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Full Issue - Nonprofit Resources

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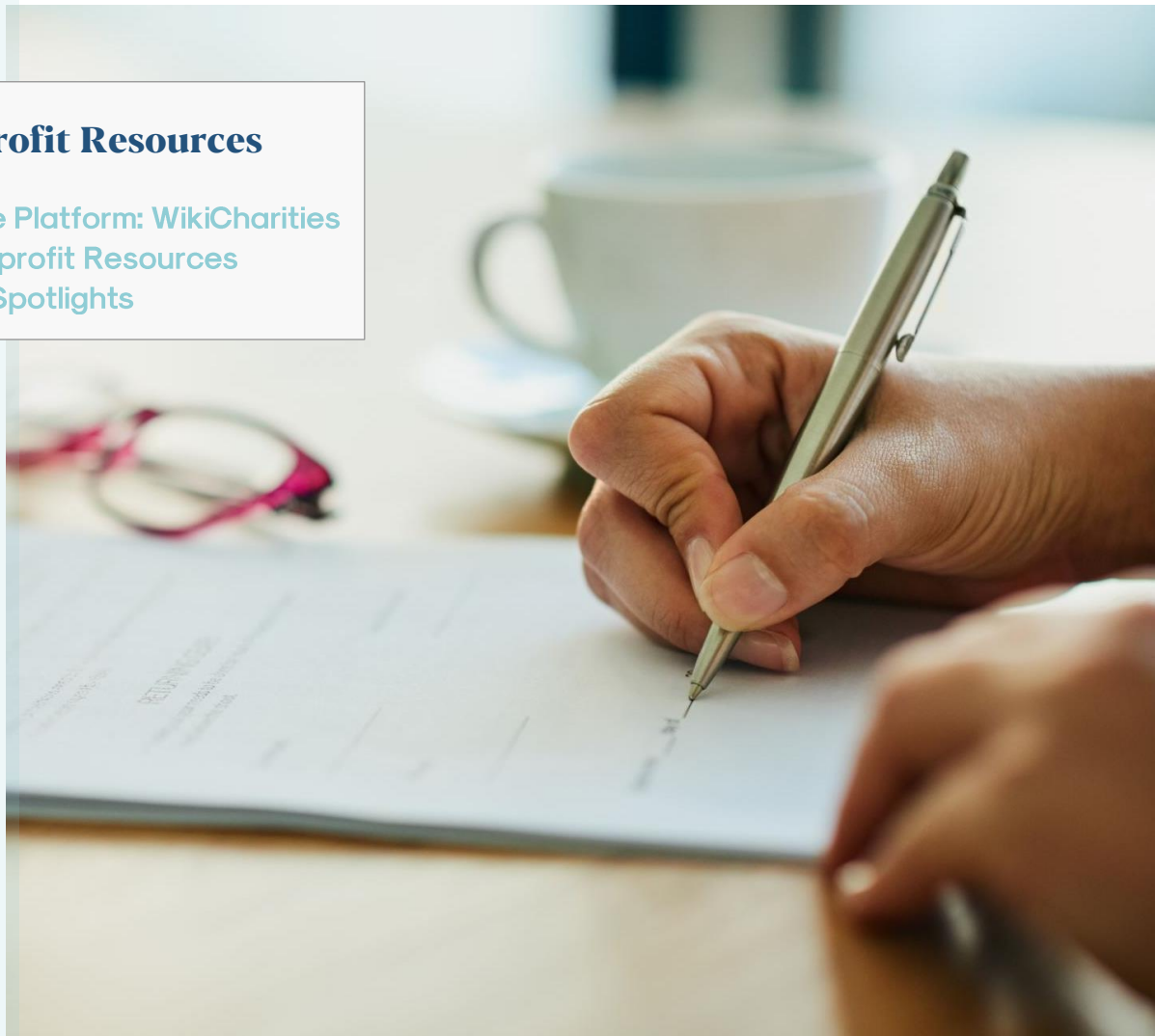


The Journal of Nonprofit Innovation

An Online Journal for Academic Research and
Thought Papers on Community and Global Issues

Edition: Nonprofit Resources

- [New Online Platform: WikiCharities](#)
- [List of Nonprofit Resources](#)
- [Nonprofit Spotlights](#)



WikiCharities
CONNECT. VALIDATE. COLLABORATE.

JoNI
Journal of
Nonprofit
Innovation

The Journal for Nonprofit Innovation is a publication of WikiCharities, a 501c3 nonprofit.

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COMPILED & EDITED BY

WikiCharities Editorial Board & Staff



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The Need for Nonprofit Tools

Did you know? There are 10 million nonprofits and charities around the world.

The majority of US based nonprofit make under \$1 million a year, with the most of these nonprofits being small, making under \$50,000 a year. As these nonprofits work to solve community and global issues, they struggle with limited resources and funding. There is a great need to provide these nonprofits tools and resources to help in their efforts.

A research study from 2020 shows that when nonprofits work together, outcomes are improved (Holzer, 2020). There is a growing need to help nonprofit leaders improve collaboration within the nonprofit sector to see better outcomes. WikiCharities.org is a new platform this journal publication will be addressing to help provide the nonprofit sector with a new tool for collaboration and trust.

There are approximately 10 million nonprofits working around the world, with the majority of these small nonprofits with limited resources.

New Platform for Nonprofit Sector

July 2022
Vol 2, Issue 4

Journal of Nonprofit Innovation

Global Database

Nonprofits

Open Access

Free Webpage(s)

Improve Trust

Transparency

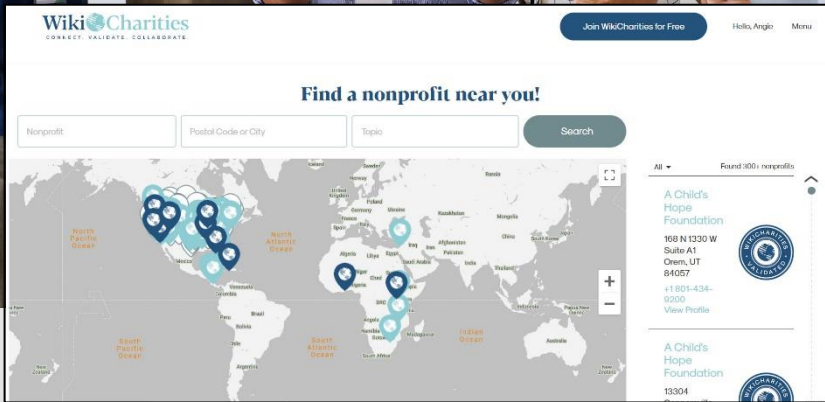
10 Million Nonprofits

Standardized Reporting

Validation

Post Projects

Awareness for Causes



WikiCharities: New Online Platform

by Dr. Angie Holzer, CEO/Founder of WikiCharities

WikiCharities is creating a trusted global community for the nonprofit sector.

Summary: WikiCharities is creating a global online community for the nonprofit sector, where nonprofits can improve transparency and strengthen connections with funders, volunteers, other nonprofits, and with those who need their services.

Value Proposition(s)

Nonprofits: To reduce the burden on nonprofits to maintain an online presence with UpToDate information. Help nonprofits improve transparency and trust through our WikiCharities validation process.

