



WHY VISIBILITY IS CRITICAL TO FUNDRAISING SUCCESS

SGS FUNDRAISING TRAINING

AGENDA

The link between your profile and your fundraising success

So what visibility do you need?

Boost visibility of your organisation

Build visibility of yourself

Why visibility matters to donors

How to build your visibility

Get the basics right: The first easy steps to a fundraising profile

Hone your skills: The 5 steps to take you to an outstanding profile funders will love

ABOUT MICHELLE JOUBERT

Highly experienced consultant, advisor, strategist with more than 20 years across profit and non-profit sectors

Focused on sustainable finance; resource diversification; impact investment; ESG

Director of A Capital Idea, strategy consultancy guiding clients to

- Grow impact
- Heighten visibility
- Build funding and sustainability

Strong knowledge of the financial markets

- Former head of investor relations at Johannesburg Stock Exchange
- Former journalist and editor at the Financial Mail and Financial Times

Lecturer and trainer at Wits, JSE, etc

Qualifications: Masters in Business Administration; Honours in Journalism

ABOUT A CAPITAL IDEA

Funder relations

Newer funders don't want case studies. We assist organisations to tell funders about their progress, governance and achievements by crafting compelling funding pitches in language that funders understand

Visibility and profile

Companies are required to impact societies positively. We assist corporates to see why ESG data drives so many investment decisions and how to integrate environmental & social impact into the investment thesis. We build & review strategies; and craft effective narratives.



Funder communication strategy

You want key people and groups to understand the impact and value of your organisation. Without that, it is tough to find the right funders, complicated to talk to stakeholders. Our reputation and profile building work is aimed at enhancing stakeholder relations and creating a positive public profile.

Attracting impact investors

We build, implement and review strategies to unlock funding around social enterprise strategies. We coach organisations seeking impact investment through Wits University, the Johannesburg Stock Exchange and on an individual basis.



**THE LINK BETWEEN YOUR PROFILE
AND
FUNDRAISING SUCCESS**

DONOR LANDSCAPE REALITY CHECK

Globally, non-profit funding pool declining

New funders stepping in

- Corporates stepping in – reputation-boosting reasons
- High net worth individuals an important group
- Impact investors a growing target for funding

Funding challenge threatening sustainability of community organisations

Visibility required to

- Build credibility
- Attract new funding

Given competition for funding, visibility is key to sustainability

How do funders search for prospective recipients?

Face to face

- Meetings post submission of proposals
- Company Corporate Social Responsibility teams
- Conference opportunities

Public online platforms

- Google searches to find and assess non-profit organisations
- Organisational websites, social media of shortlisted organisations
- Searches for leadership members of organisations of interest

To compete, organisational vision and impact must be clearly visible on websites and social media...

- ...in language accessible to those outside your stakeholder group

"I spent a lot of time online, getting to know the organisation, assessing its impact and ensuring it aligns with our goals, before getting involved."

- Corporate CSI head

Use of online tools

- Organisational website
- LinkedIn
- Media
- Social media

A CSO'S LEADER'S PUBLIC PROFILE GROWS TRUST

Your individual visibility matters

- Experts in an area of practice add value to an organisation

Your personal brand helps you to

- Amplify impact of organisation
- Advance in your career

Your personal brand is also a major asset to your organisation, helping it to

- Command influence within a specific target audience
- Increase an organisation's prominence
- Enhance policy impact
- Win funding
- Improve impact given the wider awareness of your work

People with strong personal brands get access to great opportunities. They stick in people's minds and are the first considered when someone needs an expert in their field

VISIBILITY TEST: DO FUNDERS SEE YOUR IMPACT?

How do you judge how visible you are, as organisation or individual? Ask yourself...

How clear and compelling is your website?

How active are you on social media? And how visible are you?

- Blogs: do your posts attract comments, likes or shares?
- Social media channels: do you get, and track, “likes”, follows, re-tweets or “mentions”?

Media relations: is your organisation in the media, in articles or thought leadership?

Online events: how many attendees join your sessions?

Conferences/events: does your organisation speak at events? Hold webcasts? Publicise research?

*Happy with the answers?
If not: how do funders know who you are?*



**SO WHAT VISIBILITY DO
YOU NEED?**

- AS AN ORGANISATION

THE QUESTIONS FUNDERS WANT YOU TO ANSWER

Most funders have a standard set of questions:

- Who are you and what need do you fulfil?
- What impact do you achieve?
- Does your work and vision fit their mandate?
- Are your beneficiaries supportive of what you do?
- How strong and committed is the management team and board?
- Is the organisation sustainable?
- What are the key risks that need to be managed?

The more that donors see and hear about your achievements, the clearer they will be about why they should be funding you

COMPELLING IMPACT STORY

Powerful, accessible, targeted

- Keeps supporters informed and engaged

Your impact story should include

- How innovative is your service model?
- What is the size of the community you serve?
- Do you have a viable plan?
- How are important social/environmental benefits measured?

