

Nonprofit 911 – January 10, 2008
11 Steps to Success with Social Networking
with Katya Andresen, Stacie Mann, & Christine Fanning
Sponsored by Network for Good

The MP3 audio transcript can be found
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Katya Andresen: Hi, everyone! I want to thank you very much for joining today and I want to open before Stacie, our Marketing Director, and I plunge in to our "10 Steps to Success and \$50,000" on the call today by just giving you a very short orientation by what we're talking about when we say special networking or Web 2.0 or you hear the word "widget" being bandied about and you're sort of wondering what we're talking about. I want to come at that trying to completely demystify it.

Just two years ago, I had no idea what Web 2.0 really meant or social networking and I was very confused and intimidated by it. I meekly asked some smart colleagues in the sector what it was and they actually had trouble defining it, too, which means I feel a lot better.

I think a lot of people weren't sure what it was or where we're were heading or what this sort of second revolution on the Internet was. I've come to terms with it, I think more or less, and I just tell you how I boiled it down and demystify it for myself. That's that when we first started out on the Internet, everyone had a website and everything was very destination-based and you went somewhere and you looked at something or maybe you ordered something.

But I see Internet about the people who have wanted to do more with it than that, and the way they're using it now is very interesting. People are increasingly wanting to use the Internet to do two things: to be seen and heard online, to have a way to have a platform for personal expression. That's why people want a Facebook page or a MySpace page or why they want to have a blog.

It's kind of an exciting populous time because anyone can be a pundit; anyone can launch a band on MySpace. It's sort of a great democratizer for all of us in that anyone can have a voice online. So that's the first piece of what we mean by social networking, it's using the Internet as a platform for personal expression.

People tend to do that in groups because the other way people want to use the Internet is they want to connect to each other which is a very basic human need. We all want a sense of belonging, we all want to connect with other people, and the Internet gives us ways not only to have a platform for personal expression but that be in conversation with other people about what they care about, what their personal platform is, and it gives us new ways to connect to each other in conversation.

So when you hear social networking or Web 2.0, what people are really talking about is

how people use the Internet now and the direction it's headed. It's headed toward, as I said, more people having a personal presence online and more people connecting around what they care about. So that's what we mean when Stacie and I use those terms today and when Chris uses them as well.

One other little definition I want to throw out there. You may hear us talking about "widgets" or "badges" and you may wonder what we're talking about there. I like to describe a widget as a suitcase. So think about a widget as something that lets you pack up content or information from one place online and make it portable and take it around anywhere you want online. You can unpack that suitcase and to have it out and about wherever you want.

So if you have a Google start-up page or a Yahoo! Start-up page on your computer and you log on in the morning and it has your local weather and it has your favorite stocks or your sports scores from your favorite teams, those are all widgets and they're pulling from different places online.

So what's neat about widgets is they give people a way back to the idea of platform for personal expression, where anyone is focused online, it gives them a way to kind of populate that area with what they are interested in that's personally relevant to them. It gives them a way to share that information with other people and connect it to other people.

So what has this all have to do with our sector and why the heck should we care about it? Well, there are a couple of reasons that you should care. I assume you care to some degree to be on the phone today so I'll validate your presence here.

The first reason is this is really neat. If the Internet gives us ways for people to talk in their own words and connect to each other, that's a wonderful thing for a charitable cause. It gives us as a way and more importantly it gives our followers and supporters a way to spread the word about us, a way to ask people to take action.

A really neat way to do that is with what we call "charity badges" or widgets which are little boxes which you can see up at FundRaising123.org that allow you to fund raise and talk about your favorite causes and let your supporters spread the word. So that's what we're here to talk about today and sort of how do you go about using things like badges and widgets and what are the guiding principles to doing things online.

Now, there's never been a better time to talk about this because we have two fantastic partners, Parade.com and the Case Foundation which want to reward you for doing this and they're putting up at Network for Good and our site SixDegrees.org \$200,000 in grants to top fund raisers between now and the end of the month, that's by Christmas here.

We're going to talk here a little bit about that later, but I wanted to lay that out as an incentive for staying with us through the call. We're going to talk about how you can do

this effectively that you'll end up one of the top fund raisers and can benefit from these wonderful grants which are part of a campaign called America's Giving Challenge.

So let's go ahead and launch into the principles. I'm going to do sort of a ping pong match with I think one of the people who is smartest in our sector about how these work which is my colleague here, Stacie Mann. She built really with our partners SixDegrees.org, and so has been involved from the very beginning with creating charity badges and widgets and has helped some of our top fund raisers through their campaigns.

So we're going to go back and forth talking about what we have learned over one year of doing this ourselves. Network for Good was one of the earliest to get involved in creating charity badges, these widgets I was talking about, and experimenting with how social networking can help charities. We've learned a lot through our trial and error that we want you to benefit from.

I'm going to just launch out with one thing I hope I've already managed to do, but if I haven't already, I want to tell you not to be intimidated by all of this. I used to be--I wish I weren't--I would have probably plunged into this a lot earlier in the world of social networking, had I not been intimidated. It seems like it's a strange new world and Facebook and MySpace seem so mysterious if we're not heavily involved in it, and it's not just really not that hard.

I wanted to tell you have faith in yourself that you can do this. By the end of this call, in five minutes, you can set up a charity badge if you haven't already. If you already have one, you can go out there and do a better job getting people to donate through it.

