

Online Fundraising Workshop

Washington DC
September 27, 2013
GlobalGiving Foundation
www.globalgiving.org



DC Workshop Series

- **Workshop #1: Today!**
 - Mapping and growing your network
 - Building Donor Relationships
- **Workshop #2: September 30, 2013**
 - How to develop a compelling story
 - Communication Methods
- **Workshop #3: October 7, 2013**
 - Campaign Planning
 - How to join GlobalGiving



Agenda

- 9:30 – 9:45:** Introductions
- 9:45 – 10:00:** What is GlobalGiving?
- 10:00 – 10:30:** Discussion: “Online?”
- 10:30 – 11:15:** Network Mapping
- 11:15 – 11:30:** Break
- 11:30 – 12:00:** Inspiring your Networks
- 12:00 – 12:45:** Building Donor Relationships
- 12:45 – 1:00:** Closing and Questions



What is GlobalGiving?





FIND A PROJECT

GIVE GIFT CARDS

GET INVOLVED

search

the world is full of problems. globalgiving is full of solutions.

Since 2002, 335,114 donors like you have given \$90,259,180 to 8,444 projects. Wonderful!

RECENT ACTIVITY Virginia from Mill Valley, California gave to Transform Lives of 70,000 Afghan Adolescent Girls 19 seconds ago

projects by rank

Most Popular

projects by topic

- Animals Arts and Culture Children Climate Change Democracy and Governance Disaster Recovery Economic Development Education Environment Health Human Rights Humanitarian Assistance Hunger Microfinance Sport

HELP NOW Help refugees from the conflict in Syria



FEATURED PROJECT Syrian Refugee Relief Fund

SYRIAN ARAB REPUBLIC · DISASTER RECOVERY

Violent armed conflict in Syria has caused millions of people to flee to other parts of Syria and to neighboring countries. Fleeing for their lives, refugees ar... Learn more

- \$25 - can supply a family with basic... \$50 - can distribute one heater to k... \$75 - can provide a family with a on...

give now

SEE ADDITIONAL PROJECTS



find more projects >

Provide Education To AIDS Orphans In Rural Uganda

Overview Wall (132) Reports (88) Photos (133) People (1.5K) Stories (5) Share

\$163,031 Raised **\$11,969** Remaining  **2,158** Donations  **88** Reports

donate



An anonymous donor is matching new monthly recurring donations!



1 ONE TIME  MONTHLY RECURRING  GIFT OR IN-HONOR OF

- \$10** will provide school supplies for a student attending secondary school
- \$25** will provide a girl with necessary sanitary products and medicine for a year
- \$50** will provide a student with a school uniform, socks, shoes, and undergarments
- \$100** will help underwrite the cost of girls' reproductive health classes held during their school holiday
- \$250** annually provides a primary student's uniform, meals, medicine, and supplies for one school year.



 Like  221 people like this. Be the first of your friends.

Summary

GlobalGiving by the Numbers

- Overall donations made through GG to date: \$91.2 mm
- Overall donations made through GG in 2012: \$19.4 mm
- Number of donors to date: 339,000+
- Projects receiving funding: 8,551
- Number of visitors who visit GG.org each week: 30-40K
- Average donation amount per org: ~\$5,200/year
- Countries disbursed to: 132 countries
- Top Donor Countries: USA, Canada, UK, Australia, India, Singapore
- Median donation size: \$29
- Percent of U.S.-based orgs: 53%



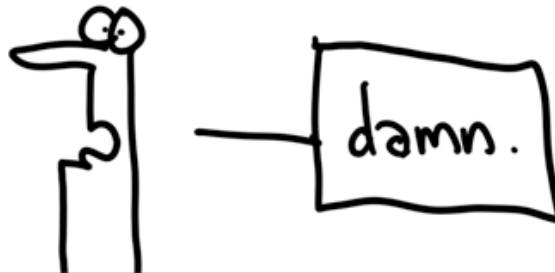
Discussion

The Story of “Online”



"technology
changes,
humans
don't."

