The Networked Nonprofit
Marrying Crowdfunding and Social Media
Best Practices and Strategies

Beth Kanter, Master Trainer, Author, and Blogger

Fundraising and Philanthropy Communication Forum 2015
April, 2015

Flickr photo by boxchain
Who is in the room?

- Researcher
- Nonprofit
- Budget Size
- Title
What’s your experience with social media?

- Oversee social media strategy
- Implement social media
- Both
• Implemented crowd funding campaign
• Participated in Giving Day
• Responsible for fundraising strategy
• Other
The Networked Nonprofit: Best Practices for Crowdfunding

Topics

- Introduction
- Crowd Funding Campfire Stories
- Best Practices
- Planning Your Campaign
- Concept Poster

Outcomes

Leave the room with a basic understanding of crowd funding best practices and starting point for a strategy.

Framing

- Interactive
- Co-Learning

http://bethkanter.wikispaces.com/iowa
“Successful Crowd Funding is a marriage between fundraising and friend raising (social media) – a way to reach, cultivate, and acquire new donors”
- The Networked Nonprofit

Flickr Photo by Good_Day
Share Pairs and Burning Questions

What is the single most important thing you want to know about using social media for crowd funding?

Photo by Franie
Crowd Funding: Campfire Stories
1885 Crowdfunding Campaign
Statue of Liberty Pedestal

120,000 people donated $100,000 — $2.3 million in current dollars
Joseph Pulitzer prints the name of every person who donated on the front page of newspaper

Published human interest stories sent with donations

Crowdfunding Success:
- Passion for project
- Trust
- Something bigger than oneself
- Perks for donating
NTEN Community Champions

Thank you so much for your interest in being an NTEN Community Champion! Without your support, we would not be able to strengthen the community we all love.

> RSVP to become an official NTEN Community Champion!

An overview of the NTEN Community Champion Campaign

Our board recently challenged us to kick our fundraising into gear by generously agreeing to match every donation we receive, dollar for dollar, up to $15,000. They want to make sure we’re able to not only continue development of our educational programming but our community resources, such as the 501Tech Clubs, local events, and more.

We’ve recruited you, our Community Champion, because you believe technology is a tool that can change the world.

By becoming an NTEN Community Champion, you agree to try to raise $500 for NTEN. We want to make your campaign as easy as possible, so this toolkit is full of customizable resources to get your Champion Campaign up and running without too much effort on your part.

To help you get started, we’ve put together a toolkit for your use:

> Download the toolkit as a Word .doc

> Download the toolkit as a PDF

Thank you again for agreeing to support our campaign as a Champion! If you need anything at all, reach out. We’ll get you what you need to be successful, and have a little fun too.
### NTEN Community Champions

A team for [NON-PROFIT TECHNOLOGY ENTERPRISE NETWORK aka NTEN](https://razoo.com/)

$6,220 Raised | 90 Donors | 13 Fundraisers

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**Nonprofit community members coming together to support nonprofit technology!**

#### Team Members

<table>
<thead>
<tr>
<th>name</th>
<th>dollars</th>
<th>donors</th>
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<tbody>
<tr>
<td>Beth Kanter</td>
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<tr>
<td>Dahna Goldstein</td>
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<td>Jereme Bivins</td>
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<td>Margaux O’Malley</td>
<td>$200</td>
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</tr>
</tbody>
</table>

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#### Team Captain

**Nonprofit Technology Network NTEN**

*2 months ago*

Hey Team and donors! We're up to almost 4,000 in donations. Which is a great start! Thank you!

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**Nonprofit Technology Network NTEN**

*3 months ago*

Hey everyone, so excited to have you here! - Amanda@nten.org

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**Poggy Duvette**

*3 months ago*

Thrilled to join the team
http://www.razoo.com/story/Kanter-NTen thanks to Geoff Livingston Kami Watson Huyse and Carnet Williams for supporting my NTEN: The Nonprofit Technology Network campaign!!

Beth fundraising for NTEN Community Champions
www.razoo.com

Help me support NON-PROFIT TECHNOLOGY ENTERPRISE NETWORK aka NTEN on Razoo! Donate or click "Share" below to spread the word.

Like · Comment · Share

Geoff Livingston, Kami Watson Huyse and 2 others like this.

