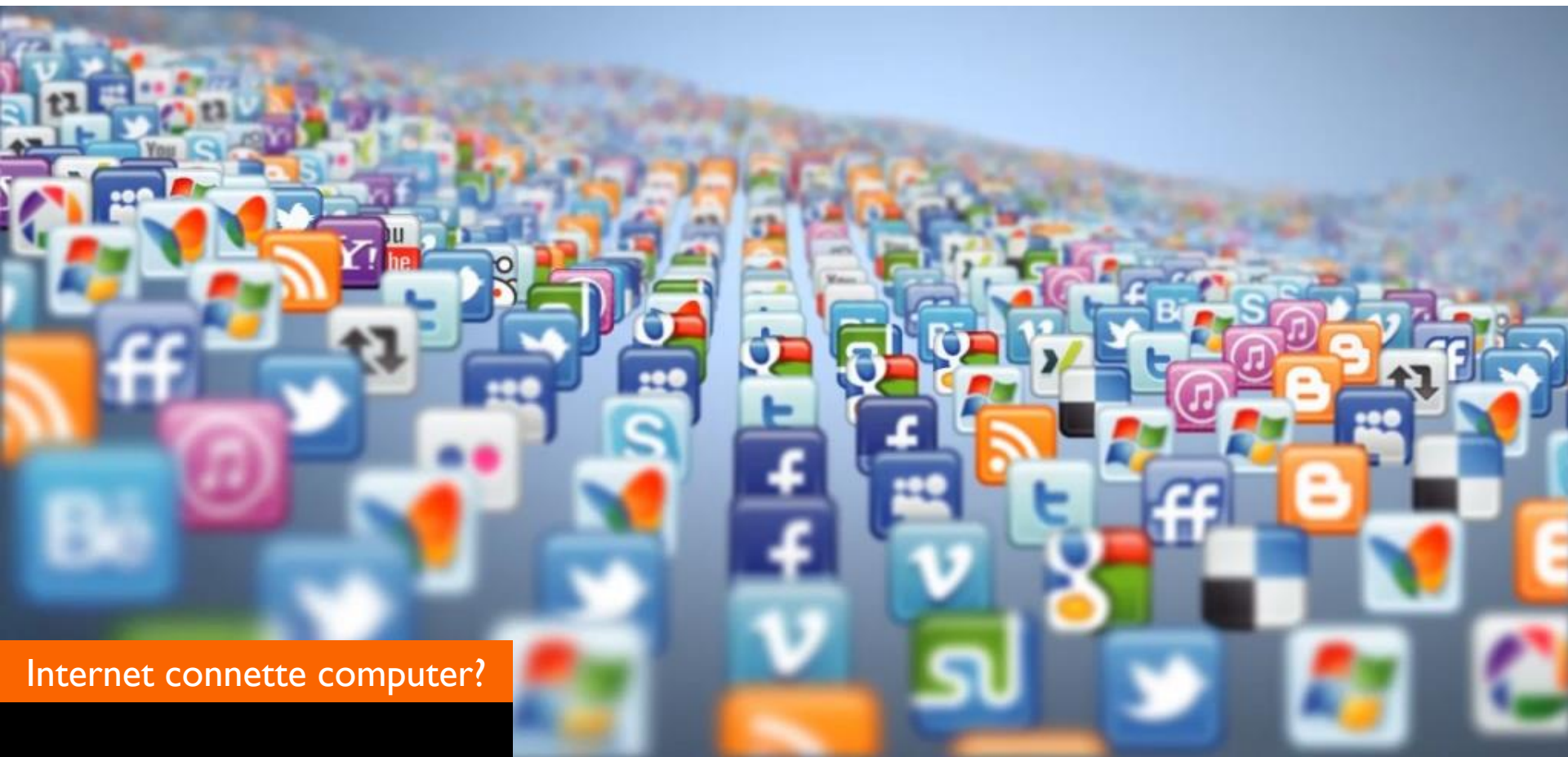




Internet connette computer?

No, connette persone, crea
relazioni, attiva
socializzazioni...

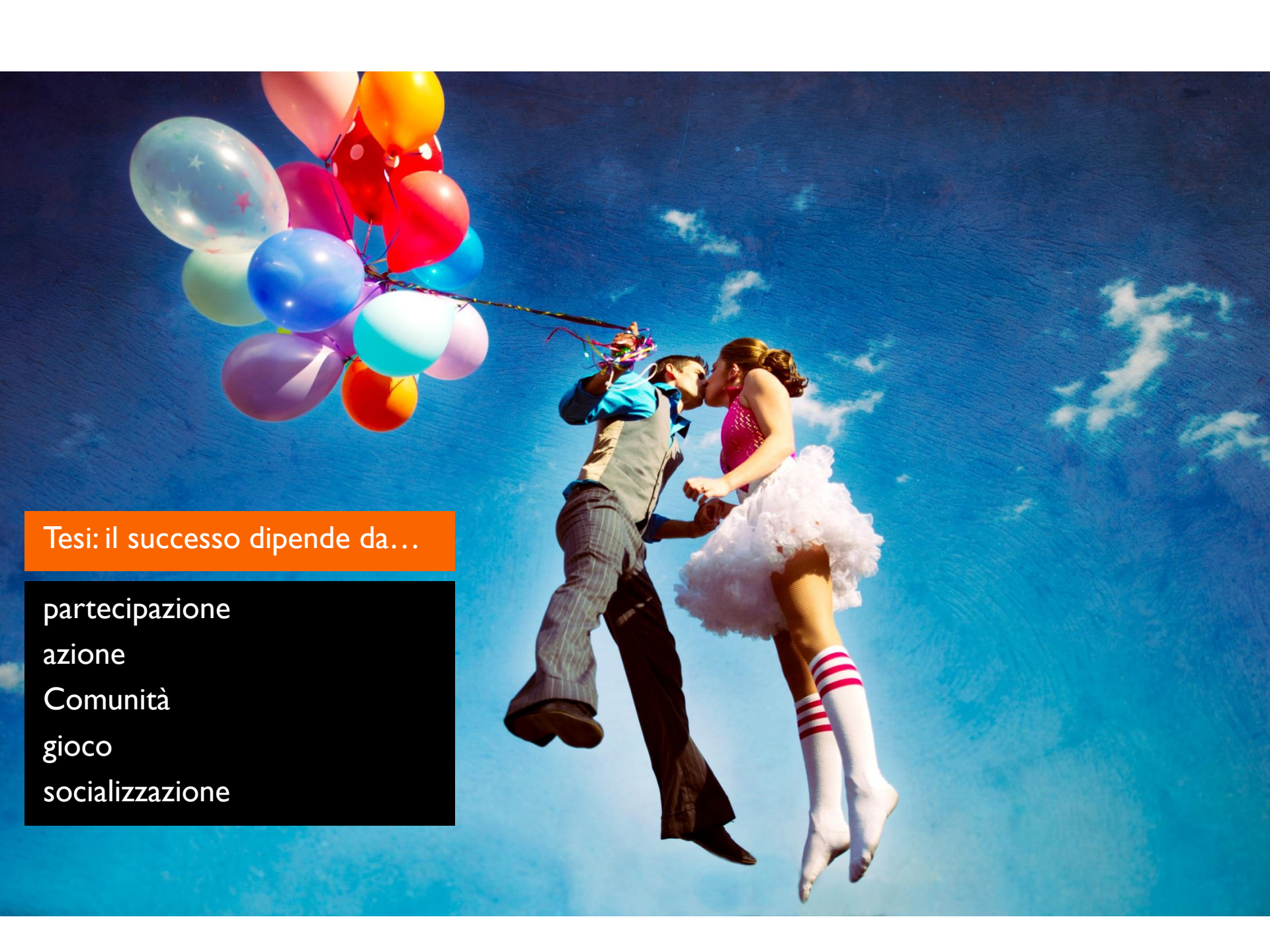


@fundraisingnow



Le persone...

