

A STUDY OF NON-PROFIT  
SOCIAL MEDIA ENGAGEMENT

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by  
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## ABSTRACT

As more nonprofit organizations increase their usage of social media to reach new audiences, audience research is needed to help practitioners formulate strategic communications plans that reach the goals of the organization. Too often nonprofit communicators drive top-down communication strategies using social media that have very little audience engagement. This study looked at the user interactions with nonprofit organizations on Facebook and attempted to categorize user-generated content based on the AEIO model (attention, emotion, information, opinion). The goal of this study was to determine the most common types of interaction Facebook users have with nonprofit organizations as well as the types of content users create to initiate engagement with a nonprofit organization via Facebook.

This study found that the most common type of engagement with a nonprofit organization was a user reacting (i.e., using Facebook's like, love, anger, or wow reactions) to an organization's post, with sharing an organization's post a distant second, followed by commenting on the organization's post and a user creating their own message. To the extent they existed, messages seeking the attention of the users' friends to highlight the users' involvement with the organization were the most common overall user-generated content.

## Chapter 1: Introduction

Facebook is a social networking service launched in 2004 designed to connect university students on the campus of Harvard University. It quickly expanded to colleges across the country before removing any registration parameters globally (i.e., anyone with an internet connection could create a free account). According to Pew Research Center, as of 2016, 79 percent of all internet users now use Facebook, compared to 28 percent of U.S. adults who use Instagram and 21 percent who use Twitter. In addition, most people who use another social media site such as Pinterest or Instagram do that in addition to, not instead of, Facebook (Greenwood, Perrin, & Duggan, 2016).

Nonprofit communicators frequently work to increase their organization's visibility and retain—as well as attract younger—donors. Over the last few years, traditional marketing methods have been expanded to include social media such as Facebook (Shabbir, Palihawadana, & Thwaites, 2007). With this addition of social media and as more organizations employ full-time communications staff, nonprofits frequently attempt to overlay the communications function with fundraising and development to save money. Eighty-six percent of nonprofit professionals say their organizations use social media in some form. However, most nonprofits dedicate less than the equivalent of one half of one full-time employee to overseeing social media efforts. In addition, more than 60 percent allot no extra budget dollars to such efforts (Soder, 2009).

The convergence of social media with development strategies has required an increase in collaboration as well as a blurring of boundaries between communications and fundraising staff, which can result in a lack of clarity in roles to the detriment of strategic planning (Miller, 2017). Many nonprofit fundraising executives frequently assume that social media is a good place to identify and cultivate new donors without understanding the motivations of their audience's usage of social media, which research suggests is primarily to connect with people they already know, to be entertained or to feel self-affirmed (Quan-Haase & Young, 2010). Many nonprofit communicators feel a need to devote more staff time and resources to social media despite very few reliable measurements available on the effectiveness of social media for nonprofit organizations (Daniels, 2010).

Nonprofit organizations of all sizes have increasingly focused attention on using social media as a replacement for direct-marketing, relying on sites such as Facebook, Twitter and Instagram in an attempt to gain new donors and volunteers in a variety of social media appeals (Das, 2010). Additionally, a majority of nonprofit organizations either use or want to use the medium to engage with current and potential donors and volunteers (Lovejoy & Saxton, 2011). Despite their efforts, many nonprofit organizations still have seen steep declines in donor retention rates and are struggling to engage younger millennial audiences (Nonprofit Business Advisor, 2009).

It is important to investigate how social media users are engaging with nonprofit organizations in order to understand the proper role social media

should have in a nonprofit organization's communication strategy. This research seeks to examine how users engage with nonprofit organizations via social media in an attempt to look at the users' uses for and gratifications from social media interaction with nonprofit organizations. The goal is to explore the specific ways Facebook users engage with a nonprofit organization via social media. To do so, this research expands on the current literature relating to uses and gratifications theory, as well as self-determination theory as it relates to social media. This research uses a content analysis for the purpose of evaluating how Facebook users engage with a nonprofit organization. The content analysis is based on framing research conducted by Matthes and Kohring (2008) and uses the AEIO utility developed by Wohn and Na (2010).

Understanding the types of interactions users have had with a nonprofit organization could help organizations focus their messaging to better serve their audience. For example, if most users are sharing an organization's posts, the organization may want to focus more effort on crafting content that is easy to share such as thanking volunteers at a particular event enabling those volunteers to re-share to their own circle of friends. In contrast, if most people are commenting on a nonprofit organization's wall, the organization may want to devote more resources to reading and responding to those individual comments. Lastly, if most engagement occurs as comments on an organization's posts, they may want to tailor their content to facilitate comments such as asking questions. For example, instead of creating a "thank you to our volunteers" post that

volunteers then share, the organization may want to ask “What did our volunteers think about this event? Leave your comments below.”

The statement “know your audience” is one of the oldest tenets in communication. The public relations process is generally considered to consist of four steps: research, action, communication and evaluation. This research explores the first step of the public relations process with an emphasis on understanding how audiences engage with a nonprofit organization via social media. This knowledge base can act as a starting point to improve the communications strategies of nonprofit organizations to better utilize social media in their unique setting.

## Chapter 2: Literature Review

Most scholars agree that mass media have greatly changed over the last thirty years. Some scholars argue that mass communication is no longer an accurate descriptor of current research methods (Chaffee & Metzger, 2009). In 2014, Weimann, et al. wrote:

It is hard to imagine a more challenging arena for communication research than that presented by new media and their impact on our society. We have witnessed the fastest evolution in communication technology in human history and, along with it, the evolution of communication conceptions and theories used to assess its impact (Weimann, Weiss-Blatt, Mengistu, Tregerman, & Oren, 2014).

Among this “new media’ is social media, including Facebook, whose self-reported user stats count more than 1 billion active users (Facebook Statistics, 2016). However, studies have shown that the number of active users may be lower and limited to mostly women, teens, whites, and adults with at least a high school diploma (Wells & Link, 2014).

### **Social Media Research**

Studies have been conducted examining the constantly changing communication methods surrounding social media. Research exists on the ways that businesses’ and nonprofit organizations’ communication styles have evolved and the impact this evolution has had on reaching their audiences (Praag Jr. & Eijk, 1998). Research is available on how nonprofit organizations use social media including Facebook (Waters, Burnett, Lamm, & Lucas, 2009), Twitter (Lovejoy, Waters, & Saxton, 2012), and YouTube (Waters & Jones, 2011). In addition, recent research has explored the differences in engagement across

different platforms such as Facebook, Pinterest, and Instagram (Jin, Lin, Gilbreath, & Lee, 2017). However, these studies focus on the nonprofit organization's methods and the content that the organizations pushed to their audience. Most of these studies did not explore how or why social media users chose to interact with the nonprofit organization via social media.

An Ad Age/Ipsos Observer survey conducted in February 2011 found that 41 percent of respondents wanted to receive marketing communications through Facebook. In addition, the types of communication they wanted to receive most were discounts and coupons. Nearly two-thirds of consumers in the survey wanted coupons. Other top communication categories included: 42 percent looking for better customer service; 28 percent seeking branded games; and 22 percent wanting news concerning the company (Carmichael, 2011). Nonprofit organizations are increasingly using social media to reach out to potential donors and volunteers (Stone, 2008). Why do donors and volunteers engage with those organizations through Facebook? Organizations don't offer product coupons and there are few sites that offer games or other catchy draws. The focus of this research is to identify how audiences share information or interact with nonprofit organizations based on existing social media research for the uses and gratifications of social media.

Research has determined that most people who donate online, like an organization's Facebook page, or follow an organization through any social media were first involved in some other connection to the organization such as being a volunteer, attending meetings or serving in leadership (board member,

committee member, etc.) (Reddick & Ponomariov, 2013;2012). However, most nonprofit social media strategies focus on attracting new supporters, despite the fact that most organizations only have two social media audiences: their existing supporters and their supporters' network (Dixon and Keyes, 2013).

Studies using self-determination theory have shown intrinsic motivations for individuals to use social media such as feeling connected to others as well as extrinsic motivations such as peer pressure (Reinecke, Vorderer, & Knop, 2014). According to self-determination theory studies, humans have three inherent psychological needs, which include the need to feel autonomous, competent, and related in their lives and behavior. The relatedness need refers to the need to feel close and connected to others. Studies have found Facebook meets a specific relatedness need (Sheldon, Abad, & Hinsch, 2011) as well as a competence need, and most people engage with nonprofits via Facebook because they have a personal connection to the organization's cause (Small & Simonsohn, 2008). In contrast, most nonprofit organizations use social media to build awareness and foster the beginnings of a relationship with the user (Dixon & Keyes, 2013). These studies examine why people interact with people they already know, including the nonprofit organizations. However, most nonprofit social media strategies attempt to engage with people who don't have an existing connection to the organization. There is room for research that explores how social media users connect with nonprofit organizations.

Vorvoreanu (2009) researched the perceptions people held for corporations on Facebook and found that participants had no interest in engaging

in conversations or relationships with large “faceless” corporations on Facebook. (Vorvoreanu, M., 2009, p. 76). Additionally, her research suggests that organizations’ usage of Facebook is acceptable if it helps users accomplish their first purpose to “digitally hang out,” and the only accepted communication tone on Facebook is a personal one due to the authenticity surrounding personal communication (Vorvoreanu, M., 2009).

In 2001, a study was conducted on the uses and gratifications of instant messaging among college students (Leung, 2001). Their research created a framework for studying the uses and gratifications surrounding new media and found that most college students chatted with people they already knew. In addition, they found the primary gratifications surrounding instant messaging were to be entertained and to feel included (Leung, 2001). Building on this research in 2010, Quan-Haase and Young looked at the uses and gratifications of social media versus instant messaging (Quan-Haase & Young, 2010). They found that most adults use social media to connect with people they already know, but there is a growing usage of social media for professional reasons, such as LinkedIn (Quan-Haase & Young, 2010).

According to Quan-Haase and Young (2010), the main motive for joining Facebook is peer pressure, and the main gratifications people receive when using Facebook include entertainment and staying informed in social circles (Quan-Haase & Young, 2010). These researchers discovered that 85 percent of users acknowledge that either a friend suggested using Facebook or everyone they know is on Facebook. In addition, most students used it as a way

to kill time or as a way to put off doing something they should be doing (Quan-Haase & Young, 2010). Among those over age 50, the two primary factors in Facebook usage are mood management (including engaging in entertainment such as games) and social action such as reposting political opinions (Ancu, 2012).

While most nonprofit managers view social media as a means to reach a younger generation and generate support among the next wave of potential donors and volunteers, the over-50 population is still the primary donor support base for most organizations (Nonprofit Business Advisor, 2009). This research is helpful for determining what compels people to join the social networking site, but it did not attempt to answer the question that nonprofit communicators most need answered: what do people want from the organizational presence on social media?

Other studies have shown that social networking is primarily used to stay in contact with people who are already seen frequently by the user (Lenhart & Madden, 2007), and Sheldon and Hinsch (2011) found that social networking use does not necessarily disconnect people but that people actually used social networking to become connected despite the complex dynamic that people also feel disconnected after using Facebook. Their conclusion stated:

Facebook use appears to be a positive way to connect but perhaps not as positive as face-to-face sociality. Facebook may offer a tempting coping device for the lonely but does not actually address underlying feelings of social disconnection in life (p. 772).

In addition, a 2010 study examined tweets about television programming and found that people used Twitter to selectively seek out others who have a

similar interest and communicate their thoughts (Wohn & Na, 2010). This research supports the reasons why people engage with social media as it relates to other people. It does not address how or why users initiate engagement via social media with nonprofit organizations.

Another element researchers have examined surrounding social media is the “hipster effect,” which is the idea that the more connected someone appears to be in social causes, the more that person’s social capital will increase (Ellison, Steinfield, & Lampe, 2007). This self-affirmation theory was used to determine that spending time on Facebook fulfilled an ego need and that exposure to one’s own Facebook profile increased self-worth and self-integrity (Toma & Hancock, 2013). Their research helped to determine the usefulness of Facebook as well as one reason that may keep people coming back to use the medium. However, it does not determine why people would want to engage with nonprofit organizations through the medium.

### **Donor Development Research**

Donor identification and development has historically been based on donor pyramids, ladders and funnels that organize donors from least engaged (i.e. smallest donation amounts) to most engaged (major donors). Direct mail campaigns and traditional media such as television and radio PSAs, or donated ad space in print publications, have typically served to bring in small amounts from new donors. These donors are added to mailing lists and sent an average of 12 to 18 direct-mail appeals each year (Brooks, 2014). Donors who responded with larger or more frequent gifts are generally cultivated with personal phone

calls or face-to-face meetings. Over the last several years, the popularity of direct-mail campaigns among nonprofit organizations has significantly diminished due to the cost of the campaigns and the diminishing ROI. Due to these factors, many nonprofit organizations view social media as a replacement for direct-mail and have attempted to integrate social media into the bottom rungs of these traditional donor pyramid models (Dixon & Keyes, 2013).

Donor motivations and fundraising practices have been extensively researched to determine donor motivations based on giving models (Kelly, 1998) as well as intrinsic motivations such as the positive feeling that donors feel after giving money, a phenomenon called the *warm glow* (Andreoni, 1990). Seven philanthropic styles of major donors, defined as those who have given a gift of more than \$10,000, have been identified. A few of the styles include donors who see philanthropy as holding community benefits, donate out of a religious practice, or see investment opportunities (Prince, File, & Gillespie, 1993). More recent fundraising research has centered around the relationship-building aspects of fundraising rather than a purely transactional or solicitation-based model (Waters R. D., 2016). These studies have found that organizations must re-engineer face-to-face donor engagement to build relationships at every giving level, not just at the major gift level (Swindoll, 2015)

In 2010, Ogilvy Public Relations Worldwide worked with Georgetown University's Center for Social Impact Communication and found that most Americans' first interaction with a nonprofit was not social-media driven. In fact, only nine percent of respondents first became involved with a nonprofit

organization by engaging with it via a social media outlet such as Facebook. Many have dubbed these nine percent of individuals *slacktivists* and assume they do nothing more than *like* an organization or update a profile picture for the cause but eschew more traditional methods of involvement such as volunteering time or donating money (Morozov, 2009). The Ogilvy/Georgetown study (2011) found contrary evidence to the slacktivist portrayal of an individual who *likes* a cause on Facebook but has no further engagement. Their research found that Americans who engaged with a cause on social media were also most likely to participate in cause-related activities such as volunteering or donating money outside of social media. For these individuals, social media is simply being added to the list of activities that they already participate in for the cause and social media is not the best method of engaging new individuals for a cause, including giving money.

In contrast, a more recent study (Kirstofferson, White, & Pelozo, 2014) found that slacktivism does exist but mostly among individuals whose initial engagement with the organization was primarily public, such as passively and publicly accepting a poppy pin in a parade versus privately accepting a token of support for the cause. Those whose initial engagement with the organization was private were more likely to donate more money to the cause with more meaningful support for the cause (Kirstofferson, White, & Pelozo, 2014).

