

Online Fundraising Workshop Part 2

Washington DC
September 30,, 2013
GlobalGiving Foundation
www.globalgiving.org



What are
your goals?

Who do you
want to talk
to?

What do you
want to say?

How do you
want to
communicate?

How do you know
that you have
succeeded?



On Friday...

1. Online Fundraising Trends
2. How to Map your Networks
3. Motivating Donors
4. Building strong relationships



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Agenda

- 9:30 – 9:40:** Introductions
- 9:40 – 9:50:** Review last week
- 9:50 – 10:45:** Telling a Compelling Story
- 10:45 – 11:20:** Activity!
- 11:20 – 11:35:** Break
- 11:35 – 12:00:** Communication Channels
- 12:00 – 12:45:** Facebook for Fundraising
- 12:45 – 1:00:** Questions



Telling your Story



Overseas China Education Foundation

Improve Educational Equity In Rural China

[Overview](#) [Wall \(8\)](#) [Reports \(0\)](#) [Photos \(8\)](#) [People \(350\)](#) [Share](#)



Like 414 people like this. Be the first of your friends.



global open challenge

This project has earned a permanent spot on GlobalGiving but is still competing for bonus prizes. **Help them get to first place!**

Donations: **1st** place **\$26,962** raised

Donors: **1st** place **349** donors

Time left to give:

4 Days **8** Hours **29** Minutes **14** Seconds

donate

An anonymous donor is matching new monthly recurring donations!

1 ONE TIME MONTHLY RECURRING GIFT OR IN-HONOR OF

- \$10** will support an elementary/middle school student for one month
- \$25** will support an elementary/middle school student for three months

Summary

The most recent government statistics reported more than 3.5 million elementary school dropouts in China. The urban-rural education divide remains a serious social problem. To address this issue, OCEF has been spearheading for 21 years a social movement to bring tens of thousands of underprivileged school children back to the classroom, changing their lives.

What is the issue, problem, or challenge?

1) School drop-out problem. Despite the economic growth, the latest government statistics shows still 3.5 million kids drop out of elementary school and 7.3 million students cannot afford secondary school. The problem is more pronounced in rural areas. 2) Poor reading environment. Many rural kids never read any extracurricular books or have any references books/dictionaries. 3) Quality of campus life. Run-down buildings are a reality rural students deal with on a daily basis.


How will this project solve this problem?

Our project addresses this problem through four programs: 1) a financial aid program to help kids in elementary and secondary schools, 2) a scholarship program to support high school students and college freshmen, 3) a library program to ensure rural kids have books to read, and 4) a special quality-of-life enhancement program.

Potential Long Term Impact

The donations raised from this project will keep thousands more rural students in classrooms. They will have more books to read and a better educational experience. All of these changes combine to minimize the urban-rural educational divide in China and eventually the urban-rural economic divide. The sponsored students will be empowered to become better future leaders as well.

- \$50** will support an elementary/middle school student for six months
- \$100** will support an elementary/middle school student for one year
- \$175** will sponsor a college freshman for one year
- \$350** will support a high school student for one year
- \$600** will build a library, with a name of your choosing!
- \$ Other amount

 Make this donation a gift, in honor of, or in memory of someone?



[Donate using a credit card, PayPal, or gift card.](#)

[We also accept donations by check, wire](#)

Environmental Protection in the Caribbean

Protect Baby Seabirds In The Caribbean

[Overview](#) [Wall \(12\)](#) [Reports \(0\)](#) [Photos \(8\)](#) [People \(55\)](#) [Share](#)



Like 286 people like this. Be the first of your friends.



global open challenge

This project has earned a permanent spot on GlobalGiving but is still competing for bonus prizes.

Help them get to first place!

Donations: **12th** place **\$7,666** raised

Donors: **24th** place **55** donors

Time left to give:

4	8	24	58
Days	Hours	Minutes	Seconds

donate

An anonymous donor is matching new monthly recurring donations!

