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Fundraising for Families: A strategic communications campaign for Give Hope 2 Kids in Honduras

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Fundraising for Families:

A strategic communications campaign for Give Hope 2 Kids in Honduras

Capstone project by Emily Jackson

Western Washington University Honors Program

Special thanks to Jason Furrow, founder and director of Give Hope 2 Kids

Introduction

Honduras is a Central American country rich with natural beauty—and also stricken with poverty and malnutrition. According to the 2010 UNICEF [national report](#) for Honduras, almost 1 in 3 children under 5 years old experience malnutrition, and malnutrition and poverty worsen in rural areas. The 2020 World Bank Poverty and Equity [Report](#) for Honduras estimates that as of 2018, nearly half (48.3%) of Hondurans live below the national poverty line.

Honduras had the most adolescent births in Central America in 2006 with similar rates in the 20 years prior, according to the [Guttmacher Institute](#). [UNICEF data](#) from 2018 also showed that early childbearing is prevalent; 22% of women ages 20-24 have given birth before the age of 18. This issue endangers the safety and well-being of these adolescent women and their babies and puts stress on an unprepared health system in which [one third](#) of new adolescent mothers do not make prenatal care visits. In addition, many young women are [forced to choose](#) between caring for their babies and working to survive. Children are often abandoned or left to be cared for by siblings that are too young to be successful caregivers.

Enter Give Hope 2 Kids (GH2K), a nonprofit organization and ministry serving kids and communities in rural Honduras since 2006. GH2K is a family home, trade school and sustainable farm rolled into one. On the compound, house parents host children who were orphaned or abandoned in a loving family environment. The kids attend school and learn trades such as carpentry, cooking and cosmetology. And the team raises their own livestock and grows their own food. Leaders at Give Hope 2 Kids also put on community outreach events such as the weekly youth group.

The organizational structure of the ministry includes two campuses. On the main campus in rural Urraco, four house families take care of children in family homes. Another family helps take over for regular rest days for house parents. Two other families reside on the property—one family manages the property, including agriculture and construction projects, and another family works as a music teacher and worship leader for the youth outreach on Friday nights. Various volunteers serve for a year or more at a time, usually helping with different projects and teaching according to their areas of expertise. On the second campus in Roma, a family hosts several high school students in a transition house. This house is close to the larger city of La Ceiba and the university and will soon become a home base for college students growing up in the ministry to transition into their adult lives. The Founder and Director, Jason Furrow, and his wife, Sarah Furrow, oversee the organization, finances, strategy and fundraising.

In 2006, Jason and Sarah Furrow moved to Honduras to teach at local school Instituto El Rey while visiting other children's homes in the area and developing a vision for the organization. Over the next several years, they raised funds to purchase a 100-acre property for the Urraco campus of Give Hope 2 Kids and built the houses and water system from the ground up. They earned official Honduran nonprofit status in 2010, hired their first house parents, and took in their first children in 2011. Since then, the team has grown and more and more children have been taken in, and in 2019 the Roma transition house was finished. The organization has expanded agricultural and livestock endeavors with the goal of complete self-sustainability. Give Hope 2 Kids also increased community outreach and developed a robust education program for the children.

According to the GH2K website, the children of the organization are nurtured and mentored by house parents and staff, who seek to raise Christian leaders who will impact Honduras for good. The kids are raised by Honduran house parents in order for them to thrive in their own culture and better impact it. These house parents are long-term caregivers so that kids can enjoy a consistent home life and loving family bonds. A simple country life offers kids freedom, security and room to run and play. Life skills training builds their independence and healthy family life increases their relational skills. Plus, the organization takes in larger sibling groups so that families don't need to be broken up—they can stay together and thrive together.

Situation Analysis

Give Hope 2 Kids is in a season of growth and transition. While most nonprofit organizations follow the standard model in which all donations funnel into a general fund that supports all organizational costs, Give Hope 2 Kids is different. They are about to shift to a fundraising model (called the 100% Model) that uses consistent donations to fund operating, and new donations to fund more "glamorous" needs: sponsoring the kids each month, buying vehicles, special building projects, etc. This model has proved successful with major nonprofits such as [Charity: Water](#), which served as the inspiration for GH2K to adopt this model.

Charity: Water is a nonprofit organization that has successfully harnessed the power of the [100% model](#). One in ten people worldwide don't have access to clean water, and Scott Harrison sought to change that statistic. Like Give Hope 2 Kids, the organization was founded in 2006 to bring clean water to communities around the world. From the beginning, Harrison desired to use all donations toward giving people clean water. He did not want to worry about the stability of his charity based on fluctuating donors. For this reason, Harrison employed the 100% model to provide stability and freedom. The organization has experienced massive growth each year. To date, Charity: Water has given 11,152,945 people access to water in 28 countries ([How We Work](#)).

While Charity: Water has a different vision and a larger, worldwide focus than Give Hope 2 Kids, the 100% model for fundraising is applicable to all sizes of nonprofit and will be extremely helpful. When GH2K implements this model, they will enjoy stability thanks to a dedicated group of consistent donors—and freedom to effectively engage sponsors with the message that 100% of their proceeds will be used for the kids. The model will be scalable and sustainable for years to come, and it brings new opportunities for social media and overall fundraising efforts.

