
AMPLIFY WORD-OF-MOUTH ENGAGEMENT WITH ONLINE COMMUNITY

PERSONIFY COMMUNITY



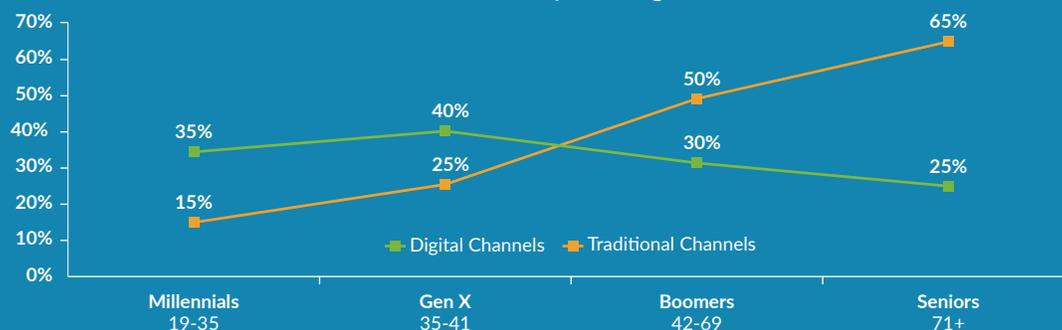
BUILDING YOUR COMMUNITY

ATTRACTING THE NEXT GENERATION OF CONSTITUENTS HAS RAPIDLY SHIFTED TO DIGITAL EFFORTS.

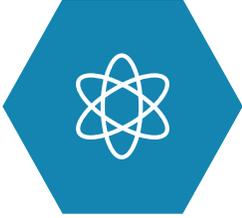
In fact, according to Pew research, the population of millennials (ages 19-35) has surpassed that of the boomers (ages 52-70) to become the largest demographic in the US. And millennial communication preferences almost exclusively involve the use of a smartphone or tablet as their channels of choice.

As a result, digital media is rapidly becoming the primary platform to reach your audience, solicit donations, sell merchandise and grow your member, donor and volunteer base. Providing an environment where your constituents can easily interact with you AND each other is more important than ever.

Top 2 Preferred Marketing Channels
For donors + nonprofit organizations



Grizzard's DonorGraphics, 2017



Your program outreach increasingly drives constituents to your website as the primary destination for like-minded individuals to interact **with** your efforts. But nonprofit organizations are increasingly looking to foster that same interaction **between** constituents.



Digital word-of-mouth (WOM) is an important tool for your programs. According to Nielsen, 92% of people trust recommendations from friends and family more than they trust advertising. And organizations that inspire a higher emotional intensity receive three times as much WOM as less emotionally-connected brands, according to [Invesp](#)



More often these WOM efforts are taking shape through online communities. Practitioners recognize that online communities are not just a random gathering, but rather are spaces designed for a group of people who come together for a mutually shared purpose.

THERE ARE TWO MAIN TYPES OF COMMUNITIES

PUBLIC SOCIAL NETWORKS

Facebook, LinkedIn, YouTube and Reddit are examples of public social networks. These forums are useful for finding out what people are saying about your industry—and sometimes, your brand—by allowing you to listen and monitor conversations.

They can also teach some great lessons on engagement, like how to leverage “likes”, upvotes and paths to external content to drive interactions.

Although public social networks help create brand awareness and reach, you are not as likely to receive as much in-depth insight and interaction around your specific programs or constituents as you do not own the data, conversations or experience.

BRANDED COMMUNITIES

Branded online communities are either public or private. Rather than using “rented properties” on public social networks, these communities reside on a brand’s website or other owned online property. Because of this, companies with branded communities are able to manage and own the data about their site visitors, as well reap the SEO benefits that community content often provides.

Branded communities exist to help your members form groups around programs, missions, visions and purpose. They foster deeper relationships with your organization by providing a safe place for members to share ideas, advice and their experiences. Communities are often launched with a strategic purpose, such as capturing the voice of the customer, gathering program feedback or effectively (and efficiently) solving issues for your audience.

Building a thriving online community with features tailored to serve your organization’s unique needs allows you to:

- Empower and mobilize members and donors to become advocates of your mission
- Drive more traffic to your community and websites with search engine optimization
- Provide a deeper, more rewarding online experience for your members and donors
- Reduce staff burden by facilitating peer-to-peer communication and self-service
- Encourage content creation through crowdsourcing and member contributions



BEYOND THE “LIKES” TO AN ENGAGEMENT STRATEGY

With the rise of traditional social media, the accepted strategy among many organizations was to rely on Facebook and other third-party social platforms to help drive word-of-mouth marketing.

