How to illustrate your impact using

SOCIAL PROOF

A step-by-step guide
to build trust and connection
with your audience

BY CHRISTINA
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HI! I'M CHRISTINA

I'm glad you're here! I'm the founder of Splendid Consulting and Purpose and Profit Club Podcast. I coach ambitious nonprofits to increase their visibility, revenue, and engagement without burning out.

Amplify Social Impact and Easy Emails for Impact, my signature online courses teach you how to get noticed and funded online -- and love what you do!

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SOCIAL PROOF GUIDE

Do your emails, donation pages or Instagram posts rarely result in conversions or engagement (donations, signups, etc.)?

If you're stuck using vague, generic calls to action and telling stories that sound like any organization in your sector, keep reading! One of my favorite methods to stand out: Social Proof!

Social Proof might sound like a kitschy marketing term, but simply put, it's validation that what you're doing works!

Here are simple & impactful ways to illustrate Social Proof:

- TESTIMONIALS/ENDORSEMENTS: Spotlight stories from past program participants or endorsements from ambassadors or online influencers.
- STATS: Illustrating tangible results from services or programs
- QUOTES: Asking volunteers and donors who already support your org or brand to share a quote about their experience
- VIDEOS: First person style videos or Q&A videos from program participants or beneficiaries.

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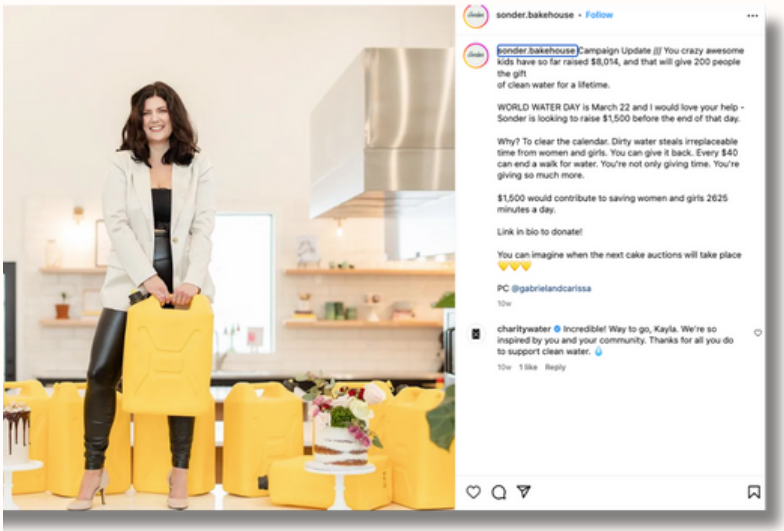
1. Testimonials

Make sure your FIRST sentence is provoking & piques the interest of the reader so that they want to click the MORE button to read the rest of the story.

Testimonials are a powerful way to illustrate your impact, deepen connection and trust with your audience, and show proof that what you're doing works!

A high quality photo with a quote or 1-sentence hook is a strong way to draw readers in and stop the scroll. Remember: not everyone knows the depth of what your org does- invite them in through story!

Influencer, ambassador, or donor endorsements: let your biggest fans and supporters share their story and passion for your cause -- don't forget to include them in your email newsletters, fundraisers, and online campaigns!



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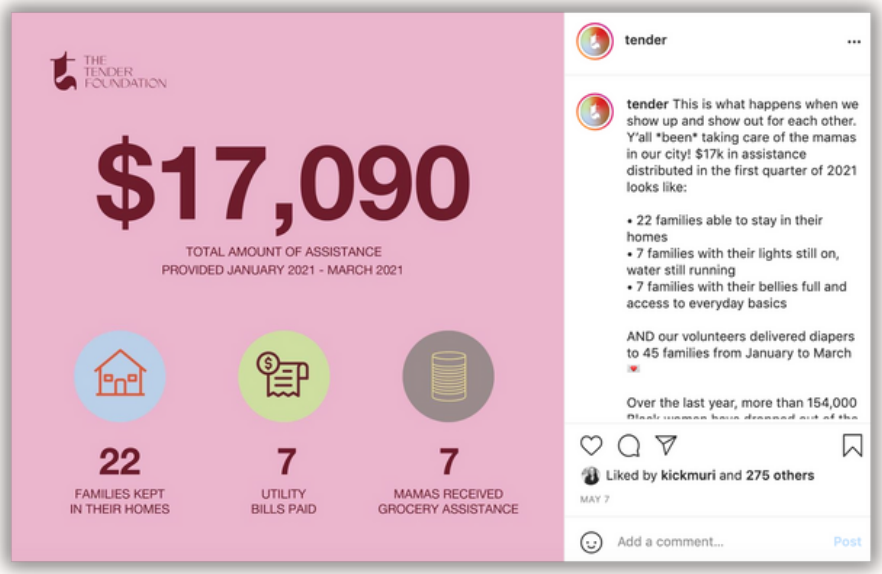
2. Stats

