

20th Anniversary
chase 2012
the charities and associations exhibition

The Fundraising **Fantastic Four** 15th February 2012



Steve Cast, MInstF & Vasileios Kospanos, MBA



Polite Notice

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presentation without first confirming
with

Vasileios.Kospanos@AdvantageNFP.com

Thank You





Please switch **ON** your:

- Mobile phones
- Tablets
- Laptops



#TFF4

#AdvantageNFP

#CHASE2012



So?

Where?

When?

Why?

Who?

How?

What?

Then?

But?



Question and Answer Session At The End



Introduction

- Steve Cast, MInstF

Founder and Managing Director of Redbourn Business Systems Limited



- Vasileios Kospanos, MBA

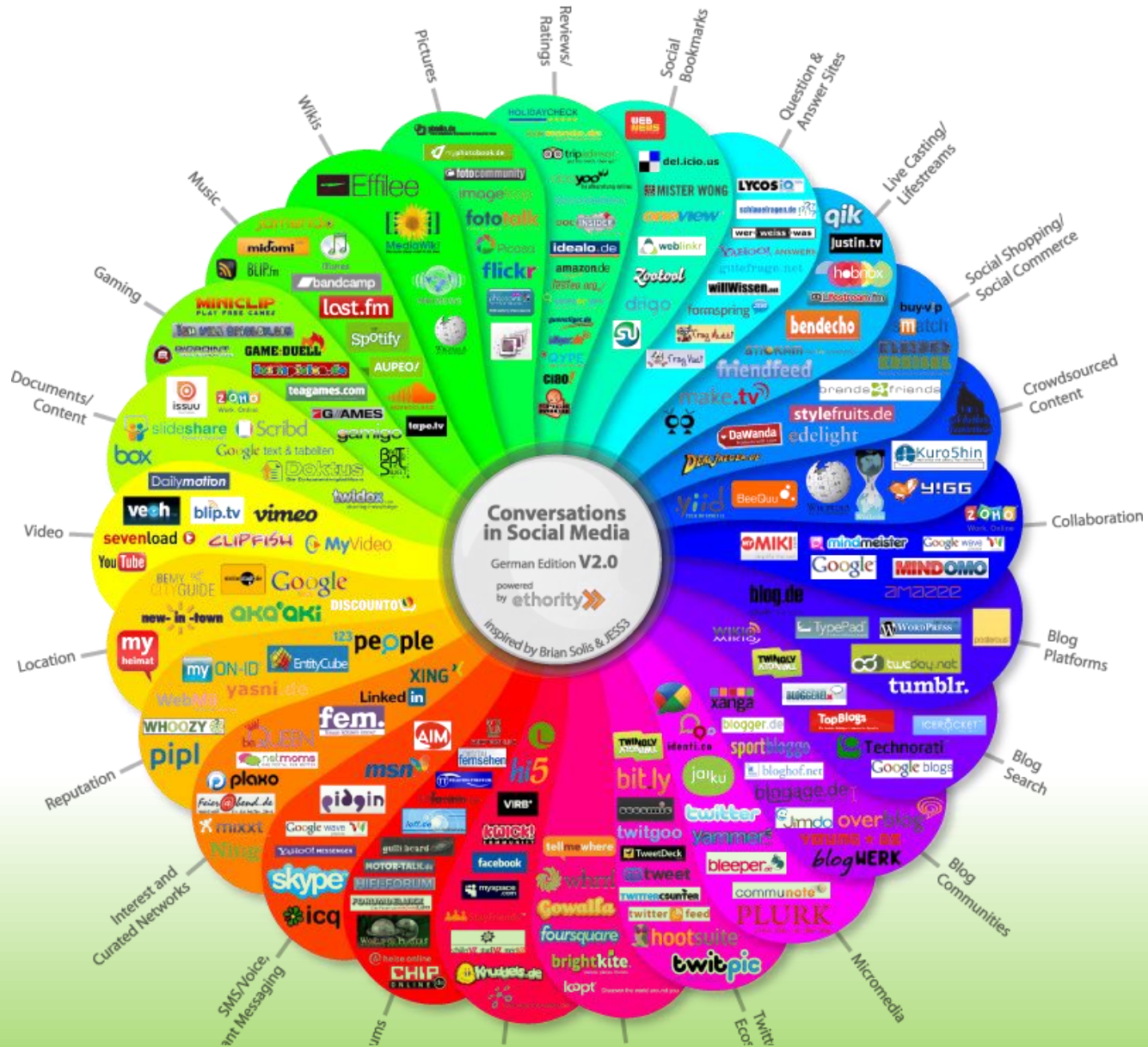
Marketing Manager of Redbourn Business Systems Limited



Formed in 1994, Redbourn Business Systems are the developers of Advantage^{NFP} Fundraiser, the integrated fundraising, membership and alumni database and Advantage^{NFP} Box Office, the integrated fundraising and box office system.



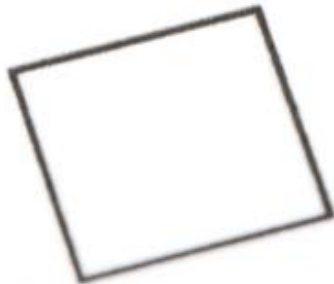
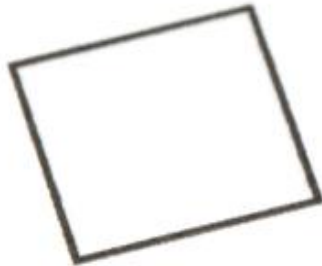
Available Social Media



The Fundraising **Fantastic Four**



The Fundraising **Fantastic Four**



Audience Survey

facebook

twitter

LinkedIn

Google+



The Fundraising **Fantastic Four**

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font on a blue rectangular background. A registered trademark symbol (®) is located at the end of the word.

The Fundraising **Fantastic Four**

Facebook is a social networking service and website launched in February 2004, operated and privately owned by Facebook, Inc

([source](#) Wikipedia 9/2/12)



The Fundraising **Fantastic Four**



- **Mr Fantastic** of Social Media
- More than 845 million active users in 2012 ([source](#) Newsday 4/2/12)
- Integrates with  **JustGiving™**
- More Giving Apps in 2012
- Facebook generation – no emails!



