

# GRAPHIC TRAFFIC

**how to create and use fundraising  
images & video on social media**

*ICAWC 2022*

**UKFundraising**  
[www.fundraising.co.uk](http://www.fundraising.co.uk)

Howard Lake  
Fundraising UK Ltd  
[fundraising.co.uk](http://fundraising.co.uk)  
[@howardlake](https://twitter.com/howardlake)



Photo: Gijsbert van der Wal

Be less talk  
MORE ACTION

Raiser's Edge NXT™

LEARN MORE >

blackbaud

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- Books
- Jobs
- Forum
- Suppliers
- Expert Advice
- Crowdfunding

## All the latest fundraising news

The most comprehensive fundraising news resource on the web.

TELL ME MORE

fundraising.co.uk



**Be the Key**

Help us unlock £millions more community causes

The Giving Machine launches crowdfunding campaign to help it raise more for charities

TheGivingMachine, the charity cashback site, has

Today

- Why images and video matter
  - Different sources of images
  - Choosing types of images
  - Making images
- 
- Options for videos - talking heads & more
  - Practical issues and tips

# Picture perfect

- Confidence in creating images
- Awareness of choice
- Building a toolkit
- Inspiring others to be more visual

# Download available



Photo: Hedem Halderson/Save the Children

# ~~MIGRANT~~ ~~REFUGEE~~ CHILD

#REFUGEESWELCOME



Save the Children

**Like us on  
Facebook,  
and we will  
vaccinate  
zero children  
against polio.**



We have nothing against likes, but vaccine costs money. Please buy polio vaccine at [unicef.se](http://unicef.se). It will only cost you 4 €, but will save the lives of 12 children.

unicef 



One day  
research  
will beat  
cancer.



Cancer Research UK  
@CR\_UK



Following

In just 6 days, your [#nomakeupselfie](#),  
[#makeupselfie](#) & other pics have raised £8m  
to beat cancer sooner. Thank you!  
[pic.twitter.com/4up9Bxtjlk](https://pic.twitter.com/4up9Bxtjlk)

Reply Retweet Favorite Buffer More



RETWEETS  
1,100

FAVORITES  
431



# 'Last normal photo' before lockdown proves social media hit

**UK journalist Robyn Vinter gets thousands of replies after asking people to share images of life before lockdown**

- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)



▲ Guardian picture editor Joe Plimmer photographed with his son Stan on their last walk before lockdown at Cuckmere Haven, East Sussex. Photograph: Urszula Soltys

Robyn Vinter knew something was happening when she saw a reply from Monica Lewinsky. Vinter, a Leeds-based journalist, had sent a [Saturday morning tweet](#) which contained a simple request: “I would like to see the last normal pic on your phone.”

**WAIFS & STRAYS**  
SOCIETY

WILL YOU  
BE THEIR  
**SANTA  
CLAUS?**

**10/-**  
WILL FEED  
TWO CHILDREN  
FOR A WEEK  
AT  
CHRISTMAS

**4,500** BABIES · BOYS · GIRLS & CRIPPLES  
NOW IN OUR HOMES

*The smallest GIFT gratefully received by*  
**The SECRETARY, OLD TOWN HALL, KENNINGTON, S.E.11**

1936

JCDecaux

**BritishRedCross**

**SYRIA CRISIS APPEAL**

**£5 COULD  
HELP FEED  
A CHILD FOR  
TWO WEEKS**

One million Syrian children are now refugees.  
The situation is getting worse and money is running out.  
You can save lives by texting now.

**Text FOOD to 70600  
to give £5\***

redcross.org.uk/food 0845 054 7208

Refusing to ignore people in crisis

2013

STAY IN

THE LOOP



JOIN OUR MAILING LIST!

# Helpful basics



How to shoot  
on iPhone 7.

[www.apple.com/iphone/photography-how-to/](http://www.apple.com/iphone/photography-how-to/)



An ornate, gold-colored picture frame with intricate carvings and a central white space. The frame features decorative scrollwork and floral motifs, particularly at the corners and along the inner border. The central area is a plain white rectangle.

