

Who is Who

The **World Development Movement** (WDM) is a UK-based anti-poverty campaigning organisation with a worldwide reputation for tackling hard-hitting, controversial issues. **WDM** lobbies decision-makers, organises public campaigning and produces robust research to win change for the world's poorest people. It investigates, exposes and challenges government policies and corporate actions that harm vulnerable communities and trap people in poverty. Through a network of local groups, WDM activists take collective action on a local level.

Throughout the years, WDM has campaigned on a wide range of issues such as development aid, water privatisation, the arms trade, IMF and World Bank reform, climate change and food speculation.

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.

WDM has been an Advantage^{NFP} Fundraiser customer since 2007. They are using the Enterprise version of Advantage^{NFP} Fundraiser for ten concurrent users.

Advantage^{NFP} Fundraiser is helping them to manage their world and raise more funds.



Social Media Presence

Social media is an important part of **WDM's** campaigning. It has **9,612** followers on **Twitter**, **5,709 Facebook** fans and is active on **YouTube**, **Flickr**, **Google+** and **Pinterest**. The WDM **blog** has thousands of visitors per month.

Campaign

WDM recently launched a **social media campaign** to highlight the role of speculation on food prices in causing hunger and poverty, and to put pressure on Chancellor George Osborne to support new regulations to curb food speculation. The **Real George Osborne** (www.therealgeorgeosborne.com) is a series of short comedy films, following a fictional George Osborne in his quest to become more popular with the public.

Through a form on the site, members of the public were asked to write to Mr Osborne, asking him to regulate food speculation. **WDM** also set up a parody **Twitter** account for George Osborne, **@mrgeorgeosborne** and published regular humorous **blog** posts written from the perspective of George. Pontus Westerberg, Web Officer at WDM said *"We developed a **PR strategy** that included bloggers and political websites as well as traditional media. We also did some additional fun things on Twitter, like creating a **'Twitter storm'**, where hundreds of people tweeted the HM Treasury Twitter account asking it to regulate food speculation."*

The campaign site received **25%** of its **traffic** from **Facebook** and **Google**, the videos had **36,102 views** on **YouTube** and 2,471 people signed up to the campaign. In terms of fundraising, the campaign generated **250 new regular donors** for WDM in Advantage^{NFP} Fundraiser.

The Future

Social media will continue to play a big part in WDM's advocacy work in the future. *"It requires a lot of engagement to be successful with social media and each site requires a different approach"*, says Pontus.

"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."



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