Si organizzano, si attivano,
mettono insieme saperi,
interessi, passioni... anche per
raccollecte fondi e donare

A young man and woman are floating in the air against a bright blue sky with scattered white clouds. The man, on the left, is wearing a blue shirt and dark trousers. The woman, on the right, is wearing a pink top, a white tutu, and white socks with red stripes. They are holding hands and looking at each other. A large bunch of colorful balloons (red, yellow, blue, purple, green, and white with stars) is attached to a string that they are holding, lifting them into the air.

Tesi: il successo dipende da...

partecipazione

azione

Comunità

gioco

socializzazione



Online giving on #GivingTuesday 2013 was up **90%** compared to 2012

**stat released by Blackbaud*



The average online gift on #GivingTuesday 2013 was

\$142.05

which was significantly up from \$101.60 in 2012.

That's a **40% year-over-year increase** in average gift size. The transaction volume increased **36%** compared to last year and large giving amounts helped the overall growth in online giving.

**Online donations processed by Blackbaud*

Additionally, Network For Good has publicly said their average online processed gift yesterday was "about \$171, a 'substantial increase' over 2012".



#GivingTuesday on Social Media

During peak hours, #GivingTuesday was tweeted as much as

700 times
per minute

#GivingTuesday trended for over

10 hours straight
in the United States (9:30 am – 7:30 pm)

#GivingTuesday had a reach of over

2 billion
individuals on Twitter

a **338% increase** in Twitter participation for #GivingTuesday over 2012

and over

300 million
on Facebook

Over 7,000 #UNselfies

#GivingTuesday was used

269k
times on December 3

406k
times in 7 days

514k
times in 30 days

Average of

11,208
tweets used the hashtag
per hour

186
per minute!

www.GivingTuesday.org

In the US market online donations have grown up to 6,4% and the #givingtuesday up 90% compared to 2012... it's non only fundraising...it is community engagement
<http://community.givingtuesday.org/>

Fundraising Now!



Personal fundraising, CROWDFUNDING, community fundraising, social fundraising... Comunque lo vogliate chiamare è un modo di raccogliere fondi che si sta sempre più espandendo



Personal fundraising

È una modalità di **raccolta fondi partecipata** che permette, a individui o gruppi informali, di sostenere una causa attraverso le proprie **relazioni personali**, utilizzando gli strumenti della comunicazione online. Ogni personal fundraiser può condividere la propria scelta, definire i propri obiettivi e **gestire in maniera autonoma** - grazie a un linguaggio personale e all'uso di widget, blog, immagini, video, social media e interazioni personali – la **propria** campagna di fundraising (Paolo Ferrara)



Crowdfunding

Il **crowdfunding** (dall'inglese *crowd*, folla e *funding*, finanziamento) è un processo collaborativo di un gruppo di persone che utilizzano il proprio denaro in comune per **sostenere gli sforzi di persone ed organizzazioni**. È un processo di finanziamento dal basso che mobilita persone e risorse. Il termine trae la propria origine dal crowdsourcing, processo di sviluppo collettivo di un prodotto. Il crowdfunding si può riferire a processi di qualsiasi genere, dall'aiuto in occasione di tragedie umanitarie, al sostegno all'arte e ai beni culturali, al giornalismo partecipativo, fino all'imprenditoria innovativa e alla ricerca scientifica.

<http://crowdfunding.pbworks.com/w/page/10402176/Crowdfunding>

La piattaforma di petizioni. Che cosa cambierai?

Lancia una petizione.

Vittorie



Petizioni in corso

196 paesi - 167.053.590 firme - Migliaia di vittorie.

Le persone sono al centro

OVER
ONE
MILLION
PEOPLE
OWN THIS CAMPAIGN

As of Feb 27th at 12:33pm

1,003,106

DONATE NOW

137 milioni di dollari

Fundraising Now!

In memoria di Marco Zamperini

Raccolto €56 059.00

Obiettivo €50 000.00

491 donazioni



Blanca, Rebecca,

non ci sono parole, non ci sono gesti, non c'è niente che possa colmare il vuoto che il vostro funkypapà ha lasciato in tutti noi. Tutto quello che Marco ha fatto (ed è tanta, tantissima roba) lo ha fatto per una immensa passione, per amore, mettendoci tutto il cuore, fino in fondo, per rendere migliore il nostro e, soprattutto, il vostro futuro.

Marco Zamperini ha sparso per il mondo amore (e prestigio) rendendolo migliore. Con questa raccolta online vogliamo restituirgli un poco di quanto ha dato a tutti noi, e farlo per ciò a cui teneva di più al mondo: le sue splendide figlie, di cui andava molto orgoglioso e alle quali avrebbe voluto assicurare il futuro migliore possibile.

Amici, come direbbe Zampe, questo è il momento di far sentire il vostro amore. **Non fate i timidi.**

Questa raccolta in memoria di Marco Zamperini è promossa dai suoi amici, grazie alla Fondazione <ahref (http://www.ahref.eu/) e in collaborazione con l'Associazione Equiliber (http://www.equiliber.org).

Tutti i fondi raccolti, verranno consegnati a Paola Zamperini per Blanca e Rebecca.

BREAKING NEWS! L'eccezionale risposta degli amici di Funky e di tutti coloro che, pur non conoscendolo personalmente, hanno raccolto con grande slancio e generosità il nostro appello ha sospinto la raccolta ben al di là dell'obiettivo di 50.000 euro!!!

Grazie grazie a ancora grazie

Progetto promosso da



Fondazione <ahref il
collaborazione con Equiliber
Fondazione <ahref.

Approfondisci

Invita i tuoi amici a donare

Tweet 254 Mi piace 1 mila

Le persone sono al
centro

Usa la TAB Facebook

Usa Widget

Fundraising

Now!



Hi, Nick Burne



[GIFTS](#)

[LOGOUT](#)

[MY BASKET](#)

[Lend](#)

[About](#)

[Community](#)

[Updates](#)

[My Portfolio](#)

Empower people around the world with a \$25 loan

Kokou Antoine Logo
Togo
Mr Antoine is a married 39 year old, with five children in his care. He began working in the soldering trade in 1999 and buys his...[more](#)

[Lend \\$25](#) or [Browse all loans](#)

Since Kiva was founded in 2005:

1,049,101 Kiva lenders

\$527,846,575 in loans

98.96% Repayment rate

We work with:

240 Field Partners

450 volunteers around the world

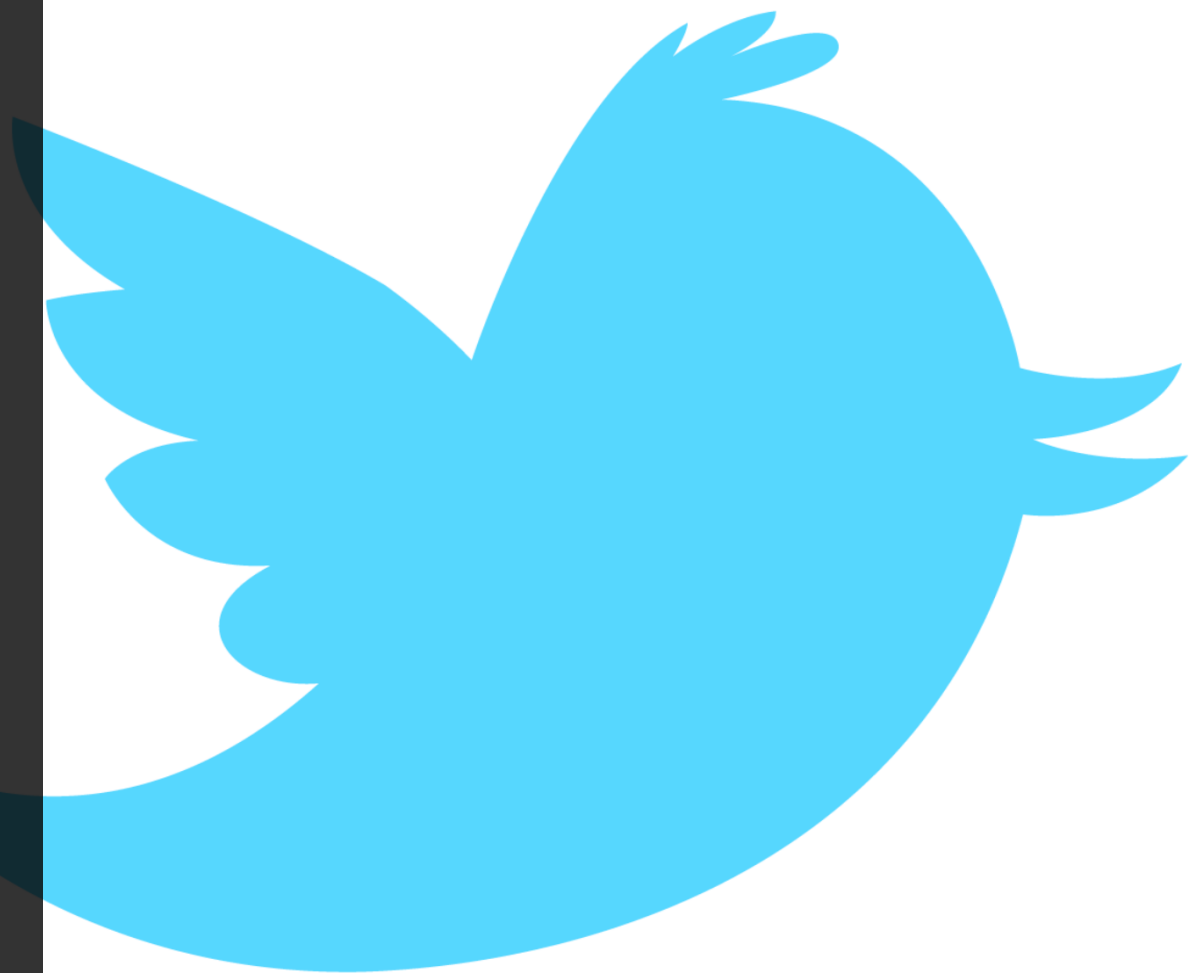
73 different countries

Crowdfunding and personal fundraising platforms.
Kiva: changing the paradigm

Fundraising

Now!

4 trend che hanno
cambiato le regole



Fundraising

Now!

TREND #1
Trasparenza



Fundraising Now!



Hand Dug Wells

Skilled laborers dig up to 15 meters by hand to reach aquifers below.

[SEE PHOTOS](#)



Drilled Wells

A drilling team drills deep into the earth to reach fresh aquifers.

[SEE PHOTOS](#)



Gravity Fed Systems

The force of gravity feeds water into a community from an elevated source.

[SEE PHOTOS](#)



Piped Systems

Networks of pipes supply water to different community tap stands.

[SEE PHOTOS](#)



Le persone vogliono:

- sapere come usiamo i loro soldi

- Vedere che impatto hanno nella vita dei beneficiari

- vedere come stanno facendo la differenza

Fundraising Now!

BREVES

Espresso

HÅNDLAVEDE KREATIONER – VARME ELLER ISKOLDE

Caramel Macchiato

flødeskum, espresso, vanille og tyk karamel
TALL 40,00 GRANDE 45,00 VENTI* 50,00

Caffè Latte

espresso og dampet mælk, let topped
med mælkeskum
TALL 30,00 GRANDE 35,00 VENTI* 40,00

TREND #2
Scelta

Caffè Mocha

espresso, kakao, dampet mælk og flødeskum
TALL 35,00 GRANDE 40,00 VENTI* 45,00

White Caffè Mocha

vores klassiske Caffè Mocha med
hvid chokolade-arsme
TALL 40,00 GRANDE 45,00 VENTI* 50,00

Caffè Americano

espresso og kogende vand
TALL 23,00 GRANDE 25,00 VENTI* 29,00

Espresso

TALL 20,00 GRANDE 22,00

Double Mocha Macchiato

AVAILABLE AS HOT OR ICY
macchiato, mocha med hvid chokolade-arsme og
et hint af espresso og chokolade
TALL 44,00 GRANDE 49,00 VENTI* 54,00

STARBUCKS ON ICE™

Iced Caffè Latte

espresso og mælk på is
TALL 30,00 GRANDE 35,00 VENTI* 40,00

Iced Caramel Macchiato

espresso, mælk og vanille på is,
topped med karamel
TALL 40,00 GRANDE 45,00 VENTI* 50,00

Iced Caffè Mocha

espresso, kakao og mælk på is,
serveret med flødeskum
TALL 35,00 GRANDE 40,00 VENTI* 45,00

BLAND SELV DIN FAVORIT

Vælg Mælketype

fuld- eller skummetmælk /
prøv også for kun kr 4,00 ekstra

Mere Espresso

gør din kaffe rigtig stærk med et ekstra skud
espresso for kun kr 4,00

Prøv En Aroma

vanille*, hasselnød*, mandel*, karamel*,
Irish Cream*, pebermynte* kr 4,00
* Ha også uden sukker

Top Med Flødeskum

friskpisket flødeskum kr 4,00

Klassikerne

OG ANDRE FAVORITTER

HOT CHOCOLATE

Signature Hot Chocolate

varm chokolade med dejlig, fyldig mælk,
flødeskum og kakaostøv
TALL 40,00 GRANDE 45,00 VENTI* 50,00

Caramel Hot Chocolate

signature-chokoladen med herlig,
sød karamelsmag
TALL 44,00 GRANDE 49,00 VENTI* 54,00

Hazelnut Hot Chocolate

signature-chokoladen med fyldig
hassel nøddesmag
TALL 44,00 GRANDE 49,00 VENTI* 54,00

Classic Hot Chocolate

den originale varme chokolade
med flødeskum
TALL 30,00 GRANDE 35,00 VENTI* 40,00

LIGHTER OPTIONS

- Vælg skummetmælk
- Prøv vores sukkerfri vanille- eller hasselnøddesirup
- Fravælg flødeskum
- Prøv vores Frappuccino® Light Blended Coffee

Spør kr 1,00, hvis du har din egen kop med

Frappuccino®

BLENDEDE DRIKKE

BLENDED COFFEE

Java Chip

is-blendet kaffe, chokolade og kagekrummer
med flødeskum
TALL 42,00 GRANDE 48,00 VENTI* 54,00

Caramel

is-blendet kaffe og karamel
med flødeskum
TALL 38,00 GRANDE 43,00 VENTI* 48,00

Espresso

is-blendet kaffe med espresso
TALL 38,00 GRANDE 43,00 VENTI* 48,00

Coffee

en sød, cremet blanding af kaffe og is
TALL 33,00 GRANDE 38,00 VENTI* 43,00

LIGHT OPTIONS

Caramel Light

TALL 42,00 GRANDE 48,00 VENTI* 54,00

Mocha Light

TALL 38,00 GRANDE 43,00 VENTI* 48,00

Espresso Light

TALL 38,00 GRANDE 43,00 VENTI* 48,00

Coffee Light

TALL 33,00 GRANDE 38,00 VENTI* 43,00

BLENDED CRÈME

Java Chip Chocolate

is-blendet chokolade og kagekrummer
med flødeskum
TALL 38,00 GRANDE 43,00 VENTI* 48,00

Caramel Cream

is-blendet karamel med flødeskum
TALL 42,00 GRANDE 48,00 VENTI* 54,00

Strawberries and Cream

is-blendet, cremet jordbærhvirvel
med flødeskum
TALL 42,00 GRANDE 48,00 VENTI* 54,00

BLENDED JUICE DRINK

Raspberry Blackcurrant

hindbær, solbær og et strejf af mint –
blendet med is
TALL 38,00 GRANDE 43,00 VENTI* 48,00

Mango Passion Fruit

passionsfrugt, mango og et strejf af
hibiscus – blendet med is
TALL 38,00 GRANDE 43,00 VENTI* 48,00

Fundraising

Now!



⚠ THE PROBLEM

💡 OUR APPROACH

📊 OUR IMPACT

👉 DONATE

YOUR SUPPORT TRANSFORMS LIVES LIKE THESE.

When it comes to fighting poverty, numbers are important. But what's really at stake are human beings. People who have been born into poverty or who are drowning in the consequences of one mistake. That's why Robin Hood values the stories behind the numbers. Because at the end of the day, these stories are our stories. And we all have something to learn from them.



“They talked to me like a human being. They made me feel worthwhile. I decided to give them a shot.”

