

SOCIAL FUNDRAISING SIMPLIFIED

WORKBOOK BY SPLENDID CONSULTING



Stand out in your next Social Media
Fundraiser



HI! I'M CHRISTINA

Hi friend! I'm so glad you're here! I'm the founder of Splendid Consulting, a marketing expert and coach who helps ambitious social impact business and nonprofits increase revenue, supporters, and engagement.

I'm ever-passionate about equipping orgs to be bold and hone their unique voice and audience online.

My packed-out workshops and courses spark enthusiasm, social action, and powerful results.

Social Impact PRO, my signature program teaches brands how to make marketing movements that matter. Interested in taking your Canva skills, storytelling, or digital marketing strategy to the next level? Connect with me on IG @SplendidConsulting!



SOCIAL FUNDRAISING SIMPLIFIED: WORKSHEET

What beliefs or myths are you willing to release? (example: "I'm not a good writer." "I don't like social media." or "my ideal donor isn't online.")

What are some ways you can illustrate Social Proof?

Do a "Friction Audit" and make a list of where you can remove friction from the social fundraising experience. (example: link clicks, fundraising landing page, types of payment accepted, etc.)



SOCIAL FUNDRAISING SIMPLIFIED: WORKSHEET

Brainstorm: what types of social fundraisers would your community love? Remember, make it easy, make it fun! (example: kickball tournament, p2p fundraiser, 30 in 30 days, karaoke contest)

How many social fundraisers do you want to have this year? Pick a number that feels like a stretch, but not overwhelming! List the total number and dates below:

List the new beliefs you're ready to take on: (example: done is better than perfect!)



SOCIAL FUNDRAISING SIMPLIFIED: WORKSHEET

Brainstorm potential partners and influencers for a Digital Ambassador Program:

List 1-3 actions you want to take after this workshop:

NEXT STEPS

1

Join my Signature Course, Amplify Social impact! Get on the waitlist:

www.splendidcourses.com/waitlist

2

Join my free marketing group:

www.fb.com/groups/splendidsocialimpact

3

Let's be friends on Instagram - send me a DM @SplendidConsulting

www.splendidatl.com