The more that donors see and hear about your achievements, the clearer they will be about why they should be funding you

ATTENTION-GRABBING COMMUNICATION CHANNELS

Most funders have a standard set of questions:

- Engages communities who are difficult to reach
- Simple and cost-effective
- Allows activists to connect with an organisation and share updates
- Allows organisations to mobilise an audience towards action
- Connects organisations to a global network

The more that donors see and hear about your achievements, the clearer they will be about why they should be funding you



**SO WHAT VISIBILITY DO YOU
NEED?**

- AS AN INDIVIDUAL

AS CIVIL SOCIETY LEADER, YOUR OWN PROFILE IS KEY

As a civil society leader, your brand

- Articulates your vision
- Attracts or deters audiences, followers and influencers
- Increases or decreases engagement
- Distinguishes you from other civil society leaders
- Positions you as a leader in your field
- Enables you to grow visibility of your projects and work

This impacts your organisation's sustainability

The first place we learn about people is online

- Your online presence is the first impression people will gain of you
- Be careful about what you post, the photos you publish and who you let into your circle

Your profile grows your organisation's sustainability

ESTABLISH YOUR ROLE AS SUBJECT MATTER EXPERT

Building your profile establishes you as an expert in your field

- Build your audience's trust in your expertise

This has important societal benefit

- Contributes to solutions to a community / societal challenge
- Contributes to the ongoing dialogue in your field

Profile benefits your organisation

- Points to its impact, potential and credibility

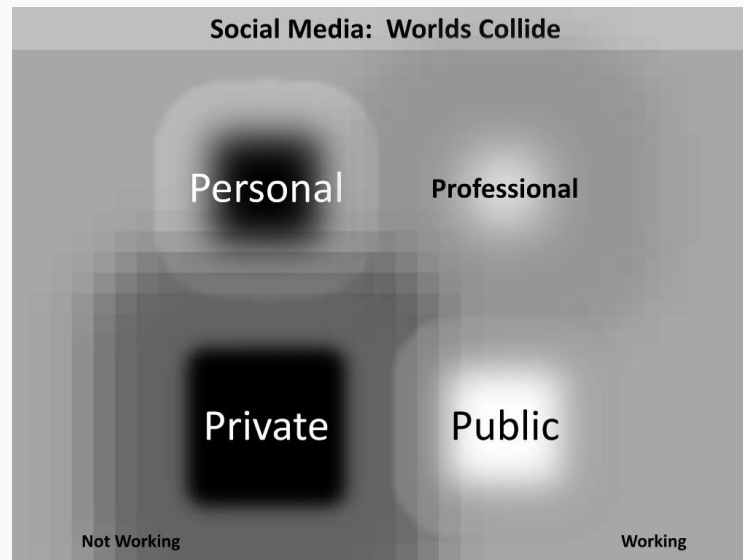
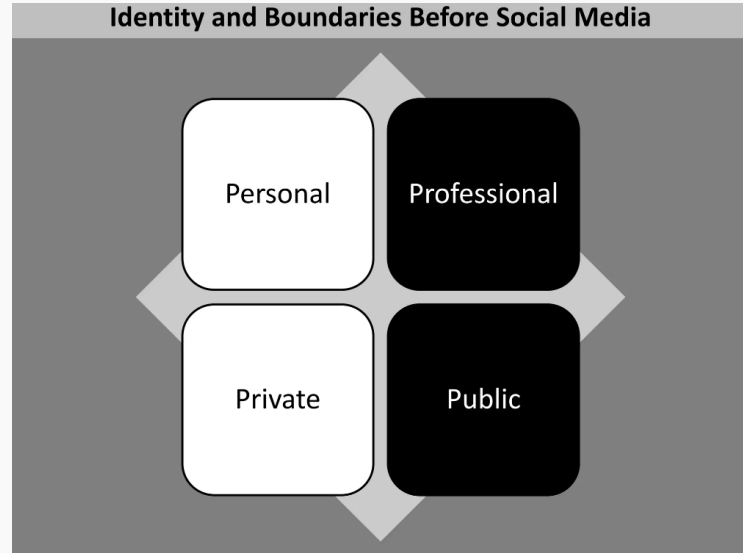
Grows awareness that attracts funders to the work you do

DEVELOP A STRONG ONLINE PROFILE

Your online aim

- Well-managed social media accounts
- An up-to-date website
- Correct biographical information on various pages
- Career-linked blogs where feasible

Enables you to grow visibility of your projects and work





HOW DO YOU ESTABLISH YOUR PROFILE?