▶ MEET GEORGE



“This job means so much to me. My life has changed. I have a better opportunity in life. My children are very proud.”

▶ MEET MARISOL

Le persone vogliono:

- scegliere dove mettere i loro soldi

- un'esperienza di donazione più coinvolgente e personalizzata

- ... più scelta significa meno fedeltà... o più corteggiamento

▶ MEET SAM

Fundraising Now!

mycharity: water **BETA**

WHY WATER? PROJECTS GET INVOLVED PHOTOS+MEDIA ABOUT US EVENTS mycharity: water

Justin's 17th Birthday PAGE URL: <http://mycharitywater.org/justinbebel>

JUSTIN'S PROGRESS

	\$17,000 CAMPAIGN GOAL	\$47,538 RAISED SO FAR	2,376 PEOPLE SERVED	2,126 DONATIONS	9 DAYS LEFT
--	----------------------------------	----------------------------------	-------------------------------	---------------------------	-----------------------

DONATE FOR MY 17TH BIRTHDAY

GIVE \$17 GIVE \$170 ANOTHER AMOUNT

100% of your donation directly funds clean water projects in developing nations.

I want a page like this

Like 229K

Share on Twitter

Scrapbookers for Clean Water PAGE URL: <http://mycharitywater.org/virtualayout>

CATHY'S RESULTS

	\$7,500 CAMPAIGN GOAL	\$8,571 RAISED	428 PEOPLE SERVED	463 DONATIONS	0 DAYS LEFT
--	---------------------------------	--------------------------	-----------------------------	-------------------------	-----------------------

THIS CAMPAIGN IS CLOSED. NOW WHAT?

- Once a campaign is closed, the money raised is combined with other fundraisers and 100% of it goes to our partners on the ground.
- Our partners have already identified the communities most in need of clean water, and once the money reaches them the work will start.
- With the local community's help, the water project is constructed and a health worker provides sanitation and hygiene training to the village.
- In 12 - 18 months you and those who donated will receive GPS coordinates, photos and information about the project your campaign helped fund.

THE PROGRESS ON MYCHARITY: WATER * This progress reflects donations on mycharitywater.org only. [?]

\$14,009,481 RAISED THROUGH CAMPAIGNS	107,494 MEMBERS	183,057 DONATIONS	\$12,580,620 Raised for water projects	700,474 People served
			\$1,428,862 Raised for drilling rigs [?]	1.19 Rigs Funded [?]

HOW IT WORKS.

- Right now, one billion people on the planet don't have access to safe, clean drinking water. That's one in eight of us.
- On mycharity: water, you can run, bike, give up birthday presents or just raise money to fund water projects for communities in need.
- 100% of the money you raise will go directly to people in need and in 18 months, you'll see proof of the projects built using photos and GPS.

CREATE A PAGE, GIVE PEOPLE CLEAN WATER AND START CHANGING LIVES. **GET STARTED NOW**

Le persone vogliono:

- scegliere dove mettere i loro soldi

- un'esperienza di donazione più coinvolgente e personalizzata

-... più scelta significa meno fedeltà... o più corteggiamento

Fundraising Now!

Pledge your birthday.

PLEDGE VIA FACEBOOK

or

MM

DD

first name

last name

email

PLEDGE VIA EMAIL



send me news and updates on charity: water

Remember your best birthday ever? Pledge your birthday to help.

800 million people still live without clean water. Pledge your next birthday to help.

Le persone vogliono:

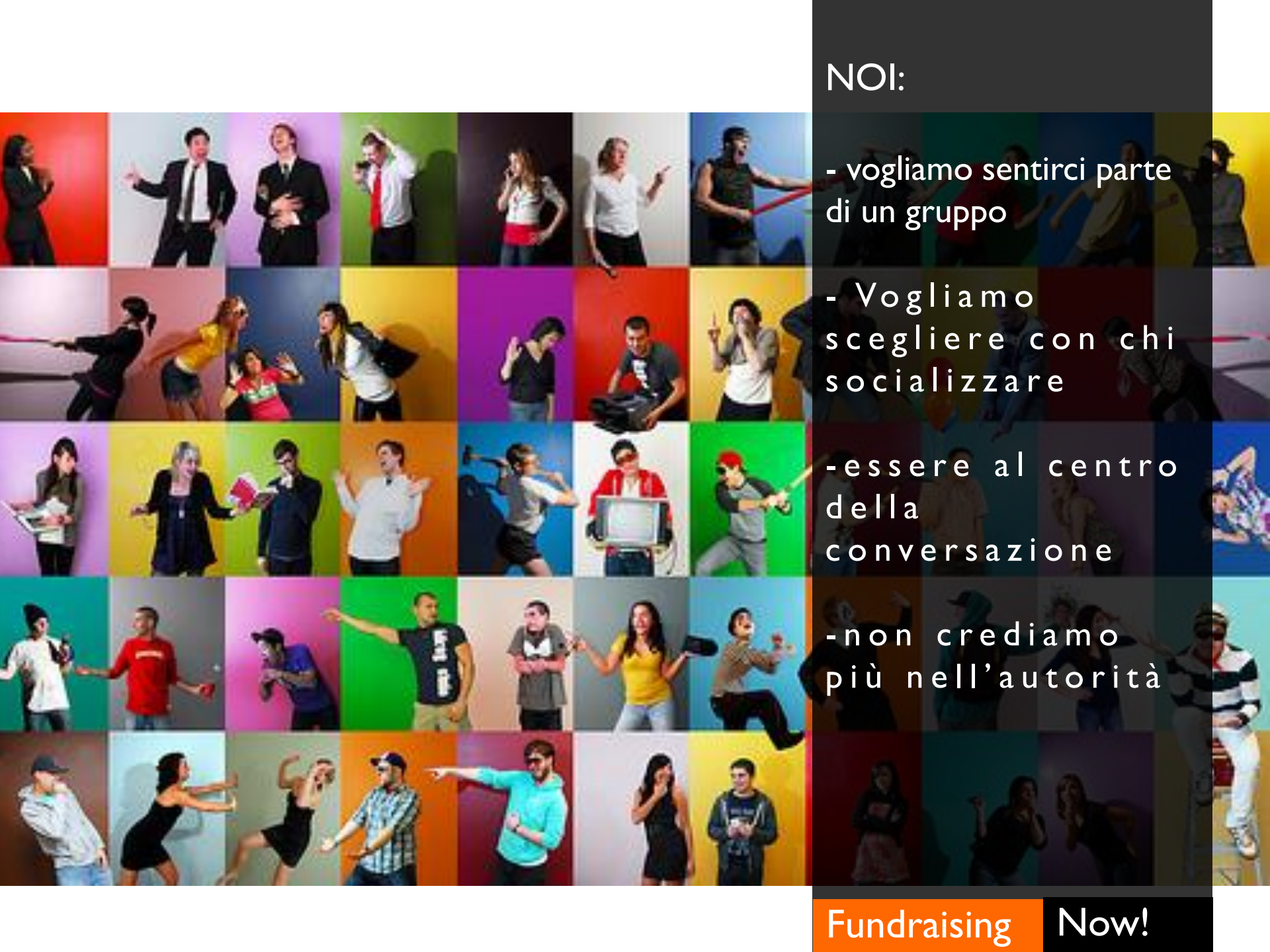
- scegliere dove mettere i loro soldi
- un'esperienza di donazione più coinvolgente e personalizzata
- ... più scelta significa meno fedeltà... o più corteggiamento

Fundraising

Now!

TREND #3
Social media

Fundraising Now!



