Community Fundraising 2.0

The future of fundraising in our networked society

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Cancer Research UK
Don’t worry
We’re all in much the same boat!

How best to capitalise on the opportunities offered by social media as part of an effective fundraising strategy is something we’re still working through
Don’t start with technology-focused thinking
Start supporter-focused
Living in a Networked Society
Living in a Networked Society

- Not so named because of our being connected by the Internet
- Rather, because we are free, in ways not available to previous generations, to choose our own personalised networks of connections and influences - in place of traditional sources of information and authority
Living in a Networked Society

- The societal changes underpinning this have taken place over several generations
- Through the dissolution of traditional social constraints related to things like class and gender
- And the increased personal expectations and wider world view that come with increasing education levels, job flexibility, affluence, opportunities to travel, etc.
Two key impacts

1. Consumers are increasingly defending themselves from our messages

2. Peer endorsement is increasingly replacing the opinion of traditional sources of authority, including brands
1. Consumers increasingly defending themselves from our messages

Leading to falling response rates for traditional ‘interruptive’ communications
2. Peer endorsement replacing the opinion of traditional sources of authority, including brands

"How much do the following influence your views about social and environmental problems?"

Source: BT & The Future Foundation, 'The Responsible Organisation'
2. Peer endorsement replacing the opinion of traditional sources of authority, including brands

- Word of mouth is still the key channel for peer endorsement
- At most, c20% of peer-to-peer brand advocacy currently occurs online*
- However, this is growing every year

*Source: Kellerfay.com
Living in a Networked Society

Friends & Family

Online Social Networks

my Breast Cancer blog
This is the story of my journey with breast cancer.

Special Interest peer-to-peer sites

Daily Strength

trusera

Specialist info sites

NHS Direct

PatientUK
The same health information as provided by GPs to patients during consultations.

Online Search

Google

Yahoo Answers

nonprofits

Traditional News Sources

Traditional Advertising
What does this mean for fundraising?

“The future of advertising is to stop interrupting what people are interested in and to become what people are interested in”

JWT
What does this mean for fundraising?

“The future of fundraising is to stop interrupting what people are interested in and to become what people are interested in”
What does this mean for fundraising?
Traditional individual donor fundraising follows a ‘funnel’ approach

We put prospects in the top

We present them with fundraising asks

And we see who comes out of the bottom with a donation
And every year that goes by…

keeping the funnel filled becomes an ever more costly process…

to deliver the volume of people we need to come through with a donation

Traditional individual donor fundraising follows a ‘funnel’ approach
Things need to change!
What if we flip the funnel?
- we get a supporter megaphone!
Social Media makes this possible
(that’s why it’s so exciting!)

“A new set of online tools makes this approach not just a possibility, but also an imperative for any organization hoping to grow. Give your fan club a megaphone and get out of the way.”*

*Seth Godin. Flipping the Funnel http://www.sethgodin.com
But, just **who** is actually using Social Media?
Forrester’s Social Technographics Ladder

- Publish Web page
- Publish or maintain a blog
- Upload video to sites like YouTube
- Comment on blogs
- Post ratings and reviews
- Use RSS
- Tag Web pages
- Use social networking sites
- Read blogs and customer reviews
- Watch peer-generated video
- Listen to podcasts
- None of these activities

Source: Forrester Research (Forrester.com)
Forrester’s Social Technographics Ladder

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UK Data Q2 08

-Creators
  - 15%
- Critics
  - 20%
- Collectors
  - 5%
- Joiners
  - 28%
- Spectators
  - 49%
- Inactives
  - 42%

Source: Forrester Research Q2 2008.
NB. Individuals can be in more than one participation group
• Still a strong under-35 age skew
• But 20% of 35-44 group were already joiners a year ago - and they show the fastest adoption growth since

Source: Forrester Research Q2 2008.
NB. Individuals can be in more than one participation group
Make Your Own Profiles

www.forrester.com/Groundswell/profile_tool.html
Other sources of online consumer info

- Use the Social Technographics questions in your own supporter surveys
- Keep an eye-out for free research reports available online. E.g.
  - Universal McCann Social Media Tracker
    www.universalmccann.com/Assets/wave_3_20080403093750.pdf
  - Razorfish ‘Digital Mom’ report
    http://digitalmom.razorfish.com/publication/?m=4248&l=1
  - E-Nonprofit Benchmark Study
    www.nten.org/benchmarks
  - Givinginadigitalworld.org
That’s quite enough theory for now.

