

Yes! You Can Use Social Media for Legacy Gift Cultivation

LIFE & LEGACY™ Gathering
May 22, 2017



Debra Askanase

Tweet your “aha!”
moments to
[@askdebra](#)

Today's Conversation

- Social media demographics
- Developing a professional network
- Being real
- Wrap-up and reflection

Who's here?



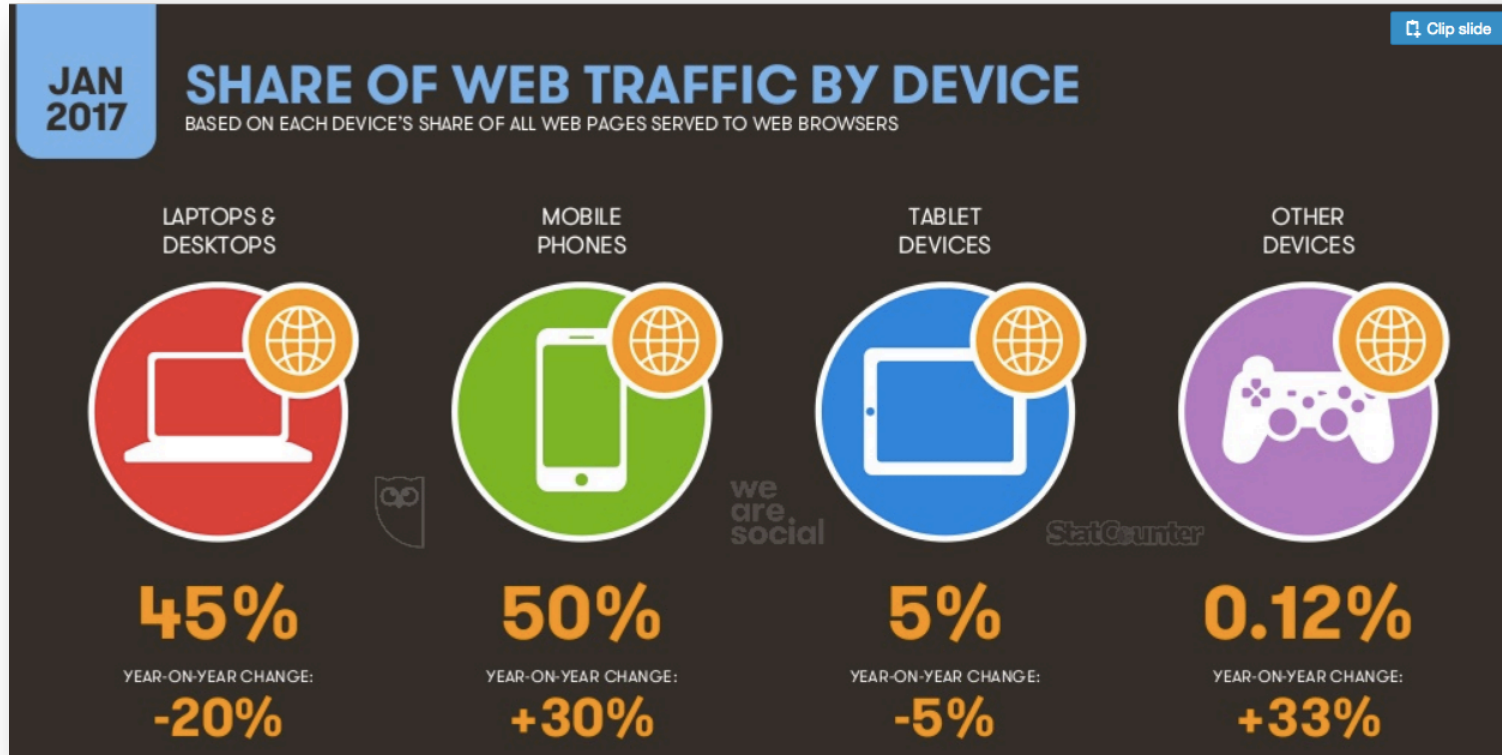
<https://www.flickr.com/photos/93931453@N00/29639911211/>