- deb schultz



©hugh



globalgiving





technology doesn't make us social

mostly true

human nature doesn't change

human **behavior** does

Online Fundraising



Video: Social Media Revolution

<http://www.youtube.com/watch?v=0eUeL3n7fDs>



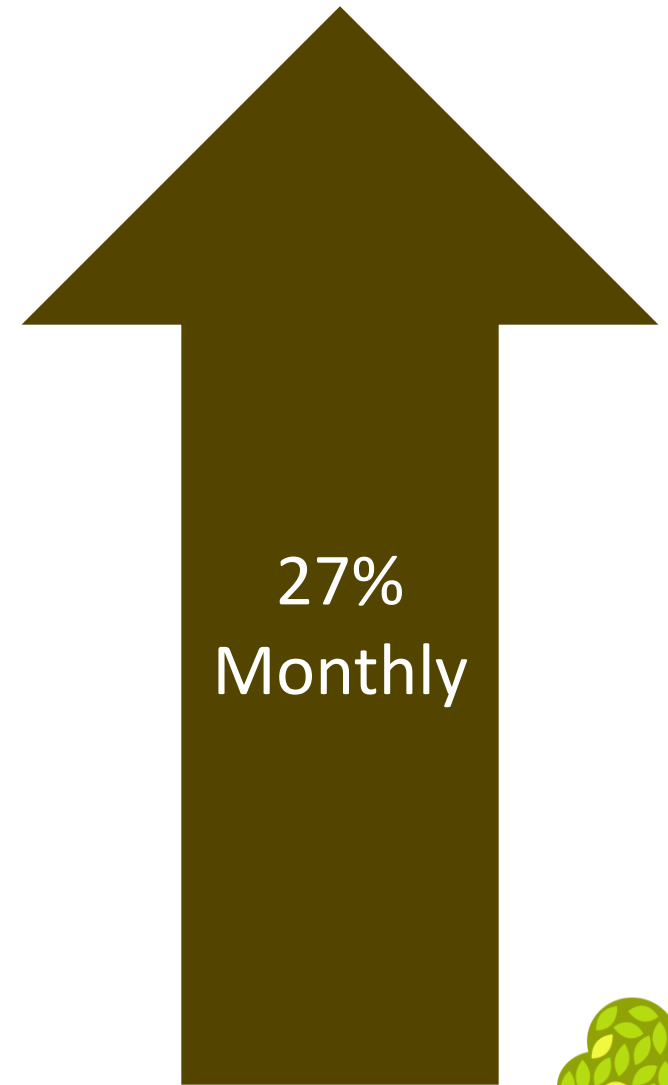
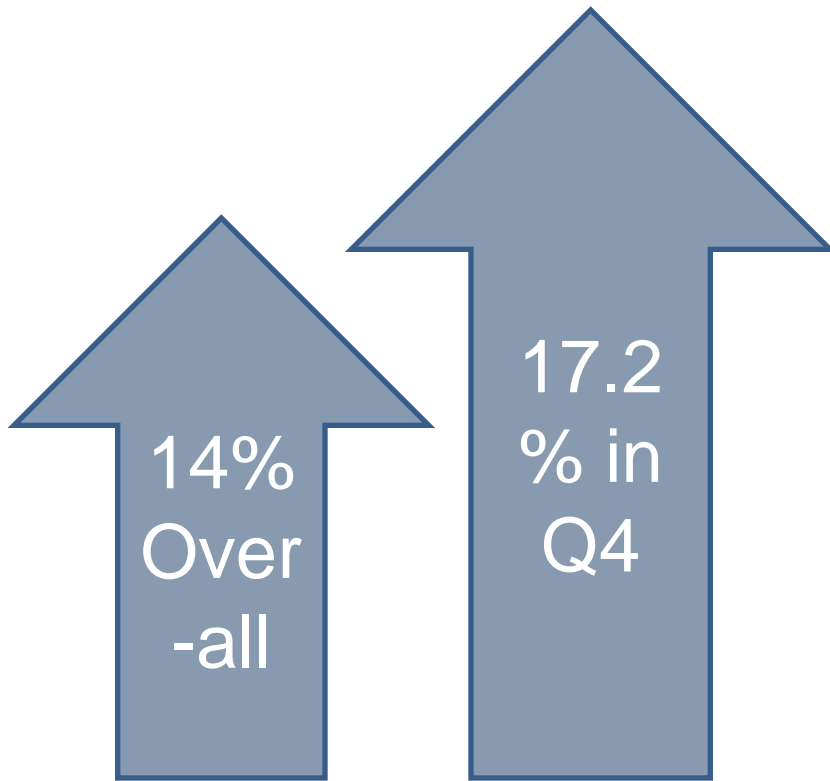
Online Fundraising Trends

\$2.1
Billion

\$89



Growth?



