

Online Giving – The Digital Tool

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Scope

1. Introduction to online philanthropy
2. Why Online?
3. Social Media
4. Online Giving in Asia
5. Challenges



Online Philanthropy

There are three main ways for non-profits to fundraise online:

1. Direct
2. Peer to peer fundraising
3. Donation Appeal / Crowd funding



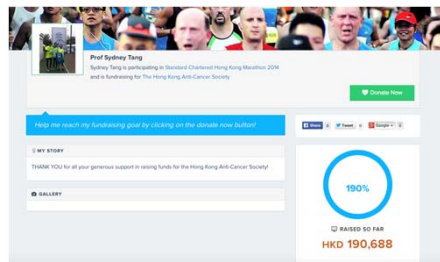
Direct Donation

- A very simple, logical process that takes place on a non-profit's website.
- Facilitates donations from the non-profit's network and donations made by organic visitors to the website.

The screenshot shows the Room to Read website interface. At the top left is the Room to Read logo and the slogan "World Change Starts with Educated Children.®". A navigation menu includes "About Us", "Our Programs", and "Get Involved". A "Donate" button with a right-pointing arrow is visible. Below the menu is a banner image of children looking at a book. To the right of the image is a green box with the text: "If every child received an education 171 million people would be lifted out of poverty. Invest in Room to Read". At the bottom right is the simplygiving.com logo and tagline "Helping people make a difference".

Peer-to-Peer Fundraising

- A method for a non-profit to leverage their network of existing supporters to fundraise on the organisation's behalf.
- Usually in the form of personal challenges and/or events.



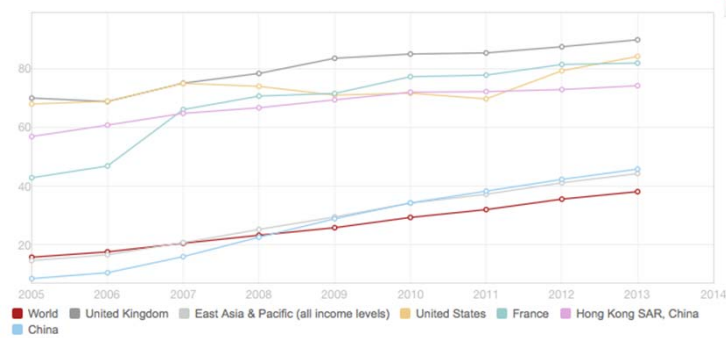
Donation Appeal

- Created for specific programs and usually with a target and a time frame.
- Used mainly to raise relief funds in response to a natural/ human disaster.



Why Online?

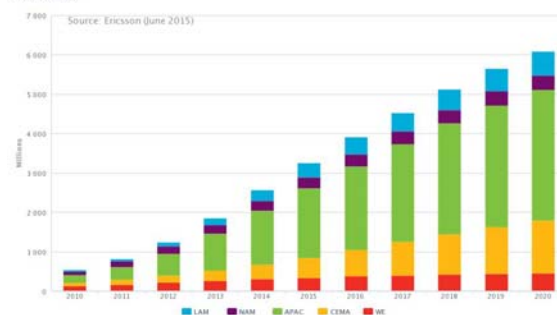
- Globally, the internet is becoming more accessible especially in Asia:



Why Online?

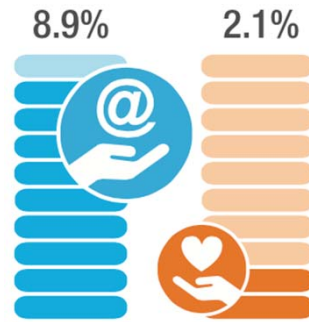
- Accessibility has been vastly increased through the use of mobile internet and is only going to increase – note the (%) of APAC

Subscriptions – Smartphone
in All Technology



Online Giving

- In the US, overall giving grew 2.1% whereas online giving grew 8.9% in 2014 compared to 2013 and accounted for 6.7% of all fundraising.



(Blackbaud, 2014 Charitable Giving report)





Online Giving in Asia - China

2008 Wenchuan Earthquake

- In 2008 – Individual donations surpassed corporate donations (traditional source)
- Only state backed foundations could publically solicit these donations.
- Relief funds were reported to have been misappropriated including the Chinese Red Cross (raised \$650 million) causing low confidence in the sector – giving declined



Online Giving in Asia - China

2011 The rise of Social Media

- Between 2008 – 2013 the number of social media followers doubled to over 617 million!
- Platforms provided opportunity to share topics regarding social concern.



Online Giving in Asia - China

Social Media & Online Giving Platforms

- Social media platforms provided ways to donate (Tencent, Weibo and Alipay)
- First time linking news and information to ways for individuals to address the social challenges.
- Empowered average citizens to address social need. Donations are usually small but build up quickly!



Online Giving in Asia - China

2013 Lushan Earthquake

- \$48 million in 10 days
- \$12.8 million from individual donations

Jet Li's One Foundation

- Received over \$49 million in relief donations
- 48% from individual donations
- Out of 3 million donors, 2 million donated on social media platforms



Online Giving in Asia - China

Challenges / Opportunities

- Culture
- Banking systems
- Charity regulation
- Donor stewardship
- Ethics



Resources

Charity Aid Foundation's Individual Giving publications:

- UK Giving 2014: <https://www.cafonline.org/pdf/CAF%20UK%20Giving-FINAL%20-%20web%20enabled.pdf>
- World Giving Index 2015: https://www.cafonline.org/pdf/CAF_WGI2014_Report_1555AWEBFinal.pdf

Blackbaud

<https://www.blackbaud.com/nonprofit-resources/fundraising-research#VX8IrosyHdI>

- 2014 Charitable Giving Report
- The Future of Fundraising

Source Information Services

- Social media and not-for-profits <http://www.charitydigitalnews.co.uk/resources/social-media-and-not-for-profits/>

The Asia Foundation

- Rise of Social Media Transforms Philanthropy in China, Emily Weaver
<http://asiafoundation.org/in-asia/2014/04/30/rise-of-social-media-transforms-philanthropy-in-china/>



Thank You

