

The End of “Slacktivism”

Motivating Donors to Take Real Action Online

Presented By



GUIDESTAR®

&



KIMBIA®

GIVING POWER™

Join the conversation on Twitter



#noslacktivism

Speakers

José Fernández
Director, GuideStar Exchange



Spencer Whelan
Director, Marketing & Communications



Join the conversation on Twitter

 #noslacktivism

What is the GuideStar Exchange?

- Comprehensive database of nonprofit information
- Designed to connect nonprofits with current and potential supporters
 - Millions of people come to GuideStar to learn more about nonprofits each year
- Allows nonprofits to share a wealth of up-to-date information with grantmakers and potential donors



GuideStar Exchange Membership

- Exchange members are nonprofits that have updated their nonprofit reports to the **fullest**—sharing:

- Program information, annual reports, and audited financials with GuideStar's vast audience of potential supporters

- In exchange for the information they provide, Exchange

Members receive

- The **GuideStar Seal** on their report page
- FREE one-year subscription to GuideStar Premium (a \$1,500 value)
- Up-to-date information automatically distributed to partner network
- Access to new fundraising tools



Data Sources

Government



Programmatic



Outcome-based

•Constituency Data



•Social Impact Analysis



•Relevant Social Actions

•Accountability Seals



Intermediaries

Financial Services



Nonprofits



Private Sector



Blackbaud

www.guidestar.org



GuideStar Data Users

- Individuals
- Private & Community Foundations
- Service Providers to the Sector
- Media & Government
- Nonprofits

"Slacktivism"

Appear to do good...
while not doing much



MEMBERS
10,659,508

Join Cause

DONATED
\$19,714.29

Give



Go Pink for Breast Cancer Awareness

Raise awareness about breast cancer and support people who have been affected [Learn More](#)

MEMBERS
10,659,508

Join Cause

DONATED
\$19,714.29

Give



[Home](#) [About](#) [Members](#) [Impact](#)

FUNDRAISING PROJECT

\$75,616 RAISED

The Breast Cancer Research Foundation, Inc.

CREATED BY THE BREAST CANCER RESEARCH FOUNDATION, INC.



Since its inception in 1993 The Breast Cancer Research Foundation® (BCRF) has raised over \$320 million—over \$35.5 million in fiscal year 2010 alone—to support the most advanced and promising breast cancer research that will help lead to... [Learn more about this non-profit](#)



Start a Birthday Wish for this Cause
What's a wish?

Most Watched Media - This Week [See All](#)



1. breast cancer ribbon
818 views this week



2. Keep me lit
635 views this week




3. Help Send up to 2,000
Girls to School in Malawi |
causes.com
176 views this week

\$.0018

Per Member

MEMBERS 1,341,732 Join Cause	DONATED \$1,175,083.41 Give
-----------------------------------------------------------	----------------------------------------------------------

MEMBERS 1,341,732 Join Cause	DONATED \$1,175,083.41 Give
----------------------------------------------------	---------------------------------------------------



Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta
The Aflac Cancer Center is committed to providing our pediatric patients a brighter future through advanced medical treatment, family-centered care, a child-friendly environment & innovative research. [Learn More](#)


Home About Members Impact


FUNDRAISING PROJECT \$1,175,074 RAISED


Aflac Cancer Center


CREATED BY AFLAC CANCER CENTER

Learn more about this non-profit





Give a Minute


Give Money


Tell Friends

 Start a Birthday Wish for this Cause
What's a wish?

Most Watched Media - This Week [See All](#)

-  1. **Through out the cancer away**
27 views this week
-  2. **BREAST CANCER AWARENESS**
15 views this week
-  3. **Exclusive: Gulf Plague survivors being radiated - National Human Rights**
| Examiner.com
6 views this week

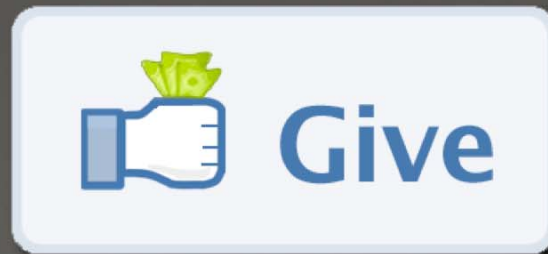
\$.88

Per Member

We would really



you to



Slacktivism exists because...