It's really the principles we're going to be laying out for you today that we've learned about what rises and what makes it work are all based on what you already do really well. That is talking to people, connecting to them, and getting the message out. You've probably done that in the past through events, through direct mail, through all kinds of outreach that you're accustomed to.

This is just another way to do it. It's a way of doing it online, so it should be fun. It's not about technology; you don't need to be technologically sophisticated. You just need to have basic social skills which I know all of you do online. So keep that in mind as we go through, and we're going to give you everything you need to excel at this in the next hour.

Now, as we're talking, please email us questions. You can email FundRaising123@NetworkForGood.org with anything under the sun you want to ask me, Stacie or Chris. We will answer your questions after we chat here for a few minutes about our scope. OK, I'm going to turn things over to Stacie who's going to talk about preparing yourself for this world.

Stacie Mann: Thank you, Katya, for taking us through the first step. I'm going to cover our second step which is "Have Faith in Your Audience", give them respect, control and visibility. Here we really mean three things, and they're fairly simple again as Katya mentioned, likely something that you may already be doing. But we want to let you know

that we think that your donors are actually experts at talking about your message. They're passionate about what you do and they're very good at talking with people in their circle of influence.

What's really unique about social networking is that it is this kind of environment where some of them are closed, some of them more open, but either way, there is an implied trust among the people that may be seeing a person's page or a person's Facebook page or MySpace page. As a result, they can speak very openly and honestly with the people that they now entrust.

One thing to keep in mind is that you do have to relinquish a little bit of control with the message. What we mean by this is that they may not use, they being your donors or somebody that's passionate about your cause -- they may not use your mission statement exactly how it's been written. They may not use and observe marketing terms exactly how you use them. However, they will be very effective because they are passionate, and the people that they talk to directly will trust what they say, and they will get them excited about your message and all of the great causes that you all represent.

Katya Andresen: This is Katya, building on what Stacie was just saying. So what this is really about is sort of handing the megaphone over to other people outside yourself to spread the message. Today we're going to certainly encourage you, if you work for a nonprofit, to go online and create a charity badge and to place it on social networks, etc. But we also will encourage you to think about getting your supporters to do this, because as Stacie talked about they're really good messengers for your cause.

My next point to make is, think about your desired outcome here. What are you trying to accomplish by getting involved with social networking and perhaps a charity badge? Is this the right tool to do what you're trying to do? So often I get people sending me different campaigns they are doing, like some kind of fund raising campaign or event. They ask me do I like it or not, and I always say, "I don't know, because I don't know who you're trying to reach and what you want them to do."

In other words, ask who and why you're doing this before you decide if this is the right tool for you. If your goals are to put in the hands of some of your best supporters or some of your staff members who are really good at doing online outreach a new way to reach new audiences, particularly ones that skew a little younger, maybe people in their 40's and under, then this might be a very fitting tool for you. If you have had really disappointing fundraising results and you're trying to lend a sense of urgency and sort of mobilize your base of supporters around something, this could be a very good tool for you.

If you can't right now accept online donations or do other basic things online, or you're not trying to right now expand your base of donors, and your priority is much more cultivating the donors you have, then this might not be the right tool for you. So do some basic marketing planning and kind of set some goals for yourself here.

We're going to talk a little more about how you can do that and how you can decide what

are realistic goals for how much money you want to raise here. That can help you decide if that's the right tool. I'm going to turn it over to Stacie to talk a little bit about social networking.

Stacie Mann: Nice to speak to you again. Once you have an understanding with Katya's great explanations about what social networking is, you have to decide if it's something that will get you to some of the goals that you've outlined. Before doing this, we really recommend that you take a quick step back and make sure that you have all the other basics covered.

By basics we really mean things like, do you have a website that's very clear and easy to read? Do you have audience-centric messaging? Meaning, are the things that you're saying about your organization going to resonate with the people that are visiting your site? Do you have an easy way to accept donations online as well as collecting email addresses?

For those last two, if you don't have an easy way to collect donations online or reach your supporters, we obviously have some tools that Shanna mentioned in the beginning, and we'd be happy to help you with those things.

Katya Andresen: Before we get into the next point, which is borrowing not building your tools, now that we've kind of given you some basics on social networking, I just want to explain really quick, now we're going to start to get into charity badges and tools. I want to explain really briefly how our charity badge works and what it is. There's a main couple of email questions from folks wondering how they work, where can they see a sample, etc.

Now you have a lay of the land of social networking, which is Facebook blogs, all these things we're talking about, ways that people are connecting online. You have some basics about gauging whether this is something you want to venture into.

Now let's talk a little bit about the tool we're going to talk about today that will help you venture into that. As I referred to before, the charity badges that we have as part of America's Giving Challenge, and which are the tool that Network For Good has developed to help you reach across different social networks and motivate people, is what we call a charity badge.

If you go to nonprofit911.org, that's going to take you to a page that has all of our training. If you click on "Today's Call" you're going to see a bunch of links that Stacie and I are going to be referring to as well as a sample charity badge, so you might want to look at that while we're talking. If you're not in front of a computer, don't worry. What we're talking about here is a way that you can upload a photo. It can be your logo. We encourage a human face, or if you work with animals, the face of an animal on your badge. You can upload text in your own words about your cause, about why it's important, about why someone should care, a link for donating to that cause.