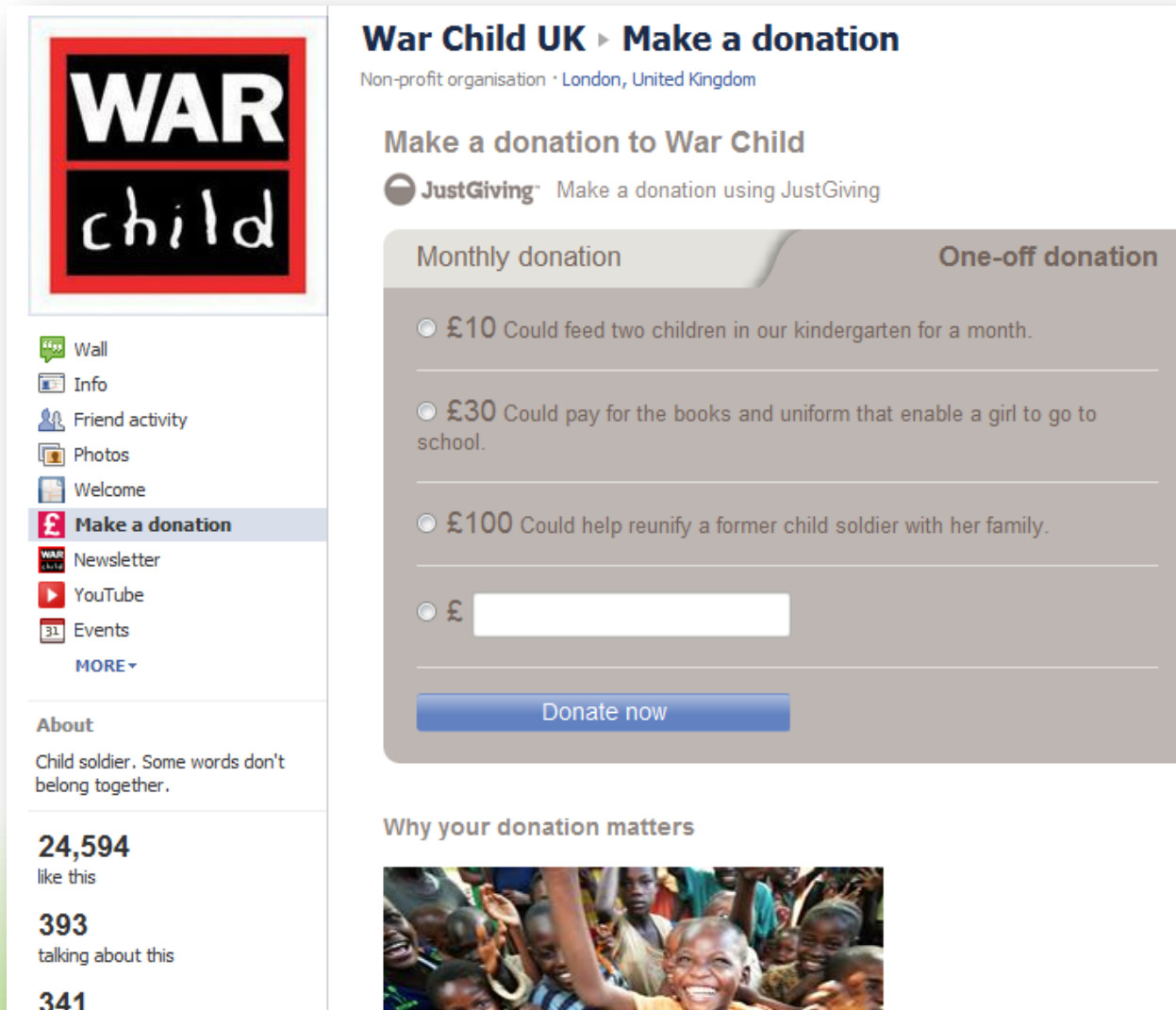
When to use

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- News Updates
- Share Photos of Events
- Donate Now Apps
- To Drive Traffic to Your Website
- Thanking Supporters/Donors



Who is using it



WAR child

Wall
Info
Friend activity
Photos
Welcome
£ Make a donation
Newsletter
YouTube
Events
MORE ▾

About
Child soldier. Some words don't belong together.

24,594
like this

393
talking about this

341

War Child UK ▶ **Make a donation**
Non-profit organisation · London, United Kingdom

Make a donation to War Child

JustGiving Make a donation using JustGiving

Monthly donation **One-off donation**

£10 Could feed two children in our kindergarten for a month.

£30 Could pay for the books and uniform that enable a girl to go to school.

£100 Could help reunify a former child soldier with her family.

£

Donate now

Why your donation matters



“Facebook is a great tool for communicating with our audience.

There are some great opportunities for small charities to really make it work if they can come up with something creative or innovative”

Ben, War Child





- Wall
- Info
- Friend activity
- Welcome
- Competition
- Donate**
- Photos
- Questions
- Events
- MORE ▾

About

Help the Hospices is the UK charity for hospice care.
http://bit.ly/About_us

2,010
like this

331
talking about this

Likes [See all](#)



Help the Hospices ▸ Donate

Non-profit organisation · London, United Kingdom

Make a donation to Help the Hospices

JustGiving Make a donation using JustGiving

Monthly donation

One-off donation

£10

£20

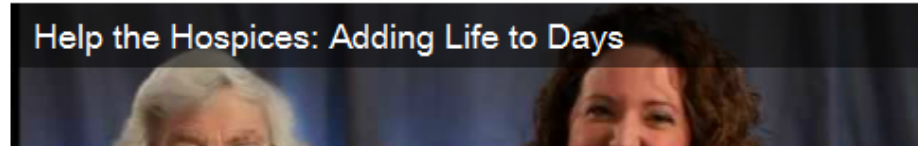
£50

£

Donate now

Why your donation matters

Help the Hospices: Adding Life to Days





Merlin › Merlin's Christmas Heroes

Non-profit organisation · London, United Kingdom

"PlumpyNut™ is a peanut-based paste for the treatment of malnutrition. It supports rapid weight gain - and for a young child can be the difference between life and death."



Lorenzo, Health Care Co-ordinator, Liberia

Please help a Merlin hero save a malnourished child - the more you can give, the more lives we can save.

- Well
- Info
- Friend activity
- Merlin's Christmas Her...**
- Videos
- Photos
- Twitter
- Events
- Notes
- more ▾

About

See what we do:
<http://www.merlin.org.uk/>

5,174

like this

39

talking about this

4

were here

drag me

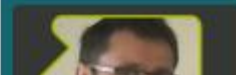
2 CHILDREN'S LIVES

£2 £4 £6 £8 £10

I will give £ 4 to save 2 children's lives

Donate

Powered by JustGiving



Merlin thanks these



The Fundraising **Fantastic Four**

twitter



The Fundraising **Fantastic Four**

Twitter is an online social networking service and *microblogging* service that enables its users to send and read text-based posts of up to 140 characters, known as "**tweets**". It was created in March 2006 by Jack Dorsey and launched that July. ([source](#) Wikipedia 9/2/12)



The Fundraising **Fantastic Four**



- The **Human Torch** of Social Media
- More than 300 million active users in 2012 ([source](#) Wikipedia 4/2/12)
- Celebrity-driven fundraising
- Spreads like wild fire
- Events & discussions covered with **#hashtag** symbol

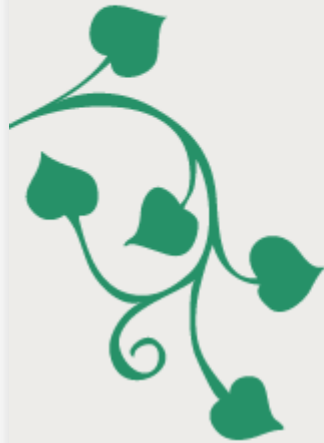


When to use

- News Updates
- Invitations
- Raise Awareness
- Event Notifications
- To Drive Traffic to your Website
- Thank You?



