

Social Fundraising with LinkedIn

4 ways to build fundraising relationships on LinkedIn

1 Make your profile a resource

Introduce yourself and your nonprofit with a compelling profile

2 Drive strategic relationships

Find the right connections to build strategic relationships with individuals, foundations, and corporations

3 Leverage board connections

Leverage your board's relationships efficiently

4 Engage your volunteers

Publicize your mission through your volunteers' networks

1 Make your profile a resource!

- Add a picture (11x more views)
- Include a creative headline
- Create a personal summary
- Show, don't tell – video goes a long way
- Fill out the volunteer & causes section


Christina Alvarez-Perry
Charity Golf Tournament Developer and Gala/Social Event Planner
Houston, Texas Area | Nonprofit Organization Management


Current Education Muscular Dystrophy Association
Education Trinity University


[Send a message](#) [View in Sales Navigator](#)

Posts


Published by Christina 485 followers


The Power of Encouragement
June 17, 2015


Ice Bucket Challenge - The People
May 19, 2015


60 Years of MDA Summer Camp
February 20, 2015

[How to start - Section 3](#)

 **Summary**

Twenty-seven years ago I left the for-profit world to use my sales and event-planning experience to join the Muscular Dystrophy Association. My first experience at MDA summer camp hooked me - and I have never looked back. At MDA we save and improve lives for children and adults with muscle

2

Drive key fundraising relationships

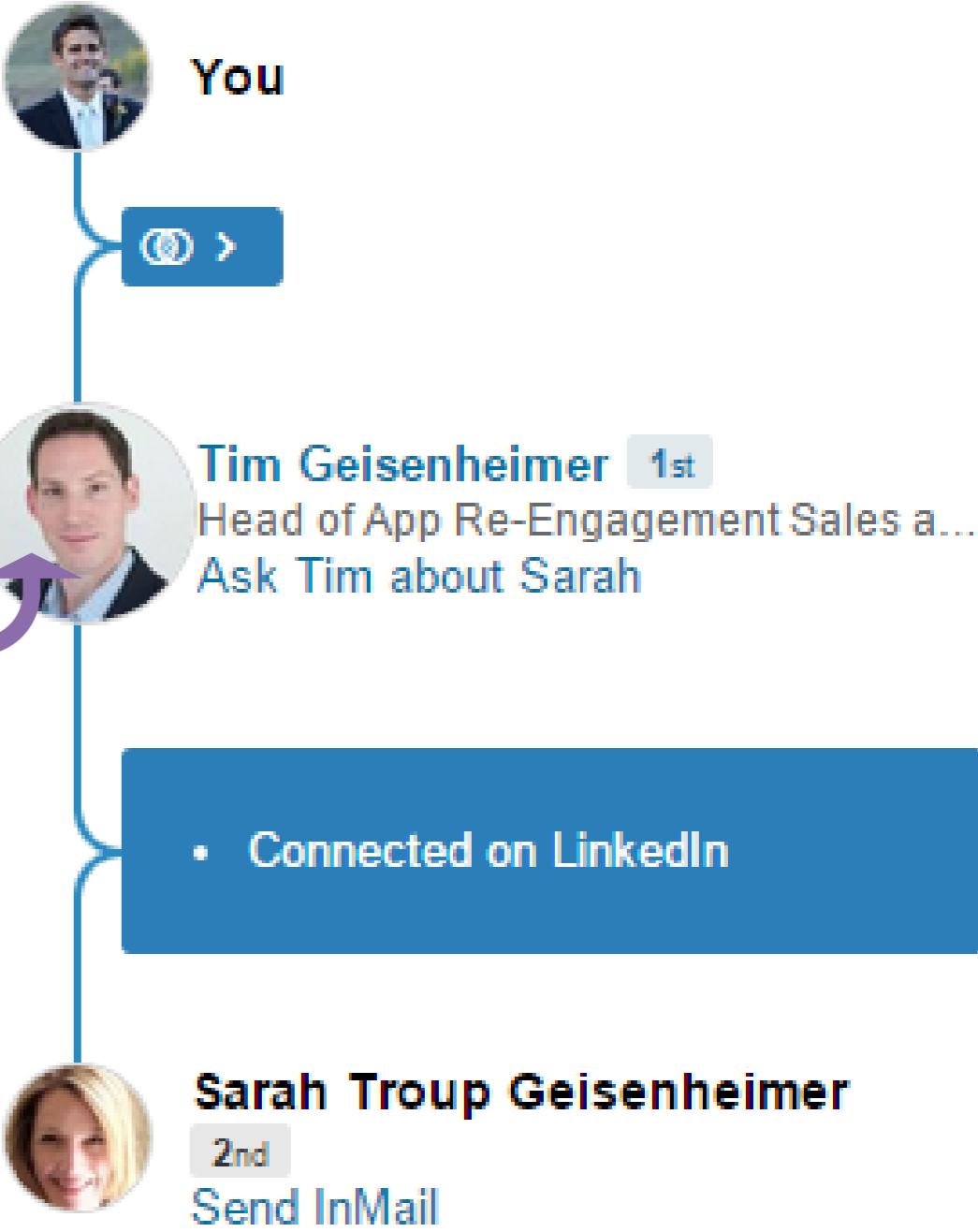
1) Identify a partnership you're working to foster

