did one of my favorite presentations that I have ever heard, and it was all about how people are using holidays and national events to kind of really pull people together and boost their presence online, and I loved what she was talking about so much I had to get her on. It's taken us ages to connect, but thank you so much for joining me today, Kerri.

KERRI: My pleasure.

BETH: I'm so thrilled that you found our email and reconnected with us, and this is still a thing. So why don't you talk a little bit about how you ended up wandering into this world and the work you're doing now.

KERRI: Thanks for having me, Beth, and I am always glad to talk about nonprofit marketing and fundraising, and I'm glad to be here. How did I wander into this? I didn't start off doing nonprofit work. I started out doing PR and writing online and I went to a conference. I was asked to speak at a conference locally where I was living in Seattle at the time for nonprofits. It was a pro bono activity, and I had a room full of people who were hanging onto my every word and they just wanted to know, they were just desperate for professional information. Then I started talking to some of them and then connecting with them and I was just really excited about the work they were doing and I saw the need there for professional work in that area. It wasn't until a few years later that I was in between jobs and I moved back to New York that I decided to apply for a local



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nonprofit job that I had seen and I worked in the communications department there and I really wanted to love what I did when I wake up in the morning on Monday morning. You know what I mean? Like I want to feel good about Monday morning. I don't want to feel bad about Monday morning so that made me feel good that I was going to work and doing something to change the world for the better. So that's how I got hooked in, and I never looked back.

BETH: That is so great! I always love to hear people's different journeys. It's not like anyone says, well at least those of us that are older, but more and more now it's really interesting. People are actually saying this is what I want to do. It's such a fascinating cultural shift.

KERRI: I love it! I love it! I just spoke with a recent grad a few days ago who wants to go into event fundraising, and it's great. I love the passion so early on to make the world a better place.

BETH: I have to ask you the question that I love to ask everyone. You know the show is called Driving Participation, and you know I'm a real believer in getting people involved and engaged is really the key to making the wheels turn, making things happen. So in the work that you do, how is participation a factor?

KERRI: Well, doing what I do, I focus on online communications and fundraising, so fundraising obviously is participation at a pretty high level, like actually giving money and especially online where you have to go get your credit card, read the email and respond and all that, but even before then, participation, I use more the word engagement and they can be interchangeable here. I think that and I myself am a volunteer, I myself am a board member as well. I volunteer for my local soccer league, which is a nonprofit and I raise money for them, too. I see firsthand participation among my friends. It's just doing something little. I'll use the soccer metaphor. It could be, "I'm gonna bring oranges for the game," or "I'm gonna help line a field," or "I'm gonna help you sort t-shirts." Those are things that really get people in the door to learn more about the issue, about the organization, about



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what's at stake and I think that opens through connectivity like that and that's a live activity, but online we have versions of that. Like share a graphic or it could be participate in a survey or sign a petition or even watch a video or participate in an online chat. Those types of things get people through their actions to learn more and to care more so that the next action they take could be a little bit more deeper and more engaged and more meaningful. So we need little things to get people in the door just so that they know what's going on, what's at stake and just become a bit more familiar. It's a lot vying for their attention. Right?

BETH: Oh yeah, absolutely.

KERRI: We're bombarded with things to do all the time, whether it's phone or TV or kids or pets or work or whatever it is. So we're trying to give them a little taste of something that gets them to focus a little bit on our issue so that eventually they care more deeply about it and take deeper actions.

BETH: I really like how you kind of equated the actual real life, like physical out in the world experience to that online experience because people are so used to that. That is normal to say nobody says "Hey, Kerri, your kids are five years old and they're starting to play soccer. Will you join the soccer board and run everything?" Like out of the gate. They start by saying "Could you possible show up an hour early on Saturday and line the field for us?" Since apparently we've raised the same children, I do know that it takes longer than that, but, yeah, and it's so funny. I think that maybe if people can start to think about these things, like it's no different than how you bring somebody along in real life in the actual physical needs of your organization that to apply that to online and ask for little things first because I'm sure you hear all the time the same things I do. Online funding doesn't work. Nobody gives online. You know, every time the Blackbaud report comes out it shows that it's growing and there's all this, look there's an infographic. Look how much online giving has grown, but it's still a small percent so there's still a lot of push back. Of course this is the question I didn't prep you to talk about, but can you talk a little bit about kind of the state of online giving



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and how things are moving and advancing in that world?