Funders/Foundation: Creating a standardized reporting system to reduce the burden on nonprofit supporters (funders, foundation, volunteers, etc.) in vetting nonprofits, and maintaining an internal database to verify nonprofits prior to giving.

Those In Need: To help those in need faster and more effectively by providing a database of trusted nonprofits and their services by topic and location.

New Online Platform: WikiCharities

Tool 1: Global Database

By Dr. Angie Holzer, CEO/Founder, WikiCharities

Overview

WikiCharities is building a global database for nonprofits where every nonprofit will be searchable by location and topic. “One of the main reasons why victims of human trafficking don’t get help, is because they don’t know what services are in their community to help them,” says Dr. Holzer, CEO and Founder of WikiCharities.

There are currently 1.8 million US based nonprofits uploaded on the WikiCharities database. These nonprofits are headquartered mainly in the United States, with thousands of US nonprofits also based around the world. WikiCharities is currently moving forward with a pilot program throughout Africa, where nonprofits are being added in Ghana, Uganda, Malawi, and South Africa. All of these nonprofits are partnering with US based nonprofits. The roll out will happen with two different approaches; 1) countries who currently have a nonprofit/charity database can be directly added to our database, 2) nonprofits can be added one-by-one once a validated US based nonprofits makes a referral and request for a partnering nonprofit to be added to the database.

United States

In the United States, hundreds of US-based nonprofits have started claiming and getting their nonprofit validated on WikiCharities.org. All US based nonprofit are currently in the WikiCharities database, which allows them to claim their webpage for FREE, then add uptodate contact information. By updating their contact information and adding focus areas, this allows their nonprofit to become searchable on the WikiCharities map by topic.



Africa: Pilot

Africa: WikiCharities is starting a pilot program, where US validated nonprofits can request their international partnerships to be added to the WikiCharities database.



Global Outreach: Europe and Other Countries

Hundreds of US based nonprofits have their main headquarters stationed in Europe and around the world. WikiCharities is currently looking for partnerships to help move into other countries. In order to enter a country, WikiCharities aims to partner with a government entity, company or foundation already operating in that country.

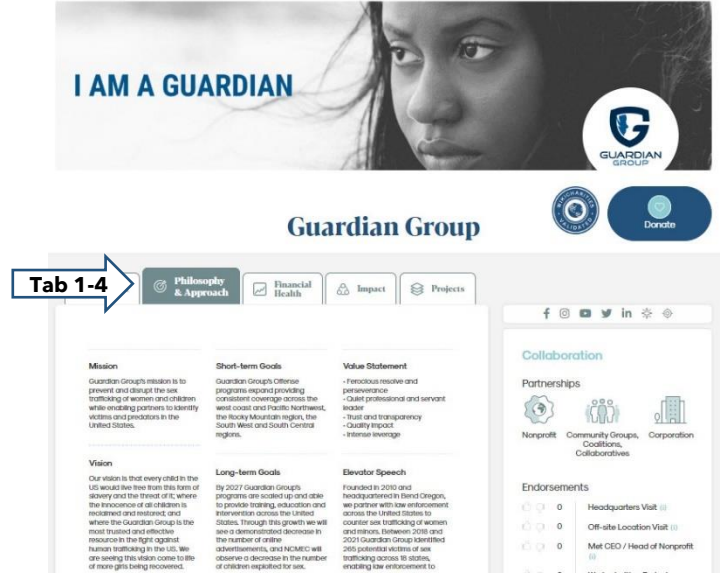


As WikiCharities expands around the world, the nonprofit community will grow. As the nonprofit community becomes more active on WikiCharities, it will become easier for 1) nonprofits to find likeminded organizations to work with, 2) those in need can find organizations in their community to help them, and 3) funders can search for nonprofits they want to support in one location.

Tool 2: FREE Basic Webpage and Basic Transparency (Tab 1)



Tool 3: FULL Webpage, FULL Transparency (Tabs 1-4)



Overview

All nonprofits in the WikiCharities database have their own webpage or profile page on WikiCharities.org. Every webpage consists of 60+ questions that allows a nonprofit to list up to date information, post leadership, board members, financials, annual reports, volunteer information, and more. Once a nonprofit is fully transparent with all their information on their WikiCharities webpage, they can apply for a validation. Once a nonprofit is validated, they will have access to the project tab, allowing them to post projects for funding, obtaining volunteers, and give updates on how funds were used. Nonprofits also get a donation link that goes directly to their bank account. WikiCharities takes 0% of donations through the platform.

Nonprofits can use their WikiCharities webpage as their main website if needed. One study found that 30-40% of US based nonprofits don't have websites or their information is out of date on their website, making it hard to learn about their current activities and find up to date information. It's guesstimated that 70-80% of nonprofits outside the U.S. don't have usable websites. WikiCharities aims to make having a webpage or website more affordable by allowing nonprofits to use WikiCharities.org as their main website.

A WikiCharities webpage is more affordable than maintaining a website. A nonprofit can have access to all tabs on their webpage starting at \$99 a year, depending on the size of their organization. This is called an annual subscription.

Overview

Annual subscriptions give nonprofits full access to their webpage (Tabs 1-4).

- **Tab 1: Basic Contact Information.** Add latest contact information, link their social media platforms, add logo and cover image, personalize their URL link, and list their nonprofit's areas of focus. All focus areas and office addresses will be searchable on the homepage map.
- **Tab 2: Philosophy & Approach.** Add mission, vision, and value statements, along with short-term and long-term goals. Nonprofits also include leadership, board of directors, volunteer information, partnerships, and more.
- **Tab 3: Financial Health.** Upload annual financial statements and country reports (ie USA → 990 form). Nonprofits also receive a donation link, where 100% of the funds go directly and immediately to the nonprofit.
- **Tab 4: Impact.** Upload annual reports, add media (video and images), and briefly describe impact seen in the previous year. WikiCharities provides templates for annual reports, financial statements, volunteer waivers, and more.

Tool 4: Nonprofit Validation, Seal of Transparency



Validation Overview

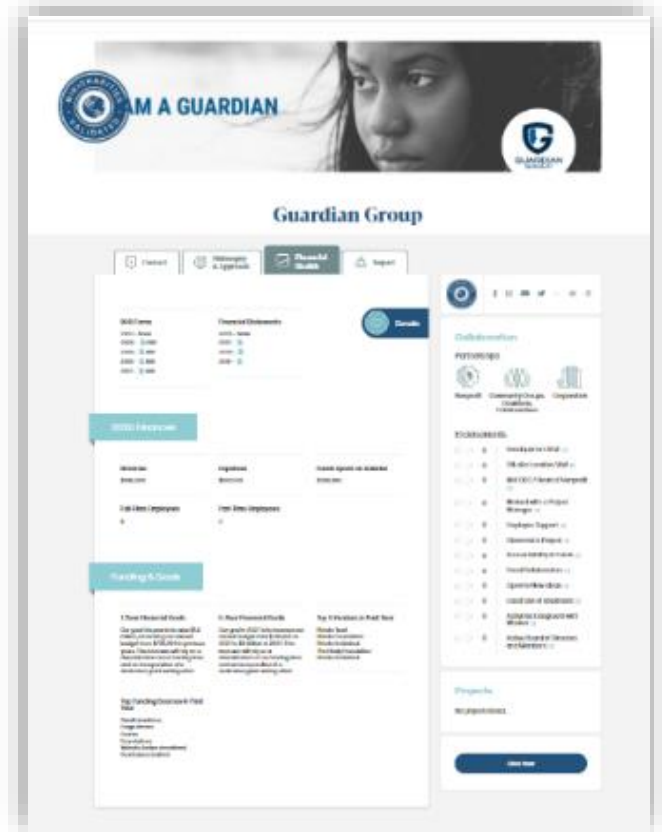
Validated nonprofits on WikiCharities receive a seal of approval once they are fully transparent with all information on the webpage. "Radical transparency accelerates learning and brings more meaningful work." - Principles by Ray Dalio. There are many benefits for a nonprofit to being transparent with their information.

