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## Online Fundraising: Harnessing Technology...

### Agenda

- Online Fundraising "Tools" / Landscape
- What's working and why
- Social Fundraising - applying an intersection of online fundraising and social networking

# Online Fundraising “Tools”

## More traditional fundraisers...

- Giving Pages (with donation buttons/forms)
  - Website/CMS provider: NonprofitSite123, finalsite
  - DMS provider: DonorPerfect, GiftWorks
  - Broad platform provider: Blackbaud, Convio
  - Network for Good
  - PayPal, AmazonPayments
- Events: Auctionpay, Acteva, Amiando, Eventbrite
- Auctions: cMarket, eBay Giving Works



# Online Fundraising “Tools”

## “New Media” fundraisers...

- Online Marketplaces: DonorsChoose, Global Giving
- Search/Shop: GoodSearch / GoodShop
- Gaming: GamesThatGive
- Advertising Networks: good2gether
- Personal Fundraising: FirstGiving, SixDegrees
- Social Media Channels
  - Facebook: Org/Fan Pages, Apps - Causes, Amplify|Events
  - Twitter: Org/Follower Feeds, Twestival
  - YouTube: Nonprofit Channel
- Social Fundraising Platform: givezooks!



## The promise of the Donate Button....



- Online donations  $\neq$  online fundraising
- Why only 10% online?
  - Donors want choice
  - How do new donors find you?
- Donate buttons are static
  - Treats donors like a transaction versus engaging a supporter
  - One-way engagement model
- 'Hidden' on your website
  - To find new donors outreach needs to go to where people are...

## The Online Engagement Model...



Fundraiser

Donor

Volunteer

Collaborator

Promoter

Friend

Spectator

Start a fundraising effort on behalf of your organization or participate in an organized org effort

Make a donation to your organization

Become a volunteer for your organization

Write a recommendation, upload a video or photo, blog or comment, contribute other content

Invite friends to participate or drive awareness within social media sites

Mark your organization as a favorite or be listed as a supporter

Read about your Organization, Do research to understand organization's impact or ways to become involved.

## So - what has worked?

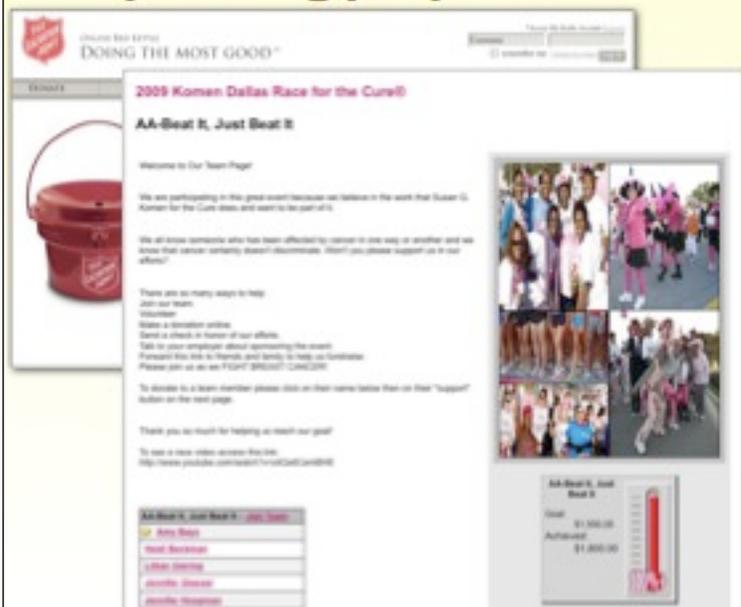
### Be specific - show impact



- **Personal Storytelling**
  - People are moved to action by the stories of your organization's accomplishments
- **Linking impact to action**
  - Show how even a small donation can have an impact
- **Show Progress**
  - Let people know the goal and how they can help close the gap

## So - what has worked?

### Empowering people...



- **Empower your supporters**
  - Let them tell others why they are involved
  - Allow your supporters to do more than donate -- promote, fundraise
- **Expanding your donor base**
  - Allow supporters to reach out to their personal networks
  - People are 100 times more likely to give when asked by someone they know (About MicroPhilanthropy)