Who is using it



epilepsy
research uk
www.epilepsyresearch.org.uk



MarkBellis1 Mark Bellis

Running Bupa Great Manchester Run in May in aid of @E_R_U_K
Please sponsor me if you can. Thanks. justgiving.com/Mark-Bellis2

30 Jan

↻ Retweeted by E_R_U_K



lees_smile Becky Johnson

please check out our TV interview at 13:18 itv.com/yorkshire/full...

@EpilepsyBereave @vadattani @BillMcGoff @E_R_U_K
@epilepsysociety RT

25 Jan

↻ Retweeted by E_R_U_K



lees_smile Becky Johnson

@EpilepsyBereave @E_R_U_K we will be on @CalendarNews
throughout the day promoting #SUDEP #epilepsy #Yorkshire RT

24 Jan

↻ Retweeted by E_R_U_K



leajane Liane Alton

@E_R_U_K to any followers in essex, come to my live music
fundraiser (SS17) £8 entry, amazing raffle prizes! Over 100 tickets
and I'll sing!

24 Jan

↻ Retweeted by E_R_U_K



E_R_U_K Epilepsy Research UK

Bupa Great Manchester Run a brilliant 10k taking place through the
heart of Manchester - we have guaranteed entry! Email

jo@eruk.org.uk.

23 Jan





wildfutures Wild Futures



@Jerry_Jane Going to upload you a special pic of Boo. Are you coming to adopters day in June? Great day to have a tour and see the monkeys!

6 Feb



Jerry_Jane Jerry-Jane

Cannot wait to go down to @wildfutures and see the monkeys! Esp our Boo Boo! Chances are we'll have left adopting them all!!! ☐

6 Feb

↻ Retweeted by wildfutures



wildfutures Wild Futures



@CharleeDrew Here's one just for you; your adopted monkey Boo. We would love to have you here. Is it okay to DM?

twitpic.com/8gh610

6 Feb



CornwallFood Cornwall Food&Drink

It's #Falmouth Food & Drink Week, don't forget to take advantage of lots of foodie offers in Fall!

cornwallfoodanddrink.co.uk/calendar/falmo... via @FalmouthBID

6 Feb

↻ Retweeted by wildfutures



wildfutures Wild Futures

Great News! RT @RSPCA_offical Figures show that in 2011 over 50% of eggs produced in UK were from cage free hens! ow.ly/8Tz2J

6 Feb



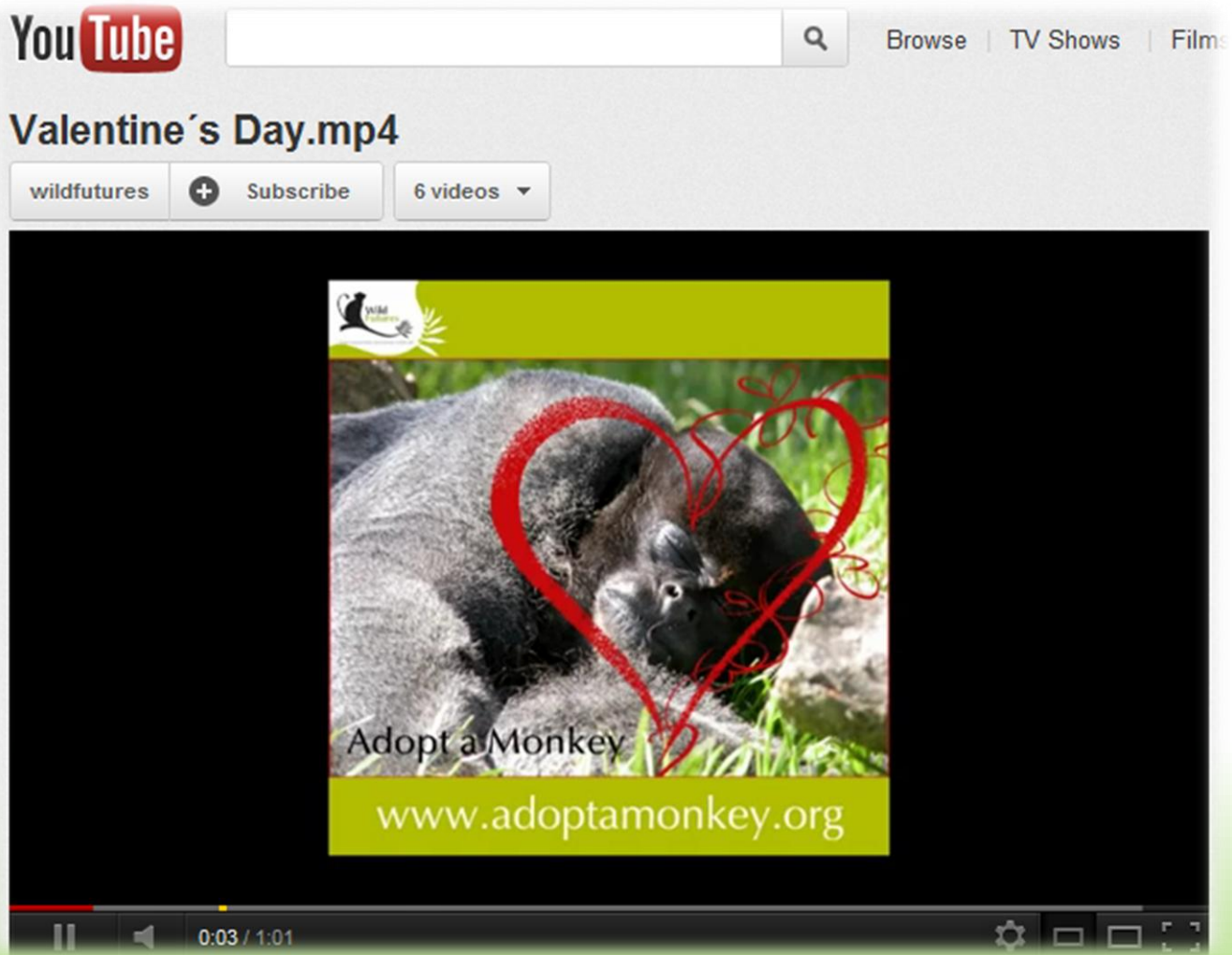
RSPCA_official RSPCA

We're celebrating! Figures show that in 2011 over 50% of eggs



Adopt A Monkey

<http://www.youtube.com/watch?v=AgVB6c5X-xU>



The screenshot shows a YouTube video player interface. At the top left is the YouTube logo. To its right is a search bar and navigation links for "Browse", "TV Shows", and "Films". The video title is "Valentine's Day.mp4". Below the title are buttons for "wildfutures", "Subscribe", and "6 videos". The video player itself shows a gorilla with a red heart and decorative swirls overlaid on its face. The text "Adopt a Monkey" and the website "www.adoptamonkey.org" are visible at the bottom of the video frame. The video player controls at the bottom show a play button, a volume icon, a progress bar at 0:03 / 1:01, and icons for settings, full screen, and share.