Here are a few of the benefits that a nonprofit sees when they become transparent with their information.

- **Better Results** - "I've learned that the people whose opinions matter most are those who know us best --our clients, employees, and those in our same space-- and that our radical transparency serves us well with them." - Ray Dalio, Principles. Nonprofits can benefit a great deal by openly sharing their activities and approaches, then being open to feedback. This leads to better results.
- **Improved Trust** - When people know that you are transparent with your information and activities, they trust what you are doing more than if you kept that silent. When nonprofits can improve trust in their donors and supporters, they receive a longer commitment to support their efforts. Trust also makes it easier to encourage new supporters to jump on board without a lot of effort.

- **Increase Contributions** - Transparent nonprofits receive 53% more contributions than nonprofits who aren't. -from the Journal of Accounting, Auditing & Finance, 2018.
- **Reduce Harmful Office Politics** - *Principles*, by Ray Dalio, pg 308
- **Reduce Risks of Bad Behavior** that Often Takes Place Behind Closed Doors - *Principles*, by Ray Dalio, pg 308
- **Reduce Fraud** - Often fraud happens within a nonprofit when there isn't a transparent environment with funds and activities. By knowing that your organization is open with the financials, and anyone from board members, volunteers, to the public can review your financial information, this had a greater hinderance of an employee committing fraud than allowing information to be hidden.

Quote: "Nonprofits who are transparent have better results and improved trust in their organization."
Dr. Angie Holzer, CEO/Founder, WikiCharities



See a validation nonprofit here:
<https://www.wikicharities.org/nonprofit/USA/achf>

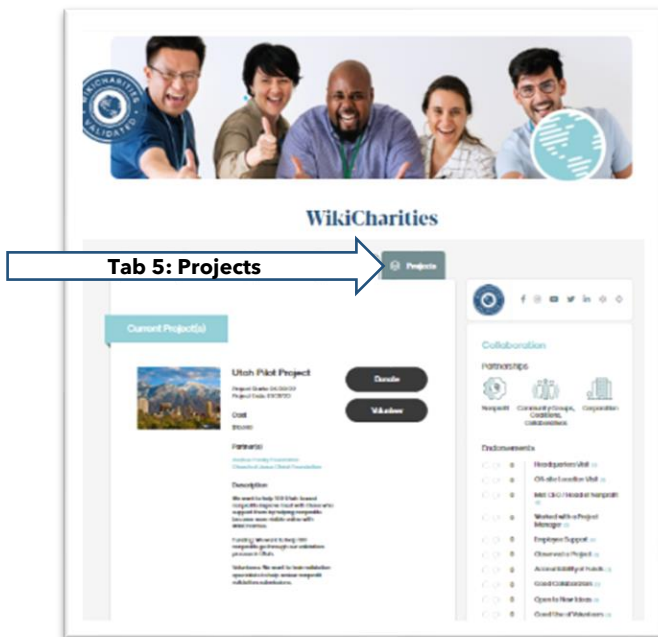
Tool 5: Post Projects (Tab 5)

Overview

Once a nonprofit is fully transparent on their WikiCharities webpage, and they obtain their WikiCharities validation, they have access to their project tab.

WikiCharities' project tab offers 3 main purposes to post a project.

1. Awareness – A project will become searchable on WikiCharities map by topic, title, and location. This allows anyone to find and support a project based on their interests.
2. Funding - Nonprofits can activate a direct donation link that allows funds to go directly to their bank account, while receiving 100% of these funds.
3. Volunteers - Requests can be made to find volunteers for a specific project based on location and topic. Individuals and companies can search for volunteer opportunities from validated and active nonprofits through our searchable map.



See a sample project here:

<https://www.wikicharities.org/nonprofit/USA/wikicharities#-projects>

Tool 6: Additional Features

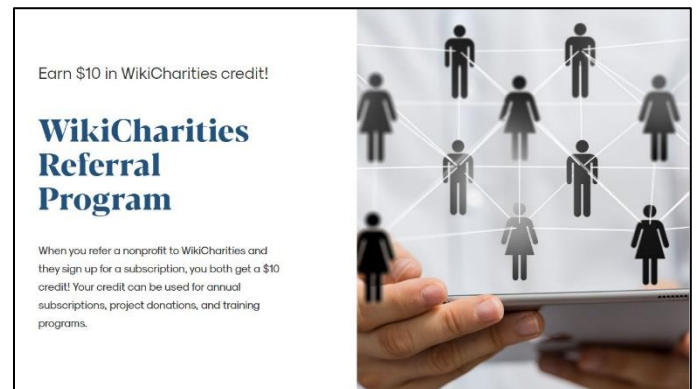
Overview

Once a nonprofit is validated, they have access to additional features to bring awareness to their efforts, access resources, collaborate with other nonprofits and endorse other nonprofits to improve trust. As WikiCharities grows, these features will continue to grow.

- **Feature 1: Referral Program.** A validated nonprofit can send a \$10 Off referral link for the annual subscription fee. In return, a nonprofit gets \$10 once that nonprofit subscribes to their annual webpage. This provides a way to earn funds for a nonprofit and create a community on WikiCharities.
- **Feature 2: Post Projects for Support.** Validated nonprofits have access to post projects for fundraising and find volunteers. They can enter a PayPal link that goes directly to their bank account. WikiCharities takes 0% of donations that nonprofits receive through their donation link. The nonprofit also receives the donation immediately, without waiting. This allows nonprofits to use the funds without a wait.

“Transparent nonprofits receive 53% more contributions than nonprofits who aren't.”

-Journal of Accounting, Auditing & Finance, 2018



























Learn more about WikiCharities Referral Program here:

<https://www.wikicharities.org/referral-program>

Tool 7: Endorsement Program

Validated nonprofits and verified users will have the ability to endorse nonprofits based on their interaction and experience with another nonprofit. WikiCharities wants to help improve trust in a nonprofit prior to the support of donors and volunteers.

Endorsements will be based whether they've visited a nonprofit's headquarters, seen their nonprofit in action, witnessed the use of funds, participated in a project by this nonprofit, and more. By allowing validated nonprofits and users to endorse nonprofits around the world, donors and volunteers will be able to review the experience of others prior to supporting a nonprofit.