KERRI: Well, I'll go back to actually something that you mentioned. Online giving is growing, but it's still a small chunk of the overall giving time. We all know that, but there's a really strong correlation to how many connections a person has to your organization and what they give. So while they may still pull the trigger on giving through direct mail, they are affected by, there is absolutely no question that every generation is spending more time online. The largest groups growing on Facebook are the older groups, 45 and over, 55 and over. So they're eyeballs. Those are people who are seeing an issue and it's affecting them so when you dig underneath some of that data and start looking at the multiple connections people have, when they have multiple connections, it's either on your direct mail list or on your email list or connected to you on Facebook. They're following you on Instagram. They're more likely to give and their channel of choice at this time might be direct mail, but they often move in between. Not saying a natural disaster. You may be a direct mail giver, but there may be a moment where I want to give online now because that's the quickest way to get it and people go back and forth. So there's a lot underneath the surface of just the numbers of who is giving online and who is giving off line. So it's all about attention and then participation feeds into that. So there's so many things vying for our attention and online is becoming an increasing part of that, about how much time we're spending on that so it has an affect. When you look at the data underneath that, you'll see the more connections somebody has with you the more likely they will be to give overall.

BETH: I feel this is such a great, amazing trend for nonprofits. They're so lucky because 20 years ago, that time was on television and the cost of having a presence there where everyone was looking and spending their time and having their focus was out of reach for most nonprofits. And so now because of the world shifting, it creates all of these opportunities for nonprofits to have more of a be everywhere and immerse yourself in people's lives aspect of things, which is why it makes so much sense for nonprofits to start thinking about this, what



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can we be paying attention to in the world that we can align our cause with, our support with, just our presence with. I mean it's not always every single time about even asking for something constantly. I feel it's sort of about being there in addition to asking people to come along and join you, you also as an organization have to join people where they are and part of it's like being on that platform, but it's also like recognizing what people are doing, what are they celebrating, how are they spending time on that platform and how they're doing it differently on different platforms. So you have really done a lot of research and have been thinking a lot about these ideas of how people can utilize what's going on in the world to capture people's attention and to catalyze them and to get their engagement involvement, sharing all of that stuff. Sometimes that's called news jacking and maybe you can talk a little bit about that term, but it doesn't always have to be about technically what's the news. I mean it can be about what's in the kind of global consciousness right now. So can you talk broadly about what that term means and how organizations can use it appropriately to support themselves?

KERRI: Absolutely. So news jacking. I'm glad you brought up that term because we're talking about a couple different things. They're all related so it's all about being in the moment. So news jacking is one way to do that and news jacking is basically injecting your brand into the news of the day and so right now we have Republican National Convention going on. News of the day. So there's all sorts of things going on with that and here we are in July and you know there's all sorts of ties into that for any organization, no matter your political stripe. So you want voter registration, you bend one way or another politically. There's a way to inject your issue into the news of the day and that's something that nonprofits can do. I think that's a little bit more for a small nonprofit. For somebody who is stretched thin, that's a little bit harder to do because it requires you to be ready to execute something quickly and react to something quickly. So if you're not prepared with good graphics, with the right messaging, etc., it might be a little more difficult for you to do. So for those who are practiced at it and you could follow. That's one of the great things I wanted to make sure I said. You know how I found out about so



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many of these is that I follow so many organizations and that's free. So following somebody on Facebook, getting on their email list, following them on Instagram and Twitter, that's all free for you. That's like free education.

BETH: Absolutely. Go see what other people are doing and how other people are doing it.

KERRI: Right, right and so news jacking, you can see how organizations news jack and my all time favorite example of news jacking actually happened a few years ago and I don't know if you remember this Beth, but do you remember when the governor of South Carolina, Mark Sanford, went missing?

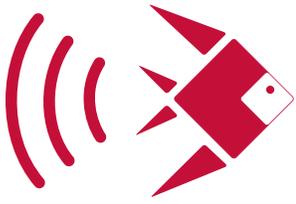
BETH: Oh yeah, absolutely.

