Nonprofits' Use of Storytelling on Facebook

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Abstract

Nonprofit organizations are tasked with keeping their donors happy so they will continue to donate to their cause. This research is a qualitative content analysis on 10 major nonprofit organization's communication and interaction with their audience. 182 different stories and 20,846 comments were coded and analyzed into categorized themes. Overall, almost 70% of the responses from the public were supportive. The Humane Society retained approximately 42% of all coded responses. The Humane Society also had the most successful Facebook page by being extremely interactive in conversations with the respondents. Keeping these people happy is being open with them and giving them all information that is available. Today, social media has been a strong approach to bringing awareness to the organizations for its donors. At a click of a button, societies are accessing information on Facebook. It is important that organization keeps the underlining messages of the objectives and mission statements in every post. Most importantly organizations need stay active on their Facebook profile to promote a better organization and connect with their supporters to raise more funds to change more lives.

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Today, society is submerged in technology devices and social media sites are booming with users, giving organizations an opportunity to connect and communicate with supporters. Given budgetary restraints, using social media sites like Facebook may be particularly important for nonprofit organizations (Yeon, Choi & Kiousis, 2005). Using social networks can give nonprofits immediate access to their donors or potential donors and giving them opportunities to relay messages to donors more frequently. Nonprofit organizations are able to read the public's thoughts about the organization's ideas, and can act accordingly to responses in nearly real time.

"Since social networking on Facebook is a new phenomenon for organizations, few handbooks exist to guide nonprofits on how to use the sites. Instead they are learning through active participation on the site – an overwhelming task for organizations without a solid understanding of the site" (Waters, Burnett, Lamm, & Lucas, 2009, p. 105). This is important because nonprofits have the opportunity to become more popular.

Using stories to communicate nonprofit organizations' goals is extremely effective for persuasive appeals to raise funds. Through stories, organizations can provide personal stories of clients, interpersonal connections between clients and donors and corporate identity stories (Barker & Gower, 2010, p. 304). Telling a story to increase awareness or raise more funds for good causes could gain and keep donors for nonprofit organizations. Stories will also make the concepts easier to understand by demonstrating how the organization is helping individuals. Donors are giving their own money to causes in which they are passionate for, it is important for nonprofit organizations to indicate to donors where their money is being used within the organization.

Amazing opportunities are brought forth in a nonprofit organization when both social media and storytelling come together. This idea gives the organizations more exposer to bigger audiences. Unlike a normal sales pitch, the audiences of social media sites experience the purpose of the nonprofit in a different light. This study will analyze how well known nonprofit organizations communicate with their donors through storytelling on Facebook, and how the recipients respond and communicate feedback to the organization.

Review of Literature

In order to study the communication between nonprofit organizations and public donors, there first needs to be a background understanding. The review of literature will include nonprofit organizations, nonprofit organization communication with donors, social media use by organizations, social media use by nonprofits, communication on social media, storytelling and organizations and Narrative Performance Theory.

Nonprofit Organizations

Nonprofit organizations started to become very popular in the 20th century. Hall (2010) explained that after World War II people had to pay income taxes for the first time. With the rise of paying income taxes, the idea of tax exemptions, deductions, and tax credit came to be. In order to get a deduction from their taxes, the government encouraged taxpayers to contribute to charitable donations, which would lower their tax burden. From that point until today, nonprofit organizations have been increasing in numbers.

Hammack (2002) explained the six characteristics that all nonprofits require. The first characteristic is "they are formal organizations operating under relevant law, legally distinct from their officers, capable of holding property, engaging in contracts, and persisting over time" (p. 1640). They also need to be separate from the government and self-governing" (Hammack,

2002). Lastly, they need to "serve some public benefit" (Hammack, 2002, p. 1640). Each

nonprofit that has been established throughout the years have their own causes, values and

morals. All nonprofits work to better a certain and unique group or cause.

        Nonprofit organizations' communication with donors. As a nonprofit organization,

the main goal is to raise funds and awareness towards a certain social cause. An important way

to be continuously successful with campaigns is to gain trust and build relationships with donors

(Christofides, Muise, & Desmarais, 2009). Anyone who is associated with the nonprofit

organization, employees or volunteers, need to have constant positivity with the donors.

"Knowing an employee who speaks positively about their company is a bigger influence"

(Scholes & Clutterbuck, 1998, p. 228). Always having good and warm energy from the staff,

people are more willing to be apart of an organization that they form connections with.

        With the rise of technology and successful communication devices, there is instant news

about hot topics (Scholes & Clutterbuck, 1998). It is important to keep donors aware of issues or

announcements that become significant. Having donors and stakeholders on a continuous update

will keep them happy. Along with being in contact with donors, organizations' upfront and open

communication with the public is an important concept to utilize. As a customer is aware of

information about the organization, there is more opportunity for that customer to participate

(Mangold & Faulds, 2009).   Successful communication between the organization and the donors

is when an organization trusts their board members, employees and donors. With trust,

organizations can give out more information to everyone and expect everyone to continue to

communicate the common mission to make the organization a success (Eisenberg &

Eschenfelder, 2009). By having more people know information upfront, gives opportunity for

new ideas to evolve about way to progress the nonprofit. Donors can help implement change

into the organization and their mission. Employees at a nonprofit organization cannot run the organization alone and be successful; they need volunteers and donors to maximize the revenue. Everyone needs to be a united front to make the positive changes happen (Eisenberg & Eschenfelder, 2009). The more that donors feel like they are being told the truth, the more likely they will participate in the cause and donate money.

Social media use by organizations. Over the last ten years, social media sites have grown more popular. Facebook, Twitter, MySpace, Flickr, and LinkedIn are a few of the most popular social media site today. The most successful social media site is Facebook. Kaplan and Haenlein (2010) said that Mark Zuckerberg, creator of Facebook, originally created this site for his classmates at Harvard University to keep in contact with through out the years but the site grew beyond Harvard in 2006 and in 2007 organizations were allowed to join. As of the first quarter in 2015, there are approximately 1,750 million Facebook users ("The Statistics Portal", 2015).

On Facebook, users are able to write statuses or stories, can upload photos, videos, or music, and share links about topics and stories that may interest them; whatever material one user posts is not private and can be seen by other users also. Organizations of all categories, have taken part in this the phenomenon too. Most organizations have created their own Facebook pages for donors to "Like" in order to stay up-to-date in daily activities throughout that organization.

Kaplan and Haenlein (2003) created a few strategic points for organizations to use when they are creating and maintaing a social media page. First, organizations need to stay active on their sites. This gives an organization opportunity to communicate with the customers to create a kind of relationship that makes followers stay actively connected to the organization. These

organizations need to listen to their customers and know what they want to read and hear; they need to give them materials the customers find intriguing and interesting. Lastly, for an organization, honesty is key when building relationships with customers. Always being honest with donors while posting on social media will build strong relationships that will last longer.