Endorsements		
		0
Headquarters Visit (i)		
		0
Off-site Location Visit (i)		
		0
Met CEO / Head of Nonprofit (i)		
		0
Worked with a Project Manager (i)		
		0
Employee Support (i)		
		0
Observed a Project (i)		
		0
Accountability of Funds (i)		
		0
Good Collaborators (i)		
		0
Open to New Ideas (i)		
		0
Good Use of Volunteers (i)		
		0
Activities Congruent with Mission (i)		
		0
Active Board of Directors and Members (i)		

Tool 8: Nonprofit Spotlights, Improve Trust & Awareness

Nonprofit Spotlight

All validated nonprofits can submit a request to be spotlighted in JoNI, The Journal of Nonprofit Innovation. WikiCharities encourages nonprofits to submit a request when they have innovative ways to solve community and world issues. A growing concern in the nonprofit sector revolves around nonprofits needing to become aware of best practices and being involved in new ways to solve ongoing problems. JoNI can help spotlight and bring awareness to nonprofits who understand best practices in their field.



Improve Awareness

As WikiCharities grows around the globe, a nonprofit's search engine optimization improves as they remain active on WikiCharities.org. This brings more awareness to nonprofits as they are easily found in our database. An ongoing challenge for nonprofits is to bring more awareness to their cause(s) and efforts. WikiCharities aims to help in this effort, making it easier to search for and find nonprofits based on a topic and location.

Improve Trust

When a nonprofit increases transparency, there's an increase level of trust. WikiCharities provides a place where nonprofits can help donors, volunteers, and other nonprofits improve their trust prior to supporting or partnering with a nonprofit organization. When nonprofits become transparent, they naturally improve the trust with those in their community.

Nonprofit Resources

Journal of Nonprofit Innovation



100+ Resources for Nonprofits

Here's a list of over 100 nonprofit resources to help organizations in their marketing, fundraising, social media and more. The list is in alphabetical order by the name of organization. Each item has the name of the organization, the online link to help them learn more about the resource, and whether the resource is FREE to nonprofits, or whether a FREE option is available.

Majority of nonprofits are small, creating an increased need to find supportive resources and tools.

100+ Nonprofit Resources in Alphabetic Order

Name	Link	Topic	FREE (For nonprofits or free option available)
Asana	asana.com/nonprofit	Task Management	
Bing Images	bing.com/images/	Images	X
Boardable	boardable.com/resources/nonprofits/	Leadership Support	
BrainyQuote	brainyquote.com	Content	X
Buffer	buffer.com	Marketing Tool	
Calendly	calendly.com	Meeting Scheduler	
Candid	candid.org	US Nonprofit Information System	X
Canva	www.canva.com/canva-for-nonprofits/	Content Creation	X
Cause Vid	causevid.com	Video Creation	
Charity Navigator	Charitynavigator.org	Nonprofit Database (US only)	X
Communication – Northwestern University	www.coursera.org/learn/leadership-storytelling	Course: Storytelling	X
Community Engagement – Univ of Colorado Boulder	www.coursera.org/learn/effective-engagement	Course: Strategies of Effective Engagement	X
Copify	copify.com	Content	
Cornerstone Ondemand Foundation	www.cornerstoneondemand.org	Free Online Trainings	X
Corporate Social Responsibility – Babson College	www.edx.org/course/from-corporate-social-responsibility-to-corporate	Course: CSR and Corporate Social Innovation	X
Domain Names	https://domains.google/	Domain service	
Donate Stock	donatestock.com	Charitable Giving	
Dream Host	help.dreamhost.com/help/en-us/articles/215769478-Non-profit-discount	Hosting Plan	X
Dropbox	dropbox.com	File Storage	
Emojipedia	emojipedia.org	Emoji References	
EventBrite	eventbrite.com	Event Tool	
FaceBook Page	Facebook.com	Social Media Platform	
FaceBook: Nonprofit Groups	Facebook.com	Communication	X

Fiverr	Fiverr.com	Work Marketplace	
Free Templates - WikiCharities	WikiCharities.org/resources	Free Templates	X
Fundraising – UC Davis	www.coursera.org/learn/fundraising-development	Course: Fundraising	X
Give Panel	givepanel.com	FaceBook Fundraising Tool	
Global Giving	Globalgiving.com	Charitable Giving	X
Gmail - Google for Nonprofits	www.google.com/nonprofits/	Email Service	X
Go Fund Me	Gofundme.org	Charitable Giving	
Golf Status	golfstatus.org	Fundraising	
Good360	good360.org/about/	Product Distribution	
Google Ad Grants	google.com/grants/	Advertising	X
Google Analytics	analytics.google.com/	Analytics Tool	X
Google Documents	docs.google.com	Online Documents	X
Google Nonprofit Suite	www.google.com/nonprofits/	Free Nonprofit Resources	X
Google Scholar	scholar.google.com/	Research Database	
Google Sheets	www.google.com/sheets/about/	Online Spreadsheets	X
Google Sites	sites.google.com	Free websites	X
Grant Advisor	grantadvisor.org	Funding	
Guide Star	Guidestar.org	Charitable Database (US Only)	
Gusto	gusto.com	New Business Support	
Hubspot	Hubspot.com	Sales/Marketing Tool	X
Iconfinder	www.iconfinder.com/	Searchable Database of Icons	X
Idealist	www.idealist.org/en/	Job, Internships & Volunteer Board (free)	X
Ink to the People	inktothepeople.com	Printing - Fundraising	
Instagram	Instagram.com	Social Media Platform	X
iStock	www.istockphoto.com/	Images	
Just Serve	JustServe.org	Volunteers	X
Journal of Nonprofit Innovation	Journalofnonprofitinnovation.org	Academic Journal for Nonprofits	X
Journal of Public & Nonprofit Affairs	jpna.org/index.php/jpna	Academic Journal	

Name	Link	Topic	FREE
Journal: Nonprofit Management & Leadership	onlinelibrary.wiley.com/journal/15427854	Nonprofit Journal	
Lightful	lightful.com	Social Media Tool	
LinkedIn	LinkedIn.com	Professional Social Media Platform	X
Loomly	loomly.com	Brand Builder	
Lumen5	lumen5.com	Content Marketing	
Mail Chimp	mailchimp.com/	Email Software	
Marketing Platform -Google	marketingplatform.google.com/about/analytics/	Marketing Tool	X
Meet Up	meetup.com	Meeting Tool	X
Microsoft	www.microsoft.com/en-us/nonprofits/offers-for-nonprofits?rtc=1	Discounts on Products	
Microsoft Teams	https://teamsdemo.office.com/#/	Virtual Meeting Tool	X
Monday	https://monday.com/nonprofits	Management Tool	
National Council of Nonprofits	https://www.councilofnonprofits.org/tools-resources	Nonprofit Resource Reference Tool	X
Nonprofit Boards – Univ of Buffalo	https://www.coursera.org/learn/nonprofit-gov-2	Course: Nonprofit Boards	X
Nonprofit Courses	https://www.nonprofitcourses.com/	Courses: Nonprofit	X
Nonprofit Database - WikiCharities	WikiCharities.org	Nonprofit Database (global)	X
Nonprofit Hub	https://nonprofitshub.org/	Training Material	X
Nonprofit Megaphone	https://nonprofitmegaphone.com/	Google Ad Support	
Nonprofit Ready	https://www.nonprofitready.org/	Training Material	X
Nonprofit Strategy – Univ of Pennsylvania	https://www.coursera.org/learn/wharton-social-impact	Course: Nonprofit Strategy	X
NP Tech for Good	nptechforgood.com/open-data-project	Nonprofit Information	X
OpenSea	opensea.io	NFT Marketplace - Fundraising	
PayPal	Paypal.com	Funding Tool	
Pexel	www.pexels.com/	FREE Stock Photos	X
Pinterest	Pinterest.com	Social Media Platform	X