1

ONE TIME



MONTHLY
RECURRING



GIFT OR
IN-HONOR OF

\$10 will provide training materials for a volunteer wildlife ranger

\$25 will support a volunteer ranger patrol to a wildlife refuge

FOOD SECURITY FOR FAMILIES IN THE ARGENTINA ANDES

[Overview](#) [Wall \(3\)](#) [Reports \(0\)](#) [Photos \(7\)](#) [People \(1\)](#) [Share](#)



This project has to **raise \$5,000 from 40 donors** by September 30, 11:59 PM EDT to earn a permanent spot on GlobalGiving.

\$50	\$4,950	1	39
Raised	Remaining	Donors	Remaining

Time left to give:

4	8	15	59
Days	Hours	Minutes	Seconds

donate

An anonymous donor is matching new monthly recurring donations!

- ONE TIME**
- MONTHLY RECURRING**
- GIFT OR IN-HONOR OF**

- \$50** Will provide 1 pound of quinoa seeds to sow for 1 family
- \$100** Will provide 1 family with 1 gallon of organic fertilizer



Rules for a Great Story

- Tell a true story
 - Make it about the cause, not the crusader
- Make it so your audience can identify with it
 - Make it personal
 - Evoke empathy, not sympathy
- Use powerful visual imagery
 - Promote Identification



Women's Aid Organization

Do you remember doing a facepalm when someone utters something ridiculous, like how women shouldn't drive. Unfortunately, public figures in Malaysia routinely make jaw dropping remarks that makes you go 'Aiyooooo!' (a local expression of disbelief) while cringing. This Malaysian term has been adopted as the name of a spoof awards ceremony to highlight sexism, misogyny, homophobia and transphobia in the Malaysian public sphere.

Inaugurated last year, the Aiyoh... WatLah?! Awards was created by the Joint Action Group for Gender Equality (JAG) which comprises of nine non-governmental organizations to raise awareness on sexism, misogyny, homophobia and transphobia and to encourage higher standards of behavior from public figures, policy makers and institutions in relation to gender and sexuality.

The Awards focuses on public statements and actions instead of individuals and institutions. Selected from media reports in 2012, the nominees contend for one of seven categories: "Foot in Mouth", "Insulting Intelligence", "Policy Fail", "Cannot Ignore", "Least Helpful to the Sisterhood", "Enough Already!" and "Right on Track".



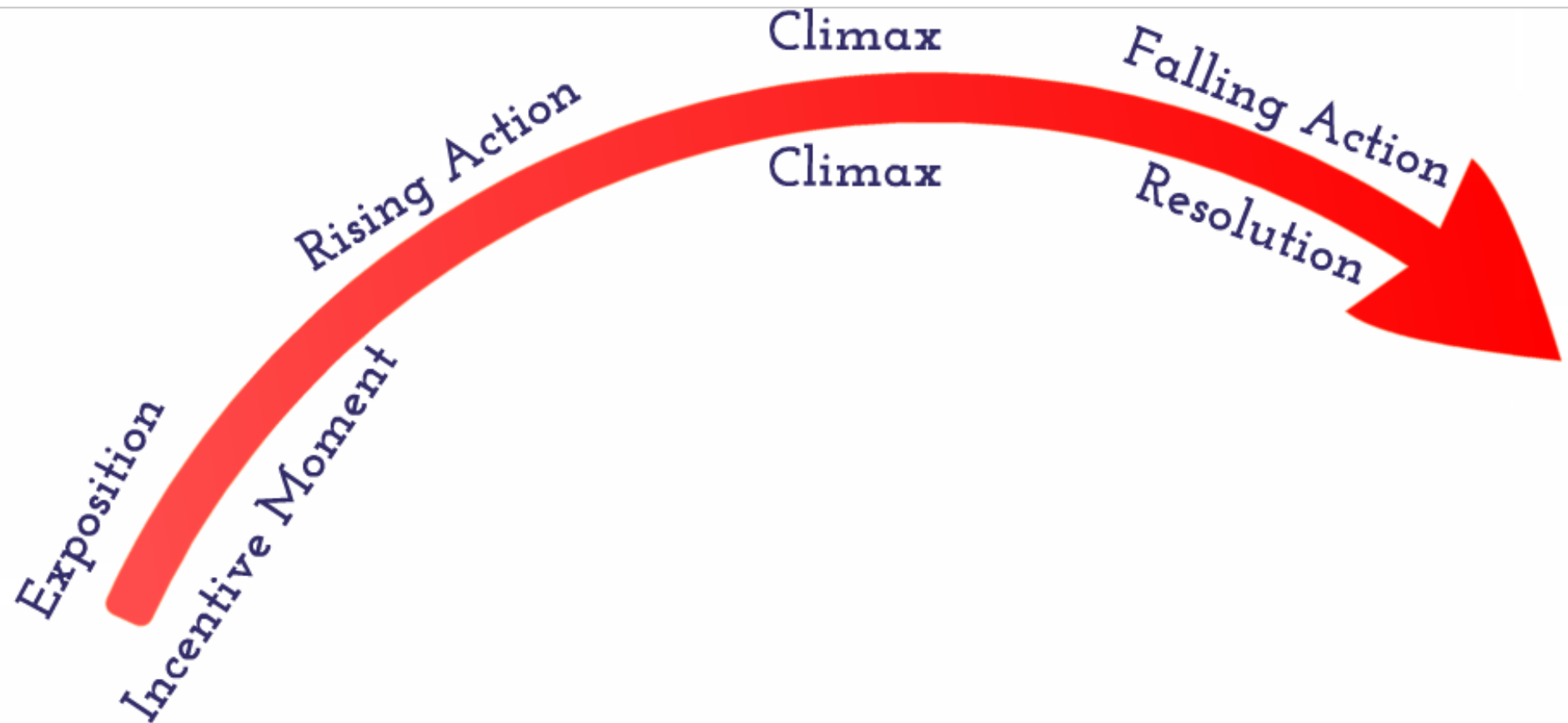
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The Story Arc