Kietzmann, Hermkens, McCarthy and Silvestre (2011) found that there are "seven functional blocks of social media" (p.243). Identify is the first block of the model. Identify is explained by how forthcoming someone is about disclosing their personal information. This information could be their name, their place of work, or where they reside (Kietzmann et al., 2011). The next building block is conversation; this deals with how users communicate with each other. Not only do people feel like it is a way to communicate with others, but some "see social media as a way of making their message heard and positively impacting humanitarian causes, environmental problems, economic issues, or political debates" (Kietzmann et al., 2011, p.244). Sharing is an additional part of this model, where users are exchanging information with others and how much information is shared is up to the users involved. Related to sharing is presence. It shares if that user is available to communicate with and supply information or even where they are located. One important part of social media is relationships, another building block. Social media users form bonds and relationships with fellow social media users. The last two building blocks of this model are reputation and groups. Reputations deal with "the extent to which users can identify the standing of others" (Kietzmann et al., 2011, p.247). This mostly comes down to trust, how much can one person trust another on social media platforms. Lastly with groups, people want to be able to form groups with other users who are active and interested in similar activities.   By having groups, users are able to network with one another to form relationships over similar interests.

More than ever before, organizations today are able to have constant access to their customers' attention. With so many organizations participating in the social media platforms, such as Facebook, customers are given a networking opportunity to gather at one place and communicate about these products (Smith, 2010). Customers through Facebook are able to communicate with other customers on the organization's Facebook profile page. For organizations, internet-based messages "have become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior and post-purchase communication and evaluation" (Mangold & Faulds, 2009, p. 358).

Organizations are able to see in one spot what consumers are saying about the organization and the products and or services that they are offering. This is a huge breakthrough for organizations; it is "an extension of traditional word-of mouth" (Mangold & Faulds, 2009, p. 359). These organizations are not only able to read what their consumers are saying about the organization but are able to directly respond back to the consumers through social media sites. Being direct and personal with consumers is a benefit to building strong relationships and in the end really impacting that brand loyalty with the consumers.

Social media use by nonprofits. With many organizations adopting social media into their business practices, it is natural that the nonprofit sector would follow. As one study points out, "It would be beneficial for practioners to better understand the adoption of social media in major corporations' internal public relations departments and public relations agencies" (Curtis, Curtis & Edwards, 2010, p. 92). For-profit and nonprofit companies together have been making the switch to social media marketing due to their consumers' high activity and participation on social media. Social media have become a place where people are spending many hours a day

entertaining their minds while looking at pictures, posts, stories and blogs. Today, many people get their news from sites such as Facebook and Twitter. As a nonprofit organization, it is smart to keep donors and potential donors up-to-date on the organization's news. By using social media to spread organizational news, it is quick and easy to gain access to a large amount of the target population with only one post.

The American Red Cross participates in social media outlets such as Facebook and Twitter. Briones, Kuch, Liu, and Jin (2011) interviewed employees at The American Red Cross for their opinions on their organization's use of social media. One respondent said "By having a two-way dialogue through social media, the American Red Cross reports providing faster service for the community, generating more media coverage, and receiving positive and negative feedback from stakeholders to improve the organization" (Briones, et al., 2011, p. 41). Using social media in nonprofit organizations can be a tool to help better the organization. With budgets being usually slim for hiring extra staff using social media to do research on the organizations from the public will free up time that the current staff has. On social media, people tend to be more open about opinions, positive or negative. At The American Red Cross, employees like checking social media to be able to know what people are saying. They like that they are able to get feedback from donors on what to change and what is working for the organization (Briones, et al., 2011). Not only are employees at The American Red Cross able to get feedback about the organization but also they are able to spread awareness about the organization's causes and events. As a nonprofit, being able to spread awareness is very important. Having the tools like Facebook and Twitter to send mass messages to people around the globe, in a timely fashion, will save resources that can be spent in better ways.

Waters et al. (2009) found that "Organizations provided more photographs than any other

strategy, but they also had multiple discussion boards topics, posted announcements, videos, and audio files" (Waters, et al., 2009, p. 104). On a social media site such as Facebook, there are many items a nonprofit could add to their profile for the public to see. They are even able to add a link to their website for more information. On the Facebook sites the organizations are able to add logos, pictures of staff and articles that are related to their cause. Not all organizations have adapted this new marketing tool. When it comes to social media some organizations' social media personnel "are slower to integrate more technologically complicated tools that cater to a niche audience" (Eyrich, Padman & Sweester, 2008, p.414).

People like to know that there are other like-minded individuals in the world that care about the same causes they do. By having organizations on Facebook, individuals are able to collaborate their thoughts and talk about them with people who feel the same way. They are able to form groups that individuals will get the satisfied feeling of being apart of something and included. This also gives organizations the opportunity to hear from a group who cares about the same issues that the organization strives to terminate.

Conversations on Facebook have an important part in the relationship building process between organizations and the public. Having an interactive two-way conversation on social media is a convenient way to grow trust and better the relationships between donors and the organization (Phethean, Tiropanis & Harris, 2014). Social media offers more dialogue and interpersonal activity now than any websites in the past could offer (Lovejoy & Saxton, 2012). Social media are places where users all over the world "interact, share and converse with stakeholders in a way that ultimately facilitates the creation of an online community with its followers" (Lovejoy & Saxton, 2012, p.11). On social media, people can join a community who have a passion and can relate to one another. They have networks on social media where people

are able to join into conversations started either by the organization or other public users.

Feedback is also important in creating a community if either the organizations or the public give

feedback to the original post; this creates active dialogue and conversations begin forming bonds

(Lovejoy & Saxton, 2012). Having the two-way dialogue on Facebook will give the

organizations a way to hear what the donors are saying. If they have any advice or concerns, this

is should be a place where all thoughts should be accepted, heard, and then tried to be answered.

Storytelling and Organizations

A common form of communication between donors and nonprofit organizations is

through storytelling. Storytelling can come through many formats. Stories can come through

many formats including face-to-face between employees, through a newsletter article that gets

sent out to all donors, or in a video that reveals an emotional story about a recipient of the

organization's support. "Stories help us to make sense of what we are, where we come from, and

what we want to be" (Barker & Gower, 2010, p. 299). Storytelling is great in the business world

as a tool of communication. A story can be used to communicate with employees about the

values and missions that the organization strives for.

Barker and Gower (2010) promote storytelling as an organizational model to "foster a

symbolic understanding among all participants from a cognitive and affective standpoint, leading

to behavioral actions that benefit the organization" (Barker and Gower, 2010, p. 301). With this

model, employees better understand the organizational culture and participate in more affective

relationships with the internal and external individuals who are associated with the organization

(Barker & Gower, 2010). The researchers argued that this practice leads to a better operation in

the realm of the business. With more people involved in the overall values of the business, this

atmosphere will spread throughout the organization onto its volunteers and donors.

Storytelling is one of the most valuable tools people can use in communication. "The strengths of storytelling as a communication method, recognizing all humans as storytellers with the ability to send and receive messages that establish a value-laden reality, establishes a common ground among all participants and provides a faster method of establishing a social relationship" (Barker and Gower, 2010, p. 302). Everyone is able to share stories; this is why storytelling in nonprofit organizations are useful and can be a great way to spread the word and is a great marketing tool. The downfall with telling stories to others is that as a storyteller, the tone and style need to be where people enjoy listening to that person. If not, the important message of that organization will not be passed on.

Many times, hearing a story is a better way of understanding what is going on and how an organization can help others, especially if the organization helps causes that have a different culture. "When we aim to interpret what happens in cultures different than our own, we mostly obtain information via stories, or other types of narrative, that are presented to us in different ways, for example through movies, novels, newspapers, or comedy" (Barker and Gower, 2010, p. 306). People can learn the way of life just by hearing stories of people's past experiences. It is important for everyone to listen to one another to learn about life outside their own.

