

Advantage^{NFP} Social Media Case Study: Find Your Feet

Who is Who

Find Your Feet is a UK-based international development charity, established in 1960 that has a track record of developing successful poverty-relief programmes that encourage self-sufficiency and independence.

FYF works through local partners in India, Malawi, Nepal and Zimbabwe, supporting communities in rural areas to tackle the poverty they face. The charity's vision is of a world in which everyone is able to build a future free from hunger, poverty and discrimination.

Advantage^{NFP} 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.

Find Your Feet has been an Advantage^{NFP} Fundraiser customer since 2002. They are using the Professional version of Advantage^{NFP} Fundraiser for one user.

Advantage^{NFP} Fundraiser is helping them to manage their world and raise more funds.



Social Media Presence

FYF is active on Facebook (375 fans) and Twitter (534 followers), using these tools to promote fundraising initiatives and raise awareness about its work, as well as having a presence on Flickr and YouTube.

In addition, **FYF** has a blog that regularly uses to talk about key issues and events that link to its work.

FYF recently piloted a communications and fundraising initiative called "**Curry for Change**".

Results

The campaign encouraged supporters and food lovers to host curry evenings in aid of **FYF**. "Through publicising via **social media** we planned to develop our online presence. We promoted the initiative from September and throughout October which coincided with **National Curry Week, World Food Day** and **Diwali** celebrations providing various publicity opportunities" Jessica Ridgewell from FYF describes.

"We devised a PR plan which included weekly themes for **Tweets** and **Facebook** posts, along with a weekly **blog** entry on a key issue. We linked all these to our website and it enabled us to integrate and increase our overall online presence. Monthly active users of our Facebook page rose from less than **50** to **2000**. Our Twitter followers also steadily increased through a combination of Tweets about our work, about the campaign and direct mentions to targeted users e.g. @mentions to food bloggers to promote **Curry for Change**" Jessica concludes.

The Future

In such an increasingly digitised world, it is important that charities keep up and use social media platforms to promote their work and market their fundraising campaigns. Strategy is key to ensure an effective approach to social media and monitoring tools will help measuring what works and what doesn't.

"It is essential to remember when using social media that you can't just pump information out on your cause, you need to offer the audience something more to encourage them to continue following you and remain interested, such as related videos and articles" Jessica highlights and recommends "Sign up to **HootSuite** - it's a free tool that allows you to manage and oversee your social media profiles, best of all you can schedule updates and posts in advance so you can ensure your presence is regular and consistent without being tied to your computer".



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