

THE GEN Z-SCOOP



4 TIPS TO SUCCESSFULLY MANAGE YOUR NONPROFITS ONLINE COMMUNITY

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A successful nonprofit community can significantly benefit your nonprofit's success. It can lead to more donors, successful auctions, and buzz around your organization. However, managing a nonprofit community can be very challenging and at times overwhelming, regardless of the size. But all is not lost.

Here are four excellent tips to help you navigate how to successfully manage your nonprofit's online community.

1. Keep it Organized. A well-organized nonprofit community is a happy community. Make sure to keep tabs on what's going on in your organization and inform the community online. This will help keep the community running smoothly.

A way to keep organized is to post your upcoming events on social media platforms and link them to your online nonprofit community. This way, everyone in your community knows

your nonprofit's event schedule.

2. Be Responsive and Proactive. When someone has a question or concern, be sure to respond on time. This shows that you care about the community and its members. If you see something that needs fixing, take care of it immediately. Don't wait for someone else to do it. This shows that you're invested in the community and its success.

Make it easy for your community to contact you with any questions or concerns that they may have. This will help them feel connected to your organization.

3. Encourage Interaction. The more people interact in the community, the better. Encourage community members to start discussions, ask questions, and give feedback. This will keep the community lively and help it grow. It will also increase hype for your upcoming virtual auctions.

“Ask members of your community for input, opinions, and feedback.”

A way to increase interaction is to have polls. Ask your community questions to gauge their opinion. It will make them feel heard and a part of your organization.

Another great way to make your community feel essential is to have events and contests. It doesn't matter if the event is virtual or hybrid. It will bring excitement to your community and will excite your nonprofit community.

4. Keep your community updated on your nonprofit's latest news and developments.

Your community members want to know what's going on with your nonprofit. Keep them in the loop by sharing information, updates, and developments.

This will show that you're transparent and keep your community members informed. A fun way to keep your community updated is having a monthly newsletter go out to them.

A newsletter keeps your community interested and will also help market your future events so you can have more hype built up for your organization.

FREE BONUS TIP. Have fun!

At the end of the day, remember that nonprofit community management should be enjoyable.

Bring creativity and excitement into your community. If it starts to feel like a chore, take a step back from it and reassess.

Find ways to make it fun again, and you'll be surprised at how much more successful your community becomes.

By following these tips, you will be well on your way to successfully managing your nonprofit's online community.■