NOI:

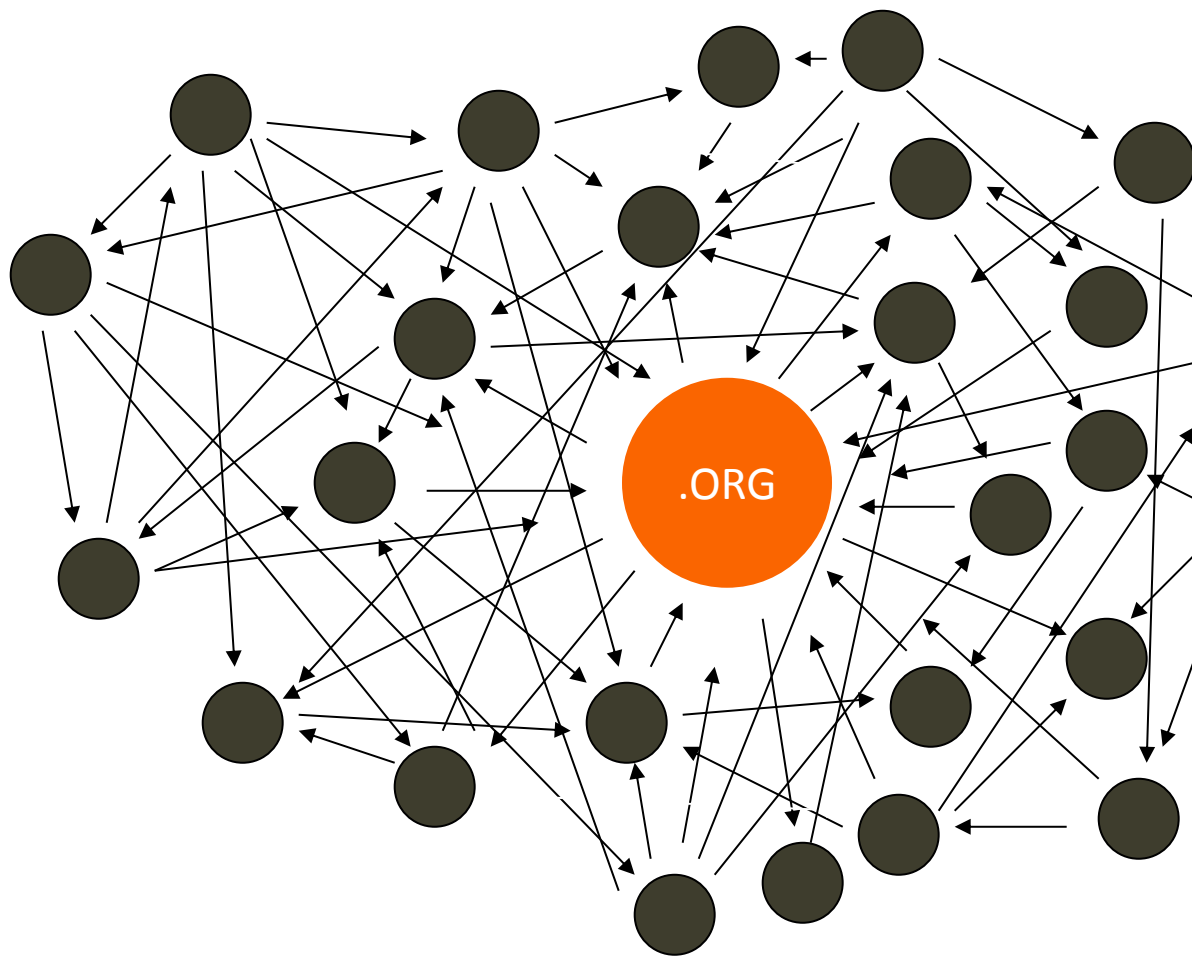
- vogliamo sentirci parte
di un gruppo

- Vogliamo
scegliere con chi
socializzare

- essere al centro
della
conversazione

- non crediamo
più nell'autorità

Fundraising Now!

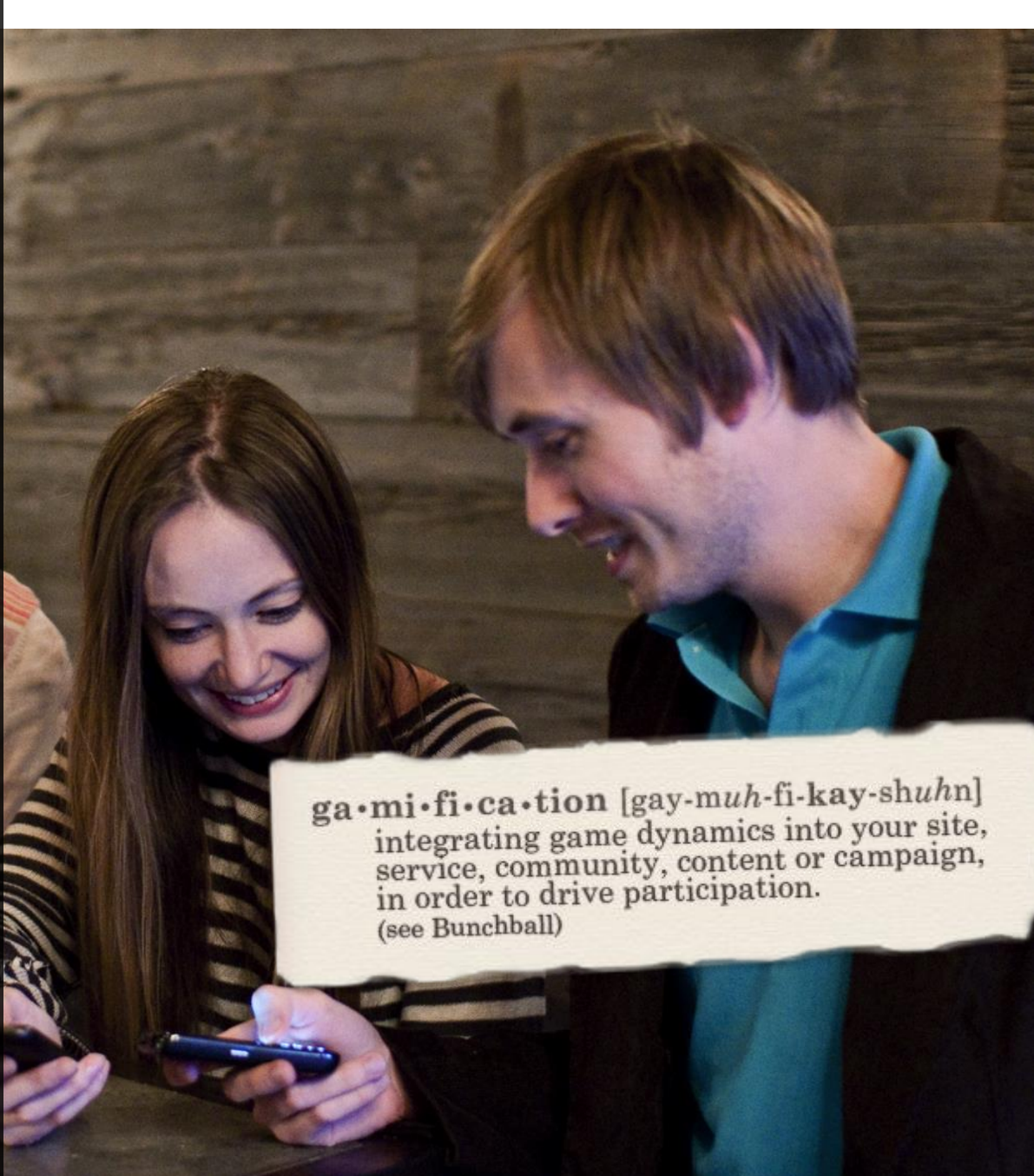


La conversazione ormai
avviene fuori dal nostro
controllo

Fundraising Now!

