Beyond the Ice Bucket Challenge

i. Online giving is NOT going to be like the Ice Bucket (Perspective)

ii. Online giving is NOT about the methodology (Methodology)

iii. Online giving IS about relationships
   a. It’s about who YOU know

iv. Online giving IS about the recipient/impact

v. Crowdfunding is one arrow in the quiver
   a. It’s not about who YOU know, it’s about who THEY know

PERSPECTIVE

BBC News in Sept. 2014 reported “there have been in excess of 2.4 million ice bucket-related videos posted on Facebook, and 28 million people have uploaded, commented on or liked ice bucket-related posts. From July 29 to August 28 ALS received $98.2 million, compared to $2.7 million donated the same time in 2013. Before the ice bucket, the Motor Neurone Disease Association in the UK would receive an average of £200,000 a week in donations. From August 22-29 alone it received £2.7 million.”

Wikipedia – “While the Ice Bucket Challenge has raised much in donations, studies who that the majority of participants do not actually donate. In the UK, one in every six people has participated, but only ten percent of the participants have donated, according to Charities Aid Foundation. The percentage is higher in the U.S., but the majority still do not donate.”

Russ Reid Heart: In the U.S. only 39% of people surveyed gave to nonprofit organizations

40% of that 39% gave as part of their budget (16% of those surveyed)
64% (25% of survey) gave in a point of purchase devise
61% (24%) gave by mail
34% (13%) gave online

55% of online donors (8% of donors) also gave by mail
53% of text donors (4% of donors) ALSO gave by mail

Online giving is actually more popular among the least generous
9% (3.9% of those surveyed) gave less than $50
10% (3.9% of those surveyed) gave greater than $2,000

METHODOLOGY
by offering small incentives to donors, they can spur them to announce their donations on their Facebook pages and ask others to make similar donations to a charity.

Those donors who posted on a friend’s Facebook wall and made a donation in their name elicited an even stronger response.... (Chronicle Of Philanthropy, p. 12)

...online donors make decisions about whether to give within a mere 15 seconds.

William Harbaugh, a professor of economics at the University of Oregon, used functional magnetic resonance imagings to confirm that certain parts of the brain react similarly when people give and when they drink alcohol or eat a rich meal. Giving may be as natural to us as seeking more hedonistic pleasures, science is discovering. (Chronicle Of Philanthropy, p. 14)

Chronicle of Philanthropy, April, 2015. Scientists to Charities: You’re Doing it All Wrong, pp. 10-16

APF

1. Hot Topic: Online Fundraising/Social Media
2. Advancing Philanthropy, Summer, 2014. How crowdfunding helps engage donors you wouldn’t attract in other ways, Mary Ellen Collins, pp. 31-33

Russ Reid Heart of the Donor study – Russreid.com

Russ Reid Five Tests That Will Transform Your Online Fundraising – Russreid.com

LINKS TO ONLINE GIVING AND CROWDFUNDING RESOURCES

ONLINE GIVING


AFP Hot Topic on Online Fundraising/Social Media* - 
http://www.afpnet.org/bbtdetail.cfm?itemnumber=4339

Ten rules of ePhilanthropy every nonprofit should know -

AFP Internet Transaction Guidelines -

Social Media Guidelines - http://www.afpnet.org/About/content.cfm?ItemNumber=4626

AFP ewire article: King, Philip, “How to Get Big Donations – Through Your iPhone,” April 16, 2014
http://www.afpnet.org/ResourceCenter/ArticleDetail.cfm?ItemNumber=23945

Russ Reid “Heart of the Donor” Study - https://russreid.com/nonprofit-resources/heart-of-the-donor/

Russ Reid paper: 5 Tests that will transform your online fundraising - https://russreid.com/2014/09/5-tests-that-will-transform-your-online-fundraising/

AFP ewire article: “Your Crowd Funding Campaign as an Action Movie,” Feb. 5, 2014 -
http://www.afpnet.org/ResourceCenter/ArticleDetail.cfm?ItemNumber=22116

CROWDFUNDING

Beth Kanter, “10 Best Practices for Planning Successful Crowd Funding or Giving Day Campaigns” -
http://www.bethkanter.org/10-best-practices/


Advancing Philanthropy article: How crowdfunding engages donors you wouldn’t attract in other ways -
http://www.nxtbook.com/nxtbooks/afp/ap_2014summer/#/32

AFP ewire article: “Crowdfunding Part I - The Fundraising Fad, Turned Staple,” July 23, 2014
http://www.afpnet.org/ResourceCenter/ArticleDetail.cfm?ItemNumber=26031

AFP ewire article: “Crowdfunding Part II – “How to Crowd Surf,” July 30, 2014
http://www.afpnet.org/ResourceCenter/ArticleDetail.cfm?ItemNumber=26144

Stanford Innovation Review: Crowdfunding for Nonprofits -
http://www.ssireview.org/blog/entry/crowdfunding_for_nonprofits

Sara Choe, CauseVox, “How to Decide if You Should Start a Crowdfunding Campaign for Your Nonprofit” -
http://www.thefundraisingauthority.com/internet-fundraising/should-you-use-crowdfunding/

Wikipedia, “Comparison of Crowdfunding Services” -