What it does is, it generates a neat little looking widget or box which tracks in real time

exactly how much money you've raised. You can build one of these. You can get your supporters to build one of these, and they can go anywhere online. They can go on a Facebook page. They can go on a MySpace page. They can go on a blog. They can go on your website.

And because not everyone is out there with a Facebook page, you can just email a link to the badge. We give you a URL. That's just a web address that is your badge that you can pass along with your email, which is nice because good old-fashioned email works very nicely for spreading the word often. Not everyone might be visiting the social networking pages where your badge resides. You can put the badge everywhere. You don't need to have it in just one place. It works on all networks.

A few people have emailed questions asking, "Should I do Facebook? Should I do MySpace? Should I do this?" We're going to get a little bit into mobilizing your fundraisers, whether they are you or one of your supporters wants to take on this challenge. We encourage you to put it in as many places as possible and send this out via email.

If you have supporters on different social networks, get them to post it in all the different social networks. You want to go out in as many places as possible. It's not about the network. It's about the people, so wherever people are that might want to support you, that's a good place to put your badge.

The spirit of what we have here with borrowing not building your tools is, we already built this tool for you. We built this for you as an easy way to get on all the social networks at once. We feel that that's a good approach because your audience is probably in more than one place online. So if you have a portable way to talk about your organization beyond your website, this can be a really easy place to do that.

That kind of segues to the next point here, which is: I said social media is about social, not media, so put people first. What I mean by that is, don't get too hung up on where your badge should go, because it's sort of the wrong place to start. What this is, is it's a way for people to donate to you anywhere online, anywhere where they might be. It might sit in their email inbox because you emailed it to them. It might sit on Facebook. It might sit on MySpace as we said.

The point is, you want to focus on where people are. If you happen to know you have a lot of supporters on Facebook because they have a cause there, or you happen to know you have a lot of supporters who are on a list serve that talks about animal shelters, those are where you should be trying to get your badge. This is about people and people spreading the word about you.

What you want to do is talk to whoever is going to be spearheading this campaign for you, whether you're going to set it up yourself and try to get the word out and send it out to all your supporters and ask them to spread the word; that's a good approach.

Maybe you have a young supporter who's extremely motivated who has a Facebook page and is going to send it out for you there, then Facebook is a great place because that supporter is energized and they have an entry into Facebook. The answer is, where do you have people? What networks are they on and how can they most easily spread the word? That's where you want to put the focus.

Another reason we say that, you want those people to be in as many places as possible. There's a lot of research on why people give money, and the number one reason always comes back to people give money when people they know ask them to. Kohn found that 76 percent of people say they're most motivated by their friends and family when deciding to give to charity.

That's why this is so valuable, and this is why social networks are so valuable. This gives you a way to get to activate either people who know you, or maybe if you have a supporter building a badge, for them to activate their friends and family for you. Then get those friends and family asking their friends and family and to get that sort of word of mouth working in your favor. That's what you want to do.

The messenger really is superseding the message in importance on these social networks. It is not as important that it carries leading a traditional drive for money on a social network. What is much more interesting is, is there someone I know who is asking me to do something to support them and that messenger matters a lot.

Great. So we have talked a lot about these people and we took some of the data that we have seen with Six Degrees and we tried to define these people, and we actually decided to call them Wired Fundraisers.

What does that really mean? That basically means somebody who is relatively text savvy. They spend a decent amount of time online and they have a built-in network. They have people that they talk to, people that trust them, they are likely pretty passionate. And so, the question becomes: how do you find these people, where are they and how can they be part of your organization, and help you accomplish some of your goals?

It is pretty easy to find them and identify who they are because you probably already know them. These are people that probably volunteer with your organization. As Katya said, it might be a board member we had. In one of our Six Degrees campaigns, we had a board member who is incredibly active in a charity here in D.C. and he took it upon himself to take the campaign and run with it.

So, identifying these people is really about sitting down and thinking about who are the people in your network who are passionate about what you do and have their own networks that they speak to.

One really important thing to do is that you need to develop a relationship with these people, talk to them on the phone, email them, meet them in person, because these are people that will really help you get your message out in their words. And what they can

do is, they can activate their own networks in the first person and be very personal in terms of how they talk to people that you want to get across to.

Katya Andresen: OK, I want to pause here and take two questions that are really relevant to what Stacie just said. One is sort of a housekeeping one, but just a reminder, you can go to www.Nonprofit911.org, click on today's call, which is your "11 Steps" and you will see the steps there, and if you scroll all the way down to the bottom of that page, there is a link to a "sample charity badge."

Also, if you go to Parade.com/givingchallenge (thank you Stacie), you will see links to our campaign on the Giving Challenge as well as links to our campaign on Global Giving in Facebook. So you can get examples of varieties of badges and what they look like. And if you also go to the SixDegrees.org, you can see samples on there, because a few people were wanting to check out different examples of how this works.

Fred from Dragonfly Forest says, "We have a badge and no one is using it now. What methods of letting people know about the badge have been most successful?"

So this gets to what Stacie is talking about and we really want to emphasize, it doesn't really work to create a badge and not have a champion behind it. What you want to do is start by talking about people; people drive this, not the technology.

I was giving a talk about a year ago and I was talking about marketing and fundraising. Someone raised his hand and said, "I know Network for Good, where you are from. I actually have a Network for Good 'donate' button on my website, but it doesn't work," which is sort of a horrifying question to get in the middle of a presentation in a room full of more than 100 people.