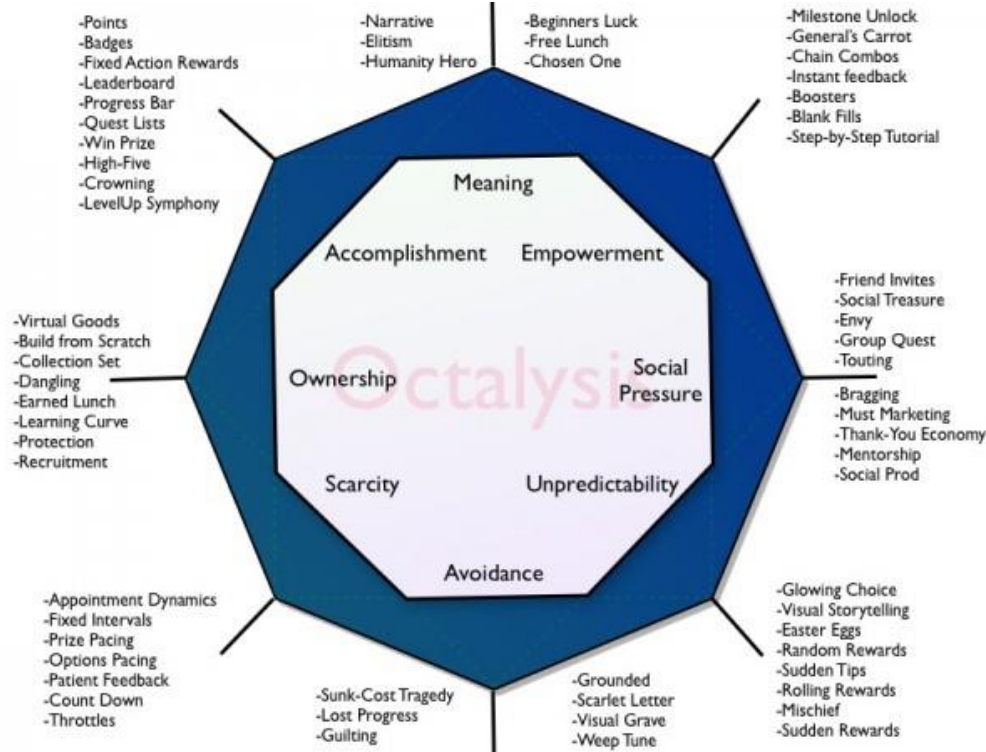


TREND #4 Gamification

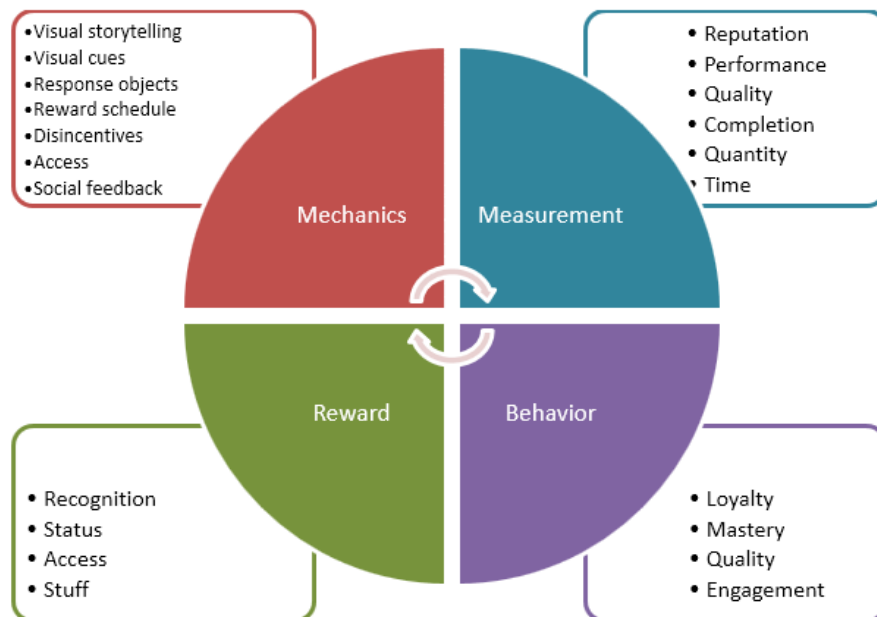


ga•mi•fi•ca•tion [gay-muh-fi-kay-shuhn]
integrating game dynamics into your site,
service, community, content or campaign,
in order to drive participation.
(see Bunchball)

Fundraising Now!



Gamification



Gamification:

- dare obiettivi da raggiungere

- premiare acquirenti/donatori/volontari

- farlo in un contesto sociale

Fundraising

Now!

.ORG devono
cambiare loro
stesse

“THE SECRET OF
CHANGE IS TO FOCUS
ALL OF YOUR ENERGY,
NOT ON FIGHTING THE
OLD, BUT ON BUILDING
THE NEW.”

— *SOCRATES*

Fundraising Now!

donazione

generico

predefinito

opaco

**Centrato su
ONP**

individuale

aiuto

ringraziamento

Kiva: il cambio di
paradigma

INVESTIMENTO

SPECIFICO

SCELTA

TRASPARENTE

**CENTRATO SU
DONATORI E
BENEFICIARI**

COMUNITA'

RISULTATO

PREMIO

Fundraising

Now!

Il crowdfunding:
una storia lunga

1884

MODEL
Of the Statue of
"LIBERTY ENLIGHTENING THE WORLD,"
Issued by the American Committee
IN AID OF THE PEDESTAL FUND.



THE American Committee in charge of the construction of the *Base and Pedestal* of this great work of art, in order to raise funds for completing their work, have prepared a *miniature statuette six inches in height*.—The statue bronzed; pedestal nickel-silvered,—which they are now delivering free of expense to subscribers throughout the United States, at

ONE DOLLAR EACH.

This attractive souvenir and Mantel or Desk ornament is a *perfect fac-simile* of the model furnished by the artist.

The Statuette in same metal, *twelve inches high*, at

FIVE DOLLARS EACH,

delivered.

The designs of Statue and Pedestal are protected by U. S. Patents, granted to A. BARTHOLDI in 1878-79, and the models can *only* be furnished by *this Committee*.

The people of France donated the money to build the Statue and presented it to the United States of America.

Every American citizen should feel proud to donate to the *Pedestal Fund* and own a *Model* in token of their subscription and proof of title to ownership in this great work

Address with remittance,

RICHARD BUTLER, Sect'y,

American Committee of the Statue of Liberty,

33 Mercer St., New York

Orders Received Here.

which
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A. C.
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ly to

ONE HUNDRED THOUSAND DOLLARS!

**TRIUMPHANT COMPLETION OF THE WORLD'S FUND
FOR THE LIBERTY PEDESTAL.**

Story of the Greatest Popular Subscription Ever Raised in America—How the Repub-

lic Was Saved from Lasting Disgrace—An Event for Patriotic Citizens to Rejoice

Over—A Roll of Honor Bearing the Names of 120,000 Generous Patriots—The

Flags of France and the American Union Floating in Sisterly Sympathy—Over

\$2,300 Received Yesterday—The Grand Total Foots Up \$102,006.39—A Generous

Lady Pays \$130 for the Washington Cent.

Ben
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Paci
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pres
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been
tanc
wher
of c
with
at or
and
veni
Sev
The
Fox
L.
Mr
stree
I. F



+ 105% = 1,6 mld \$



+ 65% = 945 milioni \$



+ 125%

Nel 2012 + 81%,
= a 2,7 mld di \$

I milione di
campagne finanziate
con successo.

Per il 2013?
Previsione:
+100%
= 5,1 mld \$

Fundraising

Now!



Tassi di crescita dei singoli modelli:

- Crowdfunding su donazione: + 85%
1,4 mld \$
- Crowdfunding su prestito: + 111% e
1,2 mld \$
- Crowdfunding equity-based: +del
30% e 116 mil \$

crowdfunding.directory.com.

Fundraising Now!



FOR NONPROFITS

FOR COMPANIES

FOR DONORS

ABOUT US

CONTACT US

The leading giving platform for powering your cause

GENEROSITY UNLEASHED: \$1 BILLION IN DONATIONS FOR 100,000+ NONPROFITS

Does your donation page
make the grade?



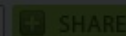
Try the Donation Page Grader

Find out how your online donation page stacks up in our free quiz. [GET YOUR GRADE »](#)

[Nonprofits: Log In](#) [Partners: Log In](#) [Donors: Log In](#)



8.7k



Find resources

SEARCH

Crowdfunding e
personal fundraising
platforms.

Network for Good:
permettere alle
persone di donare
online

POWERED BY GUIDE STAR

SEARCH

Fundraising

Now!

EVERY CAUSE **HAS ITS DAY.**

Think of Giving Days as flash funding—online fundraising competitions uniting hundreds of non-profits over a short period of time. Razoo is the industry leader in Giving Days and our 4.9% transaction fee can't be beat.