- 1) Human Nature
- 2) Misdirected Motivators
- 3) Technological Friction

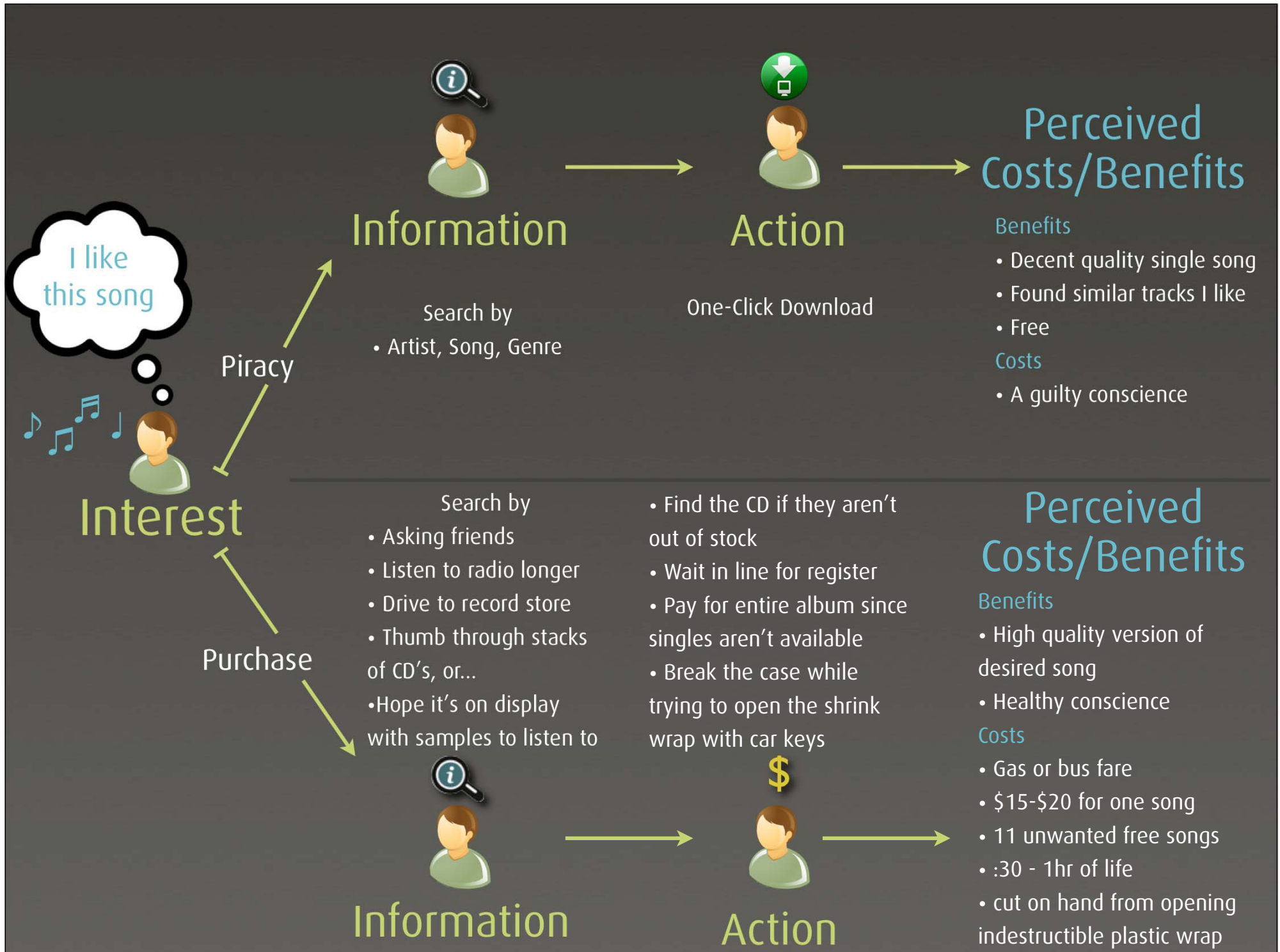
**In Fact, slacktivism
makes economic sense**