Merchant, Ford and Sargeant (2010) explained that there are a few key emotions someone goes through while being told a story from a nonprofit organization. First, the person hears "the statement of someone in need" (Merchant, et al., 2010, p. 754). This statement tells the listener about the person's emotional life story and how they need help or this unfortunate person will suffer. Depending on the story, there could be many different emotions that affect the listener (e.g., sadness or anger). There also needs to be a goal in mind that in some way the listener can help. There also needs to be a happy ending for the person in need, who needs that

nonprofit and the listeners help; once the person in need receives aid, they need to be okay (Merchant, et al., 2010). "Sharing what a nonprofit does and how the organization helps its beneficiaries in a story format helps the organization differentiate itself from others in the minds of existing donors, potential donors and other publics. Many nonprofits deem storytelling as key in their attempts to engage new audiences" (Merchant, et al., 2010, p. 754).

Nonprofits can use emotions in their marketing; this is a main way that they can connect with the donors (Bagozzi, Gopinath & Nyer, 1999). Through stories, they use emotions to show where assistance is really needed. They are able to use the emotions of individuals to help the call of action by actually lending support in monetary or volunteer needs.

Narrative Performance Theory

Telling stories is a way of life and it is one way that groups of people communicate with one another and relate. Narrative Performance Theory is a family based theory, but can be applied to an organization. Langellier and Peterson (2006) state "this normative observation conceptualizes family storytelling as something that happens in families; that is, as a product of family interaction, as a way of making sense of experience, as a means to encode familial images and abstractions in stories, and as part of an ongoing struggle to create and maintain a coherent system of meanings through narrative" (Langellier & Peterson, 2006, p. 99). This theory explains how family is done. How groups of people associate with one another by connecting to other people in that group or organization from the use of stories to keep the organizational or family culture is Narrative Performance Theory.

The theory has three different parts within it: content-ordering, task-ordering and group-ordering. Content-ordering is the plot or content of the story. This is how the individual has remembered the story and will preform it over and over again when needing to tell the story in

the future. There are parts of the story that people forget, other aspects of the story will hold

more emphasis in individual's minds and other parts of the story will be remade. "At the level of

content-ordering, the participants work to recall events, activities, and identities; and order that

information so that it survives over time" (Langellier & Peterson, 2006, p. 104). During the

content-ordering level, task ordering simultaneously takes place, here "creating and maintain a

productive relationship with the overall environment" creates an important step in the

storytelling process (Langellier & Peterson, 2006, p. 104). Everyone who is involved whether it

is listening, telling the story, or remembering and interpreting. Lastly, with the success of the

first two, begins group-ordering which "innovates identities for itself and its members as it

successfully adapts to an environment and passes along its culture to a new generation"

(Langellier & Peterson, 2006, p. 105). This is what defines the "you," "me," and "our family"

(Langellier & Peterson, 2006).   Pulling all three together creates the way people tell stories,

which continues for a lifetime and are passed down to hold that bond of family.

     A family unit is made up of unique individuals who bring their own ideas, opinions and

styles of story telling to the group. Making each family's stories unique, even though as

storytelling is a ritual in all families, not all families do it the same way. Every single individual

who makes up the family will tell the same story different. This can be applied to an

organization such as a nonprofit, when they tell stories about the organization's history, to the

success stories which have happened because of that nonprofit's work. Each nonprofit is made

up on individual people who all have a special role in the organization to make it whole.

Narrative Performance Theory can be used with organizations to explain how the same mission

is continued from the founders to present day. The organization started with an idea to change

the world. That story of how the organization became a nonprofit has to be shared from person to

person in the organization; this story will continued to be passed down forever. Also, stories

about beneficiaries from the mission of the organization have stories how they have been helped.

These stories are important to accredit towards the organization in the lives they help. These are

the stories that continue to bring in more support and recognition. Without using Narrative

Performance Theory within an organization, there would not be a tradition held and the history

of the organization would be lost.

Research Questions

Researchers Wilson, Gosling, and Graham (2012) proposed that more studies need to be

conducted on how Facebook can be a place where companies connect with their customers and

potential customers. The research on organization to customer relationships on social media

sites is limited with the topic itself being relatively new. Narrative Performance Theory's

concepts need to be evident so that the stories can share the missions that the nonprofit

organizations work towards. This proposes the first research question:

RQ1: How does story content help nonprofits communicate their mission and values

through the use of storytelling on Facebook?

Taylor, Kent and White (2001) state that studies that analysis of the feedback to the

questions that were posted on various sites. At this point in time there has been little research

done on the communication between nonprofits original Facebook posts and the comments that

the public posts. The content-ordering between organizations and the audience will bring

different themes on people's recollections. This creates the second research question:

RQ2: What are the themes of interaction in story posts between the organization and

followers to create and maintain the organization's identity?

Barker and Gower (2010) have called for more research on using narrative theories to bring awareness to issues and topics. Today, there is limited research being done with the nonprofits using these theories to gain and communicate with donors and the public about their causes. This brings forth the final research question:

RQ3: What are the content and task themes that generate the most responses from donors and potential donors?

Methods

The method of content analysis of Facebook texts has been chosen for this research. Content analysis was chosen based on the researcher is able to compare texts on social media. This is the best method for this study because the content is all public text from Facebook and the researcher is trying to analyze the communication throughout all 10 major nonprofit organizations. Through analyzing data, expected themes will appear making connections to the research questions. In content analysis "the virtue of unitizing freely generate narratives thematically and analyzing them toward ends that are comparable to the ends of such tests"(Krippendorff, 2013). These themes will help prioritize the most important aspects of these texts.

Samples

The content analysis is of 10 different nonprofit organization's Facebook post from June 21 to September 21. The nonprofits included The Humane Society, Feeding America, Wounded Warrior Project, St. Jude Children's Hospital, American Cancer Society, Bill & Melinda Gates Foundation, Make-A-Wish Foundation, World Vision, Habitat for Humanity and Special Olympics. These nonprofit organizations are nationally and some internationally prominent and ranked high among all nonprofits. This is important because the researcher wanted to have

organizations that have a strong following and are very well known, making conversations on

Facebook easier because of the publicity surrounding all the organizations. These nonprofits

were also specifically chosen to give a range of variety with each having their own unique

mission statement. Having the diversity brings opportunity to observe the different organizations

communication between themselves and the public.

Measurement

An inductive codebook was developed for this content analysis. There were ten different

categories that were could have been chosen from when coding. These ten themes were created

based on the patterns that the researcher found while reading the comments. All themes were

created to support all the comments that existed in that time period. The first category was

religion responses; this included "God Bless", "Amen", "Prayers" or anything that a respondent

said with a religious support behind it. The second was a like/share response. With some

respondents they would express that they liked or shared the post in the comment section. The

third category is personal story responses; many people would share their stories in comments to

support the organization. The fourth category is the respondents sharing they are a donor to that

specific organization. The fifth category is a response from an organization; the nonprofits

themselves would respond in the comments section either to a single individual or to the entire

thread. The sixth category that was selected was the simple thanks, frequently people would just

comment with "Thank You." The eighth category was responses that were non-related to the

original post, such as solicitations, spam or political/personal rants about a topic irrelevant to the

current topic. The ninth category was any negative response; occasionally people would not

agree with an organization or another individual and express their feelings in a negative manner.