Special Thanks to SeeChange Evaluations!



Catalysts for Social Action

We are from Chennai & married since November 2007 and even as we took our wedding vows, we decided we'll have one biological & one adopted child... More than a year passed, and we had tried to contact a few agencies in Maharashtra and elsewhere on our own, but nothing materialized.

Luckily, in March 2012, we met another couple from Chennai Mr. Rammohan Thyagarajan who adopted a girl from Odisha with the assistance of CSA... Suddenly, our hopes went soaring, and before we realized, we were put in touch with an adoption institute in Odisha who shared the photograph of our potential 2 year old daughter...

Pushpita (our daughter) has been enrolled to kindergarden school. Today, my kids are just like any other siblings – they play with each other, are adamant, fight and cause havoc but we are not complaining!



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Set the Stage
for the Story
(Exposition)

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Describe the resolution
(Rising Action + Climax)

Pushpita (our daughter) has been enrolled to kindergarden school. Today, my kids are just like any other siblings – they play with each other, are adamant, fight and cause havoc but we are not complaining!



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Include a closing scene (Falling Action)



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Pushpita (our daughter) has been enrolled to kindergarden school. **Today, my kids are just like any other siblings – they play with each other, are adamant, fight and cause havoc but we are not complaining!**

Relatable!





Video (12 Plus)



<http://www.youtube.com/v/RVAUMNeVzvg>



Discussion

- What elements worked in this video for you?
 - What didn't?
- Would you donate to this project?
 - Why or why not?



Video: Girl Effect



<https://www.globalgiving.org/girleffect/video/>



Discussion

- What elements worked in this video for you?
 - What didn't?
- Would you donate to this project?
 - Why or why not?



Developing Your Key Messages

(just like with any medium)

Establish your goals. Then talk about them.



Developing Your Key Messages

(just like with any medium)

Establish your goals. Then talk about them.

- Identify yourself



Developing Your Key Messages

(just like with any medium)

Establish your goals. Then talk about them.

- Identify yourself
- Share your mission



Developing Your Key Messages

(just like with any medium)

Establish your goals. Then talk about them.