Project Support - WikiCharities	www.wikicharities.org/nonprofit/USA/wikicharities#-projects	Charitable Giving	
Promo	Promo.com	Video Creation Tool	
QuickBooks	Quickbooks.com	Accounting Tool	
Referral Program - WikiCharities	www.wikicharities.org/referral-program	Fundraising	
RoundUp App	roundupapp.com	Fundraising Tool	
Shopify Nonprofit Program	shopify.com/nonprofit	Online Store Tool	
Silent Partner Software	www.silentpartnersoftware.com	Software Tools for Nonprofits	
Skedulo	skedulo.com	Workplace Tool	
Slack	slack.com/	Communication Tool	X
Springly	www.springly.org/en-us/	H.R. Services	
Squarespace	squarespace.com	Website/Store Front Tool	
SurveyMonkey	surveymonkey.com	Survey Tool	
Tap Kat	tapkat.com	Sweepstakes Fundraising Tool	
Techsoup	techsoup.org	Training Materials, Discount Products	
TikTok	Tiktok.com	Social Media Platform	X
TikTok Donations	Info.tiltify.com	Charitable Giving	X
Time counts	timecounts.org	Volunteer Organization Tool	
Trello	trello.com	Management Tool	X
Turbo Scan	apps.apple.com/us/app/turboscan-pro-pdf-scanner/id342548956	Document Scanning Tool	
Twitter	Twitter.com	Social Media Platform	X
Upwork	upwork.com	Work Marketplace	
Validation - WikiCharities	www.wikicharities.org/about-validation	Nonprofit Validation	
VenMo	Venmo.com	Fundraising Tool	X
Volunteer Match	Volunteermatch.org	Volunteer Tool	X
wpbeginner	wpbeginner.com	WordPress Support	
Year.ly	yearly.report	Digital Reports	
YouTube	Youtube.com	Video Platform	X
Zoom	zoom.us	Meeting Tool	X

Social Media Statistics for Charities and Nonprofits in 2022

From Empower Agency: <https://empower.agency/social-media-stats-charities-nonprofits/#Social-media-stats-for-charities-and-nonprofits>

According to the [Giving Report](#), 29% of people consider social media to be the communication tool that most inspires giving.

Social media stats for charities and nonprofits

- 29% of online donors say that [social media is the communication](#) tool that most inspires them to give [email 27%, website, 18%, print, 12%, TV ad 6%] ([Global Trends in Giving Report](#)).
- 87% of donors who first donate from a social referral source make their second donation from a social referral source ([The State of Modern Philanthropy Report](#)).
- For every 1,000 email addresses, nonprofits had an average of 806 Facebook fans, 286 Twitter followers, and 101 Instagram followers ([M+R Benchmarks Report](#)).
- 71% of nonprofits worldwide agree that social media is effective for online fundraising ([Global NGO Technology Report](#)).
- 34% of nonprofits worldwide have paid for social ads ([Global NGO Technology Report](#)).
- On average, nonprofits spend \$67 USD on social media ads to acquire a donor ([M+R Benchmarks Report](#)).
- Social Media drives 57% of traffic to fundraising campaign pages ([Classy](#)).



Facebook: Stats for Charities/Nonprofits

- For every \$100 in online revenue, \$1.77 is raised through Facebook Charitable Giving Tools ([M+R Benchmarks Report](#)).
- 88% of donors who have given through Facebook Charitable Giving Tools say they are likely to do it again in the future ([Global Trends in Giving Report](#)).
- 93% of NGOs worldwide have a [Facebook Page](#). 25% post once daily on Facebook, 23% post once every other day, 19% post once weekly, 18% post twice or more daily, and 15% post less than once weekly ([Global NGO Technology Report](#)).
- Small nonprofits have an average of 8,722 Facebook Followers. Medium have 32,092. Large have 109,158 ([Global NGO Technology Report](#)).
- Facebook posts only reach an average of 4% of a nonprofit page's fans ([M+R Benchmarks Report](#)).
- The Engagement Score (engaged users divided by total page fans) for an average [Facebook post](#) is 0.31%. Video posts have the highest Engagement Score at 0.33% ([M+R Benchmarks Report](#)).
- 41% of NGOs have used Facebook to report live from a special event or to showcase their organization's work ([Global NGO Technology Report](#)).



Twitter: Stats for Charities/Nonprofits

- 17% of nonprofits worldwide have participated in or hosted a Tweet Chat ([Global NGO Technology Report](#)).
- 77% of nonprofits worldwide have a Twitter Profile. ([Global NGO Technology Report](#)).

- 24% tweet two to five tweets daily, 21% less than one tweet weekly, 18% tweet once daily, 18% tweet one tweet every other day, 12% tweet once weekly, and 7% tweet five or more tweets daily (**Global NGO Technology Report**).
- Small nonprofits have an average of 4,241 Twitter Followers. Medium have 17,737. Large have 39,496 (**Global NGO Technology Report**).



YouTube: Stats for Charities/Nonprofits

- In an average month, 8 out of 10 18-49 year-olds watch YouTube.
- Among millennials, YouTube accounts for 2/3rds of the premium online video watched across devices
- More than half of YouTube views come from mobile devices
- The average mobile viewing session lasts more than 40 minutes
- The most viewed brand videos are on average 31–60 seconds long (32% of all views)
- In 2015, 18-49 year-olds spent 4% less time watching TV while time on YouTube went up 74%
- 28% of nonprofits are on Youtube.
- 6 billion nonprofit videos viewed in 2016.
- 57% of people who watch nonprofit videos go on to make a donation.
- 68% of nonprofit video watchers view similar videos within 30 days.



Instagram: Stats for Charities/Nonprofits

- 50% of NGOs worldwide have an Instagram Profile. 30% share less than once weekly, 24% share once weekly, 21% share once every other day, 17% share once daily, and 8% share twice or more daily (**Global NGO Technology Report**).
- Small nonprofits have an average of 1,837 Instagram Followers. Medium have 7,675. Large have 19,365 (**Global NGO Technology Report**).



Pinterest: Stats for Charities/Nonprofits

- 67% of Pinterest users are under the age of 40.
- 75% of Pinterest usage takes place on mobile devices.
- 93% of Pinner shoppers online in the past 6 months.
- Pins with prices get 36% more likes than those without.
- 87% of Pinner shoppers have purchased a product because of Pinterest.
- About 70% of Pinner shoppers are saving or clicking on Pins not just visiting.
- 29% of nonprofits have Pinterest.
- The words “DIY,” “Cup,” and “Recipe,” resonate most.



LinkedIn: Stats for Charities/Nonprofits

- 56% of NGO worldwide have a LinkedIn Page. 68% post less than once weekly, 15% post once weekly, 8% post once every other day, 6% post once daily, and 3% post twice or more daily (**Global NGO Technology Report**).
- Small nonprofits have an average of 785 LinkedIn Followers. Medium have 2,837. Large have 10,107 (**Global NGO Technology Report**).