KERRI: You know he went missing and the story was he was hiking the Appalachian Trail, which we know was actually not what was happening. So Sierra Club capitalized on that in the most brilliant way ever, and I love humor, too, and I wish I could see more humor. The subject line of their email was "Help Mark Sanford find the Appalachian Trail." They had just released or not just, but within a recent time had then released a Sierra Club's Trails community. So it was an online community of people who were sharing pictures and tips and maps, etc., about trails all over the US. So basically they were saying, "Hey, there's only two people who have mapped this section." Like maybe if there were more he'd know where to go. So it was like the most perfect news jacking.

BETH: Right and that's the thing. You never really know whether you're gonna find something that's clever like that, but it's hard. Being clever is not the easiest thing in the world.

KERRI: No. Sometimes it backfires, too.

BETH: Exactly, and it's funny. I mean I agree. Like I don't want to be one way politically or the other, but this week, one of the things that came out was



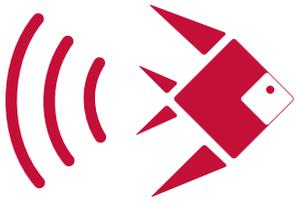
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the Trump Pence logo and anybody who looks online, that stirred up a lot of controversy that one nonprofit was able to use to their advantage to make their point. It's interesting. The reason that I bring that up is because it is political, and I'm sure there's listeners who have a wide variety of stances politically. Another thing I think we should mention about this really jumping on news jacking is you need to kind of get a sense of yourself. Like what is your brand? Is speaking out on something on the news appropriate for you? You might see something that's like, "Oh my gosh, that's so good," but before you jump into something that could be inflammatory, to make sure that you really know who you are and whether that will help you push yourself forward or is it just going to push you like further into a fire.

KERRI: Right. Right. Knowing your core value, make sure that if you're jumping onto it if it's appropriate to like it was appropriate for Sierra Club to draw the attention to them from this, but there are natural and human disasters that aren't appropriate to draw attention to you and it's appropriate to show some solidarity, show sympathy and empathy to help. You know, we stand in support of xyz in their time of need. That's appropriate, but saying, "Look at this tragedy. Give money to us," is backfired, and it backfires for brands, too. Brands try to capitalize on some very human tragedy and that doesn't work so well. So again, beginners, watch how things play out for awhile before you jump into those things, but then beyond news jacking, so that's a little bit more advanced, right, and an even more advanced version of that is hashtag high jacking where like there's a hashtag going out about a particular issue or event and then a group takes it over for another meaning and that's way more advanced. If you Google hashtag highjacking and nonprofit you could see some good and bad examples of how that works.

BETH: And we should probably also mention that if you are thinking of doing a hashtag campaign, make sure you thoroughly search first. You don't want to accidentally be pumping different content into a stream that may already be existing.



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KERRI: Right, do your research first. Always a good first step.

BETH: Always a first good step.

KERRI: For everything.

BETH: I mean but it happens. It's amazing how many times that even people that you would really think should know better. Everybody's running short-staffed, and it's hard sometimes for nonprofits to believe, but even big corporations and political campaigns, they're running at a mile a minute and nobody is as well-staffed as they want and things fall through the cracks.

KERRI: Absolutely. So those were a little more advanced there.

BETH: So let's bring it back.

KERRI: So going back to something any nonprofit could look at is stuff that is already on the calendar. So you know I have some days and moments to share for the six months for the rest of the year, so July through December. There's also just seasonal. So some people do seasonal themes. So we know when winter, spring, fall and summer are coming. So fall's coming. There's just general themes about change, about back to school, about bounties and harvests, giving thanks. Those types of things. Chilly nights and crisp air. Those are all like themes that could play into lots of different nonprofits, just not even a particular moment, but like as leads or inspirations for designs or copy for campaigns as you move into different seasons. There's also other things happening in the world that are scheduled. Like we're coming up on the Olympics. That's just a wellspring of opportunity for health organizations, for sports organizations, for youth organizations, for international issues when you're talking about different countries. Disparities of pay, about different rights for different groups. So Olympics are coming up. So when you know these things in advance, when you look at a calendar and you say the Olympics are coming up or you know we're coming up on fall or we're going to be heading into winter, winter has different



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types of themes. There's new year resolutions, for example. Those are things you can plan well in advance that are just general types of themes. There's also one of my favorite tie-in, too, and it's not during the next six months, but I love the Oscars. I love movies.