# 1.1 Why images matter





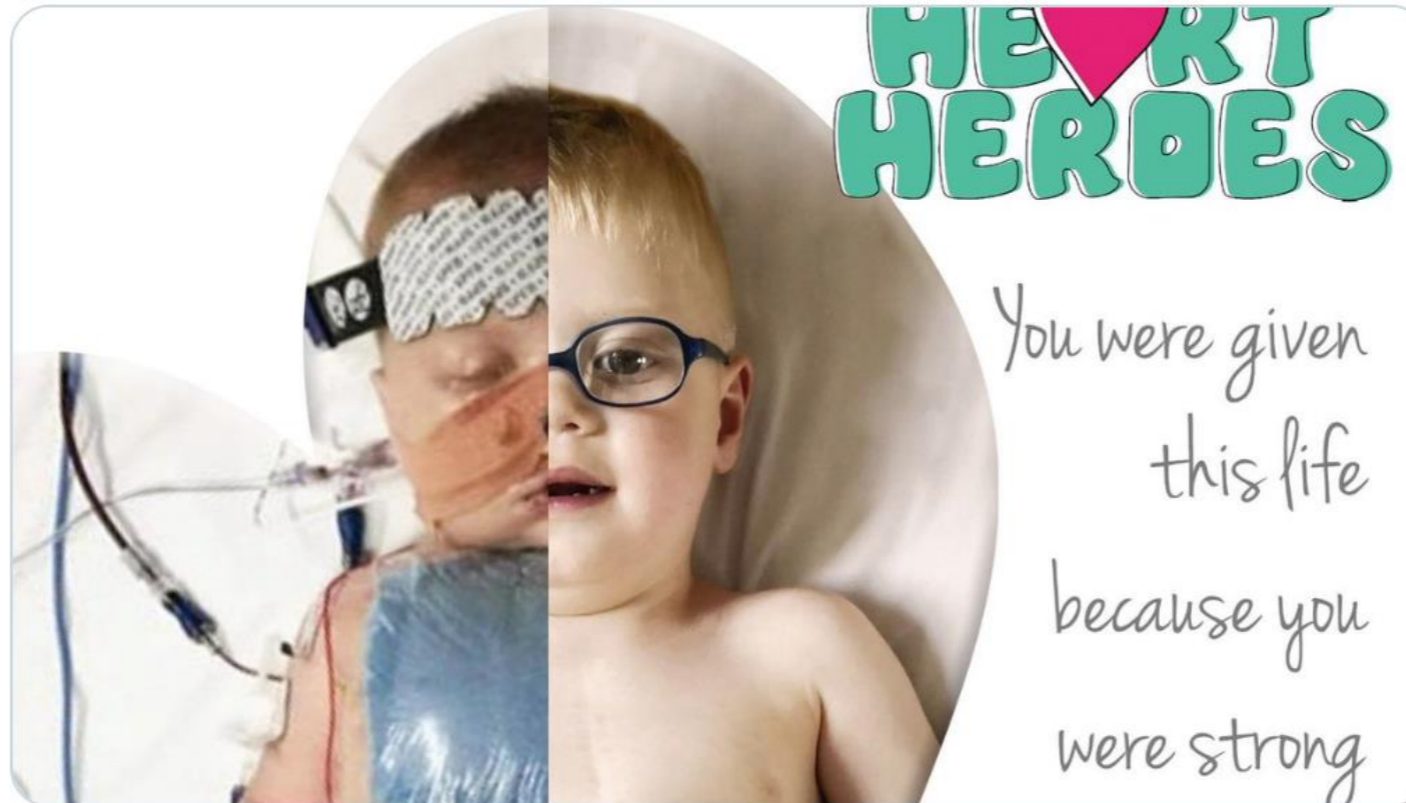




**Heart Heroes** @HeartHeroes1 · Aug 19



We at Heart Heroes feel our photograph here is very powerful ❤️



**Zurich for Charities** @ZurichVolSec · Aug 19

#WorldPhotographyDay shows that photos are a powerful way to tell your organisation's story. Do you have strong images like these shared by @sccoalition on behalf of their members?  
[twitter.com/sccoalition/st...](https://twitter.com/sccoalition/st...)

[Show this thread](#)

## Words or pictures?

On the average Web page, users have time to read at most 28% of the words during an average visit; 20% is more likely.

JAKOB NIELSEN, 6 May 2008



Think with Google

@ThinkwithGoogle

Following



6 seconds is all it takes to make an impression on viewers. What that means for storytelling.

[goo.gl/HnLeLY](http://goo.gl/HnLeLY)

"It turns out that **just 6 seconds is a meaningful amount of time** to catch someone's attention with the **power of sight, sound, and motion.**"

Margo Georgiadis, president of the Americas at Google

Source: "Commit to the Future: Grow Stronger Brands by Being There and Being Useful in People's Daily Lives," October 2016. [ThinkwithGoogle.com](http://ThinkwithGoogle.com)