The new model and the explosive growth of GH2K require intentional fundraising and social media efforts. Director Furrow mentioned that he and the rest of the team have a great capacity for creating content and taking photos and videos, but the content usually doesn't make it onto social media— Director Furrow is extremely busy with running the organization. They need a system to follow through and get that content to their audience. They also want to learn about intentional fundraising strategies, since none of them are formally trained in it.

An added stress to the organization came in the form of a worldwide pandemic in Spring of 2020. Spring has always been the fundraising season when Director Furrow and his family visit the United States. They tour churches and organizations to present what the organization has been up to and how people can help financially. Then the summer season is for hosting mission trip groups in Honduras, which is the biggest way to gain their monthly sponsors to support the children. Unfortunately, the COVID-19 pandemic and ensuing social distancing measures have put spring fundraising and summer mission trips on hold. For this reason, it is vital that the organization find creative ways to engage current and future supporters virtually while observing social distancing.

Media Audit

Give Hope 2 Kids communicates email updates through the MailChimp, an online marketing and communication service that helps manage mailing lists and campaigns. These email updates are sent about twice a year, with 618 contacts and 608 subscribers on the email list. Facebook posts go out about 3 times every month or two, with 2,616 page likes and 2,585 followers. Connected to the Facebook page is a Facebook group (“Friends of Hope”) of 118 people, created in July 2019 to connect volunteers and financial sponsors with community and special updates. The group has had 10 posts in the last year and most posts are shared from the main GH2K page.

The next-most-common platform is a blog on their website, with about 2-6 blog posts per year on average. The website gets 223 unique visits per month with 382 page weekly page visits. The organization supplements with photos on Instagram (they have 441 followers) once in a while, with the last post being June of 2019. A detailed website audit revealed several growth areas such as the clarity and ease of use of the kid sponsorship page and a need for consistent blog updates (see Programming – Website Refresh for more details).

Research

Industry Standards: Lessons from *Public Relations Cases*

The book [*Public Relations Cases*](#) by Darrell C. Hayes, Jerry A. Hendrix and Pallavi D. Kumar is an excellent resource for industry best practices in public relations. In light of the COVID-19 crisis of 2020 underway, I looked at the chapters on crisis communications and social media. These sections provided excellent insight to direct the project's direction, and the following review summarizes some of that insight.

The **Crisis Communications chapter** addresses how to successfully communicate in a crisis using a Public Relations Headquarters (PRHQ) and a Public Information Center (PIC). Due to the widespread nature of the COVID-19 crisis and therefore lack of concentration on Give Hope 2 Kids (the crisis was not directly related to or caused by the organization) there is no need for a PRHQ or a PIC. However, there is absolutely a need for clear and consistent communication from a spokesperson like the Director. This quote from page 346 provides a useful framework for respond to crises that GH2K can surely apply:

“Because of the exceptional nature of crises, objectives for this form of public relations cannot be carefully planned. Nonetheless, some general guidelines are applicable:

1. To provide accurate, timely information to all targeted internal and external audiences
2. To demonstrate concern for the safety of lives
3. To safeguard organizational facilities and assets
4. To maintain a positive image of the organization as a good corporate or community citizen.

These guidelines will serve the practitioner well in responding quickly during rapidly evolving events when faced with high uncertainty” (346)

The chapter also states that “in an emergency situation, most of the communication will be uncontrolled in the form of news releases, interviews with organizational officials, dialogues on social media sites and perhaps photographs and b-roll video, although the media representatives will usually take their own photos. Controlled media will be used sparingly, usually as prepared background material or email, voice mail, or in-house bulletins for employees” (350).

Finally, the authors recommend that organizations continually share news and relevant information about the crisis on their website—and also that they should reach out to the public using social media. The authors use the American Red Cross as a positive example of an organization that consistently expands its communication reach during crises by using social media. According to the authors, organizations can post updates on blogs, Facebook and other social media platforms. In addition, a leader such as a C.E.O. (or in the case of GH2K, a director) might post a YouTube statement. These ideas are useful to guide GH2K in communicating during the worldwide crisis.

The **Social Media Chapter** begins with a discussion of the characteristics of social media in the context of Web 2.0, the second stage of the internet that brought “participation, conversations and the exchange of user-generated content” (95). Web 2.0 has brought another level of free exchange of ideas to the internet—anyone can publish anything. People are more transparent, and they expect similar transparency from organizations. The collaborative nature of social media has created conversation about countless topics and issues, so an organization’s role in social media is to listen to the conversation and join where appropriate, finding ways to stand out among the noise. According to the authors, it is also important to consider that successful social media campaigns are often combined with a holistic campaign including other methods of communication.