**NORDOFF
ROBBINS**
music transforming lives



NordoffRobbins1 Nordoff Robbins UK

Get ur tix 4 The Football Extravaganza on 11 April-celebr8 the 20th anniv of @premierleague.In aid of @NordoffRobbins1.<http://bit.ly/yzXZc4>

2 Feb



ClubRachel Rachel Walker

@thenextmen raising money for @NordoffRobbins1 with a very daring sponsored challenge!! Support Brad here: justgiving.com/BradfordEllis

1 Feb

Retweeted by NordoffRobbins1



NordoffRobbins1 Nordoff Robbins UK

Want to run in the @RPFHalfMarathon - We have a few places! Run for @NordoffRobbins1 & help transform lives thru #music bit.ly/yqWM4k

1 Feb



NordoffRobbins1 Nordoff Robbins UK

Shop @mamstore during Feb & donate 2 @NordoffRobbins1 at checkout. Visit www.mamstore.co.uk 4 gr8 deals on CDs, DVDs & music clothing :-)

1 Feb



NordoffRobbins1 Nordoff Robbins UK

RT @shortyvotes: @NordoffRobbins1, you were nominated by @susiebee1 for a Shorty Award in #charity bit.ly/y757v7 HURRAH!!
THX x

31 Jan



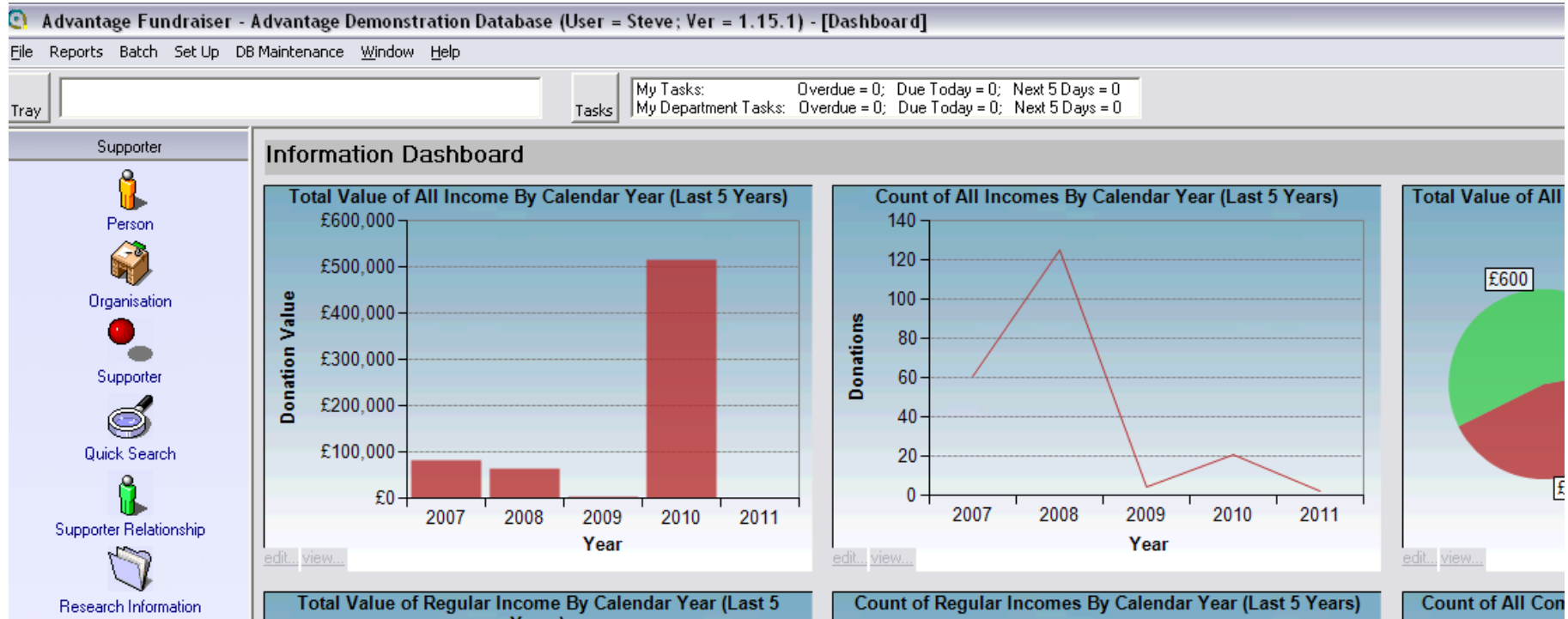
“We need to keep engaging with donors through social media and embrace other social media platforms too.

*Everybody is using **Twitter** and we don't see a good reason why charities shouldn't try and market themselves through social media for more effective fundraising.”*

Susie & Claire, Nordoff Robbins



The Fundraising Fantastic Four



CRM Integration



The Fundraising **Fantastic Four**

Twitter, Inc. [US] https://twitter.com/advantagenfp

twitter

  **AdvantageNFP**
@AdvantageNFP Redbourn, UK
Helping NFPs worldwide by providing CRM, fundraising, membership, alumni & event management solutions. 100% customer recommended. UK's No1 CRM database solution
<http://www.advantagenfp.com>

[+ Follow](#) [Text follow AdvantageNFP to your carrier's shortcode](#)

Tweets Favorites Following Followers Lists ▾

 **AdvantageNFP** AdvantageNFP
"I feel more confident navigating the #database to the standard required by my #charity" Feedback on #AdvantageNFP course by Siri @TheSEBDA
22 minutes ago

 **AdvantageNFP** AdvantageNFP
193(!) attending "The #Fundraising Fantastic 4", next Wednesday 15 February 09:45 at #CHASE2012 bit.ly/SHDFaw #CRM #socmed Join us!
1 hour ago



CRM **Integration**



The Fundraising **Fantastic Four**

twitter 

Search



Steve Cast

@Steve_Cast Redbourn, Hertfordshire

Husband of Angela. Dad of 2 sons, Paul and Alex. Owner of computer software company Redbourn Business Systems. For: Charity, God, great outdoors. Anti: Greed
<http://www.redbourn.co.uk>

 Follow

 Text follow **Steve_Cast** to your carrier's shortcode



CRM **Integration**



The Fundraising Fantastic Four

The screenshot shows the Advantage Fundraiser software interface. The title bar reads "Advantage Fundraiser - Advantage Demonstration Database (User = Steve; Ver = 1.15.1) - [Person Browser]". The menu bar includes "File", "Reports", "Batch", "Set Up", "DB Maintenance", "Window", and "Help". A "Tray" area is on the left, and a "Tasks" area on the right shows "My Tasks: Overdue = 0; Due Today = 0; Ne" and "My Department Tasks: Overdue = 0; Due Today = 0; Ne".