District of Columbia

- **D.C.-metro Residents gave \$4.3 billion to charities last year (online and offline)**
- **Residents in DC give the most online per capita: \$11.11**
 - **Oklahoma residents were the *next closest*, at \$4.89**

Increase in Giving Volume: Online vs. Overall

The Blackbaud Index

Overall Giving

+1.8%

July 2013

Online Giving

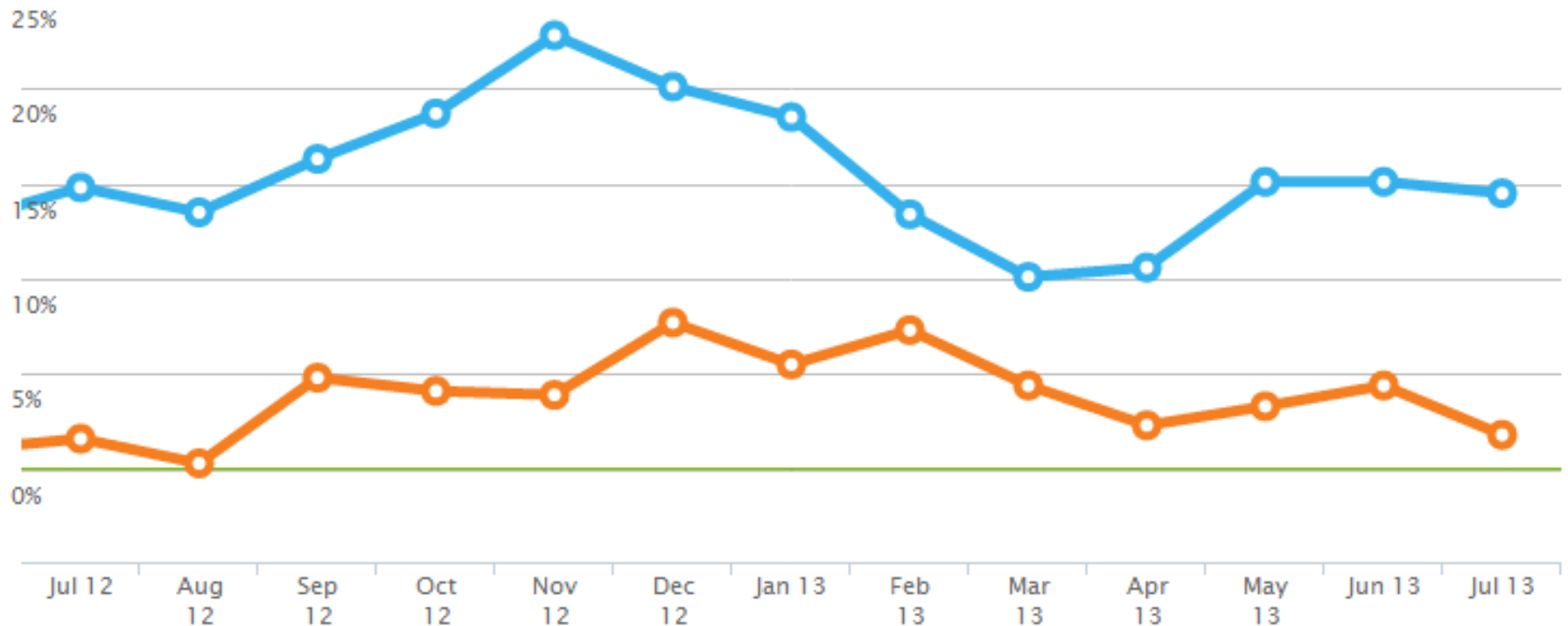
+14.5%

July 2013

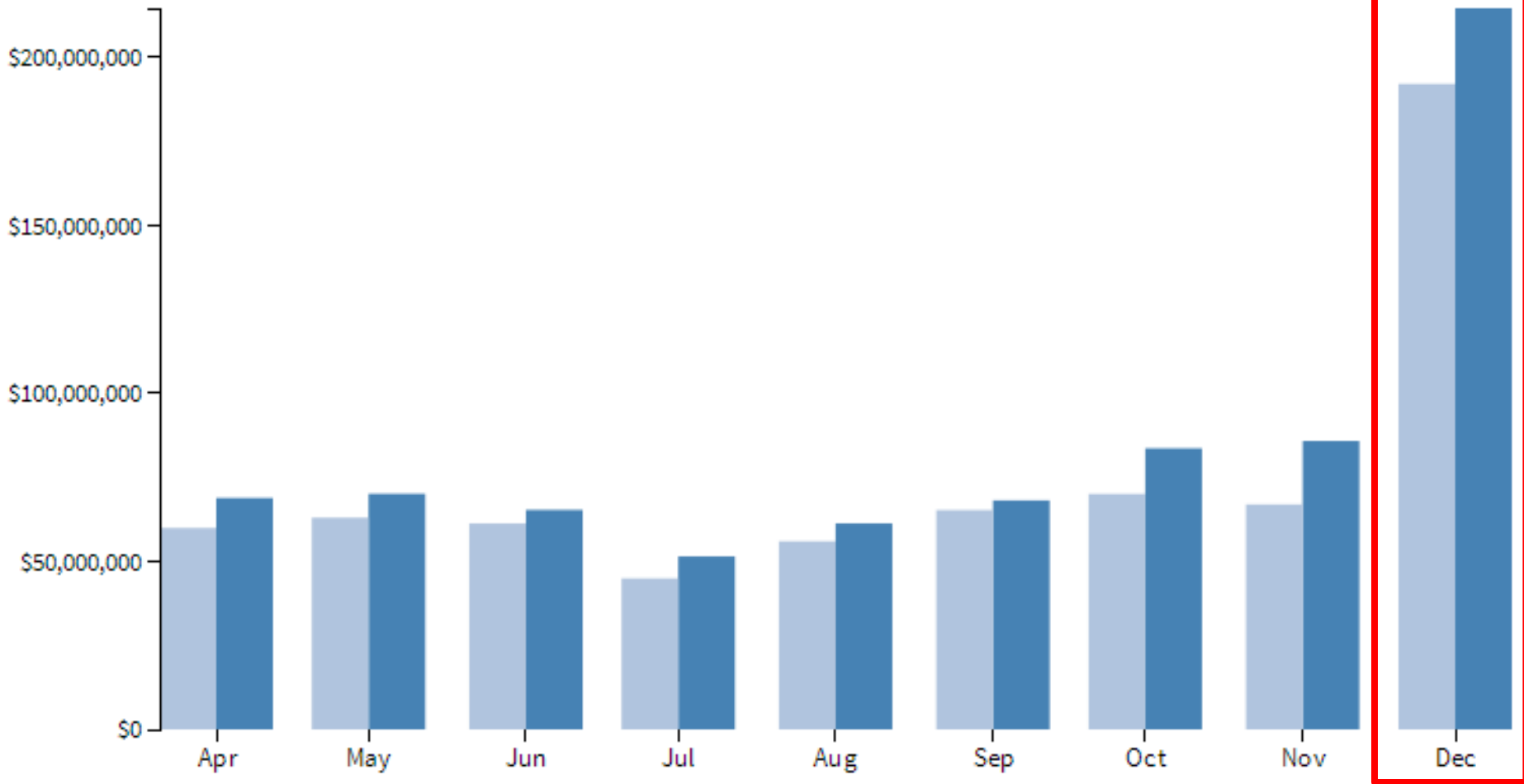
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○ Overall Giving ○ Online Giving



Amount Donated By Month



Network Mapping



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?



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Center for Amazon Community Ecology