The authors recommend that public relations practitioners begin a social media campaign with research on the client’s level of engagement with social media (see this case study’s Media Audit, p. x), identifying any opportunities for campaigns and possible problems that could arise. The largest opportunity for Give Hope 2 Kids is a sponsorship campaign, because many of the children still need monthly sponsors. Possible issues could include a lack of clarity on the number of sponsors needed for each child or a lack of perceived appreciation of current sponsors. Since each child is supported by several sponsors at \$45 a month, some children’s needs are most funded while others only have one sponsor. It would be wise to clarify the number of sponsors needed for each child and thank the current sponsors for their much-needed help, while inviting new sponsors to take part in a child’s life through monthly support.

Next, PR practitioners should identify audiences to target with social media ([Facebook insights](#) and [Instagram insights](#) are helpful here) and study their values and technographics (levels of digital skills),

realizing that some people are more engaged and prone to engage in content than others. They should also consider the level of social media use that is right for an organization, and if it is right for them at all. Just because social media is useful for some organizations doesn't mean it is useful to all, and the same principle applies to the number of platforms in which organizations participate. In the case of an international organization like Give Hope 2 Kids, social media is a crucial line of connection between the organization's campuses in Honduras and the sponsors throughout the United States. The COVID-19 pandemic creates an even greater need for social media use, since physical distancing measures will prevent the GH2K Director from the spring fundraising tour and possibly from hosting summer mission trips. It is vital that the organization bring their audience(s) on the pandemic journey with them to sustain long-term relationship with donors and sponsors.

Social media requires time for planning, posting and dialogue. It also demands commitment and consistency in order to be effective and engage with audiences appropriately. In fact, the authors recommend that if an organization is unable to post consistently, that they simply listen and survey the social media landscape instead of participating in the organization's name (96). In addition, the chapter recommends that if there is not a system or policy in place to provide social media guidelines (such as content, conduct and engagement) then a campaign may wish to start by creating some. The authors support the idea of social media guidelines with the point that they can assist an organization in an effort to put forth cohesive communications across all platforms and organizational team members. GH2K would greatly benefit from social media guidelines in light of the transitional time in the organization and future delegation of social media responsibilities to various team members over time.

Next, the chapter addresses objectives, programming and evaluation. The chapter recommends that social media campaigns, like other campaigns, include both output objectives (goals for what to create and post) and input objectives (goals for desired results like awareness, views, engagement, follows, sales or sponsorships). Programming can include blog posts, short text posts, videos, photos, slideshows... the possibilities are endless and will vary platform to platform, but no matter what, engaging visuals are key to catch people's attention. The following quote provides helpful tips on blog writing, a starting place for many social media campaigns:

"The writing should be informational and useful to the audience. Like a news release, a blog should make "news." Let people know how the organization thinks about an issue. Get members of the online community to subscribe to RSS feeds (Really Simple Syndication) and widgets that tell them when you have added content to your website or blog. Writing a blog follows the rules of rhetoric. Establish your credibility, use emotion and stories to capture attention, and use logic to convince. Have a voice. Think about expanding the scope of blogs in the organization. Encourage experts in the organization to blog about their area of expertise. If your company specializes in technology, then train a tech expert on the principles of good blog writing" (101).

Give Hope 2 Kids uses blog writing as one of their main social media tactics, and blogs are often shared through email updates and on Facebook. Although the organization does not specialize in technology, there are many topics such as sustainability, child and family psychology and education that various team members could address in a blog post. One idea is for the Director to interview people as well—since some team members speak primarily Spanish, the interviews could be translated later.

Finally, to evaluate the success of a social media campaign, it is necessary to compare the output objectives with what was actually created and posted and compare the input objectives with the effects

or results of the campaign. In-platform tools like Facebook Insights and Instagram Insights can give helpful data for evaluation. Overall, this chapter of Public Relations Cases offers a valuable framework for social media strategy and action that Give Hope 2 Kids could apply to future campaigns.

Objectives

Desired Outcomes (Impact objectives):

- **Create strategy.** Help the team learn how to design effective and creative communication and fundraising strategies, especially through social media.
- **Increase efficiency.** Find a way to continually pass on knowledge from team member to team member (a sustainable system, similar to discipleship). Enjoy a clear communications workflow among the Give Hope 2 Kids team that allows the Director to focus on directing the ministry without getting bogged down in day-to-day social media, and that allows other team members to contribute and employ creative communication and fundraising tactics with consistency.
- **Foster an engaged community.** The COVID-19 pandemic of 2020 will likely cause summer service trips to be canceled. Hosting various groups on short-term summer service trips is a key way that Give Hope 2 Kids builds relationships with current and potential donors. So this pandemic calls for new and creative ways to build relationships with the audience, and clear, timely communication about how the pandemic is affecting the organization.

Due to the large-scale nature of these three impact objectives, it will be necessary to evaluate them on a long-term basis.