There is a direct contrast between most nonprofit organizations' view of social media to attract new donors and the research that suggests individuals only connect with organizations they are already supporting and only use social

media to digitally hang out. Social media engagement is typically seen as a low-involvement activity. In contrast, one donor encouraging others to donate money is typically considered among the highest involvement activities. It is easy to share a post or like a page. These low-involvement activities are appealing to nonprofit communicators because to simply ask followers to share and like posts does not require communications and development departments to work in conjunction with each other (Dixon & Keyes, 2013). Many communications and fundraising departments avoid collaboration due to a blurring of boundaries between communications and fundraising staff, which can result in a lack of clarity in roles to the detriment of strategic planning (Miller, 2017).

Despite their avoidance of collaborating with fundraising departments, most nonprofit communicators, see low-involvement activities such as “liking” an organization on social media as the first-step toward moving a donor to higher-influence activities such as asking others to donate to the organization (Dixon & Keyes, 2013). However, Dixon and Keyes (2013) found,

There is a noticeable lack of activities that fall into the low involvement, high influence quadrant, because for an activity to be influential, it needs to be grounded in authenticity and personal commitment. A person can be involved but not influential, but can never be influential without being involved (Dixon & Keyes, 2013, p. 24).

When discussing any nonprofit social media fundraising, many people immediately think of the Ice Bucket Challenge from the summer of 2014 where more than \$100 million was raised for amyotrophic lateral sclerosis (ALS) programs through several associations such as the ALS Association. Thousands of participants, including numerous celebrities, creatively poured buckets of ice

water over their heads, then made a donation to the ALS Association or similar organizations. In addition, participants posted a video of the act on social media and publicly requested, by name, three other individuals to also do the same (Vaidya, 2014). The grassroots effort became a national phenomenon without any traditional fundraising planning or expenditure. Most agree that the success was due to the mostly personalized call to action during a specific timeframe (Landen, 2014). It could be argued that due to the personal nature of a known acquaintance publicly requesting the involvement of the next people, the success of the campaign coincides with the idea that fundraising is built on relationships as opposed to being purely transactional (Waters R. D., 2016).

In contrast, current social media usage trends for nonprofit organizations involve numerous low-involvement activities with little relationship in an attempt to drive awareness of a cause. In 2010, Antara Das conducted a study through the University of Illinois at Chicago and found that most nonprofit organizations used Facebook to drive top-down communication similar to traditional media usage to drive traffic and attention to the brand. Das conducted a content analysis determining the variety of posts that organizations present on Facebook. Das studied the Facebook pages of 15 international development nonprofit organizations that focused on areas of human rights, health and education. The content of the organizations' wall posts and discussion boards was examined by randomly selecting 20 posts from each. Seven macro-categories of types of posts were identified:

1. general organization information

2. specific cause information
3. call to donate money
4. call to donate time
5. an organization-led discussion topic
6. member-led discussion on events
7. member-led discussion on petitions and calls to action that were not based on events.

Das's work is useful in determining how nonprofit organizations push their message to their audience and understanding the types of posts that large international organizations present. However, it does not answer the question of why the audience chose to listen. It also does not address which types of macro-categories garnered the most attention by their audience to assess which types of posts were most effective. In contrast, most nonprofits' Facebook fans shared specific events and highlighted their own personal involvement (Das, 2010).

Many nonprofit social media campaigns focus on three types of posting: information, community and action (Lovejoy & Saxton, 2011). Lovejoy and Saxton found that almost 60 percent of the top 100 organizations' tweets were providing information about the organizations' activities or latest news. Only 25 percent of most organizations' tweets fostered any type of dialogue or invited community building in the digital sphere. Types of community-building posts or tweets include recognition and thanks to specific people or companies, responding to public messages or acknowledging current events. About 15 percent of organizations' messages focused on getting people to do something

for the organization such as donate money, buy a t-shirt or attend a fundraising event.

Similarly, another research team in 2013 further analyzed how nonprofit organizations use social media and found,

the majority of the tweets were aimed at providing information to stakeholders, followed by building an online community, and then calling that community to action (Guo & Saxton, 2013, p. 69).

More recent donor surveys have found that email is most donors' preferred communication method - even among millennial donors where 93 percent favored email over Facebook and print communication (The Case Foundation, 2015). Other research has shown that entry points for engagement into a nonprofit are not confined to a particular level such as liking an organization or giving a small, one-time donation. In fact, most people enter at various levels, such as both a volunteer and a donor. Often people have multiple levels of engagement with an organization at one time (Ogilvy Public Relations Worldwide, Georgetown University CSIC, 2011). Dixon and Keyes (2013) argue that an organization's goal is to offer supporters a variety of opportunities for involvement that engage their strengths and abilities to have an impact.

There are typically five ways in which a supporter first becomes involved with supporting causes: donating money (40 percent), talking to others about the cause (40 percent), learning more about the cause and its impact (37 percent), donating clothing or other items (30 percent), and signing a petition (27 percent) (Ogilvy, 2011). These supporters demand an environment of continuous two-sided communication lest organizations risk causing fatigue, which turns

supporters away from future engagement (Saxton & Wang, 2014). All of these research studies are beneficial for understanding how supporters begin a relationship with the organization, but they do not address why they would interact with the nonprofit via social media.

Additional research has examined the idea of “friend-raising” using social media (Daniels, 2010). Saxton and Wang (2014) looked at nonprofit audience engagement and found that when an audience feels empowered to help a cause that they feel passionate about, they are more likely to involve their friends. They found that organizations can turn the role of fundraiser from a solely internal function of the organization to a role that is shared by everyone in his or her community by preparing social media material that is easily redistributed, straightforward and directly shares the impact of the cause such as stories of those who need help or have been helped by the organization (Saxton & Wang, 2014). This research supports research from The Case Foundation, which found that nearly three-quarters of millennials said they would tell Facebook friends about great nonprofit events, and 65 percent said they would promote a nonprofit’s great story or accomplishment. In addition, 61 percent said they would use Facebook to alert friends to volunteering opportunities and needs (The Case Foundation, 2015). This research helps shed light on how existing supporters of a nonprofit organization might add social media to the ways they support an organization, but it does not attempt to explain the supporters intrinsic or extrinsic motivations for doing so.

### **Uses and Gratification Theory**

The present study seeks to build on prior research utilizing the uses and gratification theory (UGT) construction to explore how people engage with nonprofit organizations through Facebook. Scholars such as Herta Herzog (1944) have relied on UGT to understand why people choose to use specific media. In addition, Abraham Maslow (1954) suggested that UGT was an extension of the Needs and Motivation theory and could be used as a way to determine how people seek to gratify a need. This theory generally seeks to explore why people use media and what they use it for (West & Turner, 2010).

When comparing different theories, UGT is unique because it assumes that the audience is active and its media use is goal oriented. It is up to the audience to initiate the link between the need to use a specific medium. In addition, the media compete with other resources for need satisfaction. This theory suggests that people have enough self-awareness of their media use, interests, and motives to be able to provide researchers with an accurate picture of that use (West & Turner, 2010). The theory accepts that value judgements of media content can only be assessed by the audience (West & Turner, 2010).

UGT asks: why do people use media and what do they do with it? The focus is what people are getting out of their interaction. This study attempts to explain what users are doing to engage with nonprofit organizations via Facebook. This theory best answers how people are interacting with a nonprofit organization and what they are doing to engage with a nonprofit organization via social media.

In addition, this research builds on research that Wohn and Na (2010) conducted to explore twitter messages shared while watching television. Building on UGT theory, Wohn and Na (2010) suggested that people use social media as a tool to seek others with the same interests and communicate with them (connectedness need). For their research, they created an AEIO (Attention, Emotion, Information, Opinion) utility model for mapping the content of social media message streams. They analyzed the type of content on two criteria: subjective or objective message, and inbound or outbound focused. Messages whose primary subject was the user were considered to have an inbound focus. Outbound-focused messages were about someone else.

Their research created four types of messages (Wohn & Na, 2010):

1. attention-seeking: an objective message focused on the user
2. information: an objective message focused on the TV program
3. emotion: a subjective message focused on the user
4. opinion: a subjective message focused on the TV program

This research is useful in identifying a coding matrix for the types of messages that users created when engaging with a nonprofit organization via social media. Other researches have built on this model to study other social media uses and gratifications (Billings, Qiao, Conlin, & Nie, 2017). Other research studies focused on social television behavior using the same matrix to code twitter messages for behavior (Wohn & Na, 2010). In 2017, researchers built on the AEIO utility to study what types of messages are shared with others related to sports viewing habits. They found that the messages and

conversations are related to the context of the TV program being watched (Han, Hong, & Kim, 2017). All of these studies focused on television program engagement as opposed to nonprofit organizations who generally have a limited television presence. These studies are useful to show that the model can be used to look at the uses and gratifications in relation to other contexts outside of the original intended purpose but it does not focus on nonprofit organizations and how their audience engages with them.

### **Research Questions**

This study aims to fill the gap in understanding of how Facebook users engage with nonprofit organizations by attempting to answer two research questions:

RQ1 What types of interaction do users most engage in with nonprofit organizations (post, react, comment, share)?

This research works to identify the most common methods Facebook users employed for engaging with a nonprofit organization including:

- re-sharing the organization's content
- liking the organization's posts
- commenting on a post
- commenting or posing questions on the organization's page or "wall"
- independently creating their own messages and "tagging" the organization.

The other question this research examines concerns the content of user-created messages. By using the AEIO utility to organize user's content, we attempted to answer a second question:

RQ2 What types of content do users create to initiate engagement with a nonprofit organization via Facebook?

Building on the AEIO model, this research works to identify what users are doing to push engagement with nonprofit organizations by organizing the content of interactions. While the model is helpful in determining the focus and type of content, the uses and gratifications theory helps explain what people are getting out of their interaction with a non-profit organization. This idea is the most relevant as a starting point to understand how users interact with a nonprofit organization on Facebook.

## Chapter 3: Methods

This study uses a content analysis for the purpose of evaluating how Facebook users engage with a nonprofit organization. The content analysis is based on framing research conducted by Matthes and Kohring (2008). Their research proposed a method for content analysis based on pre-established criteria to code the data in media articles using the variables outlined in the definition of media framing. Using the basis of their research on conducting a content analysis, this research used the pre-established AEIO criteria developed by Wohn and Na (2010) to code the data gathered on 15 nonprofit organization's Facebook pages.

The large percentage of adults in the U.S. using Facebook provides a large and diverse population of individual users, which made sense for this study to focus specifically on how Facebook users engage with nonprofit organizations. Social media is a constantly revolving platform and the focus was narrowed to the most-used platform to research usage. Other social media platforms (such as Instagram and Twitter) exist but are not used and accepted by as many users (International Communication Association, 2012).

This study used a qualitative content analysis to identify and categorize visitor interactions on 501(c)3 nonprofit organizations' Facebook pages. A content analysis was the best approach for this study because of the nature of using a large amount of unstructured content in the form of social media posts (Matthes & Kohring, 2008). Also, there would be little benefit of gathering contact information to survey people whose interactions are primarily public via social

media. In addition, donor privacy laws prohibit nonprofit organizations from sharing donor information with anyone outside of the organization. Furthermore, this study attempted to look at how people are interacting with nonprofit organizations. An attempt to survey people may have been less reliable than simply looking at the interactions they already had to answer this question.

As of 2016, there were more than 1.5 million tax-exempt organizations in the United States. Of these, more than 1 million were classified as 501(c)3 nonprofit organizations with another 100,000 classified as private foundations. Nearly 400,000 tax-exempt organizations fell under other types of nonprofit organizations including chambers of commerce, fraternal organizations, membership organizations and civic leagues (National Center for Charitable Statistics, 2016). This research focused only on 501(c)3 organizations due to the high percentage of nonprofit organizations falling under that classification. In addition, there are substantial differences in scope and operations among other types of nonprofit organizations such as membership-driven, chambers of commerce and other nonprofits whose fundraising activities primarily come from membership dues. Likewise, private foundations are generally funded through private donors who wish to funnel donations to 501(c)3 organizations through the foundation and typically have very little social media presence. Lastly, 501(c)3 organizations operate under the same governmental regulations and fundraising best practices such as the donor bill of rights (American Association of Fund-Raising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP),

Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP), 1993).

This research used a content analysis approach with three steps. The first phase identified 15, 501(c)3 nonprofit organizations of various sizes that fit into three focus areas based on The National Taxonomy of Exempt Entities (NTEE), a system that is used by the IRS to classify nonprofit organizations. Currently, there are 26 major groups falling under 10 broad categories as follows:

- I. Arts, Culture, and Humanities - A
- II. Education - B
- III. Environment and Animals - C, D
- IV. Health - E, F, G, H
- V. Human Services - I, J, K, L, M, N, O, P
- VI. International, Foreign Affairs - Q
- VII. Public, Societal Benefit - R, S, T, U, V, W
- VIII. Religion Related - X
- IX. Mutual/Membership Benefit - Y
- X. Unknown, Unclassified - Z

This research study only included the categories of international or foreign affairs (Q), human services (I-P), and environment and animals (C, D) because of the high percentage of nonprofit organizations falling under these categories who are 501(c)3 organizations. The mutual/membership benefit (Y) and unknown (z) categories were excluded because most of these organizations are not classified as 501(c)3 public charity organizations. In addition, several other

categories were excluded such as the arts (a) which includes museums and theaters who draw a large portion of revenue from admission, education (b) which includes private schools and universities whose revenue often comes from tuition, health which includes hospitals whose revenue often comes from patient fees or insurance, and religion-related (x) whose fundraising efforts are primarily the parishioner's tithes and offerings. Finally, the public and societal benefit category (R, S, T, U, V, W) was dismissed because of the high percentage of private foundations, political advocacy groups, and professional societies whose fundraising also differs in scope and whose social media presence is typically focused on petitions/advocacy.

The category of international affairs was selected due to active political issues which yielded high volumes of social media activity. The human services category was selected because it contains some of the largest 501(c)3 organizations such as Make-A-Wish, Salvation Army, and YMCA and is also one of the broadest categories for 501(c)3 organizations. These groups maintain numerous, active social media accounts. The final category was selected because supporters of the environment and animals are typically viewed as among some of the most active and committed supporters to their organizations. The organizations' categories are matter of public record and easily viewable from charity watchdog groups such as Guidestar.

Many nonprofit organizations maintain multiple Facebook pages due to the extensive network of chapters that many operate. Nonprofit organizations with multiple locations typically have two types of incorporated structures. One is

where a parent organization is incorporated and each chapter or location serves as a branch office operating under the same employer identification number as determined by the IRS. The second structure is where each chapter is incorporated as its own, wholly-independent entity and each chapter or location has their own employer identification number. Regardless of the organizational structure, many nonprofit organizations will create social media presences for all of their chapters. For this research, the 15 organizations were selected in part due to their Facebook focus on one of three geographic locations: Phoenix, Denver, or Nationwide across the US (i.e. no location specificity). Phoenix and Denver were chosen because the smallest nonprofit selected (HopeKids) had significant presence in both locations. Additional organizations were selected in those locations to identify patterns of engagement based on geography

Fifteen organizations were selected based on prior, similar studies using the same amount of organizations to keep the data manageable (Das, 2010). The selected nonprofit organizations were cross-categorized based on budget size using Form-990 information available on each nonprofit at Guidestar. This cross-categorization by size, location and sector attempted to identify patterns of engagement based on size and sector (see appendix 1).

