
Social Media & Marketing Kit FOR NONPROFITS

BEYOND THE BOTTOM LINE:

THE ECONOMIC AND SOCIAL VALUE OF ARIZONA NONPROFITS

Welcome

Thank you for your interest in sharing the story of ***Beyond the Bottom Line: the Economic and Social Value of Arizona Nonprofits***. Our initial 2016 report *Arizona Nonprofits: Economic Power, Positive Impact* spread the word about how critical nonprofits are to our economy. Now, we are taking another step toward changing the narrative about nonprofits' role in Arizona. This report expands the scope of our research to also address how nonprofits shape and strengthen our communities through their social impact.

About the report

This report is intended to initiate a discussion about the way nonprofits gather social impact data to measure and track social return. The evaluation profiles of individual Arizona nonprofits found within may serve as examples to help your organization assess its own social impact.

Using financial data from the Arizona Office of Economic Opportunity, focus group input from across the state, and primary data from a statewide survey, the report also demonstrates that investments in our nonprofit sector reap considerable economic dividends for our communities and the entire state.

The research was conducted by the L. William Seidman Research Institute on behalf of the Alliance of Arizona Nonprofits with support from the Arizona Community Foundation, J.R. Hollon & Associates, InMedia Company, The Phoenix Philanthropy Group and Salt River Project, and the other contributors listed on the back cover of the report.

Tools to tell our story

This toolkit contains social media posts, sample content for newsletters, and talking points for leaders of your organization to share within their networks. This toolkit is about telling the story of the nonprofit sector, including the stories that are unique to your organization.

- ✓ Pre-written posts for various social media channels
 - ✓ Graphics pre-sized and formatted for easy sharing on Facebook, Twitter and LinkedIn
 - ✓ A template to share your own impact story
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Tools and Resources

Below is a concise list of key messages for leaders and board members to share when discussing the report. Additionally, we have provided a sample article for your organization's newsletter. Following this section are sample social media posts for Facebook, Twitter and LinkedIn in two categories: Economic Impact and Social Return on Investment. The final section provides a template to guide you in telling your nonprofit's own impact story.

Key Messages

- Arizona nonprofits add tremendous value to our economy, creating jobs and paying wages and salaries.
- Philanthropic investments in Arizona nonprofits contribute directly to measurable community benefits, such as civic engagement and job development.
- Social return on investment is a viable way for nonprofits to track and quantify the long-term impacts of programs and services.
- There are multiple existing nonprofits across Arizona that are successfully measuring their impact on the community by tracking specific metrics and outcomes.

Sample newsletter article

If your organization regularly distributes a newsletter to donors by mail or email, consider adding a story about this report and its findings. Use any of the attached graphics as supporting artwork, and include quotes from your own leaders and Board members.

[Headline of your choosing]

A new report, *Beyond the Bottom Line: the Economic and Social Value of Arizona Nonprofits*, shows that nonprofit organizations like ours are a significant contributor to the state economy, as well as powerful drivers of social development in our communities.

As a sector, nonprofits are the state's fifth largest non-government employer and a major stimulator of economic activity. Arizona nonprofits are responsible for 7.7% of Gross State Product. Additionally, nonprofit organizations are directly responsible for employing over 170,000 of Arizona's paid staff, paying more than \$8.3 billion in wages and salaries in 2016. One in every 16 paid jobs in Arizona is a nonprofit employee.

In addition to this powerful economic data, the report also provides resources to help nonprofits measure and quantify their social impact. By leveraging the examples and models provided in this report, we plan to continually improve how we evaluate our impact on the community.

We are proud to be one of the nonprofit organizations that serves our state, and we are proud to be one that has earned your trust and your support.

Download your copy at www.AZNonprofitValue.org.

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Economic Impact

Share key findings about the economic impact of Arizona's nonprofit sector with your audiences on social media platforms like Facebook, Twitter and LinkedIn. Use these pre-written posts as written, or use them as a starting point for your own ideas.

Your posts can either link directly to www.AZNonprofitValue.org, or you can share your post with one of the graphics below. If you choose to use a graphic, make sure to refer users to AZNonprofitValue.org within the text of your status update.

Sample Facebook/LinkedIn Posts

- Did you know that 1 in every 16 paid jobs in Arizona is a nonprofit employee? Find more facts about the economic power of Arizona nonprofits at AZNonprofitValue.org!
- The Arizona nonprofit sector boosts our economy by employing more than 170,000 people and paying 10.7% of all Arizona wages and salaries. Curious to know more? Facts and figures are available at AZNonprofitValue.org.
- The nonprofit sector is Arizona's fifth-largest private employer in the state – employing more people than the manufacturing, finance, construction, transportation and mining industries. Read this and more at AZNonprofitValue.org!
- Arizona nonprofits are responsible for generating 9.1% of Arizona's state and local tax revenue. Learn more about the role Arizona nonprofits play in our economy at AZNonprofitValue.org.
- Here's your fun fact for the day – there are almost 23,000 nonprofits across Arizona! Learn about the nonprofit economic impact in all 15 Arizona counties at AZNonprofitValue.org.

