

MY CHARITY  ONNECTS  
CONNECTING CHARITIES TO THE TECHNOLOGY THEY NEED TO SUCCEED

**MYCHARITYCONNECTS ON THE ROAD**

Generously supported by





**CanadaHelps.org**

**What is CanadaHelps?**  
A public charitable foundation that provides accessible and affordable online technology to both donors and charities.

**For Charities**  
A cost-effective means of raising funds online.

**For Donors**  
A one-stop-shop for giving.

**CanadaHelps is a charity helping charities.**



The screenshot shows a fundraising page on GivingPages for Benji Chu's CooK for Kids. The page includes the CanadaHelps.org logo, a photo of Benji Chu, and a fundraising progress bar showing a target of \$10,000.00 and an amount raised of \$2,382.00. It also lists selected charities: SOS CHILDREN'S VILLAGES CANADA / SOS VILLAGES D'ENFANTS CANADA.

A banner for Direct Energy's Philanthropy 2.0 program. It features the text "MY CHARITY CONNECTS" and "CONNECTING CHARITIES TO THE TECHNOLOGY THEY NEED TO SUCCEED". The Direct Energy logo is on the left, and the CanadaHelps.org logo is on the right with the tagline "Giving made simple."

## What We'll Cover

- What is "Social Media"?
- Web 1.0 & Web 2.0
- Web 2.0 Tools
  - YouTube
  - Flickr
  - Blogs / Micro-Blogs (aka Twitter)
  - Social Networking
  - Giving Pages
- Case Study: Apathy is Boring
- Principles of Social Media
- Debunking Web 2.0 Myths
- Keep in Mind

## So-cial Me-d-ia [soh-shuhl mee-dee-uh]

Social media is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques.



Social media uses Internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (many to many).

It supports the democratization of knowledge and information, transforming people from content consumers into content producers.

Stolen from Wikipedia

## Web 1.0

- The ability to disseminate information electronically: to display and promote an organization, person, or idea on the internet
- Web 1.0 facilitates one-way transactions
- Fundamentally important for every website

## Web 1.0 Fundamentals

- Solid and intuitive website design
- Website usability
- Short and simple messaging
- Compelling stories and e-newsletters
- Fresh and up-to-date information



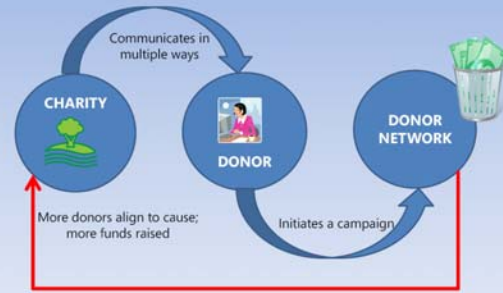


## Web 2.0

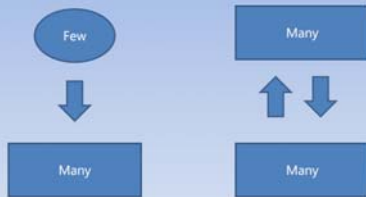
- Richer user experience
  - interaction, engagement, conversation, collaboration, connections
- Encourages & allows for two-way communication
  - users now being talked WITH instead of AT
- User-generated content



## The Connections & Impact



## The Difference Between Web 1.0 & Web 2.0



Web 1.0 was about publishing and transactions.

Web 2.0 is about networks and community.



## Some Web 2.0 Tools

## YouTube

- Video hosting website
- Media channel
- Social networking site



## YouTube Tips

- You don't have to be Martin Scorsese
  - Check out [www.animoto.com](http://www.animoto.com) to create compelling video quickly and easily!
- Keep it short and sweet
- Share your video: embed into your website/blog, email the unique URL to supporters and friends
- Connect with your viewers. Ask for feedback!



## Flickr

- Image hosting website
- Photo-related tools
- Online community platform



## Flickr Tips



- Encourage people to take photos
- Tag and title strategically
- Interact with users
- Make use of the tools on Flickr
- Create a group for your specific event or contest

## Blogs

- Online journals
- An alternative newsletter



## Micro-Blogging, aka Twitter

- Mini journals
- No more than 140 characters
- Status updates



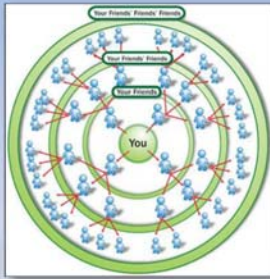
## Blogging Tips

- The best blogs create a sense of community and commitment to a cause
- Use your blog to tell your charity's story
- Make it personal
- Reply to comments you receive – listen and learn!