Organizations were partially selected based on their Facebook presence. Some organizations were considered but not studied due to a limited engagement of users on Facebook. For example, Goodwill Industries of Arizona and Goodwill of Denver both had few user interactions, leading to insufficient data to answer either research question. Additionally, the health and human

services category was so broad that this study chose to only look at two organizations with multiple locations. The Make-A-Wish chapters in Arizona and Denver as well as Make-A-Wish of America were selected to study alongside the HopeKids Arizona and HopeKids Colorado chapters. Both organizations work with similar populations of families with a focus on those who have a child with a life-threatening medical condition.

Five animal-related cause organizations were selected. One of the oldest nonprofit organizations selected was the Wildlife Conservation Society. It was founded in 1895 and works to conserve millions of square miles around the world. Similar in age, the American Society for the Prevention of Cruelty to Animals was founded in 1866 and is dedicated to preventing cruelty to animals. Two Humane Society chapters were selected due to their geography. The Arizona Humane Society was founded about 60 years ago and works to improve the lives of animals and serve the people in the community. Despite its name, the Humane Society of the Pikes Peak Region is an independent, nonprofit organization and not affiliated with any other animal welfare groups including the Arizona Humane Society. Their mission is “a compassionate community where animals and people are cared for and valued.” The final animal-related cause selected was the Denver Zoological Foundation which functions as the fundraising and financial arm of the Denver Zoo.

The five international causes selected include the American Red Cross of Greater Phoenix. Every chapter of the American Red Cross is incorporated under one IRS employer identification number. However, the American Red Cross

operates offices in numerous locations and each has its own Facebook presence. The American Red Cross of Greater Phoenix exists to provide compassionate care to those in need, at home and around the world. Each of the other four international organizations only maintained one Facebook presence regardless of number of chapters in the U.S. Oxfam works to end the injustice of poverty. The International Rescue Committee, Inc. was founded in 1933 by Albert Einstein and is a humanitarian aid, relief and development organization. World Vision USA was the founding member of World Vision International and is an evangelical relief and development organization. Planet Water Foundation works to provide clean, safe water and hygiene education around the world.

Additionally, five Facebook pages from the Health and Human Services NTEE code were selected. Make-A-Wish Foundation arranges experiences called “wishes” for children with life-threatening medical conditions. Each Make-A-Wish chapter is incorporated under its own IRS employer identification number and three Facebook pages affiliated with the Make-A-Wish Foundation were selected: Make-A-Wish America, Make-A-Wish Arizona and Make-A-Wish Colorado. The second organization was selected due to the similarity to Make-A-Wish. HopeKids, Inc. was founded in 2001 to provide ongoing events and activities to families who have a child with a life-threatening medical condition. HopeKids operates multiple offices under the same employer identification number. HopeKids Arizona and HopeKids Colorado’s Facebook pages were selected to study. All of the nonprofit pages selected for the study had at least a

minimum amount of user engagement and each had a significant presence to measure most categories in both research questions.

### **Research Design**

In an attempt to answer RQ1 (What types of interaction do users most engage in with nonprofit organizations?), all user engagement over the seven days from November 28 to December 5 was counted. A span of seven days was used because most nonprofit organizations post eight times per week (Burstein, 2015) and 76 percent of Facebook users report visiting the site each day (Greenwood, Perrin, & Duggan, 2016). The timeframe from November 29 to December 5 was selected because it was the seven days following “GivingTuesday,” which is a movement to create an international day of giving on the Tuesday after Thanksgiving to mark the beginning of the Christmas and holiday giving season. Many nonprofit organizations use the “GivingTuesday” campaign as the kick-off for end-of-year giving. Although seven days is inherently limited in representing broader engagement trends, it does offer a snapshot of possible trends and these seven days in particular typically have a significant amount of social media activity due to year-end giving campaigns.

Gathering a representative sample of all users who engaged with any nonprofit organization on social media was not reasonable due to population size and limited access to the populations’ contact information. The goal was to select 15 nonprofit organizations to count user engagement methods over the prior 7 days as well as conduct a content analysis from the 15 most-recent, user-generated Facebook posts (shared or created content about that organization)

from a majority of the nonprofit organizations. All user engagement over these seven days was categorized based on type of interaction (re-sharing the organization's content, liking the organization's posts, commenting on a post, commenting or posing questions on the organization's page or "wall," independently creating their own messages and "tagging" the organization). "Liking" an organization's page was not included in engagement due to the low-involvement nature of the engagement and the lack of availability of data to determine when a page was liked and by whom.

The information was categorized by type to determine the most common methods of engagement with a nonprofit organization such as re-sharing posts, reacting to a post, commenting on a post, etc. This study counted each instance of the types of engagement listed below from the past seven days on each nonprofit organizations' pages. The focus of this phase was to quantify the volume of interactions based on type for each organization to determine the most common method for engagement such as:

- Re-sharing the organization's content
- Reacting to the organization's posts (like, love, anger, wow)
- Commenting on a post
- Commenting or posing questions on the organization's page or "wall"
- Independently creating their own messages and "tagging" the organization.

To answer RQ2, this study looked at the content of the 15 most recent user-generated posts on 13 of the identified nonprofit organization's Facebook pages. The analysis focused on the visitor content on posts instead of the nonprofit organization's content because the goal was to describe the types of interactions that users have with nonprofit organizations via Facebook. Most nonprofit social media content focuses on disseminating information, developing community involvement or taking action (Lovejoy & Saxton, 2011) instead of on the uses and gratifications of social media from the user's perspective.

The 15 most recent visitor posts or user-generated content tagging each nonprofit organization were selected due to the volume (or lack thereof) of user-generated content for some nonprofit organizations. Some organizations had 15 user-generated posts or reposts of the organizations content within a span of just a couple of days. A few organizations required going back a year or more to gather 15. One organizations (American Red Cross of Greater Phoenix) had no demonstrable user-generated content and one organization (SPCA) did not allow any user to tag the organization or supply a visitor post. However, both organizations offered enough measurable user engagement to satisfy RQ1 to remain in the study. In addition, the SPCA's user-post interactions was among the highest of all nonprofit organizations. The lack of the American Red Cross of Greater Phoenix's user-generated content was useful to this study to start a discussion about why users are not engaging with this type of organization via social media.

Excluding the two organizations above, 195 user-generated posts served as a sample of the content users generate to engage with nonprofit organizations using Facebook. A content analysis was conducted to determine what type of message Facebook users created or shared in order to engage with a nonprofit organization. The coding was done by one coder, and the unit of analysis is the user's content in the post which could range from one word or an incomplete phrase to several paragraphs with hyperlinks and emoticons. To reduce ambiguity, the coding method built on prior research methods which included a list of key words assigned to different categories (Wohn & Na, 2010). Using the AEIO utility (Wohn & Na, 2010) based on the posted content, each post was placed in four categories (attention-seeking, emotion, information, or opinion). The collection was limited to individual pages and excluded brand pages.

Two types of user-generated content were considered in identifying the 15 most-recent posts. The first type of user-generated content included reposts of the nonprofit organization's content. These reposts or shares were categorized based on the user's interaction with the nonprofit-driven content and coded using the AEIO method outlined below. User-created content was the second type considered in the 15 most-recent posts. This was the most common type of content and did not rely on the nonprofit organization's content to create the user's posts.

The AEIO utility developed by Whon and Na (2010) was used to code the posts into the appropriate categories. The utility used the sub-categories to categorize the types of content to address RQ2 (What types of content do users

create to initiate engagement with a nonprofit organization via Facebook?). The criteria analyzed the sub-categories on whether the message was subjective or objective, and whether the message was about the Facebook user (inbound) or about the user's friends or the nonprofit organization (outbound). For example: if a user shared a news story from the nonprofit organization's page, the user's message pertaining to that story was categorized based on the content the user created. An outbound-objective statement such as "read this story to learn more" was classified as "information." However, if the statement included an outbound-subjective statement such as "read this story to learn more about why the government is wrong," then the content was classified as "opinion." This created a matrix of four possible coding options (Rossi & Giglietto, 2016).

Emotion (subjective-inbound) posts focused on personal feelings about the organization but without offering opinions, e.g., "We love HopeKids!" This content contained verbs such as love, hate, hope and excited as well as "thank you" to the organization. In addition, informational messages that were written in capital letters were also categorized as emotional. Exclamation points were used across all types of posts and even in inappropriate contexts (e.g. "Join us on Friday!") so were not considered purely emotional.

I'm SO HAPPY that I won a bicycle today!!!! :) THANK YOU HopeKids Arizona!!!!

Thank you for Everything!! So many amazing people at MAW, we're so Thankful. My son had a blast Friday.

Super Happy! (and explotaera full) 12 towers giving clean water to more than 12,000 people in our Puerto Rico. One more tool for the self-management of communities. Grateful for Planet Water

Foundation Fundación Banco Popular and Xylem Watermark for their support and donations! We want more, 12 is not enough!

Opinion (subjective-outbound) posts express a subjective expression usually in an attempt to elicit a reaction from another Facebook user, e.g., “We just donated/volunteered/signed up with this organization. Aren’t they incredible?” Opinion posts frequently contained emotional language such as hope, love, hate as well. In these instances, messages were coded for the entirety of the message and not just the key word if the key word’s usage was to express an opinion on a subject not themselves.

There is no hope with these greed addicted republicans/trump. If we don’t quickly replace them with real humans, our planet is dead.

Still say this is the cutest! Excited to have our first Colorado Science Educator Network meeting of 2018 at Denver Zoo tomorrow. Citizen Science is the topic and was one of the top ones decided upon by our members. Denver Zoo outreach, The GLOBE Program and CoCoRaHS Headquarters on the slate.

Don't confuse me with facts. (re-posting a news article about Oxfam “propaganda”)

Attention-seeking (objective-inbound) posts attempted to grab attention from the organization or from the user’s friends, e.g., “Please support me in my fundraising efforts.” The subject was generally the content creator looking for interaction from the organization or their friends. Usually the organization was a passive object of the message.

Three team mates and I are hitting the Oxfam 2018 Brisbane 100km trail walk as team 99km warranty. Please sponsor us. We have a long way to walk and a long way to go raising money. Oxfam exist to eliminate global poverty. Let’s get behind this great cause.

Any Hispanic mommas here?

Please help us support Costumers With a Cause (CWC). Their volunteers will be at our event dressed as Princesses and Super Heroes and they will be raising money for Make-A-Wish America. If you are able, please bring a little something to donate to their cause. Both are incredible organizations and we want them to have success at this event!

Information (objective-outbound) posts provided information about the organization to other Facebook users, e.g., “The latest audit was just released from this organization, they are still Platinum status on Guidestar.” The content was mostly objective about the organization or the creator’s friend and likely included links to articles or other items. If the user shared nonprofit-generated content and added no additional commentary to the post, the posts were classified as “information.”

Saw this post. Thought maybe some families here could use. I know medical pays for them but maybe some medical doesn't or yours is broke etc. (repost of electric hospital bed)

My friend, Tj Hope, is fundraising for Make-A-Wish Arizona this year! Every donation made will be matched up to \$400,000. They also have to opportunity to have it matched again by an Eller Professor if his team raises the most. Potentially, every \$1 donated could be worth \$4! Every donation is tax-deductible and goes to help a great organization!

A message from the President of the Arizona Humane Society.

from Arizona Humane Society  
Happy Vaccine Friday!  
Each Friday, AHS' Veterinary Clinics offer walk-in vaccine clinics where the \$27 office visit fee is waived, and vaccines are just \$21 each! Furry patients are seen on a first come, first served basis. Join us from 1 - 4 p.m. for shorter wait times!

All information was available publicly on Facebook as visitor posts or public posts in which the organization was tagged. Consent from users to examine the message’s content was not sought because the public nature of the messages could be considered ‘public acts deliberately intended for public

consumption' (Paccagnella, 1997). This research was largely exploratory in that it was designed to identify what types of messages Facebook users generate to engage with a nonprofit organization via social media. The data are mostly aggregate data, designed to look at trends to determine the types of interaction users most often use to engage with nonprofit organizations via social media (RQ1) and the types of content users create to initiate engagement with a nonprofit organization via Facebook (RQ2)

## Chapter 4: Results

### Organization Engagement

The number of followers varied widely across each of the 15 nonprofit organizations studied. A cursory observation of the data appears to show that the number of followers was somewhat linked to the organization's revenue except in the case of the American Red Cross (ARC) of Greater Phoenix (see table 1). The ARC is incorporated under one 501(c)3 across all chapters, which means that all revenue is rolled into one Form-990. The ARC maintains multiple social media pages for each of their chapters. Therefore, while the ARC of Greater Phoenix was number one in rank in terms of revenue (\$2.7 billion), they were number 14 in number of followers. Likewise, Make-A-Wish of America ranked seventh in revenue (\$77 million) but was third in number of followers. With the exception of the ARC of Greater Phoenix, the organizations in the top 50% in revenue were also in the top 50% among followers.

Make-A-Wish of America had more than 5,000 shares by individuals of the organization's posts during the week of November 29 to December 5. More than 90 percent of those shares were on two "share your ears" posts in conjunction with Disney World. This campaign sought to encourage Facebook users to take pictures of themselves with Mickey Mouse ears and share that post with Make-A-Wish America and Disney World in order for a certain amount of money to be donated by Disney World to Make-A-Wish. Make-A-Wish America had two posts encouraging this and more than 90 percent of all engagement was on those two

posts. In contrast, the ASPCA posts ranked second in number of shares of an organization’s post with only 1,697 compared to the Make-A-Wish America 5,000+. The number of shares across all organizations’ posts varied from zero to more than 5,000 with the median number of shares at 91.

Table 1		
<i>Organization Rank in Revenue and Number of Followers</i>		
<b>Organization</b>	<b>Rank (Revenue)</b>	<b>Rank (# of followers)</b>
American Red Cross	1	14
World Vision USA	2	2
International Rescue Committee, Inc.	3	5
Wildlife Conservation Society	4	6
ASPCA	5	1
Oxfam-America Inc.	6	4
Make-A-Wish America	7	3
Denver Zoological Foundation, Inc.	8	7
Arizona Humane Society	9	8
Humane Society of the Pikes Peak Region	10	9
Make-A-Wish Arizona	11	11
Make-A-Wish Colorado	12	12
HopeKids Arizona	13	13
HopeKids Colorado	14	15
Planet Water Foundation	15	10

Engagement with the organizations’ posts using like, love, anger, sad or wow also varied widely, with Make-A-Wish America getting more than 41,000 reactions compared to the ARC of Greater Phoenix having four. Again, the ASPCA was ranked number two with more than 11,000 reactions to the organization’s content. The median number of reactions to an organization’s post was 843. Additionally, while the number of shares of an organization’s post was equally spread across each type of organization, the reactions were skewed in

favor of animal-related or international causes. Excepting the Make-A-Wish “share your ears” campaign, four out of the top seven organizations with the highest reactions belonged to animal-related causes, most likely due to the emotional connection people have with environmental issues, animal rights, education and child welfare (Mangold & Faulds, 2009).

The number of comments on the organizations’ posts ranged from more than 700 on the Make-A-Wish “share your ears” posts to just a few across numerous organizations’ content. The median number of comments on an organization’s post was 38 with four of the top seven organizations being animal-related causes.