So I said to him, "Oh no, well, so it doesn't work when you click on 'donate,' it doesn't allow you to donate. See me after here, and I will be sure to get it fixed for you." And the person said, "No, no, you can donate on it, just no one is clicking on it and donating".

And that was just a really interesting interchange to me. It's not enough to put up a donate button. It's not enough to create a badge and then expect people are going to come and donate. You need a compelling framing around that or compelling messaging around that.

What we are trying to say to you is the messenger is really important. So what you want to do, Fred, is you want to find a young supporter of your organization or an older supporter that is very savvy online, is an incredible evangelist and has an email account.

And you want to pick one champion, just try to start out with a one champion who says, "You know what, I am going to own this and run with this". Ask them to email all of their friends and family; ask them to take that circle out another circle by asking their friends and family to donate."

You need a champion or a person behind this who is going to their friends and family. It could be a champion within your organization. It could be someone on your staff who is

really well connected and knows a lot of people, who could just send out an email blast with the badge and ask people to donate.

Another tip I want to give you is the person behind it is key. The second thing behind it that's key is to lend a sense of urgency. And Stacie is going to hit a little bit more about how to do that later, but by showing that you have a chance at winning a \$50,000 grant that is going to get people to click.

If they know they need to click by a certain date and there is something at stake that is going to help you get people activated around this. Deadlines and contests are really good. Stacie is going to go into a little bit more of that later, but I would really emphasize that.

I would also emphasize #8 on my list here: don't panic if you don't have droves of people passing this badge around. We call this taking the Marine Corps approach. You know the Marine Corps, they are the "the few, the proud". What we are finding is any particular organization, probably less than 5% of your donor file, are really charged up champions or uber-activists who are going to do something like not just donate to you or volunteer for you, but go out and fundraise for you, sort of a super champion that is willing to do that.

There are not very many of those people; however like the marines, that small group of people is a very powerful talented group of people, who are incredibly good at recruiting gigantic networks. So we have seen through Network for Good last year, we launched Six Degrees a year ago. We have relatively in the thousands number of people who have participated, but they have recruited thousands and thousands and thousands of other donors to the Network for Good system. That small group of people has incredible reach.

So what you want to do is find a couple of people who are very energized and very connected and that is the catalyst you need. You want to concentrate on them, rather than just sort of spraying it out there and hoping someone is sending out your badge to your entire donor file, and hoping everyone is going to go put it on their social networking pages.

Focus on those activated people and get them started and then you are going to get toward the momentum you need, which steps to the next point, which is: don't underestimate that reach.

Those folks can crank up word-of-mouth to 11. I don't know how many of you understand that rather esoteric reference, but there is sort of something that has become part of the cultural vernacular from that or maybe call it, this is the spinal tap about volumes going up to 11s. This is a little bit of a joke, but not really.

The idea is, word-of-mouth has always been one of the most powerful things you had going for you. What social networks do and email and all this mass communication does is it lets you crank up the volume or amplify that word-of-mouth, so it is quite deafening

and has a really powerful far reach. And so few of these proud people are going to have a really good reach if you get them activated.

You need to give them the freedom to do that. They are experts at knowing how to talk to their family and friends, which is why Stacie kicked us off towards the beginning here saying, you need to let go a little bit of message control, let people talk about this in their words, spread the message in their own words.

If they have a statistic wrong or something technically wrong, you can work with them to tweak that. But what you really want to do is let people speak from the heart to their own friends and family in their own way, because they are very good.

That implied trust that exists in those relationships and the language people use to relate and connect to each other is really wonderful. And you want to let that happen because that is going to really help you get this activated and crank up to 11 word-of-mouth.

Stacie Mann: So, we just have two more things we want to cover before turning this over to Chris to talk a little bit about the challenge, but the last two are really important. Katya touched on providing a sense of urgency in these excellent competitions and deadlines and contests that really generate a lot of excitement. It is an important one mostly because there is such a great one going on right now, but it really does generate excitement among your supporters. And we have heard firsthand people say, "I would not have given money if it wasn't this chance to get more money for a cause I care about or if they weren't so close to getting on the top 10 page".

So there is all sorts of firsthand evidence that people really take the time to motivate when there is something at stake. There is an implied sense of urgency when there may ordinarily not be. So it is really important to take advantage of those competitions and deadlines and encourage people to remind them about the deadlines, check back in.

Again, we see a tremendous spike every time we do a campaign or matching grant campaign. Right towards the end, there is a tremendous spike of excitement and donations that can all benefit your organization.

And one of the really interesting things that we had that is ironic is we had an organization who joined our matching grant campaign within the last 10 days. So it is never too late, it is never too late to join, they literally joined within the last 10 days. They got a tremendous amount of support and ironically enough, the name of their organization was 11th Hour Animal Shelter.

They are a tremendous organization. They have a lot of passionate constituencies that really kicked it in at the end. I know that we have lot of questions, so I am going to move right on to our last point and go through it somewhat quickly, so that we can get directly to your questions.

The last item is really kind of what is -- to be sure that once you find these wired fundraisers, to help them and give them great resources, so that they can do a good job on

your behalf. And you can do this in a bunch of different ways in addition to having the one-on-one relationship and encouraging them to help you, is that you can help them with actual things that you have at the ready.