GAMIFICATION

- Leaderboards
- Teaming Up
- Matching Grants
- Golden Tickets



MANAGE GIVING

- Customization
- Secure
- Widgets
- Mobile



Crowdfunding and personal fundraising platforms. ▶
Razoo: connettere l'esperienza del dono a quella dei social media

SPREADING THE WORD

- Facebook
- Social Media
- Photos & Video
- Email



Fundraising Now!

Show you care

Start fundraising

Create a page, share it with friends and start raising money for your cause.

Get started

Support a charity

Donate to one of the 12,000 charities and projects on JustGiving.

Search by charity name

Support a friend

Find friends who are fundraising, donate and share their page

Crowdfunding and personal fundraising platforms.

Justgiving: £1,5 billion raised connecting people through online and mobile fundraising

About us

JustGiving is the world's leading platform for charity giving.

Since our launch in 2001, we've enabled over 21 million people to raise £1.5 billion for over 13,000 charities and causes in radically new ways. Our job is to make giving and raising money for charity simple, social and rewarding. Through online and mobile we bring the best that technology has to offer to charities worldwide - which explains why more charities recommend JustGiving than any other online fundraising platform.

Fundraising Now!

How to get started with JustTextGiving

It's simple, free and fast. If you're in the UK, and you're fundraising for a charity based in the UK, your friends, family and supporters can sponsor you by text message.



[Make a page](#)



Personalise your text
code



Share it far and wide



Your supporters do the
rest

How to make a donation

Whatever mobile network they're on, your supporters can simply text your unique code and an amount of £1, £2, £3, £4, £5 or £10 to 70070.

You'll be able to see these donations on your page – and they'll be included in your fundraising total.

Don't forget to remind your supporters they can still add Gift Aid to their donation to boost your target.

Your code

With the amount

To 70070



Crowdfunding and
personal fundraising
platforms.

Justgiving: Mobile
fundraising, next
revolution?

[http://www.justgiving.com
/en/justtextgiving](http://www.justgiving.com/en/justtextgiving)

Fundraising Now!



[Fundraiser](#) | [Donatori](#)

Seguici su



Abbiamo raccolto

1 014 164
euro

**Charity Program di
Maratona di Roma
2014: pronti
partenza VIA!!**

Crowdfunding and
personal fundraising
platforms.
Rete del dono: la tua
sfida personale al
servizio della causa

Fundraising **Now!**



Raccolta fondi chiusa

94 €

Fabrizio Barca: luoghi ideali

Aggiornamenti sulla raccolta fondi: 13/12/2013

Donati 53.218 € di 40.000 €


Cammelli per Fiesole

Cammelli x Fiesole è il percorso collettivo di giovani e meno giovani accomunati dalla passione per Fiesole, che

Donati 895 € di 5.000 €


Cambiamo il mondo partendo dai più piccoli!

Come reagireste se vostro figlio tornasse a casa un giorno qualsiasi da scuola chiedendovi il permesso di poter parti



27 feb 2014

Un ospedale per Adwa

Quando ci si immagina un ospedale in Africa, ci si aspetta una casupola di fango nel deserto, o un edificio fatiscent

Associazione Amici Di Adwa Onlus

Crowdfunding and personal fundraising platforms.
Shinynote: la rete delle storie

Un bel regalo per suor Laura Giroto

Suor Laura ha appena compiuto 70 anni... e vorremmo fare un bel regalo. Quando parliamo di suor Laura Giroto, d

Commissioni

Virilità/widget

Applicazioni facebook

Possibilità di creare squadre

Integrazioni con paypal

Alert automatici

Gestione eventi

Integrazione con i social

Premialità

Supporto tecnico

Specializzazione

Matching grants

Su cosa concorrono?



Fundraising

Now!

Pronti a partire?



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Definiamo la causa:

- a quale organizzazione?
- chi sono i beneficiari diretti?
- entro quanto devo raggiungere i risultati?



Definiamo gli

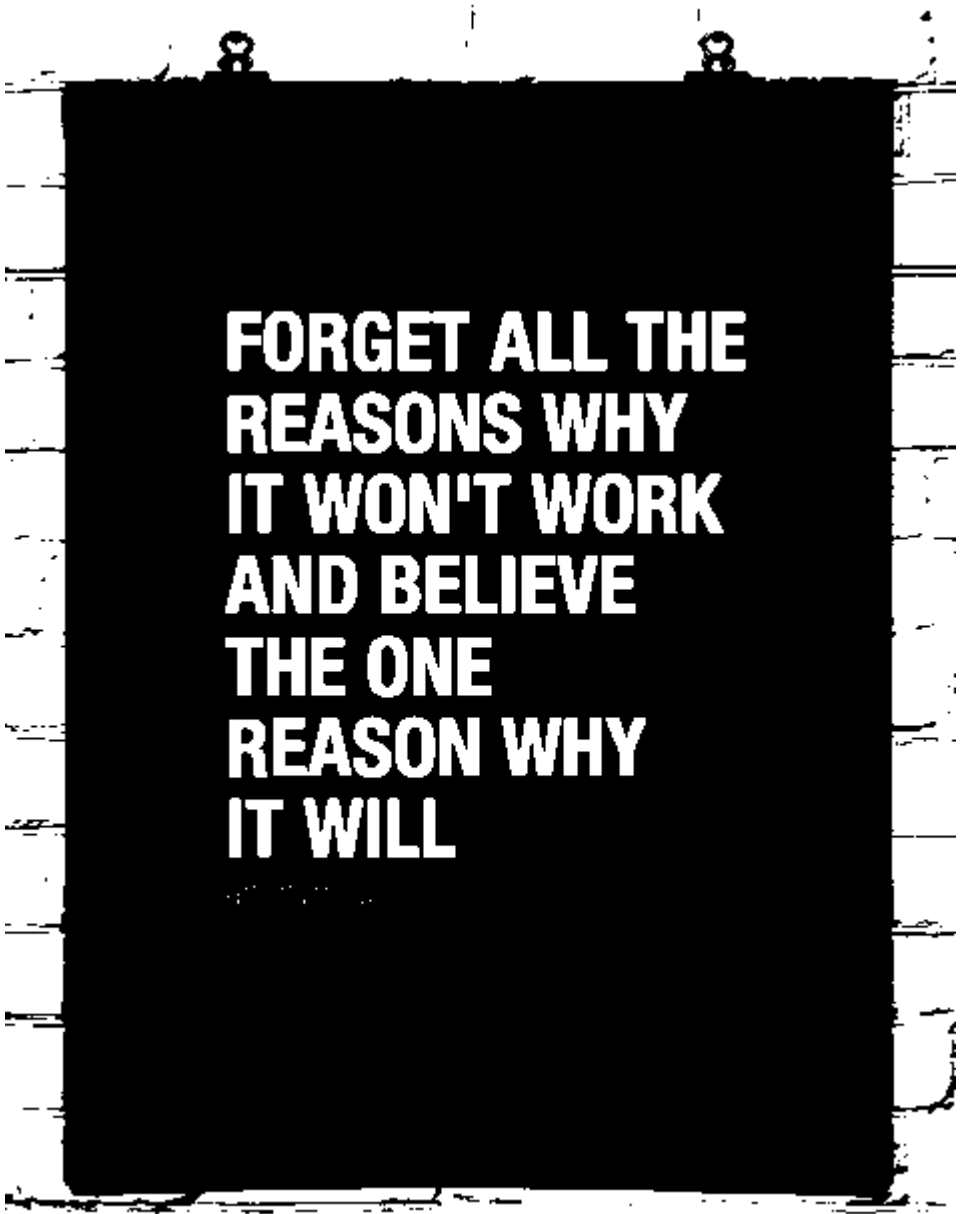
OBIETTIVI



S.M.A.R.T. - Specifici, Misurabili,
Raggiungibili - achievable -,
Realistici e Temporalmente definiti)

Definiamo la domanda:

- perché scegliere questa causa?
- qual è la call to action?
- come cambia la vita delle persone grazie a una donazione?



