



Who is Who

The **Honeypot Children's Charity's** vision is for every child to make the most of their one chance at childhood. Since 1996 Honeypot has been working to enhance the lives of vulnerable children and young carers aged 5-12 years by providing respite breaks and on-going outreach support. They give young carers a break from demanding and stressful responsibilities at home and provide a safe, nurturing environment where children at risk can develop their full potential.

Advantage^{NFP} is a portfolio of products, from Redbourn Business Systems, specifically designed for the NFP sector. It includes solutions for CRM, fundraising, alumni, membership and ticketed event management.

Honeypot has been an Advantage^{NFP} Fundraiser customer since 2006. They are using the Professional version of Advantage^{NFP} Fundraiser for 8 concurrent users. **Advantage^{NFP} Fundraiser** is helping them to manage their world and raise more funds.

Social Media Presence

Honeypot has a Facebook page with almost 400 fans which is used for the promotion of charitable events and to keep supporters up to date with their latest news stories. The page also allows the charity to interact with supporters by engaging in dialogue and sharing photos of donors supporting Honeypot.

In addition, they have a rapidly growing Twitter profile with 403 followers. This is used to engage and share information with corporate and community supporters, as well as the promotion of events.

Results

"Social media gives us a platform to interact with our supporters and engage them in ways we can't through other channels. We can keep them informed about the charity by going straight to them rather than trying to drive them to our website, and we also get the benefit of immediate feedback when people like, comment or retweet our posts" " Laurence Byrne from Honeypot explains.

This is something our supporters have told us they appreciate, and by giving them a forum to get involved in constructive dialogue they feel more engaged with the charity and our work.

*Over the last few years social media has played an increasingly important role in helping us raise the **£1 million** we need each year to support our children and continue to provide our services. It is a cost effective marketing tool that allows us to create awareness of our charity and reach a different audience in a way that suits them."*

The Future

Laurence concludes *"The way people access information is changing and social media is playing an increasing role in this. Facebook and Twitter allow users to bring all the news and information they want directly to them in one place, and it is important that we continue to become part of that.*

Very few people will check the website of their favourite charity on a daily basis but more than 250 million people will check their Facebook page, so social media allows us to integrate our news with their everyday lives, and plays a vital role in keeping people more engaged.

*As the demographic of social media users shifts rapidly to include older age groups we need to look at ways to develop our communications to target a wider audience. **Everybody is using Facebook and Twitter and I believe it is crucial that charities market themselves through social media for more effective fundraising."***



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