Action Plan (Output objectives):

The output objectives for this campaign include:

1. **Assist with crisis communications** which will provide pandemic communications
 - Write two to three blog posts
 - Adapt them to email updates
2. **Refresh child sponsorship outreach**
 - Consult with GH2K on rejuvenation of the website, especially the child sponsorship pages, to reach out to potential sponsors.
 - Design a new informational booklet for current sponsors.
3. **Establish social media foundation**
 - Design donor survey to inform and focus social media fundraising tactics
 - Build social media center webpage that includes a written social media guidelines document, videos, tutorials, templates and an image bank to organize efforts

Programming

The programming for this campaign consisted of a strategic communications plan that included the tools for Give Hope 2 Kids to begin fundraising and communicating based on best practices from the field. In addition to writing and designing crisis communications materials for the pandemic, I outlined strategies

needed for successful fundraising, such as quantitative research, consistent messaging and knowledge sustainability. Then I created materials to help execute these strategies. Below is a list of campaign deliverables that were created for Give Hope 2 Kids.

- **Crisis communications** included two blog post updates (see fig. 1, “Crisis Communications”) that were also combined into a MailChimp email update. The first blog post, “Ministry Update: COVID-19,” described how the pandemic was affecting the organization and listed ways to support the ministry. The second post, “Life under Lockdown,” consolidated first-person pandemic updates from team members on both GH2K campuses. The updates described what life was like under a strict, military-enforced pandemic lockdown. Both blog post included striking photos of pandemic-related activities such as leaders wearing masks to buy groceries and kids planting a vegetable garden and building an oven to increase food stores in a time of limited food supplies.
- **A thorough website audit** was conducted to investigate opportunities and problems on the Give Hope 2 Kids website, especially the home page and the child sponsorship page. I suggested several design changes, such as making the mission statement and values more prominent on the home page, adding more photos of kids together with house parents and making “donate” buttons more prominent and clickable. Other ideas included streamlining the child sponsorship page to make it easier to see how many sponsors each child still needed, among other copywriting and wording suggestions.
- **The donor survey** was an anonymous convenience survey designed to be distributed over email and given to the client for future use (I included information on how to distribute surveys in the social media center). The survey drew on examples from previous surveys of Lighthouse Mission Ministries, another faith-based nonprofit, and surveys from my previous consulting work with the Kulshan Chorus nonprofit. included seven initial questions, plus eight more question options should the Director decide to explore other topics or add more open-ended questions. In addition to demographic questions, the survey included questions that would guide future fundraising efforts, such as “How do you get your info about nonprofits/charities? (Choose all that apply),” “What topics would you like to hear more about? (choose all that apply)” and “How effective do you find out current communication?” To read the entire survey, please see figure 2, “Donor Survey.” I hypothesize that people will be gaining nonprofit information from mostly online sources in light of the coronavirus pandemic and social distancing. I also expect to see responses asking for more stories of individual children and more frequent communication.
- **The social media guidelines** document was a comprehensive, 12-page document of policies and instructions for how to effectively communicate according to Give Hope 2 Kids standards, and how to represent the organization well (see figure 3, “Social Media Guidelines,” for the first two pages of the document). The document sections included “Posting Policies for GH2K Team Members,” “Developing a Social Media Strategy” and “Daily Best Practices” (including what to post, how to develop an organizational voice and tone, which platform to post on and when, and how to use a content calendar). The document also included tutorials for Facebook Ads and Insights, tips on video storytelling and “Strategy Lessons from *Public Relations Cases*” (a

condensed version of the research section above). The guidelines were based in part on the Western Washington University Social Media Guidelines and they included many resources and tutorials from blogs about social media. This document is meant to be a starting point, a template, that the Director can edit and add to throughout the years as GH2K refines social media strategies. Above all, the document will serve as a foundation for Give Hope 2 Kids social media, which is a recommended starting point for social media in an organization, according to Hayes, Hendrix and Kumar in *Public Relations Cases*.

- **The social media center** (see fig. 4) is a private webpage accessible only to GH2K team members with the link. This social media center took resources from the social media guidelines document and expanded on them in an online format. The center includes accessible links to the GH2K social media platforms, a search bar, and four tabs: guides, templates, an image bank and FAQs. These tabs contain resources for social media training, procedures for crisis communications, a bank of photos and videos, a huge list of blog ideas and more. This consolidated webpage will give GH2K team members the information they need to communicate effectively over social media. Plus, it will increase efficiency by allowing the Director to maintain quality communication without having to find new training resources each time a new team member arrives.

Evaluation

An evaluation of the outcome and impact objectives showed that overall, the campaign goals were achieved. The first impact objective of creating strategy was certainly met, since I was able to jump-start fundraising strategy using the donor survey, social media guidelines and accompanying social media center. The second impact objective of increasing efficiency was partially met because these materials will help with creative, consistent communication (particularly the social media calendar instructions). At the same time, it will be hard to evaluate increased efficiency (especially sustainability of knowledge over time) until more time has passed, so the success of this objective remains to be seen.

The third impact objective to foster an engaged community was also partially met. Part of this objective sought to send clear, timely communication about how the pandemic was affecting Give Hope 2 Kids, and this part was achieved. However, while the part about finding new and creative ways to build relationships with current and potential donors was begun, it was not finished because I shifted focus midway through the campaign toward building a communications foundation.

The old adage applies to this situation: "Give a man a fish, and you feed him for a day. Teach a man to fish, and you feed him for a lifetime." I decided that it was more important and useful for the long-term future to give resources on communications and strategy than to write some more social media posts that anybody on the team could write. The social media guidelines and webpage are a starting point for a season of creative social media outreach.