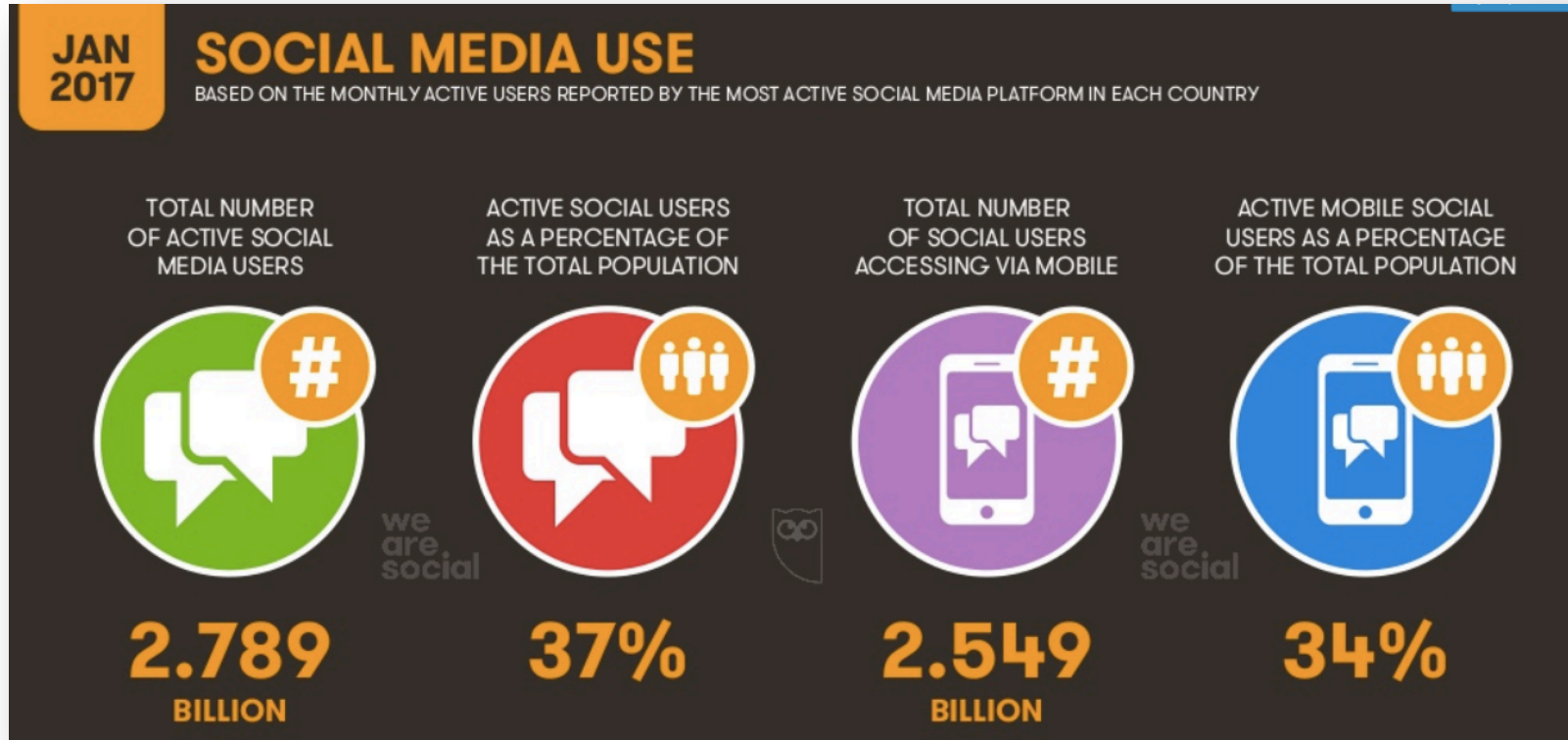
Technology and social media trends

Social media demographics

Device trending



Mobile + Social = Personal



E-Commerce connection?

<http://www.pewinternet.org/2016/12/19/online-shopping-and-purchasing-preferences/>

Roughly eight-in-ten Americans are online shoppers; 15% buy online on a weekly basis

% of U.S. adults who ever buy something ...



% of U.S. adults who shop online ...



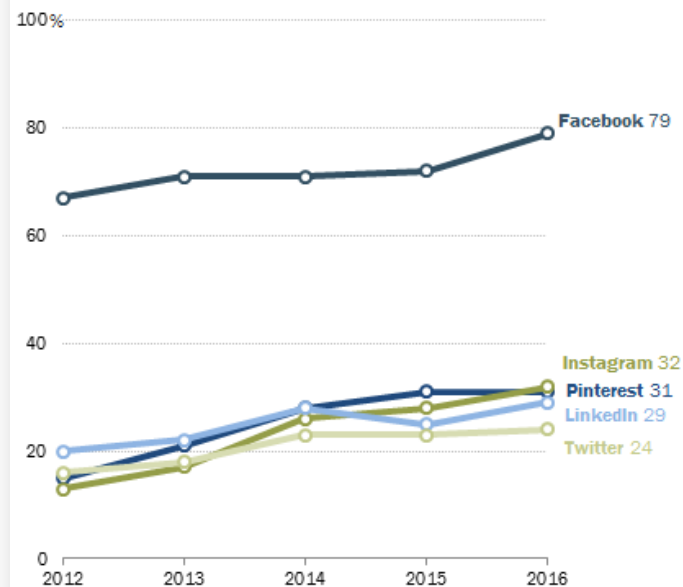
Source: Survey conducted Nov. 24-Dec. 21, 2015.
"Online Shopping and E-Commerce"

PEW RESEARCH CENTER

It's still Facebook

Facebook remains the most popular social media platform

% of online adults who use ...



Note: 86% of Americans are currently internet users

Source: Survey conducted March 7-April 4, 2016.

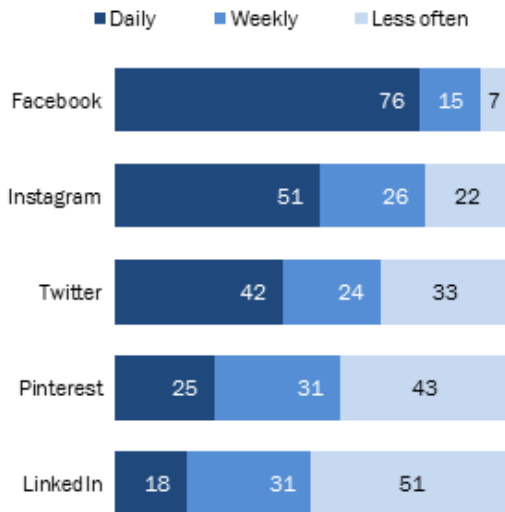
"Social Media Update 2016"

PEW RESEARCH CENTER

Instagram is catching up

Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites ...