RETWEETS

32

LIKES

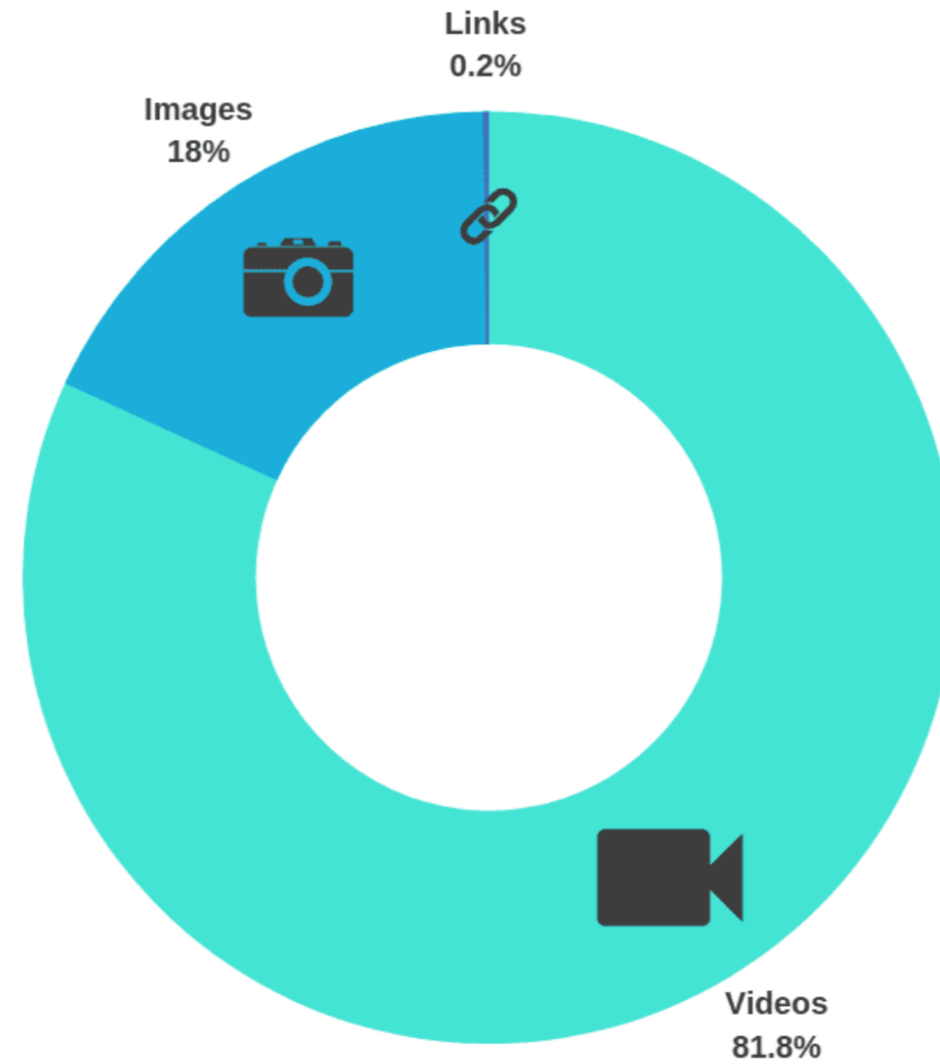
45



10:30 PM - 12 May 2017



## Facebook Top 500 Posts of 2018 (Type)



What 777,367,063 Facebook Posts Tell Us About Successful Content in 2019  
[blog.bufferapp.com/facebook-marketing-2019](https://blog.bufferapp.com/facebook-marketing-2019)

# Keep it brief

- Write a tweet about a current fundraising etc campaign

Exercise

... now condense your tweet



Exercise

# 1.2 Here comes the science bit



[www.youtube.com/watch?v=6xemU9vTrPo](http://www.youtube.com/watch?v=6xemU9vTrPo)





FOR EVERY  
CHILD IN  
DANGER

[Our work](#)

[Support us](#)

[Shop](#)

[Contact](#)



[DONATE TO UNICEF](#)

HELP TACKLE  
THE CRISIS OF  
A GENERATION

[DONATE NOW](#)





FOR EVERY CHILD  
IN DANGER

# MAKE A DONATION

MONTHLY

SINGLE

£27

£14

£6



Each month, your £14 could help protect 100 children from polio.

£ OTHER AMOUNT

**DONATE NOW**



 [Contact us](#)



# Face It: Instagram Pictures With Faces are More Popular

🕒 MARCH 20, 2014 • ATLANTA, GA



Georgia Tech Instagram study doesn't find any difference in popularity if photos are of kids or adults. Those with faces are 38% more likely to get "likes."

Bernard Ross & Omar Mahmoud

# Change for Good

USING BEHAVIOURAL  
ECONOMICS FOR A  
BETTER WORLD

“Packed full of powerful cases, insights and tips to turbocharge your work. This is a must-read.”

Phil Barden, Author of *Decoded: The Science Behind Why We Buy*



**Keira Roth**

@keiblob



Following

A cute owl picture on the unsubscribe reduced unsubscribes by 8% for Greenpeace Russia :D  
#ENCC16



RETWEET

1

LIKES

4



1:08 PM - 10 Mar 2016

An ornate, gold-colored picture frame with intricate carvings and a central white space. The frame features decorative scrollwork and floral motifs, particularly at the corners and midpoints of each side. The central area is a plain white rectangle.

## 2. Sources of images

# Choose from

- In-house (archives, designed etc)
- Commercial e.g. Getty Images
- Creative Commons licensed e.g. Flickr.com
- Or DIY!