Lastly, the tenth category was asking question; many times the comments that were left for the organization were questions about the topic or organization.

Procedure

To begin the process, the researcher collected useable data from Facebook from all the nonprofits' profiles within the time frame of the study. All the postings and the comments were copied and printed out. After the data was collected, the researcher organized ten different categories that would be used to code all the comments. Each of the categories was a different theme that the researcher would be able to successfully code every comment into a related category. After giving a code to all the comments, all the numbers were tallied and entered into a spreadsheet to calculate the frequency of each theme.

Data Analysis

An inductive analysis of the stories was conducted looking for common themes from the codebook and evaluated the content of the ten organizations. "The term thematic…connotes the analysis of story like verbal material, and the use of relatively comprehensive units of analysis such as themes…combinations of categories, motifs, imagery, and thoughts" (Krippendorff, 2013). Every comment was read and the researcher judged by the phrases the respondents used which category that comment belonged to. This process continued through the whole researching process. Themes give opportunity to see what organizations are doing similar and see the patterns that happen on their social media due to the different stories.

Results

A total of 182 Facebook posts and 20,846 comments were coded. This included a range of three months within ten different nonprofit organization's Facebook profiles. The ranges of dates were from June 21, 2015 to September 21, 2015. Each post that had a narrative

background was accounted for during the date range. All the articles were coded and organized

based on the organization, which the post originated from. There are three research questions

was asked how story content helps nonprofits communicate their mission, what the themes of

interaction between the organization and the donors and what types of formats get better

responses on Facebook.

RQ1: How does story content help nonprofits communicate their mission and values

through the use of storytelling on Facebook?

Story content is formatted around the mission of the organization. On social media, the

pattern that extended through all organizations had the foundation of the mission statement

embedded into the post through a form of storytelling. St. Jude Children's Research Hospital's

mission statement states, "The mission of St. Jude Children's Research Hospital is to advance

cures, and means of prevention, for pediatric catastrophic diseases through research and

treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment

based on race, religion or a family's ability to pay." On September 21, 2015 St. Jude Children's

Research Hospital posted "Nearly 16,000 children in the US will be diagnosed with cancer this

year. Doctors often send their toughest cases to St. Jude because we have the world's best

survival rates for some of the most aggressive childhood cancers. Your donations help make this

possible. Give today." Along with this statement was a picture of a sick child. The organization

highlighted key parts to there mission statement by showing the audience a picture of a child

who is has a life threatening disease and sharing stats that children unfortunately die. They

reminded individuals that they are an organization that deals with children who have 'pediatric

catastrophic diseases' those other doctors aren't able to handle, but with all the research that St.

Jude Children's Research Hospital they are able to help the sickest children.

Another example from the same organization, on June 25, 2015 they posted "William's family will never receive a bill from St. Jude for his travel, treatment, housing or food. Your donations make this possible for all the kids of St. Jude." There is a cute picture of William in a hospital bed with a stuffed animal attached with the post, making it personal. This post reflects the mission statement greatly; it reiterates the belief that they will never deny a child due to race, religion or a family's ability to pay. Making William and his family the center of this narrative post, the audience can form a connection to the situation at hand. This pattern continues in ever post they share on their Facebook profile.

St. Jude Children's Research is not the only organization that explains their mission through stories. The Human Society used two different forms of communication to convey their mission statement through stories with videos and pictures. There mission statement is as follows, "Celebrating Animals, Confronting Cruelty." In a video they posted explains the abuses Tennessee Walking horses are experiencing due to soaring. The video showed devastating clips of horses chained up while owners and trainers put chemicals on their legs to make these horses have a high step gait. The whole video supported the mission statement, confronting cruelty. The Humane Society gave the audience a first-hand look at what these horses were going through and hoping to get the support of donors. The organization many times also showed a series of pictures about the rescue of the abused animals. These pictures are also showed their mission statement by showing The Humane Society being able to rescue these animals and give them the help they need; celebrating the animals second chance to a great life and confronting the cruelty these animals had to go trough before The Human Society was able to step in and save these animals.

The Wounded Warrior Project's mission statement is "To honor and empower Wounded Warriors." On June 27, The Wounded Warrior Project posted, "WWP Alumni were in Chicago this weekend for 2015's annual Soldier Ride in the city. Participants are biking roughly 60 miles over three days and learning how to enhance their own physical health and wellness through activities and good nutrition." This description of the event supports the mission statement when they honored all the great men and women in a cycling event but then also giving them more information on how to better their lives. Their Facebook post generally all follow the same pattern of stories, narrating the events that the Wounded Warriors participate in.

Overall, the posts were about the beneficiaries and how their lives had changed from the organizations help. The emotional level depended on the organization and the cause it worked for. Make-A-Wish, St. Jude, The Humane Society were the organization that incorporated more heartfelt posts that would grab the heartstrings on individuals. The other organizations focused on what the organization was doing for the beneficiaries and their stories. These all tied into the mission statement by reiterating the cause in which they fight for.

The examples above are a common pattern in all the creation of Facebook post for the organizations. Restating the mission by creating a personal connections for the reader will help them form a response to the posts that they see. The organization's goal is to get the reader to respond to the emotion he or she feels after interacting with their post.

RQ2: What are the themes of interaction in story posts between the organization and followers to create and maintain the organization's identity?

Ten different coded themes were present during the researching process. The most common theme seen was supportive responses from donors. All but St. Jude Children's Research Hospital and American Cancer Society had the most responses in this category. These

responses were generally simple responses of support for an organizations cause. From Habitat

for Humanity a donor expressed, "Love this idea! More of these communities need to happen."

A supporter of the Bill and Melinda Gates Foundation writes, "Without Bill and Melinda Gates

the world would not have progressed as much as it has…Thank you!" And from Feeding

America "This is great. Feeding America is such a wonderful charity." These are just examples

of some that the organizations receive. In total there were 14,180 responses that were supportive,

which is almost 70% of all responses throughout the ten organizations.

   Religious responses were the second most common response from donors. These

religious responses consisted of "God Bless", "Amen", "Prayers to you" or any response that

was in a prayer form was considered a a religious response. St. Jude Children's Research

Hospital received the most religious responses in the three-months period of time; almost 50% of

their 1,806 total responses from the donors were religious based. The common threads for

comments from people were praying for the children to get better. Wounded Warrior Project and

The Humane Society both had religious responses more frequent than other categories. All other

organizations also had religious responses but were sporadically written. Throughout all the

organizations, the same phrases were used to bring peace and happiness through someone greater

than man.