Find stats from a relevant agency, nonprofit, or other source to illustrate the problem your nonprofit addresses. The more specific, the better. Stats help to educate subscribers & followers on the issue you solve.

Got juicy data from your programs or services? Create a graphic or use bold text to show the exact number of people impacted or served!
These graphics are ideal to share on social media and email as a part of a fundraising campaign.
Share stats like these often!



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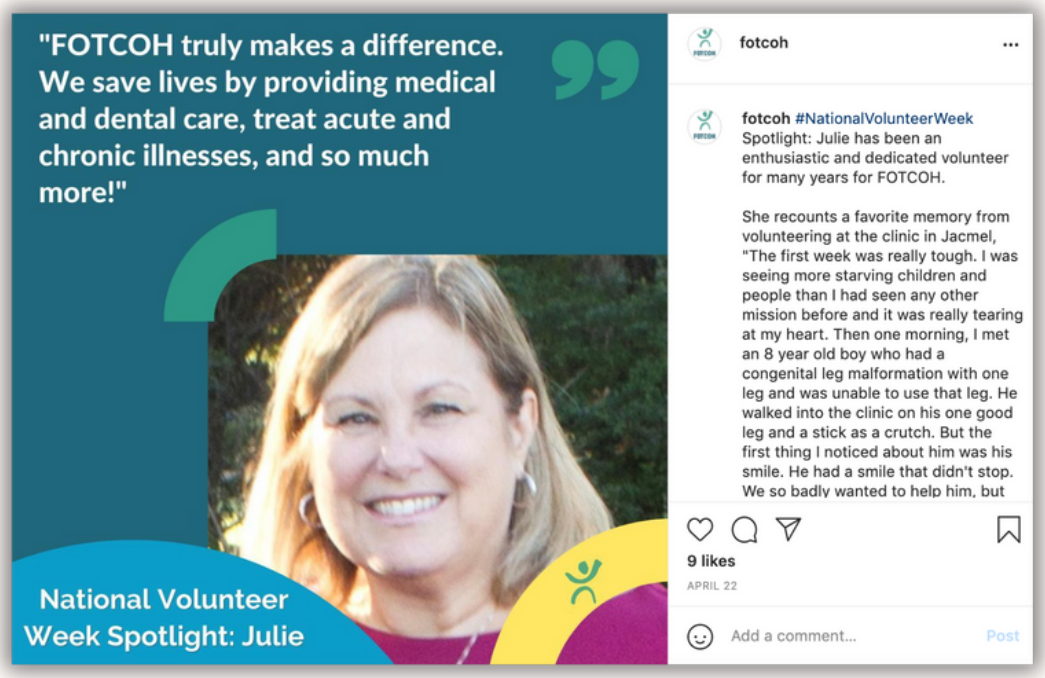
3. Quotes



Are you telling the stories of your superstar supporters, donors, volunteers, and team members?
Quotes are a powerful way to captivate your audience. Keep the quote in the graphic succinct and then you can go into a longer story/full quote within the caption. These are great for a social or email serie spotlighting the proof of a robust monthly giving program, donor base, or ambassador team. Celebrate them and share their why!

4. Videos

We LOVE a behind-the-scenes style video! iphone quality is just fine! Create a :30-:60 second video sharing an update, spotlight, or celebration with your community. The more authentic, the better! No need for overproduced "perfect" videos!

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1. Bank stories of Social Proof including testimonials and recent stats to include in an email welcome series!

2. **Join Easy Emails for Impact to generate revenue + trust with your emails**

3. Book a discovery call to fast track your visibility and funding

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