You can create an area on your site that has things like starter text, images that they can use, links to video, even some personal stories. All those things make it very easy for these wired fundraisers to go out on your behalf. And all those things are things that you have and making them accessible to people really will help benefit both of you.

The other thing is to keep them aware about upcoming contests like I just mentioned and, of course, be sure to thank people along the way. One of the best tactics is to thank people and give them updates on how you are doing and then go back to them and say we are almost there, we'd love some more help. That tends to be a really effective way to get people excited.

So, on the note of getting people excited, I want to introduce Chris Fanning who is on the line. She is going to talk a little bit about America's Giving Challenge and then after that we will go ahead and get to all the good questions.

Christine Fanning: Thank you, Stacie, and thank everyone for taking time out of their busy schedules to join us here today. The Case Foundation was founded about 10 years ago by Steve Case, who is the founder of AOL and his wife Jean.

And so, as you can imagine, technology and leveraging technology to engage more people in giving and philanthropy is really at the heart and soul of our organization. We believe that anyone can be a philanthropist, especially given the exciting technology that we have today.

And so we think really that Network for Good is revolutionizing online giving, both through its "donate online" technology and this new "charity badge" technology.

So, we are so thrilled to be partnering with Network for Good and with Parade Magazine. I think they are the largest circulating publication in the United States reaching about 70 million people, a real Sunday tradition. So we are thrilled to be part of this in an effort to reward and recognize individuals and nonprofits that are leveraging this Web 2.0 technology to increase giving.

So we are thrilled and I think that the presentation that Katya and Stacie have put together is really impressive. Hopefully, it will be helpful to all of you as you embark on your Web 2.0 fundraising strategies.

The American Giving Challenge, we launched just a couple of weeks ago, just before the holidays, and will end as I think Katya mentioned on January 31. It is a campaign to award four \$50,000 grants to those charities that inspire the most people to give through using this charity badge technology and in particular the most unique donation.

The minimum is \$10 donations through these badges, but we are hoping that all of you

will reach out to your networks and their networks and their networks with this new technology to inspire greater giving and it can be as low as \$10. And I think that what we will see with this viral effect is \$10 when combined with friends and families and networks upon networks can be a really meaningful boost to anyone's fundraising campaign.

So I have mentioned that the challenge ends on January 31st, but actually there is still plenty of time. Stacie mentioned one of the leaders, but really just 100 donations and you will find yourself on the leader board. I think that Katya gave this email address, but if you visit www.parade.com/givingchallenge, on the left-hand side will be the leader board.

And so, you will see on the U.S. based charity side, there are some great organizations there that have really kind of taken this challenge to heart and have started to mobilize their networks. But we think the field is wide open and we are thrilled that so many of you are joining us here today to learn more about this new technology and hopefully take the challenge and start to mobilize your networks to increase giving to your great causes.

So with this point if some of you are online, I will give you four or five steps, simple steps hopefully just so that you are kind of on your way and then as Stacie points out, it sounds like we have got some great questions, so I don't want to take any more time than necessary.

So if you are on the Parade site again, it is Parade.com/givingchallenge. You'd want to click on "champion a cause", and then you'd want to click on "U.S. based charities". And this will lead you to the Network for Good giving portal.

And from there, you will just follow a couple of simple steps to creating your badge. Then again, you will just kind of use some of the 11 tips that Stacie and Katya have laid out, finding your wired fundraisers, keeping it simple and really talking about building an effective charity badge that speaks with an authentic voice and talks a little bit about your organization and why folks should give to it.

So with that kind of very brief background, I am happy to take questions related to the challenge. I am sure Katya and Stacie have many questions to them about this exciting new technology.

Stacie Mann: Great. Thank you so much Chris. That was terrific. So, let's start with three questions. There are tons of great questions, but three that are ones that we didn't get a chance to hit on that are really important.

One of them is from Jeanette; I hope I am pronouncing that correctly. She asks questions about what are the average amounts in metrics that you could expect with this type of a campaign.

And it is a great question. One of the things, again back to the links that we referenced on the www.Fundraising123.org site. We have some links there and one of the links goes to

a benchmarking study. You can take some time and read after this call, but essentially one of the things that is really exciting, well one, but there are benchmarks now.

But #2, the average donations, people are raising, again this will be for an average campaign, anywhere from about \$700 up to \$3000. And those are average campaigns. Successful campaigns go anywhere up to \$11,000 or \$12,000. That is really encouraging knowing that you can put this type of a campaign in the hands of your supporters and then they can go and bring that type of amount into your organization.

The other thing that we have heard from organizations is that it brings in a lot of new donors, people that haven't already interacted with your organization. As you all probably know well, those are people that you can then go back to and cultivate down the road after having a good experience coming in through a friend or family.

Another question, again a great question, was from Natalie about older donors. They may not be as web savvy. You are looking to reach a younger generation since older folks may prefer to write or mail checks.

I have two things on that; one, with older donors, I agree that it can be hard, but I would have to say and I am sure all of you have done this, but if you take the five and 10 minutes it is to actually walk somebody through the steps and take them through the process. They are a) very appreciative and b) then feeling more comfortable. While it takes a little bit of handholding, it is worth the five minutes.

Every time I have done it, somebody is going to be tremendously thankful and again they have the time to spend online. The chances are they may actually come back and support your organization.