Make a Donation
$2,624 raised of $2,500

Choose a suggested amount below, or give whatever you want:

- $5 - $25 provides five downloads of free NTEN reports
- $50 - $100 provides one seat at a free local seminar
- $100 - $200 provides a local NTEN Tech Chat meeting
- $200 - $400 provides an Ask the Expert chat
- $400 - $800 provides more support

More Ways You Can Help
Help support Corey Pudhodrsky by spreading the word or by creating a fundraiser

Also fundraising for this cause

Peter Campbell
November 10, 2011

Hey, all of you NTEN: The Nonprofit Technology Network fan fundraisers: I'll back one of you who's matching donations, but only Beth Kanter has asked me, so far. I'm going to donate to her campaign on Monday if I don't get an offer from some other worthy friend who's LESS FAMOUS. ;-) Note, though -- you must, like Beth, match my donation. People who also pledge to support my upcoming IdeaLware campaign have the best shot.

Like · Comment · Share

Wendy Herman and 2 others like this.

Corey Pudhodrsky
Count me in Peter... I don't have my page live yet but I'll match if you give to my fundraising effort
November 10, 2011 at 7:39pm · Unlike · 2

Beth Kanter
Great work Peter! November 10, 2011 at 7:42pm · Like

Robert Weiner
I'm a lot less famous. And I'm not too proud to beg. To quote James Brown, "Please, please, please." bit.ly/foolOV
November 10, 2011 at 8:34pm · Like

Corey Pudhodrsky
I don't know Robert, you were specifically called out by Holly in the fundraising announcement email. That's pretty famous! ;-) November 10, 2011 at 8:38pm · Like

Corey Pudhodrsky
Ok, at least now I have my fundraising page up! http://www.razoo.com/story/CoreyPudhodrsky This weekend I need to work on my plea!
November 10, 2011 at 8:42pm · Like

Corey Pudhodrsky
Help me support NON-PROFIT TECHNOLOGY ENTERPRISE NETWORK aka NTEN on Razoo! Donate or click "Share" below to spread the word.
November 10, 2011 at 8:50pm · Unlike · 2

Beth Kanter
Ah, you're using cute baby pics -- even a presentation that booties, puppies, and funny stuff goes viral. Good luck with your campaign.
November 10, 2011 at 8:32am · Like · 4

Robert Weiner
Corey - the baby photo is just too cute!
November 11, 2011 at 9:27am · Like

Robert Weiner
I don't have a baby to photograph, but my cat put up with it.
November 11, 2011 at 1:33pm · Like

Peter Campbell
Huh. Can't see cute babies or cats doing it for my IdeaLware campaign. Plus, we just don't match NTEN when it comes to the available schwag... I need something like a LOLCAT in front of some ugly spreadsheet saying "I was in spreadsheet purgatory before IdeaLware saved my life." ;)
November 11, 2011 at 1:23pm · Like
Video

Help me raise $2,500 or more for NTEN before the end of 2011!

This year I’m helping one of my favorite organizations, NTEN, by pledging to raise more than $2,500 before Dec 31, 2011. NTEN is the Nonprofit Technology Enterprise Network and it is made of the coolest nonprofit geeks in the world. It’s been a huge help and inspiration to me over the years so I’d really appreciate it if you’d help me give back.

More Ways You Can Help
Help support CoreyPud-NTEN by spreading the word or by creating a fundraiser.

Also fundraising for this cause
Holly fundraising for NTEN
Beth Kanter

Corey Pudhorodsky I'm doing a presentation at the Foundation Center Open House tomorrow about social fundraising - and showing your video. Did you make your adult onsie dance video yet?

NTEN Champion Fundraising Campaign 2011
www.youtube.com
Help me fundraise for NTEN before the end of 2011 by donating to my fundraising campaign at: www.razoo.com/Coreypud-Nten In this video, I'll share more about...

Corey Pudhorodsky Yep - sorry, I thought you would have been on the distro list when I emailed it to donors. I must have missed your email somehow sorry! My deal was that I would share it via email with everyone who gave and they could share it anyway they'd like but I wouldn't share it myself on any social networks. :) I'll make an exception in this case: http://www.youtube.com/watch?v=RV2h82wWOH0 Enjoy! (and thanks again for donating!)