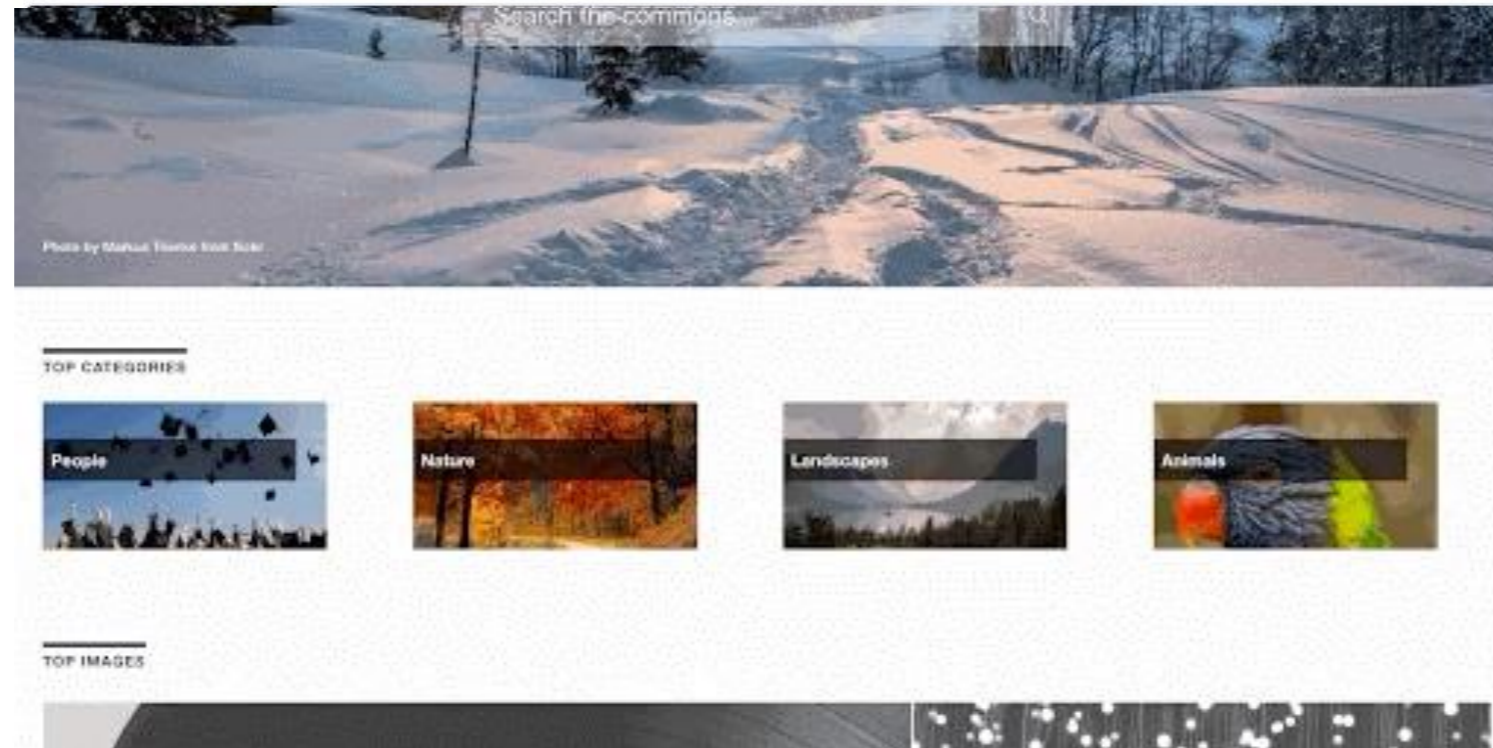


**Howard Lake**

@howardlake



The [@creativecommons](#) image search tool [#CCsearch](#) just got bigger and better with 10m more images from 13 providers, inc [@sciencemuseum](#). Now with AI image tags to aid search:  
[creativecommons.org/2018/09/24/big](https://creativecommons.org/2018/09/24/big) ...



9:33 AM - 26 Sep 2018



SEEK | BE A MENTOR

@mrjoejenkins  
@liztaik

BE BRAVE

only why you

### PERSONAL BRAND

BRAND = WHAT PEOPLE SAY ABOUT YOU WHEN YOU'RE NOT THERE.

THINK ABOUT HOW YOU TREAT PEOPLE AND HOW YOU MAKE THEM FEEL.

GIVE TIME GENEROUSLY. BE LIKE MARK ASTARITA!

WRITE ABOUT WHAT YOU KNOW

SPEAK AT EVENTS

RECOGNISE OTHERS' SUCCESS

NETWORK! TALK TO OTHERS AT EVENTS

NERVOUS? SET UP YOUR OWN NETWORKING MEETINGS

KEEP LEARNING

IT'S GOT TO BE FUN!

### #1offc

HOW DO YOU MAINTAIN CONSISTENCY?

PLAN AHEAD & MAKE CHOICES SAY NO AS WELL AS YES

AMANDA BRINGANS

HOW TO DEAL WITH DIFFERENCES BETWEEN PERSONAL VALUES AND CHARITY'S VALUES?

GET SOCIAL  
• FACEBOOK (BP, FUNDRAISING CHAT)  
• TWITTER

START CLOSE TO HOME: START INTERNALLY TO DEVELOP YOURSELF. STRETCH YOURSELF WITH A WORKING GROUP.

HOW?  
5-3-2  
5: CURATION  
3: CREATION  
2: INNOVATION

RT, LIKE SHARE  
ORIGINAL IDEAS  
BE REAL, PERSONAL

BE VISUAL

@1offtweets

### Why bother?

- BUILD CONFIDENCE IN YOURSELF
- DEVELOP YOUR SKILLS
- LEARN FROM OTHERS
- OPEN DOORS TO NEW OPPORTUNITIES
- PROMOTE YOUR CHARITY
- PROMOTE FUNDRAISING
- PROMOTE YOURSELF

IT DOES TAKE TIME! AND OFTEN OUTSIDE WORK HOURS.

BE BRILLIANT!

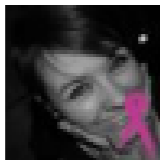
BE GOOD AT YOUR JOB: HAVE SOMETHING TO TALK ABOUT

Howard Lake  
4-VII-2018

# Everyone takes pictures

"Best way to fundraise online: Stop fundraising, start inspiring action" -  
[@tedhart #29thIFC](#)

about 21 hours ago from Seesmic



**BeateSorum**

Beate Sørum



# Loved & Lost



Nicola



An ornate, gold-colored picture frame with intricate carvings and a central white space. The frame features decorative scrollwork and floral motifs, particularly at the corners and midpoints of each side. The central area is a plain white rectangle, serving as a placeholder for text or an image.

### 3. Image types for you to create

1

## Zero Hours Workers

54,000 in 2005

161,000 in 2012

SOURCE: ONS

2.

“

Thanks are the  
highest form of  
thought; gratitude is  
happiness doubled  
by wonder.

”

G.K. Chesterton

**UKFundraising**  
www.fundraising.co.uk

3



Picframe  
Instagram  
etc

# Every athlete needs a good start. I got mine from Whizz-Kidz.

Hannah Cockcroft

Paralympic double Gold medal winner, London 2012



At Whizz-Kidz we provide vital mobility equipment for disabled children.

To donate £5 and help Whizz-Kidz give more disabled children a good start, text 'FAST13 £5' to 70070 today.