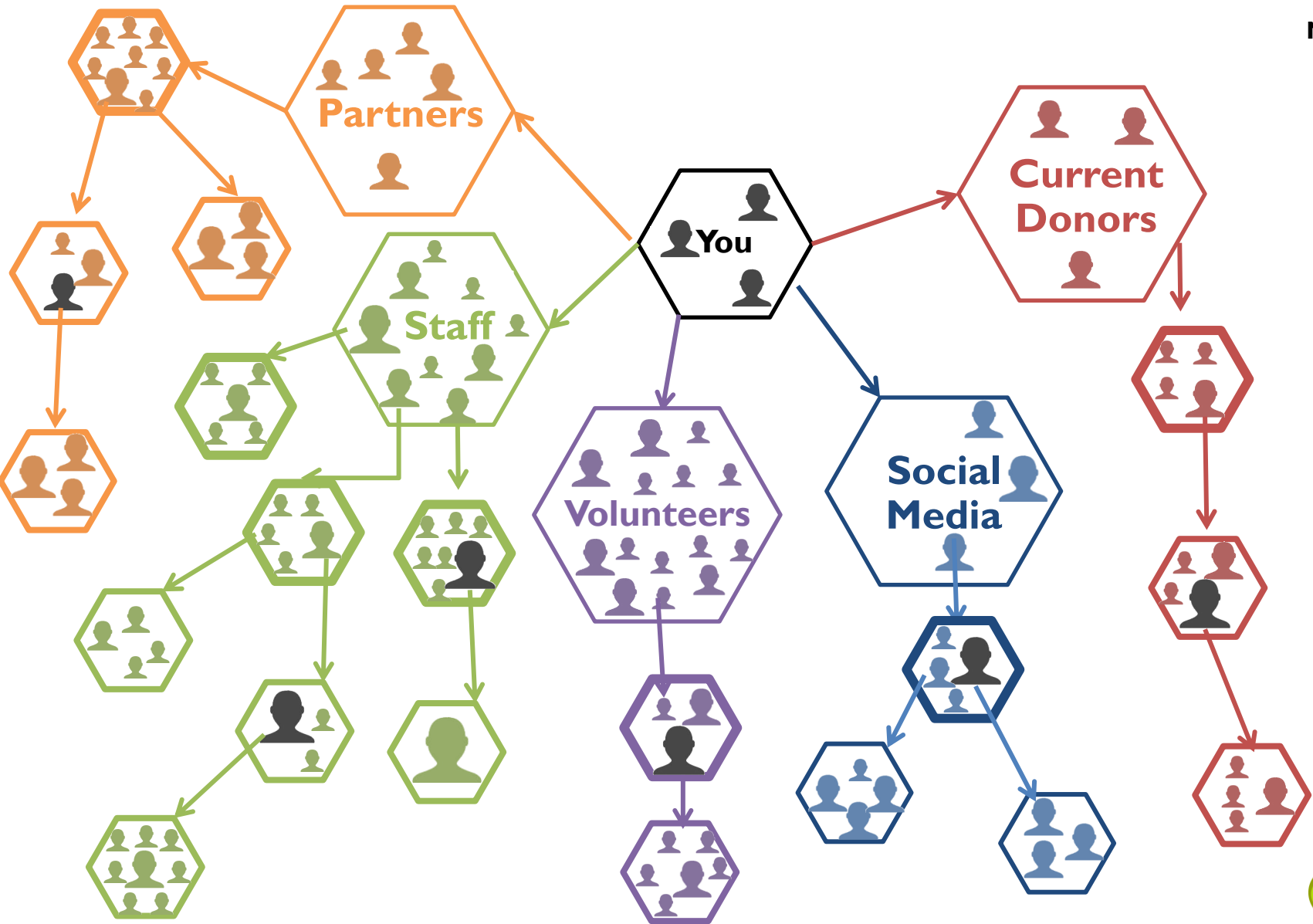


Network
of
User

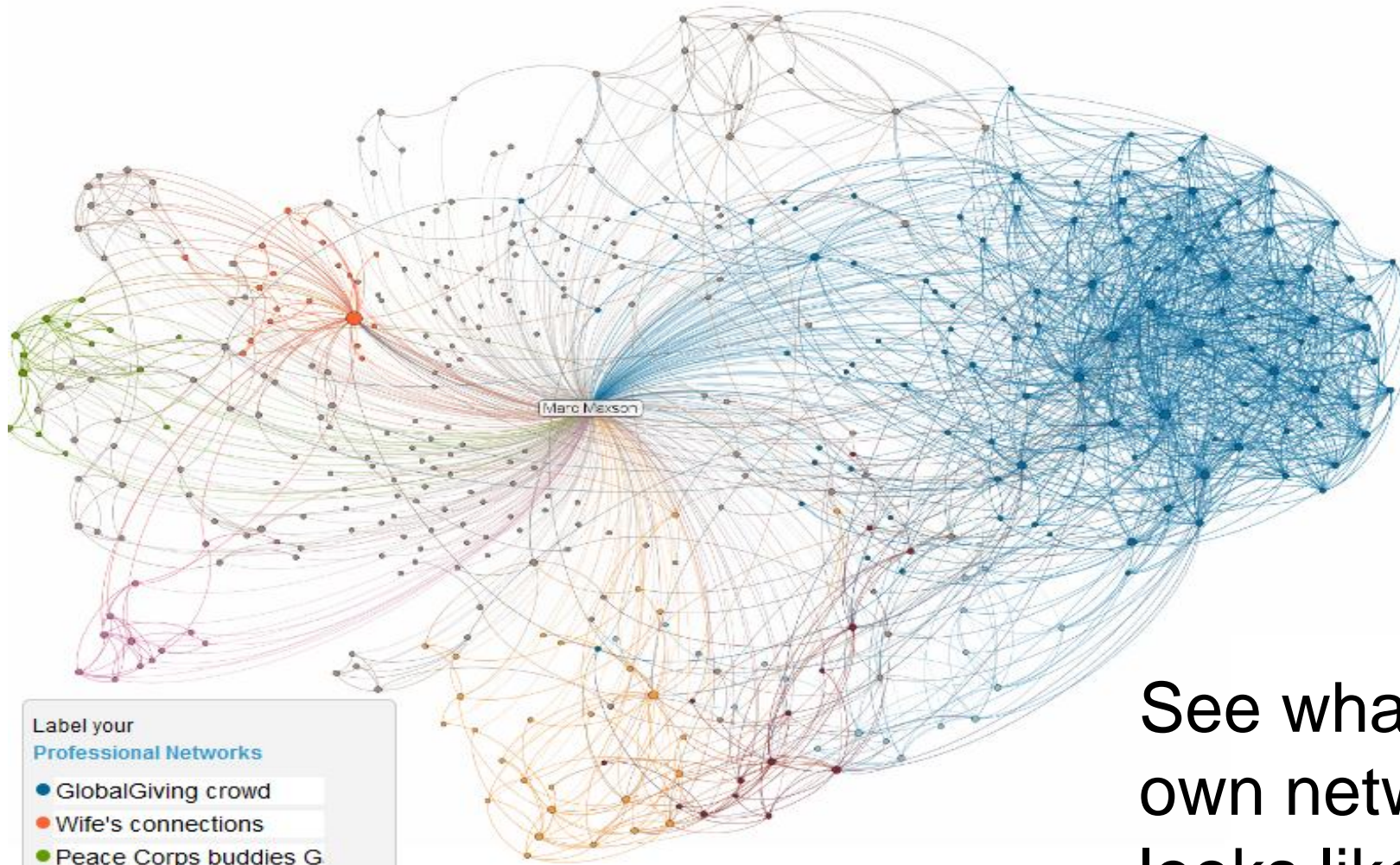
High



Low



Practical tool: Inmaps



Label your

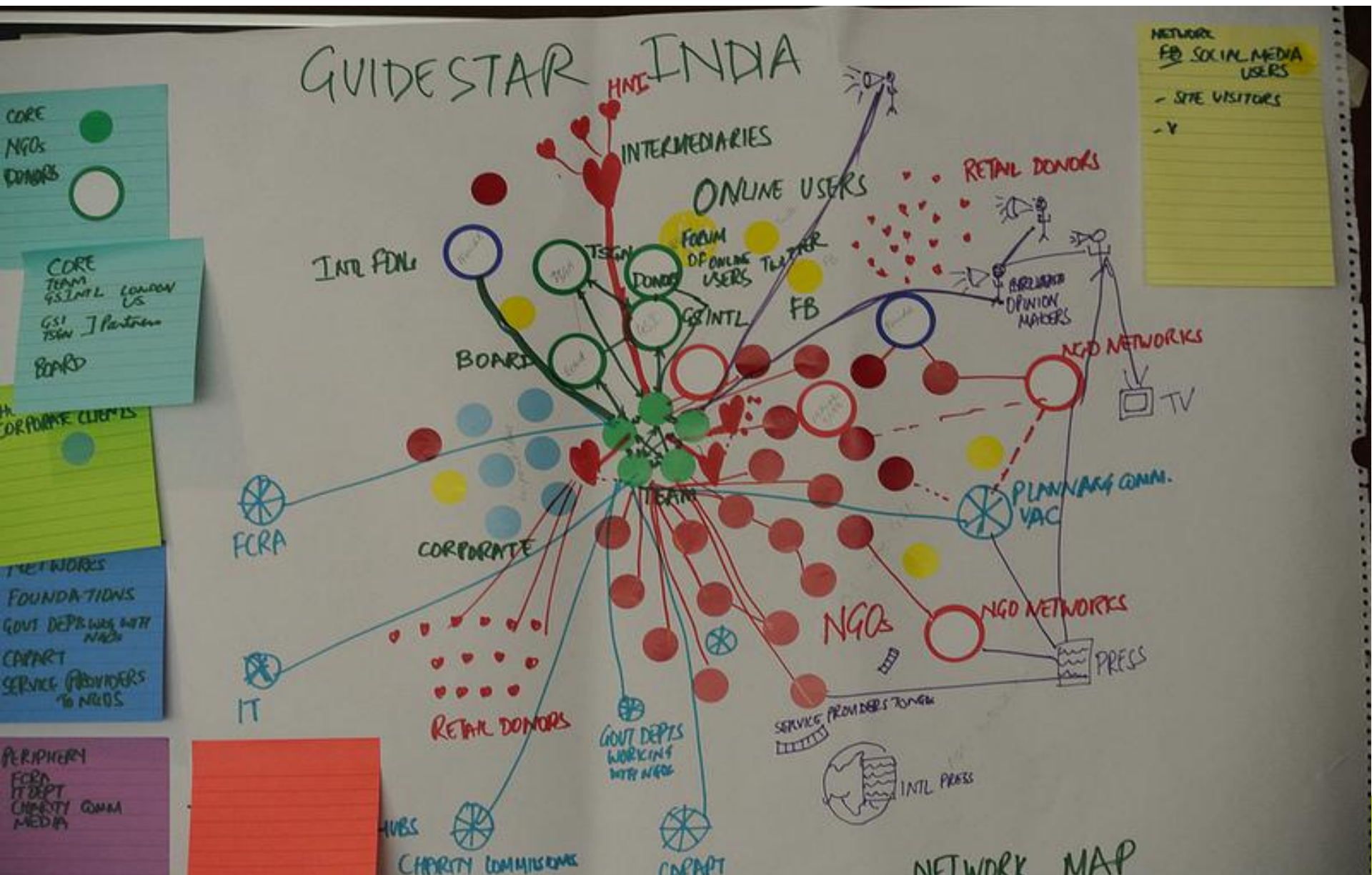
Professional Networks

- GlobalGiving crowd
- Wife's connections
- Peace Corps buddies G
- Delivery trucks
- Neuroscientists
- Tech4good
- Mad writers
- + Add Label

See what your own network looks like.