NTEN Hanky Panky
www.youtube.com
I pledged to make a music video in an onsie if friends and family helped me raise $2,500 or more for NTEN. We did it!

Beth Kanter LOL .. I'll share it tomorrow ..
a few seconds ago · Like · Remove Preview
• **Online Fundraiser** for Surf Rider Foundation
• **Online Memorial Event**: #OceanLoveEarl
Results: Fundraiser for Surf Rider Foundation

• Raised $5,563
• 128 donors with 87% donating suggested entry gift amount or more
• 85% converted from Facebook
• 72% were strong ties that I had a relationship with online, only 2% had met my Dad
Results: Online Memorial Event

- “Social Reach” according to Thunder Clap was 1,058,410
- A total of 3,094 Tweets, Facebook Status Updates, or other social channel used the hashtag #OceanLoveEarl from 6/23-7/15
- The network analysis map revealed that there were five other large “hubs” or “influencers” in addition my personal network
Set A Realistic Goal Based

#OceanLoveEarl A Virtual Paddle Out for #Earl Kanter, MD

In Memory of Earl Kanter, MD December 23, 1921 - June 23, 2013 Please make a donation to Surfrider Foundation in his memory.

My father passed away on 6/23/13 after a long battle with Parkinson's disease. I am blessed to have had a remarkable father in so many ways and what gives me peace is that love never dies. His spirit, intelligence, joy in life, sense of humor, and wisdom will always be with me and our family.

My father was an OB-GYN in Margate, NJ and brought much joy to many families by delivering their children. He was known for his compassion, bedside manner, humor and always there for his patients. I learned a lot from home, including a strong work ethic, giving back, and that a job is not a job but a calling.

He chose OB speciality because he wanted an area of medicine that was joyful and happy - despite the long and unpredictable hours. He was an early adopter of wearing a "beeper," which our family nick-named the "ruin the day machine" because when it beeped it meant that he had to drop everything and rush to the hospital.

My father had a deep-seated love of the ocean and was a life guard for 15 years for the Ventnor City Beach Patrol. He made his reputation as a competitive swimmer and won many awards. This honed his appetite for frolicking in the hurricane swells that sweep the ocean in late summer.

He was the first person to bring surfing to the Jersey Shore in the 1960's - he was an early adopter, teaching himself how to surf and owning one of the first Grob Noll surfboards. In an article about his

Raised $5,563 or 10% over $5,000 goal

Shared fundraisers on average raise $12 more in donations!
In Memory of Earl Kanter, MD December 23, 1921 - June 23, 2013 Please make a donation to Surfrider Foundation in his memory

128 donors with 87% donating suggested entry gift level or more
Social Proofing Helps Generate Most Donations

Beth Kanter
July 3

Nancy Lublin and good folks at DoSomething.org thank you for your donation to Surfrider Foundation in memory of my Dad, Earl Kanter. This is a "selfie" my Dad liked to take with the auto shoot .. it is of me, him, and my dog.

Virtual Paddle Out: July 3, 2013
In Loving Memory of Earl Kanter MD
Tweet or Facebook your favorite story about the ocean or share an ocean conservation link with #oceanLoveEarl hashtag
http://mashable.com/2013/07/02/oceanloveearl/
Fundraiser

• Most effective channels: thanking people publically in a social way and DM ask
• 85% converted to donors from Facebook
Offer A Continuum of Engagement

Donor Engagement Models

Pyramid
- Highly Personalized, Time-intensive
- Automated, Low Touch

Vortex
- Peer Influence
- Individual Communications
- Measure of Engagement & Ability to Influence Others

Higher:
- Donate
- Share A Personal Story About the Ocean
- Provide Advice

Lower:
- Retweet Links
- ThunderClap

#oceanlovereali
Get Influencers To Leverage Networks

There were 11 blog posts or Facebook posts by “influencers” modeling the different levels of engagement.
Use Facebook Ads for Reinforcement

Used advertising to increase reach of event participation timed to Mashable post
Capture the Creativity

My love of the ocean began at age 14. The ocean has taught me respect and to give back. #OceanLoveEarl pic.twitter.com/YPRkUXxGJ
7:30 AM - 3 Jul 2013
POST for CROWDFUNDING STRATEGY

PEOPLE
- Know Your Audience

OBJECTIVE
- Link to Outcomes, Make it Measurable, Break It Down (Time, Dollar, or Items)

SOCIAL
- Socialize Content (Stories), Engagement, Champions, Social Proof, Say Thank you, Document Learning

TOOLS
- Crowdfunding Platforms and Giving Days

@kanter
PEOPLE: Who Is Your Target Audience?

