



**IUPUI**

THE FUND RAISING SCHOOL  
LILLY FAMILY SCHOOL OF PHILANTHROPY

## Introduction to Effective Digital Fundraising

Nonprofit organizations can leverage a wide range of digital strategies to enhance their fundraising abilities and achieve greater impact. This course is designed to equip participants with the knowledge and skills to navigate and utilize these digital strategies effectively. Throughout this course, participants will explore innovative digital fundraising techniques that can expand an organization's reach, engage supporters, and generate increased support. The course will delve into a variety of strategies that go beyond traditional fundraising methods, leveraging the power of digital platforms and technologies. Discover the potential of social media fundraising and learn how to harness the power of popular social media platforms to engage donors and drive donations. Explore techniques for creating compelling social media campaigns, leveraging storytelling, and utilizing social media analytics to measure and optimize your fundraising impact. Additionally, this course will explore the world of influencer partnerships and collaborations in digital fundraising. Discover how to identify and engage with influential individuals who align with your cause and have a dedicated following. Learn strategies for building authentic partnerships that amplify your message, attract new donors, and generate increased support. Cause-related marketing and gamification in fundraising will also be covered. Participants will learn how to collaborate with businesses and brands to raise funds and how to integrate game mechanics and elements into fundraising efforts to enhance donor engagement, encourage healthy competition, and drive donations.

### **Facilitated By:**

#### ***Megan Bennett, Owner, Socially Acceptable ([Sociallyacceptable.net](http://Sociallyacceptable.net))***

Megan Bennett began her career in marketing answering phones at an Indianapolis advertising agency in the mid-1990s. In the 20 years prior to starting her own business she's done it all—writer, producer, account manager, marketing director—for award-winning local firms and leading civic, nonprofit organizations, including Indy Humane and Hoosier Environmental Council. Megan's interest in learning, growing, and experimenting to provide the best results for her employers and clients led her to realize a gap in the market. To fill it, she founded Socially Acceptable in 2013, a digital marketing and social media agency that focuses on helping small businesses and nonprofit organizations tell their stories. Megan's skill in diagnosing and solving her clients' problems is her greatest strength—alongside her ability to increase an organization's online (and offline) exposure. Her work improves the customer experience and develops lasting impressions in consumers' and donors' minds--all without breaking client budgets. Animal welfare remains her personal passion. When Megan first began working on her own, she stepped into a freelance role with FACE Low-Cost Animal Clinic in Indianapolis and took on the task of fully re-branding the organization



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with a new, updated look and name. She was then entrusted with the task of creating, organizing, and operating what has become the largest animal rescue adoption event in Indiana, the IndyMega Adoption Event. The event is held twice a year and has successfully placed more than 8000 shelter animals in loving homes. Megan attended Ball State University and continues her education at Cornell University. Megan is a proud mother of a college Senior, wife of 22 years and keeper of two rather perfect four legged beasts.

### **CFRE Education Points**

Full participation in many of [The Fund Raising School's courses](#) fulfill education point requirements for Category 1.B-Education of the [CFRE International](#) application for initial certification and/or recertification.

#### *9.0 CFRE Education Points*