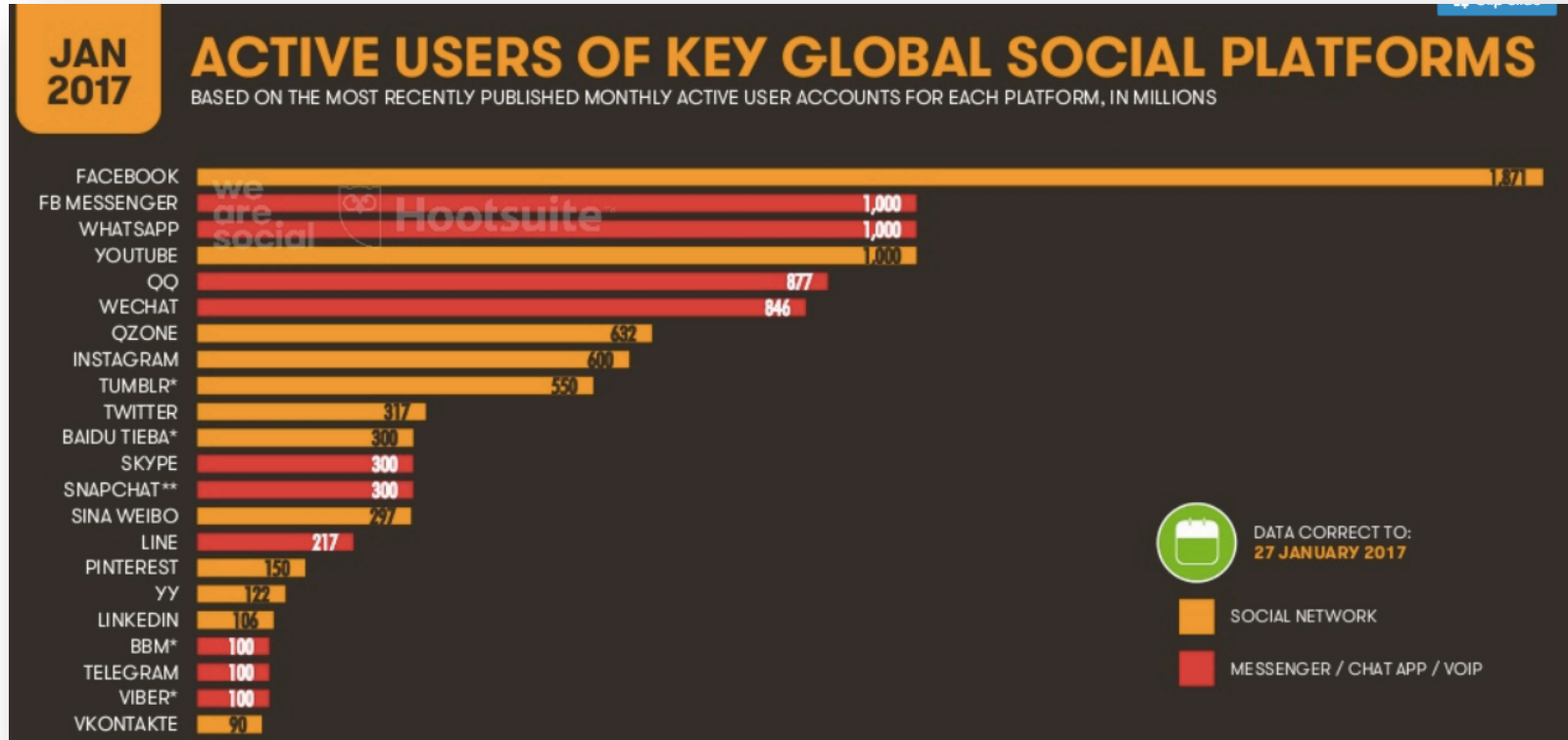
Note: Do not know/refused responses not shown.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER

What else do you see?



Top 5 demographics

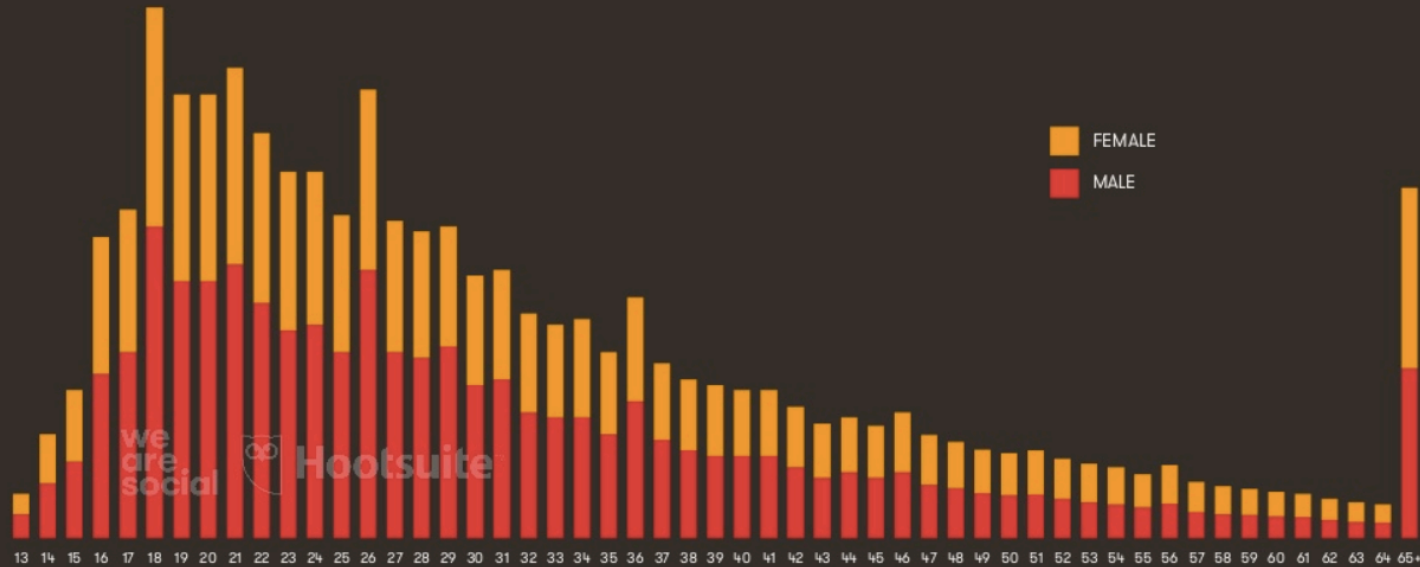
Platform	% of all Americans	% ages 30-49	% ages 50 – 64	% ages 65+	% \$75K+
Facebook	68%	84	72	62	77
Instagram	28%	33	18	6	31
Twitter	21%	23	21	10	30
LinkedIn	25%	33	24	20	45
Pinterest	26%	34	18	16	35