2) Search to find the right contacts

3) See how you're connected and ask for an introduction

The screenshot shows a LinkedIn search interface for 'All employees at The Rockefeller Foundation (18)'. The search filters are set to 'The Rockefeller Foundation' and '2nd Connections'. A 'Relationship' dropdown menu is open, with '2nd Connections (18)' selected and circled in red. Below the search results, a 'TeamLink™' section shows 'TeamLink Connections (4)'. The search results list several employees, including John Irons, Zia Khan, Sarah Troup Geisenheimer, Cristina Rumbaitis del Rio, John Butman, Caroline Budhan, and Deepali Khanna. Each result includes a profile picture, name, title, location, and connection status.

How You're Connected + TeamLink™



Save as lead

3 Best Practice – Board Members

- Connect with all of your board members!
- Run through your target list of donors / prospects and identify where relationships exist – either with your board or across your network.
- Before a meeting, look up attendees on LinkedIn – are they connected to anyone you know? Are they connected to your board
- “Profiles Also Viewed” is a great way to expand your view on LinkedIn

How You're Connected

You

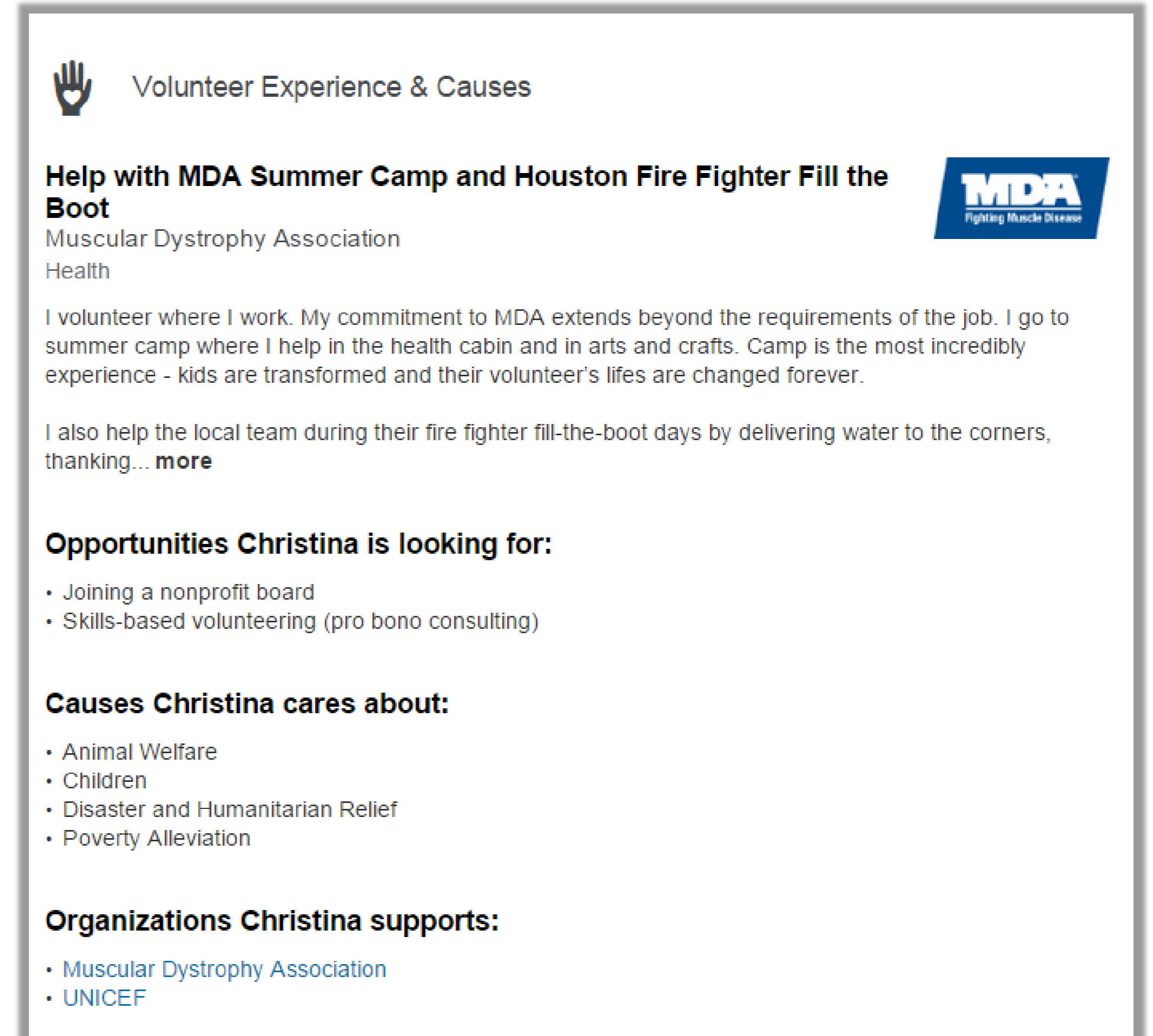
Matt Halprin 1st
Vice President, Business Operations ...
[Request intro to Mike](#)
Recommended Path

- 🌐 158 connections
- Both at Harvard Business School
- Both at The Boston Consulting Group
- Both at Yelp

Mike 2nd
[Message Mike](#)

4 Best Practice – Volunteers

