

BOARD & DONOR ADVANCEMENT

SOUTHEAST CENTRAL REGION



MEET YOUR DONORS WHERE THEY ARE?

Donor engagement can be the most rewarding part of donor ministry but it can also be overwhelming and somewhat exhausting. So what does it mean to “Meet your donors where they are? **93% of US residents use social media daily. So if you are not using social media to engage your donors simply put you are not meeting them where they are.**

	Ages 18-29	30-49	50-64	65+
YouTube	95	92	85	64
Facebook	68	80	74	57
Instagram	80	62	40	19
TikTok	63	44	30	12
WhatsApp	37	40	30	20
Reddit	48	35	16	6
Snapchat	58	31	13	4
X (formerly Twitter)	33	25	16	10
Threads	15	10	6	3
Bluesky	6	5	3	2
Truth Social	1	3	5	4

ACTION ITEMS:

- Create a social media **engagement** plan
- Plan should include multiple platforms targeting different age groups
- Block 2-3 hours per week to **create content**
- Use 3rd party tools/apps to help create your messaging
- **Invite** other donors to join your content.
- Real, natural and organic content is the best.