(path of least resistance)

Online Slacktivism : Philanthropy ::

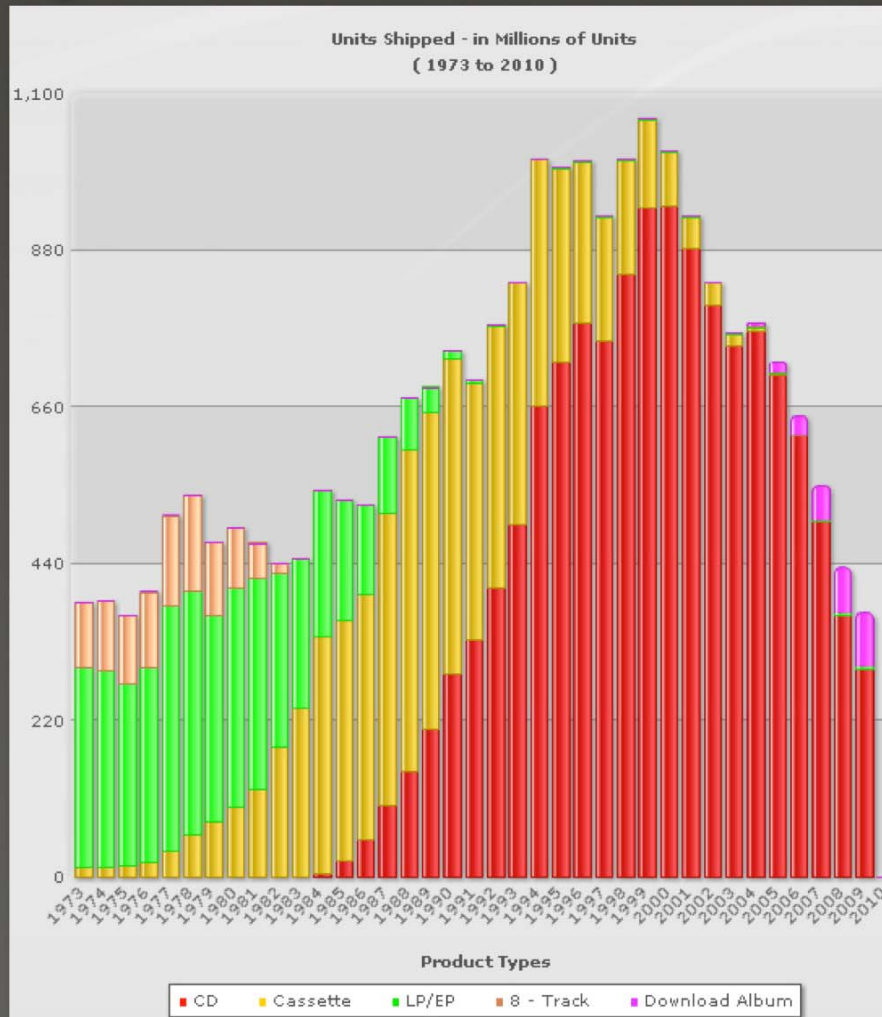
Digital Piracy : The Music Industry





1990

1998



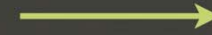
Source: <http://digitalmusicnews.com>



Information



Action



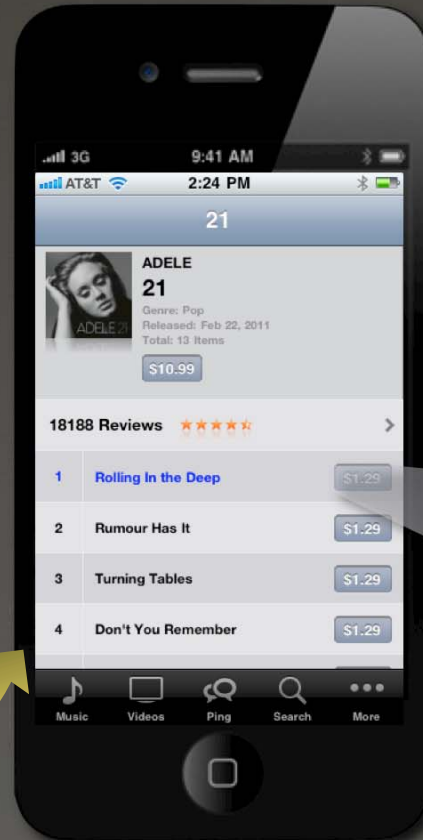
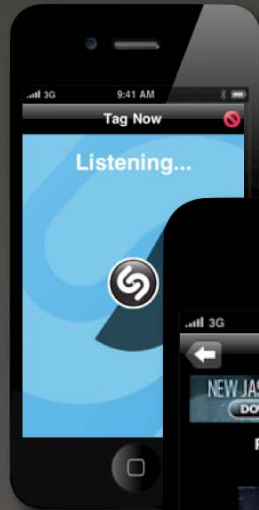
Perceived Costs/Benefits



