

# ALL ABOUT ME

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## JULIE EDWARDS

- 25 years in Marketing/PR
- 8 years in NPO Management
- 4 years as Executive Director
- Mom to rescues Roxie & Charlie
- Vegetarian home chef
- Lover of naps, folk art and happy hours

# Show Love Live!

Using Facebook Live to Connect with Donors



# GET STARTED

- Very first LIVE Facebook video on June 20, 2016
- Soon after began LIVE @ LUNCH weekly
- In August, started using LIVE spots to update on special cases

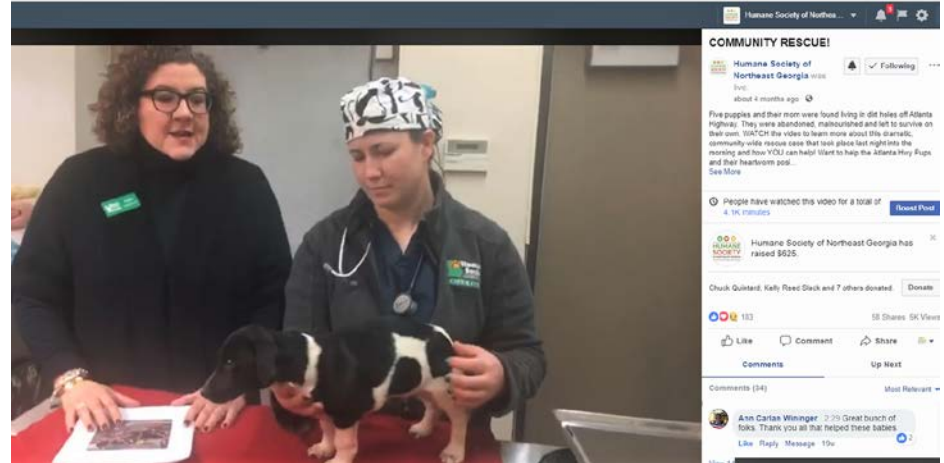


# NEXT STEPS

- Began using for “live updates” on giving days/special campaigns
- Started “day of rescue” lives
- Began adding “DONATE” button where appropriate



56 SHARES, 4K Views,  
187 Reactions, 26 Comments



58 SHARES, 5K Views,  
183 Reactions, 34 Comments, \$625 Donated



# GO PRO

Use LIVE to provide impact reports for your supporters!

NOTE: You can download Facebook videos and send in email, so “repurpose” to send to donors individually or as a segmented group!

9 SHARES, 2.3K Views,  
44 Reactions, 5 Comments



# EQUIPMENT

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- iPhone or Webcam
- Tripod
- Microphone (outside v. inside)



# PREP IS EVERYTHING!

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- Notify people videoing is happening
- Check the background/video area
- Make a bullet list of points if needed
- Have “props” within reach
- Prep co-presenters
- Review flow with camera person

# TIME TO ROLL

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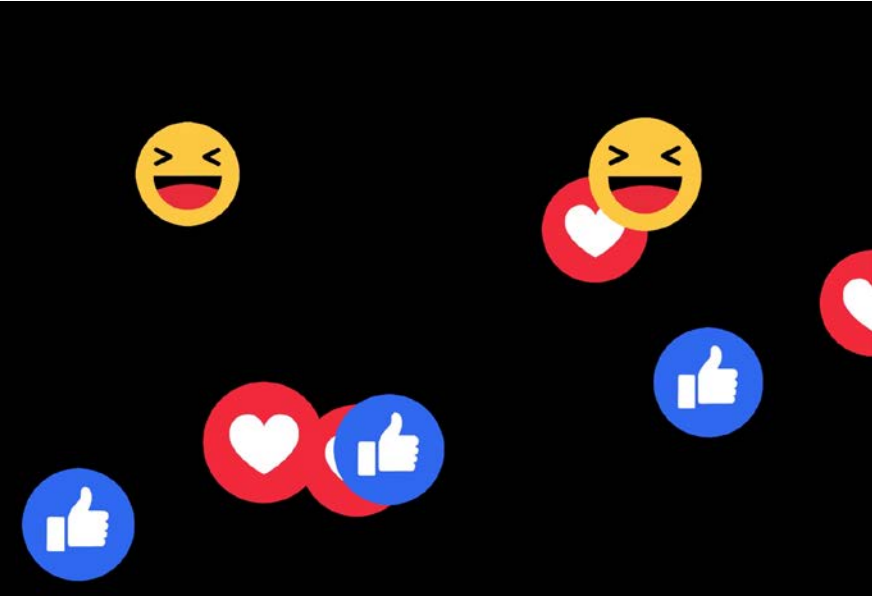
- Film HORIZONTALLY!
- Introduce yourself/your organization
- Shoot for minimum of 15 minutes
- Repeat, repeat, repeat
- Include topic and links





# PRESENTER POINTS

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- Be authentic, don't read from a script
- Conversational tone
- Greet viewers/answer comments
- Roll with the punches

# BENEFITS

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- Shows team as warm, caring professionals
- Gives supporters an “insider” look at your organization
- Shows “first-hand” how their support is making a difference



# BOTTOM LINE

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## DO WHAT...

- ... makes you comfortable
- ... you can do well
- ... works for your organization

PS, Check out our LIVE videos at  
[Facebook.com/HSNEGA](https://www.facebook.com/HSNEGA)