Visitor posts also varied widely across organizations. At the time of this study, Facebook page admins have the option to not allow visitor posts and some brand pages choose that option in an effort to limit sensational content or angry comments. Four organizations did not allow visitor posts (Oxfam, IRC, WCS and ASPCA) most likely due to the controversial nature surrounding international refugees and animal rights. The ARC of Greater Phoenix did not have any visitor posts despite being allowed. The Denver Zoo ranked second with 34 visitor posts which was significantly fewer than the more than 200 people “sharing their ears” with Make-A-Wish America via visitor posts. The median number of visitor posts across all organizations over the seven-day period was one.

The final metric considered over the seven days was the volume of user-generated messages where individuals (excluding brand pages) tagged the

organization in a post. Make-A-Wish America’s “share your ears” campaign generated more than 200 messages and animal-related causes took four of the top seven spots. The median number of user-generated posts across all organizations was 18.

Animal-related causes generally generated the most engaged followers on social media excluding the Make-A-Wish campaign. However, this engagement does not always result in more donations or a greater number of followers. In addition, not all engagement with any organization is always positive. Comments, posts and reactions were not filtered based on positive or negative content such as an angry reaction to an organization’s stance on animal welfare.

The primary engagement users had with a nonprofit organization was to react to an organization’s post. The second-most common engagement was to re-share the organization’s posts with commenting on an organization’s post and independently creating a message following in third place. The least common type of engagement was seen in visitor posts on an organization’s Facebook page (table 2).

Table 2		
<i>User Engagement Across All Organizations</i>		
<b>Type of engagement</b>	<b>Range</b>	<b>Median</b>
Shares on organization's posts	0 - 5,241	91
Engagement with the organization’s posts (like, love, anger, sad, wow)	4 - 41,862	843
Comments on a post	0 - 700+	38
Visitor posts	0 - 200+	1
Independently creating their own messages and “tagging” the organization	0 – 200+	18

## User-generated Content

This research also attempted to identify the messaging of user-generated posts using the AEIO utility. The ASPCA did not allow users to generate content and tag the organization resulting in no data available to study. The American Red Cross of Greater Phoenix had zero user-generated posts over the history of their Facebook page's existence. The remaining thirteen organizations' user-generated content was considered.

Of the 195 posts studied, 67 were attention-seeking (objective-inbound), 47 were emotion (subjective-inbound), 41 were opinion (subjective-outbound) and 40 were informational (objective-outbound). Messages were almost equally divided between inbound and outbound but showed a slight orientation towards objective messages (55%) over subjective (45%). Of the objective messages, there were more inbound (63%), than outbound (37%). Of the subjective messages, there were slightly more inbound (53%) than outbound (47%). More than 30 percent of user-generated content attempted to gain the attention of the user's friends or the organization. The second highest category was emotional with nearly 25 percent of user content expressing an emotion surrounding the organization (see table 3).

<b>Engagement type</b>	<b>Number of Posts</b>	<b>Percent</b>
Attention-Seeking (objective-inbound)	67	34.4%
Emotion (subjective-inbound)	47	24.1%
Opinion (subjective-outbound)	41	21.0%
Information (objective-outbound)	40	20.5%

Broken down across organization type, the health and human services organizations had more than double the emotional user-generated content than the other two categories (animal-related and international) combined (see table 4). Attention-seeking content dominated both the animal-related and international organizations. Animal-related causes were slightly more likely to generate opinion posts, and international causes saw a slight increase in informational content over the other two categories.

Table 4			
<i>Content Type Across Organization Category</i>			
<b>Content Category</b>	<b>Animal-Related</b>	<b>International</b>	<b>Human Services</b>
Emotion	7	5	35
Opinion	17	12	12
Attention-Seeking	25	25	17
Information	11	18	11

## Chapter 5: Analysis and Conclusion

The goal of this study was to determine how Facebook users interact with a nonprofit organization via social media. Specifically, this study sought to understand the most common type of engagement on nonprofit-generated content. In addition, this study attempted to look at the type of content users generate to initiate a conversation surrounding nonprofit organizations. This study examined the type of interactions users have with nonprofit organizations via Facebook. Determining how users are engaging with a nonprofit organization is a valuable beginning to understanding the gratifications they receive which can help communicators build better engagement strategies.

Of the 15 organizations selected to review, five were from animal-related causes and included two nationwide organizations (Wildlife Conservation Society and ASPCA). These two organizations were similar in size and scope, but the ASPCA's user engagement was far higher with more than 1.5 million Facebook followers in contrast to the Wildlife Conservation Society's 373,000 followers. In addition, the ASPCA had more than 11,000 user reactions (like, love, anger, sad, wow) to, 1,697 shares of, and 312 comments on the organization's content. The Wildlife Conservation Society saw far less engagement with only 576 user reactions, 91 shares, and five comments on any post.

Three other animal-related causes were selected to study. The Arizona Humane Society, the Humane Society of the Pikes Peak Region, and the Denver Zoo. The Arizona Humane Society was substantially larger than the Pikes Peak

Region with 2016 revenue in excess of \$21 million and 84,450 Facebook followers. The Pikes Peak Region's revenue was \$15 million and the organization had 33,156 followers. However, the Denver Zoo eclipsed both Human Societies with a near double 2016 revenue of \$41 million and more than 229,000 Facebook followers. Surprisingly, the organization that had the most followers and largest budget (the Denver Zoo) did not necessarily see the largest engagement. The Arizona Humane Society's followers shared the organization's content more than 600 times over a one-week period compared with 444 times for the Denver Zoo. The Pikes Peak Humane Society only had 26 shares over the same time frame. The Denver Zoo did have the highest number of reactions (4,651) with 3,591 reactions for the Arizona Humane Societies and 1,133 for Pikes Peak. The Denver Zoo also saw the most comments on a post and visitor posts during the timeframe as well.

In the international NTEE code category, only one organization maintained multiple Facebook pages based on the chapter's location. The American Red Cross of Greater Phoenix was selected to view user engagement, and although the American Red Cross has more than a \$2 billion budget, the user engagement was near zero. The organization ranked 14<sup>th</sup> in number of followers across all organizations studied with only 3,299 followers. In addition, over the time frame studied, the organization had no shares on their content, no comments on a post or visitor posts and only four reactions on any post.

The other four organizations in the international category only maintained one Facebook page for the entire organization nationwide (i.e. there was not a

World Vision of Texas, IRC of Denver, etc.). Of these four, the International Rescue Committee, Inc. had the third-highest number of followers (627,101) but the most reactions, comments, and visitor posts. World Vision USA was second in terms of reactions, posts shares, comments, and visitor posts but with more than 1 million followers had a lower percentage of engagement. Oxfam-America, Inc. ranked second in number of followers but a distance third in shares, reactions, comments, and visitor posts with Planet Water Foundation fourth in all categories.

The third category selected to study were organizations in the Health and Human Services NTEE code. Two organizations similar in scope but varying in budget sizes were selected. Three Make-A-Wish Facebook pages and two HopeKids pages were studied. Make-A-Wish America had more than 800,000 followers and by far the highest engagement of any organization in the study due to a viral “share your ears” campaign. More than 90 percent of the organization’s engagement came from two posts asking people to share photos of themselves with Mickey Mouse ears in order for Disney World to donate up to \$1 million dollars to the charity. Due to this there were more than 5,000 shares, 41,000 reactions, 700 comments, and 400 user-generated messages. The other four pages showed far more modest engagement. Make-A-Wish Arizona ranked second in the category and 11<sup>th</sup> overall in terms of number of followers with Make-A-Wish Colorado, HopeKids Arizona and HopeKids Colorado stair steps behind with engagement generally falling with number of followers respectively. However, two exceptions to this trend were noticed. Make-A-Wish Colorado had

more reactions to their posts despite having two-thirds the number of followers than Make-A-Wish Arizona. Similarly, HopeKids Colorado also had more reactions and comments on posts than HopeKids Arizona despite having 25 percent fewer followers.

In terms of user-generated content among animal-related causes, the ASPCA did not allow any individual to tag or post on their site. The other animal-related causes saw one or two emotional posts but the remaining categories (attention-seeking, opinion, or information) each had a range of zero to up to eight. The Wildlife Conservation Society and the Humane Society of Pikes Peak Region each had six opinion posts with the Arizona Humane Society only having one. The majority of the posts in animal-related categories were attention-seeking with users asking others to adopt animals or support the cause.

Of the international focused causes, attention-seeking posts had the highest instance among user-generated content, followed by informational posts, then opinion. Similar to animal-related causes, emotional posts saw the fewest number of posts. Interesting note, the International Rescue Committee, Inc had no user-generated content in either the emotional or opinion categories.

In reviewing the Health and Human Services category nonprofits, the chapters of each nonprofit saw similar post types. Both HopeKids chapters dominated the emotional post category with numerous clients posting messages of gratitude to the organization. The Make-A-Wish Arizona and Make-A-Wish Colorado were fairly consistent across all categories with three or four types of

messages in each of the AEIO categories. However, Make-A-Wish America had mostly attention-seeking posts.

### **Significance**

Chapters of the same organizations but a different geographic location showed similar user engagement in both kind and amount suggesting that geography does not play a large role in user engagement. In contrast, the organization's NTEE category seemed to make a large difference in how users engaged but not in volume. Organization's across categories but similar in size saw similar volumes of engagement with nationwide organization's leveraging the most support across hundreds of thousands, if not millions, of followers. However, users in the health and human service category created far more posts to express emotion towards or about the organization than the other two categories (animal-related or international) categories combined.

The number of followers the organization had did not seem to make a difference in terms of user engagement as a percent of market share. For example, World Vision USA had nearly double the number of followers as the International Rescue Committee, Inc. (IRC) but the IRC had more than double the number of reactions, comments, and visitor posts.

Animal-related and International causes had the highest percentage of user-generated content in the attention-seeking category. Most of these were requests for the user's friends to support them in their fundraising efforts (such as a walk or run) or to consider adopting a pet. The small HopeKids chapters had the highest percentage of engagement from clients with the Make-A-Wish

chapters second. The lack of client interaction with Make-A-Wish America coupled with the few emotional posts compared to the high volume of attention-seeking messages could suggest that the larger the organization becomes, they may lose some contact from their client base and the less likely the organization's clients are to engage with the organization via social media.

Nonprofit organizations have typically seen social media as a low-involvement activity that works to generate new-but-disengaged followers to higher levels of engagement over time (Dixon & Keyes, 2013). While this study did not look at the timeline of the relationship between the organization and the Facebook user, a cursory glance at the content of users' posts would suggest that most user engagement came from people who were already involved with the organization. Of the user-generated posts this study reviewed, the most common content users created via social media were seeking the attention of the users' friends and generally focused on the person's involvement with the organization such as fundraising or volunteering for the cause with the second-most popular posts thanking the organization. The results of this study supported many of the same uses found in other studies.

Studies using self-determination theory as well as uses and gratifications theory research have found that users' intrinsic motivations for social media usage is primarily to feel connected to others (Reinecke, Vorderer, & Knop, 2014). The most common user-generated messages in this study were focused on gaining the attention of the user's friends. This also supports prior research that Facebook fulfills an ego need (Toma & Hancock, 2013).

Current social media usage trends for nonprofit organizations attempt to drive awareness of a cause through top-down communication (Das, 2010). In 2012, Lovejoy and Saxton published research on nonprofit organizations' social media usage and found that most nonprofit social media campaigns focus on three types of posting: Information, Community and Action. Nearly 60 percent of the top 100 organizations' tweets were providing information about the organizations' activities or latest news. Only 25 percent of most organizations' tweets fostered any type of dialogue or invited community building in the digital sphere. The community-building posts or tweets included recognition and thanks to specific people or companies, responding to public messages or acknowledging current events. About 15 percent of organization's messages focused on getting people to do something for the organization such as donate money, buy a t-shirt or attend a fundraising event.

Most communications professionals view social media as the place to gain new audiences and many trade magazines offer advice on how to drive top-down social media campaigns. They look at social media through the lens of the traditional pyramid where social media is the bottom entry point. However, this research suggests that organizations should look for ways to engage their existing network of supporters and highlight their involvement in such a way that involves the supporters' network of friends in grassroots-level communications. For example, organizations could create Facebook groups for volunteers to maintain two-way communication with the organization as well as to invite their

friends to join discussions on ways to support the cause they are passionate about.

Social media is constantly changing and it can be overwhelming to consider all of the options and tools available for organizations to reach their target audiences. The first step in building a good social media strategy starts with a good donor strategy. Nonprofit communicators should reconsider the idea that all donors start at the same entry point and that social media is just an additional vehicle of traditional marketing. An organization's goal is to offer supporters a variety of involvements that engage their strengths and abilities to have an impact (Dixon & Keyes, 2013). Entry points for engagement into a nonprofit are not confined to a particular level. In fact, most people enter at various levels, such as both a volunteer and a social media supporter and people will frequently have multiple levels of engagement with an organization at one time (Ogilvy Public Relations Worldwide, Georgetown University CSIC, 2011).

In addition, organizations should understand that most people who donate online, "like" an organization's Facebook page or follow an organization through any social media were first involved in some other connection to the organization such as being a volunteer, attending meetings or in leadership (board member, committee member, etc.) (Reddick & Ponomariov, 2013;2012). Understanding that an organization's digital audience has a face and a name helps to focus the organization's social media strategy. Research suggests that social media outlets are an additional element similar to a newsletter, a phone call or a face-to-face

meeting used to engage in meaningful conversations with people already connected to the organization.

Most organizations only have two social media audiences: their current supporters and their supporters' network. There are several ways to engage these two audiences depending on the cause, the social media outlet and the supporters themselves (Dixon and Keyes, 2013). The top five ways in which a social-media supporter first becomes involved with supporting a cause are donating money (40 percent), talking to others about the cause (40 percent), learning more about the cause and its impact (37 percent), donating clothing or other items (30 percent), and signing a petition (27 percent) (Ogilvy Public Relations Worldwide, Georgetown University CSIC, 2011).

Organizations should work to identify where their existing donors and volunteers spend most of their digital media time. Research suggests that most organization's supporters will likely use Facebook and the organization should consider the use of Facebook groups to create hubs for their supporters to engage with the organization and other like-minded individuals they may have interacted with through the organization such as at a fundraising event or volunteer opportunity. This strategy would directly achieve supporter's connectedness and self-affirmation needs. Organizations may not need to use more than one social media outlet to reach the majority of supporters which would reduce the workload of any communications department.

Social media can also be used by an organization's supporters to carry organizational messages to their network. Organizations can set up their strategy

from the beginning to turn the role of fundraiser from an internal function of the organization to a role that's shared by everyone in his or her community (Dixon & Keyes, 2013). When an audience feels engaged and empowered to help a cause that they feel passionate about, they are more likely to involve their friends.

Organizations can help them by preparing social media material that is easily redistributed, straightforward and directly shares the impact of the cause such as stories of those who need help or have been helped by the organization (Saxton & Wang, 2014).

Additionally, organizations can use several of the functions of the newly-created "Facebook for Nonprofits" platform to encourage supporters to create peer-to-peer fundraising events directly in the platform to support the community or to celebrate special occasions such as birthdays by donating to the organization. Organizations could provide a set of social media posts to highlight the volunteer's or donor's involvement with the organization with the goal of that supporter sharing their involvement with others such as:

As a volunteer, I know that hope is a powerful medicine. With HopeKids, families who have a child with a life-threatening medical condition have fun and exciting free events to look forward to all year! To join me as a volunteer or learn more visit [www.hopekids.org](http://www.hopekids.org) or donate to my Facebook fundraiser.