And then one other question is about large versus small organizations. And this is from Alan. I think you brought up a good point which is: you were saying the challenge of a large organization, but what about small community organizations. And what is really interesting that I'd say, but again this is from our experience, the small organizations are the ones that have won the matching grants both times. Very small organizations, a bunch of them have been volunteer-only and that's the beauty of it, is that they get their volunteers so jazzed about the campaign that it becomes tremendously viral.

So we have seen it go both ways but at least in our experience, it has really been the small grassroots efforts that have benefited these small organizations getting matching grants.

Christine Fanning: I just want to add to older donors or donors who may not be as familiar with this technology. Stacie has gotten many of them set up badges, but also certainly they can give through the badge. And a good way to share the badge with them is via email. We talked about emailing because that is a technology that everyone is familiar and comfortable with.

So you could email.badge, think about your audience and where they are, but going back to a theme we had before, emailing can be a good way to communicate with them and

then just make clear to them, they need to click on the 'donate' button on the badge on that page in order to have their donation counted for the challenge.

And as Stacie said if they run into snafus and et cetera, be sure to help them through it. But we've found, once people understand that they just need to click to donate, that most people can do that quite easily.

Do we have another question that you'd like to take, Stacie?

Stacie Mann: There was one other person that just wanted to go back to some of the things that we suggested that organizations do.

And I just wanted to point people back to the www.fundraising123.org, the area where we have all the information on the call posted. On the last step, number 11, are some real tactics that you can take and use. It's on the website, listed. There are things that your organization can get started on.

In addition, as Chris mentioned, there's links to tips from America's Giving Challenge that give you a lot of really great recommendations and ways to go about taking these campaigns to the next level.

Katya Andresen: OK. I'm going to take some more questions. "Is there a cost to the whole thing?" A good question from Jerry. "How do you get the donation connected to your PayPal or other means of collecting donations?" OK. Very good question. Thank you.

The way this works is Network for Good processes the donation for you. And then you can go into Network for Good, if you're the nonprofit, and you can see all the donations that have come in and thank your donors through our Donation Tracking Report.

And if you want to understand more about how the Donation Tracking Report works, just go to sixdegrees.org. If you scroll down to the very bottom of the page, there is: "Are you a nonprofit?" And that kind of walks you through the process of tracking donations if you're a nonprofit.

In terms of cost, there's absolutely no cost to set up a badge. The only cost is--we're a nonprofit ourselves, and just like you, when we process a transaction online, we have to pay the credit card companies, and VeriSign and PayPal, et cetera.

So, when someone goes to make a donation through the charity badge, there's a 4.75% fee, which they can choose to cover for your nonprofit--which means your nonprofit gets 100% of the donation--or they can choose to deduct it before the donation is passed on to your nonprofit.

I can tell you, the vast majority of donors actually add it. So, if I had to come up with an average cost of this, it would be one to 2% comes out of the donations that ended up covering the credit card charges. That would be the transaction fee that, again, goes to

Bank of America, MasterCard, Visa, American Express, PayPal.

And we accept PayPal, all the major credit cards, via this program. So, if you already have a PayPal account, folks who like supporting you through PayPal can continue to do that through the Network for Good giving system. It wouldn't be connected directly to your existing transaction processing system, but it's easy enough to get in, download from our site all the information on your donors, and put that into whatever central tracking system you have for managing your donors.

Stacie Mann: There's a couple of other questions that are, again, great questions. One was about unique donors. And that's a good question: "What do we mean by unique donors?" And, really, the spirit of the campaign is to get as many unique people involved, and so it's really about participation.

And so the way that Case Foundation and Parade are awarding people are the people that have the most unique donors or donations--and really what that means is the most individual people that make a donation through your badge. And again, what we really mean by that is: different email addresses, different credit card numbers, and different names. And so we will be tracking that, and so that's really what we're after. And the spirit of the campaign is really to get different people.

One other question was: "Do the donations have to go through Network for Good, or can they also go through your donate page?" This is a really important one. And it is that it actually has to go directly through, in our case, it's our charity badge. On Global Giving's case, it's the same; they have a charity badge. It actually needs to go directly through those links. And the reason is it needs to through those links in order to be tracked in real time.

I think, hopefully, you all have gotten a chance to take a look at these badges. But they track, in real time, all the donations that go through that particular badge, and the only way we can do that is if they go through those specific links. And you, as Katya mentioned, will be able to have real-time access--that was another one of the questions--to all those donors' information through a web-based tool that we have. So you'll have access to them, but you do need to point them through the badge.

Katya Andresen: And Kelly was asking: "Even after the challenge has ended, can an organization continue to collect donations?" Absolutely. Your badge will work in perpetuity. For the purposes of America's Giving Challenge that the Case Foundation and Parade are supporting, they're going to analyze what fundraisers have the most unique donations through their badge, up until the 31st, as Chris mentioned. So, for the purpose of the contest, those donations count toward America's Giving Challenge up till then.

But, in terms of as many people can give through your badge as you want, you will get all the donations after the 31st, and you can continue to keep that up. And currently, we really encourage you to continue to do that.

Another thing I want to be clear about is, if you've ever created a badge in the past, to be

counted toward this contest, you need to create an America's Giving Challenge badge--a new badge. If you created one before December 13th, that won't count toward the challenge--for obvious reasons. That's when the challenge started. That's when we first start counting donors for our leading fundraisers.

