

Content Planning Ideas for Nonprofits

When you are trying to plan out your nonprofit organizations social media content for the week or month, it can be hard to find the right balance of things. We put together a list of several different prompts that you should be able to keep updating and sharing as your events and organization changes.

Sharing About Your Mission

Photos from events and your mission in action

Behind the scenes or on site tours when you' re out and about

Your public service announcement video or article

Stories of how your organization has changed lives

Spotlighting your donors and why they have given to you or what it means to them

Volunteering

Where can they sign up? Online, email?

What roles are open and what are the requirements? (skills, background checks, experience)

Pictures from past volunteer activities

Share a video or a live video of your volunteers helping out

Questions

What does X mean to you? (ex. What does security mean to you?)

Which of our events is your favorite?

Why are you a volunteer with us?

Why do you support our cause?

How would you rate your last giving experience with us?

Surveys to understand what kind of content your audience wants/prefers

Receiving Service

How to do they sign up to receive your help

online member registration

Remind people ABOUT your services

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FAQs about your organizations

Awareness month/week/day for your cause

Fundraising

Thank specific donors

Thank you to corporate sponsors or donors

Pictures or videos from your most recent or current fundraiser

Talk about your next fundraiser (goals, what the \$ will be used for, other ways they can help)

Ways to get a discount on your next ticketed event

Announce a special event

Share the link for donations

Share how much you can do with a small donation (With just \$2 we can give a blanket to someone in need)

Request tangible donations (clothes, books, canned good)

Advocacy

What potential laws/bills are going to affect your cause

How they can register to vote for said laws/bills

How can they contact a representative that will make a difference (local office name and phone)

Education materials on how your cause is on the front lines and how people can get involved

Connecting

Thank-yous for being engaged fans/followers

Online e-newsletter sign ups

Pictures and information about your board chair

Quotes from your team members or board members

Link to your other social media profiles + profiles of influencers

Most recent e-newsletter, press release, or news story

Cause-related blog posts

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Misc

Local weather/news and how it relates to your cause (ex. It's cold! Help us distribute coats to senior citizens.)

Relevant quotes from historical figure (ex. Gandhi, Winston Churchill, Yogi Berra, whoever)

Happy Holiday Messages

Relevant safety tips (ex. In July "Prevent fires: 7 tips for safe grilling")

What other social media content ideas would you add to the mix? Share in the comments below!