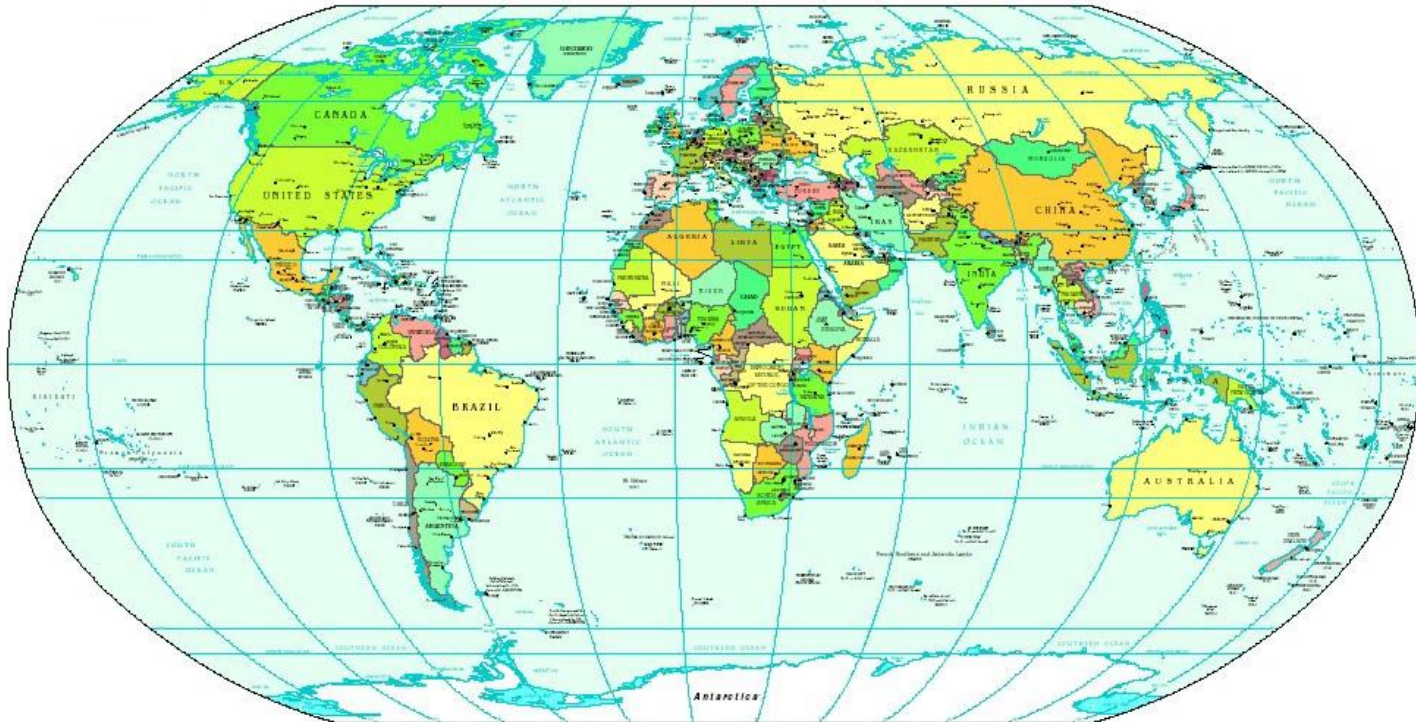


Real-Life Network Map: Guidestar India



Activity: “Map” your Networks

Political map of the World 2004



How many countries could you reach through your personal network?



Activity Summary

- How many countries did you reach?
- Did any one connection (person) get you to multiple countries?
- 2+ degrees of separation?



Break!



How do you choose an advocate?

- Close relationship to you or the organization
-
- Influential person
-
- Reach into new networks
-
- Willingness to spread the word
-
- Time



Advocates: The Path to New Donors

- Pick supporters to help you fundraise
- Make it easy
 - Provide tools and materials for them to use
- Motivate them!



Types of Incentives

- Physical Gifts
- Recognition online
- Volunteer opportunities
- Competition!
- Others?



Activity!