These platforms serve a purpose in your programming mix, however they do not hide the fact that they are “pay-to-play” in support of their advertising revenues. Social networks systematically restrict and monetize the content that appears to their users to facilitate their advertisers’ agendas—not yours. This means that even as members follow, “like” or otherwise engage with you on social media, they are not guaranteed to see the content you publish organically. More than that, any endorsements, discussion or user experiences posted on these sites are owned by that platform, not by your organization.

Branded communities offer a preferable alternative to drive more traffic to your own online space—to grow your user base engagement, energize your members and bring them together for a shared purpose.

However, social platforms should remain an important piece of your marketing strategy. Integrating social profiles into communities makes it easy for members to sign in using their social accounts and promote experiences across channels, creating better organic search visibility for you and your community’s relevant content.



EXTEND YOUR REACH, TIME AND EFFORT WITH THE VOICE OF YOUR CONSTITUENTS

UTILIZE CO-CREATION AND IDEATION

The American Cancer Society's (ACS) Relay For Life fundraising event helps people come together and honor cancer survivors and fight the disease by raising funds to support research. ACS created an online community where participants could share ideas, compare notes and discuss challenges. Within three months of its launch, the Relay Nation community generated more than 30,000 member-to-member actions, with participants sharing fundraising strategies, ideas, pitfalls and successes.

A member of the Relay Nation community posted an idea about painting their door purple to generate awareness and support for their fundraising event. This led to other community members embracing the idea and the national organization launching the Paint Your World Purple campaign.

ACS learned that their most engaged constituents—those who feel invested in their mission—shared their voices and ideas with the extended community of supporters to help grow the organization.



“Personify Community is a flexible platform with a comprehensive feature set. This is a great product from a great company that really wants its clients to succeed.”

— Jeffrey Montegut,
Sr. Manager,
American Cancer Society,
Relay for Life

CONNECT TO A CAUSE

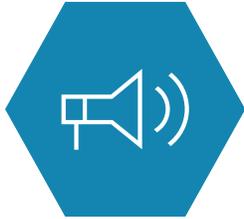
The National Association of Secondary School Principals (NASSP) leveraged multiple communities to empower, educate and connect school and student leaders around the central goal of championing and fulfilling student potential. They learned to involve community advocates, particularly millennials, who are passionate about the development, intellectual growth and physical well-being of our country's youth.

As NASSP continues to fulfill its mission through vibrant and active online communities, we see no slow-down in the movement for younger generations to continue to seek out involvement in civic-minded organizations that align to their passions and experiences.

DID YOU KNOW

Millennials, those under the age of 35, are referred to by Forbes as the “involved” generation. Confident and skilled in guerilla and viral outreach, this group has been exposed to service and activism throughout many areas in their lives, including their communities, schools and civic organizations. Millennials have grown up in a world where community service is often integrated into schools and giving back is a natural way of life.

[\(Forbes: Millennials Rule at Giving Back\)](#)



AMPLIFY YOUR EFFORTS:

The Alzheimer's Association has shown unprecedented achievement in developing community through fostering advocacy, vibrancy and collaboration to meet organization goals and impact missions. They have become the nation's third largest peer-to-peer fundraiser in 2018. This was done by using their community for training, resources, best practices sharing and general collaboration between headquarters, chapter staff and committee volunteers through entire event lifecycles.

One such event is The Longest Day, themed around love for all those affected by Alzheimer's. On the summer solstice, participants team up with the Alzheimer's Association and select an activity they love—or an activity loved by those affected. The program is intended to raise funds and awareness for care and support while advancing research toward ending Alzheimer's.



THE POWER OF MANY

Online communities have the benefit of bringing together people with diverse backgrounds and points of view. They bring different skillsets and expertise to bear on their common interest in your organization and its mission, so providing ways to easily collaborate and contribute can be invaluable.

Collecting valuable feedback and making full use of the shared knowledge of a passionate group of people can help you find new ways to pursue your mission, run your organization and spread your message to an even wider audience.

THE PERSONIFY COMMUNITY

At Personify, we measure our success by yours. As your technology partner, we are committed to helping you find the right solution for your organization and seeing that you get the most out of your investment.

[Find out how a strong online community can benefit your organization.](#)



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