I like this song



Interest

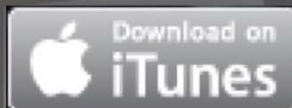


Benefits

- High-quality single
- Owned the song before it was finished playing
- Found similar tracks I like but was not forced to buy
- No guilty conscience

Costs

\$1.29



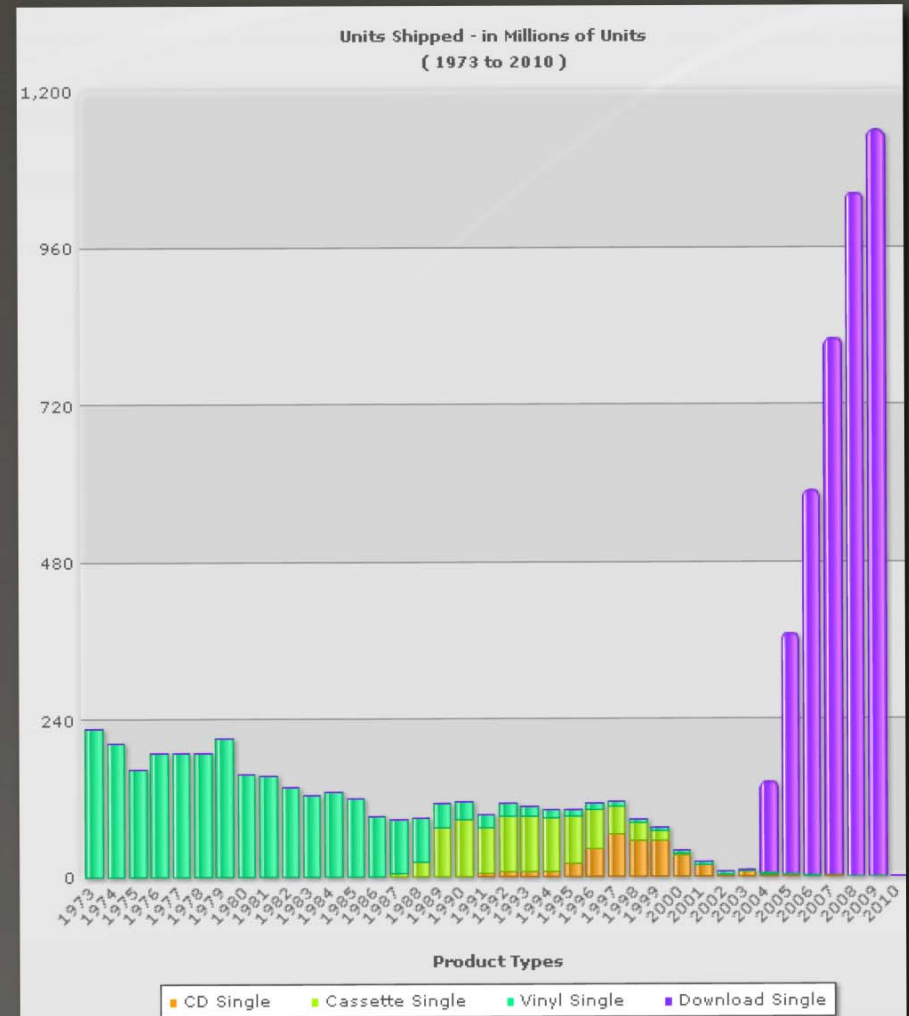
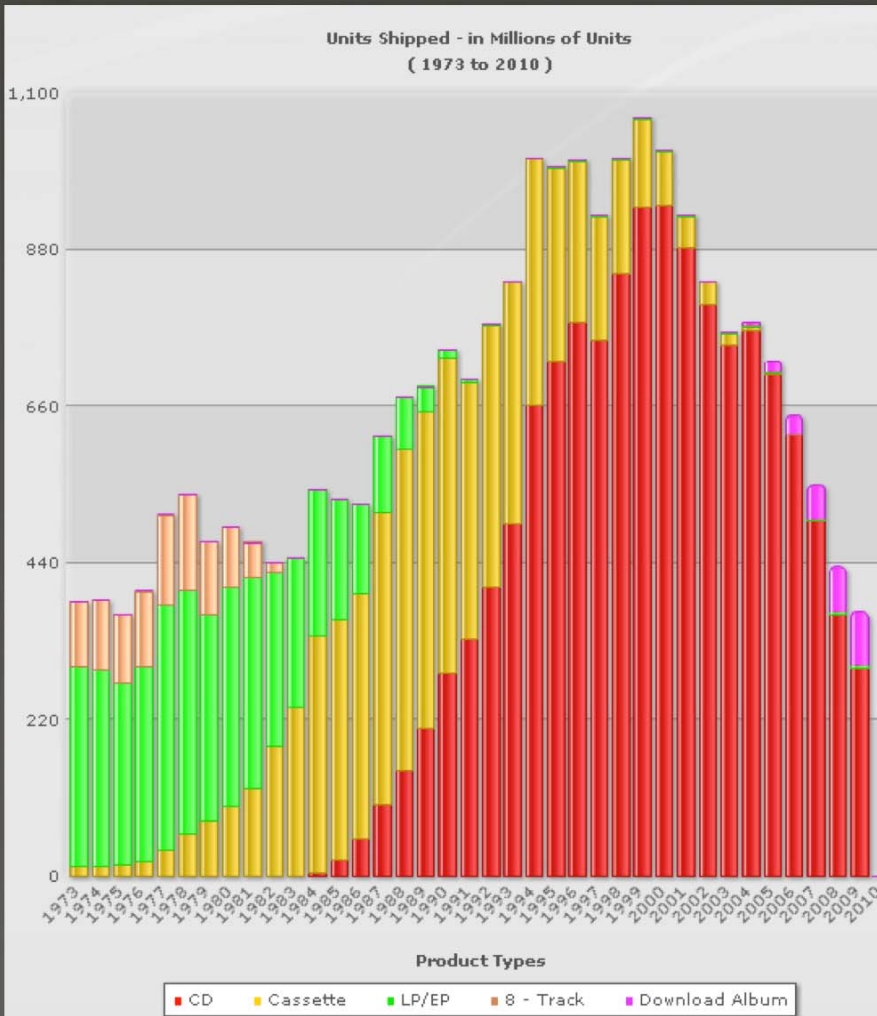