JAN
2017

DISTRIBUTION OF FACEBOOK USERS BY AGE

BREAKDOWN OF THE WORLD'S ACTIVE FACEBOOK USERS BY SINGLE AGE BANDS

Clip slide



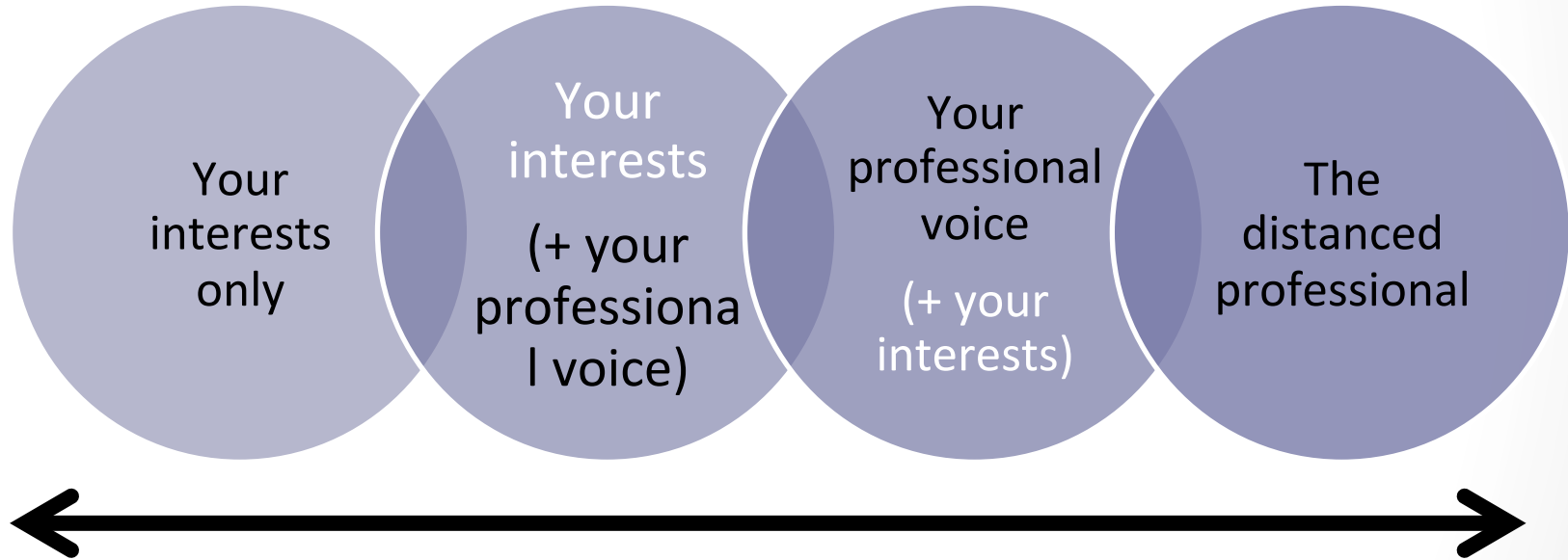
Reflection exercise

- What social media do you currently use?
- How often do you post/respond/engage there?
- Where do you need to be, and why?



Being Real Online

Exactly how personal?





Kathy Calvin

@Kathy_Calvin

President & CEO of @UNFoundation. Advocate. Storyteller. Champion for Motorcycling. Tri-sector athlete.

📍 Washington, DC

🌐 unfoundation.org



UN Foundation ✓

@unfoundation

Connecting people, ideas and resources with the United Nations.

📍 Washington, DC

🌐 unfoundation.org

🕒 Joined May 2009



Sarah Arenstein

@sarenstein

Lover of Israel, @RedSox, travel,

views expressed here are my own.

Real people having real conversations



Jeremy Burton ✓

@BurtonJM FOLLOWS YOU

Exec Dir at @BostonJCRC Passions:
#sports #scifi #comix #Israel #Jewish
#lgbtq #Boston #MAPOLI future of
#America RT + endorse

TWEETS
53.5K

FOLLOWING
1,537

FOLLOWERS
4,526

LIKES
20

LISTS
16

Following

Tweets

Tweets & replies

Media



Jeremy Burton Retweeted



Jacob Kornbluh @jacobkornbluh · 6h

Deadline for next 6-month waiver on Jerusalem embassy is June 1. Will Trump use possible May trip to announce embassy move?

Who to follow · Refresh · View all



Twitter ✓ @Twitter

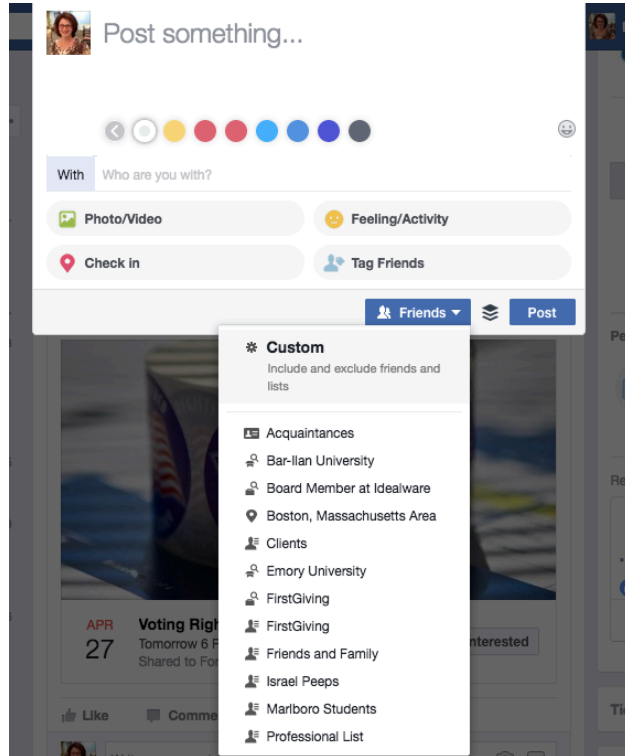
Follow



Neil deGrasse Tyson ✓ @...