   Donors connect organizations and causes that are personal to them. Many people shared

their personal stories with the organization to show how they have been impacted by these good

deeds. Personal story responses were the third most common type of response how donors

would provide feedback to the organization. Although, the American Cancer Society posted one

image that obtained 1,038 personal story responses from that one post alone. The post's image

was about smoking and asked people how they quit smoking. Many people connected with the

topic and shared. Some responses included, "Every time you try to quit and fail you have to try again. I refused to have to try this more than once. So I quit once and am still fighting the battle 7 years later;" "I quit with the electronic cigarette. I smoked it for about 2 months and then gave that up. Six years smoke free;" and "I smoked for 18 years. It wasn't until my kids said 'Daddy, I don't want you to die from smoking.' That was almost four years ago and way able to quit with vaping. Vaping saved my life." Donors are able to freely speak about their past and how this topic was apart of their life. Another example where many people were able to express connection to a post was with the Wounded Warrior Project. The post said, "Happy 68th Birthday United States Air Force!" with a related picture along with it. Many respondents demonstrated a passion to support American and the men and women who fight for the country. Those same people who had a passion also shared why they are so supportive. "Happy Birthday!!! Thank you for all that you do!!! Proud wife of an United States Air Force Veteran;" "Thanks to all for their service including my brother, and my cousin who served 25 years in the Air Force Reserve;" "Happy birthday I proudly served in the United States Air Force;" and "Happy Birthday to all past and present U.S. Airmen. I'm proud to have been a member of this branch of our Armed Forces. "UNO AB ALTO" (One Above All)." All these donors showed their support and their commitment to the organization through sharing their stories of military service. By showing the personal connection, they identified with the organization's mission and all that they work for.

Organizations also did respond back to comments, though commenting back to donors though was not very common. Only 4% of all the comments that were coded were responses from the organizations themselves. St. Jude Children's Research Hospital and Special Olympics were the only organizations that never responded back to comments. Bill & Melinda Gates Foundation, American Cancer Society, World Vision, Make-A-Wish Foundation, Habitat for

Humanity and Feeding America all had 10 comments or fewer from the organization back to

donors. Wounded Warrior Project commented 45 times back to the donors. The organization

that excelled at communicating with their supporters was the Human Society. They

communicated with their donors 767 times during the course of the three months. The

organization would commonly thank individuals personally for supporting their organization.

Also people would often ask questions on how to help the animals or where to send money; the

organization was helpful with directing the people to where they needed to go, attaching web

links to the comment or even adding a phone number or address to get in contact with a Humane

Society staff member to further answer the questions.

Along with having the highest number of organization contact with donors they had the

highest about of total responses. All responses combined, the Human Society made up

approximately 42% of all responses and the Bill & Melinda Gates foundation was the next

highest at approximately 16%. The Human Society was more successful in communicating with

the donors and expressing thanks for everyone's dedication towards the animals. They all bring

together the identity of the organization to celebrate the animals and confront cruelty towards

animals.

Some topics got a lot of discussion but are not discussions in which an organization

would normally invite on their page. The Special Olympics fell in defeat to this with one of their

posts. The First Lady, Michelle Obama, attended the opening ceremony of the World Special

Olympics in Los Angeles where some participants were able to get a photo with her. The

organization put this up on their Facebook page with a quote saying, "You're uniting us in a way

that nothing else can,' says Michelle Obama to Special Olympics athlete at opening ceremony of

#LA2015." For this post, there were 387 comments, 205 of those comments were negative to

either Michelle Obama, the politics she supports, or people were bullying the haters for writing these comments in the first place, all causing negativity. Some people tried to keep peace or ask for this to be about the children like the post was attended. One father wrote,

"As a father of a very special son, I kindly ask that tonight you set your personal opinions aside and show these wonderful athletes that you care. Put your personal thoughts about politics aside and look at the much bigger picture. They deserve so much more than this. Every one of these athletes have put countless hours in at being the best they can be and to step up on the biggest stage of their lives. I assure you that none of these athletes looked at her tonight with hate and discontent, they were all just grateful that they are there getting ready to do something that they all love and being included and accepted."

Even when there had been negative comments a group comes together to defend the organization and the cause that it fights for even when the organization did not respond to the negative comments or defend their cause.

The remaining themes that were found while coding were asking questions, simple thanks, saying that they donate to the cause and saying they like or shared the post. Many people asked question within the Bill & Melinda Gates Foundation, but many of these people were asking for help or money from the Gates family. Frequently, people from all over the world would ask the family for a certain amount of money to cover their expenses. The organization never responded to these people. This was the only organization that people were directly asking for help. Occasionally there would be questions towards the organization such as the Wounded Warrior Project, which would be asking how to get a loved one involved with the organization. This was more frequent and also asking for further details was the most common thing people would ask the organization. Themes as simple thanks were people saying only a "Thank You."

These were infrequent along with people expressing that they shared the post or liked it or also

they donate to the cause on a regular bases. All these responses create the themes that make up

the communication on Facebook between the organization and the public; some have great

success while others are not as lucky. These comments in whole make the conversation

successful in any format of story that a nonprofit writes on social media.

RQ3: What types of formats for stories on Facebook get better discussions and responses?

There were three types of stories that had the most responses, a photo with a caption,

video and an informational graphic picture.   The responses that had a photo with a caption

acquired the most comments from donors.   Donors interacted mostly by supporting to that post

stated. Make-A-Wish Foundation, Wounded Warrior Project, St. Jude Children's Research

Hospital, and Special Olympics Facebook posts for the three months were a majority only a

photo with a description of what is happening in the photo.

With this format of storytelling, the public responded overwhelmingly with supportive

responses. One Wounded Warrior response exclaimed, "Congratulations Ms. Greene. Thank

you for your service and may your wounds heal forever."   One of many Special Olympic

supporters wished the athletes well before the world games with, "They all are my favorite each

one is truly special and there is no picking each one has a different story and they have all

achieved their goal and that is to be part of the World Special Olympics! Good luck to all and

whether win or lose you all come out winners!!!" One of the Make-A-Wish recipients was given

a wish to become a Marine for the day, many good thoughts were expressed " Semper Fi little

man, keep on fighting. You're my hero no doubt", "Here's to wishing you success the rest of

your life, Semper Fi…" or lastly "Semper Fi Lil Brother, we have your back!!" Like this young

marine, many donors identify with the individual in the post and support him or her in the

activity that the organization is being highlighted for. Talking directly to the individual, giving them the extra motivation or courage to carry on the fight, shows the public's support for the organization and the cause in which they fund and work for.

Videos were the second most common format that got significant interaction for the donors. Although it was number two, not many organizations post videos. World Vision was the organization that utilized videos more than others; their response rate is low compared to other organizations. Two videos overall did very well in responses; one was a video about the Tennessee Walking Horses that were being abused and the other was a video from St. Jude Children's Research Hospital. This video had Marlo Thomas, daughter of Danny Thomas the founder of St. Jude, speaking about her father in honor of Father's Day. This organization was the only organization in this grouping that had a celebrity who was the founder of the organization. Donors would speak directly to Danny or Marlo Thomas in this post but also throughout all the Facebook posts that St. Jude publishes. Many comments would be of gratitude for starting this company and thanking Marlo for continuing in his footsteps. Also, a group of donors told Marlo how proud her father would be of her today and all the success she has done for the company.

Throughout the three months of research there were other formats such as the informational graphic, which displayed some sort of fact or statistic about the organization. The American Cancer Society and the Bill and Melinda Gates Foundation both frequently used those. Supportive responsive were given from donors, many echoing the fact or statistic in the answer and thanking them for changing that number for the greater good. All formats got responses from the audience but posts that had a caption with the photo and videos captured the attention of the donors.

All the results that were collected in the research formed definite patterns. Each research question was fully answered with the content analysis. All the nonprofits organizations accumulated conversations that helped support the research.

Discussion

The research from the 10 nonprofits showed the importance of communication between the organization and the donors. Organizations showed different forms of involvement on Facebook. Certain organizations had more participation than others with donors commenting. Themes of responses from donors were also present; many expressing support for the stories organizations share.