1990

1998

2002

2011



Source: <http://digitalmusicnews.com>

Home » Consumer, Media + Entertainment, Nielsen News

Cue the Music: Driven by Digital, Music Sales up in 2011

Print
View Comments
ShareThis

May 11, 2011

Music sales in the U.S. are up 1.6 percent in 2011, according to The Nielsen Company. as digital track sales saw dramatic growth through May 8. While physical album and track purchases from the same period in 2010, digital album and track purchases respectively. Digital retailers received more than half of all music t

Report: One in four songs sold in U.S. is from iTunes

by Peter Cohen, Macworld.com Aug 18, 2009 9:03 am

The NPD Group reported Tuesday that Apple's iTunes Store is responsible for selling one in four songs in the United States.



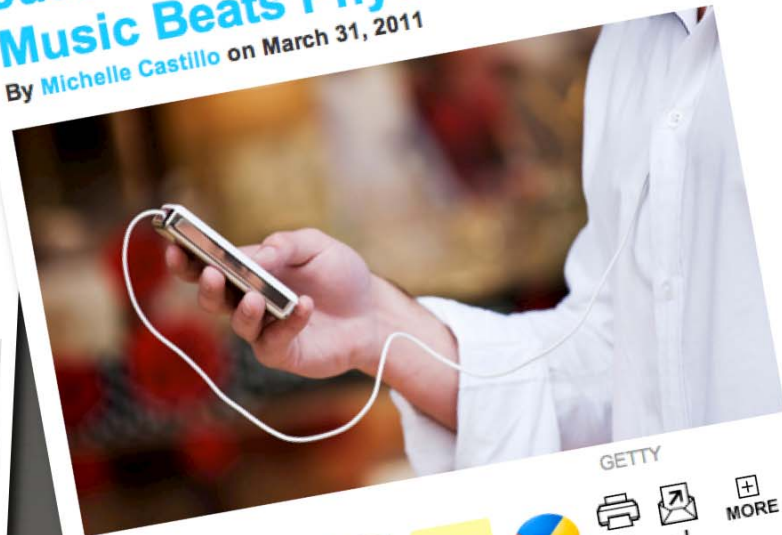
NPD MusicWatch's report indicates that audio CDs remain the dominant format, responsible for 65 percent of all music sold in the first half of 2009. But digital music, which makes up the remaining 35 percent, is steadily gaining ground—NPD MusicWatch says that's up from 20 percent of sales in 2007 and

Similar Articles:

- Amazon selling popular MP3s for 69 cents
- E-Book prices fuel outrage - and innovation
- DVD Death Watch: Sales drop 20 percent
- NPD: Half of all full-game downloads on mobile

CULTURE Just One More Year Until Digital Music Beats Physical CD Sales

By Michelle Castillo on March 31, 2011



GETTY

1 COMMENTS

19 tweets retweet

19 Share

0 Digg

Buzz It

PRINT

EMAIL

MORE

How did iTunes turn the tide?

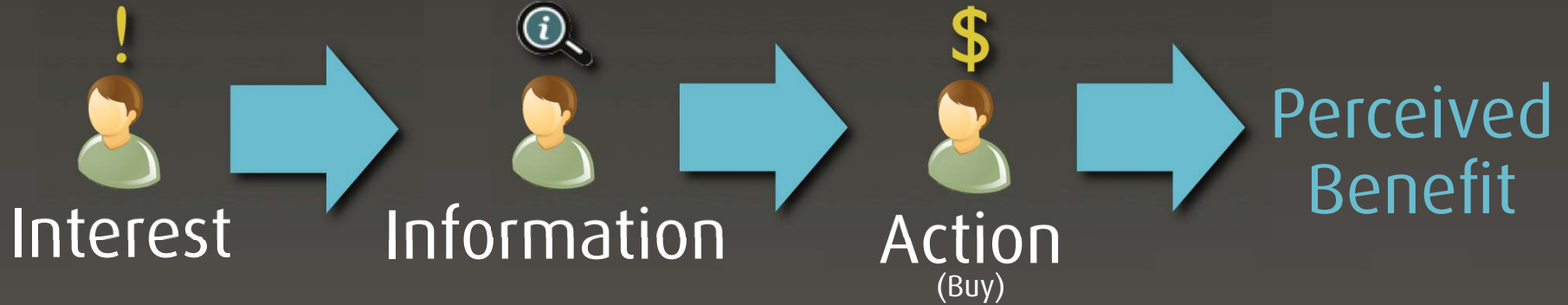
1) Perceived people as “fans” & “early adopters” rather than “pirates”

2) Focused on Motivators

— low-cost transaction opportunities

— took advantage of context

3) Reduced Friction
(technology/process)



Buying

vs.

Giving



The Giving Benefit Cycle



[Facebook](#) | [LinkedIn](#) | [Twitter](#) | [Email](#)

How can we create real action?

1) Change our paradigm

~~Slacktivist~~



Future Donor

How can we create real action?

2) Reduce Friction

Technology & Processes

- Facebook and Twitter are Communications networks first and foremost
- Use giving tools that satisfy your needs in many places

- How do “future donors” want to give? (i.e mobile)
- Are you prepared to receive gifts in new ways?
 - Time to receive?
 - Micro-donations?
 - Donor info present?

How can we create real action?

3) Focus on Motivators



Examples

Reduce Friction (Give Anywhere & Anyway)

The North American portion of her Speak Now World Tour 2011 kicks off on May 27th in Omaha, Nebraska.