- Identify yourself
- Share your mission
- Demonstrate your personality

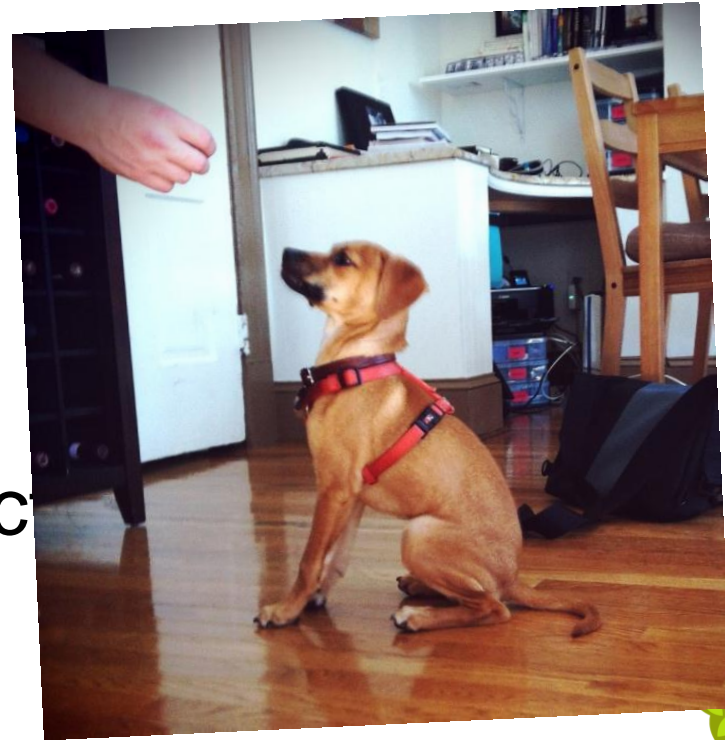


Developing Your Key Messages

(just like with any medium)

Establish your goals. Then talk about them.

- Identify yourself
- Share your mission
- Demonstrate your personality
- Prove your worth or impact



Developing Your Key Messages

(just like with any medium)

Establish your goals. Then talk about them.

- Identify yourself
- Share your mission
- Demonstrate your personality
- Prove your worth or impact
- Explain your challenge



Developing Your Key Messages

(just like with any medium)

Establish your goals. Then talk about them.

- Identify yourself
- Share your mission
- Demonstrate your personality
- Prove your worth or impact
- Explain your challenge
- Ask people to respond



Now create your own story!

1. What is the goal of the story?
2. Choose one organization in the group and write a story to accomplish your goal
 - Remember your audience
3. How will this accomplish your goal?
 - Don't forget to include a call to action!



Communicate your Story

How?

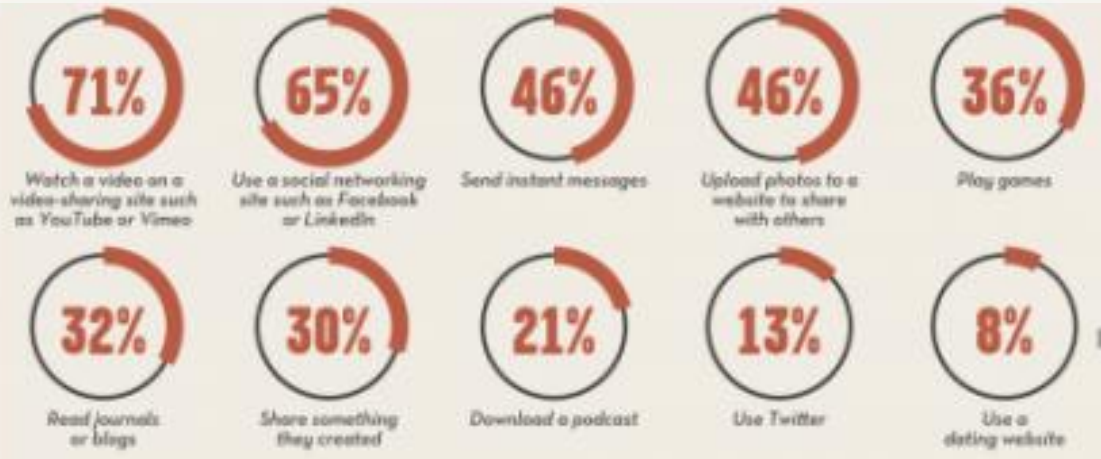


WHAT ARE PEOPLE DOING ONLINE?

Almost 80 PERCENT of American adults use the Internet. Have you ever wondered what they're doing online? Are they emailing, online shopping, or streaming YouTube videos? Find out below.