Social Media Giving Statistics

From Nonprofit Source: <https://nonprofitssource.com/online-giving-statistics/social-media/>

General Social Giving Statistics

Nonprofits claim: **Facebook** as the most important social media for their causes, **Twitter** in a close second place, **YouTube** in third place.

Daily posting average for Nonprofits: Facebook: 1.2 updates, Twitter: 5.3

- 55% of people who engage with nonprofits on social media take some sort of action.
- 59% of those people donate money.
- 53% volunteer.
- 52% donate clothing, food, or other items.
- 43% attend or participate in charitable events in their community because of social media.
- 40% subsequently purchase a product that benefits that charity.
- 25% contact their political representatives either by phone, letter, or email after engaging with a cause on social media.
- 15% organize their own events in their community afterward.
- For every 1,000 email subscribers, nonprofits have 199 Facebook followers, 110 Twitter followers, and 13 mobile subscribers.
- 46.1% of churches say that using social media is their most effective method of outreach.

Nonprofit Social Media Use in 2022

From Nonprofit Tech for Good:

<https://www.nptechforgood.com/2022/02/01/data-14-must-know-stats-about-how-nonprofits-use-social-media/>

Nonprofit Social Media Users: 87% of nonprofits worldwide use social media.

Out of the nonprofits that use social media:

- Facebook Pages: 97% of Nonprofits
- Instagram: 73%
- Twitter: 60%
- LinkedIn Page: 48%
- YouTube: 45%
- WhatsApp: 16%
- TikTok: 5%
- Snapchat: 1%
- Twitch: 1%

53% of nonprofits spend money on social media advertising.

- **46%:** Increased
- **38%:** Stayed the same as their 2020 budget
- **16%:** Decreased

Of those nonprofits that spend on social media advertising, these are the social media where they regularly post ads:

- **98%:** Facebook Pages
- **47%:** Instagram
- **17%:** Twitter
- **16%:** LinkedIn Page
- **8%:** YouTube
- **6%:** WhatsApp
- **1%:** Snapchat
- **0%:** TikTok and Twitch



Emphasizing the Importance of Long-Term Marketing Strategies for Nonprofits Utilizing Social Media

By William Baumert, University of Utah

In order for nonprofit organizations to tackle complex societal issues, support from public or private sectors is generally required. Marketing to these sectors through social media channels is highly beneficial due to the inexpensive and adaptable nature of the platforms, however creating and deploying an effective marketing campaign through these mediums can be challenging. This piece will aim to emphasize important points for nonprofits to consider when creating long-term marketing strategies revolving around social media.

For clarity, during the entirety of this paper, “social media” will be referring to Kaplan and Haenlein’s definition. This defines social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content (Kaplan and Haenlein 2010).

Clarifying Objectives

An aspect of marketing that can be overlooked during the planning process of a marketing strategy is the exact purpose of the project. Outlined by Andreasen’s argument, a typical commercial organization’s goals fall into the category of increasing sales through some mechanism. Unfortunately, nonprofit organizations do not have the luxury of focusing on this narrow application of broader marketing (Andreasen 2012). Defining this difference allows for marketing problems to be understood in a more productive way and strategies to be shaped more accordingly to unique needs.

To understand how these differences can affect a marketing plan, we can imagine a scenario in which a humane society was planning an advertisement campaign to get pets adopted. They consider two advertisements, one claiming “50% off pets!” and the other featuring heartfelt animal biographies. When considering the humane society’s unique goals to raise the quality of life for animals, not to raise a profit, it becomes clear that heartfelt advertisements seem

more appropriate. While an obvious example, getting back to these basics can help when considering things such as target audiences, intended impacts, brand image and tone.

A clear understanding of organizational goals acts as a timeless guide for consistent future projects, posts, and advertisements. Committing this extra attention to detail when creating content will establish themes and expectations about the organization that can be found throughout their online presence, as well as consistent representations of values.

Scalability

In order to create widespread meaningful change, organizational growth must be achieved in pursuit of support and funding. When developing a marketing strategy, it is important to consider where it will place the organization in terms of a clear path forwards. To do this, Nardini et al. suggests, “T-shaped Scaling, a two-stage social impact scaling strategy” (Nardini et al. 2022). The T-shaped scaling strategy suggests that before a nonprofit can scale wide, they must first “scale deep”, into meaningful relationships within their locality. Scaling deep is a “community-based approach to understanding the challenges a community faces and designing innovative local solutions that address the circumstances at the root of those challenges” (Nardini et al. 2022). Once deep understanding is achieved, these insights act as a basis to better approach widespread scaling problems.

An excellent example of how deep connections with a community contribute to widespread scaling is given from an interview (Nardini et al. 2022) with Emma, a Hunger Task Force representative. “When [we] meet everyone brings a resource to share—marketing, intake surveys, measures of program impact—and we encourage partners to borrow and learn from each other. We developed a collaborative network for good rather than a competitive group” (Nardini et al. 2022). When posting, it is important to reflect these cooperative tones. From this example we see how cooperation between different organizations leads to mutually accelerated access to important information and support. “One reason nonprofits see sharing as a valuable investment of their time and resources is because it builds camaraderie through common cause ... sharing experiences within a relationship network builds resilience within the group” (Nardini et al. 2022 cited Jang 2017). By committing resources to ensure that social media posts come from a place that considers the unique concerns of a

community and their people, a nonprofit can cement itself within that community. Positive local perception weighs on the relevance and appropriateness of community engagement. Becoming an integral part of a community allows for a nonprofit to tune into unique local perspectives, gain trust from stakeholders and even develop a respected voice. Once deep roots are established, these strong insights can be used to adapt and change to different localities, clearing a strong path to scale wide and create change in a broader environment.

Maximizing Utility

As commonplace as social media is, it remains wildly complex. A marketing plan that understands and incorporates these complexities has a greater chance of fully utilizing the online space than one that does not. Despite social media's seemingly widespread use by companies, a study by Campbell et al. (2014) showed that, "the nonprofit organizations in our study that were using social media presented a limited view of the actual and potential value of social media for their organizations" (Campbell et al. 2014). Ensuring a thorough understanding of social media when incorporating it into marketing strategies allows for a larger portion of the potential value offered by the platforms to be captured. While these deeper understandings of social media are beneficial, the phrase "understanding social media" is incredibly broad. Rather than focusing on social media as a whole, it is effective to consider specific use cases. Examples of these use cases are outlined by Campbell et al. "fund-raising, advocacy, and performance measurement, to name a few" (Campbell et al. 2014). As discussed earlier, clarification of goals becomes useful here. These cases are unique, and so, should be strategized for uniquely. An organization which is concerned with increasing engagement with stakeholders should create a social media marketing framework that supports specifically this. With the incredible complexities of social media, many nonprofit organizations have failed to engage with the medium in meaningful ways. "Researchers have found that most nonprofit organizations use Facebook and Twitter as one-way communication tools to share key information about the organization with key constituents" (Campbell et al. 2014). Many nonprofit organizations utilize social media purely as a means to distribute information, without intention of receiving it back, despite "researchers have identified its broader potential to increase communication and engagement with stakeholders" (Campbell et al. 2014). By understanding the intricacies of social media, nonprofit organizations have the ability to

interact with community members in more meaningful ways. Allowing not only the distribution of information, but the equally important reception.