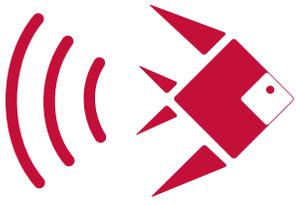
BETH: I have seen such great things come out of the Oscar tie-ins. People do a really great job and I think most nonprofits would never in a million years think that we could tie our theme to the Oscars. My favorite one is one that Edutopia did to tie to the Oscars where they did a head to head tournament with movies that had teachers that were Oscar-winning movies that had teachers as one of the main themes and it was so, I mean it's so simple. Somebody had that idea that lots of movies are about teachers and what better time to promote it and talk about that stuff and about education would be during the Oscars where they're celebrating wonderful movies. It was brilliant.

KERRI: I mean look at what movies explore. They go deep into the human condition, which is what nonprofits do. So you know one of my favorites, I remember looking at some research we're doing. I used to work for Amnesty International USA, and they had a blog post about movies that stood on the side of justice and so it was one of their posts that received the most comments because they said, "Here are seven films," for example. I'm not sure what the number was, but "Here are seven films that stood on the side of justice," and they listed a whole bunch of them and then they asked, "What are yours?" and people love that stuff.

BETH: People love it!

KERRI: Love it. Like, "Oh yeah, I love this movie. This one should be on your list," and so they left room for audience participation.

BETH: Right, and it's like we always say it's important to survey and ask people questions, but we're actually working on a project right now where the



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organization is doing like a post-event survey to get like the demographics and who was there and all these things and we sent out a very simple Google form as part of a welcome series after the event that literally just said “Who was your favorite band?” and “Would you come to this event again?” and “Who else would you like to see?” Like we pretty much asked them three questions and then we asked them why and it was not about getting statistical stuff. It was not about getting, all it was is can we get people to click through and share with us, talk to us, become part of the conversation and can we learn a little bit more about who these people are. So it’s funny. People always look at surveys like you need to get 20 questions and pie charts out of it, but they don’t always have to be about that. It can literally be just about letting people raise their hand and say, “I want to be more involved.”

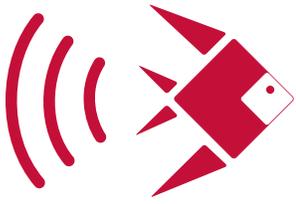
KERRI: Absolutely, absolutely. Yeah. I love collecting stories and feedback like that because I feel like I don’t have the best ideas all the time, but they’re out there. That’s asking people for them so I love sharing your story ideas and those types of things as well. So glad to see that worked out well.

BETH: OK, so we’re gonna be putting this out. Fall is coming. I’m just finishing watching “Game of Thrones” so that’s all I’m thinking about. Winter is coming, fall is coming and so of the things that are gonna be coming up after people are listening to this, what are maybe some universal and maybe a little quirky or unique ideas that people could get involved with and what could they do?

KERRI: I have so many ideas. I’m gonna try to weed them down.

BETH: And for everyone that’s listening, we’re gonna have a massive list of things on the show notes page this week so if you’ve never been to the show notes page before, this is the one to go to.

KERRI: Well, I think the big thing that no one can escape is voting so the general thing is there’s much at stake in this election and that’s an opening for everybody.



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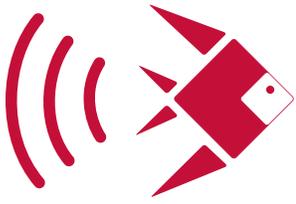
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So there's lots, I'm working on election campaigns for multiple organizations and some of them are awareness-raising. Some of them are get out the vote. Some of them are to try to sway people running for office a certain way for an issue and obviously to sway the election to vote a certain way to get different people to fund candidates, fundraising for candidates. So election theme is one you will see. So if that's something you're interested in, you could start looking on social to see the organizations that are targeting this and get on their email list and get on, I know this is a lot of email, but get on the email lists of some of the political campaigns and that's actually one of my stand bys for years is that I subscribe to different political campaigns and candidates and elected officials. They have the money to pay people to write good stuff for them and so that's like free content coming my way. So sometimes I get ideas from that. So election is coming up. So July is almost over. We're about half way through, but the Olympics are coming up next month so some people are prepping for that. There's lots of cool ways to tie into that. You can look at how people two years ago tied into winter Olympics. There's international issues, there's personal strength, there's if you're into diseases, there's beautiful personal stories all over the place. There's also news organizations that are even highlighting those stories. You know, somebody who came from against great odds to arrive here at the games. Those are moments that you can capitalize on, maybe somebody overcame a disease or overcame a life situation that is worthy of saying because they had help. So the Olympics is coming up. That's a big one and something I'm personally excited about, my kids are jazzed about.