FIVE STEPS TO SET UP YOUR PERSONAL
PROFILE

I. PERSONAL CLARITY ON YOUR VALUES & PROFILE

To define your brand,

- Identify your what you stand for – your values
- Identify your strengths
- Identify your career goals
- What makes you exceptional
- Your career focus
- Your strategy for consistent personal development
- Your personal marketing strategy

II. PROFILE YOUR MISSION AS CHANGE MAKER

Your profile as change maker is a fundraising tool

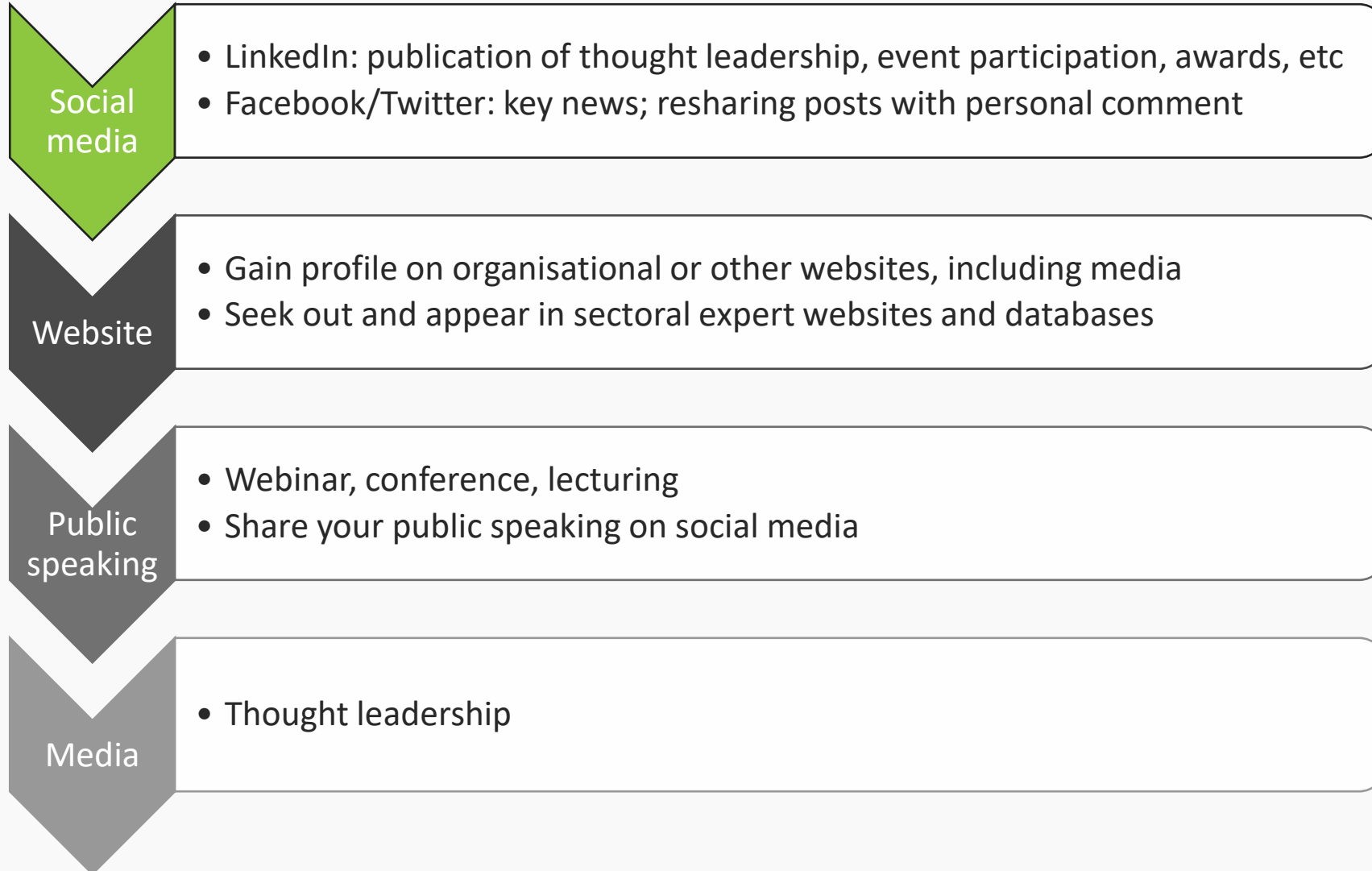
As change makers needing funding to create impact

- Craft your personal 'elevator pitch'
- As part of the fundraising strategy

Your profiling work should demonstrate

- What are my personal values, and how do they impact my organisation?
- What work have I done that stands out from others?
- What experience have I had that I take into my work?
- What makes my skillset worth hearing about?