The main window is titled "Person Browser [1 records]". It features a "Search Criteria" section with the following fields:
Surname:
Forename:
Supporter Id:
Postcode:
Alternate Id: (use % for wildcard)

Below the search criteria is a toolbar with icons for "Recent", "Rel", "New", "Edit", "Delete", "View", and "Merge". The main data area displays a single record: "Cast, Steven, Mr [P00001547] [Active]".

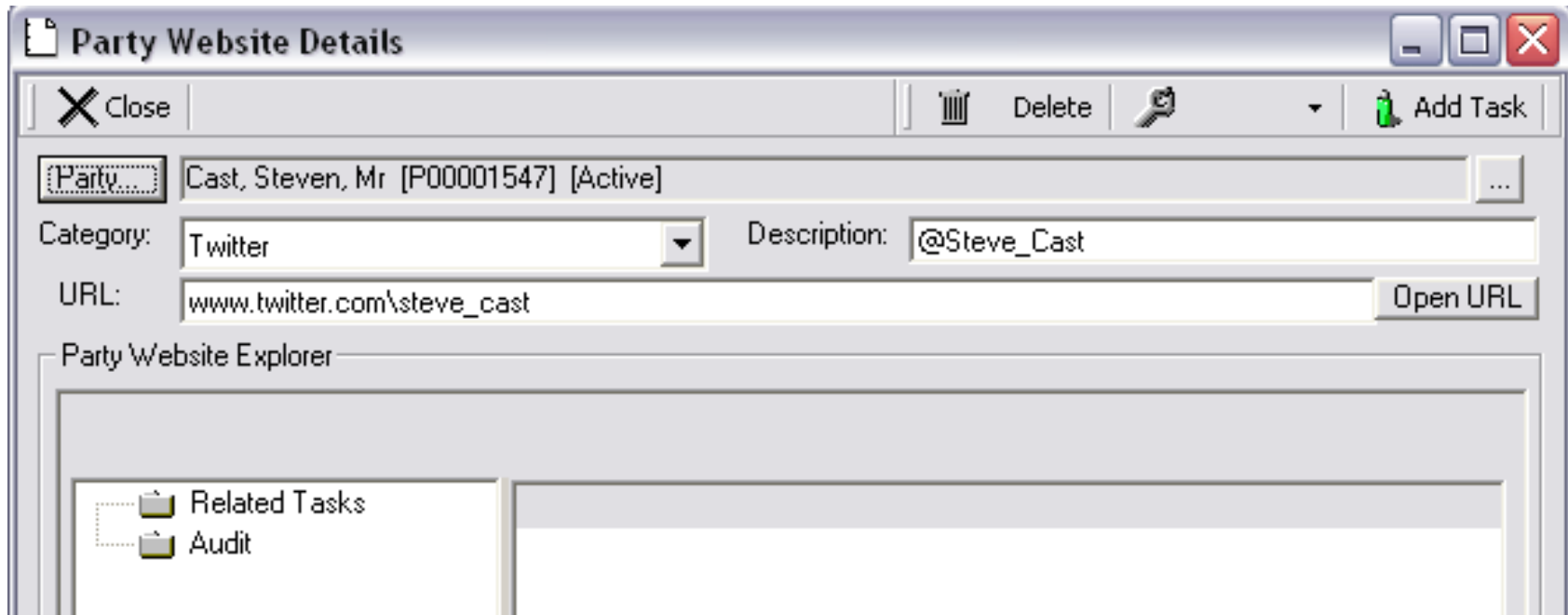
On the left side, there is a navigation pane with icons for "Supporter", "Person", "Organisation", "Supporter", and "Quick Search".



CRM Integration



The Fundraising Fantastic Four



CRM Integration



The Fundraising Fantastic Four

Letter Template Details

Close Delete Add Task

Template Name: Thanks For Following Tweet

Letter Category: Twitter

Communication Item Type: Tweet

Save Name Suffix:

Description...

Data Extract: SupporterTweet (Person/Organisation)

Parameter:

Letter Includes Address? Letter Includes Representative? Text Box Present In Word Document ?

Document Name: C:\Demo Database\Thanks For Following Tweet.docx

Letter Template Explorer

Print New Edit Delete View

Communication Item Type	Communication Date/Method	Iter
Tweet	2012/02/10 - Post	
Tweet	2012/02/10 - Post	

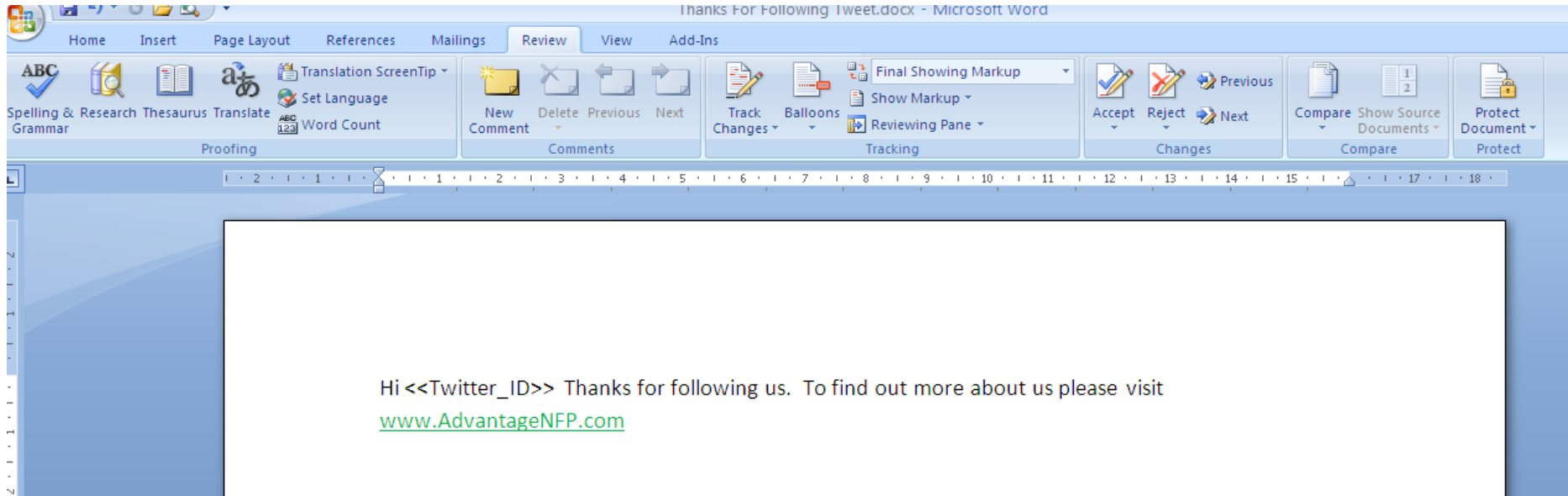
Created: 10/02/2012 10:31:13 By: Administrator Last Modified: 10/02/2012 10:33:19 By: Administrator