CLICK HERE TO BUY TICKETS

TICKET ONSALE DETAILS
 Date - Thursday, May 12, 2011
 Time - 10:00am CDT
 Price - \$50
 Outlet - Ticketmaster

EVENT DETAILS
 Location - Bridgestone Arena, Nashville, TN
 Date - Saturday, May 21, 2011
 Doors - 6:00pm CDT
 Start - 7:30pm CDT
 Every attendee will receive a commemorative t-shirt.

PERSONAL MESSAGE FROM TAYLOR

"I was watching the coverage of the tornadoes backstage at rehearsals, and I wanted to do something for the families affected by the damage. I've never opened a rehearsal to the public before, but I felt that inviting my fans to the last rehearsal for the Speak Now Tour would be a great way to raise money. So, tickets will be available for people to come see us in the Bridgestone Arena, where we've been rehearsing for the last five weeks. We'll probably still be doing some fine-tuning to the show that night, since this will be a true rehearsal but I feel like it is so important for me and my fans to help if we can."

DONATE BELOW

Taylor Swift has entrusted The Community Foundation of Middle Tennessee to help facilitate charitable contributions supporting tornado relief in the South.

Donation Amount (concert tickets sold separately)

\$20.00
 \$50.00
 \$100.00
 \$250.00
 \$500.00
 \$1,000.00
 Other

Donor Contact Info

First Name
 Last Name
 Email Address
 Country
 Street Address
 Street Address 2
 City
 State
 Zip Code

CONTINUE



Scan QR code to make an online gift using your mobile phone.
taylorswift.com/mobilegive

**TEXT TAYLOR
 TO 501501
 TO DONATE \$10**

**SPEAK NOW,
 HELP NOW**

Fund of The Community Foundation of Middle Tennessee

Confirm your donation by replying with YES. Message & data rates may apply.

A one-time \$10 donation will be added to your wireless bill or deducted from your prepaid balance. Donate up to 3 times. Donations collected by the MGF Proceeds benefit The Community Foundation of Middle Tennessee. For info call 866-810-1203 or go to www.hmf.org. All purchases must be authorized by the account holder.

Taylor Swift - Tornado Relief

Musician/Band

Donation Amount (concert tickets sold separately)

Bold labels indicate required input.

\$20.00
 \$50.00
 \$100.00
 \$250.00
 \$500.00
 \$1,000.00
 Other
 (minimum \$10.00)

Donor Contact Info

Bold labels indicate required input.

First Name
 Last Name
 Email Address
 Country
 Street Address
 Street Address 2
 City
 State
 Zip Code

CONTINUE

AT&T 3:41 PM

Taylor Swift has entrusted The Community Foundation of Middle Tennessee to help facilitate charitable contributions supporting tornado relief in the South.

Donation

Bold labels indicate required input.

\$20.00
 \$50.00
 \$100.00
 \$250.00
 \$500.00
 \$1,000.00

Focused Motivators

- A Giving Event focused on “Dollars & Donors”

- Widgets available for anyone to use on their own sites

- Social Benefits & Messaging based on Actions & Advocacy

giveGreater.org 2010 Challenge

1) SELECT AN ORGANIZATION 2) MAKE A DONATION THE LEADERBOARD

2010 Challenge Leaderboard

Below is the list of organizations participating in the giveGreater.org 2010 Challenge.

ORGANIZATION	ELIGIBLE GIFTS	AMOUNT RAISED
Squash Haven	149	\$10,570
Solar Youth	96	\$5,450
Christian Community Action	90	\$4,975
Fair Haven Community Health Center	87	\$5,345
Gaylord Hospital	81	\$4,200
Neighborhood Music School	77	\$6,250
Columbus House	77	\$5,250
New Haven Home Recovery	76	\$4,200
New Haven - Urban Resources Initiative	70	\$4,000
New Haven Symphony Orchestra	66	\$3,450
SARAH Foundation	64	\$3,560
Habitat for Humanity of Greater New Haven	51	\$3,225
Central Connecticut Coast YMCA	46	\$2,550
Greater New Haven Community Loan Fund	41	\$2,600
Project Access of New Haven	40	\$2,250
Arts Council of Greater New Haven	39	\$2,275

Raised for Local Nonprofits:

\$124,836
from 2,011 gifts

[View Leaderboard](#)

Grant Prizes

The following prizes are still up for grabs. The placement of the prize icons next to an organization's name are constantly shifting depending on which nonprofits are currently in the lead for getting the most gifts by December 31st... so keep donating! Early Bird Prize recipients are still eligible to receive other prizes.