- Ask volunteers to add their work with you to their LinkedIn profile
- Build an auto-response:
When a volunteer signs up, send them an automated email asking them to include their involvement on their LinkedIn profile
- Summarize events in blog posts, and ask your volunteers to share on with their networks on LinkedIn



The screenshot shows a LinkedIn profile for Christina under the heading "Volunteer Experience & Causes". The profile includes a hand icon, the text "Help with MDA Summer Camp and Houston Fire Fighter Fill the Boot", the organization "Muscular Dystrophy Association", and the category "Health". A blue MDA logo is visible in the top right corner. The profile text describes her volunteer work at MDA summer camp and during fire fighter fill-the-boot days. It also lists "Opportunities Christina is looking for" (Joining a nonprofit board, Skills-based volunteering) and "Causes Christina cares about" (Animal Welfare, Children, Disaster and Humanitarian Relief, Poverty Alleviation). Finally, it lists "Organizations Christina supports" (Muscular Dystrophy Association, UNICEF).

Volunteer Experience & Causes

Help with MDA Summer Camp and Houston Fire Fighter Fill the Boot
Muscular Dystrophy Association
Health

I volunteer where I work. My commitment to MDA extends beyond the requirements of the job. I go to summer camp where I help in the health cabin and in arts and crafts. Camp is the most incredibly experience - kids are transformed and their volunteer's lives are changed forever.