ENTERTAINMENT AND SOCIAL NETWORKING

Video Networking IM photo-share games



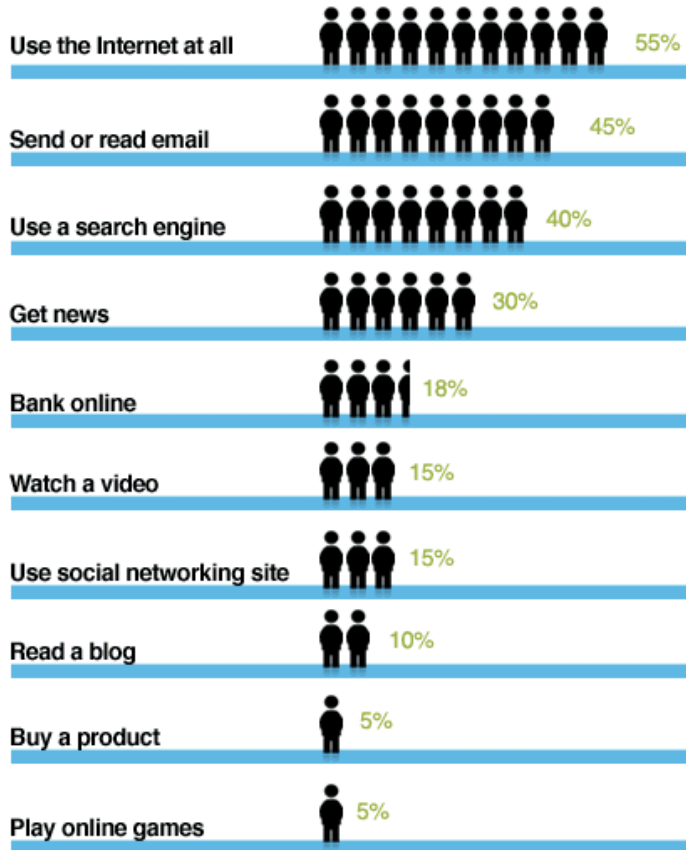
Blogs Creators podcast twitter dating



Daily Internet Activities

1 person icon = 5%

Percentage of American adults (including non-internet users) who do the following every day.



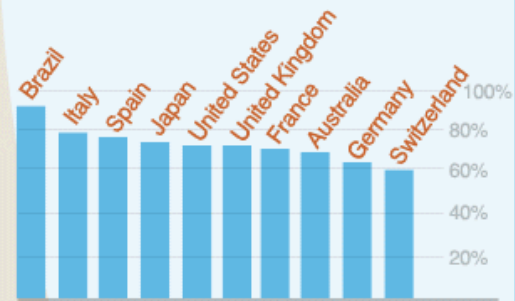
source: Pew



source: Nielsen

Social Network Usage

(by percentage of Internet users in that country)



source: Nielsen

ve
visualeconomics.com

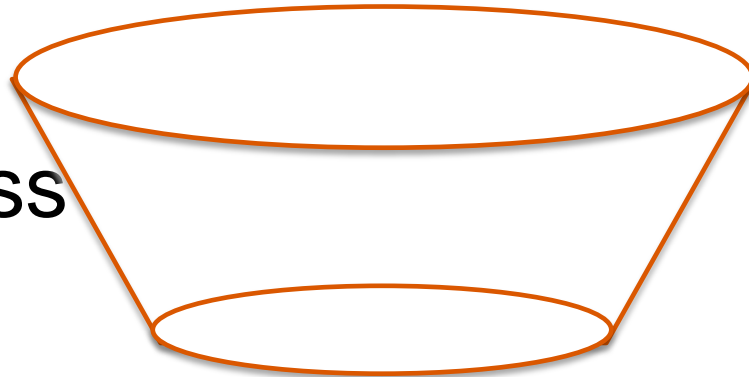


Pick a Medium, Do it Well.