The majority of the output objectives were met; I did succeed in assisting with crisis communications in the form of two blog posts and adapted them to an email update. I completed the first part of the child sponsorship outreach rejuvenation efforts which was to conduct a website audit and suggest changes. However, due to time constraints and the aforementioned shift of campaign focus, I was unable to design a new informational booklet for child sponsors. The final output objective of establishing a social

media foundation was fully met. The donor survey will help inform and focus future social media fundraising, and the social media center webpage does include a wealth of resources for Give Hope 2 Kids. Originally, the social media guidelines were going to be solely located on the social media center webpage, but Director Jason Furrow opted to include them in the new organizational operations plan that he started during the time of the campaign.

Conclusion

Give Hope 2 Kids has a bright future ahead. The team is resilient and open to change, as shown by their efforts to transition to different fundraising models and increase fundraising strategies. The worldwide pandemic will cause them to find creative ways to connect with donors online, but in light of their resilience and flexibility, I expect them to weather the storm with ease.

I found several growth opportunities for Give Hope 2 Kids. Increased consistency will help greatly in connecting with donors. Listening to donors and getting to know them is another growth area, and GH2K can start by conducting the donor survey. In addition, I would like to see Give Hope 2 Kids expand their Instagram presence, because it is the perfect platform to showcase the striking photo and video they so regularly capture. Instagram stories in particular are a great way to engage interactively with donors in light of the shift to digital because of COVID-19. Finally, since Spanish is the first language of many of the GH2K team members, it would be ideal to interpret the social media guidelines into Spanish and find Spanish-language tutorials for the social media center.

The topic of bilingual team members suggests many ideas for future research. Give Hope 2 Kids is a multi-language organization that needs to communicate with different cultures both internally and externally. Organizations like these need to be aware of how different languages and cultures interpret information differently. For example, direct translation of news stories between Spanish and English without conscious *interpretation* can lead to generalization of culture-specific content and loss of original meaning, according to Daniel Linder in "[La Generación Atrapada](#)." I would like to investigate how these issues apply to global communications and international relations. In addition, I want to look into nonprofit development theories such as donor-centricity (a framework for facilitating relationship between donors and recipients) to see how they apply to organizations like Give Hope 2 Kids.

This case made evident the need for sustainable knowledge systems within an organization, especially nonprofits, which involve many volunteers that filter in and out over the years. It is crucial for people to document what they have learned and train their successors on how to effectively do their job before moving on. Similarly, leaders need to find ways to create knowledge systems that will share that knowledge with team members delegate tasks such as social media fundraising, so that the leaders do not spread themselves too thin.

Give Hope 2 Kids is a perfect example of an organization with all the right components to successfully fundraise—excellent photos, compelling stories and clear vision, to name a few—but with need for a system. The social media guidelines document and online social media center will provide a framework on which to base communications strategies and policies. These materials create a dynamic space for consolidated resources and knowledge that can be added to over time. And the strategies and materials created for this campaign will offer Give Hope 2 Kids a jump start at communicating consistently—and a jump start at fundraising for families.

Figure 1: Crisis Communications
Blog post 1

HOME ABOUT US OUR WORK GET INVOLVED SPONSOR A CHILD GIVE BLOG

Life Under the Lockdown

ARCHIVES

4/20/2020

0 Comments

Our students on the Roma campus sit at their desks.

Dear friends,

Here are updates from some of our team from the Roma and Urraco campuses. Please read our other post to find out [how you can help](#).

Thank you,
Jason and Sarah Furrow

A Message from Roma Campus

From Earl and Sharon Washburn

The building of a stove and oven on Roma campus.

The situation here is ever-changing. Currently La Ceiba is totally shut down at 5 p.m. No gas, food stores,

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- October 2019
- November 2018
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- October 2010
- August 2010
- July 2010

Blog post 1

 [HOME](#) [ABOUT US](#) [OUR WORK](#) [GET INVOLVED](#) [SPONSOR A CHILD](#) [GIVE](#) [BLOG](#) Q



Ministry Update: COVID-19

4/20/2020

[0 Comments](#)



Trais and house dad Henry, traveling down the mountain for essential supplies.

Hello Friends,

The Covid-19 pandemic has caused a challenging time for all of us, physically, mentally and spiritually. I hope and pray that you and your family are safe and healthy. I also want to keep you informed about how this crisis is affecting the families, kids and staff of Give Hope 2 Kids, and let you know how you can help.

Sarah, the kids and I had planned our trip to visit our family and church communities before the virus started to spread. Our family had just reached the U.S. in March when the virus hit hard. Honduras suddenly closed their borders, keeping us from returning home, and our trip around to visit so many of you was also put on hold. We are staying with family in Minnesota for the time being, working from home just like most of you.