I also help the local team during their fire fighter fill-the-boot days by delivering water to the corners, thanking... [more](#)

Opportunities Christina is looking for:

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

Causes Christina cares about:

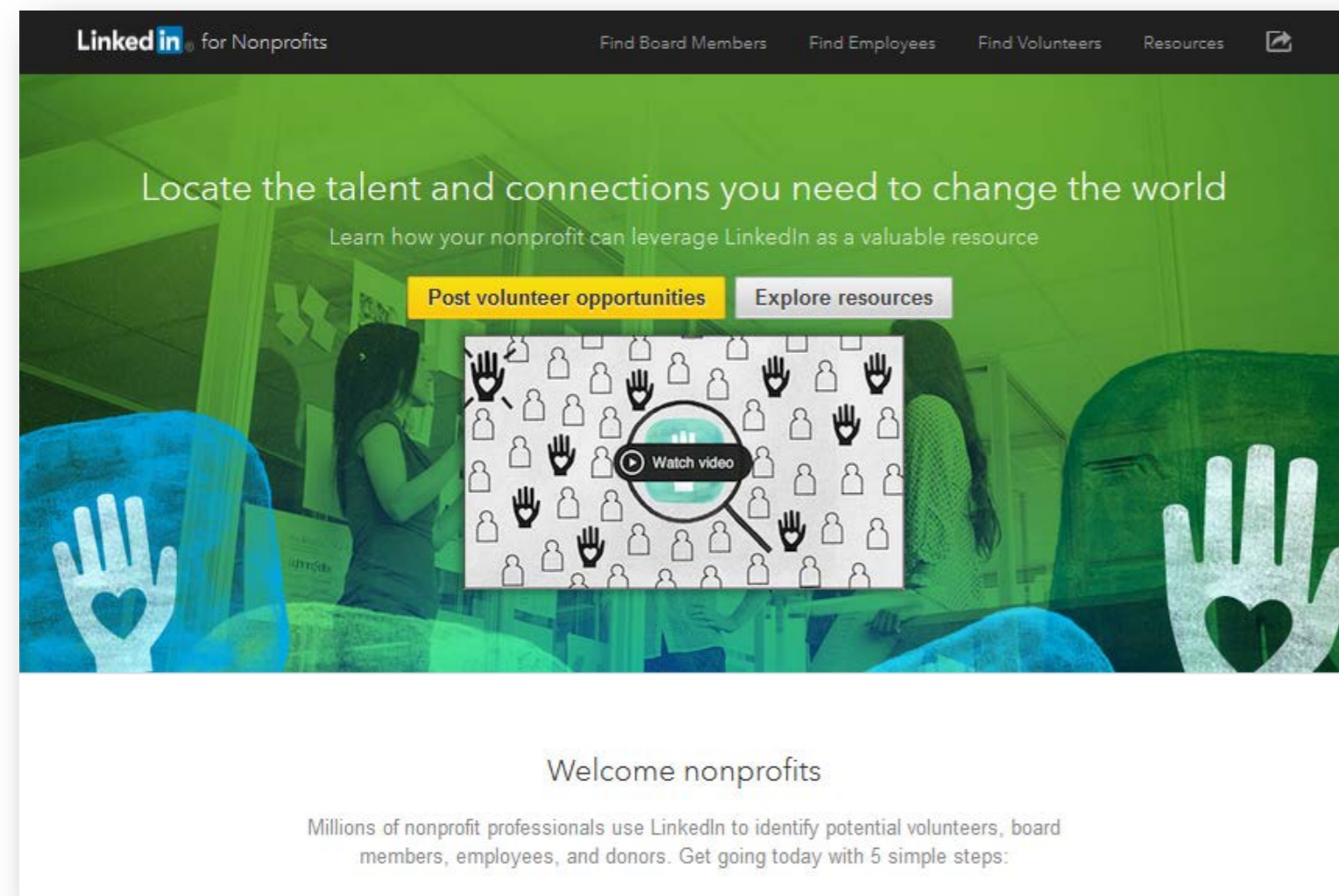
- Animal Welfare
- Children
- Disaster and Humanitarian Relief
- Poverty Alleviation

Organizations Christina supports:

- [Muscular Dystrophy Association](#)
- [UNICEF](#)

More LinkedIn resources for nonprofits

nonprofit.linkedin.com



- Find employees
- Find board members / volunteers
- General resources
 - Case studies, tip sheets
- Advanced search – great free tool

Linked  *for Good*