## Whizz-kidz

move a life forward

   [Whizz-kidz.org.uk](http://Whizz-kidz.org.uk)

gallagher

Whizz-Kidz is the trading name of The Movement for the Mentally Disabled (MMD) (Charity No. 262871) and is registered in England.

### Photograph your printed materials

Have you seen the poster? We'd love to see pictures of you in front of it – simply tweet it to us or post it on Facebook.





**Olly Gibbs** ✓

@ollyog

 **Follow**

Went to a museum armed with Face App to brighten up a lot of the sombre looks on the paintings and sculptures. The results...

10:30 PM - 11 May 2017

  9,941  17,633




**Olly Gibbs**  @ollyog

11 May

Went to a museum armed with Face App to brighten up a lot of the sombre looks on the paintings and sculptures. The results...

[pic.twitter.com/N0zYGAFgKW](http://pic.twitter.com/N0zYGAFgKW)



**Rijksmuseum** 

@rijksmuseum

 **Follow**

@ollyog So funny to see our familiar faces smiling!

8:59 AM - 13 May 2017



1



27

Using text





PhotoFunia



FUNDRAISING CAMP  
fundraisingcamp.co.uk

McDonald's

Budweiser

SA

pharmacy

tea

Integration walks

**LIVE**

breakyourpoundnews.com

**BREAKING NEWS**

# CHARITIES QUIDS IN WITH £1 COIN

17:46

NEW AND OLD £1 COINS SOUGHT • #POUNDFORPOUND HASHTAG ADOPTED • SOUND

# Take a screenshot





**NelsonMandela** @NelsonMandela is now following you (@ukfundraising).



**NelsonMandela** NelsonMandela

*The Nelson Mandela Centre of Memory at the Nelson Mandela Foundation contributes to a just society by promoting the values, vision and work of our Founder.*  
Houghton, South Africa

**1,409**  
Tweets

**3,370**  
Following

**129,858**  
Followers



# Let others tell your story



“ I like to get out of the house and meet people to talk to. That is a great thing, having someone to talk to. If I didn't have this I could go for days without talking to anyone ”

Bernard, 95



 **Contact the Elderly**   
@contact\_teas

 Follow

Today is [#OlderPeoplesDay](#), volunteer with us so older people like Bernard feel less isolated [bit.ly/1g4P8NW](http://bit.ly/1g4P8NW)

9:50 AM - 1 Oct 2015

  49  29

## 3.1 Make the most of trends

- Selfies
- GIFs
- Memes

# Dogs show their 'selfies' to find new homes



The 'selfie' craze has gone barking mad at here at the Home as our homeless hounds attempt to find new homes.

# Lockdown selfies



For every selfie uploaded Gymshark donated £5 per person to Birmingham Women's and Children's Hospital Charity – which participants could also voluntarily match via a JustGiving page.

£180,000+ raised

# Lego



Tweets **1,189** Following **602** Followers **3,914** Likes **21**

Following

## The Lifeboat Crew

@thelifeboatcrew

The little guys are getting out and about to support the RNLI and to help save lives at sea. They may only be small, but they want to make a big difference.

📍 RNLI Portishead | UK

[thelifeboatcrew.org](http://thelifeboatcrew.org)

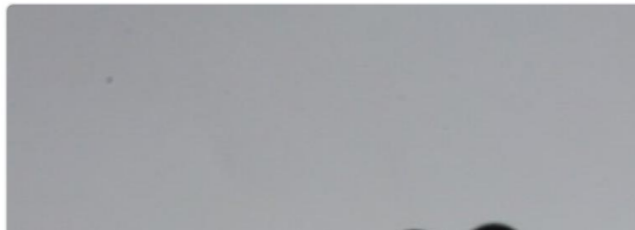
📅 Joined October 2014

Tweets Tweets & replies Media



**The Lifeboat Crew** @thelifeboatcrew · May 14

The little guys are taking a short break, but they'll be back soon. In the meantime, please stay safe and look after each other.



Who to follow · Refresh · View all



**TheCoastguardTeam** @C...

Follow



**RNLI Press Office** @RNLI...

Follow



**The Lifeboat Station Proj...**

Follow



**Senator Raumesh Akbari** ✓ @SenAkbari · Jun 27

Wished they had these when I was a kid, so I had to buy a few packs when I saw these available. It might not seem like a big deal to folks, but having your skin color in a crayon is pretty special! 🤝🤝🤝🤝🤝



8



28

251



# Beautiful, **FREE** illustrations of black people for your next digital project

★★★★★

## Much Needed

“This is exactly what we needed. The gap of inclusion in design, particularly illustration, is wide. This is the perfect time for a product we all need.”



Joe S.



Free for commercial  
and personal use.