Sample Tweets

- Who says #AZNonprofits aren't hiring? 1 in every 16 paid jobs in Arizona is a nonprofit employee. Find out more at AZNonprofitValue.org.
 - The #nonprofit sector is the fifth largest employer in #AZ! More fun facts available at AZNonprofitValue.org
 - New report from @AZnonprofits shows that AZ #nonprofit orgs employ more workers than manufacturing, construction and mining. Find out more at AZNonprofitValue.org!
 - #ICYMI: a new study shows that #AZNonprofits are boosting the #AZEconomy! Find out how at AZNonprofitValue.org.
 - Today's #FunFact - there are almost 23,000 nonprofits in Arizona! Check out the map highlighting nonprofits in all 15 AZ counties: AZNonprofitValue.org.
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Social Return on Investment

Spread the word within the Arizona nonprofit network by pairing one of the testimonial posts below with one of the graphics included in this toolkit. If you want to highlight the awesome work of the nonprofit organizations featured in the report's evaluation profiles, don't forget to tag the organization on Facebook and Twitter.

Sample Facebook/LinkedIn Posts

- Attention fellow Arizona nonprofits! A new report from the Alliance of Arizona Nonprofits can help you measure and quantify your social impact. Find out how to measure your social return on investment at AZNonprofitValue.org.
- A new report from the Alliance of Arizona Nonprofits can help nonprofits better understand the social return to our community. Find tips on defining your nonprofit's social outcomes at AZNonprofitValue.org.
- We all know that AZ nonprofits make a huge social impact on our community, but sometimes it's tricky to quantify that social value. Local nonprofits in a new report from the Alliance of Arizona Nonprofits show how it's done. Read their stories at AZNonprofitValue.org.
- Our staff used the resources provided in a new report from Alliance of Arizona Nonprofits to start illustrating our organization's social return on investment. You can explore these resources and tools, too! Check out AZNonprofitValue.org.
- We have a question for other AZ nonprofits -- can you define your organization's social impact on the community? Head to AZNonprofitValue.org to find examples and resources for measuring your impact.

Sample Tweets

- A new report from @AZnonprofits can help you measure and quantify your #SocialImpact. Find tools and tips at AZNonprofitValue.org.
 - What does social return on investment mean for a #nonprofit? Find out at AZNonprofitValue.org.
 - We all know that AZ nonprofits make a big difference, but sometimes it's tough to measure that #SocialImpact. Find out how other nonprofits have made it happen: AZNonprofitValue.org.
 - Have you taken a look at the resources provided in a new report from @AZnonprofits? Our staff learned new ways to measure our organization's social return on investment. These tools are free and available at AZNonprofitValue.org.
 - Can you define your nonprofit's social impact on the community? Head to AZNonprofitValue.org to find examples and resources for measuring your impact.
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How to Tell Your Impact Story

The report emphasizes how and why to evaluate Social Return on Investment (SROI) in your own organization, serving as an excellent resource to those who are ready to measure the social impact of their work. Once you begin measuring impact, your next step will be to share your impact story on your website, social media, and newsletter.

To begin writing your story, answer the three prompts below. Then, use your answers to fill the highlighted fields of the template that follows.

1. Describe your nonprofit's main inputs in one sentence.
Inputs refer to the monetary, human, or other resources devoted to a program or service. An example of input is the number of volunteers utilized by your organization.
2. Describe your nonprofit's main outputs in one sentence.
Outputs refer to the things that a program or service produces. An example of output is the number of people served in a year by your organization.
3. Describe your nonprofit's main outcomes in one sentence.
Outcomes refer to the changes that occur because of the program or service. An example of an outcome is the alleviation of poverty in Arizona.

[Organization Name] leverages the time and talent of **[number]** employees and **[number]** volunteers to serve **[number]** **[population of people]** each year. As a result, we have **[achieved outcome]**.

Example: The **Boys and Girls Club of Metro Phoenix** leverages the time and talent of **236** employees and **823** volunteers to serve **11,000 young people from 4,155 households** each year. As a result, we have **increased the productivity of parents**.

Additional Tips

- Personalize this statement to suit your organization. You want your brand to appear friendly and relatable.
 - When posting the statement on social media or your website, pair it with a high resolution photo of your staff, volunteers, or a stakeholder who has directly benefited from your organization's work. This will likely resonate more with your social media followers.
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Compelling Quotes

The report features quotes from some of Arizona's most prominent leaders in the business, government and nonprofit sectors, and quotes can be enticing tidbits for social media users. To share the report with these quotes, share the link to www.AZNonprofitValue.org and use the following quotes as the status update, or pair the attached graphics of a quote with any of the statuses/tweets in the toolkit.

- "We believe that a deeper understanding of the nonprofit sector will enhance Arizona's ability to achieve goals related to education, cultural development, job creation, civic engagement, and many other areas." – Jacky Alling, Chief Philanthropy Officer of the Arizona Community Foundation
- "We have always known nonprofits provide critical services that make our communities healthier, safer and more attractive for those who live in them, and for businesses who operate in them. Now we have the data to prove it." – Lisa Lovallo, Market Vice President of Southern Arizona Cox Communications, Immediate Past Chair of Southern Arizona Leadership Council
- "My number one directive to staff is: 'If you can't measure it, you can't manage it.' If we cannot track outcomes, we cannot manage a program or find ways to make it better." – Bill Regenhardt, MBA, Executive Director of Adult Literacy Plus of Southwest Arizona (Yuma)
- "In addition to the substantial economic impact nonprofits have in Arizona, a significant number have leaders, board members, and volunteers that are playing an increasing role in setting and pursuing major agendas for the state's future." – Lattie F. Coor, Ph.D., Chairman and CEO of Center for the Future of Arizona
- "The social fabric and quality of life within Arizona is incredibly reliant on the timely interventions and leadership of our nonprofit sector." – Anthony Evans, Staff Director and Senior Researcher of L. William Seidman Research Institute
- "We believe in the power and potential of the nonprofit sector to play a vital leadership role in Arizona's future." – Richard Tollefson, Founder and President of The Phoenix Philanthropy Group



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