Lastly, organizations should measure traffic and content of their social media and consider whether the traffic is useful. If organizations are getting useful data, most organizations will probably rethink some of their social media outlets and strategy. After all, "you cannot manage what you don't measure" (PR News, 2009). Once organizations have built a strategy that involves their

constituents in meaningful communication and have the numbers to prove it, most organization's audience interests will change again. It is important for organizations to build re-evaluation methods and mobility into their strategy to allow the flexibility to change their social media strategy at any time (Greenberg & Kates, 2014). This strategy creates an environment of continuous communication that donors demand or organizations risk "cause fatigue" (Saxton & Wang, 2014).

### **Limitations**

This research worked to begin to understand the uses of Facebook that users have to engage with nonprofit organizations. This research was largely exploratory to identify how users engage with a nonprofit organization via Facebook. The methods used aggregate data to look at trends and did not explore the gratifications those users received after engagement. In addition, the analysis is limited to people who are already engaged enough with the nonprofit to be identified for content analysis and did not look at the entry points for initial engagement with a nonprofit organization.

Research has shown that visitors who engage with a nonprofit organization most likely have had other interactions with the organizations first such as a volunteer or donor. These supporters would likely be receiving other contact from the organization outside of social media in the form of thank you cards, newsletters, emails, or phone calls. Therefore, their interactions on social media could simply be overflow of their established communication with the organization.

Additionally, the human services category of nonprofit organizations had a statistically significant number of emotional posts compared to the other organizations. Future research should work to determine whether this was the result of error or is measurable amongst all organizations.

### **Future Research**

Future research could be done to determine if a positive relationship exists between the gratifications sought by an audience and the types of interaction (Attention, Emotion, Information, Opinion). Additionally, this research could be expanded to a larger number of organizations particularly in the Health and Human Services category to look at client interactions in regards to the size of the organization's Facebook presence. Other research could focus on one NTEE code category or a particular subcategory to identify the user-generated messages for each.

Further research could look at Facebook groups to determine if this meets a gratification of the nonprofit organization's audience, namely a connectedness need. This could lend itself to exploring the benefits of top-down versus grassroots communication within an organization to determine the best methods of grassroots communication using social media.

Lastly, further research should be conducted on the new "Facebook for nonprofits" initiative that allows and encourages Facebook users to create fundraisers for nonprofit organizations. Research should be conducted to determine if organization's see an increase in engagement due to this initiative as well as the best methods for increasing engagement through this platform.

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## Appendix

### Appendix 1: Nonprofit Sample Population (Guidestar, 2017)

<b>Organization/Chapter</b>	<b>NTEE Code</b>	<b>Revenue</b>	<b>Geographic Focus</b>
HopeKids/ Arizona Chapter	P20 (Human Service Organizations)	3,200,000	Phoenix
HopeKids/ Colorado Chapter	P20 (Human Service Organizations)	3,200,000	Denver
Make-A-Wish America	E86 (Patient Services)	\$77,717,411	Nationwide
Make-A-Wish of Arizona	P30 (Children's and Youth Services)	7,399,298	Phoenix
Make-A-Wish of Colorado	P20 (Human Service Organizations)	3,954,292	Denver
American Red Cross/Greater Phoenix	Q30 (International Development, Relief Services)	2,714,631,000	Phoenix
Oxfam-America Inc.	Q30 (International Development, Relief Services)	95,037,000	Nationwide
International Rescue Committee, Inc.	Q30 (International Development, Relief Services)	691,217,000	Nationwide
World Vision USA	Q30 (International Development, Relief Services)	1,014,000,000	Nationwide
Planet Water Foundation	Q30 (International Development, Relief Services)	1,211,336	Phoenix
Wildlife Conservation Society	D30 (Wildlife Preservation/Protection)	291,614,080	Nationwide
ASPCA	D20 (Animal Protection and Welfare)	197,475,952	Nationwide
Arizona Humane Society	D20 (Animal Protection and Welfare)	21,709,802	Phoenix
Hunane Society of the Pikes Peak Region	D20 (Animal Protection and Welfare)	15,135,492	Denver
Denver Zoological Foundation, Inc.	D50 (Zoo, Zoological Society)	41,265,327	Denver

## Appendix 2: Type of Engagement

<b>posts from people from November 29- December 5 (excludes engagement by pages)</b>	<b>HopeKids / Arizona Chapter</b>	<b>HopeKids / Colorado Chapter</b>	<b>Make-A-Wish Colorado</b>	<b>Make-A-Wish Arizona</b>	<b>Make-A-Wish America</b>
# of followers	4,579	904	8,127	12,165	831,781
Shares on organization's posts	2	2	20	61	5241*
Engagement with the organization's posts (like, love, anger, sad, wow)	207	218	426	376	41,862*
Comments on a post	3	10	11	9	700+*
Visitor posts	2	1	9	1	200+*
Independently creating their own messages and "tagging" the organization	6	7	18	4	200+*

<b>posts from people from November 29- December 5 (excludes engagement by pages)</b>	<b>ARC-Phoenix</b>	<b>Oxfam-America Inc.</b>	<b>International Rescue Committee, Inc.</b>	<b>World Vision USA</b>	<b>Planet Water Foundation</b>
# of followers	3,299	704,912	627,101	1,114,316	19,240
Shares on organization's posts	0	147	956	501	4
Engagement with the organization's posts (like, love, anger, sad, wow)	4	843	5,241	2161	169
Comments on a post	0	38	119	59	2
Visitor posts	0	0*	0*	11	1
Independently creating their own messages and "tagging" the organization	0	41	28	14	0

<b>posts from people from November 29- December 5 (excludes engagement by pages)</b>	<b>Wildlife Conservation Society</b>	<b>ASPCA</b>	<b>Arizona Humane Society</b>	<b>Hunane Society of the Pikes Peak Region</b>	<b>Denver Zoological Foundation , Inc.</b>
# of followers	373,576	1,526,581	84,450	33,156	229,335
Shares on organization's posts	91	1697	626	26	444
Engagement with the organization's posts (like, love, anger, sad, wow)	576	11,224	3591	1133	4651
Comments on a post	5	312	183	69	248
Visitor posts	0*	0*	9	2	34

Independently creating their own messages and "tagging" the organization	25	73	34	8	61
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Appendix 3: Engagement from user-generated and nonprofit-generated shared content

<b>Engagement Type from audience-created posts</b>	<b>HopeKids Arizona</b>	<b>HopeKids Colorado</b>	<b>Make-A-Wish Colorado</b>	<b>Make-A-Wish Arizona</b>	<b>Make-A-Wish America</b>
Emotion (subjective-inbound)	11	13	5	5	1
Opinion (subjective-outbound)	1	2	3	3	3
Attention-Seeking (objective-inbound)	2	0	3	4	8
Information (objective-outbound)	1	0	4	3	3

<b>Engagement Type from audience-created posts</b>	<b>ARC-Phoenix</b>	<b>Oxfam-America Inc.</b>	<b>International Rescue Committee, Inc.</b>	<b>World Vision USA</b>	<b>Planet Water Foundation</b>
Emotion (subjective-inbound)	-	2	0	1	2
Opinion (subjective-outbound)	-	5	0	2	5
Attention-Seeking (objective-inbound)	-	6	7	4	8
Information (objective-outbound)	-	2	8	8	0

<b>Engagement Type from audience-created posts</b>	<b>Wildlife Conservation Society</b>	<b>ASPCA</b>	<b>Arizona Humane Society</b>	<b>Hunane Society of the Pikes Peak Region</b>	<b>Denver Zoo</b>
Emotion (subjective-inbound)	2	-	2	1	2
Opinion (subjective-outbound)	6	-	1	6	4
Attention-Seeking (objective-inbound)	5	-	8	8	4
Information (objective-outbound)	2	-	4	0	5

Appendix 4: user-generated posts content

HopeKids Arizona	E	O	A	I	Notes
Any hispanic mommas here?			1		
Saw this post. Thought maybe some families here could use. I know medical pays for them but maybe some medical doesn't or yours is broke etc.				1	{Repost of electric hospital bed}
Girls night out at the hockey game thanks to HopeKids Arizona it's nice to have some one on one thanks to Grammie Bonnie Lambert.	1				
I'm SO HAPPY that I won a bicycle today!!!! :) THANK YOU HopeKids Arizona!!!!	1				
Had a great time at the Hope Kids festival!!! Thank you Notre Dame Prep School. — with Allen Thomas and Randi Rae.	1				
Purple and Gold Notre Dame Prep kids fighting on! - — at Notre Dame Preparatory High School.		1			
My pleasure to bring the smiles to this fun HopeKids event today! - — at Notre Dame Preparatory High School.	1				
Thank you Hopekids! The kids had so much fun playing baseball.	1				
Doing what we do - Unbreakable Gear -LLC sponsoring movie day for HopeKids Arizona ( These are kids with cancer and other life threatening illnesses) !!! - With around 60 in attendance Wwww.UnbreakableGear.com			1		
Looking forward to attending this game tonight between the Phoenix Suns and the Houston Rockets, thanks to HopeKids Arizona!!!!	1				
Look Zachary Lashley: A beautiful girl (Kylie) and a hot car. ❤️ your hot rod orange chair rockin the scene! #ZForeverZ #HopeKids#CarShow #ZachsFaves HopeKids Arizona	1				
nananananananana nananananananana #BATMAN!!!! - Had a great time hanging in the #Batcave with our friends at HopeKids Arizona and the Colten Cowell Foundation	1				
Thank you HopeKids Arizona for a fun night in the suite at the Phoenix Suns' game!!	1				
Our first #hopekids event - #fiestabowl! Thank you HopeKids Arizona	1				
This Batcave was too cool! Thanks to HopeKids Arizona and Colten Cowell Foundation for letting us come out! See Collective Change for more videos	1				

HopeKids Colorado	E	O	A	I	Notes
We'd like to give a HUGE thank you to the HopeKids Colorado, Pepsi Center, & Denver-Nuggets for giving my son & I this great bonding time at the game. He his HUGE fan and cheered, had fun, smiled and just had an absolute amazing time. Everyone there was so nice and helpful & made this experience so enjoyable. Again thank you so much we gratefully appreciate this opportunity.	1				
We'd like to thank HopeKids Colorado & Pikes Peak Center for providing this wonderful experience to my son tonight it is greatly appreciated; thank you.	1				
Rilee didn't want to sit still for any photos because she was having way too much fun ♥ very grateful for the HopeKids Colorado program and their partners for a much needed night of magic and fun!	1				
William and I are going to Disney Live thanks to HopeKids Colorado and Pikes Peak Center. William is so dang excited.	1				
Thank you HopeKids Colorado! We are at Disney Live with Lily and her bestie Addison! They are so excited!!	1				
Thank you for the DU hockey tickets! We brought our cousins who are huge hockey fans :) — with Rachael Rutan Bostwick.	1				
Our family is so grateful for the experiences we are able to have through HopeKids Colorado; we truly appreciate the thought you put into the activities you put together for us. . . . We would also like to express our gratitude to Estes Park Mountain Shop all of you really went out of your way to make the rock climbing experience enjoyable and fun my son so much that it's all he could talk about on the way home. Thank you from this momma for the joy you brought to my son today!	1				
Thank you so much for amazing trip to Estes hopekids!!	1				
We appreciate Murphy's Resort at Estes Park & Murphy's River Lodge so much for having hosting the HopeKids Colorado. Even though it is our first night here and it was my son William Clark's first campfire with songs ... you have no idea how much it means to this momma to see him having fun experiencing new things, meeting new people all the while in an environment where he is made to feel comfortable. Thank you so much this mini vacation is so appreciated.	1				
Yesterday was so much fun. Watching my sons eyes light up as he cheered on University of Colorado Boulder Basketball team. It just brings me such joy to see him so happy. I feel so blessed to be William Clark's momma and so incredibly thankful for the we were afforded by HopeKids Colorado that allowed me to see my son so happy at the game!	1				
Go buffs. Thanks hope kids		1			
Thanks HopeKids and DU for a great time. Enjoyed watching Gymnastics. — attending DU Gymnastics vs. Air Force at Magness Arena.	1				
Thank you hope kids for the gymnastics competition today!!! We have never been but are SO excited!!! #DU1Nation	1				
Thanks HopeKids for another movie!!!! 🍷📺		1			

<p>Goodbye 2017! Thank you Lord for the beautiful year I received with my baby boy. Thank you Rocky Mountain Hospital for ChildrenChildren's Hospital Colorado Developmental Pathways MGA Home Healthcare HopeKids Colorado Ronald McDonald House Charities of Denver, Inc.and all the doctors, nurses and support we had this year.</p> <p>Thank you American Home Agents for the amazing job I have! Thank you to all my clients! Thank you to my family and friends for sticking by us this year, donating and praying. God Bless everyone! May God give us all a wonderful year this 2018!</p>	1				
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<b>Make-A-Wish Colorado</b>	<b>E</b>	<b>O</b>	<b>A</b>	<b>I</b>
Hey friends. We just got our @WishesandHeroes page up and running. We are happy to announce the 8th annual concert benefiting Make-A-Wish Colorado and the Colorado Professional Fire Fighters Foundation will be June 23rd in Downtown Denver. Please follow our new twitter page and standby for more details on the big day. <a href="https://twitter.com/WishesandHeroes">https://twitter.com/WishesandHeroes</a>			1	
Thank you MAW for giving Jase the world!! We are all so excited to meet Mickey Mouse!!	1			
Today was a *super* day for one very special 5-year-old hero — big thanks to Douglas County High School, Castle Rock Police Department, Make-A-Wish Colorado, Douglas County Sheriff's Office...Batman, Spider-Man, and more! 🦇🕷️ Our Together 4 Colorado story airs at 5! #GoodNews	1			
It's the only Full Marathon in Denver! It's Denver's Colfax MarathonYou can run 5K, 10M, 13.1 or 26.2 for the Community & help charities such as the Make-A-Wish Colorado Chapter the Leukemia and Lymphoma association & numerous others plus our local Public Schools! Time's running out for Early Pricing; Register by 1/24; 11:59pm & you could be 1 of Lucky 8 Adidas Jacket Winners!			1	
This is my fifth year running Colfax and to celebrate it will be my first full Marathon! Join me & the Colfax Ambassadors in making a difference in our community!				
What a great mini-mayor we have for Sunlight Mountain Resort, Who wouldn't want to scarf up this Italian dish after a great day of skiing! Extra cheese, please! Make-A-Wish Colorado		1		
WE LOVE YOU GABBY!!! #makegabbyfamous	1			
Jeff Dave brought another 4th place USATF medal home from the 100k U.S. championships in Bandera, TX! Janji Julbo Eyewear Make-A-Wish Colorado @wildalaskadirect Backbone Media #fastjeff#fastginger #runlikeacolt #runlikeanantelope #cardioqueen#buffyluva4eva #eatwildsalmon #runsonsalmon #wildalaskadirect				1
Just sharing some of the cool shots captured by Denver Westwordduring the Star Wars Celebration & Art Exhibition Free Event this weekend. Great to support these local Star Wars artists and Incredible Art Gallery who has donated to our charity auction for Make-A-Wish Colorado for the past three years...		1		
#shareyouears #makeawishcolorado #wishesmatter #wishkid#Broncoears Denver Broncos Cheerleaders Junior Denver Broncos Cheerleaders				1
It's finally here!! Today is #coloradogivesday. Two of my favorite local non-profits: Colorado Professional Fire Fighters Foundation & Make-A-Wish Colorado . Both close to my heart. Give if you can. Every little bit counts and today your money goes further. <a href="https://www.coloradogives.org/">https://www.coloradogives.org/</a> #9newsmornings				1