Meanwhile, our teams on the Urraco and Roma Campuses are doing well, but certainly feeling the effects of the Covid-19 crisis. Honduras is under lock-down. Since their medical system cannot handle the stress of a major outbreak, the military is strictly limiting travel and activity. But even in the midst of this worldwide pandemic, we always have hope because the Lord is with us. This is our prayer for you:

May the God of hope fill you with all joy and peace in believing, so that by the power of the Holy Spirit you may abound in hope. (Romans 15:13)

Please check out [these updates](#) from team members on each campus.

Blessings,

Jason and Sarah Furrow

How You Can Help:

- **Pray with Us:** Pray for the health and safety of our team and for continued provision as we care for all our kids. Pray for the country of Honduras and for all the people there who don't have access to food. [Click here](#) for more prayer ideas.
- **Give:** If you are able, please consider a one-time [emergency gift](#). Your gift will help us support our team and ministry so we can keep giving hope to kids under the lock-down.
- **Sponsor a Child:** Our sponsorship program is only about 50% funded. Please consider sponsoring a child, a life-changing help, now needed more than ever. Meet our kids who need sponsors [here](#).

Figure 2: Donor Survey, pages 1 and 2

GH2K Donor Survey

Demographic Questions

1. Email: _____ Phone: _____
2. Gender:
 - Male
 - Female
3. Marital status:
 - Married
 - Unmarried
4. Which category below includes your age?
 - 17 or younger
 - 18-20
 - 21-29
 - 30-39
 - 40-49
 - 50-59
 - 60 or older

Survey Questions

1. How do you get your info about nonprofits/charities? *(Choose all that apply)*
 - Email
 - Facebook
 - Instagram
 - Twitter
 - Blogs
 - Word of Mouth
 - Churches
 - Other website(s)
 - TV/Radio/Newspapers
 - Other _____
2. How do you support Give Hope 2 Kids (GH2K)? *(Please check all that apply):*
 - Prayer
 - Volunteering/time
 - Sponsoring a child
 - Other financial support
 - Other
3. What leads you to contribute to Give Hope 2 Kids (GH2K)? *(Please check all that apply):*
 - Because my values align with its mission.
 - I know GH2K depends on donations from people like me to continue transforming orphaned and abandon children through loving families.
 - I've been involved with GH2K as a volunteer.
 - I'm connected with someone who is/has been involved with GH2K or a similar organization.
 - Other

4. There are many ways to support GH2K. Please check the boxes you are interested in learning more about:

- Sponsoring a child each month
- Becoming a monthly donor to help run GH2K
- Volunteering
- Learning about Honduran culture and issues
- Creating a written or video testimonial explaining why you support GH2K
- Joining the Friends of Hope Facebook group to hear how I can help

5. How effective do you find our current communication? (*Choose one*)

- Very effective – I know all I want to know
- Effective – I know all I need to know about GH2K
- Somewhat effective – I know enough but would like to hear more
- Not effective – I want to hear more from GH2K
- Not effective – I would like to hear less from GH2K

6. How do you feel about the impact of your gifts on kids? (*Choose one*):

- I feel I understand the impact my gifts have.
- I feel I need more information regarding the impact of my gifts.
- Other (*please let us know how we can help in an email to jason@givehope2kids.org*).

7. What topics would you like to hear more about? (*Choose all that apply*)

- What the kids are learning in school
- COVID-19 updates
- Stories of our kids and families
- Sustainable farming on our campuses
- Our plans for growth
- Prayer requests

Thank you for completing our survey! Please contact Jason Furrow, Director, at jason@gh2k.org with any further feedback, comments or questions.

More survey question ideas (*note: open-ended questions are tricky to analyze later*):

- How well do you feel you can describe GH2K's mission?
- How satisfied are you with the recognition (or support) you receive for being a sponsor/volunteer?
- How satisfied are you with GH2K's method of requesting donations?
- How satisfied are you with the information you receive regarding the use of your donations?
- How satisfied are you with your ability to designate what your donation is to be used for?
- How satisfied are you with the decisions the organization makes for use of funds?
 - The donations I have made have been put to the uses for which they were given.
 - The organization provided the information I needed to make a decision on donating.
 - The organization effectively communicated its need for donations.
 - I know that the organization will use my gift for the purpose it was intended.
- What are the most important results you expect from your contributions to GH2K?
- Share your story! Tell us about your experience with Give Hope 2 Kids or how you joined us:

Figure 3: Social Media Guidelines (Page 1 and 2)



Give Hope 2 Kids Social Media Guidelines [Template]

This is a social media guidelines template, drawn from many resources, including Western Washington University Social Media Guidelines. Please note that you should contextualize it to best fit the vision of Give Hope 2 Kids. Use this template as a starting point and customize it to create the GH2K social media guidelines and develop fundraising strategy.

Welcome

Welcome to social media at Give Hope 2 Kids! Whether you are in charge of the entire social media presence for Give Hope 2 Kids, the writer of one blog post, or a contributor of a photo or two, you are helping further our mission to raise and educate vulnerable children until they're independent adults with hope for a brighter future. These guidelines will help navigate the ever-changing world of social media.

