

YouTube for Good

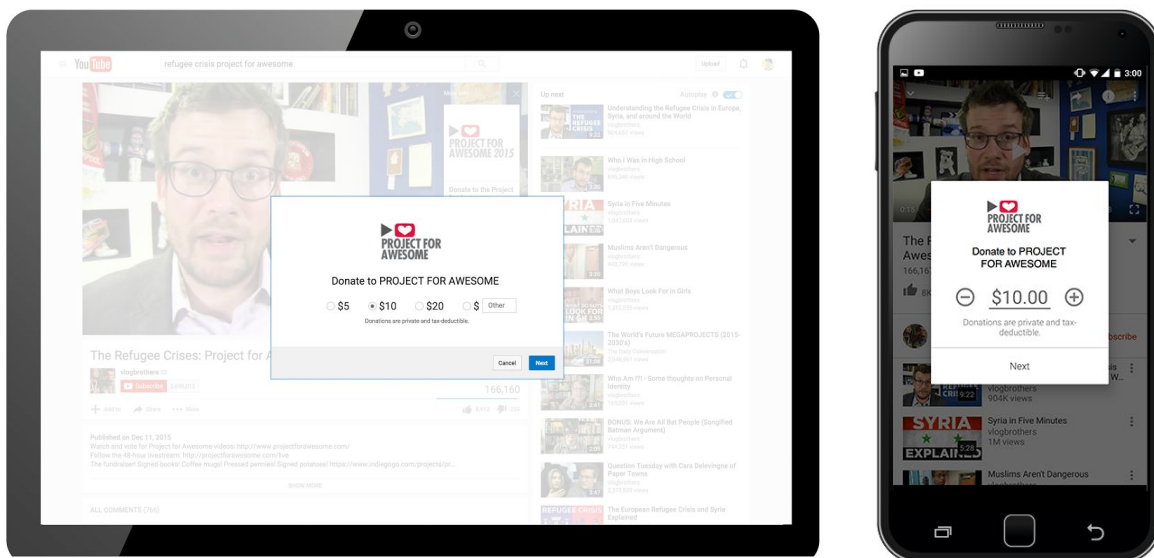
Using YouTube to raise money for your nonprofit

YouTube has over one billion users. That's almost a third of all the people on the internet! And every day those users watch hundreds of millions of hours of video, racking up billions of views.

With the all-new **donation card**, every person who uploads a video to YouTube — we call them “creators” — can use their talents and audience to raise money for nonprofit organizations. Google covers the processing fees, so nonprofits receive 100% of any and all funds raised.

We know creators want to support organizations they and their subscribers care about, and they already have a history of doing good. Now it's up to you to activate your network of supporters and turn this powerful potential into real donations.

[Click to watch a video that shows how the donation card works.](#)



How can I use the donation card on YouTube to raise money for a nonprofit I work for or support?

There are three ways you can use the donation card:

1. **Add the donation card to your videos.**

With donation cards, your viewers can make a donation to your organization right from YouTube. That means you no longer need to worry about sending viewers from your YouTube fundraising videos to a donation page on another website. Follow the easy steps to [add a donation card](#) to your video and make sure to use our [tips for success](#).

>> [Learn how to use the power of video to raise money for your organization.](#)

2. **Encourage supporters to make fundraising videos for your organization.**

Let your community know that they can make a real difference by uploading a video and simply adding a donation card to fundraise on your behalf. They may already be one of the millions of YouTube creators, or they may make their very first video just to benefit your cause.

>> [Use our outreach toolkit – including email templates, social media templates and outreach best practices – to help your community raise money for your cause on YouTube.](#)

3. **Encourage YouTube creators to fundraise for your organization.**

Partnering with creators has been the most effective way to fundraise using donation cards. YouTube creators like [John and Hank Green](#) have passionate fans who consider themselves part of a community. When these creators rally their community around a cause, powerful things can happen. With the donation card, these creator communities can become powerful fundraisers for your cause.

>> [Use our outreach toolkit to learn how to connect with YouTube creators for fun and fundraising.](#)

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Outreach toolkit: Advice on constituent outreach

Let your community know they can make a real difference for your cause by uploading a video to YouTube and adding a donation card.

Here are a few tips for encouraging supporters to use donation cards for your nonprofit:

1. **Give people a challenge.** Basic donor psychology tells us that people love a good challenge. If your current and potential donors know that they can help you hit a specific near-term goal (i.e., \$20,000 by the end of the month), they'll be more likely to donate than if a goal hasn't been set.
2. **Share your impact.** Today's donors want to know where their dollars are going. Let them know exactly what their contributions will mean for the cause your organization serves, and share your impact in real, quantitative terms.
3. **Consider matching donations.** Another great donor incentive is to double their dollars. If one of your supporters can provide a matching gift for donations, other donors will feel like they're getting more bang for their buck.
4. **Ask around a big holiday.** The end-of-year holidays are a major time for giving in the United States — especially with an added boost from #GivingTuesday. But other holidays or big events can also drive donors to act. Whether it's Thanksgiving, Valentine's Day, or the Fourth of July, your nonprofit can reach more constituents by building on the momentum of these events and utilizing them to drive support for your cause.
5. **Tell supporters how important they are to your organization.** Without their contributions, you wouldn't be able to make the world a better place. So make sure your supporters know that! Tell them how much they matter to you, and thank them for using donation cards (or any kind of fundraising) to support your organization. Things like personalized thank you videos and handwritten notes go a long way in making happy donors that want to give again and again.