It was an amazing feeling helping make this young lady's wish come true! She is such a sweet bright amazing young lady! I hope she enjoyed lastnight and that she has a great birthday. #makegabbyfamous Make-A-Wish Colorado #weareargus #nssn933	1			
Thank you for Everything!! So many amazing people at MAW, we're so Thankful. My son had a blast Friday.	1			
We have a very special guest tonight at Not So Silent Night. Make-A-Wish Colorado has announced that almost-eight-year-old Gabby will be appearing on stage to show off her leukemia-crushing hairstyle! Imagine Dragons was lucky enough to score a PERSONAL meet-and-greet with Gabby, but we've been told that she'll be doing an autograph signing at 1st Bank Center for all attendees! Please do NOT miss your chance to score one tonight! #MakeGabbyFamous				1
Nathan is doing his annual Make-A-Wish Colorado shopping trip at Children's hospital. What a wonderful organization!		1		
What are your favorite organizations to support? Make-A-Wish Colorado is our focus this coming year. 💕 We hope to grant a travel focused wish to a Make-A-Wish child. Travel does make a difference. 💙				1

<b>Make-A-Wish Arizona</b>	<b>E</b>	<b>O</b>	<b>A</b>	<b>I</b>	<b>Notes</b>
Wow, it's been two years now since Jordan did his segment on FOX 10 Phoenix Syleste Rodriguez Fox 10 Make-A-Wish America Make-A-Wish Arizona Ty Brennan FOX 10 News Anita Roman Fox 10			1		
Tucson Friends You can help A Wish Kids Wish come true Check out link below Make-A-Wish Arizona				1	
Thank you Make A Wish AZ for hosting our Kick Off today!		1			
I am a wish granter from Fairbanks, Alaska and currently visiting the Phoenix area for 3 months. Lots of free time on my hands and willing to help where there is a need.			1		
Carrie Underwood, I see you lighting up the smile, eyes and life of this handsome fella! How sweet is this? Bravo Make-A-Wish Arizona!		1			
Little Mia McPoland is looking for a bone marrow match!!! Are you the match she is looking for?? So proud our company has contributed to over 900 Make-A-Wishwishes last year including a trip to Hawaii for this family right here!💙 Inspired to love and give more!🙏				1	

<p>Was looking at my portfolio and thinking back through all the amazing opportunities I've had over the past couple of years to create meaningful content for my clients. I'm so grateful to be able to do work I love and that makes a difference in the lives of others. Thank you to TEDxTucson Litter Films Tucson Scarred Beautiful Tucson Jewish Community Center Old Pueblo Community Services Gospel Rescue Mission OpenForm The Pixel Project - It's Time To Stop Violence Against Women. Together. Southern Arizona Video Productions Visual Images Productions Bobby Jo Valentine Tu NiditoRallyUp.com Simpson Strong-Tie The J3 Effect Tucson International Academy Artifact Dance Project Starry Sky Films 4Tucson Kore PressMake-A-Wish Arizona Ryanhood Habitat for Humanity Tucson Alysa Rushton Linda Chorney Tucson Gem and Mineral Society, Inc.CommunityShare LeadLocal Pixify Creative Adam Colwell's Writeworks LLC Shortcut Content Independent Film Arizona- Documentary Workgroup United Way of Tucson and Southern Arizona Pima County School Superintendent's Office Helixdsgn Rolling Stone The University of Arizona Movement Pima Association of Governments and so many others!</p>			1		
<p>Absolutely love Christmas on Comstock in Gilbert, Arizona! Never disappoints! All for a great cause too. Make-A-Wish America Make-A-Wish Arizona. #Christmas</p>	1				

<p>Yesterday was bittersweet as we had to say goodbye to all of our new found friends and the beautiful and inviting city of Vancouver, BC. Jada had a once in a life time trip, I think it's all still setting in, and we had a wonderful trip as family. We want to thank American Airlines, Phoenix Sky Harbor Airport and Vancouver International Airport for your time, enthusiasm and of course pampering of Jada. We would like to thank the Sunset Inn and Suites Vancouver for your hospitality during our stay. To all the staff at Warehouse Studios thank you for your time, patience, encouragement and for bringing Jada's voice to life. Thank you Stuart Gillies who filmed this entire experience for Jada to reflect on as she wishes. You were amazing to work with and really took your time to get to know Jada. A HUGE shout out to Jada's wish grantor's from make-a-wish Arizona and Make-a-wish BC &amp; Yukon; Nicole Powers Walton, Jennifer Priddy and Monique Green, you were all amazing to work with and you really captured Jada's wish. Thank you to the band The Short Story Long for being so welcoming to us and encouraging Jada. Thank you for coming to dinner and partaking in our shenanigans. I am sure there are so many behind the scenes people that we didn't know about so Thank you!! And of course the man of the hour~THANK YOU Shane Koyczan. Thank you for being such a huge inspiration to Jada, for teaching her to express herself and for motivating her to be better...all this before she ever met you. Now that she has met you, you are all that and more. You have paved new paths for her, opened more doors and awakened a sense of purpose and power she had lost between all the doctors, illnesses and bullying. In a world filled with so much darkness thank you for being such a powerful light to so many, especially my daughter.</p>	1			
<p>#FlashbackFriday to 7 years ago, when Make-A-Wish Arizona sent my little angels to Walt Disney World &amp; SeaWorld &amp; Busch Gardens Tampa Bay... time flies. #fcancer #survivors #heroes #prouddaddy#memories</p>	1			
<p>Thank you Make a Wish for making Christian's wish to go to Mickey's island come true! Last week our family had an unbelievably wonderful and very special vacation on the Disney Dream. We were all treated like royalty and every detail was perfect! Thank you so much for making our special little boy soooooo very happy and bringing him some Disney magic for a few days in the midst of treatments and testing...we love you Make a Wish Az!</p>	1			
<p>Messages like these, make me so happy. We can all make a small difference. Proud to be bilingual. xoxoxo Make-A-Wish Arizona now has 300 new applicants to volunteer for more Hispanic families and their kids, to help get their wish granted. #LoveSpread</p>	1			{Reposting screenshot of volunteer email received from MAW}

<p>Whats up everyone I got some great news! I recently joined Make-A-Wish Arizona and Make-A-Wish America! I am trying to raise funds for a child in need by fighting in this event! Help me and my team reach our goal of \$750 dollars before November 27th! If you would like to donate please go to this link <a href="http://site.wish.org/.../TR/FriendsandFam.../Make-A-WishArizona...">http://site.wish.org/.../TR/FriendsandFam.../Make-A-WishArizona...</a> No donation is too small because for a limited time anything you donate could potentially be quadrupled in dollar value if you do so before the 27th! Lets FIGHT for kids in need!</p>			1	
<p>My friend, Tj Hope, is fundraising for Make-A-Wish Arizona this year! Every donation made will be matched up to \$400,000. They also have to opportunity to have it matched again by an Eller Professor if his team raises the most. Potentially, every \$1 donated could be worth \$4! Every donation is tax-deductible and goes to help a great organization!</p>			1	
<p>Thank you to all the Super Women who came out to the Make-A-Wish Arizona Wish House tonight for Champagne, Women and Wishes. What a magical night, indeed! Special thanks to Karny Stefan and her team for sharing the love and passion for what we do - and to Wish Kids Nikolas (who's wish was to meet the Pope) and Amy - who shared their hearts and stories tonight. Special thank you to our 'champagne angel' Mike Broomhead - I am so full of gratitude tonight!</p>		1		

<b>Make-A-Wish America</b>	<b>E</b>	<b>O</b>	<b>A</b>	<b>I</b>
<p>Sheltering Wings Premier Event Auction is up accepting bids. Check out the DSR package and cutting board. You'll need to register with Qtego Auction Services view and start bidding...you don't have to be present to WIN! Please SHARE</p> <p>NHRA Make-A-Wish America Matco Tools Chevrolet Performance U.S. Nationals Lucas Oil Raceway <a href="https://qtogo.net/qlink/shelteringwings/register">https://qtogo.net/qlink/shelteringwings/register</a> Item #309 FUNNY FAN</p> <p>Everyone will be racing' to get this package. Don Schumacher Racing is pleased to offer 2 NHRA U.S. Nationals reserved seat tickets plus admission to the DSR Matco Tools/ Make A Wish Hospitality Area to meet Antron Brown and Tommy Johnson Jr. Valid any day of the event August 31-Septmber 3, 2018. And they have included autographed Matt Hagan (Sm and Lg) and Tommy Johnson Jr. (M) team shirts as well as a signed connector from Tommy Schumacher and a piston candle. Then a local artist added a racetrack wall hanging. Donated by Don Schumacher Racing, TA Candles: Tommy Johnson Jr. and Amy Ladd, and Farmhouse Racing Signs, Frank Kim Cervelli.</p> <p>Item #518CUTTING BOARD</p> <p>An amazing addition to any kitchen. This hand crafted rectangular cutting board is made from Walnut with Maple, Mahogany Santos and Padawk stripes. Absolutely stunning and durable. This is a must have for any home chef! Donated by TJ Watson Enterprises.</p> <p>Thank you all for saying to donating for an awesome cause including gift cards from Marcia Rae Sims-Huff-Barbecue and Bourbon, Mason Inn, Eric Cottongim-Pit Stop BBQ &amp; Grill, Dawson's on Main, Tony Hill&amp; Gregory Rose-Dawson's Too - Sticks And Stones, Rusted Silo Southern BBQ &amp; Brew House!</p>			1	
<p>Make-A-Wish America Please know that I am a father who will not see his daughter in pain. I will use all social media to expose your discrimination. Cancer in children is ALWAYS life threatening. I understand you are a private organization who can deny ANYONE. You are asking for donations and accepting them based on false beliefs. Stop playing politics with our children's lives while you collect Millions of dollars for your executives.</p>		1		
<p>Please help us support Costumers With a Cause (CWC). Their volunteers will be at our event dressed as Princesses and Super Heroes and they will be raising money for Make-A-Wish America. If you are able, please bring a little something to donate to their cause. Both are incredible organizations and we want them to have success at this event! <a href="https://www.facebook.com/events/164630344286612/">https://www.facebook.com/events/164630344286612/</a></p>			1	

<p>Update on Make-A-Wish America. Spoke to the Virginia chapter, who side stepped the issue and stated the Boston chapter needs to follow up. Then 10 minutes later received a call from the Boston Chapter of Make-A-Wish. They stated the "board" had changed the rules and thyroid cancer was not deemed a life threatening or critical illness. She stated that even though Pipers Physician, who is one of the leading experts on Childhood Thyroid disease, and had personally recommended her, could appeal to the board and further plead his case!! WOW. I told her to call the physician and question his expertise. Next she tried to tell me that they had NOT denied the wish, thy were still deciding and it was "miscommunication". I told her not to play with words. The written response to the request was DENIED. It is ironic that all of the leading insurance companies have coverage under the critical illness claim for thyroid cancer with cervical metastasis ( which is what my daughter has) yet Make-A-Wish America is not recognizing this illness as a critical illness. All the while accepting huge money from Bristol-Myers Squibb.Make-A-Wish® America has received a \$1.26 million charitable donation from Bristol-Myers Squibb Company with the purpose of granting more wishes for children with cancer.</p> <p>The generous donation will allow Make-A-Wish chapters to impact more lives in their local communities nationwide. The grant will specifically be used for wish kids with cancer – the most common critical illness for wish kids.</p> <p>As Make A Wish accepts more money, they become more restrictive so that they can pay higher salaries to the executives who ar at the top of the organization. Maybe if enough people speak up they will do what their advertising states. ALL Childhood cancer is life threatening. LET'S NOT PLAY WORD GAMES.#realdonaldtrump</p>	1		
<p><a href="https://drive.google.com/.../1AxH4_poEMq_1IZ-nMN51zrfEI.../view...">https://drive.google.com/.../1AxH4_poEMq_1IZ-nMN51zrfEI.../view...When amazing happens Make-A-Wish America Panorama Wellness &amp; Sports Institute Panorama Orthopedics &amp; Spine Center</a></p>			1
<p>3 years ago I was at my very first Secret Knock event. I watched as Greg Reid asked Frank Shankwitz what his wish was. At that point Greg opened his mouth and said that he didn't know anything about making movies, but he was going to make a movie sharing Frank's story and how he started Make-A-Wish America</p> <p>I saw it go from Idea, to concept, to a book, to an actually film 🙌 (Yes I have seen a sneak peak of part of the movie, and yes i cried 😭). Every single step of the way has been amazing to see. The quality of actors they got for the film was astonishing. How they made this all happen, has been inspiring to watch.</p> <p>Having met Frank on many occasions and even spending some time in his personal residence, I have got to know him a bit. He has been vital in the growth of my non profit Together We Grow PHX... and I could not be happier for him and the rest of the #Wishman crew 🙌🙌🙌</p> <p>Rarely am I impressed, rarely do I believe what people say they are going to do... but this right here has been an amazing journey to watch 😊</p>		1	
<p>We were able to reach my donation goal for Make-A-Wish America! Thanks to Ryan Colquhoun, Tiffany Conway Phan, Tim Gutshall, Laurie Lohss, Gwen Baker, Mike Tretter, Mark Sallinger and Bruce Dees for their generosity. We have a few hours left if anyone would still like to contribute. Thanks</p>			1
<p>Help Make-A-Wish and go to Sweetwater Sno N' Jo..... all day today!!</p>			1

Help me support Make-A-Wish America for my birthday!			1	
We are at the Make-A-Wish America Mission Summit and competing in a scavenger hunt. We need your help to win! Check out my girl's Insta page @mklange1 and LIKE her most recent two photos. Voting ends tomorrow at 10 a.m. Eastern Time!			1	
#GoodNews - #USA #Utah #SaltLakeCity - 13-year-old #girl #donatesmoney to #MakeAWish #charity; #kindness at the #hospital Make-A-Wish America				1
Loved having this very special family in the audience today! Make-A-Wish America	1			
<p>Okay guys, here's the deal... Me, Chris Lehman, and Chris De Souzaall just jumped in the Atlantic Ocean to benefit Make-A-Wish America. We raised a little over \$500 in 48 hours, but we need to raise more. Let's gooooo... we did it for the kids, c'mon!!!</p> <p>Water temperatures are roughly 35° so I think everyone should donate at least \$35 – a donation of \$1 per temperature ° seems fair.</p> <p><a href="http://www.kintera.org/faf/donorReg/donorPledge.asp...">http://www.kintera.org/faf/donorReg/donorPledge.asp...</a></p>			1	
<p>Hi friends. This September, Kimberly Moore and I will be running the Rock 'n' Roll Virginia Beach Half Marathon in honor of Zachary's 10 year anniversary of beating leukemia.</p> <p>Oh, and Zach will be running it too (his 1st-ever half marathon), with Jaden, and Rick and Sharon Swain taking part in the 5K to celebrate. Many of you have donated to Kim's fundraising efforts for Team In Training and The Leukemia &amp; Lymphoma Society over the past 10+ years. She's raised tens of thousands to help find a cure for blood cancers and we are eternally grateful. This year, Kim and I will both be raising money for Give Kids The World. This is the organization that hosted us for our Make-A-Wish America trip to Walt Disney World in 2011. Make-A-Wish did much of the heavy lifting and GKTW hosted us in the village, fed us, and did much, much more while we were there. Kim and I each have a modest \$1,000 minimum fundraising goal. We've both donated \$125 so we're already 12% there. My link is below, so if you like me more than her, please donate what you can to this amazing charity. Kim will be posting her link soon, so save your \$\$\$ for her, if you'd like to help her efforts. My real training will start in June, so if you need to see my commitment and sweat, I understand. Until then, please pray or send positive thoughts our way that our training goes well and we stay healthy.</p> <p>Most importantly, thank whatever higher power you believe in for bringing Zach into our lives and showing us what it means to be a fighter. Thank you!</p>			1	
There are times when you think you have a cool job. Then there are days that prove it beyond a doubt. This was one of those days. We had an incredible time hosting Tripp and his family on his Make-A-Wish America weekend at the #Rolex24. Proud to see how everyone at Team Chevy, Corvette Racing, Cadillac Racing and PME came together to make this an experience Tripp will never forget!		1		