Conclusion

Nonprofit organizations that enter the social media space with careful considerations in terms of marketing strategies stand to benefit more from the space than those who do not. When developing a marketing strategy that includes social media, it is hugely important to incorporate clear, long-term goals in the decision-making process. With clearly defined goals, all parts of the decision-making process may be guided by them. Additionally, these consistent goals will allow for value-based connections between organizations in the community, scaling deep and gaining insights and resource to scale wide. Furthermore, the full utilization of social media as a tool for specific tasks allows for a deeper flow of information. Nonprofits that can successfully utilize the intricacies of social media benefit from the ability to truly listen to their community.

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Nonprofit Megaphone - Helping Nonprofits with Google Ads

By Jenna Ross, Director, Nonprofit Megaphone

Equipping nonprofits to thrive through expert Google Grant management

The Google Ad Grant Program

The Google Ad Grant is one of the most powerful, yet under-appreciated tools in nearly every nonprofit's marketing toolbox. Although the program has been available for over a decade, research shows that more than half of all nonprofit professionals are not aware of the Google Grant and how it can help nonprofits of all sizes.

Every 501(c)(3) nonprofit – other than hospitals, schools, and government organizations – is eligible for the Google Grant. If you apply correctly and you are eligible, you will be approved. Eligible organizations can apply to Google to receive \$10,000 a month to use on Google Ads. Google Ads are the sponsored results that appear within many Google searches. Google Ad Grants are considered in-kind contributions. Once an organization receives an Ad Grant, the organization gets to keep it indefinitely, as long as the account meets Google's Ad Grant compliance standards.

Why Choose Nonprofit Megaphone?

Certified by Google. Nonprofit Megaphone is one of only nine inaugural agencies in Google's Ad Grants Certified Professionals program. The program only includes agencies that have been carefully vetted by the Google Ad Grants team as having true expertise in the Ad Grants program. Certified professionals are dedicated to nonprofits and have in-depth knowledge of Ad Grants requirements, features, and tools to manage your ads and maximize your results.

Google Premier Partner. In addition to being certified by Google, Nonprofit Megaphone is classified as a Premier level partner. Being a Google Premier Partner means that Nonprofit Megaphone is recognized in the top 3% of partners for maximizing campaign success for our clients, driving client growth by maintaining clients' campaigns, and demonstrating Google Ads skills and expertise with certifications. As a Google Partner, they are given access to a comprehensive set of benefits and opportunities to further deepen our relationship with Google and our ability to provide the best management practices to your account.

Google Grant Specialist. Nonprofit Megaphone is a Google Ad Grant Certified Professional marketing firm focused 100% on acquiring and managing the Google Ad Grant for nonprofits. The dedicated team of specialists working on your account have completed months of rigorous training, passed certifications, and learned all of the grant management best practices. Their direct relationship with the Google Grants team allows them to get answers quickly and stay up-to-date with new developments.

Experience. Providing Google Grant management services to more than 650 nonprofit organizations, Nonprofit Megaphone has figured out what it takes to see results. They have built a number of proprietary tools to ensure their Grant Managers are even more effective in optimizing your Google Grant. They also offer a variety of add-on services to provide additional value specific to your Google Grant needs, such as content creation and email list building.

The Team That Cares. Nonprofit Megaphone offers a variety of plans and price points to best fit your particular situation. Grant Managers at Nonprofit Megaphone are able to choose accounts they connect with, so they are passionate about your mission too. You can trust the team at Nonprofit Megaphone to work to raise more awareness of your organization, freeing you up to spend more time where you're needed most. [Connect now and learn more!](#)

<https://nonprofitmegaphone.com/wikicharities/>



NONPROFITMEGAPHONE

Later (later.com) - Tool to help with Social Media Posting

By Griffin Davis, Michigan State University

The social media scheduler, with extra tricks

As advertised: Later is the all-in-one social marketing platform for the top social networks. Plan, analyze, and publish your content in a few clicks — so you can save time and grow your business.

Running a nonprofit makes you work overtime. There are many tasks to complete and items to keep track of that sometimes, marketing must take a backseat. Fortunately, posting on your pages has never been easier.

Later.com is the perfect tool for nonprofits looking to streamline their marketing campaigns. Later.com allows you to schedule posts on all major social platforms such as Twitter, Instagram, Facebook, TikTok, and many more. Simply pick a day and time that you would like a post to go out - add the media and write a caption - and Later.com will do the rest. You can schedule posts weeks or even months in advance, and Later.com will always post them right on time. Users are also able to utilize other features besides just a main feed post on the major apps, such as stories or Instagram reels. This allows nonprofits to create a comprehensive content plan and put it into action relatively easily.

Having a comprehensive plan is one thing but being able to make it come to fruition is another. Tools like Later.com are made for nonprofits and other businesses to be able to do just that. Take advantage of the tools that are out there. With Later.com you could technically just spend one week on marketing and have an entire campaign planned out months in advance. The fact that putting a plan like this together without ever having to look at it again after you've scheduled the posts is what makes Later.com a must use for all nonprofits. With posts scheduled, you can start to focus on all the other moving parts of your nonprofit that require attention.

www.later.com



Promo (promo.com) - Video and Ad Creation Tool

By Naomi Anna Lao, University of California, Irvine

Power your business with unlimited videos

As advertised: Bring any idea to life in minutes - by yourself. Easily create compelling video ads, social media videos, product videos, explainer videos and more. The perfect solution for giving your brand a voice at scale.

Use Promo to Promote Your Nonprofit.

Promo is a video-making platform that offers templates, video clips, and licensed audio tracks with a purchase of a subscription. Depending on the needs of your nonprofit, choose from one of the three plans Promo has to offer to start from the Basic plan. With the Basic subscription, users have access to animated texts, the mobile app, and the video editor. In addition, videos can be resized to fit different platforms from Instagram stories to YouTube videos. The option of uploading our own videos and audios can make a video more personalized. Furthermore, adding a watermark and logo to a video can help with marketing purposes however branding tools are reserved for the Standard and Pro subscriptions. The Standard subscriptions include premium video clips, audio tracks, and a social media calendar while Pro includes reseller rights along with white label sharing.

Promo is a great resource for nonprofits who seek to build their presence on social media platforms. They help create professional videos that can convey the messages and goals of nonprofits. The platform is beginner friendly and regardless of the subscription plan Promo offers tutorials, blogs, and other resources to teach users how to create videos and navigate the website. A chat box is also available on the bottom right corner of the website that can help answer questions 24/7 from navigating the site to more complex issues with Promo. From wherever you are starting Promo is a great video-making tool.

www.promo.com



Canva (canva.com) – Tool to design online social media posts

By Naomi Anna Lao, University of California, Irvine

Canva makes it easy to create professional designs and to share or print them.