• Identify your audience
• What keeps them up at night?
• What are they currently seeking?
• Where do they go for information?
• What influences their decisions?
• What’s important to them?
• What makes them act?

Who Gives To Crowd Funding/Nonprofits
http://www.kimbia.com/gives-crowdfunding-events/
Objectives

- Fundraising aside, what objective are you hoping to achieve?
- What would success look like a year after the campaign ends? Think about how you can advance other long-term objectives in addition to your immediate need for funding.
- What resources and time do you currently have to run this campaign?
LET’S TALK ABOUT $
Set A Realistic Goal Based on Benchmarking

Don’t suffer from too small to fail ...
OBJECTIVE: BE SPECIFIC

- What is the cost of the project or idea (don’t forget to include fundraising costs)?
- Item Specific: We need x items to see this specific outcome
- Dollar Specific: We need to raise $ to see this specific outcome
- Time Specific: We need to raise $ to get item by this deadline to see this specific outcome
Campaign Objective: Stretch
We are a collective of amazing storytelling radio shows. Let's remake public radio together.

**UPDATE:** Thank you! We hit our first funding goal and we’re on our way to making public radio better than ever.

We hope to take on three new shows when we hit our stretch goal of $400,000. One we’re pulling into the fold and increasing its production (Criminal), one is being relaunched and refocused while doubling its production (The Heart) and one that’s being created just for Radiotopia (Helen Zaltzman's new language show). We couldn’t be more excited about this. This move will also mean we’ll have the same number of female hosts and male hosts. Radio and the tech-y world of podcasts need that. I hope you’ll support us!

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Beth Kanter  
@kanter

@romanmars what is one tip you would offer to nonprofits about crowdfunding?  
5:27 AM - 21 Oct 2014

1 FAVORITE

---

Karolle Rabarison  
@ohkarolle

@kanter @romanmars Equally eager to know!  
22 Oct

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Roman Mars  
@romanmars

@ohkarolle @kanter People are most motivated by joy.  
2:45 PM - 22 Oct 2014
Potato Salad
by Zack Danger Brown

Funded! This project was successfully funded on August 2.

6,911 Backers
$55,492 pledged of $10 goal
0 seconds to go
Pledge $1 or more

2084 backers

With your help, we’ll be on our way to a successful potato salad. You will get a ‘thank you’ posted to our website and I will say your name out loud while making the potato salad.

Estimated delivery: Dec 2014

Pledge $2 or more

1253 backers

Receive a photo of me making the potato salad, a ‘thank you’ posted to our website and I will say your name out loud while making the potato salad.

Estimated delivery: Dec 2014

Pledge $3 or more

1272 backers

Receive a bite of the potato salad, a photo of me making the potato salad, a ‘thank you’ posted to our website and I will say your name out loud while making the potato salad.

Estimated delivery: Dec 2014

Pledge $5 or more

589 backers

DELUXE PACKAGE: Choose a potato-salad-appropriate ingredient to add to the potato salad, receive a bite of the potato salad, a photo of me making the potato salad, a ‘thank you’ posted to our website and I will say your name out loud while making the potato salad.

Estimated delivery: Dec 2014

Pledge $10 or more

464 backers

PLATINUM LEVEL: Hang out in the kitchen with me while I make the potato salad, choose a potato-salad-appropriate ingredient to add to the potato salad, receive a bite of the potato salad, a photo of me making the potato salad, a ‘thank you’ posted to our website and I will say your name out loud while making the potato salad.

Estimated delivery: Dec 2014

Pledge $35 or more

585 backers

THE HOMAGE T-SHIRT: Receive a limited edition t-shirt designed and printed by Columbus, Ohio t-shirt company Homage (http://www.homage.com). Also receive a bite of the potato salad, a photo of me making the potato salad, a ‘thank you’ posted to our website and I will say your name out loud while making the potato salad.