American Red Cross - Phoenix	E	O	A	I	Notes
No visitor posts or created posts by any individual					

Oxfam America	E	O	A	I	Notes
Six weeks!!!! 😞😞😞 ....I actually just copped a good kick of that nervous/anxious adrenaline twang when I realized that in six weeks time, right now, our packs will be ready to go, and I'll be well and truly in bed, anticipating an early start and not knowing when we'll all get our next sleep.... check out what Oxfam does with the funds raised - follow the menu options on this link... #Oxfam2018 #wearenotbrokenyet	1				
I'm dying, but Oxfam training must go on!	1				
Don't confuse me with facts.		1			Reposting a news article about Oxfam "propaganda"
Three team mates and I are hitting the Oxfam 2018 Brisbane 100km trail walk as team 99km warranty. Please sponsor us. We have a long way to walk and a long way to go raising money. Oxfam exist to eliminate global poverty. Let's get behind this great cause.			1		
Hello Everyone!! This year myself and 3 amazing workmates, Graham, Em-Lee and Robyn are going to "SMASH" out the Oxfam 100km trail walker to raise much needed funds for those communities in the world less fortunate than us. We hope to complete the 100km's in 24hours, and over the past few months have been training together to achive this goal. On the 23rd of March we will begin the walk and you can tune into TEAM SMASH's progress via the oxfam website There are many great causes out there, and this is our chance to help out one of them. Any donations you can make towards our team would be greatly appreciated. Thank you all for your support **Special mention to Dad (David), Maria and Andrew who are our teams support for the event!!** Lets do this!!!			1		
Going back to Goma after visitng Oxfam work in Beni. Well done for a team working in difficult conditions, surrendered by conflict. At least some good news: it was my 3rd time here and the one I found Town more calm and stable; I know things are not that easy a few Kms north...		1			
"Oxfam made headlines at Davos last year with the revelation that the 85 richest people on the planet have the same wealth as the poorest 50% (3.5 billion people)." The numbers are getting bigger. Old but relevant article.		1			
"something is very wrong with the global economy."		1			Article Repost
... please 🙏 we need your love & support \$			1		Walk link repost

In a world where the richest 2,000 people see their wealth increase by an AVERAGE of \$381M apiece in one year (\$762B between them), it's great to see an organization like Oxfam rise above mere shaming and outrage to speak frankly about the fact that, globally, inequality is going down. As this blogger notes, by many measures the bottom half is doing better than they did last year. Sure, it's shamefully, outrageously slight in comparison....but analysis and data matters a great deal in this debate. Kudos to one of the best fighters of inequality for bringing the right weapon to the fight - facts and transparency.		1		article Repost
Is Oxfam International right in claiming that there's a global "inequality crisis"? As explained in this item, we have to look at what is meant by inequality, what the figures show, and then critically assess what if anything is dangerous about how things have been changing.			1	article Repost
Oxfam 100 km trail walk Bengaluru 2018		1		
For those of you on a budget..			1	reposting link to second- hand clothing benefiting oxfam
Hi all, first Trailwalker here! Mild panic has already set in...		1		
Filter Distribution at Rampuramalahaniya with the support of Oxfam/KVS		1		posting pictures of self

IRC	E	O	A	I	Notes
Loved ones! Tonight is the night of our International Rescue Committee fundraiser to help refugees around the world. My partner in fundraising Khalid El Khatib has been a STAR and we're just a few hundred dollars from our goal. Please, if you can, take a moment and donate so we can help some of the MANY displaced people around the world. And if you can face going out in the snow, come see us tonight at Tijuana Picnic NYC!!! <a href="https://www.crowdrise.com/.../fundraiser-for-the-irc-at-tijua...">https://www.crowdrise.com/.../fundraiser-for-the-irc-at-tijua...</a>			1		
International Rescue Committee (IRC) Fresh Graduate & Exp. Job Recruitment (14 Positions) The International Rescue Committee (IRC), is recruiting suitably qualified candidates to fill the following graduate and experienced positions below: Read more details: <a href="https://www.hotnigerianjobs.com/p/160882/">https://www.hotnigerianjobs.com/p/160882/</a>				1	

New post (The International Rescue Committee Current Recruitment [4 Positions]) has been published on %JbcenterNigeria.com%			1	
this week, my neighbors donated household items for afghan refugees. the collection was organized through NEXT DOOR, and will be given to the International Rescue Committee Denver for distribution. thanks to everybody who helped!			1	
Check out this feature from International Rescue Committee ! Happy to have met Jean and look forward to his success! #ejdupervil #thelostdiplomat #haitiansunite #diplomacy #naahpconf			1	
I highly recommend this book, written by a refugee himself who is now the President and CEO of the International Rescue Committee.			1	
This Valentine's Day I am asking you to show your love by donating to the International Rescue Committee. The IRC was founded by Albert Einstein and exists to help refugees across the globe. Remember we are called to love our neighbors everywhere. Thanks!			1	
The International Rescue Committee (IRC) is a global humanitarian aid, relief, and development nongovernmental organization Founded in 1933 at the request of Albert Einstein.			1	repost of IRC request
The UN predicts a further 1.5 million Syrians will be displaced in 2018. The report by the Norwegian Refugee Council (NRC), Save the Children, Action Against Hunger, CARE International, Danish Refugee Council (DRC), and International Rescue Committee (IRC) warns that governments in Europe, the United States and the region are closing borders and forcing Syrian refugees back – or openly discussing measures for it – putting many lives at risk. Despite Syria's changing military situation, the country is still volatile and dangerous as recent military escalations in Idlib and Eastern Ghouta demonstrate. The report found that while the number of Syrians returning – mostly from internal displacement inside Syria – rose from 560,000 to 721,000 between 2016 and 2017, for every returnee there were three more newly displaced because of the violence. Some 2.4 million people in Syria – more than 8,000 every day – fled their homes in the first nine months of 2017 and the UN predicts a further 1.5 million will be displaced in 2018			1	
We believe in team work 🍷 #Team Arusha #Team zone 9 -with international Rescue committee			1	posting volunteer pics
Connected to Clinton & Soros. #HumanTrafficking.org.			1	IRC post repost
With the boys at the International Rescue Committee gala.			1	

Come join us for a special Valentine's Day Krispy Kreme fundraiser this Monday, where all proceeds will go to the International Rescue Committee's educational programs!			1	
From St Luke's North Park: St. Luke's own walk in faith over the past year has included fundraising for a commercial kitchen upgrade in order to make possible a refugee women's culinary arts job training program run by the International Rescue Committee. We found out last week that we received a \$25K matching grant from the Parker Foundation, so we invite you to help us raise a matching amount by giving what you can here:			1	
On a day dedicated to remembering the Holocaust, I am taking action by donating to the International Rescue Committee. Many of our Jewish brothers and sisters were refugees the world ignored. Let's always stand with refugees, the innocent victims of war and intolerance!			1	

<b>World Vision</b>	<b>E</b>	<b>O</b>	<b>A</b>	<b>I</b>	<b>No tes</b>
I have to share this because my family believes I'm sponsorship! We sponsor 4 children in different countries through World Vision USA you should start this with your family! I have two friends that can help get you started! Staci James Buck Kristen Isenberg Herbst So here I am sharing skin care and makeup while blessing women around the 🌍 world Thank you to my customers! Your supporting my dreams in more then one way!!! #limelifer #thankful			1		
This Saturday, World Vision USA is hosting an event at our Fife US Programs site along with our wonderful donor Thirty-One Gifts, who is celebrating their 15th anniversary via "The Pink Bus Tour". There will be prizes and fun volunteer opportunities, so bring your friends and family!				1	rep ost
This Saturday, World Vision USA is hosting an event at our Fife US Programs site along with our wonderful donor Thirty-One Gifts, who is celebrating their 15th anniversary via "The Pink Bus Tour". There will be prizes and fun volunteer opportunities, so bring your friends and family!				1	rep ost
Witness the work being done by Wellspring for the World and World Vision USA to bring clean water to the poorest of the poor! #COUNTME #GiveWaterGiveLife #GivingHeartsDay2018 #WellspringForTheWorld Please consider donating to WELLSRING FOR THE WORLD on Thursday, Giving Hearts day. Visit <a href="http://givingheartsday.org/">http://givingheartsday.org/</a> to donate!				1	

It's just weeks away from the L.A. Marathon where I will be running for #teamworldvision in the Charity half marathon. This is a huge bucket list moment for me but it's really not about me. It's an opportunity to help provide clean water for so many that go without everyday. YOUR support makes it happen so if you are able to give any amount please go on over to my fundraising page and help this worthy cause. Not only does World Vision USA provide clean water for these families but in doing so many of the children who walk miles each day to get even dirty water, are taken out of harms way from traffickers. Our help makes a huge difference. <3 Thank you in advance for your partnership - www.teamworldvision.org/participant/laurenkamashian			1	
World Vision USA and Sesame Street are preventing disease and saving lives together!			1	rep ost
How is it that aid agencies and charities like World Vision USA World Vision UK World Vision International WaterAid UK WaterAid Americacharity: water Oxfam Oxfam GB UNICEF UNICEF USA UNICEF UKChristian Aid Tearfund Compassion International Compassion UK and all the others that readily ask for your donation to help those in need, don't have a presence in the Western Cape yet to help approximately 6.5 Million people who will, in the next few weeks, be without water?? Not one aid agency or charity has stepped up to help those already being affected by the water crisis! Are they actually waiting for the water to run out before they enter the area and start helping people??? Or could it be that they are incapable of delivering aid to that many people in the Western Cape, let alone the Eastern Cape which has been experiencing drought since 2000!!! TAKE NOTE: Folks in other parts of South Africa are donating water that is now being mobilised to the Western Cape in preparation for "Day Zero": <a href="https://www.iol.co.za/.../watercrisis-gift-of-the-givers-send...">https://www.iol.co.za/.../watercrisis-gift-of-the-givers-send...</a> #WaterCrisis #WhyTheWait #WhatsTakingSoLong #HumanitarianCrisis#BootsOnTheGround #news #wheresthemoneygoing #publicitystunt		1		
Richard RichRel Reliford bringing it at IMPACT NIGHT WHITTIER			1	
These aren't just facts and figures: they're our brothers and sisters. Join the mission of saving lives with World Vision USA! <a href="http://bit.ly/2nn5tn1">http://bit.ly/2nn5tn1</a>			1	
World Vision USA, Thank You for the wonderful letter from the young child who I sponsor in Rwanda! If you don't sponsor a child now take a moment to pray about it and see if you can change a life.		1		
Saw this on World Vision USA's Magazine today and had to share :) #inspiration			1	
If you want to spend four days learning about biosand filters with people working to provide pure water to those in developing countries, you might like to attend A Vision for Clean Water's Biosand Water Filters and More Workshop.			1	
We just passed 1,000 Views on our Videos! This has been the most popular so far. If you haven't seen it, check it out. And, as always, feel free to share (no pressure though...:-). Peace, Shawn PS - this has footage from one of our trips with World Vision USA - a wonderful organization - to see the families and communities we work with...			1	
A huge thank you to World Vision USA for helping me serve the students at Harlem Children's Zone today with school supplies! Love seeing kids light up with smiles for learning! #Harlem	1			

It's 2018! Faith Baptist Church, West Point, MS is going to be involved with World Vision USA 30 Hour Famine in April 2018. We will have a food drive the whole month of April for our local food pantry to feed hungry children in our community. Also, we will be going without food for 30 hours to raise money for World Vision to feed hungry children around the world.			1		
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<b>Planet Water</b>	<b>E</b>	<b>O</b>	<b>A</b>	<b>I</b>	<b>Notes</b>
Would like more info about this project, requirements to get involve in it, been that we are planning to change our school into an Ecological Elementary School and would like to have the possibility to get Planet Water foundation expertise on implementing water towers for the benefit of our school community please let us know how we can have you at our Juan I Vega School			1		
How can we contact you? We are trying to change our school into an Ecological School with a proposal, and would like to have your water towers as part of our changes to have a water with the right PH, and free of bacterias dangerous micro-organisms, please call us 787-873-0545 Director name is Ms Andino or can as for me Mr Guevara			1		
Super Happy! (and explotaera full) 12 towers giving clean water to more than 12,000 people in our Puerto Rico. One more tool for the self-management of communities. Grateful for Planet Water Foundation Fundación Banco Popular and Xylem Watermark for their support and donations! We want more, 12 is not enough!	1				
Tomorrow we start the installation of 12 purified water towers in different sectors of PR with Harimau Conservation, Planet Water Foundation and Fundación Banco Popular.... no more plastic bottles!! Stay tuned!!			1		volunteer reposting
Tomorrow Harimau Conservation and Planet Water Foundationbegin the construction of towers of water cleansing through Puerto Rico #Aqualimpiapalaisla we are very happy!! Quino SimarubaJoaquin Alonso Mont Glenisse Pagan	1				
Dear Responsible, we congratulate you for the amazing work you are doing i. our school situated in carrefour Haiti would like to have your partnership, how can we do that? you are so free to contact us or we can make a visit in our school. full address: carrefour, Truitier Rue Midway # 4. Port-au-Prince, Haiti. thank you in advance.			1		
Today's the day! Water tower is going up in Cambodia. Thank you all so much for love and support still pouring in for this project 💙 Planet Water Foundation is truly an amazing organization that's changing the world.		1			
Thank you Planet Water Foundation for all you are doing to make this world a better place		1			