# Social Fundraising

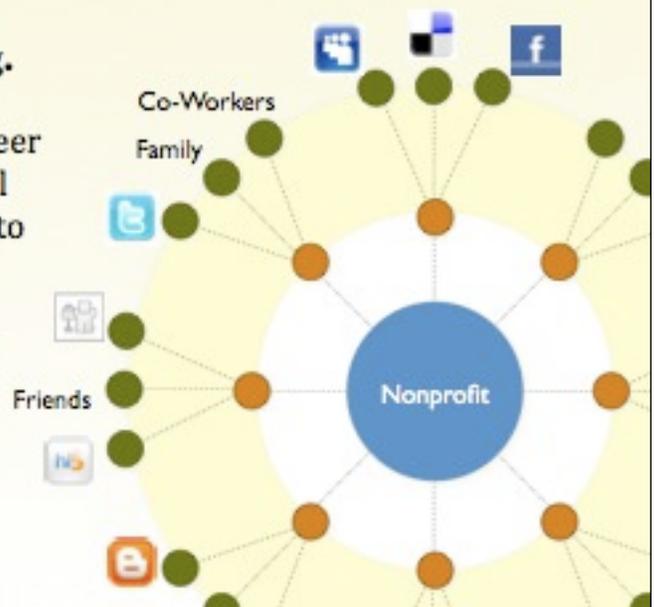
## Intersection of Social Networking and Online Fundraising

### What is Social Fundraising?

**Social Fundraising is the intersection of social networking and online fundraising.**

Otherwise known as the Obama model, peer-to-peer fundraising or people to people fundraising, social fundraising is the evolution of online fundraising to encompass web 2.0 techniques.

**Individuals are 100x more likely to give when asked by someone they know, according to a report About Microphilanthropy.**



# Expanding Online Fundraising

## Campaign with Board Appeals...

**FOODBANK** Give now!

**"Fill a Backpack" Challenge**

Backpacks for Kids Program

Get Involved

- Share the Fundraiser
- Get a link to send to friends
- Get a button to link to the fundraiser

Appeals

- Board Challenge - John
- Board Challenge - Mark
- Board Challenge - Kelly
- Board Challenge - Thomas

Thank you, donors!

See updates  
Share & Post  
Add notes

**FOODBANK** Give now!

**"Fill a Backpack" Challenge**

Board Challenge - Karen

Friends and Family

As part of our "Fill a Backpack" campaign, the Board has put together a little competition to see who can gather the most support. You know how competitive I am, so help me win!

Sincerely, I feel so strongly about the great work that the Foodbank provides to our community, and especially the children in need. Please help me fill their backpacks with love, nutritional food!

Karen

Appeal Progress

Get Involved

- Share the Fundraiser
- Get a link to send to friends
- Get a button to link to the fundraiser

Appeals

- Board Challenge - John
- Board Challenge - Mark
- Board Challenge - Kelly
- Board Challenge - Thomas

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# Expanding Online Fundraising

## Wish list linked to specific impact...

**FOODBANK** Give now!

**Virtual Food Drive**

Wish List Programs

Get Involved

- Share the Fundraiser
- Get a link to send to friends
- Get a button to link to the fundraiser

Thank you, donors!

See updates  
Share & Post  
Add notes

Wish List Programs

- Senior Meals
- Thanking Mom for a Family
- Monthly Grocery Bags for Kids

**FOODBANK** Give now!

**Monthly Grocery Bags for Kids**

Wish List Programs

Get Involved

- Share the Fundraiser
- Get a link to send to friends
- Get a button to link to the fundraiser

Thank you, donors!

See updates  
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Wish List Programs

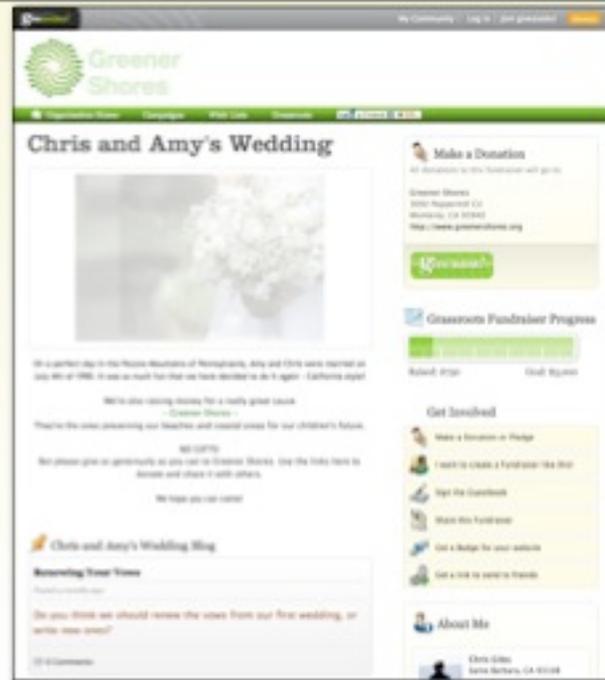
Our Family Income Program provides monthly bags of groceries to low-income families with children. 50% fills a grocery bag for a month, please help us support them!

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# Expanding Online Fundraising

## Personal Fundraisers...

- Involve Constituents
- Expand Supporters Virally
- Maintain Branding



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# Expanding Online Fundraising

## Campaign with personal fundraisers...



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