This study supports the research of Baker & Gower's (2010) study where they concluded the communication between the organization and the donors can raise funds in agreement with the cause. Through stories, communication about personal experiences can be expressed in a positive light. When stories are told from the organization the donors have the opportunity to have their own opinion in the organization. Some people have very supportive decisions and will praise the organization in their responses while others do not share the same thoughts and will write negative aspects of the organization.

The Humane Society had 42% of the total comments. Responses made from the organization itself resulted in 90% of all responses from the organization. This organization had the highest post response total out of all ten organizations in the study. By having an interactive session with donors there is a chance for the organization to have dialect between them. This creates a more open environment. These findings are consistent with Mangold & Faulds' (2009) work on the importance of customer awareness and how if that individual is more aware of information about the organization they are more likely to participate within the organization.

Scholes & Clutterbuck's (1998) research argued that having positive people in the organization saying good things to people will lead to the audience responding better to that person than they will anything else. This research supports this. The Humane Society and Wounded Warrior Project both had active communication with their donors, the organization was always positive to the individuals writing the comments even if they are being negative. With having such positive outlooks on this organization, donors were thanking them more for their great work than other organizations. This two-way conversation may come from the audience feeling like their voices are actually being heard because of the frequency that the organization responds to comments for further information or a to give thanks for the support.

Through this research it is very apparent that each nonprofit organization is different. Every organization was picked because they all had unique causes from one another. The audiences showed that they respond differently depending on the organization. The St. Jude audience was very supportive and would send well wishes by prayer or religious comforting. The Wounded Warrior Project supported the wounded vets by a sense of brotherhood what has been formed already in the military between the soldiers. Many times their supportive responses would be concluded with phrases like "Semper Fi" or "Ooorah" which are only spoken phrases amongst the enlisted and veterans. It is apparent that each organization has their own group bonding aspects between supporters. Many supporters have a reason why they chose that organization to support, if it is a personal connect from the organization's efforts or an emotional attachment they supporters have a passion for the mission to make a difference.

Knowing the audience of an organization is important but making a connection is even more important. The organization that comment back to the donors with even a simple phrase as "Thank you for your support", gives the donor an inclusive feeling. These people may enjoy the

feeling that they too are making a difference in ones life and that someone is appreciative. Even on social media everyone wants to be included in a great cause.

Limitations

In this research there was no contact with the organizations themselves. This is a limitation that had come forth during the research process because there is no way to find out why they do the things they do. By not knowing why an organization does or does not communicate with the donors limits the researcher to make conclusions and the relationship between the organization and the public. Another limitation was that the research was only conducted for three months, with this short period of time there is no way to see if there are patterns of conversation with time. Another limitation is that all the organizations had different missions, this not giving a fair comparison of conversations between the nonprofits because the audiences are likely to be different.

Future Research

In the future, researchers could spend time within an organization to see how an organization manages the social media and ask questions on the behaviors of the employees on social media. This would give researchers an opportunity to find out why or why not organizations choose to comment back to supports. This is especially true for when there are negative comments or debates happening on their nonprofit organization profile. Also, other research that could be done is studying organizations over a period of time and watch if there are patterns throughout the year that get heavier or lighter with the messages especially during holiday seasons.

Organizations have the ability to connect with people in an instant over social media. How engaging an organization is towards the public relates to how well the public will interact

with the organization. This can be done by learning from an organization about why they choose

their behavior on Facebook. Posting articles that are engaging and create good discussion

between everyone is positive light for the organization. Human interaction and responses will

impact anyone's point of view substantially more than any marketing campaign will.

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Appendix

St. Jude Children's Research Hospital

Date	Religious	Like/Share	Personal Story Connections	Saying they Donate	From the organization	Simple Thanks	Supportive	Non-Related	Negative	Ask Questions	Post Response Total	Type of Story
22-Jun	87	0	5	14	0	1	17	0	2	0	126	photo and quote
25-Jun	242	1	15	32	0	1	112	0	1	0	404	photo and quote
6-Jul	72	0	1	4	0	0	19	0	0	0	96	photo and quote
14-Jul	15	0	2	5	0	0	22	2	2	0	48	photo and quote
16-Jul	84	0	4	0	0	1	21	2	0	0	112	photo and quote
21-Jul	31	0	18	3	0	1	213	1	0	0	267	video
24-Jul	53	2	1	25	0	0	143	3	1	0	228	photo and quote
4-Aug	27	0	4	0	0	0	43	2	0	0	76	photo and quote
10-Aug	136	0	0	8	0	1	49	0	0	0	194	photo and quote
1-Sep	28	0	4	4	0	1	25	0	0	0	62	photo and quote
2-Sep	21	0	2	1	0	6	21	1	0	0	52	photo and quote
3-Sep	3	0	1	0	0	0	10	0	0	0	14	photo and quote
10-Sep	18	0	2	6	0	1	16	0	0	0	43	quote
16-Sep	9	0	1	1	0	1	17	2	0	0	31	photo and quote
21-Sep	33	0	2	4	0	2	12	0	0	0	53	photo and quote
Total	859	3	62	107	0	16	740	13	6	0	1806	

Humane Society

Date	Religious	Like/Share	Personal Story Connections	Saying they Donate	From the organization	Simple Thanks	Supportive	Non-Related	Negative	Ask Questions	Post Response Total	Type of Story
23-Jun	0	0	0	0	33	0	693	0	0	8	734	informational picture
25-Jun	17	17	0	0	358	40	1385	0	9	22	1848	photo and quote
8-Jul	3	1	0	0	29	4	370	0	0	11	418	photo and quote
16-Jul	45	10	0	0	158	13	1126	0	0	1	1353	photo and quote
21-Jul	0	0	0	0	17	0	696	0	0	8	721	inspirational picture
31-Jul	7	0	0	0	3	5	246	2	0	1	264	video
4-Aug	0	0	0	0	3	0	956	1	0	1	961	informational picture
21-Aug	9	2	3	0	1	2	376	4	0	1	398	video
25-Aug	2	9	0	0	154	0	1094	0	40	37	1336	video
31-Aug	8	0	0	0	2	5	317	6	0	0	338	photo and quote
15-Sep	0	1	0	0	6	1	82	0	2	1	93	video
16-Sep	4	12	0	0	3	0	227	1	0	5	252	article
Total	95	52	3	0	767	70	7568	14	51	96	8716	