<p>Our deepest and sincerest thanks to Planet Water Foundation and WATTS Water Technologies Inc. for giving our pupils access to a clean and safe water. The Aqua Tower in our school has already installed and our pupils can use it anytime. Double celebration because it's #worldwaterday today. We assure you that we're going to love and take care of our AQUA Tower. Thank you our dear sponsors and volunteers, may God bless you and more communities will benefit from your projects.</p>	1			
<p>#Raybiztech and #Kentico supports Project 24 to bring clean, safe water on 22 March Planet Water Foundation</p>		1		
<p>Thanks to TPO Mobile - US I got to know and support Planet Water Foundation. Water is vital to our life. Water comes before money, before jobs, before any other needs, simply because without clean water you die. As a chemical engineer, but mostly as a human being, I believe that we do have a way to make clean drinking water accessible to everybody on Earth and I strongly support causes like Planet Water Foundation, whose goal is to provide sustainable community-based water solutions and educate local communities on the importance of clean water. Remember, a bottle of clean water may save a life. It's #ValentineTPO , share the love and support Planet Water Foundation with me through TPO Mobile - US</p>	1			
<p>After winning 3rd with the short film below in Adobe Youth Voices, Adobe offered us USD\$500 to make donation to various Cambodia charitable organisations under my name.</p> <p>As 2016 is coming to an end, glad that most of the projects we supported has been completed! Organisations that My Cambodia supported through GlobalGiving: M'Lop Tapang Youth Star Cambodia CRDT Cambodian Rural Development Team Kasumisou Foundation Village Earth Lotus Outreach planet Water Foundation The HALO Trust Cambodian Children's House of Peace Cambodian Community Dream Organization CCDO</p>		1		
<p>Yellow Springs High School exhibition WATER IS LIFE: A Creative Response to the Global Water Crisis. In the culmination of their semesters long exploration of the call to action, "How can we, as student activists, promote access to safe water?" the students presented water-related live poetry and theatrical performances, artwork, publications, and baked goods. Reminding us that the solution to the global water crisis is necessarily a creative one and calling us to action: donate to help YSHS raise \$3000 for Xylem Watermark partner Planet Water Foundation! Thanks YSI/Xylem Watermark volunteers who participated in educating the next generation of water solvers! If you would like to help YSHS 9th graders raise \$3000 for a community in desperate need of access to clean</p>		1		

water, you can donate here: <a href="http://yshs-pblwater.weebly.com">http://yshs-pblwater.weebly.com</a>				
Thank you very much planet water foundation for bringing and giving San Juan ES a safe water to make the pupils safe		1		
As you may know, I've partnered with Planet Water Foundation to build a water tower in Costa Rica. The tower will provide clean drinking water to more than 1,000 adults and children. Please help us save lives by helping to raise the funds needed to build this tower. Please click the link below to make a donation and share the link with your friends. Thank you so much for your support!			1	

<b>Wildlife Conservation Society</b>	<b>E</b>	<b>O</b>	<b>A</b>	<b>I</b>	<b>Notes</b>
Great news: Zolushka (seen here in an old camera trap photo) has had another cub! You may have heard us tell this Amur tiger's incredible story in the past. Zolushka, (whose name means "Cinderella" in Russian), was found orphaned, starved, and frost-bitten as a youngster in the Russian Far East. After the Russian government (and partners, including WCS) helped successfully rehabilitate her, Zolushka was re-released back into the wild. Thanks to our colleagues at the Bastak Nature Reserve, we have new evidence that she's living happily ever after. Just this week, they shared camera trap footage of her walking with what looks like a new cub—her second recorded litter.				1	repost
Job opportunity in the NYC area: My previous position as Program Assistant for Project TRUE (teens researching urban ecology) at the Wildlife Conservation Society is currently accepting applications. Office is based at the Bronx Zoo, and requires travel to off-site locations throughout NYC. They are looking to hire someone IMMEDIATELY (within the next couple of weeks). It is an absolutely amazing experience and a great way to get your foot in the door at a prominent conservation organization. Link: <a href="https://www.linkedin.com/.../project-true-program-assistant-a...">https://www.linkedin.com/.../project-true-program-assistant-a...</a> Message me if you plan on applying or for more information.				1	
There is no hope with these greed addicted republicans/trump. If we don't quickly replace them with real humans, our planet is dead.		1			repost
Please give to the wildlife conservation Society. I'm very involved with them. They give 85% of the money they take into in the field work to try and stop this kind of thing.			1		repost

with great sadness, i present you the most boring and depressing PHD. while he might find his doomsday speech moving, it made me think of the many things that we done wrong in the last rescue( like not bringing the experienced sanctuary people) i am now reading how other things are being done. So please, Mr Robinson PHD, please ask for donations and petitions. It ain't dead yet so we look to YOU to see what we can do. it is not a false optimism, it is life.		1			repost
So proud to be mentored by him and be his daughter....and I look forward to all the new adventures ahead Love you Appa!!!!!!	1				repost
Bears are wonderful...like the Princes of the animal kingdom!		1			repost
Very sorry to read of the tragic killing of a Wildlife Conservation Society staff member, a forest protection ranger and a military police officer in northeast Cambodia - by illegal loggers. My deepest condolences to the families and friends of the fallen brave. A grim reminder that conservation of our environment is never a simple task.	1				time.com news article post
Please help Ethan reach his goal in running his first 5k as part of the Wampa Stompas. Jack is really excited about the cause so even \$5 would mean a lot to him. For those who don't know, we are members of the Conservation Society and spend a lot of time at the Zoo and try to do our part. Thanks!			1		
There is no end to the potential environmental destruction that the current administration endorses.		1			
Along with a few of my friends, I have decided to run the Bronx Zoo 5K in order to raise money for the Wildlife Conservation Society. It all goes to a great cause and every donation helps save and protect these amazing animals. Also, there's no way you can say no to that adorable baby tiger's face.			1		
Gonna post this like every day because I don't think you guys understand the importance of it.		1			repost
you are a good woman, I am proud of you		1			sharing a friend's fundraiser for WCS
On April 28th, I will be participating in the Wildlife Conservation Society's "Run for the Wild" 5K at the Bronx Zoo for the 6th time! This year's campaign is inspired by Big Cats. All donations go to the Wildlife Conservation Society's effort to save and protect wildlife - a cause that is near and dear to my heart. If you'd like to support my "Making Tracks for Big Cats" campaign and MY love for animals, please make a donation. If every person could spare just \$1 think about the difference that can make. This link will take you directly to my fundraising page. With your support, I hope to raise my target goal of \$200. Please donate and please share			1		

Even though my cats are mean and hate me, their cousins in the wild need our help! Big cats are being slaughtered and their habitats are disappearing. It's so serious I have agreed to run for the cause. Me. Running. Enough said. Throw us a buck or two, maybe?			1		
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<b>ASPCA</b>	<b>E</b>	<b>O</b>	<b>A</b>	<b>I</b>	<b>Notes</b>
Does not allow visitor posts or tagging organization. No identifiable posts from individuals					

<b>Arizona Humane Society</b>	<b>E</b>	<b>O</b>	<b>A</b>	<b>I</b>	<b>Notes</b>
We have the CUTEST Valentine's at Arizona Humane Society!!!! I fell in love	1				
Look at those spots! 💜** Puzzle will be available for adoption in a few weeks from the Arizona Humane Society			1		
Say hello to Puzzle! She's our foster baby for the next few weeks from the Arizona Humane Society :) She was found out in a field and is pretty skinny right now, so she's working on gaining some weight so she can be spayed and put up for adoption! If you're looking to adopt a super sweet and super soft bunny, you should definitely keep Puzzle in mind! Ps... I made the picture public, so please feel free to share			1		
from Arizona Humane Society Happy Vaccine Friday! Each Friday, AHS' Veterinary Clinics offer walk-in vaccine clinics where the \$27 office visit fee is waived, and vaccines are just \$21 each! Furry patients are seen on a first come, first served basis. Join us from 1 - 4 p.m. for shorter wait times!				1	
A message from the President of the Arizona Humane Society.				1	
Jon's family would like to invite all of his friends to a celebration of his life on February 10th, 2018 from 12:30-2pm at Crossroads for Men East in Phoenix, Arizona. In lieu of flowers, please consider making a donation to the Arizona Humane Society in Jon's honor. If you have any questions, please contact Kristina Costello or Danielle Laura			1		
1st thing Patricia Anaya wants to do when shes better is to volunteer at the Arizona Humane Society and ill be right there with her -				1	
If you have a moment to provide feedback on a student created animal mobility device, please do so at the link below!			1		
Where is the Link to the Surgical Consent form on the McAllister-Brock Vet. Clinic page? Anyone?			1		
I love your show and wish you would make new ones The ones I see are reruns The two guys Mark and Andy are so sweet		1			

hi my mom and i took a injured cat to the avecc in gilbert. they said he would have been turned over to the humane society.he was a gray striped male .he had injuries to his mouth.do you know anything.he was such a beautifulcat.i just wondering if he is ok or not thanks			1	
FB suggested I should create one of these since my birfday is coming up. If you would buy me a beer or a coffee, throw it at Arizona Humane Society instead. kthxbai			1	FB fundraiser
has this dog been rescued?			1	
from Arizona Humane Society: PLEASE HELP AND SHARE!Our Behavior Team is in desperate need of a few, inexpensive items that help build trust and confidence for our homeless pets! This team works one-on-one with pets who enter the shelter fearful, shy, lacking basic manners or with other behavior challenges that make finding a loving home difficult. With just a little canned chicken, a frozen KONG, or some calming spray, our team de-stresses, socializes, and rehabilitates the hundreds of canines and felines each year that need a little extra love. Purchase on Amazon: amzn.to/2DxDJ5e Ship to: Arizona Humane Society - 9226 N. 13th Avenue, Phoenix, AZ 85021 Phone: 602.997.7585 Rosanna is just one of many dogs who needs some extra attention to help her de-stress from the shelter environment. She has been crashing in our Behavior Team's barn-turned-office, as she is very uncomfortable and fearful around other dogs in the kennels. Follow along as she gets her daily dose of enrichment with Dena, AHS Behavior Modification Specialist!			1	
We were lucky to have his crazy girl in our lives for so long. She was sweet, would sing, had the loongest-cutest eyebrows, and grabbed our hearts when we met. We went to the Arizona Humane Society to meet one of their two Irish Wolfhound mixes. They had great personalities and we couldn't decide which to adopt. Then we were told they were a package deal. Jane and I looked at each other and we'd already decided. She said, "we'll, looks like we're getting 2 dogs," and she twinkled when she smiled. RIP sweet girl.	1			

<b>Humane Society Pikes Peak</b>	<b>E</b>	<b>O</b>	<b>A</b>	<b>I</b>	<b>Notes</b>
Is anyone missing? This beautiful female came in to Carefree Cats on Saturday. She has a ring of hair missing around her neck like she had a collar on at one point. We scanned her but she had no microchip. She is not spayed and gave birth within the last week. Please call Carefree Cats if this baby is yours. (729) 573-1670			1		
Denga went on his first hike and had a blast! Even met some ducks!		1			
My little rescue on his first mountain trip.			1		
Hummus wanted me to let you know he loves his new home, and he's very grateful to you all for taking such good care of him while he was there. <3		1			

Pic of an HSPPR vehicle driving way to fast, fast stops, fast go. I hope there weren't any animals in the back of that wagon. Animals are stressed enough during transport. Especially in the back of that wagon. Eastbound on Constitution @ 5:10 PM.			1	
Please share and help Tinsel find his forever home! Adopt him today from Humane Society of the Pikes Peak Region			1	
you guys are the absolute worst at answering the phone - we would have adopted a pet but we cant confirm if the pet we want is still at the shelter...		1		
Thomasin.,now Hazel, is adapting AMAZINGLY well and I'm so thankful I decided to visit with her today even though she was listed as a shy kitty needing a quieter home with no kids. She immediately bonded with me and my kids and my partner. She's a beautiful soul and I can't wait to see how she grows into her new home. We just adore her and her peaceful, kind personality. Thank you, HSPPR!		1		
Just wanted to update the staff on Zeb who we rescued on 1/5/18. He is having a ball with his new brother who we are fostering temp till adoption named Benny! Thank you for giving Zeb a chance and his operation so he could enjoy his new Furrrever Home!		1		
Hello everyone I just recently left Colorado and I am in search of the person that adopted my dog from the humane society I left her in what I thought was good hands and turns out it wasn't she was supposed to be brought down to Texas after the first of the year but I recently found out that she was let loose and now she is gone please if you adopted her I will pay whatever it take to get our girl back she is a tri tick coon hound her name is Lucy please if you know who adopted her or you did please let me know thank you Humane Society of the Pikes Peak Region			1	
Really? Who's the sorry SOB that is killing dogs and leaving the shelter empty?		1		
So when is HSPPR going to come out with their own Cheesy Adoption Commercial to go viral online?			1	third party repost
Just spent 45 minutes trying to save a dog running near UCCS with 5 other people. Black dog of medium size with a brown and white polka dot collar. He/she stopped three lanes of traffic on Austin Bluffs just east of the first entrance and was possibly hit. Last seen jumping a four foot retaining wall near the The Lookout on Cragmor and disappeared into the field. I was hoping for a Christmas miracle by preventing this dog from being hurt but it just wouldn't stop running.			1	
Found this little dude on osgood road, palmer park/murray/wooten area. Please pm me to come claim him if he belongs to u.			1	
Jonesy first christmas. Im happy he choose us when we adopted him!	1			

<b>Denver Zoo</b>	<b>E</b>	<b>O</b>	<b>A</b>	<b>I</b>	<b>Notes</b>
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Lost Spiderman 02/05/18 please help find			1	
Up now on Zoophoria is my interview with Hollie Colahan, Vice President of Animal Care at the Denver Zoo. She talks about her career in zoos as well as serving as coordinator of the African lion SSP. Colahan currently serves as the Chair of the Association of Zoos and Aquariums' Professional Development Committee. <a href="https://www.zoophoria.net/.../Optimal-Animal-Care-A-Conversat...">https://www.zoophoria.net/.../Optimal-Animal-Care-A-Conversat...</a>			1	
It's Denver Zoo day. Do you ever get tired of going to zoos?			1	
We're off to the Denver Zoo today. This is a big week visiting museums and more.				1
Bundle up! It's a Denver Zoo free day today!				1
You'd think a Zoo would get this right - Denver Zoo		1		taking issue with the term "poisonous snake"
Did you hear??? The Denver Zoo sloth couple Charlotte and Elliot welcomed a new baby SLOTH today!! We love sloths at Hope Tank and have all kinds of goodies for you sloth-lovers. So we figured this would be a great opportunity to introduce you to the newest member of the Hope Tank crew, Alexis Moore by having her show off our #sloth notebook! Welcome Alexis and welcome baby (yet to be named) sloth!!#HopeSlinger #GiftsThatGiveBack				1 repost
<photo>				1
Denver Zoo wore this one out <sup>z</sup> #Harperjo		1		
Nikita is precious and loved especially by me.	1			tiger photo
I have said this before and I will say it again. I don't support sea world, they treat their animals like shit. I don't support zoos, they treat their animals like shit. Denver Zoo is guilty of this.		1		
With Some of my favorite people at the Denver Zoo! (Made by Amber Ashley)	1			
Do you guys ever do enrichment for the snakes the way you do for the big mammalian predators? If so, what kind of things do you do for them? #TakeoverTuesday			1	
Still say this is the cutest! Excited to have our first Colorado Science Educator Network meeting of 2018 at Denver Zoo tomorrow. Citizen Science is the topic and was one of the top ones decided upon by our members. Denver Zoo outreach, The GLOBE Program and CoCoRaHS Headquarters on the slate.		1		
Hanging out with Abdullahi Hussein Ali from the Hirola Conservation Program in Kenya and Gabriella Skollar from the Gibbon Conservation Center in California, at the Denver Zoo. This was at the ZACC conference in 2015. Hope to see you again here at ZACC 2018 in Jacksonville!				1