

# Want to get started with social fundraising on LinkedIn? Follow these free steps.

## Build a strong foundation:

1. For your nonprofit, make the most of your [Company Page](#)
  - Add pictures and engaging content
    - Leverage assets your marketing team is already making
    - Re-post content from other social media channels (Twitter, Facebook)
2. Make your profile a resource
  - Add a picture (your profile is 11x more likely to be viewed with a picture)
  - Include a creative headline, something beyond just your job title. Consider this your personal mission statement.
  - Create a personal summary. Include your nonprofit's vision.
  - Show, don't tell - video and rich media add depth to all profile sections.
  - Fill out your volunteer and causes section.

## Grow your nonprofit's network on LinkedIn:

1. Employees' unique connections generally are 10x the number of company followers. Take advantage of this!
  - Make sure your coworkers have complete profiles and encourage them to make meaningful connections with classmates, former colleagues, friends and family.
  - Consider hosting a LinkedIn training session or lunch.
  - Connect with your coworkers!
2. Include everyone who works *with* your nonprofit
  - Ask volunteers and board members to follow your Company Page.
    - Build an auto-response email - when volunteers sign up, send them an automated response to add their involvement to their LinkedIn profile.
    - Add your company page to email signatures and ask people to follow.
  - Make sure to connect with everyone on your board and key volunteers so that their networks become part of yours.

## Use your growing network:

1. Prospect: Run through your target list of donors / prospects and identify where relationships exist - with your board or across your network.
2. Get valuable context: Before a meeting, look up attendees on LinkedIn and see if they're connected with anyone you know.
3. Drive strategic partnerships:
  - Identify a partnership you're working to foster
  - Search to find the right contacts
  - Narrow the list to people you need to connect with
  - See how you're connected and ask for an introduction