Follow

You can adjust settings on Facebook





Jeremy

Timeline



Jeremy Fine with Marc Fine and Nan Chemers Fine.

April 20 at 10:37am · 🌐

Today we made our first payment for Annie to attend Jewish Day School. I thought I would be scared to write a check of that size (although reasonable b/c HMJDS does an amazing job). Oddly enough I was filled with pride about investing in my child's future and the Jewish community. It is no secret to my loved ones that I credit Day School for much of who I am. Because of the [Jay Leberman's](#), [Yaakov Dvorin's](#), [Rabbi Leonard Matanky's](#), [Daniel Harris's](#) and other rabbis, faculty and... [See More](#)



Intro



Associate Rabbi at Temple of Aaron



Studied at University of St. Thomas



Lives in Saint Paul, Minnesota



From Chicago, Illinois



Jewish Community Foundation, Inc. (JCF) of Southern New Jersey shared Nathan RabbiNathan Weiner's post.

March 17 at 11:01am · 🌐

Sounds like a beautiful evening!

Mazel tov to [Congregation Beth Tikvah](#) on its continuing success with the LIFE & LEGACY initiative of the [Harold Grinspoon Foundation](#), and thank you to [Nathan RabbiNathan Weiner](#) for engaging the CBT community in legacy conversations!

We hope everybody enjoys tonight's special celebration 😊



Nathan RabbiNathan Weiner

March 17 at 10:46am · 🌐

Shabbat Shalom! Looking forward to welcoming Shabbat and celebrating the almost 50 members of [Congregation Beth Tikvah](#) who have made legacy gifts through the [Jewish Community Foundation, Inc. \(JCF\) of Southern New Jersey's](#) Life & Legacy program! Stay for tisch, where we sing, are joyous, share, and build community through this unique Shabbat practice! Service begins at 7:30PM 😊

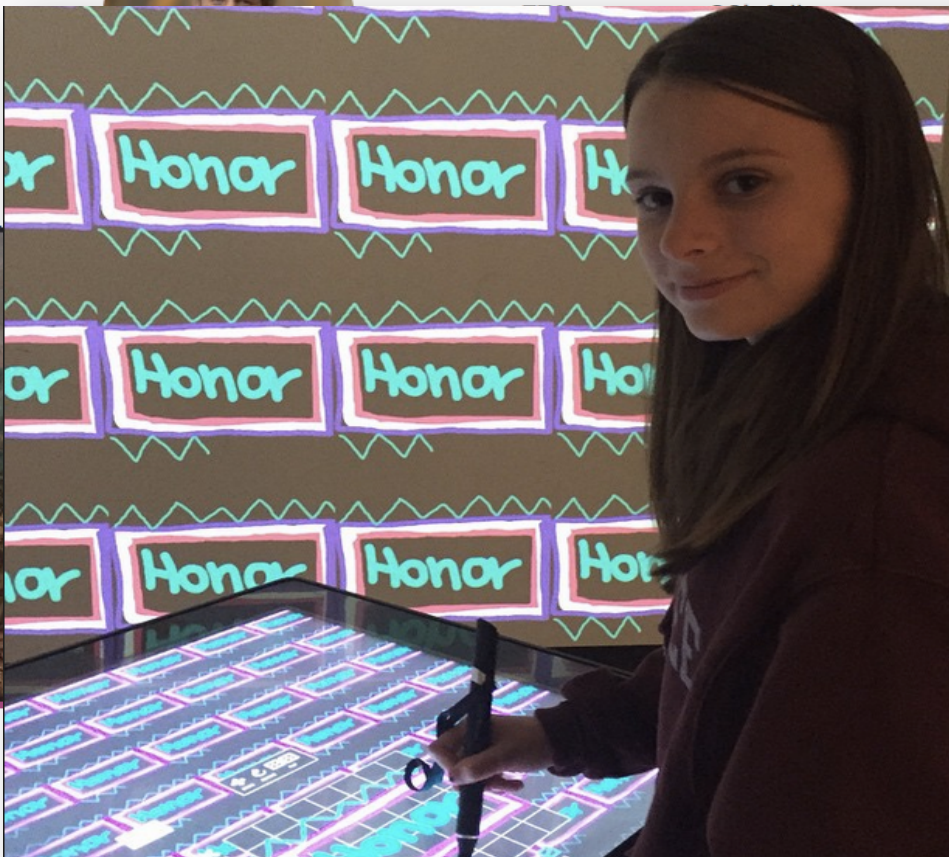


thomaspcampbell

Following



...



thomaspcampbell

Following

4 weeks ago

No prizes for guessing who doodled this name-branded wallpaper @cooperhewitt #designmuseum

♥ fominykhanna, gonzano560, jarvisearnshaw and 231 others like this.



melissd

@caracooks @j_dwade best



pubby610

@honor.mccarthy



chs_academy

A natural branding genius!



kceebk

...future @flavorpaper designer.



sreenet

@sebsnarl: My boss was visiting your museum!



cooperhewitt

Thanks for coming and sharing your experience!



Leave a comment...