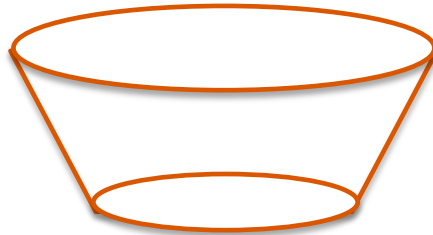


The Social Funnel

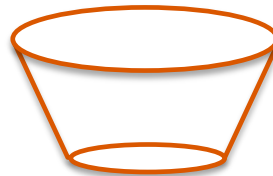
Awareness



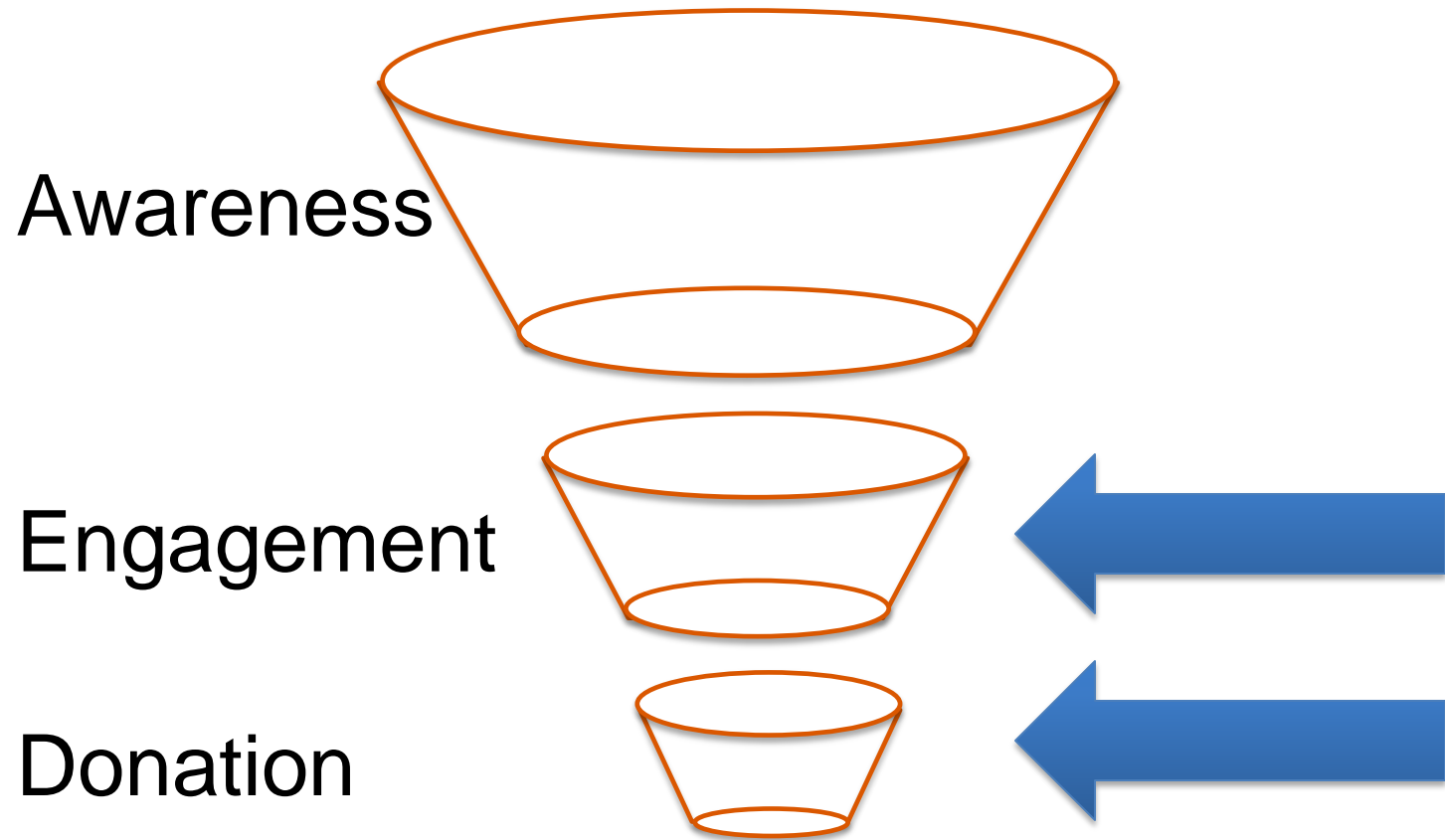
Engagement



Donation



Working for Engagement



Engagement = Conversation



Conversation is about give and take.

On Facebook, conversations happen in a public forum.