## Social Networking

- The practice of expanding one's network by making connections through individuals.
- Allows members to interact, discuss, share quickly & easily



Percentage of **offline** donors who would urge others to support the same cause:

# 34%

Percentage of **online** donors who would urge others to support the same cause:

# 59%

Daily giving through Causes on Facebook:

**\$3,000** in 2008

**\$30,000** in 2009

## Social Networking Tips

- Start with one tool at a time
- Be find-able!
- Remember it's a conversation – listening is just as important as talking
- Engage, encourage, empower
- Present opportunities to take action

## GivingPages

- Micro-giving sites
- Allows individuals to raise funds for their charity or charities of choice
- Allows charities to create a unique space to highlight specific fundraising campaigns (i.e. pledge events)
- Anyone can create and manage one



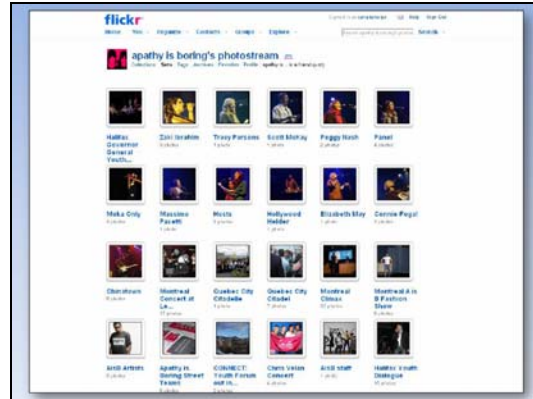
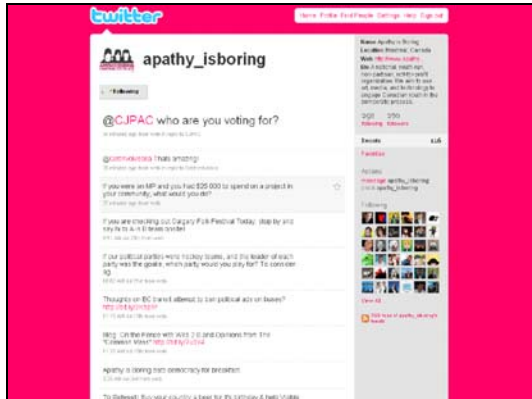
## GivingPages Tips

- Give your donors specific ideas, i.e. wedding registry, birthdays, host/hostess gifts, in memoriam
- Highlight a specific project or campaign your charity is running; and talk about IMPACT
- Run a fundraising contest through GivingPages
- Share the unique URL with your network of supporters in all your communications, e.g., email signature



## Case Study:





## Be Real

- Leave room for personality
- Most online communities expect a less formal tone

## It's a Conversation

- Balance self-promotion with listening
- Social media is about personal connections
- Engage with your fans, followers and supporters

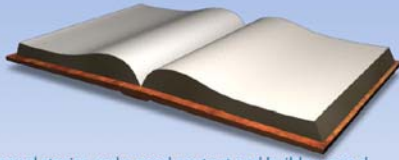
## Encourage Participation

- Encourage your supporters to take action
- Provide opportunities to engage online and off

## Measure Results

- Track the effectiveness of your social media presence
  - Followers
  - Conversations
  - Conversions (volunteers, donations, support)
- Remember it's not all about the numbers – focus on quality vs. quantity

## Tell Stories



- Personal stories make good content and build personal connections
- Thought-provoking content will get shared more often

## Let Go!



- You can't control the message on social media tools
- Provide good/clear messaging, interesting stories and engage with supporters
- Join the conversation

## Set Some Boundaries



- Develop a set of social media policies for your organization
- Focus on effective use of the tools, not controlling online activities
- Set clear expectations of employees and volunteers

## Integrate



- Include social media into your existing fundraising and marketing plans
- Consider your online presence (website + social media) as a communications channel

## Debunking Web 2.0 Myths

### 1. "It's expensive."



- Basic accounts are free and really all you need!
- Free blog tools:

[www.blogger.com](http://www.blogger.com)   [www.wordpress.com](http://www.wordpress.com)

## 2. "It's only for young people."



- "Young" is a relative term
- Almost everyone can get online!

Of all giving online:

**15%** From the 'Greatest Generation'  
*Born 1901-1945*

**52%** From Baby Boomers  
*Born 1946-1962*

**30%** From Generation X  
*Born 1962-1980*

The most significant characteristic associated with online giving is **higher education.**

## 3. "It's hard to do."



- It's just a matter of time and practice.
- These tools are designed to be user-friendly!

## 4. "It's only a fad."



- Some tools may be a fad, but the concept behind Web 2.0 is not
- Social networking and engaging your donor base will never go out of style!

## 5. "I need to do it because everyone else is."



- Focus on Web 1.0 first
- Walk before you run

## 6. "I will lose all control."



- Be prepared to give up some control
- Create solid messaging and trust it!

## Keep in Mind...

### 1. It's not as complicated as it looks.



- Learning new things is always daunting at first

### 2. There are lots of people who can help you.



- Get creative when asking for help
- Treat it as a staff learning opportunity

### 3. Go at your own pace.



- Do what works for you
- You don't have to do it all

### 4. You're still building relationship and communities.



- Still building relationships with people
- Blend your offline and online communications

### 5. You don't have to be good at the technology.



- Just be good at telling your charity's story

Special Thanks to Canadahelps.org for allowing to use these slides from a previous presentation.