And again, someone wanted to be reminded: "Well, how do you go about doing that and know that you're in the contest?" As Chris said, you're going to want to go to parade.com/givingchallenge, and it walks you through that you want to champion a cause, and it walks you through U.S.-based charities, which all of you on the phone probably have 501 (c)(3) registration in the United States. Then you're good to go, and you can set up a badge.

And I have a question here, which I think I'm going to ask you, Chris, without putting you on the spot. We have an enthusiastic person here, Bridget, wants to know: "Is America's Giving Challenge something you're thinking of doing next year?"

Christine Fanning: Great question. We're learning. As Katya said, I think that this is such new and exciting technology that we're learning as we go as well, so we're really excited about this challenge. And literally, we're in our '08 planning, so we hope so. We hope so. But we want to kind of give all our effort to this challenge, and then kind of talk with Network for Good and Parade and, fingers crossed, that we'll do it again.

Stacie Mann: Great. Thanks, Chris. There was one question, about wanting to confirm that "charities benefiting my charity badge must be registered with Network for Good." And again, that's a great question.

The Network for Good system and the system that drives the charity badges is based off of the GuideStar database. And again, a lot of you all are probably familiar with GuideStar. They have all the information from your 990s. And it's really important to have your information updated there. But basically, any charity that is in the GuideStar database and is a 501(c)(3) public charity is one that can have a charity badge created for them through our website.

Katya Andresen: OK. Dana was asking: "Are these one-time donors, or do they continue to donate?" I think she's asking, what are the trends we see? And as Stacie noted, we've had a couple charities--and again, they were SMALL ones--have really successfully done this. Most of the charities that have won challenges in the past have been small, and a couple of them have since been a leading source of new donors.

But I think it's really important--thank you for the question, Dana--if people have come in and donated to a badge because some of your supporters asked them to, remember how and why they came in when you thank them and acknowledge them. You should say, "Thank you so much for supporting us", or friend and family members that support their cause.

And don't just thank them; educate them a little about your cause. They've supported you because they knew someone who supported you, so they may not be as familiar as your

average donor with your cause. You might want to tell them a little bit more about your cause. Explain what good that their donation is doing, what is going to be achieved with that.

That's really important that you do that so that they will come back and be repeat donors, because if you just kind of send them a generic thank-you and you don't take those steps to acknowledge, remember, their tie with you is not as strong as the tie of the person who asked them to donate.

So, if I'm a fan of your charity, and I ask Stacie to donate to it, she's probably going to support you because I asked. If she gets a wonderful communication from your charity, she might begin to develop a relationship with you and come back. And we've found good success with those folks coming back. It's completely contingent on how the nonprofit handles it and the kind of relationship you build with the supporters, so don't forget to focus on the relationships.

Amy is asking: "Is it eight or four organizations that get \$50,000? Thank you for the clarification." As Stacie and Chris noted, on parade.com/givingchallenge, you'll see that Case Foundation and Parade are supporting two groups: Network for Good, for US-based charities, and Global Giving, for international projects. And they're generously providing four \$50,000 grants to each of those. So there are eight, but for the purposes of Network for Good and the folks on the phone, for U.S.-based charities, there are going to be four \$50,000 grants.

And then I have another question. Someone's going in and creating a badge while we're on the phone, which is absolutely fantastic. Thank you, Debbie. Way to go. And when she's coming in from Parade, she says, "The badge type says 'Parade,'" which she's obviously going to use because she's going to participate in a challenge. That's correct. If you want to be eligible for the challenge, you want a Parade badge.

We also have other partners that we enable badges for. So, in the future, after the challenge, if you have a lot of supporters who are on Beliefnet or you are interested in our Six Degrees program, those are similar badges, they work exactly the same, they have just different partners branding on them. And you can use those as well. They work the same. But for the purposes of the challenge through the end of the month, you need to use the Parade version of our badges.

Lisa from the YMCA New Jersey says, "She has found a large barrier with online giving when it goes through third parties. How do we let people know they are safe and secure through Network for Good?" I am going to let Stacie take that one, but could you tell them a little bit about our Better Business Bureau and some more information about Network for Good.

Stacie Mann: It is a great question. The most important thing to do is to point out all the places where they can reassure themselves that they feel comfortable about giving their information online. And one of the ways that we do that at Network for Good is that we are approved by the Better Business Bureau and we have the BBB seal for charity

standards of accountability.

Always point them to your privacy policy as well as any information that you have on safety and security on your site or on our site. We'd be happy to provide that to you and we make it very visible on our website, always at the bottom and visible to any donor, who is going to be making a transaction.

Katya Andresen: OK. Milton wanted to know, "How can I setup a badge outside the challenge?" So if you are not ready to participate in the challenge, that goes back to the question, when you go in to create a badge, you can go to SixDegrees.org, which will just give you that drop-down menu.

Right now, it will default to a Parade badge, which would make you participate in the challenge. If you are not interested in the challenge, you can choose a Network for Good or Six Degrees badge, if that is something that you want to have on your site and use as part of getting accustomed to fundraising via social networks.

Jonathan wants to know, "Well, who is Network for Good, who founded it, who funds it?" We are a nonprofit that was founded in the wake of 9/11 by AOL, Yahoo, and Cisco. They came together and they wanted to be sure that all the great technology that they had been developing benefited us, the nonprofit sector.