Laura Norvig

Yesterday at 1:25pm

I'm looking for some good examples of academic researchers who really rock Twitter. Or just a few personal stories of academics finding valuable references to papers, great conversations with colleagues.

I want to evangelize some very skeptical, busy scientist/researchers /evaluators who don't think they have time to use Twitter.



Like



Comment

[View 3 more comments](#)



Beth Kanter Look at RWJF org account lists, tons of health researchers

Like · Reply · 1 · Yesterday at 3:52pm



Laina Reynolds Levy @aidnography. We went to grad school together. He's way better at being an academic than I am.

Like · Reply · Yesterday at 4:04pm



59 Shira Leibowitz Ph.D @shiraleibowitz

31 Dec

@RabbiMBitton Let's speak this week

[View conversation](#)



59 Shira Leibowitz Ph.D @shiraleibowitz

31 Dec

@RabbiMBitton @chanales @rabbicross Done:)! Let's talk more about other leadership roles for you on YU2.0. DM best contact info for you.

[View conversation](#)



59 Shira Leibowitz Ph.D @shiraleibowitz

31 Dec

@chanales @rabbimbitton @rabbicross Michael, would you be on



62 Debra Askanase @askdebra

6h

@shiraleibowitz Just found you thx to @PEJEjds. Love how you use Twitter to really connect, converse and engage w/ Jewish educators. Expand



59 Shira Leibowitz Ph.D @shiraleibowitz

4h

@askdebra @pejejds Don't know how I would learn&lead anymore w/out my PLN. Learning&collaboration on twitter is free, yet priceless:)

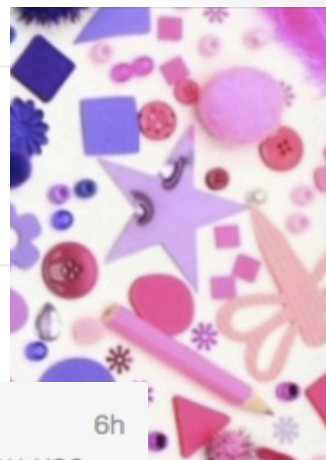
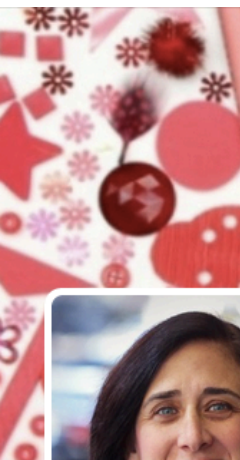
[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#)

1

RETWEET



@TeacherCast @misterd @rabbicross Thx, my friend. We appreciate the guidance.



Shira Leibowitz

@shiraleibowitz FOLLOW

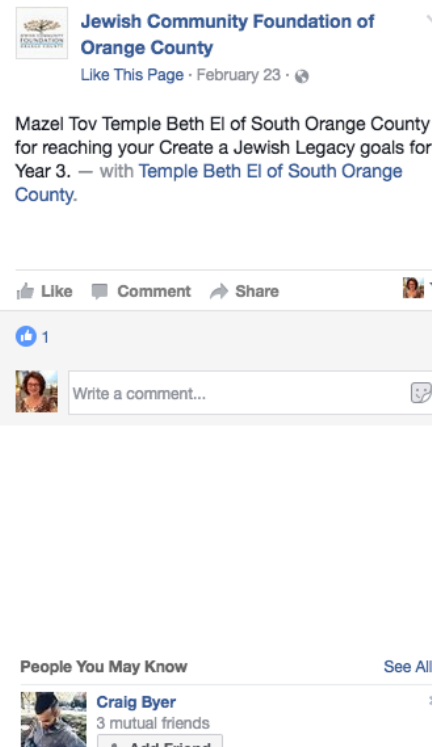


Following

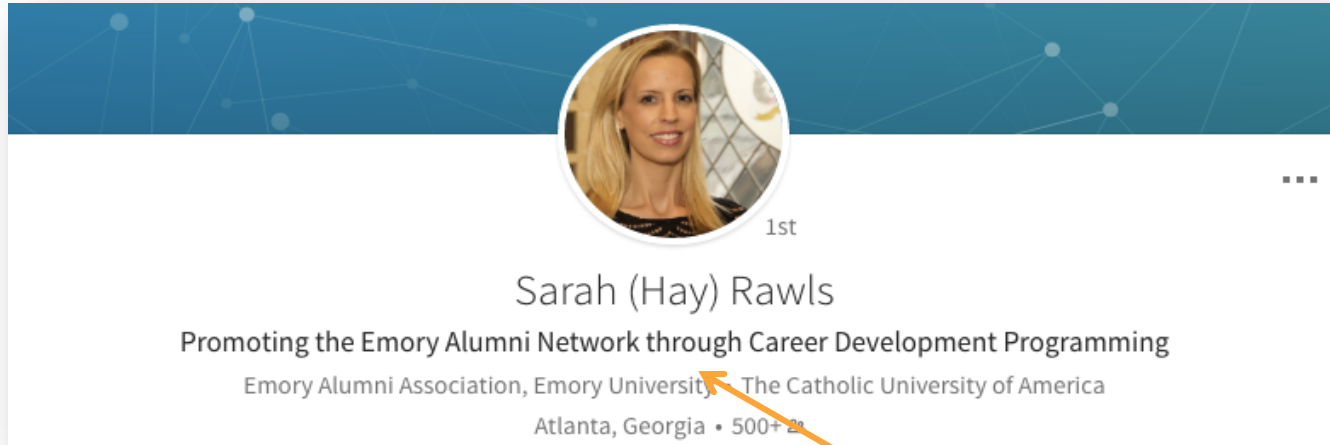
[View all](#)

[@Offic...](#) x

Why not thank legacy donors personally, too?



