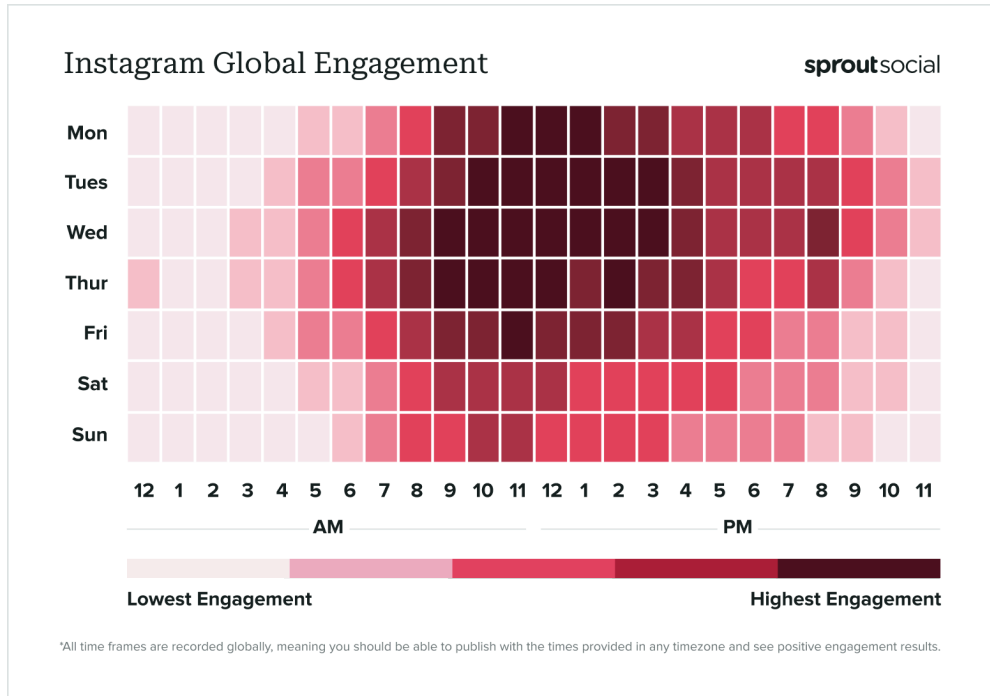



- Website
 - WIX Templates!
 - Wix offers many nonprofit specific templates that are easier to navigate than the current website
 - Tabs are death, the goal is to make the website easily scrollable and for the order of information to make sense
 - Best examples of landing page design templates
 - <https://www.knowyourrightscamp.org/>
 - Donate tab off to the side while not distracting, decorated with graphics and interesting fonts to pull in viewers
 - <https://www.barcosorriso.com.br/home>
 - Could create video content to display, design is super easy to use
 - One I would make would have to be much simpler, but it could have a similar flowy design
 - <https://www.ascendathletics.org/>
 - Tabs at the top of website, but scrolling allows you to see the rest of the site
 - Easy to navigate, everything organized
- Social Media
 - Instagram
 - Improving SEO
 - Incorporating hashtags
 - Using Google Analytics to see what words drive people to website, and using those words in captions and bios
 - Alt text under accessibility, add these words
 - Co-posting with other organizations to boost the amount of viewers of content
 - More information about location, currently not clear where location is
 - Uploading stories and creating story highlights
 - Maybe one surrounding success stories, one surrounding current projects with construction updates, one about the team behind the organization
 - Be sure to be checking direct messages, as this is somewhere that prospective clients may be trying to contact you
 - Possible paid ads, can be low cost and can target to very specific demographics
 - I've created these groups for campaigns



- Facebook

- Meta fundraising tool application:
 - <https://www.facebook.com/donate/signup>
 - Supports Instagram and Facebook
- Post different types of content on different platforms so that people have a reason to visit multiple platforms
 - Instagram and Facebook have cross platform posting, have this on but also post unique content on each platform
 - Use the 70/20/10 rule. This is recommended by many experts in the social media engagement field.
 - 70% Value Content: The majority of Facebook content should add value to your community. Post content that is interesting, informative, entertaining, or inspiring. This content should ideally be created by you.
 - 20% Shared Content: Sharing other people's ideas or Facebook posts. This could even be content generated by your followers.
 - 10% Promotional Content: Promoting your programs, events, fundraising campaign, **blog**, or anything that's predominantly promotional in nature.
-
- Include link posts rather than photos, encourages people to visit website
 - Facebook should be a tool pointing people to the website for more information
- Use Facebook analytics, I have an understanding of this
- Facebook ads, can get cheap package and use to push content
 - Hard to advertise on Facebook without this

- Possible ideas
 - Finance/credit advice
 - Investment advice
- Information/history about the housing crisis in America and how it began

 **Housing Crisis Action** ...
November 6, 2024 · 🌐

Marin County's housing crisis is at a breaking point. With the highest cost of living, rents, and 3rd highest home prices in California. 23% of residents face severe housing issues. Housing here is out of reach for almost everyone ❤️. It's time for change visit Housing Crisis Action to learn how you can help.



○

- Posts encouraging action, generally beginning with something appealing to emotion. Different posts can be targeted towards different groups

 **Housing Crisis Action** ...
September 9, 2023 · 🌐

Urgent Housing Action: Support ACA 1!

California's 1M+ affordable housing deficit is a pressing issue. ACA 1 proposes a realistic solution by making financing more accessible for local projects.

- 🏡 Address our housing shortage head-on
- 👷 Enable communities to greenlight local housing initiatives
- ⚖️ Level the playing field with realistic vote thresholds

Your voice can make a difference! Call your representative NOW & be a part of the solution.

Learn more on how to take action here -
<https://mailchi.mp/8f281e436865/aca1>

Housing Crisis Action

Help make it easier to fund affordable housing

Action Alert
ACA-1 (Aguilar-Curry)

CA Senate Elections
Committee Hearing
Sept 11 at 10 am

Housing Crisis Action

Why we support this project and urge you to show up too!

- ACA 1 helps us address our significant affordable housing shortage
- Enhanced infrastructure investment leads to safer, more resilient communities
- Reducing voting thresholds makes vital community projects more achievable

○

- Posts about local legislature and getting involved/taking action in the housing crisis
 - Makes the page appeal to a broader audience, attracting viewers that might not have otherwise seen the page as these posts are highly repostable/shareable

- <https://www.facebook.com/housingmarin>, this page has a lot of posts that could be used as models

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