



Can planned giving go viral?





**We all know what viral means, right?**

# What goes “viral” though?



“VIRAL \_\_\_\_\_”

“VIRAL CONTENT”

**Virality is rooted in content.**

**But what IS content?**

# Content IS...

playlists | comics | photos | product demos | competitions | **how-to**  
illustrations | quizzes | templates | **videos** | trend reports | quotes  
**interviews** | white papers | webinars | examples | **infographics** | **faq**  
price guides | **case studies** | ratings | product specs | news | **opinon**  
community forums | events | **newsletters** | slideshows | games | apps  
guest posts | **blog posts** | podcasts | press releases | q & a | **stories**  
**social media posts** | e-books | games | animations | **presentations**  
**calculators** | endorsements | **guides** | memes | surveys | checklists  
research | meetups | ask anything | diagrams | courses | **comparisons**  
screenshots | audio books | **landing pages** | awards | polls | chats  
advertorial | meetups | livestreams | **worksheets** | vlogs | comments



A man in a light blue button-down shirt and dark cargo pants stands with his arms crossed on the deck of a boat. He is positioned between two outboard motors. The motors are white with blue accents and feature a logo that includes a globe and the letters 'GL'. The background shows a sunset or sunrise over a body of water.

Content IS...

...how individuals and organizations  
are marketing themselves.

**So, what makes content go viral.**

# INSPIRATIONAL





**PRACTICAL**





# CONSUMABLE



**ATTRACTIVE**





# UNIQUE



# **Nonprofit Case Studies:**



# Exhibit A | About our team

We're a group of passionate and determined creative problem-solvers who want to make a difference. Our mission is to bring clean and safe drinking water to every person in the world. Get to know us a little bit better. Read our mission.

THE STAFF

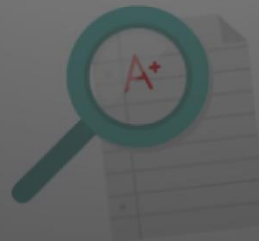
THE FOUNDER

THE BOARD

Help



We prove every project



We're an open book



100% goes to the field

# Exhibit B | DoSomething.org

> Cause

What are you passionate about?

> Time

How long do you have?

> Type

What would you like to do?

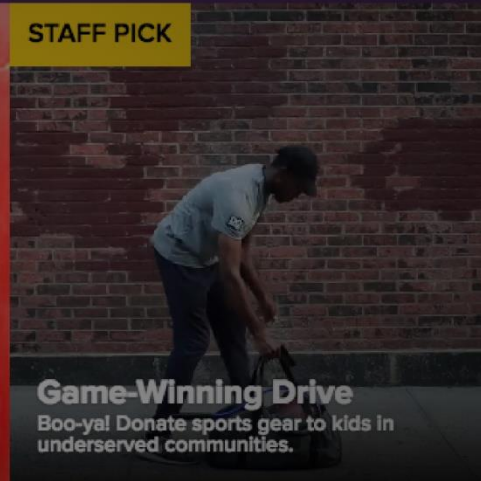
STAFF PICK



### Lose Your V-Card

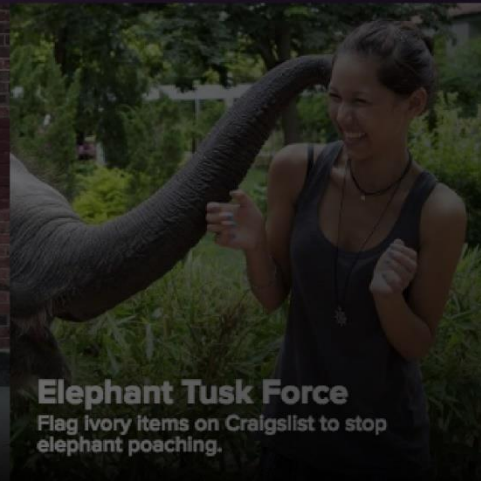
Help your friends register to vote in their first election!

STAFF PICK



### Game-Winning Drive

Boo-ya! Donate sports gear to kids in underserved communities.



### Elephant Tusk Force

Flag Ivory Items on Craigslist to stop elephant poaching.



STAFF PICK

### Science Sleuth

Solve a mystery and unlock donations to real classrooms in need.



### #SuperStressFace

Teach your friends how to battle back-to-school stress.

**Are you serious?**







**How this applies to your work.**





**One does not simply make content.**

**Q & A**