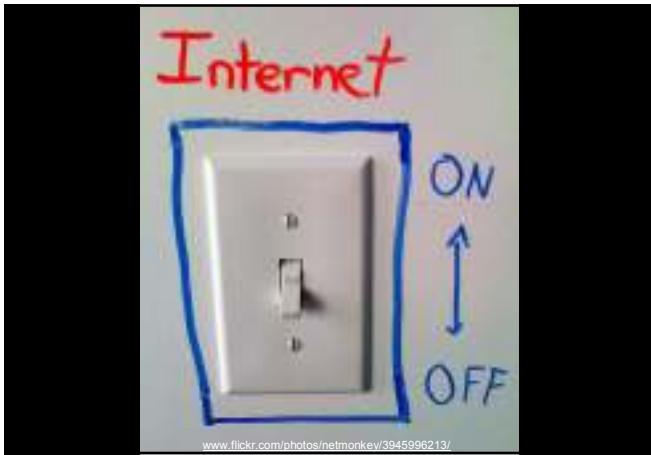


How small charities can use the web to punch above their weight

Jonathan Waddingham
Product Manager
JustGiving

FSI Annual Forum 2010









www.flickr.com/photos/iaintai/248654108





www.flickr.com/photos/michael-wincott/3632284971









Wouldn't it be great if you could...

- Send a message directly to every one of your supporters 
- Share videos of what you're doing with the money you raise 
- Build a community for free 
- Share images of the fundraising events you organise 
- Get your message sent around the world in an instant 
- Enable people to read your latest news when they want, how they want 
- Show your supporters exactly where you do your work 

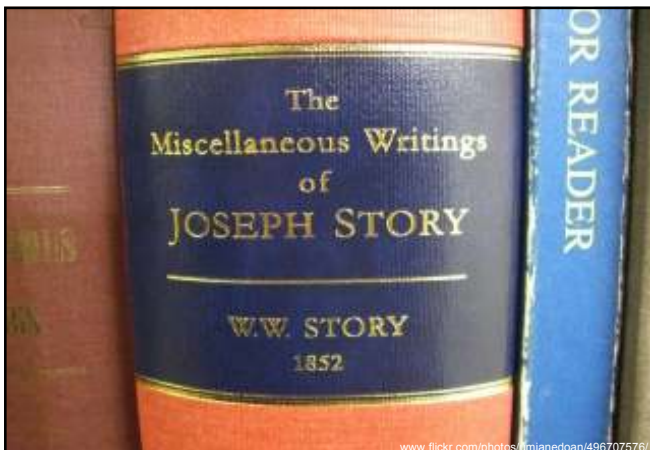
Can we use the internet to punch above our weight?



How do you punch above your weight?

1. Focus on how you tell your story





www.flickr.com/photos/mianedoan/496707576/

Storytelling tips

It's not about you – it's about **what you do**

Make your story **inclusive** – involve your supporters.

Get your **beneficiaries** to talk on your behalf

Be **authentic** (this is the easy bit)



How do you punch above your weight?

1. Focus on how you tell your story
2. Plan your resources sensibly







How do you punch above your weight?

1. Focus on how you tell your story
2. Plan your resources sensibly
3. Don't try and be everywhere or do everything








How do you punch above your weight?

1. Focus on how you tell your story
2. Plan your resources sensibly
3. You don't have to be everywhere or do everything
4. Be nimble





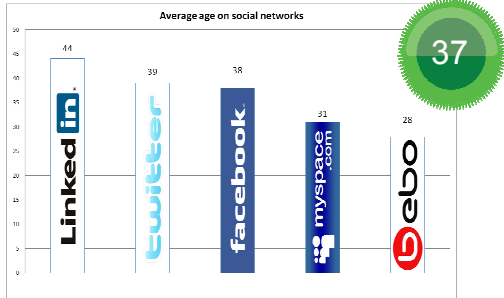




Social media and online fundraising

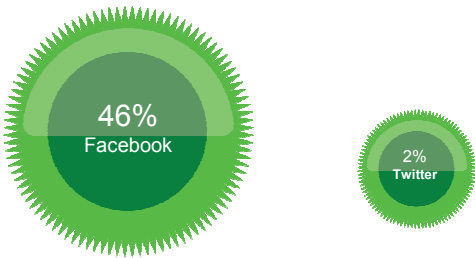


Social network users are older than you think...

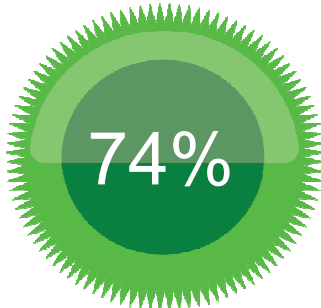


(Source: pingdom.com)

JustGiving referral traffic



An extraordinary Facebook stat



Sources: Office for National Statistics and checkfacebook.com



Facebook Connect and JustGiving

Over 100,000 people are going through pain today. It's not just the pain of the illness, it's the pain of the uncertainty of what's to come.

Like

JustGiving

<http://icanhaz.com/connectJG>

Facebook Connect and JustGiving

20% Percentage of sponsors share their donation with Facebook Connect

1:1 For every person who shares a link using Facebook Connect, one person comes back to JustGiving

JustGiving

Facebook app

27k

723k

142%

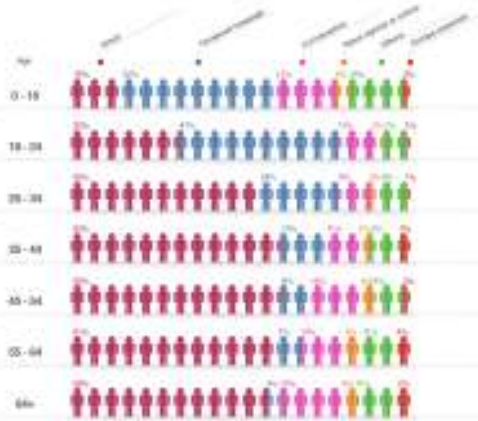
JustGiving

<http://apps.facebook.com/justgivingapp>

Ways of asking vs ways of donating on JustGiving



How were you asked to use JustGiving?



Guide to social media fundraising

JustGiving
The fundraising guide to social media fundraising

Facebook

Twitter

LinkedIn

YouTube

Instagram

WhatsApp

Next Step

For the fundraiser

Marketing strategy

<http://bit.ly/SMguide>



And finally... a story





There was a video



There was an email



There was a fundraising page



www.justgiving.com/Save-Joey's-Life

Then I heard this on Facebook



Then the thanks started rolling in...







What we covered

The internet enables you to do amazing things

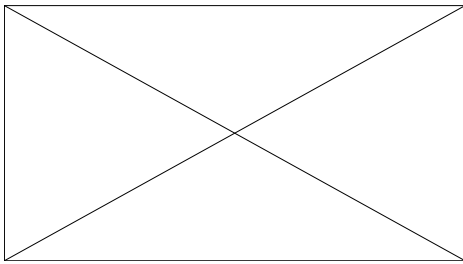
A few tips to punch above your weight

Why social media is important to online fundraising

How the Childs I Foundation gets it right



Watch this and be inspired



<http://just.ly/childsi>



Carry on the conversation...

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slideshare.net/jwaddingham

<http://bit.ly/JWblog>

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