I want to go fundraising!
It’s all about people in self-selected communities

Online and Offline
Community Fundraising

That’s something we do understand!
So, imagine we take all we know about Community Fundraising and add what we’re learning about Web 2.0 we get...

Community Fundraising 2.0
But how do we do it?

1. Audience
   Identify your current - and potential - online community fundraisers

2. Fundraising Opportunities
   Devise online community-based opportunities that work for them

3. Tools
   Help them to use the most suitable social media tools to spread the word - and raise the money
1. Find your online community fundraisers

Using much the same approach as for traditional community fundraising
Get out there and start listening!
<table>
<thead>
<tr>
<th>Page:</th>
<th>Cancer Research UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type:</td>
<td>Non-Profit</td>
</tr>
<tr>
<td>Size:</td>
<td>2,569 fans</td>
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<table>
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<th>Group:</th>
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<td>2,446 members</td>
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<tr>
<td>Type:</td>
<td>Organizations – Non-Profit Organizations</td>
</tr>
<tr>
<td>New:</td>
<td>3 More Members, 1 Wall Post</td>
</tr>
<tr>
<td>Matches:</td>
<td>Name and Description</td>
</tr>
</tbody>
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<table>
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<tr>
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<th>Cancer Research UK</th>
</tr>
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<tr>
<td>Size:</td>
<td>261 members</td>
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<tr>
<td>Type:</td>
<td>Common Interest – Health &amp; Wellness</td>
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</table>

<table>
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<tr>
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<th>cancer research uk</th>
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</thead>
<tbody>
<tr>
<td>Size:</td>
<td>200 members</td>
</tr>
<tr>
<td>Type:</td>
<td>Sports &amp; Recreation – Fitness &amp; Exercise</td>
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</table>
Find your online community fundraisers

- Learn from what people are already doing for you - through your activities or in their own online communities
- You can invite them to take part in online discussions about future fundraising - what support they would like, etc. A great way to generate and test ideas
- Then you can reach-out to others who might fit the profile of active online community members from your existing supporterbase or through peer-to-peer recruitment
2. Develop Community-based Fundraising Opportunities

Tangible
Simple
Interesting

All in all…worth talking about

Just the same as for traditional community fundraising
Online “Crowdfunding”

The Web 2.0 word for what we’ve always done!
Event Fundraising

Deelnemerspagina’s Alpe d’HuZes
Opgeven is geen optie!

Hieronder vind je de populairste acties van dit moment. Ga dus snel kijken, je zult er zeker inspiratie opdoen.

**Patrick Heijnen**
Op 12 maart j.s. mijn aanstaande vrouw Lieke Britstra overleden op 34 jarige leeftijd. Maandagochtend heb ik met mijn rug tegen de muur gestaan en zou graag nu dmv deze actie willen proberen om dit leed bij andere te besparen. Greeten Patrick

**Jolanda van der Veen**
Tijdens een radio interview over de Alo d’HuZes hoorde ik iemand zeggen: “Iedereen neemt wel iemand op zijn bagagedrager mee”. Deze uitdrukking raakte me zo dat ik deel uit wilde maken van de groep mensen die zo positief de strijd met kanker aangaat.

**Armand Laven**
Event Fundraising

Cancer Research UK Relay For Life

Local teams of friends, family, neighbors and colleagues, fundraise while they find communities throughout the year, raising all they can for the maximizing work of Cancer Research UK, then get together for a grand overnight party of celebration and recognition that everyone in the community can partake.