Estimated delivery: Dec 2014

Pledge $50 or more

106 backers

POTATO SALADS OF THE WORLD: Receive a recipe book with potato salad recipes inspired by each country where we have a Backer along with a bite of the potato salad, a photo of me making the potato salad, a ‘thank you’ posted to our website and I will say your name out loud while making the potato salad. The recipe book will have a dedication page with the name of each of our backers.

Estimated delivery: Dec 2014
## Micro Campaign Goal

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<th>Donation Level</th>
<th>Level Description</th>
<th>How many donations?</th>
<th>Total Amount</th>
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</table>

**TOTAL AMOUNT TO BE RAISED**
ORGANIZE YOUR TEAM

Campaigns run by two or more team members raise 94% more money than campaigns run by single individuals.

- Diverse skills
- Tasks: strategy, campaign updates, network outreach, support
- Combined personal networks has larger reach
- Champions
Organize Campaign Media

Campaigns that use a pitch video raise **115%** more money than campaigns that use a pitch image.

- Behind the scenes clips
- Photos of team, program, beneficiaries
- Statistics that support your goals
- Background information
- Blurbs
- Champion support materials - cut and paste tweets
- Kicked off with staff
- Recruited well-known champions aligned to mission
- Recruited pro bono volunteers: PR, Video, Photography, Content
- Activated board
- Reached out to aligned partner organizations and individuals to promote on social media channels
Dear Friends –

Thanks so much for taking the time to help get the word out about the Dalai Lama Foundation's crowd-funding campaign for the Living History Project of the Dalai Lama on Indiegogo. We've suggested some posts below; we appreciate you doing what you can to help get the word out!

If you have any questions or suggestions, please feel free to contact me.

With thanks,

Brian Rusch
brian@dalailamafoundation.org

GENERAL TAGS AND INFORMATION

Indiegogo Campaign Page: http://igg.me/at/livinghistoryDalaiLama
Shortened Link: http://bit.ly/1vHx4XX

Dalai Lama Foundation Twitter Handle and Campaign Hashtag
@dfound #LivingHistory #DalaiLama #HhDL

Our Campaign Endorsers on Twitter:
Jack Kornfield: @JackKornfield & Spirit Rock Meditation Center: @spirit_rock
Thupten Jinpa: @ThuptenJinpaLA
Paul Blackthorne: @PaulBlackthorne
Amanda Wyss: @AmandaWyss
Ginger Shankar: @GingerShankar
Peter Coyote: @SFZenDog
Michael Fitzpatrick @TuningThePlanet

Indiegogo: @Indiegogo

Primary Pitch Video (Jack Kornfield): https://vimeo.com/107777579
Shortened Link: http://bit.ly/1uFYgn4

Endorsement Videos:
Thupten Jinpa: https://vimeo.com/106005745
Shortened Link: http://bit.ly/1qQalRT
Paul Blackthorne: https://vimeo.com/1031794723
Shortened Link: http://bit.ly/1woSwbC
Amanda Wyss: https://vimeo.com/103179472
Shortened Link: http://bit.ly/2kSVUD
Ginger Shankar: https://vimeo.com/103179474
Shortened Link: http://bit.ly/1OpzZL
Peter Coyote: https://www.youtube.com/watch?v=JBiUw_Amn4
Shortened Link: http://bit.ly/1goP15
Michael Fitzpatrick: https://vimeo.com/106015601
Shortened Link: http://bit.ly/1D2N7ZA

Suggested Tweets:

Be a part of history by helping create the Dalai Lama Living History Experience http://bit.ly/1vHx4XX #HhDL #LivingHistory

We are (or I am) thrilled to support the @dfound #LivingHistory of the Dalai Lama project on @indiegogo. Please join us (me) http://bit.ly/1vHx4XX

Our friends at @dfound have an exciting new project to share the #DalaiLama #LivingHistory. Join the campaign! http://bit.ly/1vHx4XX #HhDL

Help @dfound bring the words and actions of the Dalai Lama to people across the globe. http://bit.ly/1vHx4XX #HhDL #LivingHistory