FREE PACK

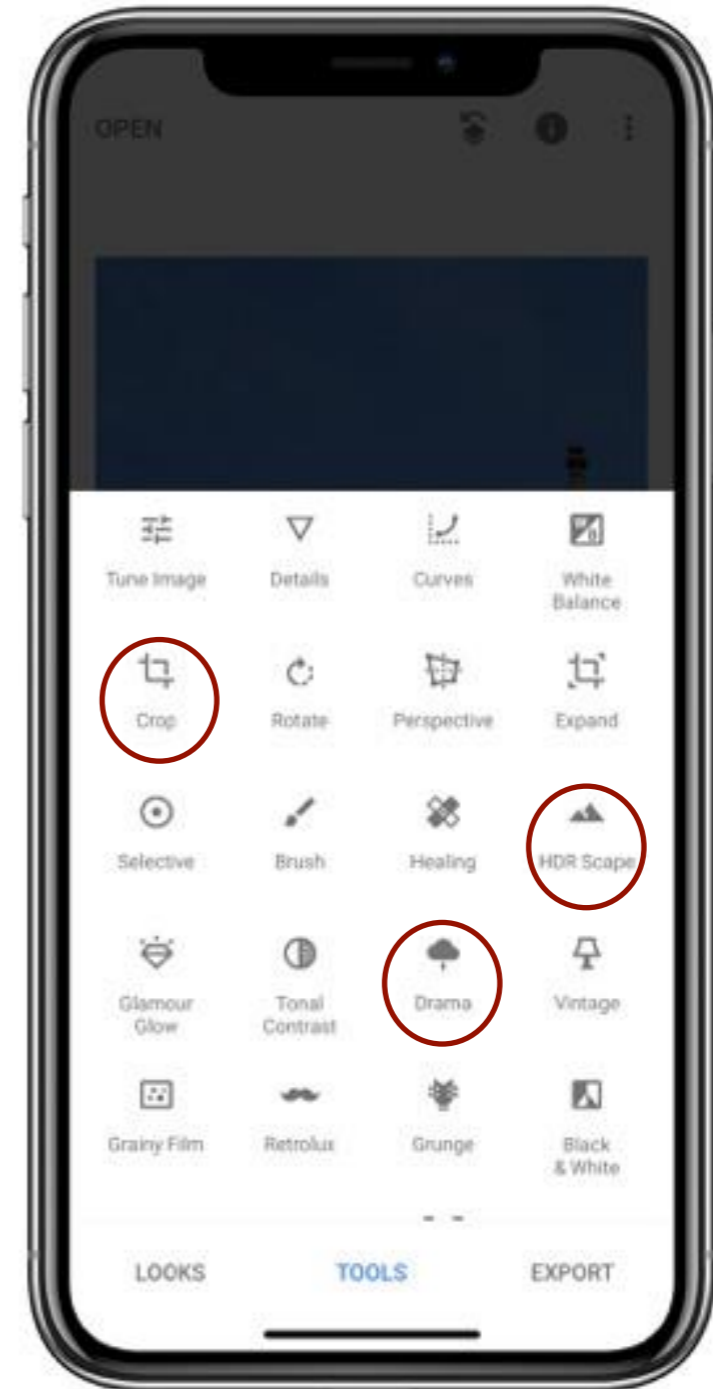
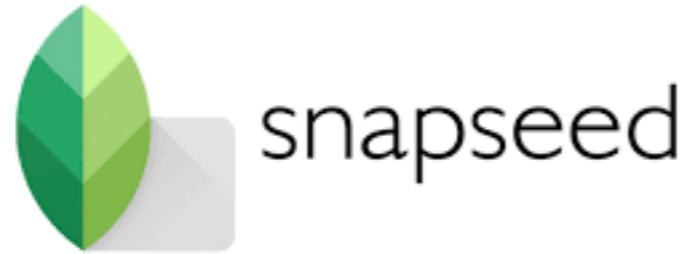






4. Which image tools?


# Make one change...



# Tools to use - desktop



The screenshot shows the Canva for Nonprofits website. At the top, there is a navigation bar with links for "Learn", "Product", "About", "Tools", "Features", "Marketplace", and "Sign In". The main heading is "Canva for Nonprofits" with a subtext: "Empower your team to create high-impact social media graphics and marketing materials. Canva offers its premium version free to registered nonprofits." Below this is a "Apply Now" button. The next section is titled "We're here to help" with a subtext: "With Canva for Nonprofits, nonprofits can bring their vision to life, and through beautifully crafted content inspire a community to action." The following section is "We're already empowering change" with a subtext: "Join more than 4,500 nonprofit organizations using Canva." This section features six small images of nonprofits: Amnery, Muscular Dystrophy Western Australia, Stop Hunger Now, Leukemia & Lymphoma Society, OPERA America, and Asthma Foundation. The final section is a teal banner with the text "Let's make a difference together" and "Get your FREE not-for-profit organization subscription to Canva for Work" with an "Apply Now" button.



# Canva for Nonprofits

The design tool made with nonprofits in mind. Discover the easy way to create high-impact social media graphics and marketing materials. Register now to get Canva's premium features for free.

[Apply now - it's free!](#)

[Eligibility guidelines](#)

[www.canva.com/canva-for-nonprofits/](http://www.canva.com/canva-for-nonprofits/)