Outreach toolkit: Email template to your constituents

[Constituent First Name],

Did you know you can help [nonprofit's mission – e.g. end world hunger] just by uploading a video to YouTube?

Now, any video you share on YouTube can help support [Nonprofit Name]. All you need to do is add a donation card, and your video can start doing good. That's because donation cards let people on YouTube donate to [Nonprofit Name] by clicking on a button right on your videos.

Donation cards work best when your videos help explain to your friends and family why you care about [Nonprofit Name], and why you think they should help support our mission. You can create short videos asking people to donate and quickly upload them to YouTube from your computer or smartphone. Then, just [add the donation card](#) to make fundraising as easy as can be. Plus, Google covers the processing fees, so [Nonprofit Name] will receive 100% of the funds donated.

Whether you're a veteran YouTube creator or are just getting started, we hope you'll think about adding a donation card benefiting [Nonprofit Name] to your next video. It really can make a difference.

If you'd rather not use the donation card but would still like to help, share this video [include link to nonprofit video with donation card] from [Nonprofit Name] with your friends and family. It's a great way to introduce the people you love to a cause you care about, and it also includes a donation card if they are looking to make a contribution to our work.

[Click to watch a video that shows how the donation card works.](#)

Outreach toolkit: Social media best practices

Let your community know that they can make a real difference by uploading a video and simply adding a donation card to fundraise on your behalf.

On social media, you'll want to be sure to include the following best practices within your posts:

- Encouragement to support you via a clear call to action, such as “donate now,” “learn more” or “we’re so close, help us hit our goal.”
- Include a link to your own video and/or your organization’s campaign and resources.

The examples noted below show you these best practices in action for a variety of social media platforms.

Facebook or LinkedIn

- Example: Now your YouTube videos can help raise money for Project for Awesome. Learn more: youtube.com/user/nonprofits

Google+

- Example: Now your +YouTube videos can help raise money for +ProjectforAwesome. Learn more: youtube.com/user/nonprofits

Twitter

- Example: Now your @YouTube videos can help raise money for @ProjectforAwesome. Learn more: youtube.com/user/nonprofits

Outreach toolkit: Connecting with YouTube creators

YouTube creators have large communities of passionate subscribers. Some have audiences in the hundreds, some in the thousands. And others – like the creators Vlogbrothers – have millions of subscribers.

Some YouTube creators have already gone to their audiences to raise money for nonprofits and social causes. For example, during the 2015 [Project For Awesome](#) fundraising campaign, the Vlogbrothers utilized donation cards to help raise money on YouTube. Donation cards contributed to a portion of the whopping \$1.5 million donated to helping creators' favorite charities.

Connecting with a YouTube creator whose interests and mission are in line with your nonprofit can help your organization reach a large audience in a short period of time. Here are a few tips for connecting with YouTube creators and working with them to make videos that will build interest in your organization and drive contributions towards your cause.

1. **Find the right fit.** YouTube creators that do social good are everywhere. But finding a creator that connects with your nonprofit's mission can take a little research. Here are a few resources to get you started:



[The DoGooder Awards](#) include an annual list of video creators who are being recognized for their charitable efforts. More information is available by contacting info@dogooder.tv.



[Prizeo](#) works with creators to fundraise for their favorite charities by giving away unique, once-in-a-lifetime experiences and offering reward levels that incentivize donations and entries. More information is available by contacting hq@prizeo.com.

2. **Familiarize yourself with their work.** The most fruitful relationships between YouTube creators and nonprofits are built on genuine respect and shared interest in a cause.

Most successful creators build their YouTube channels around serialized content based on consistent themes. Watching the videos and reading their social media posts can tell you a lot about what a creator is passionate about. Get to know them and think about how your organization could fit into their overall message.

Some collaboration ideas:

- Nonprofits that provide meals to the children of low income families can reach out to a creator of a cooking channel to see if they could collaborate on a holiday episode to raise awareness about a national food drive.
- Nonprofits that work to get girls interested in STEM careers could partner with a math and science channel to create a short video that helps introduce young female subscribers to the organization and its resources.
- Nonprofits that work on increasing access to early childhood education could collaborate with a mommy vlogger on a back-to-school video series that

focuses on the importance of quality preschool and kindergarten.

3. **Offer them a reason beyond "doing good."** When you appeal to YouTube creators it helps to show them how your organization can provide them with value too. In addition to offering these creators a chance to contribute to a meaningful cause, there's a lot nonprofits can offer in terms of social equity or relationship opportunities that can make collaboration more compelling.

Do you have access to an email list of thousands of folks this creator's video could be sent to? Can you feature a video on a Facebook page with many supporters? Do you have celebrities who could collaborate with the creators? Any of these options could help convince YouTube creators that your organization is the right partner for them.

4. **Reach out with a range of opportunities.** When first reaching out to a YouTube creator about the idea of a potential collaboration, it's good to have a range of options for how you can work together.

Some YouTube creators might want to engage with you by retweeting information about an upcoming campaign or by sharing information about your organization on their Facebook page. Others may love the idea of collaborating and want to start working with you on a video as soon as possible. By providing YouTube creators with a number of ways to work with your organization, you're more likely to get a yes.

5. **Don't forget to follow up.** YouTube creators and the agencies they work with get requests for collaboration all the time. It's good to follow up via email at least once a month to gauge if there's still interest in collaboration. You can also help bring your organization to mind for a creator by leaving a comment on their YouTube videos and interacting with them on Twitter.

For more insight on how to successfully collaborate with a YouTube creator, check out [YouTube's Creator Academy](#) for helpful tips and videos.