Join @JackKornfield and @dfound in support of the #LivingHistory Project of the #DalaiLama on @indiegogo http://bit.ly/1vHx4XX #HhDL

"If you want to experience peace, provide peace for another." Honor the #DalaiLama by supporting @dfound http://bit.ly/1vHx4XX #HhDL

25 years ago, the #DalaiLama won the Nobel Peace Prize. Help @dfound to honor his legacy http://bit.ly/1vHx4XX #HhDL #LivingHistory

Help make it happen for @dfound’s #LivingHistory of the #DalaiLama o @indiegogo. http://bit.ly/1vHx4XX #HhDL #LivingLama

Honored to be a part of #LivingHistory with the #DalaiLama and @dfound on @indiegogo. http://bit.ly/1vHx4XX #HhDL #LivingLama

Join @dfound in presenting #DalaiLama with an amazing birthday gift - #LivingHistory on @indiegogo. http://bit.ly/1vHx4XX #HhDL
SOCIAL: TELL YOUR STORY

• The Issue Story: This story talks about the field or fields within which you work and how your project solves a larger social issue.
• The Local Story: This is about a specific local community and how your project serves them.
• The People You Serve Story: This is the story of how the people you serve through your project will be transformed.
• The Behind the Scenes Story: This is a peek inside how your organization is working on the project or why it is important.
• Innovation Story: It describes what are you doing that’s new, unique or innovative?
• Personal Passion Story: Why your supporter is passionate about your program.

What ever form you choose, story must align with your fundraising objective and draw out human emotions ....
UNICEF USA: Calling All Superheroes! – Trick-or-Treat for UNICEF

https://www.youtube.com/watch?v=l2sgNVaTmil
Once upon a time...
This happened ....
And this happened ...

Until one day...
We raised $ from a crowd funding campaign and ..... 

And ever since that day 

And the moral of the story is ...
<table>
<thead>
<tr>
<th>Brainstorm Ideas</th>
<th>Level of Engagement</th>
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<tbody>
<tr>
<td></td>
<td>Ask network to make donation</td>
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<td>Donate</td>
</tr>
<tr>
<td></td>
<td>Ask supporters to share content</td>
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<tr>
<td></td>
<td>Engage audience in conversation about cause</td>
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<tr>
<td></td>
<td>Share information about the campaign</td>
</tr>
</tbody>
</table>
SOCIAL: IDENTIFY, RECRUIT, EMPOWER CHAMPIONS
TRICK-OR-TREAT FOR UNICEF

THE STORY

TOP TRICK-OR-TREATERS

SET UP YOUR FUNDRAISER

DONATE
THE STORY

EVENT DATE: OCT 31, 2014

CALLING ALL TRICK-OR-TREATERS! IT’S SCARY HOW MUCH GOOD YOU CAN DO!

This Halloween, you have the power to save kids’ lives. In just a few seconds, you can set up a Trick-or-Treat for UNICEF fundraising page to share with friends and family. The money you raise will help save and protect children by providing clean water, nutritious food, lifesaving vaccines and more. Because some kids need more than candy.

When you Trick-or-Treat for UNICEF, every dollar collected goes a long way! $1 can provide a child with 40 days of clean, safe drinking water. $5 can bring a hungry child back to health. $10 can give 280 children lifesaving vaccinations. Spread the word to family and friends. Let’s Trick-or-Treat for UNICEF!

https://www.youtube.com/watch?v=l2sgNVaTmil
STEVE DAINEAULT FOR UNICEF
AMOUNT RAISED: $2,446

TARGET MARKET TEAM
AMOUNT RAISED: $1,735

AMC PROPERTY MANAGEMENT
AMOUNT RAISED: $1,695

THE BUILDERS OF TOMORROW
AMOUNT RAISED: $1,160

WILL & MERIDETH TRICK OR TREAT FOR
AMOUNT RAISED: $1,030

MAX CARBONELL
AMOUNT RAISED: $830

LIZARDS OF OZ
AMOUNT RAISED: $841

TOT4KIDS
AMOUNT RAISED: $790
PewDiePie's 25 Million Bros Strong Charity Drive for Save the Children

Let's see what we can do when all 25 million Bros work together to raise money for Save the Children.
SOCIAL: INFLUENCERS & CELEBRITIES

$5 USD

Chance to play with Pewds!
For every $5+ donation, make sure to tweet a comment with the hashtag BrosSaveTheChildren to enter to win a chance to play a game with PewDiePie. Best comment wins!
A $5 donation to Save the Children can buy soft toys or dolls for refugee children in need.