BETH: My daughter-in-law was a Division I gymnast so I'm happy to have personal commentary.

KERRI: That's right. It's so much fun! Then in August, August is usually a quieter month as far as holidays are concerned. There is one day and it might be a little over shadowed by the Olympics, but there's International Youth Day.

BETH: That's a good one.



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KERRI: Yeah, International Youth Day. I'm sure that organizations can take advantage of that and then there's also World Breastfeeding Week.

BETH: Really?

KERRI: Yeah, Breastfeeding Week and then there's Labor Day. So these are all different, there's nonprofit issues and there's human issues involved in each one of those.

BETH: We actually found a good one in the beginning of August, which is International Friendship Day, which is a great way, your donors, your volunteers, you know you want to fundraise. That would be a great one to use.

KERRI: You're our friends!

BETH: Exactly.

KERRI: You're our friends. So August still has some stuff going on that could be a lot of fun for nonprofits to get into. I know a lot of nonprofits find it a quieter month from a communications and fundraising, then start ramping up in September. So I know there's a number of organizations that have membership months in September. Your back to school type campaign will launch with some kind of engagement in the end of August. It's time to think about that now. September starts getting super busy. As I mentioned, it's back to school continuing, the changing of seasons, we have World Suicide Prevention month and week. So you'll see a lot of organizations doing activities for that. World Rivers Day and World Tourism Day. I'm not sure if you have those.

BETH: Interesting. Those are good.

KERRI: World Tourism Day. So if you are involved in your local tourism and I know many nonprofits are, trying to boost the local economy. I live in the Hudson Valley and we get a lot of summer visitors, particularly from NYC and we do farm tours.



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There's historic mansions. There's hiking, biking, kayaking on the Hudson River, those types of things. So highlighting the local resources I'm sure is something nonprofits who are your listeners would do.

BETH: I love that you mention that because it's easy for people, I'm sure our listeners don't feel this way, but so many people think of nonprofits and they think things like suicide prevention and homelessness and causes, but cultural institutions are also nonprofits and also have needs to build community, attract people, engage them and get them coming back.

KERRI: Right, like summer music festivals, art festivals, all those historic organizations. You know, we are blessed with a presidential library, the FDR Presidential Library in Hudson Valley so that's something people come to see from all over the world. So that's our World Tourism Day to take advantage of that and I'm sure World Rivers Day. Who doesn't love a river?

BETH: Who doesn't love a river? Absolutely.

KERRI: I love a river! I've been falling more in love with rivers as we've been doing, there's some accessible rivers by me about what kind of, swimming and kayaking and fishing and relaxation and beauty and hiking.

BETH: Not to mention all the environmental issues.

KERRI: Right. Clean water. Very important. Clean water and all that good stuff. So those are things that are happening in September and I know, I'll just reiterate it again, election. Election, election, election. So you will be seeing more and more ramp up as we get closer to that November election date. So that's September. October has one of my favorites. I love Halloween.

BETH: I love Halloween, too.

KERRI: You'd be surprised how, some of my favorite Halloween examples are



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World Wildlife Federation has stencils for pumpkin carving for making jack-o-lanterns.

BETH: Great, nice.

KERRI: They use that as an acquisition tool. So I think that's great. So everybody's carving pumpkins and your kids want fancy stuff so they do beautiful animals, beautiful wildlife and you know, bats and wolves and spiders and so you can download really cool stencils and they just ask for your email address. It's an acquisition opportunity for them and what I love about that too is that you whip that one out every year. There's not much to change. It's sort of an evergreen, seasonal opportunity for them. My other favorite, I have two other favorites. One is the Monterrey Bay Aquarium and they do these really scary fish eCards.

BETH: I've seen that. That is hilarious.