Motivate your supporters:
Set a goal for your networks'
outreach

Put together a plan to reach that
goal

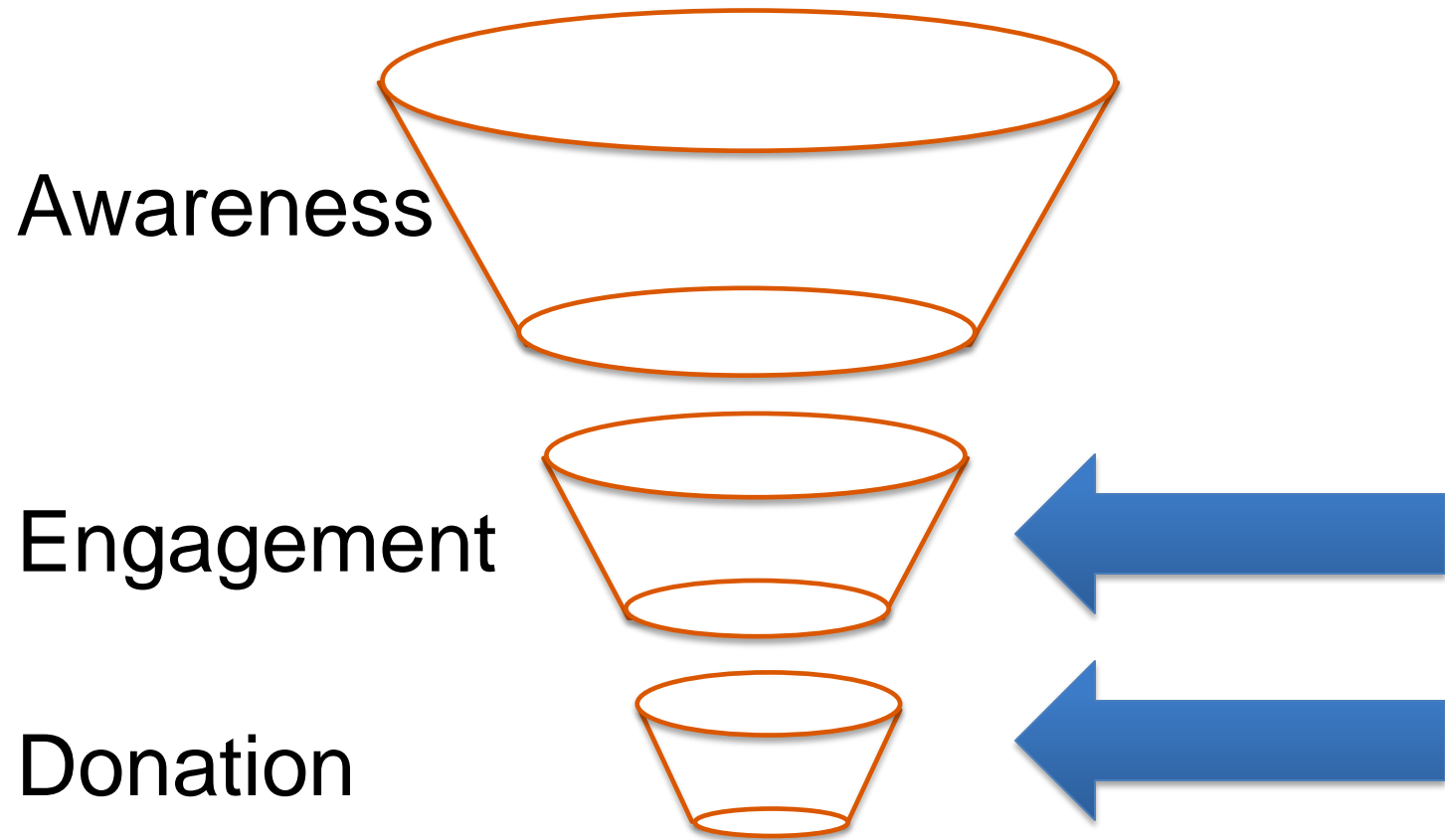


Building Donor Relationships

- Have Conversations!
- How?
 - Blog with comments
 - Facebook page
 - Open meetings
 - In-person opportunities to meet
 - Keep them in the loop



Working for Engagement



Overseas China Education Foundation

“We found that it is really hard to find new donors because of the bad economy since 2008, so we put a lot of efforts on keep long relationship with our existing donors and supporters. For \$100 donation or more, the donor will frequently get feedback about how his/her money is spent, on which aiding program, to whom, to where. In such a way, they intend to donate again, and will give extremely high positive responses to our donation pledge, such as what we sent out during this GlobalGiving open challenge.... This is the long-term outcome of our volunteers' continuous devotion on donor feedback.

We believe that if the volunteers are responsible to the donors, the donors will be more responsible to that charity organization.”



Activity!

Write a Donor Update Email

No more than two-three
paragraphs



Summary

1. Your Network might be stronger than you think
2. Choose advocates that have a wide influence
3. Motivate your advocates and incentivize their roles
4. Keep building relationships!



Up Next...

- Monday, September 30th
- How to tell a Compelling Story
- Structuring an e-Communication
- Understanding Facebook Edgerank
 - How to write a compelling Facebook post



Questions?

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