Go beyond boring headlines



1st

Sarah (Hay) Rawls

Promoting the Emory Alumni Network through Career Development Programming

Emory Alumni Association, Emory University • The Catholic University of America

Atlanta, Georgia • 500+ 25

An orange arrow points from the text "The Catholic University of America" to the "Experience" section below.

Linkedin defaults to your current title unless you change it

Experience



Director, Alumni Career Services

Emory Alumni Association, Emory University
Nov 2015 – Present • 1 yr 4 mos • Atlanta, GA

Connect | Exchange | Grow

Share Pair

- What does real engagement look like for you?
- How might you begin to use social media personally to cultivate legacy donors?



Why (and How) We Connect

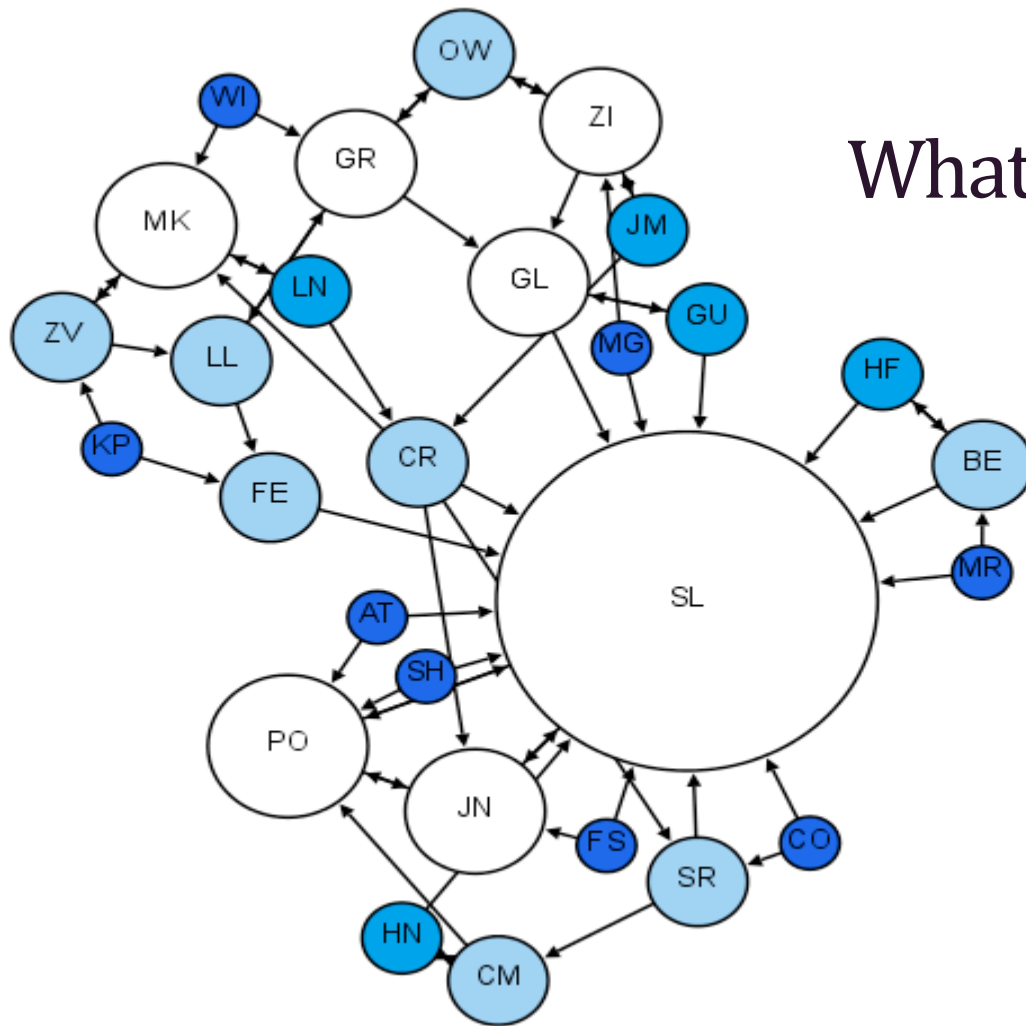
<https://www.flickr.com/photos/68616153@N03/28570638855/>

Small World Network Theory (tie strength)

“A small world network cheats by providing a better-than-random trade-off between the number of links required to connect a network, and that network’s effectiveness in relaying messages.”

- Clay Shirky, Here Comes Everybody, p. 216

What do you see?



Professional/personal network value

- Develop a learning network
- Expand access to resources and information
- Expand access to people and solutions
- Increase likelihood of collaboration and partnering opportunities
- Find new opportunities
- Meet individuals outside of your comfortable sphere of influence, interactivity, and networks

Clay Shirky: Bonding & Bridging Capital

BONDING:

Increase in depth of connections and trust within a relatively homogenous group. Tends to be more exclusive.

BRIDGING:

Increase in connections among heterogeneous groups. Tends to be more inclusive.

Find or become a Network Weaver



Builds
relationships

Facilitates
collaborations for
mutual benefit

Theory: Factors influencing building a PLN

Communality

Organization of the contact

Network of a contact

Reputation

- *Benevolence

- *Like-mindedness

- *Real potential for collaboration

- *Real potential for learning

*play important roles in the building phase

Stages of personal network growth



Building

A screenshot of a LinkedIn profile for Jason Shim. The background of the profile banner shows a close-up of electronic circuitry. The profile picture is a circular headshot of a man with glasses and a suit. The LinkedIn logo is in the top left corner of the profile card, and a three-dot menu icon is in the top right. The name 'Jason Shim' is centered below the profile picture, with a '1st' degree indicator. His title is 'Nonprofit Tech Innovator | Digital & Social Media Consultant | Speaker & Author | Associate Director Digital | CFRE'. Below this, his affiliations are listed: 'Pathways to Education Canada • Wilfrid Laurier University' and 'Toronto, Ontario, Canada • 500+ 25'. A blue 'Message' button is centered below the affiliations. At the bottom, a short bio is visible, followed by a 'See more' link.

