

# Advantage<sup>NFP</sup> Social Media Case Study: NORDOFF ROBBINS

## Who is Who

**Nordoff Robbins** is a music charity, dedicated to transforming the lives of vulnerable children and adults across the UK. Through music therapy and other music services, they support a range of people with a range of challenges such as autism, dementia, mental health problems, stroke, brain injury and depression. Some of their clients have a life-threatening or terminal illness, such as cancer. All of these people have one unifying factor - music dramatically improves their quality of life.

**Advantage<sup>NFP</sup>** is a portfolio of products, from Redbourn Business Systems, specifically designed for the NFP sector. It includes solutions for CRM, fundraising, alumni, membership and ticketed event management.

Nordoff Robbins has been an Advantage<sup>NFP</sup> Fundraiser customer since 2007. They are using the Professional version of Advantage<sup>NFP</sup> Fundraiser for 4 concurrent users. **Advantage<sup>NFP</sup> Fundraiser** is helping them to manage their world and raise more funds.



## Social Media Presence

Nordoff Robbins has a **Facebook** page with nearly 800 fans and a **Twitter** profile with just over 1000 followers.

Both are used for promotion of fundraising events, sharing case studies of their work and achievements of their therapists as well as encouraging and sharing photos of their supporters fundraising for Nordoff Robbins and its cause.

They are also starting to experiment with media such as **LinkedIn** and **YouTube**.

## Results

Since developing a new social media strategy just under a year ago, Nordoff Robbins has seen their Twitter followers increase by over **375%** and some positive and exciting engagement through Facebook. This has helped the charity reach a new audience.

***“Being active on social media gives us the chance to thank our supporters publicly and engage in a constructive dialogue about Nordoff Robbins and our cause.***

*We create awareness of our charity and reach a fresh, actively engaged audience through Facebook and Twitter”* Susie Baxter and Claire Wray from Nordoff Robbins comment.



## The Future

*“We need to keep engaging with donors through social media and embrace other social media platforms too.*

***Everybody is using Facebook and Twitter and I don’t see a good reason why charities shouldn’t try and market themselves through social media for more effective fundraising.”***

Susie and Claire conclude *“**LinkedIn** helps to engage with our staff and the public who are interested on a professional or indeed corporate level. **This is hugely important for fundraising.** Facebook and Twitter help with personifying the organisation. It enables us to be easily approachable and actively engage audiences quickly and quite specifically.*

*If you get it right an idea can spread like wild fire – and don’t necessarily use them in isolation; it can often be most effective to use Facebook and Twitter together - something we did recently to help push our Twitter followers over the 1,000 mark.”*



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