III. MANAGEABLE PROFILING STRATEGY



IV. POST ABOUT YOUR FIELD ON SOCIAL MEDIA

Focus on two or three platforms

Keep your information accurate

Consistent messaging

Engage Regularly

- At least twice a week
- Share online - prompts followers to think of you as a leader in your chosen field

Content guidance

- Add value
- Build a community
- Keep your profiles updated

V. BUILD A STRONG LINKEDIN PROFILE

Photos

- Choose the right profile picture for LinkedIn
- Add a background photo

BUILD A STRONG LINKEDIN PROFILE

Photos:

- First thing that visitors see - your image must look professional
- Choose the right profile picture for LinkedIn
- Add a background photo

Text

- Look up peers to see how they tell their story
- Make your headline more than just a job title
- Use your summary as your story
- Spotlight the services you offer
- List your relevant skills
- Showcase your passion for learning

- **How did you get started in the nonprofit sector?**
- **What drew you to your organisation?**
- **Why are you passionate about your role?**
- **Share details about your nonprofit**



CREATE A STRONG PERSONAL PROFILE

WHAT FUNDERS WANT TO SEE

I. FACTORS OF A STRONG PERSONAL PROFILE

A simple, clear and powerful personal purpose statement

A strong personal investment case

Online presence on thought leadership platforms

A strong network of peers, colleagues and associates

Use of career-focused comments and blogs

Boosting of organisational posts containing strong profiling and views

II. CREATE PERSONAL WEBSITE - USE FREE PLATFORM

To build your online profile, a personal website is powerful

- Typically indexes highly when someone searches for your name
- Offers flexibility in presenting your resume, projects, skills
- Ideally site name contains your name: firstnamelastname.com

Include

- Bio
- Relevant Links
- Contact Page
- Contact through form or email

III. ENHANCE YOUR LINKEDIN PROFILE

Photos:

- Choose the right profile picture for LinkedIn
- Add a background photo

Text:

- Make your headline more than just a job title
- Use your summary as your story
- Spotlight the services you offer
- List your relevant skills
- Showcase your passion for learning

Network

- Grow your network
- Follow relevant influencers for your industry

ENHANCE YOUR LINKEDIN PROFILE

Photos:

- Choose the right profile picture for LinkedIn
- Add a background photo

Text:

- Make your headline more than just a job title
- Use your summary as your story
- Spotlight the services you offer
- List your relevant skills
- Showcase your passion for learning

Network

- Grow your network
- Follow relevant influencers for your industry

Request recommendations

ENHANCE YOUR LINKEDIN PROFILE

Photos:

- Choose the right profile picture for LinkedIn
- Add a background photo

Text:

- Make your headline more than just a job title
- Use your summary as your story
- Spotlight the services you offer
- List your relevant skills

Network

- Grow your network
- Follow relevant influencers for your industry

Request recommendations

Comment and share

- Share relevant content from your LinkedIn feed
- Add comments
- Share organisational brochures/community material



HOW DO YOU ESTABLISH YOUR ORGANISATION'S PROFILE?

FIVE STEPS TO SET UP YOUR
ORGANISATION'S PROFILE

ATTENTION-GRABBING COMMUNICATION CHANNELS

Your organisation requires

- *Professionally laid out organisational website that targets funders as well as beneficiaries*
- *Photographs that tell your story to those who don't know you*
- *Social media presence that targets funders as well as beneficiaries*
- *An up to date fact sheet about your organisation*

The more that donors see and hear about your achievements, the clearer they will be about why they should be funding you

I. CO-CREATE YOUR ORGANISATION'S VALUES

Questions to ask yourself – and answer – as you start preparing

- Are you clear on your impact thesis?
- Do you have data?
- Do you have an effective pitch for funders?
- Do you effectively demonstrate your impact?
- Do you give your organization's values?

II. CHOOSE THE RIGHT CHANNELS

These are some of the popular channels you can target in your strategy

- Blogs
- Broadcast media
- Email marketing
- Press releases
- Social media
- Websites
- Word of mouth

III. SET UP SOCIAL MEDIA PROFILES

Create a compelling profile

- Compelling, high resolution banner and profile image
- Perfectly sized logo
- Accurate and strong profile description, focused on impact

Maintain brand integrity

- A consistent image of your brand will help people recognise the organisation

Time-saving content creation

- Use existing brochures, research, photos; share trends, research and news

Grab the attention of social media followers

- Include a visual with every post

Many potential donors are looking online to learn more about organisations to support

- Use social media to get their cause online

To build up your online presence and attract new donors, post at least 2 to 3 times a week

Use your social media accounts to

- Keep supporters updated on current projects
- Share testimonials from the people and communities you serve
- Highlight donors that went above and beyond to support your mission
- Show your gratitude for funders supporting you

STRONG SOCIAL MEDIA PAGES

Of Lesbian, Bisexual & Queer Persons.