**Wide**  
Ideal for:  
Twitter, Facebook

**Square**  
Ideal for:  
Instagram

**Tall**  
Ideal for:  
Pinterest

“The mind is everything. What you think you become.”  
– Buddha

Add secondary text    Add a logo

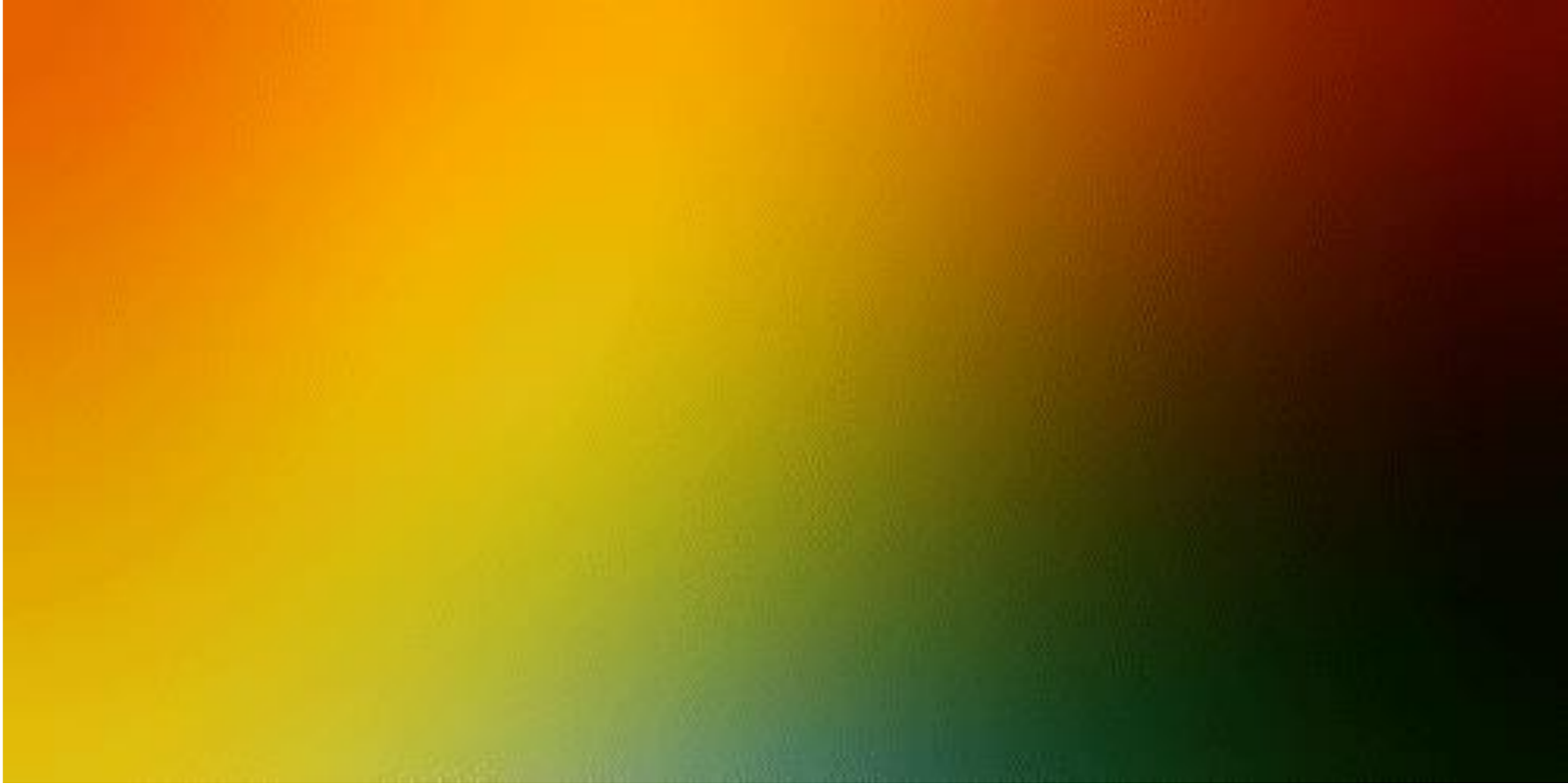
Headline Text Options:  
Merriweather    Small        Advanced

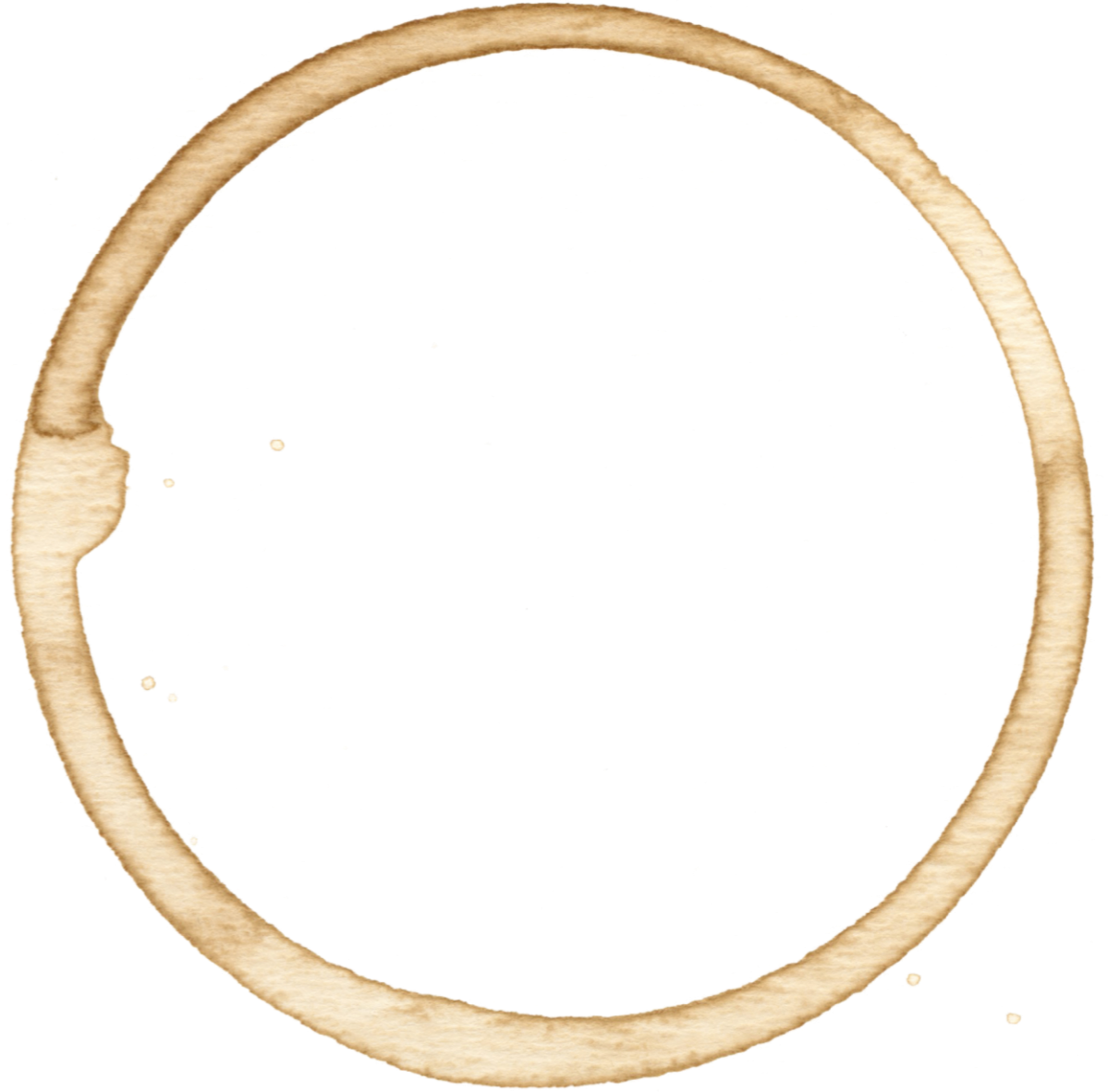
Background Options:  
 Normal     Blurred     Black & White     Increased Contrast