During the Relay, team members take it in turns to walk round... (read more)

Cancer Research UK is the world's leading independent organization dedicated to cancer research. We support research into all aspects of cancer through the work of more than 4,200 scientists, doctors and nurses.

Turning up to beat cancer
www.cancerresearchuk.org/relay
Event Fundraising

Brand-specific online project crowdfunding

http://deelnemers.alpe-dhuzes.nl/
Cause-specific online project crowdfunding
Multi-cause online project crowdfunding

Charity Crowdfunding ‘Supermarkets’
Multi-cause online project crowdfunding
Multi-cause online project crowdfunding

See the Difference

Stdifference.com
Peer-to-peer in-community activity
The richest community involvement is not just through financial engagement.
Peer-to-peer in-community activity
Micro-philanthropic opportunity aggregation

Find actions
Volunteer, donate, sign a petition, make a loan and more

Search (advanced search)

Popular searches: climate change, education, poverty, darfur, animals, homeless, healthcare, africa, cancer, hiv/aids, autism.

Where do the actions come from?
Browse our guide to 50+ action sources >>

Share actions
1. Discover tools that will help you share opportunities to make a difference on any website, blog or social network

2. Create tools that draw on our database of 60,000+ actions to help people share opportunities to make a difference

Got actions?
Add your organization’s actions to Social Actions >>

New on Social Actions
Congrats to the Change the Web Winners!
by Joe Solomon

Last month
5,830 unique visitors
1,086 unique searches
446 unique search terms
Where do we find the actions?

Subscribe and Donate
Twitter | Facebook | e-Newsletter | RSS
Like what we’re doing? Please donate

Change the Web Challenge
Learn more
3. Tools

Help your supporters make best use of Social Media to spread the word and raise the money
You don’t even need your own website
You don’t even need your own website
ATHEISTBUS CAMPAIGN

THERE'S PROBABLY NO GOD.
NOW STOP WORRYING AND ENJOY YOUR LIFE.

Donations to www.justgiving.com/atheistbus

Source: Justgiving.com
ATHEIST BUS CAMPAIGN

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© Justgiving.com
Atheist Bus Campaign

Fundraising target: £5,500.00
Donations so far: £118,618.06

About the charity: British Humanist Association
The British Humanist Association represents the interests of the large and growing population of ethically concerned but non-religious people in the UK. Our Vision is a world without religious privilege or discrimination, where people are free to live good lives on the basis of reason, experience and shared human values.
Charity Registration No 285987

Personal message:

**Incredible! Thank you so much for all your fantastic donations. We've now raised enough (£107,433.16, independently of Richard Dawkins' donation and Gift Aid) to run a full advertising campaign across the UK with the slogan "There's probably no God. Now stop worrying and enjoy your life." If you haven't donated yet and would like to, please do - your donation from now on will go towards extending the campaign with alternative atheist advertising slogans. Thank you once again - you've been truly brilliant.**

**This is amazing! We're so grateful for your generosity. If you haven't donated yet and would like to then please do - we're now going to advertise across the UK. Buses, trains, billboards - the sky's the limit!**
Even if you have a website - you might be better-off using someone else’s

Through a fundraising widget, provision of an Open API to support widget development - or just offering great content
“The future of **fundraising** is to stop interrupting what people are interested in and to become what people are interested in.”
The future of fundraising...

People are interested in making a real difference by doing things through their own, self-selected, communities - online and offline
The future of fundraising...

People are interested in making a real difference by doing things through their own, self-selected, communities - online and offline
Community Fundraising 2.0

FROM
- Contact Lists
- Campaigns
- Campaign Managers

TO
- Communities
- Content
- Community Managers

Combining the enthusiasm, skills and experience of Community Fundraisers with the data-led discipline of Direct Marketing