RAWO
Rise Above Women Organisation-RAWO

740 likes • 750 followers

Message Like Search

Posts About Mentions Reviews Followers Photos More

Intro

RAWO is an acronym for Rise Above Women Organisation

Vision: To be a leading LBT Organisation that

Page · Non-governmental organisation (NGO)

+263 77 778 1573

Rawoagenda@gmail.com

Not yet rated (1 review)

Photos See All Photos

Posts Filters

Rise Above Women Organisation-RAWO feeling hopeful with SWAN - Sex Workers' Rights Advocacy Network in Harare, Zimbabwe.

Paid partnership · 10 March at 09:04

Dignity, Respect and Equity for LBO.

DigitALL: Innovation and technology for gender equality

Accelerating Equality & Empowerment: #2023genderadvocacy Amplifying our voices on the power of collective action to drive progress towards gender equality and empowerment.... See more

STRONG SOCIAL MEDIA PAGES

TREAT
RESEARCH, EDUCATIONAL, ADVOCACY & TRAINING

TREAT
807 likes • 897 followers

Send Email Message Like

Posts About Mentions Reviews Followers Photos More

Intro
Trans Research Education Advocacy and Training(Treat) is an organization founded in Bulawayo, Zimbab

Page · Community organisation
14 Edward Road Kumalo
treatorg22@gmail.com

Posts Filters

TREAT
7 March · 🌐
We call for Justice for the @sistahsistahfoundation family!
#WomensHistoryMonth#womenempowerment#womenshistorymonth

V. DRAFT CLEAR MESSAGING

Your messaging should be directly informed by your objectives and target audience

It should be simple, easy to understand, and most of all consistent across all your channels

Communications strategy tip

- Core messages that help your target audience alleviate their struggles

Map to each objective and stakeholder

Repeat, repeat, repeat – across all channels

- Simplify



CREATE A PROFILE FUNDERS WILL LOVE

**FIVE STEPS TO TAKE YOUR
ORGANISATION THERE**

I. BUILD A PITCH THAT INCLUDES...

- A well-defined theory-of-change
- Clarity about value creation
- Data strategy, collection and analytics
- Demonstration of social impact – and how the investment enables scaling impact
- Quality and experience of management/founder
- Operational strength: emphasis on good planning and measurable social influence, realisation of milestones, financial responsibility and transparency

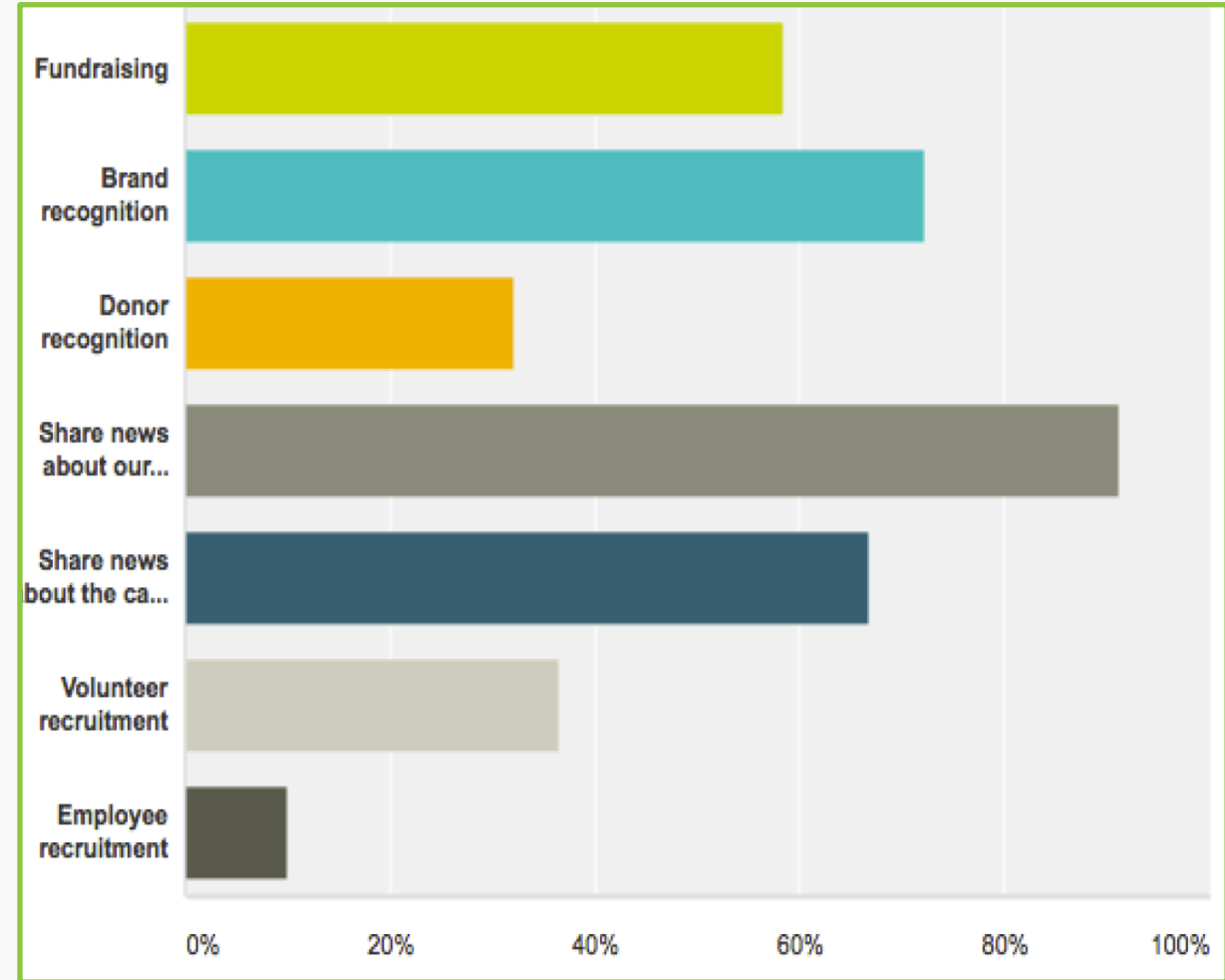
II. BUILD YOUR WEBSITE TO ACCESS FUNDERS

