**Your Mobile and Social Fundraising Strategic Plan**

**Overview**

This section should include two or three paragraphs about trends in online communications and fundraising. Include stats about the rapid rise in online giving and smartphone and tablet use. You could also include a quote from a thought leader about the future of nonprofit technology and fundraising.

**Goals**

It’s important to understand that the underlying goal of your strategic plan is to build awareness for your cause and brand by creating visual compelling, thought-provoking content that can be distributed and shared on mobile and social media, so that in turn your nonprofit receives more website and blog traffic, email and mobile subscribers, and social network community growth which then results in more online donations, event attendees, and volunteers. This strategy takes a holistic approach to communications and fundraising and is often called multichannel communications (see Chapter 7). It is a strategy that works, but only if your nonprofit fully embraces it and understands that its success is based upon the choices you have made in your online communications and fundraising systems. That said, this section should list specific goals on a time frame of one year related to the online communications and fundraising systems listed in your audit, such as:

* Increase online donations by 30 percent
* Increase website traffic by 40 percent
* Increase blog traffic by 30 percent
* Increase email list by 30 percent
* Increase mobile list by 20 percent
* Increase event attendance by 20 percent

Each goal should be based on the previous year’s performance and explained in one or two sentences and then close the section with a positive statement about how achieving these goals will help your nonprofit achieve its mission and programs.

**Action Items**

After completing your audit, hosting your meeting, *and* reading this book in its entirety, you will have a clear understanding of what your priorities should be given your budget and that knowledge will dictate what action items should be prioritized. When compiling your action items be specific and list only those items that can be realistically achieved within one year. Each year thereafter this document should be revised and adapted for the following year’s goals and action items. Again, since mobile and social media is constantly in flux, your strategic plan needs to be flexible and achievable within a short amount of time or it becomes outdated and no longer relevant. Achievable action items that support your goals, for example, would be:

* Upgrade online donation service so it is mobile compatible
* Integrate our blog into our website
* Sign up for Google Analytics
* Redesign our e-newsletter
* Launch a social fundraising campaign
* Select a website design firm for a new website to be launched in the next fiscal year

Again, explain in one or two sentences why the action item was chosen and needs to be prioritized and since maintaining momentum and buy-in is important, close the section by asserting that progress on achieving your goals and action items will be reported on a quarterly basis.