KERRI: They're awesome and they're very funny about it and it's turned into like eCards is sort of an older tactic. Some people still use them, but people are just sharing them on social because they're funny. It's like, "Look at this ridiculous fish," and it's marine life and so that's one of my favorite ones. Then there's, and I'm not remembering, there's an old penitentiary in Pennsylvania. Maybe you know this one?

BETH: Yes, it's right near us. Eastern State Penitentiary.

KERRI: Yes, and they have great Halloween campaigns. You know, scary stuff, events and images and they change everything. So get on their email list and look for Halloween. Great opportunity to tie into what people are sort of into at the moment. You can plan that well in advance and then you could even get some more evergreen stuff. I love Halloween. It's not the only holiday in October. You have Columbus Day, so you can if it's appropriate for your nonprofit, you can tie into that. There's United Nations Day and speaking of teachers, World Teachers Day. So those are all if your nonprofit is touching on those issues, those are



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opportunities for you in that month and there's many more that day. One of the funny things I wanted to mention in the materials that you'll see on the page that supports this is there's food holiday lists. That is absolutely hilarious. Every day of the year has some kind of food holiday.

BETH: As it should.

KERRI: As it should. Like August is peach month. So you know, there's really funny, sometimes you and the big ones are like pizza, National Pizza Day. Everybody knows that.

BETH: So let's talk about that because a lot of the things you mentioned so far have been big well-known holidays. Everyone wants to wish someone a happy Halloween, but you know, somebody might be listening and say "Rivers Day? We're a ballet company. No way." How do people use something that doesn't seem like it would have anything to do with them and make it have this tie-in because it's clear that a tie-in is important. You can't be, I just can't see a domestic violence shelter necessarily going, "We're gonna celebrate World Ice Cream Day," but there are ways that sometimes something that doesn't seem like it's specifically aligned to you could be utilized in a way that creates and builds a tie in that's maybe unexpected and that makes it a little bit fun and makes people pay attention.

KERRI: Well, let's say don't force it. So there's always opportunities and you don't have to say yes.

BETH: Right. There's another day coming the next day with some other theme to it.

KERRI: So what I like to do is pick your opportunities, and I'd rather see an organization execute fewer of them well than to just start flinging their brand at any opportunity that comes up because it was on the calendar and it's just like, "Who are you?" You've lost who you are. Going back to you said the shelter



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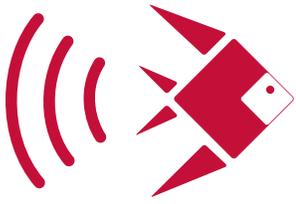
opportunity and Ice Cream Day. There might be somebody and they'd have to know about it, but there might be a story out there of someone who turned their life around and they did it through the ice cream truck or they opened up an ice cream parlor or they did a business or they started making it and selling it to friends at the local sporting events. You know, I wouldn't say don't make up that story, but that's an opportunity to just connect those, that would be a good connection. You know, World Rivers Day obviously ties directly into nonprofits who deal with environment and water, but it might be communities, too. We talk about our regional nonprofits that focus on place. It could be that.

BETH: How about something like really kind of crazy, like World Sibling Day?

KERRI: Oh, I love this example. World Sibling Day, I recently, last year was the first time I saw this and I saw it all over my feed. I started seeing it on my feed and I'm like, "Where did this holiday come from?" and it was a really fun way that made me think this is World Sibling Day, so I'll give you a few examples. One of them was for the tenement, Lower East Side tenement museum in NYC, and they have a treasure trove of photographs of the tenements that they're highlighting of what life was like in the city decades ago, and they showed pictures of different siblings and I thought that was an excellent use of both their brand to highlight the history and bring people closer. American Heart Association talks about getting your siblings, knowing your siblings' medical history and helping each other stay healthy. So that was a different tie-in. So health organizations can do this, and I'm a complete absolute sucker for "Here are celebrity siblings," and some interesting things celebrity siblings do. Like some BuzzFeed article comes out and I'm like, "look at that."

BETH: But that's how humans are!

KERRI: Yeah, like that's interesting and so it might be like, "Did you know the sister of so and so works at our organization?" or is our partner or both. This whole family supports our organization or are big champions of this issue. So



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there's lots of different ways to tie it in. Again, do it naturally. Don't force it, but my guess is that if you think about siblings, there's eventually a tie you can find. Somebody in your organization has a sibling. Even if you don't. Most of us do have siblings. Not everybody.