First Prize: a grant of \$20,000 to the nonprofit with the highest number of donors making gifts of \$50 or more

Second Prize: a grant of \$10,000 each to the two nonprofits with the next highest number of donors making gifts of \$50 or more

Third Prize: a grant of \$5,000 each to the three nonprofits with the next highest number of donors making gifts of \$50 or more

The remaining pool of funds will be split among the rest of the nonprofits that have met the Challenge of getting a minimum of 50 donors making gifts of \$50 or more (grant amount not to exceed \$3,000 each)*

*The Community Foundation will use its discretion allocating funds from the pool in the event of a tie or other circumstances

Early Bird Prize: Category Closed
Congratulations to the winners who were the fastest to meet the Challenge of getting 50 donors to make gifts of \$50 or more.



The Community Foundation
for Greater New Haven



THE COMMUNITY FOUNDATION
FOR GREATER NEW HAVEN

Over 41,000 "Future Donors"

facebook Search



Go Red for Women
Non-Profit Organization



Wall
Info
Hands-Only CPR
Free Dress Pin
Shop
Share Go Red
Take Action
Wear Red Day
More

About
Make It Your Mission to fight heart disease in women!

204,675
people like this

Likes See All

- American Heart Association Nutrition Center
- Go Red Por Tu Corazón - American Heart Association
- Zumba Fitness

facebook Search

Go Red For Women ▶ Free Dress Pin

Non-Profit Organization



Thank You for Being a Fan of Go Red For Women!
Register below to receive your **FREE Red Dress Pin** – the symbol of our fight against heart disease. Wear your support in style!

Registration Type

Please send me a free Wear Red Day Pin!

Contact Profile

First Name
Last Name
Email Address
Street Address
Street Address 2
City
State
Zip Code
Phone Number

SUBMIT

facebook Search



Go Red Por Tu Corazón – American Heart Association ▶ Free Dress Pin
Non-Profit Organization



Thank You for Being a Fan of Go Red Por Tu Corazón!
Register below to receive your **FREE Red Dress Pin**. It's the symbol of our fight against heart disease – the #1 killer in Hispanic women.

Please send me a free Red Dress Pin!

Shipping Address (U.S. Only)

First Name
Last Name
Email Address
Street Address
Street Address 2
City
State
Zip Code
Phone Number

Choose an Email Language Preference

What language do you prefer for your monthly e-newsletter?

English
 Spanish

Please enter your date of birth

SUBMIT

1) Future Donors:

- Real Info = Real Value

2) Reduce Friction:

- Technology: KIMBIA Forms Embedded Directly On Facebook Fan Pages

- Process: Short, simple form. Data goes directly to AHA Database

3) Motivators:

- Soft Ask: Free item ⇔ Real info
- Social Benefit: Wearing the Pin
- In-Context: Never left Facebook

The image shows a Facebook fan page for 'Go Red for Women', a non-profit organization. The page header includes the Facebook logo, a search bar, and the organization's name. Below the header, there is a navigation menu with options like Wall, Info, Hands-Only CPR, Free Dress Pin (highlighted with a blue arrow), Shop, Share Go Red, Take Action, and Wear Red Day. The main content area features a large red banner with a red dress pin and the text: 'Thank You for Being a Fan of Go Red For Women! Register below to receive your FREE Red Dress Pin – the symbol of our fight against heart disease. Wear your support in style!'. Below the banner is a registration form titled 'Registration Type' with the text 'Please send me a free Wear Red Day Pin!'. The form includes a 'Contact Profile' section with fields for First Name, Last Name, Email Address, Street Address, Street Address 2, City, State (a dropdown menu set to '-Choose-'), Zip Code, and Phone Number. A 'SUBMIT' button is located at the bottom of the form. The page also shows '204,675 people like this' and a list of likes from other users.



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Thank You

GuideStar.KIMBIA.Com

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#noslacktivism