Organisations wanting to reach new donors must have a solid web presence

- Linked to social media accounts
- As well as email streams

Use website to expand outreach

- Many potential donors look online to learn more about organisations to support



How non-profits use their websites

NONPROFIT WEBSITE DESIGN

High-quality, emotional photography

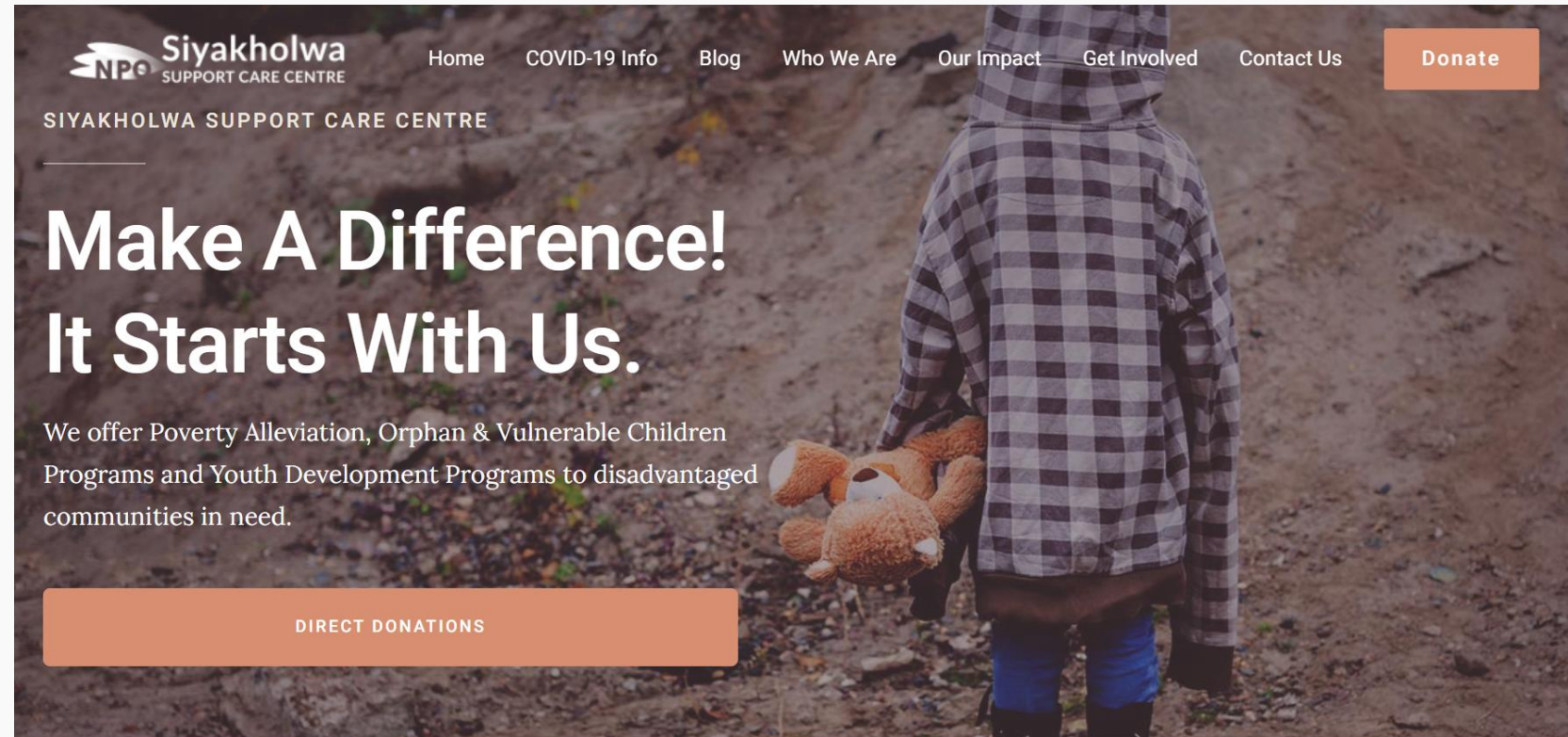
Video that tells a story

Infographics that back up the cause

Clear call-to-action for donation

Use of “Donate” button

- Placed on each page
- Follows visitor through site



III. ENHANCE YOUR COMMUNICATION CHANNELS

These are some of the popular channels you can target in your strategy

- Blogs
- Emails
- Press releases
- Social media
- Websites
- Conferences / webinars

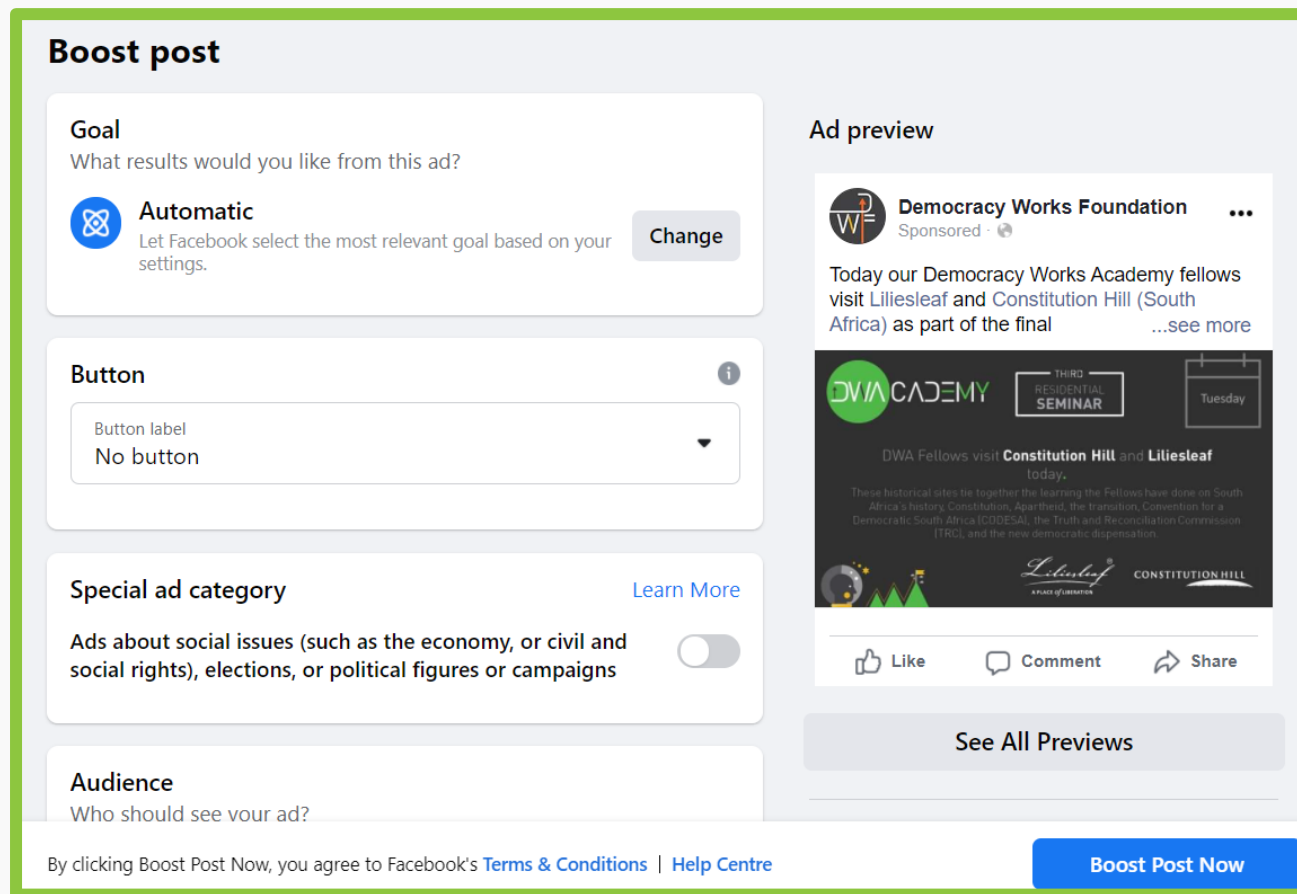
IV. BOOST YOUR POSTS ON SOCIAL MEDIA

Boosting posts

- Spreads the word about an organisation’s mission
- Attracts new donors and keeps existing donors engaged

Each social media posting can include a link to the organisation’s donor page

Interactive content posted to social media allows the audience to feel more engaged



The screenshot shows the Facebook 'Boost post' interface. On the left, there are settings for the boost:

- Goal:** Set to 'Automatic' with a 'Change' button. Text: 'What results would you like from this ad? Let Facebook select the most relevant goal based on your settings.'
- Button:** Set to 'No button' with a dropdown arrow.
- Special ad category:** A toggle switch is turned off. Text: 'Ads about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns'. A 'Learn More' link is present.
- Audience:** A section titled 'Who should see your ad?' is partially visible.