Posting Policies for GH2K Team Members

Be respectful and professional. You are representing Give Hope 2 Kids, so stay true to the organization's values and mission. Do not bring up personal views or political comments, or endorse any product, cause or political party or candidate. Do not disclose personal information about the children at Give Hope 2 Kids. Don't publish content containing slurs, personal insults or attacks, profanity or obscenity, or engage in any conduct that would not be acceptable at GH2K. Instead, be kind and courteous.

If a community member posts critical comments, do not delete or suppress such postings if they are valid points to consider. Let the comments stand. Correct misinformation, but don't engage in heated arguments. Often, the community will correct itself and step in to correct inaccuracies or defend Western or your specific entity. If this happens and is sufficient to resolve the issue, there may be no need for an additional official response.

Follow the guidelines. Be sure to follow the GH2K brand standards below, such as organizational colors, logos and style. The more you understand our brand, the more you'll be able to represent GH2K in a human and engaging way online without making mistakes that paint the organization in a bad light. You are personally responsible for the content you post on GH2K social media, including blogs and post comments.

Manage content and monitor comments: Postings by community members or other businesses on GH2K-run social media accounts (e.g. Facebook wall posts, video comments) do not mean that GH2K endorses/approves of the content. If a business posts an irrelevant advertisement or solicitation on your Facebook wall, feel free to delete it. If you have any doubt

about what is appropriate to say or leave online, contact Jason Furrow at jason@givehope2kids.org.

Be quick to listen. Keep your ears and eyes open. What do the people you want to reach care about? How do they feel about you? How do they engage with others? The better you understand your audience, the more likely you are to post content that they appreciate and will want to share, comment on or re-post. And when you listen to others, they will want to listen to you. Interact with others: ask questions, thank people, comment on their posts, repost good articles. In social media, your participation makes you valuable, and it also helps to build solid relationships.

Be accurate. Before you post, gather all the facts. Take time to verify information. Link to your sources whenever possible and give credit to your sources for information you're sharing. Mention sources in tweets or Facebook posts. In so doing, you'll build community and gain the trust of the online community. If you make an error, correct it quickly and visibly.

Keep learning. Check out other nonprofit organizations and ministries that are successful, and glean ideas from them. Learn tips and tricks from the resources on the Social Media Center webpage. Part of learning is being humble--if someone doesn't like your work, that's okay. You can't control everything.

Developing a Social Media Strategy

Before beginning any social media project or campaign for Give Hope 2 Kids, develop a social media strategy to guide your efforts. A social media presence needs to be consistent, and strategy helps. Create goals based on the needs and interests of your target audience. Then make a plan to reach those goals.

When developing your strategy, consider the following:

- Who are you trying to reach?
- What would you like them to do?
- What kind of social interactions will help you accomplish your goals?
- How will you know when you've succeeded?
- How often will you post content, and who will do it? (Social media don't stop when you're away. Put a plan in place for others to take over.)
- Where will your content come from?

Also, check out these resources for nonprofit social media strategy and fundraising:

- [How to Create Social Media Strategy for Your Nonprofit](#) (From a helpful YouTube channel called [Nonprofit Marketing Strategies](#))
- Seth Godin on [Successful Fundraising through Storytelling](#)
- [Nonprofit Marketing Strategies for 2020](#)

Figure 4: Social Media Center

Guides:

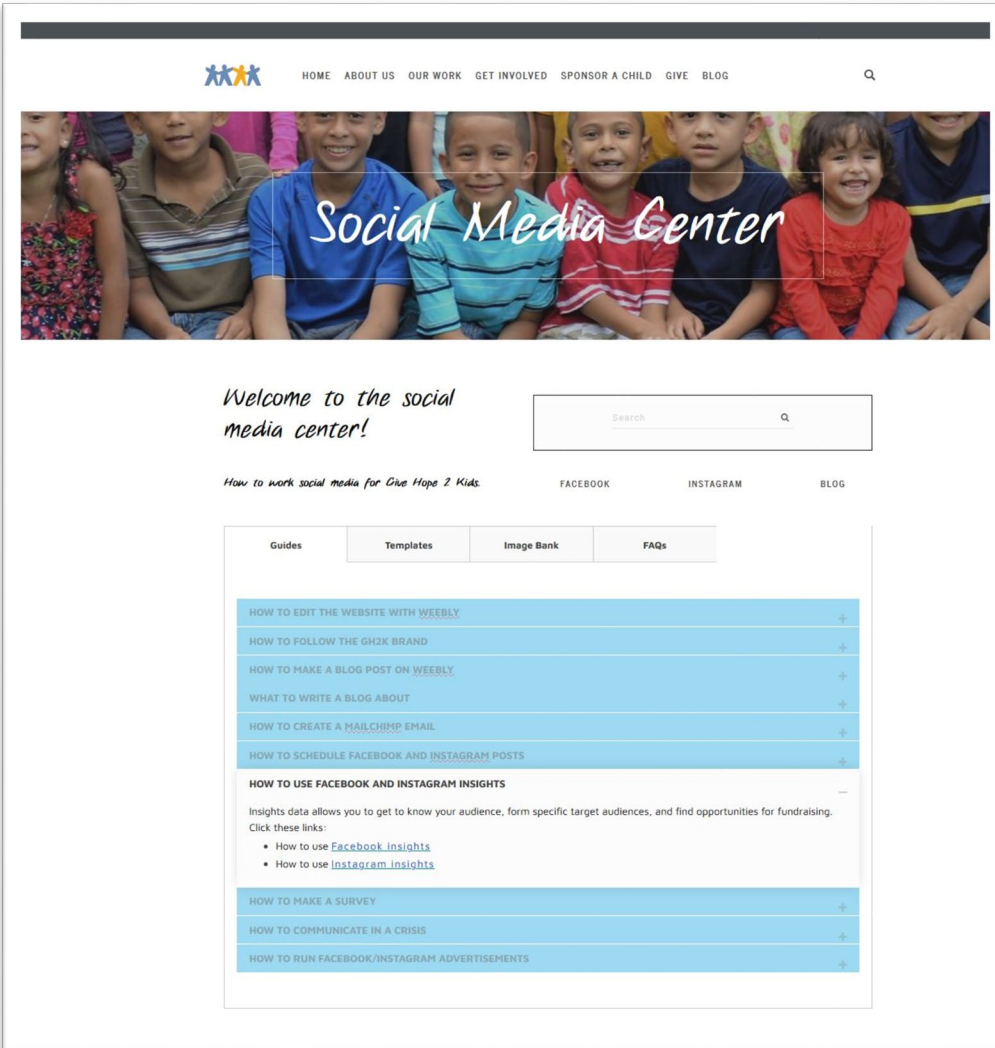
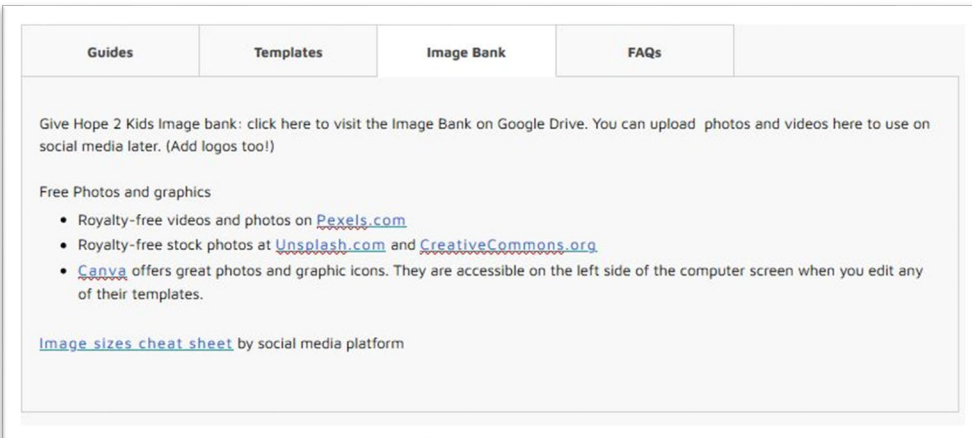



Image Bank:



Templates:

Guides	Templates	Image Bank	FAQs
BLOG POST TEMPLATE +			
SAMPLE FACEBOOK AND INSTAGRAM POSTS +			
MAILCHIMP EMAIL TEMPLATES +			
EXAMPLE OF DONOR SURVEY WITH EXTRA QUESTION IDEAS -			
<p>Here is an example of a donor survey to get to know the GH2K fundraising audience better. This survey can be transferred to one of the survey options in Guides --> "How to make a survey."</p>			
<p> gh2k_sample_donor_survey.docx Download File</p>			

FAQs:

Guides	Templates	Image Bank	FAQs
WHEN & HOW OFTEN SHOULD I POST TO FB, INSTA & THE BLOG? +			
HOW DO I MONITOR SOCIAL MEDIA? +			
SHOULD I USE INSTAGRAM STORIES? -			
<p>Yes! Stories are a great opportunity to highlight posts and blogs, to interact with followers using polls, and let audiences get to know the team with interviews and takeovers. First, you post videos, photos and text to stories. Then add interactive stickers like polls, reactions, countdowns and a new donation sticker. You can also repost other people's stories and posts. For an overview of how to use stories, see Buffer's Complete Guide to Instagram Stories.</p>			
<ul style="list-style-type: none">• For ideas, check out 20 Instagram Story Ideas for When You Feel Stuck and 20 Creative Instagram Story Ideas!• Consistency is key - people watch stories that are updated regularly with interesting content. Try to post to your stories 3-5 times a week. (But don't post to a story just for the sake of posting--make sure you have something to say.)• Theme - Try to pick one or two fonts and colors as signature styles, such as the brand colors. Canyx has great story templates!• Platforms - Instagram stories can automatically transfer to Facebook by clicking "share to Facebook every time," but polls and questions won't transfer. Make sure to make polls/questions separately on Facebook.			
WHAT KIND OF PHOTOS SHOULD I TAKE/USE ON SOCIAL MEDIA? +			
WHERE SHOULD I UPLOAD MY PHOTOS/VIDEOS? +			
WHAT MAKES A GOOD VIDEO STORY? +			