CRM Integration



The Fundraising Fantastic Four



CRM Integration



The Fundraising Fantastic Four

Perform Tray Action on Selected PERSON Records

Select Required Action

Communication Update Report

Category:

Twitter

Available Actions:

Thanks For Following Tweet

Rows Selected: 1

Output Options

Perform

Output (only applies to Letter Actions):

Open in one file

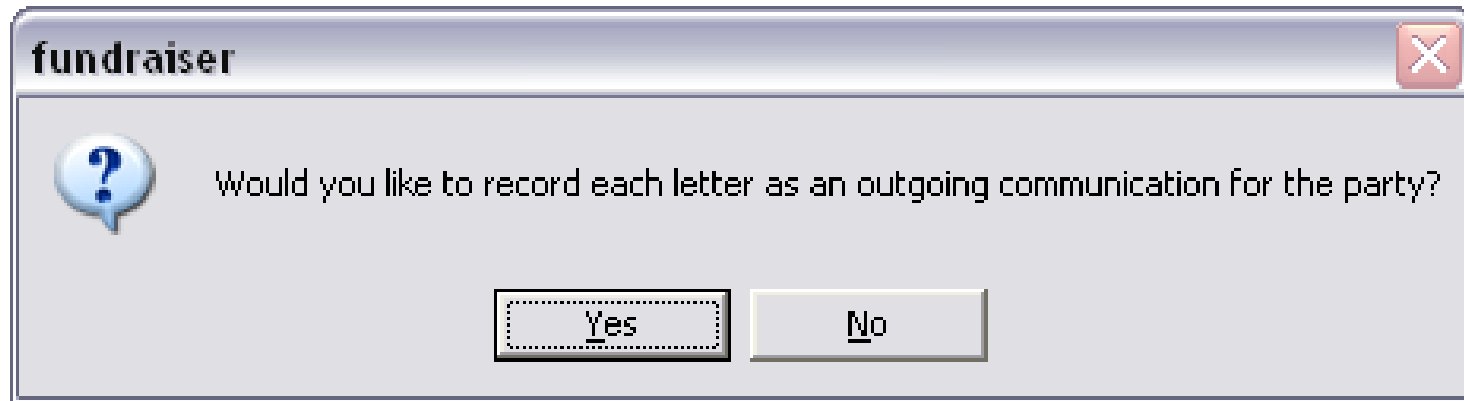
- Print and No Save
- Email and Save to one file
- Email and Save to individual files
- Email and no Save
- Address Labels Only (with processing)
- Address Labels Only (reprint)
- Text Message
- Tweet



CRM Integration



The Fundraising **Fantastic Four**



CRM **Integration**



The Fundraising Fantastic Four

Advantage Fundraiser - Advantage Demonstration Database (User = Steve; Ver = 1.15.1) - [Person Browser]

File Reports Batch Set Up DB Maintenance Window Help

Tray Tasks My Tasks: Overdue = 0; Due Today = 0; Next 5 Days = 0
My Department Tasks: Overdue = 0; Due Today = 0; Next 5 Days = 0

Person Browser [1 records]

Search Criteria
Surname: Supporter Id: Alternate Id:
Forename: Postcode: (use % for wildcard)

Recent Rel New Edit Delete View Merge

Cast, Steven, Mr [P00001547] [Active]

- Contact Details (+)
- Fundraising and Finance (+)
- Relationships and Groups (+)
- Additional Person Details (+)
- Activity Involvement (+)
- Communication (+)
 - Communications [92]
 - Communications as Representative (9)
 - Non Correspondence Periods
 - Requests for Information
 - Complaints
 - Reciprocal Mailings
- Alumni
- Related Tasks (7)
- Audit (17)

Communication Date/Time	Staff Member	Direction	Method
2012/02/10 17:04:26	CAST1	Outgoing	Tweet
2012/02/10 11:34:26		Outgoing	Tweet
2011/05/11 16:47:44		Outgoing	Post
2011/05/11 15:48:59		Outgoing	Post
2011/03/21 17:32:16	CAST1	Outgoing	Text Message
2010/12/03 17:00:15		Outgoing	Text Message
2010/12/03 16:46:23		Outgoing	Text Message
2010/12/03 16:43:04		Outgoing	Text Message
2010/12/03 16:26:02		Outgoing	Text Message
2010/12/03 16:20:04		Outgoing	Text Message
2010/12/03 16:18:15		Outgoing	Text Message
2010/12/03 12:35:35		Outgoing	Text Message
2010/12/03 12:33:11		Outgoing	Text Message
2010/10/14 14:55:13		Incoming	Post
2010/03/30 14:01:46		Outgoing	Post
2010/03/25 14:44:25		Outgoing	Email

Letter Category



CRM Integration



The Fundraising Fantastic Four

Communication Details

Close | Edit | Delete | Merge

Party: Cast, Steven, Mr [P00001547] [Active] | Date/Time: 10/02/2012 17:04

Representative: | Communication Type:
 Phone Post
 Face To Face Email
 Text message Fax
 Tweet Other

Staff: Cast, Steven, Mr [CAST1] | Direction:
 Incoming Outgoing

Notes:

Appeal/Stage:

Communication Explorer

Print | New | Edit | Delete | View

Communication Item Type	Item Description	Letter Ten
Tweet		Thanks Fc

Created: 10/02/2012 17:04:26 By: Steve | Last Modified: 10/02/2012 17:04:26 By: Steve



CRM Integration



The Fundraising Fantastic Four

Communication Item Details

Close Edit Delete Merge

!Communication... 10 Feb 2012 - Tweet Outgoing?

Item Type: Tweet Description:

Media Type: Letter Template: Thanks For Following Tweet

Item Quantity: 1 Activity Party...

Document Path: C:\Documents and Settings\Steve.Cast.REDBOURN\Desktop\test.doc

Details History

Hi <<Twitter_ID>> Thanks for following us. To find out more about us please visit www.AdvantageNFP.com