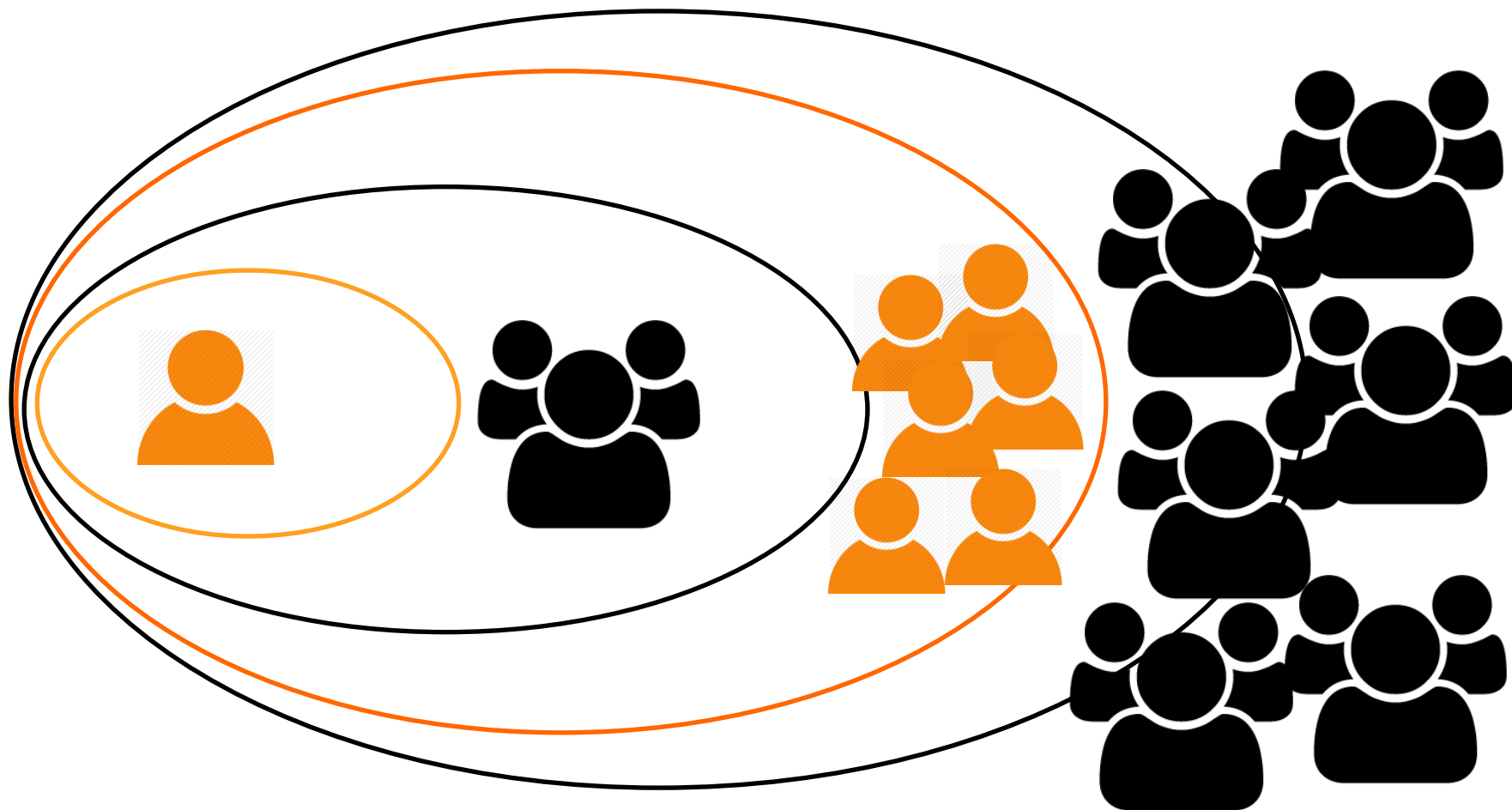
**FORGET ALL THE
REASONS WHY
IT WON'T WORK
AND BELIEVE
THE ONE
REASON WHY
IT WILL**

Mi metto in gioco
personalmente

Individuo, organizzo e
coinvolgo i contatti stretti

Stimolo il passaparola verso
la comunità

la massa: la campagna ha
avuto successo



Personal fundraising stakeholder map

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Entriamo in
CONTATTO



Email, facebook, twitter, flickr,
pinterest, instagram, linkedin, faccia
a faccia, evento...

Definiamo gli

STRUMENTI



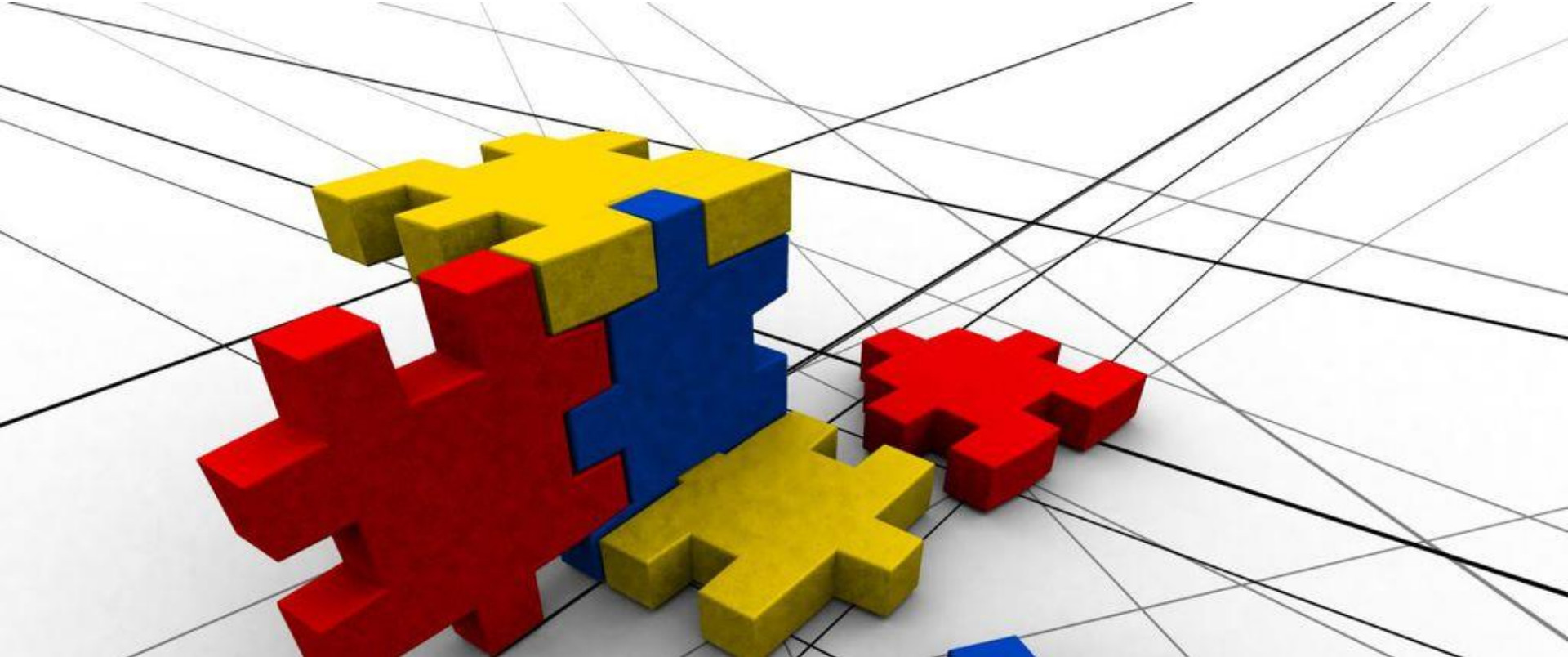
Piattaforma donazione, pagina
facebook, blog, messaggi, foto,
video, storie...

S – storytelling
U – unexpected
C – choice
C – credible
E – emotional
S – show
S – social



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Impariamo a PIANIFICARE



Quando partire? Quanti
aggiornamenti? Di che tipo? Con
quali strumenti?

Ricordiamo i

GRAZIE



Non solo Grazie, ma anche un piano di riconoscimenti legati ai singoli obiettivi, progress efficaci, storytelling...