Upload Photo



[buffer.com/pablo](https://buffer.com/pablo)



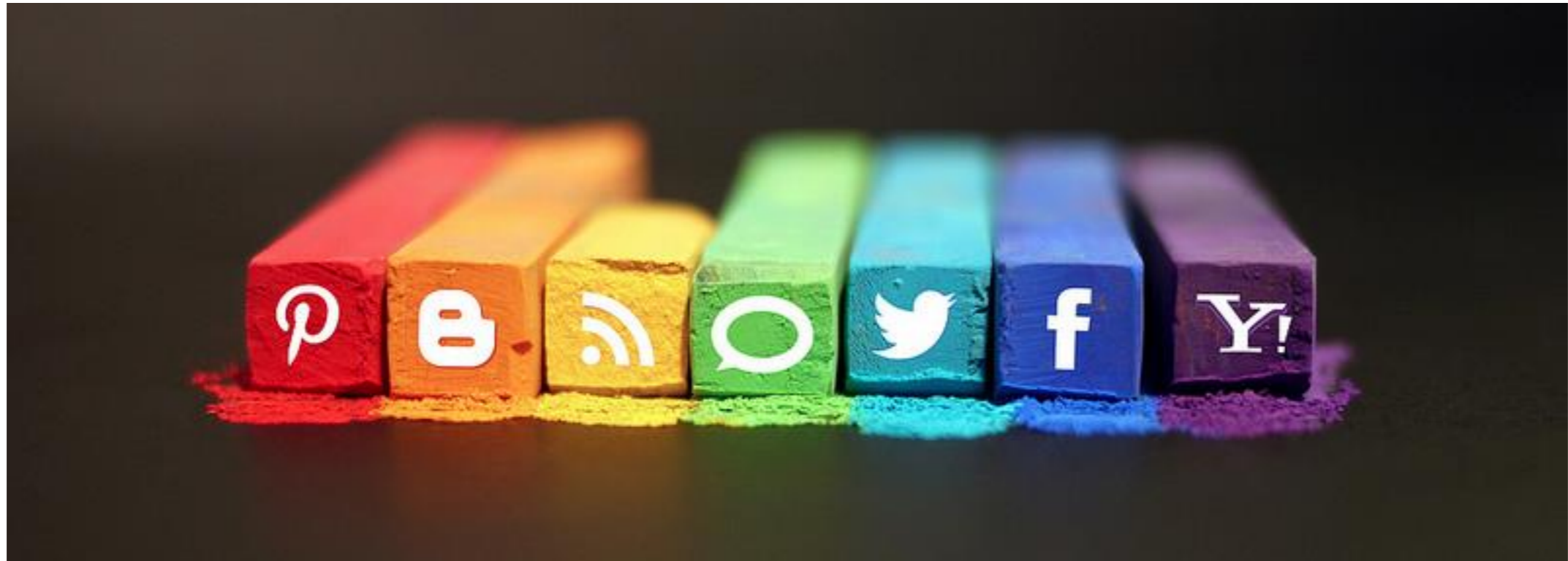


# Create an image

- Use the tweet
- Use a digital tool
- or items in your home

*Exercise*

[www.flickr.com/photos/mkhmarketing/8468788107/](http://www.flickr.com/photos/mkhmarketing/8468788107/)





# More?



[abilitynet.org.uk/accessibility-services/training](http://abilitynet.org.uk/accessibility-services/training)

# How to use photos in fundraising

Steven | October 11, 2017

[Podcast](#)



Take note of this:

*A picture is worth a thousand words. So choose your pictures carefully!*

We take a look at the ways photos can emotional depth and measurable pull-power to your fundraising ... or undermine your message entirely!

A good fundraiser knows when to use "negative" images and when to use the positive ones we prefer. Find out in this episode the rhythm and balance of images that motivate donors to give. And to keep giving.



# Part two

- Next? Video, moving images...