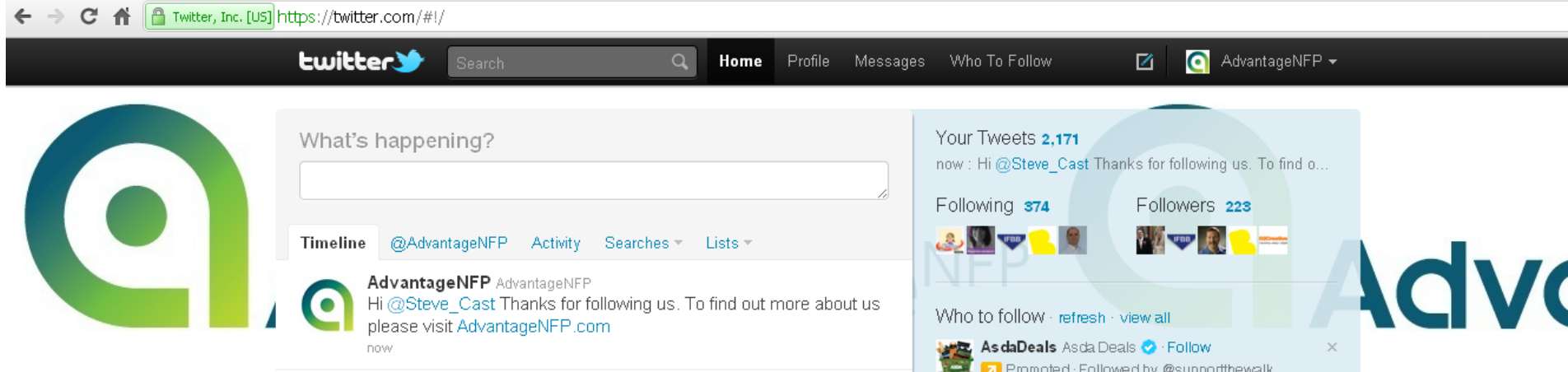
Created: 10/02/2012 17:04:26 By: Steve Last Modified: 10/02/2012 17:04:26 By: Steve



CRM Integration



The Fundraising **Fantastic Four**



Twitter, Inc. [US] https://twitter.com/#!/

twitter Search Home Profile Messages Who To Follow AdvantageNFP

What's happening?

Timeline @AdvantageNFP Activity Searches Lists

AdvantageNFP AdvantageNFP
Hi @Steve_Cast Thanks for following us. To find out more about us please visit AdvantageNFP.com
now

Your Tweets **2,171**
now: Hi @Steve_Cast Thanks for following us. To find o...

Following **374** Followers **223**

Who to follow · refresh · view all

AsdaDeals AsdaDeals · Follow

Prmmted · Followed by @sunnorthewalk



CRM **Integration**



The Fundraising **Fantastic Four**



The screenshot shows a Twitter notification interface. At the top is the Twitter logo. Below it, a notification states: "AdvantageNFP @AdvantageNFP mentioned you:" followed by a blue '@' icon. A tweet from AdvantageNFP is displayed in a light blue box, featuring their profile picture (a green and white 'a' logo), the text "Hi @Steve_Cast Thanks for following us. To find out more about us please visit AdvantageNFP.com", and the timestamp "Feb 10, 5:23 PM via web". At the bottom of the notification, there is a dark blue button that says "Reply to @AdvantageNFP" and a link that says "Want to receive mobile notifications? Download Twitter for your phone »".




CRM **Integration**




The Fundraising Fantastic Four

Tweets


 **Rapidata** @Rapidata_UK 1m
Research shows social workers feel powerless to stop child #neglect. Ask your MP to back Action for Children's campaign: is.gd/lqll46

 **HootSuite** @hootsuite 1m
Host a #HootUp in your 'hood: owl.li/8Z2CD Recap of #HootUpMaui + Events in #LA, #Reno, #Toronto & #SaoPaulo

 **War Child UK** @WarChildUK 2m
You guys are all great thanks for the #FFs today. For those out doing crazy things to raise money for War Child - you rock! #makeadifference

 **AdvantageNFP** @AdvantageNFP 4m
Hi @Steve_Cast Thanks for following us. To find out more about us please visit AdvantageNFP.com

 **Howard Lake** @howardlake 12m
The @guardian and Observer Christmas Appeal has raised over £400,000: bit.ly/zhYaCd

 **MailChimp** @MailChimp 15m
How I Beat my Best Month Ever by Doing Something Good, Better [Case Study]: j.mp/Ab1oK0 (via @ProBlogger)

 **AdvantageNFP** @AdvantageNFP 26m
"We can't get enough of the man known as Rob! What a king he and the #AdvantageNFP #helpdesk team are" Paul @Ianiadouk bit.ly/tDkO8P



CRM Integration



The Fundraising **Fantastic Four**

Linked



The Fundraising **Fantastic Four**

LinkedIn is a business-related social networking site.

Founded in December 2002 and launched in May 2003, it is mainly used for professional networking.

([source](#) Wikipedia 9/2/12)



The Fundraising **Fantastic Four**



- **The Thing** of Social Media
- More than 150 million active users in 2012 ([source](#) Mashable 9/2/12)
- Strong network of professionals
- Fundraising best practice groups
- Product/Service recommendation



When to use **LinkedIn**

- To List your Products/Services
- To Get Customer/Supporter Recommendations
- To Participate in Discussions on Fundraising Best Practice
- To Drive Traffic to your Website





BACP accredited Diploma in Counselling

The course aims to provide a training so that, on successful completion, participants will be able to work competently with a range of clients at a professional level. There are four central components within the course: * the evaluation and teaching of skills involved in creating and...

3 recommendations



Practitioner Rooms for Hire

Our popular consulting rooms are hired on a regular basis by Psychotherapists, Counsellors, Coaches, Hypnotherapists and other professionals needing conveniently located comfortable space to work with their clients. All fourteen rooms benefit from natural light and their brightness and ambient...

6 recommendations



Conference, Meeting & Training Rooms for Hire

The Gestalt Centre London's premises are located in the heart of London (within walking distance from Old Street, Moorgate & Liverpool Street tube stations) with over 4,300 square feet of space, including three large rooms for conference, meeting or training use, plus fourteen practitioner rooms...

11 recommendations





Follow Paul

Help with Trust Fundraising

Hi All, i am currently preparing an application to different Trust Funders and looking for some advice. I have pulled together an ...

posted 4 days ago

Edward Wyatt 1 day ago • Hello Paul, I am sure you have seen it but just in case you haven't here is a link to some info from the loF website including the ... »

[See all 4 comments »](#)



Like Comment Follow More ▾



Follow Louisa

Online sponsorship pages

There seem to be loads of online donation pages now, like justgiving.com and I just wondered if you use them all, or just a few? I don't ...

posted 15 days ago

Mike Millar 6 hours ago • From my point of view I would encourage my supporters to use one of the free ones such as MyDonate. JustGiving takes a sizable chunk of any ... »

[See more »](#)



The Fundraising Fantastic Four

Google+



The Fundraising **Fantastic Four**

Google+ is a social networking and identity service, operated by Google Inc. and introduces new services identified as **Circles** and **Hangouts**.

([source](#) Wikipedia 9/2/12)



The Fundraising **Fantastic Four**



- **The Invisible Girl** of Social Media
- More than 90 million active users in 2012 ([source](#) Mashable 19/1/12)
- Growing faster than any other social network ever did!
- Heavy video & image usage due to large display layouts



When to use

- To Promote your Videos
- To Share Images of your Events
- To Engage with your

Supporters/Employees/Volunteers via
Hangouts

- To Drive Traffic to your Website





44 +1'd or added to circles

+1 Share this page

People in common (4)



View all »

In World Development Movement's circles (18)



View all »

Have World Development Movement in circles (43)

World Development Movement

2 circles

You are in World Development Movement's circles too

We're a UK-based anti-poverty campaigning organisation

Posts About Photos Videos



World Development Movement - Nov 30, 2011 - Public

Episode 7 of The Real George Osborne. The morning after the bankers' ball... [The Real George Osborne - Episode 7 - Secrets](#)

[The Real George Osborne - Episode 7 - Secrets](#)



youtube.com - George wakes up to discover his closely guarded collection of political secrets have been leaked... by himself. This is episode 7 of 14 of The Real...