Feeding America

Date	Religious	Like/Share	Personal Story Connections	Saying they Donate	From the organization	Simple Thanks	Supportive	Non-Related	Negative	Ask Questions	Post Response Total	Type of Story
21-Jun	0	0	0	0	0	0	7	0	0	0	7	photo and quote
22-Jun	0	0	0	0	0	0	7	0	0	0	7	article
29-Jun	0	0	0	0	0	0	4	0	0	0	4	article
30-Jun	0	0	0	0	0	0	3	0	0	0	3	article
2-Jul	0	1	0	0	0	0	3	0	0	0	4	informational picture
10-Jul	0	0	0	0	0	0	4	0	0	0	4	video
13-Jul	0	0	0	0	0	0	3	0	0	0	3	photo and quote
14-Jul	0	0	0	0	0	0	1	0	0	0	1	video
29-Jul	0	0	0	0	0	0	5	0	0	0	5	informational picture
3-Aug	0	0	0	0	0	1	9	0	0	0	10	informational picture
4-Aug	0	0	0	0	0	0	4	0	0	0	4	informational picture
10-Aug	0	0	0	0	0	0	5	0	0	0	5	video
11-Aug	0	0	0	0	0	0	5	0	0	1	6	informational picture
18-Aug	0	0	0	0	0	0	1	4	0	0	5	video
27-Aug	1	0	0	0	0	0	9	0	4	0	14	informational picture
28-Aug	0	0	0	0	0	0	16	0	3	0	19	video
29-Aug	0	0	0	0	0	0	4	0	0	0	4	video
1-Sep	0	0	0	0	1	0	3	0	0	0	4	informational picture
6-Sep	0	0	0	0	0	0	12	0	0	0	12	informational picture
14-Sep	0	0	0	0	0	0	6	0	0	0	6	informational picture
16-Sep	0	0	0	0	0	0	6	0	0	0	6	informational picture
17-Sep	0	1	0	0	0	0	2	0	0	0	3	informational picture
19-Sep	0	0	0	0	0	0	30	0	0	1	31	video
21-Sep	0	0	0	0	0	0	7	0	0	0	7	informational picture
Total	1	2	0	0	1	1	156	4	7	2	174	

Bill & Melinda Gates Foundation

Date	Religious	Like/Share	Personal Story Connections	Saying they Donate	From the organization	Simple Thanks	Supportive	Non-Related	Negative	Ask Questions	Post Response Total	Type of Story
25-Jun	11	1	0	0	0	0	86	37	9	34	178	quote
1-Jul	4	0	0	0	1	6	97	38	13	65	224	informational picture
6-Jul	1	0	0	0	0	0	46	5	4	22	78	informational picture
7-Jul	0	0	0	0	0	0	169	21	8	17	215	informational picture
14-Jul	0	0	0	0	0	0	69	14	0	0	83	quote
16-Jul	4	0	0	0	0	1	223	30	7	15	280	informational picture
21-Jul	6	0	0	0	1	0	137	33	0	27	204	informational picture
5-Aug	5	0	0	0	0	1	227	36	2	16	287	informational picture
13-Aug	2	0	0	0	0	0	98	12	2	4	118	quote
18-Aug	0	0	0	0	0	0	76	9	0	1	86	quote
19-Aug	0	0	0	0	2	0	293	7	0	10	312	informational picture
21-Aug	0	0	0	0	1	2	25	7	0	15	50	informational picture
24-Aug	3	0	0	0	0	0	79	11	0	15	108	informational picture
26-Aug	0	0	0	0	0	0	156	27	1	6	190	quote
31-Aug	0	0	0	0	0	2	72	6	0	6	86	quote
9-Sep	3	0	0	0	3	0	580	43	19	15	663	quote
14-Sep	0	1	0	0	0	1	38	12	0	11	63	photo and quote
16-Sep	0	0	0	0	0	0	35	5	0	9	49	quote
21-Sep	1	0	0	0	0	0	95	12	0	7	115	informational picture
Total	40	2	0	0	8	13	2601	365	65	295	3389	

Make-A-Wish Foundation

Date	Religious	Like/Share	Personal Story Connections	Saying they Donate	From the organization	Simple Thanks	Supportive	Non-Related	Negative	Ask Questions	Post Response Total	Type of Story
26-Jun	1	0	2	0	0	0	3	1	0	0	7	photo and quote
7-Jul	2	0	0	0	0	0	24	0	0	0	26	photo and quote
15-Jul	6	0	0	0	0	0	34	0	1	0	41	photo and quote
20-Jul	1	0	3	0	0	0	2	0	0	0	6	photo and quote
24-Jul	0	0	1	0	0	0	5	0	0	0	6	video
25-Jul	0	0	0	0	1	0	0	0	0	1	2	video
28-Jul	6	0	1	0	0	0	24	0	0	0	31	photo and quote
2-Aug	3	0	1	0	0	0	47	0	0	0	51	photo and quote
12-Aug	8	0	1	0	0	0	31	0	0	0	40	photo and quote
16-Aug	4	0	0	0	0	0	12	0	0	1	17	photo and quote
20-Aug	7	0	3	0	0	0	36	0	0	0	46	photo and quote
23-Aug	4	0	0	0	1	0	15	0	0	0	20	photo and quote
3-Sep	5	0	0	0	0	0	16	0	0	0	21	photo and quote
7-Sep	5	0	6	0	0	0	7	0	0	0	18	quote
9-Sep	0	0	0	0	0	0	4	0	0	0	4	video
12-Sep	6	0	6	0	0	0	4	0	0	0	16	photo and quote
Total	58	0	24	0	2	0	264	1	1	2	352	

Wounded Warrior

Date	Religious	Like/Share	Personal Story Connections	Saying they Donate	From the organization	Simple Thanks	Supportive	Non-Related	Negative	Ask Questions	Post Response Total	Type of Story
26-Jun	1	0	1	0	0	0	28	0	0	0	30	photo and quote
27-Jun	2	0	2	0	1	0	75	0	0	1	81	photo and quote
29-Jun	3	0	1	5	5	0	40	0	0	1	55	photo and quote
30-Jun	4	0	2	0	1	0	95	1	0	1	104	photo and quote
2-Jul	5	0	1	1	4	0	106	0	10	2	129	picture
6-Jul	1	0	0	0	3	0	13	0	0	5	22	video
9-Jul	8	0	0	0	0	1	55	0	0	0	64	photo and quote
11-Jul	2	0	0	6	5	0	102	0	0	3	118	photo and quote
11-Jul	0	0	0	0	1	0	13	0	1	1	16	video
13-Jul	3	0	0	3	3	1	69	0	1	1	81	photo and quote
14-Jul	0	0	0	0	4	1	30	0	0	5	40	photo and quote
15-Jul	0	0	0	9	5	0	59	0	0	0	73	picture
16-Jul	8	0	0	0	1	4	366	0	23	0	402	photo and quote
22-Jul	0	0	0	3	6	3	34	1	0	4	51	photo and quote
3-Aug	0	0	3	0	0	2	19	0	0	1	25	photo and quote
8-Aug	1	0	0	0	1	2	82	0	0	0	86	photo and quote
10-Aug	6	0	0	0	1	3	85	0	7	8	110	photo and quote
13-Aug	0	0	1	0	3	0	27	0	0	1	32	photo and quote
14-Aug	3	0	1	0	1	4	81	0	0	1	91	photo and quote
14-Aug	0	0	1	0	1	1	32	1	1	0	37	photo and quote
17-Aug	0	0	2	0	3	0	29	0	2	1	37	photo and quote
18-Aug	2	0	1	0	3	1	50	0	0	0	57	photo and quote
20-Aug	0	0	2	0	0	0	17	1	0	0	20	photo and quote
31-Aug	0	0	0	0	0	1	33	0	0	1	35	photo and quote
3-Sep	53	0	10	0	16	0	396	0	33	8	516	photo and quote
4-Sep	2	0	1	0	1	1	87	0	0	0	92	photo and quote
10-Sep	2	0	2	0	0	0	33	0	0	3	40	photo and quote
16-Sep	19	0	17	110	9	1	229	0	10	6	401	video
18-Sep	0	0	205	0	0	0	282	0	0	0	487	quote
Total	88	0	246	113	45	19	1516	3	53	34	2117	