Estimated delivery: April 2014
1134 out of 25000 claimed

$10 USD

Be Named on Site
Your name will be listed on the site's official thank you page + all perks above.
A $10 donation to Save the Children can provide 50 injections of antibiotics for sick newborns.
Estimated delivery: April 2014
1077 out of 25000 claimed

$25 USD

LIVESTREAM SPECIAL: Callout!
Pewds will call out your name in a special thanks to you during his charity livestream!
Estimated delivery: April 2014
37 out of 200 claimed

$25 USD

Custom Brofist
You will be emailed a custom brofist designed by Pewds especially for this campaign.
A $25 to Save the Children can provide 1 Emergency Shelter kit for those left homeless by crises.
Estimated delivery: April 2014
1056 out of 10000 claimed

$50 USD

Be Named in a Video
Pewds will feature your name in a thank you video on his YouTube channel + all perks above.
A $50 donation to Save the Children can provide 1 emergency health kit to a refugee family in need.
Estimated delivery: April 2014
715 out of 2500 claimed

$100 USD

Twitter Mention
Pewds will include your name/twitter handle in a thank you tweet + all perks above.
A $100 donation to Save the Children can provide care for orphans, vulnerable children and those affected by AIDS.

$300 USD

Group videocall with Pewds
Want to get some face time with Pewds? Sign up to be invited to join one of three small group video chats. Make sure to have a good question to ask, as everyone will get one during each of these fifteen minute sessions.
A $300 donation to Save the Children can provide 1 school clinic that gives sick children life-saving care and support. Save the Children provides classroom renovations, furniture supplies, educational materials and training for community teachers and nurses.
Estimated delivery: June 2014
8 out of 24 claimed
• Ask champions to tag or call out people in their network to donate
• Thank people publically
• Don’t open your campaign with $0
• Encourage sharing of your content or stories
Say Thank You In Creative Ways

https://www.youtube.com/watch?v=WYWhkhzs_bM
How #GivingTuesday Can Help Your Nonprofit Reach PhilanthroKids or Generation Z Donors

I’ve been a huge fan of GivingTuesday since I first heard about it back in September, 2012 during a conference at Stanford. I’m pleased to see that some of the skepticism and complaints have now morphed into more capacity builders providing tips for nonprofits to take advantage of this national day of giving. Giving Days organized by local communities are being adopted by many more communities than ever before and a stronger understanding how these efforts can help build the capacity of nonprofits to embrace social media and online giving, engage
The Top Social Good Crowdfunding Sites
SEND Your Inner Critic on Vacation

YOU ARE IN DEMAND IF YOU CAN DRAW!
Make Money with your BRUSH and PEN

If you like to DRAW, SKETCH or PAINT, write for TALENT TEST. No Fee!

ART INSTRUCTION, INC.
10699 MINNEAPOLIS 15, MINNESOTA

Please send me your FREE Talent Test:
NAME__________________________
OCCUPATION__________________AGE____
ADDRESS_______________________CITY________
ZONE____COUNTY________STATE____
Exercise: Yes, You Can Draw!
Congratulations You Can Draw! You’re A Designer!
Concept Poster

NAME AND TAGLINE FOR CONCEPT

THE GIVING RELAY
Inspiring the Next Generation

ILLUSTRATE IDEA

Short Description

- Point 1
- Point 2
- Point 3

Timeline
Month 1
Month 2
Month 3
Month 4
Month 5
Month 6

NEW GIVERS
GRANTEES
FUNDERS

Knowledge Center
Convening (grassroots)
Sustainable Innovation Sale
Check's Mindset
Volunteer desk

Curriculum
Map
Strategic Engagement Strategy
Be Creative!
Debrief

• Random Rapid Debriefs
• 2 minutes
Closure

- Just two words as your takeaway
- Feedback on the process
- Group photo
Thank you!

www.bethkanter.org
www.facebook.com/beth.kanter.blog
@kanter on Twitter