+1 - Comment - Hang out - Share

You +1'd this
1 share - Vasileios Kospanos





Send an email

People in common (10)



View all »

In Whizz's circles (99)



View all »

Have Whizz in circles (146)



Whizz Kidz

Charities

Friendly disabled kids mobility charity, supporting kids to be kids



Posts About Photos Videos



Whizz Kidz - Dec 5, 2011 - Public

Check out our brilliant 10 minute short film about Camp +Whizz Kidz - produced for free by volunteers at the BBC :) What so you think? If you're interested in attending a Camp - or Ambassador Club - visit <http://www.kidz-unlimited.org.uk/>

Camp Whizz-Kidz



youtube.com - A 10 minute video, produced pro bono for us by the BBC's Connect and Create Academy. It highlights the fun and





1757

+1'd or added to circles



Share this page

People in common (25)



View all »

In Marie Curie Cancer Care's circles (43)



Marie Curie Cancer Care

Charities

Our nurses work in the community to provide end-of-life care for patients in their own homes.



Posts About Photos Videos







Marie Curie Cancer Care - Feb 2, 2012 - Public

This beautiful one-off papercut has been donated by Charlie's Hand to raise funds for Marie Curie Cancer Care. You can see more pictures here... <https://www.facebook.com/media/set/?set=a.355239274492050.104843.200537269962252&type=3>



Strengths and Weaknesses

				
Strengths	<ul style="list-style-type: none"> ✓ Giving apps ✓ Supporters donate “on the spot” ✓ Large Audience 	<ul style="list-style-type: none"> ✓ Very simple to use ✓ Quick Amplification ✓ Some giving apps exist 	<ul style="list-style-type: none"> ✓ Strictly professional network ✓ Good quality insights into fundraising 	<ul style="list-style-type: none"> ✓ Not many users-NFPs can figure prominently on streams ✓ Hangouts
Weaknesses	<ul style="list-style-type: none"> ✓ Inappropriate audience (?) – too young ✓ Too many users (?) – busy streams 	<ul style="list-style-type: none"> ✓ 140 characters per post ✓ Giving apps not widely known yet 	<ul style="list-style-type: none"> ✓ Limited to sharing best practice ✓ Does not integrate with giving apps 	<ul style="list-style-type: none"> ✓ Limited functionality in terms of giving ✓ Still growing but not many ACTIVE users



The Fundraising **Fantastic Four**

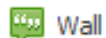
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Social Media Integration & Holistic Approach
Case Study #1

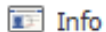


Find Your Feet is a UK-based international development charity, developing successful poverty-relief programmes in India, Malawi, Nepal and Zimbabwe.





Wall



Info



Friend activity

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Notes



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About

Find Your Feet: Working together to end rural poverty in India and Malawi.

Find Your Feet ▶ Get involved

Non-profit organisation

Working together to end rural poverty... join us!

Donate now

We celebrated our 50th anniversary in 2010, and its thanks to the support of people like you that we have got this far! Help us to make sure that our important work in rural India and Malawi keeps happening. Make a secure online donation now:

DONATE ONLINE NOW

Get involved!

Our supporters have been known to run, cycle, cook and climb all in aid of Find Your Feet - so why not take on a special challenge and make a life changing difference?

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Spread the word

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FIND YOUR FEET

Working together to end rural poverty



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Find Your Feet - Annual Review 2011

findyourf... - 63 views

2:15



Rumphi Integrated approach

findyourf... - 141 views

2:45



*“It is essential to remember when using **social media** that you can’t just pump information out on your cause, you need to offer the audience something more to encourage them to continue following you and remain interested, such as related videos and articles”*

Jessica, Find Your Feet



The Fundraising **Fantastic Four**



Social Media Integration & Holistic Approach Case Study #2



The **World Development Movement**
is a UK-based anti-poverty
campaigning organisation with a
worldwide reputation for tackling
hard-hitting, controversial issues.





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About

The World Development Movement campaigns against poverty, climate change an...

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@happy_loris It's from this presentation by Kevin Anderson. <http://t.co/ybKtG3y5>

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1% of the world's population are responsible for 50% of carbon emissions. #factalthursday

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Barclays, nominated by the World Development Movement, won the 2012 Public Eye 'shame' award for its role in...

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Barclays wins 'shame' award for its role in food speculation

World Development Movement campaigner Amy Horton, Greenpeace International director Kumi Naidoo and Francois...

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Public Eye Awards 2012

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No new chains of debt

8 photos



Durban climate talks, COP17

14 photos
2 views





World Development Movement

JUSTICE FOR THE WORLD'S POOR

We campaign for: climate justice, against unfair trade, and for solutions to global poverty. Take action at www.wdm.org.uk



World Development Movement

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381 views - 1 year ago



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World Bank out of climate finance -

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Bankers playing 'Human Blackjack' in

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WDM is campaigning





George Osborne

@MrGeorgeOsborne

UK's 'Go to' economy guy. For milk go to a dairy. For petrol..a garage. Economy need running? Come to me & I'll tell you, you could have got milk at the garage.

Westminster, London. <http://www.therealgeorgeosborne.com/>

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858 FOLLOWING

715 FOLLOWERS

Tweet to George Osborne

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- George Osborne** @MrGeorgeOsborne 9 Dec
 To help a Bullingdon Boy please click this link. shar.es/o89X9 WAIT NO ! BALLS THAT'S THE WRONG LINK! Don't click it! AAAAARGH!
- George Osborne** @MrGeorgeOsborne 9 Dec
 So please donate to 'Help a Bullingdon Boy' & remember for every thousand pounds we receive, we'll dump an equal amount in the Thames.
- George Osborne** @MrGeorgeOsborne 9 Dec
 ...and £200 will give a Bullingdon boy the vital means to start an always hilarious 'money fire' in the restaurant...
- George Osborne** @MrGeorgeOsborne 9 Dec
 Just £50 a day will keep an oik in Veal Cheeks for an entire semester, £100 will provide a vital plate of Soupe Aux Fruits Exotiques...
- George Osborne** @MrGeorgeOsborne 9 Dec
 At 'Help a Bullingdon Boy' we ensure ALL dining club members can have a pricey starter and an exuberant main REGARDLESS of their lineage.



“It requires a lot of engagement to be successful with social media and each site requires a different approach.

For example, still visuals like cartoons and infographics work really well on Facebook and Pinterest, while videos are great for Google+, and blog posts and articles on Twitter. It’s important to take a strategic approach and focus on what you want to achieve.”



Pontus, World Development Movement



The Fundraising **Fantastic Four**

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Storify

foursquare



K KLOUT



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Thank you for your time



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