Special Olympics

Date	Religious	Like/Share	Personal Story Connections	Saying they Donate	From the organization	Simple Thanks	Supportive	Non-Related	Negative	Ask Questions	Post Response Total	Type of Story
22-Jun	0	0	0	0	0	0	7	0	0	0	7	photo and quote
2-Jul	0	0	0	0	0	0	1	0	0	0	1	video
8-Jul	0	0	0	0	0	0	0	14	0	0	14	photo and quote
13-Jul	0	0	3	0	0	0	76	1	0	7	87	photo
25-Jul	0	0	5	0	0	0	60	0	0	1	66	photo and quote
25-Jul	4	0	21	0	0	3	148	2	205	4	387	photo and quote
31-Jul	0	0	0	0	0	0	39	1	0	0	40	photo and quote
1-Aug	0	0	0	0	0	4	51	0	0	0	55	photo and quote
1-Aug	0	0	0	0	0	0	27	1	0	0	28	photo and quote
18-Aug	0	0	0	0	0	0	8	1	0	0	9	photo and quote
20-Aug	2	0	0	0	0	0	16	1	1	0	20	photo and quote
21-Aug	1	0	0	0	0	0	14	1	0	0	16	photo and quote
29-Aug	0	0	2	0	0	0	11	0	0	1	14	photo and quote
30-Aug	0	0	4	0	0	0	13	1	0	0	18	photo and quote
6-Sep	1	0	5	0	0	0	51	0	0	0	57	photo and quote
7-Sep	0	0	1	0	0	0	23	1	0	0	25	photo and quote
Total	8	0	41	0	0	7	545	24	206	13	844	

World Vision

Date	Religious	Like/Share	Personal Story Connections	Saying they Donate	From the organization	Simple Thanks	Supportive	Non-Related	Negative	Ask Questions	Post Response Total	Type of Story
29-Jun	10	0	0	0	0	0	20	8	0	0	38	video
30-Jun	1	0	0	0	0	1	5	1	0	0	8	photo and quote
1-Jul	0	0	2	0	2	0	2	1	0	0	7	photo and quote
7-Jul	3	0	3	0	0	0	16	0	0	0	22	video
12-Jul	1	0	0	0	0	0	3	1	0	0	5	inspirational picture
15-Jul	13	0	1	1	0	0	6	0	0	3	24	inspirational picture
16-Jul	0	0	0	0	1	0	26	0	0	2	29	photo and quote
19-Jul	0	0	0	0	0	0	0	0	0	0	0	photo and quote
24-Jul	8	0	0	0	0	0	8	0	0	0	16	video
30-Jul	1	0	0	0	0	0	2	0	0	0	3	photo and quote
30-Jul	0	0	0	0	1	1	86	0	0	1	89	video
31-Jul	3	0	0	0	0	0	1	0	0	0	4	photo and quote
3-Aug	0	0	0	0	0	0	10	0	1	0	11	photo and quote
6-Aug	0	0	0	0	0	0	8	0	0	0	8	video
10-Aug	0	0	0	0	0	0	0	0	1	0	1	photo and quote
11-Aug	0	0	0	0	0	0	4	0	0	0	4	video
20-Aug	0	0	0	1	4	0	35	0	0	0	40	video
27-Aug	0	0	0	0	0	0	10	0	0	1	11	video
30-Aug	0	0	0	0	0	0	7	0	0	0	7	inspirational picture
31-Aug	3	0	0	0	0	1	10	1	1	1	17	inspirational picture
3-Sep	0	0	0	1	0	0	11	0	0	0	12	video
5-Sep	8	0	3	0	0	0	18	4	0	0	33	video
10-Sep	0	0	2	0	1	0	8	0	0	0	11	video
15-Sep	0	0	0	0	1	0	7	0	0	1	9	video
17-Sep	2	0	0	0	0	0	20	0	0	0	22	video
20-Sep	0	0	0	0	0	0	0	0	0	0	0	inspirational picture
Total	53	0	11	3	10	3	323	16	3	9	431	

Habitat for Humanity

Date	Religious	Like/Share	Personal Story Connections	Saying they Donate	From the organization	Simple Thanks	Supportive	Non-Related	Negative	Ask Questions	Post Response Total	Type of Story
24-Jun	0	1	0	0	0	0	16	1	0	0	18	article
6-Jul	0	0	1	0	1	1	11	1	0	4	19	photo and quote
26-Jul	0	0	1	0	0	0	4	0	0	1	6	video
31-Jul	0	0	0	0	0	0	19	0	0	0	19	photo and quote
1-Aug	0	0	1	1	0	0	5	0	0	0	7	article
15-Aug	1	1	1	1	1	1	14	1	1	1	23	photo and quote
18-Aug	4	0	0	0	0	0	120	0	0	0	124	photo and quote
23-Aug	0	0	3	0	0	0	14	2	0	2	21	photo and quote
28-Aug	0	0	0	0	0	0	4	0	0	0	4	photo and quote
2-Sep	0	0	0	0	0	0	16	2	0	2	20	photo and quote
Total	5	2	7	2	2	2	223	7	1	10	261	

American Cancer Society

Date	Religious	Like/Share	Personal Story Connections	Saying they Donate	From the organization	Simple Thanks	Supportive	Non-Related	Negative	Ask Questions	Post Response Total	Type of Story
6-Jul	5	0	3	0	0	2	13	4	0	0	27	informative picture
12-Jul	0	0	1	0	0	0	1	5	0	0	7	video
16-Jul	1	0	9	0	0	0	10	1	2	0	23	quote and picture
20-Jul	5	0	0	0	1	0	12	11	16	0	45	informative picture
2-Aug	1	0	0	0	0	0	0	2	0	0	3	video
5-Aug	6	0	113	0	5	4	30	4	7	5	174	quote and picture
7-Aug	0	0	4	0	0	0	12	8	0	3	27	picture
11-Aug	1	0	1038	0	0	1	61	2	0	5	1108	informative picture
15-Aug	0	0	8	0	0	3	17	3	0	1	32	informative picture
20-Aug	2	0	15	0	0	0	24	1	0	0	42	video
26-Aug	0	0	5	0	0	0	5	4	0	0	14	video
1-Sep	0	0	0	0	0	0	3	8	0	0	11	quote
9-Sep	2	0	7	0	2	0	10	1	0	0	22	informative picture
10-Sep	9	0	5	0	0	2	25	2	0	0	43	video
17-Sep	3	0	14	0	0	1	7	2	1	1	29	video
19-Sep	1	0	2	0	1	1	10	1	0	0	16	video
21-Sep	0	0	1	0	0	0	4	0	0	0	5	informative picture
Total	36	0	1225	0	9	14	244	59	26	15	1628	

Total Number of Response From all Organizations

	Religious	Like/Share	Personal Story Connections	Saying they Donate	From the organization	Simple Thanks	Supportive	Non-Related	Negative	Ask Questions
Total	2486	61	1619	113	844	145	14180	506	419	473

Total Rankings of all Nonprofit Responses

Ranking	Type of Response
1	Supportive
2	Religious
3	Personal Stories
4	From Organization
5	Non-Related
6	Ask Questions
7	Negative
8	Simple Thanks
9	Saying They Donate
10	Like/Share