Canva is a free graphic design platform for registered nonprofits, that is beginner-friendly and time-efficient. At first glance, Canva's immense variety of tools and resources all on one platform is intimidating however they make it easy to create unique, trending, and compelling content for all purposes. Background remover, animation, audio, charts and so much more make what looks like hours of professional work, surprisingly streamlined through Canva. Content creation is extremely customizable, but they also provide many templates, fonts, and color patterns. And for beginners or newcomers to design Canva offers multi-video courses and tutorials on branding, design, presentations, and many other specialty courses for people to learn how to best use Canva for their purposes. For individualized guidance, Canva also offers a coaching appointment, which greatly helped me understand how to navigate the site.

Canva is by far one of the best resources for nonprofits. With free templates for logos, business cards, planners, and much more, Canva can help improve presentations, marketing, and business operations of nonprofits. From my experiences as a first-time user, working creatively as a team on Canva is incredibly productive. Canva's organization of teams creates a workspace that allows for efficient brainstorming, file sharing, and group work. Furthermore, Canva Pro is free to nonprofits, adding branding, scheduling, and organization tools to our arsenal! Rather than getting lost juggling multiple platforms, sites, and resources, Canva's centralized tools let us focus on our goals. In addition, to recognize the specific needs of nonprofits Canva Pro includes a course devoted to helping nonprofits best apply the tools at their disposal. In conclusion, Canva is extremely cost-effective, user-friendly, and houses multifaceted tools centralized on one platform.



Are you interested in submitting an article, thought paper, or nonprofit spotlight for *The Journal of Nonprofit Innovation*? We are accepting submissions for our 2022 journals from researchers, nonprofit leaders, and nonprofit experts in a variety of topics.

See the details here:

<https://www.wikicharities.org/journal-of-nonprofit-innovation>

Send all submissions to submissions@wikicharities.org with the **subject line: JoNI Submission Request.**



Nonprofit Spotlights



NONPROFIT SPOTLIGHT



Meals in the Meantime

Matteson, Illinois, USA

www.mealsinthemeantime.org

Mission

Our mission is filling the food gap with nourishment and dignity.

Services We Offer

We provide free, fresh, healthy, high-quality bags of groceries for Chicagoland south suburban citizens who need help with food.

How Our Approach Is Innovative

We provide food at pop-up food pantries through partnerships with community-based and faith-based organizations, and local townships. We help people who need food directly in communities where they live. The core of our work is putting fresh and healthy food directly in the hands of people in need.

The uniqueness of our pop-up food pantries is the quality of food we provide. Here's a sample of what you'll find in one of our bags of food: heart-healthy cereal (helps lower cholesterol), almond milk (dairy-free), turkey (protein), whole wheat bread (promotes healthy digestion), apples (potassium), oranges (vitamin C), strawberries (antioxidant), cherry tomatoes and baby carrots (healthy snack foods). We focus on food that sustains well-being and supports our mission to fill the food gap with nourishment and dignity.

Current Projects

Our most current project is a pop-up food pantry in partnership with the Village of Robbins Illinois where we will provide free bags of food for citizens in Robbins, Illinois.

What People Should Know

We have no bias or stereotypes about people experiencing food scarcity. The circumstances and conditions for food

deficits vary from person-to-person, family-to-family. We are changing the condition by providing food for people in need with no judgement.

We honor the humanity of who we serve. Our motto is, "What would you eat?", which means we do not provide food that we would not eat. When you visit a Meals in the Meantime pop-up food pantry, you are our guest, and we are honored to serve.



How Can You Help?

We need help with (1) donations that help purchase fresh, healthy foods (2) identifying manufacturers, retailers, food providers, agencies, etc. who are willing to donate fresh, healthy food items.



Contact: Kevin M. Yates, Founder & President, 708.400.9261

WikiCharities Profile:

<https://www.wikicharities.org/nonprofit/USA/87-1009343>

NONPROFIT SPOTLIGHT



ShareTix Foundation

Utah, USA

<https://sharetix.org/>

Mission

ShareTix creates opportunities where they don't exist by providing free tickets for charitable organizations working directly with at-risk communities to help create access, equity, and belonging.

Services We Offer

We share tickets to local events along the Utah Wasatch Front to eligible nonprofits serving the community. Our ticket recipients include low income or at-risk youth, families and seniors, immigrants and refugees, military families, individuals with special needs, mentor programs, kinship guardians, individuals with chronic medical issues and other qualifying populations. Ticket donors include sports teams, professional ballet and dance companies, symphony and opera companies, theatre companies, museums, gardens, musicians, and many others.

Value Statement

ShareTix is building a more vibrant community by bringing donors, agencies and ticket recipients together. ShareTix helps non-profits achieve their objectives by providing incentives and cost-free activities for their clients.

Vision

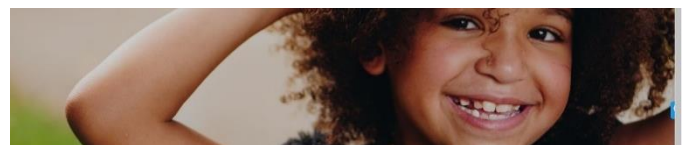
Attending a ShareTix event provides impact beyond one night for our underserved recipients. Events provide relief from daily stress, a sense of normalcy and belonging within a community.

Short-Term Goals

- Grow the program to secure more events, partner agencies and collaborations.
- Expand the board to reflect all stake holders.
- Create systems to engage season ticket holders and other public ticket donations.

Partnerships

- [Autism Council of Utah!](#)
- [Big Brothers Big Sisters!](#)
- [Boys and Girls Club of Greater Salt Lake!](#)
- [Boys and Girls Club of Tooele!](#)
- [Centro de la Familia!](#)
- [Children's Service Society!](#)
- [Catholic Community Services!](#)
- [Circles Salt Lake!](#)
- [Common Ground Outdoor Adventures!](#)
- [Dahlias Hope!](#)
- [Encircle!](#)
- [Family Promise!](#)
- [First Step House!](#)
- [Guadalupe School!](#)
- [Halo Family Services!](#)
- [The Haven!](#)
- [International Rescue Committee!](#)
- [Journey of Hope!](#)
- [Kids on the Move!](#)
- [Latino Behavioral Health Services!](#)
- [Make A Wish Utah!](#)
- [Neighborhood House!](#)
- [Odyssey House!](#)
- [Raise the Future!](#)
- [Refugee and Immigrant Center - Asian Association of Utah!](#)
- [Riley Foundation!](#)
- [Ronald McDonald House!](#)
- [Salt Lake Peer Court!](#)
- [Salt Lake County Aging Services!](#)
- [Salt Lake Youth Services!](#)
- [South Valley Sanctuary!](#)
- [TURN Community Services!](#)
- [US Dream Academy!](#)
- [Utah CASA Program - Matheson Courthouse!](#)
- [Utah CASA Program - West Jordan Courthouse!](#)
- [Utah Charter International School!](#)
- [Utah Foster Care!](#)
- [Utah Youth Village!](#)
- [Village Project!](#)
- [Warrior Strength!](#)
- [Mountainland RSVP!](#)
- [United Angels Foundation!](#)
- [Wasatch Mental Health!](#)
- [Utah County Senior Services!](#)
- [Salt Lake County Arts and Culture!](#)



WikiCharities Profile:

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Send all submissions to:

submissions@wikicharities.org with the subject line **JoNI Submission Request**.