How do you get to the top of the newsfeed?

Introducing Facebook EdgeRank.

$$\sum_{\text{edge}} \mathbf{a}_e \mathbf{w}_e \mathbf{t}_e$$



Understanding EdgeRank

EdgeRank is the formula that Facebook uses to determine where (and whether) your stories appear in your fans' News Feed. It helps your stories spread.

- Every post has a score (status update, photo, video, question)
- Low-scoring posts never appear in the News Feed
- The higher a EdgeRank score, the higher it will appear in the News Feed.



Making Content Viral: Understanding EdgeRank

$$\text{EdgeRank} = \text{Affinity} \times \text{Weight} \times \text{Time Decay}$$



EdgeRank Formula: Affinity

EdgeRank = Affinity x Weight x Time Decay



Affinity: How close am I with the person/page? (A measurement of a user's connections to and previous interactions with the page)



EdgeRank Formula: Weight

EdgeRank = Affinity x Weight x Time Decay



Weight:

OBJECT WEIGHT: The more time you take to create content, the more weight. (Videos more than photos more than statuses.)

INTERACTION WEIGHT: The more people engage, the more weight. (Shares worth more than comments, which are worth more than likes, which are worth more than clicks.)



EdgeRank Formula: Time Decay

EdgeRank = Affinity x Weight x Time Decay



Time Decay: As time goes on, your post has less EdgeRank. (The more interactions the post gets right away, the more it spreads.)



EdgeRank: The Moral of the Story?

$$\text{EdgeRank} = \text{Affinity} \times \text{Weight} \times \text{Time Decay}$$


- Focus on quality: engaging posts!
- Boring posts can hurt your EdgeRank (and hinder your ability to spread important messages later.)
- Experiment! Measure! Improve!



How to Post Engaging Content (according to Facebook)

1. Post succinct content
2. Post photos and videos
3. Post regularly
4. Ask your fans' opinions
5. Ask questions using the polling feature
6. Try "fill in the blank" posts
7. Give your fans access to exclusive information
8. Reward your fans with deals and perks
9. Be timely
10. Localize your posts if they're only relevant to a specific audience



Further Tips for Creating Engaging Content

- Be human!
- Videos, photos and polls are better than constant “asks”!
- Use calls-to-action to direct behavior
- Start your own traditions (“photo of the week”)
- Make the rewards of being a fan obvious and valuable
- Check in on how you’re doing with Facebook Insights



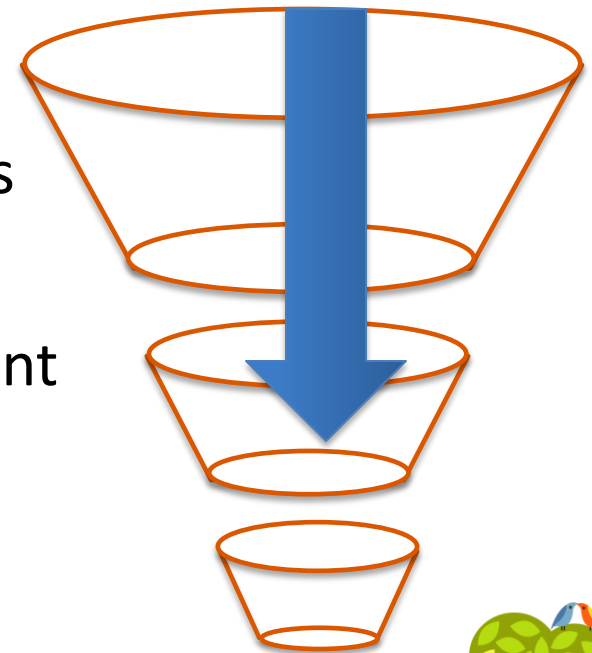
Get the MOST out of Facebook for Fundraising!

Only once you've engaged your audience will you successfully use your Facebook page to raise money!

Awareness

Engagement

Donations



Activity!

Write an engaging Facebook Post



Summary

- Remember to write for the donor
 - What would you want to read (or see), as someone giving to the project
- Be authentic and real
 - Tell true stories using your own identity
- Powerful imagery works!
- Don't be boring on Facebook 😊



QUESTIONS?

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