And so, they provided the initial funding to start NetworkforGood.org and since then, we have raised well upwards of \$175 million for over 30,000 charities, most of them small ones. And we have had a very wonderful experience in advancing the mission that they set forth, which was to make it as easy to give online as it is shop online and make it easy for any nonprofit to raise money online. So that is what we are here to do; that is the background on Network for Good.

Let's see, I think we also have some questions. Some folks are still having trouble with knowing what the website is. You can go to Parade.com/givingchallenge; it will get you there or you can go to Parade.com and click on the promotion there that's up on the home page as well. If you are having any trouble with that, you can always go to SixDegrees.org, which is Network for Good's personal fundraising site.

Six Degrees is because we started it with Kevin Bacon and you can get started there, that will take you into the same route.

Let's see, we have a question here from Pam. "How does money get to the organization; do we actually charge to credit cards?" Pam, Network for Good handles the entire transaction for you. So what happens is that you set up a badge. When people click on 'donate, ' it goes into our secure system, which is hosted at AOL and has the highest degrees of security. And someone goes in and provides their credit card and makes a secure donation.

After we process the donation, we put it into a donation tracking report and once a month sends you all the donations, but at any time that donation tracking report is available

online. You can go in. You can review all the donors that have come through. You can thank them. You can begin to develop a relationship with them which we certainly encourage. But we handle all the actual donation processing and the credit card transactions. If you have any other questions about that, feel free to email back and we can respond.

We are getting closer to two o'clock, so we will try to take one or two more questions. If we haven't answered your question, email us anyway. After the call, Stacie and I will provide direct email responses to anyone whose question we didn't get to during this call because we want to be sure we answer every single question. So again, it is Fundraising123@networkforgood.org.

Stacie Mann: One question somewhat related to what Katya was saying was about confidentiality, "Is the information that donors provide confidential or is it available?" When you create a badge and somebody decides to support your organization, when they choose to donate, the donors get to decide that themselves. They can say, "Yes, please share all of my information with the charity; please just share my email address; or don't share any of it".

And so, the donor gets to decide how that information is shared and then based on what they donor says, that is then what we share with organizations. So you may get a donor's email address, you may get their full contact information or you may have a notation in your donation tracking report that we mentioned that says that this donor decided to be anonymous. The answer is: depending on what the donor decides, that is the information that will get passed along to you.

I have continued to get a few more questions about GuideStar and being listed with Network for Good. If you see when you are setting up your badge that your listing is out of date, like when you establish link through charity and when you look at your listing on GuideStar, if that is out of date, you can go in directly to GuideStar and get that updated.

We have a couple of people emailing about that. We are going to email you back more steps on how to do that, but if anyone is else is having that problem, just shoot us an email and we will explain how to get all of your information updated.

We will take one last question here from P.T. Brown saying, "We don't have PayPal or VeriSign yet. We are signing up with GoDaddy to improve our site and make it easier to update, does this affect our ability to participate?"

Here is the beauty. You can participate even if you do not even have a website. If you even cannot collect donations online, none of that is a problem. You can go in and setup a badge. It is nice if you have a website where you can post to the badge, but you can always email it. You can always get your supporters emailing it around and putting it on their social networks.

And again you can, through Network for Good, monitor all the donations coming in, thank the donors. You can even set it up, so we email you every time you get a donation

in real time. So you can do all of that without any of the necessary infrastructure. We weren't joking at the outset of this call when we said you don't need an understanding of the technology. You also don't need an understanding of VeriSign or credit card relationship merchant account with credit card companies et cetera. It is quite simple.

So wrapping up on that note, I am going to let Jono close, but I just want to come back to the very first point we made today, to come full circle. It takes less than five minutes to create one of these badges and all you need is one supporter, who really likes you and is not afraid to email people or put it on their network. All of the most successful campaigns started that way. It is that simple.

One charge from that person can make an absolutely gigantic difference and it is not too late to get involved. That is the last thing I want to say is, again, 11th Hour Rescue got involved at the 11th hour last time. This time they are very well mobilized; you can see them on the leader board and they did it. So all you need is a lot of energy and, in fact, a very quick deadline is often an easy way to get a lot of people to do it right now, because you got a really short timeframe, a reason for people to act now and that can be very compelling.

Jono Smith: Great. Thank you very much, Katya and Stacie and Chris. This was absolutely an outstanding call. The volume of questions was unbelievable and just absolutely some great questions.

I wanted to let folks know that as a special bonus those of you who registered for today's call are automatically registered for Part two of this series on social networking. That is going to take place on January 23rd, again at one p.m. eastern. Keep an eye on your inbox for further details.

But just to give you a brief preview, Change.org, which is the MySpace or the Facebook of nonprofits, is a nonprofit social network. It is going to be joining us for that call. They are going to be talking even more specifically than we were able to go into today about social networking and specifically about how you can fundraise on a social network like MySpace.com or Change.org or Facebook.

So, once again save the date for that: January 23rd at one p.m. eastern. You won't need to reregister; you will just get an email from us with the instructions on dialing in. Within 24 hours of today's call, you will be able to download an audio transcript at www.nonprofit911.org. So if you want to listen to the call again or if you have a colleague who wants to listen to the call, they can go there and do that.

Within a week, you will be getting email from us for the text transcript. So we have covered a lot of links and email addresses and wwvs today. If you missed anything, all of those will be available to you at www.nonprofit911.org.

So I want to thank you for attending today's call. I hope it was beneficial to you and we look forward to speaking with you again on January 23rd.