  1st

Jason Shim

Nonprofit Tech Innovator | Digital & Social Media Consultant | Speaker & Author | Associate Director
Digital | CFRE

Pathways to Education Canada • Wilfrid Laurier University
Toronto, Ontario, Canada • 500+ 25

[Message](#)

How can we harness technology to make a difference in the world? That's the question I love to answer for organizations. With over 10 years of experience spanning the nonprofit and academic sectors both as an ... [See more](#)

What's your value add to the network?

How can we harness technology to make a difference in the world? That's the question I love to answer for organizations.

With over 10 years of experience spanning the nonprofit and academic sectors both as an employee and a consultant, **I have consistently helped organizations stay ahead of the technology curve.** In 2013, I led Pathways to Education to become the first Canadian charity to issue tax receipts for Bitcoin donations. To date we have raised \$2200 in this innovative way, however what is more exciting is that we have opened access and awareness to a brand new tech-savvy audience.



I teach Digital Marketing at George Brown College. I find it rewarding and inspiring to help students understand the power and potential of digital media and gain the confidence they need to succeed. When I have the opportunity I love to speak and write about digital marketing strategy, digital fundraising, online youth engagement, website analytics, and of course digital currency.

I've been honoured to be recognized by some wonderful organizations, including the 2014 NTEN Award for contributions to the nonprofit technology community. Most recently, I was awarded Young Alumnus of the Year by the Wilfrid Laurier University Alumni Association, which recognizes the outstanding achievements by a young alumnus.

Some other projects I've been involved with include The Fastest Donation Form in the World Project, where I initiated and led the development of a proof of concept to explore the question, **"What would the fastest donation form in the world look like?". The answer? 2 clicks and 15 seconds.** And Roo.io, a mobile-optimized system that provides a streamlined and cost-effective way to record telephone interviews for content producers and journalists.

[See less](#)


Building/ maintaining



Debra Askanase
Digital Engagement Strategist.
Trainer, Educator, Speaker.


67
Who's viewed your profile

121
Views of your post






Jenny Papageorge
Passionate Community Philanthropy Professional
29m

CFWM's **Katie Allan Zobel**: "If we all work intentionally together - businesses, individuals, nonprofits and government - to adapt to and leverage the ...see more



Katie Allan Zobel: The Community Foundation of Western Massachusetts about redefining philanthropy
masslive.com

1 Like

 Like  Comment  Share

Kfir Pravda likes this

Nanette R.'s Articles & Activity

1,964 followers

✓ Following



What's Next? Beyond Annual Dinners

Nanette R. Fridman on LinkedIn



What's Next? Beyond Annual Dinners

Nanette R. shared



Workplace culture should be measured, just like sales or ROI

Nanette R. liked



The Courage to Kill It

Nanette R. shared

[See 24 more articles](#)

[See all activity](#)

Activating



Janet Fouts

June 25, 2015

I'm thinking (at the last moment!) of a session idea for 16NTC.
How orgs can making use of automation to social accts and email can be effective, thoughtful and create opportunities for deeper engagement.
I have quite the bag of tricks these days and I want to share them.
Anybody wanna talk or pitch in with me? I think it could be a fun discussion.
... [See More](#)



Like



Comment

Beth Kanter, Christina Johns and 2 others like this.

[View 3 more comments](#)



Janet Fouts I did Joe but did t make the cut. It's an important debate too!

Yesterday at 11:34am · [Like](#)



Joe Moran Janet, are you still going to NTC? My panel was accepted and I have room for another speaker!

Yesterday at 11:40am · [Like](#) · 1



Janet Fouts NTC is my fav conference of all time. I'll be there and would love to join you.

10 hrs · Edited · [Like](#) · 2



Jeremy Fine with Ed Bernstein and 22 others.

April 24 at 5:57pm · 🌐

Over the summer ToA has given me some time to write. I am doing some research on the Lamed Vavnickim (36 Men of God). While I am compiling sources and have reached out to scholars, I am now looking for stories. Has anyone ever told you a story of someone who was believed to be a Lamed Vavnick? Have you read a story somewhere in Jewish text that you can send me (please don't just write "zohar")? Do you believe you know a Lamed Vavnick and if so what story can you share (not just a nice person in your family)? Please PM me with any STORIES. I am tagging rabbis and friends that I think might be helpful. If anyone else reads this and wants to contribute that'd be fantastic too! Side note I am not saying they all have to be men, by all means if there are stories of women in this category I would love them!



Like



Comment



Share



Buffer



4



David Shlay Rabbi, I love that you are doing this. I have always found the concept of the Lamed Vavnickim comforting. I loved reading The Last of The Just and it is a favorite novel of mine but always found the book distressing.

Like · Reply · April 24 at 6:29pm



Sam Blustin Rav Carlebach's stories are full of lamed vavnekim. There are two books out of his stories, one of which is titled lamed vav. Not all the stories there are about lamed vavnikim, but a good number

Like · Reply · April 24 at 6:40pm



Daniel Stein replied · 2 Replies



Daniel Stein You must read Andre Schwartz-bart's novel "The Last of the Just."

Like · Reply · 🌐 2 · April 24 at 6:51pm

Pair Prompts

- What types of people will you actively seek in order to create a strong personal/professional network?
- How might you use the network to find and cultivate legacy donors?

What will you do differently tomorrow?

- Develop an online professional/personal network
- How you engage online
- What you might share socially
- Where you'll spend time online
- Or..?

Thank you!

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Twitter: [@askdebra](https://twitter.com/askdebra)

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