 On the right, there is an 'Ad preview' section showing a post from 'Democracy Works Foundation'. The preview includes:

- Profile picture and name: 'Democracy Works Foundation' (Sponsored).
- Text: 'Today our Democracy Works Academy fellows visit Liliesleaf and Constitution Hill (South Africa) as part of the final ...see more'.
- Image: A graphic for 'DWA ACADEMY THIRD RESIDENTIAL SEMINAR' on 'Tuesday'. The text below the image reads: 'DWA Fellows visit Constitution Hill and Liliesleaf today. These historical sites tie together the learning the Fellows have done on South Africa's history, Constitution, Apartheid, the transition, Convention for a Democratic South Africa (CODESA), the Truth and Reconciliation Commission (TRC), and the new democratic dispensation.' Logos for 'Liliesleaf' and 'CONSTITUTION HILL' are also visible.
- Interaction icons: Like, Comment, and Share.
- A 'See All Previews' button at the bottom of the preview area.

 At the bottom of the interface, there is a blue 'Boost Post Now' button and a link to Facebook's Terms & Conditions and Help Centre.

Online channels powerful for advocacy

- It takes practise and time to build a community and engagement
- It takes patience to experiment with new tools

Social media amplifies advocacy efforts by reaching more people, in more places, faster

- It galvanises supporters to take action
- Low costs for set-up
- Wide reach
- Enables quick sharing of messages

SUMMARY



REMINDER OF WHAT WE DISCUSSED

The link between your profile and your fundraising success

So what visibility do you need?

Why visibility matters to donors

How to build your visibility

ANY QUESTIONS? CLARIFICATION?

The link between your profile and your fundraising success

So what visibility do you need?

Why visibility matters to donors

How to build your visibility



PUTTING LEARNINGS INTO PRACTICE

INDIVIDUAL

- LINKEDIN PAGE
- PROFILING STRATEGY

ORGANISATIONAL

- FACEBOOK PROFILE
- WEBSITE 'ABOUT' PAGE

Thank You





TEMPLATES TO AID YOUR PROFILING WORK

FORMAT OF A BLOG

Be brief, be vivid, and be connected. Whomever the audience.

Keep posts short. Even on serious topics, dive into your topic quickly and make succinct arguments.

Avoid trying to be too comprehensive. Instead, revisit topics.

A post that reads like an excerpt from a journal article will not be fully read

Archive that paper for download, explicitly naming a link's destination

Regularly schedule blog posts (eg weekly) so the audience has a reason to visit again

Make each sentence compelling

Write with a perspective, balanced by recognizing other views

FORMAT OF A MEDIA RELEASE

Headline

- Summarise the key points but catchy, interesting and strong
- Designed to catch the attention and encourage further reading

Lead paragraph

- Key part of your media release
- Includes: WHO did it?, WHAT did they do?, WHERE did they do it?, WHEN did they do it?, WHY did they do it?, HOW did they do it?

Body

- Prioritise messages, starting from the most important
- Use short sentences and short paragraphs with vigorous, active language
- All assertions must be attributed to a particular person, or the organisation

End

- Provide brief background information about the organisation, event or person

BUILD A HIGH IMPACT SOCIAL MEDIA TEMPLATE

Social media content needs strategic thought

Create social media templates to produce high impact social media posts, faster

Boost important posts

Spend 30 minutes a day answering questions, inviting friends, building networks



GUIDANCE FOR 3 SOCIAL MEDIA CHANNELS

Facebook

Use to

- Tell communities about services
- Promote events and post news
- Publicise campaigns

How?

- Follow organisations aligned with yours
- Promote your website, blogs, etc
- Build a community of advocates

Works less well for

- Accessing government, donors, partners
- Building awareness of policy needs

Twitter

Use to

- Provide up to date news and views
- Advocate for change

How?

- Follow organisations aligned with yours
- Follow topics
- Engage fans with news, events

Twitter works less well for

- Educating communities

LinkedIn

Use to

- Grow profile of organisation and leaders
- Build network
- Build donor base
- Advance new thinking

How?

- Publish pieces on organisational thinking, work or leadership
- Discuss concepts raised by counterparts
- Respond to or share thought leadership of other organisations