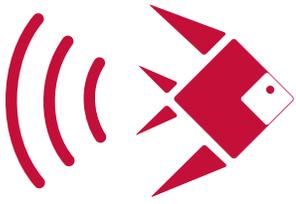
BETH: And it creates an opportunity to tell a story.

KERRI: Yeah, there's stories out there with siblings. I loved that one in the tenement museum. I loved the pictures. I shared it and liked it. A lot of people were like "that's really cool" and then medical organizations can talk about this and there's just other ways of citing just human interest stories.

BETH: So if people wanted to start doing something like this. We talked in the beginning about the fact that even though it's social and it's fast, it's not like you just snap your fingers and it's done. What are the kinds of things that people need to be doing on the back end to make it work in preparation for wanting to take advantage of this?

KERRI: Right. I think that it helps to do some planning in advance. So some things you'll know about in advance. Like if you want to do a Halloween campaign, then you plan it in advance. Some things will be a little more ad hoc. You see something online and you might join in. So knowing what your goal is when you're doing this. So the World Wildlife Federation, their goal was to do acquisition. Is it to do fundraising or to raise awareness or sell tickets or to change behavior? So sort of thinking about what a goal is before you engage in this. Looking far ahead and seeing if it's not competing with something else that you're already doing and it's taking energy unnecessarily away from something that would be more core to your mission. So I don't mean this as a huge distraction. I mean it as like choose your opportunities well. So knowing what they are and being able to say yes to some and no to others is super important.

BETH: It is super important.



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KERRI: I also urge people to start slowly and lurk first. Learn, save from your fellow nonprofits businesses, too. I have a pretty extensive list of emails that I subscribe to and I catalog major holidays every year. So I have this growing treasure trove of Halloween emails, for example. Valentine's Day emails. Mother's Day. Those are big holidays that I pay attention to because campaigns are often centered on those for the clients, even if it's a business. Apple Computers sends me something about Valentine's Day. Let's see how they did it. You never know. I'll steal from anybody!

BETH: Right. You never know where the good ideas are coming from and a lot of times, corporate is doing some different things because they're watching you.

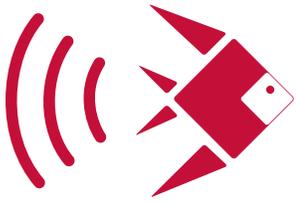
KERRI: Right. They have more money to throw at research and teams of folks.

BETH: And testing and doing all of that stuff and we're moving into a little bit more of a social responsibility business environment. So more and more corporations are trying to jump in on this and it may even be a cause marketing opportunity for you.

KERRI: Right. Like going back to the Olympics, I'm a big fan of the women's soccer team, and I've been watching them online and Ritz Crackers is sponsoring all these little vignettes of the soccer players, just funny stories about the soccer players. Like why one soccer player wears a blue headband all the time and they did an illustration. So they spent a lot of money on doing these, and they're doing one a day.

BETH: OK, that's great!

KERRI: The personal stories of them, and it's great. What else can nonprofits do? Again, lurk, learn and save from your fellow nonprofits. Share what's working. Here's an easy thing. Share what's working on other pages. So if you're seeing something gaining traction on a page that you're following, it's OK to share that because you're giving them props by sharing it. You're betting on a winner.



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You're seeing that this content is working well and chances are your audience, so you can sort of get a little bit of that shine onto your nonprofit for that. So you can re-tweet, Facebook share and those types of things and you're still sharing good content because you're seeing that it's been proven to work. So that's an easy way to get in on something lightly first before you're investing a ton in developing your own thing, but then when you want to do your own thing, doing your planning, editorial calendars in advance, looking at a calendar for the whole year. All right, we know when these seasons are coming. We know when the Grammys are and we're an arts organization so we want to plan something maybe a whole week before. We're doing like our Grammy picks or did you know this about these artists. And then you could also reuse stuff from last year. So if you used something in the past year and it's worked well, share it again.

BETH: Absolutely. This was so helpful. I love this idea of doing this and we will have to come back and talk specifically about giving days and I think that would also be another great way for people to use specific things, but for now, thank you so much for joining both me and sharing everything that you have with the nonprofit community.

KERRI: Oh, you're welcome. It was a pleasure speaking with you and talking about this fun stuff. Love it!