

	Facebook	Twitter	YouTube	Mobile internet	Giving Markets
<b>Facts and figures<sup>1</sup></b>	<p><b>500 million users</b> globally in July 2010</p> <p><b>64% of UK internet population</b> has a social media profile, with Facebook being the most popular</p> <p>Facebook is the <b>3<sup>rd</sup> most popular brand online with 54% of internet users worldwide</b> visiting it regularly</p>	<p>By the end of 2010 <b>15.5% of the internet users</b> in the US is estimated to be 'tweeting'<sup>2</sup></p> <p>Average age of Twitter user: <b>39 years</b></p> <p><b>20%</b> of tweets contain a reference to brands or products: like to <b>cross-promote</b> things they feel passionate about</p>	<p>YouTube is <i>the</i> 'social video site': it is the <b>6<sup>th</sup> most popular brand online</b> - globally</p> <p><b>47% of the world's internet population</b> watches videos on YouTube</p> <p>YouTube is <b>Europe's second largest search engine</b></p>	<p><b>90%</b> of the UK adult population owns a mobile</p> <p>Currently <b>25% of UK adults</b> use mobile internet</p> <p>By <b>2013</b> mobile phones will overtake PCs as <i>the</i> <b>web access device</b> worldwide<sup>3</sup></p>	<p><b>200 giving markets</b> and counting</p> <p>Examples are Just Giving, Virgin Money Giving, The Big Arts Give, Kickstarter, See the Difference</p> <p><b>46%</b> of JustGiving's donors come through <b>Facebook</b></p>
<b>Why your arts organisation should get involved</b>	<p>Chance to <b>listen to your online friends</b> – real people who are interested in and enthusiastic about your organisation's work</p>	<p><b>Real-time micro-blogging</b>: find out what's hot and what's not, in the moment, in a quick-and-easy 140-character format</p>	<p>Create a buzz and sense of pride, <b>new way of sending out your messages to a digitally-savvy audience and enables audiences to find your organisation online</b></p>	<p>Lets donors <b>act swiftly in the moment of inspiration</b>, with a tool they always carry with them, and are familiar with through daily usage</p>	<p><b>Readymade mechanism for giving</b> developed for charities, with <b>easy accessibility</b> in mind. Using an existing platform means you save resources and admin costs</p>

<sup>1</sup> Most of the 'Fact & Figures' come from Egger (2010), Beer & Waddingham (2010), Simply Zesty (2010), Brian Miller, 'Hot Topic Session: Digital Fundraising', Institute of Fundraising National Convention 2010, <http://www.fundraising.co.uk/blog/2010/07/07/collected-resources-national-convention-2010>, accessed July 2010, and NielsenWire, 'Social Networks/Blog Now Account for One in Every Four and a Half Minutes Online', June 2010, <http://blog.nielsen.com/nielsenwire>, accessed July 2010

<sup>2</sup> eMarketer, 'US Twitter Usage Surpasses Earlier Estimates', September 2009, <http://www.emarketer.com/Article.aspx?R=1007271>, accessed August 2010.

<sup>3</sup> Predicted by Brian Miller in his 'Hot Topic Session' presentation at the Institute of Fundraising National Convention 2010.

	Facebook	Twitter	YouTube	Mobile internet	Giving Markets
Features	<p><b>Groups and Like</b> application: find, create and engage in dialogue with niche communities of potential donors and your audience</p> <p>Create <b>links</b> to content you feel proud about, that are <b>easy for them to share and forward</b></p> <p><b>Causes:</b> people group together around issues that are passionate about. Explore the possibilities of turning 'Cause friends' into <b>active donors</b></p>	<p>The <b># hashtag</b> is added on Twitter to track <b>topics</b> and make them 'searchable': find out what discussions take place about your organisation. Who is involved? Engage in dialogue and listen</p> <p><b>@ replies:</b> audience development and donor care in 140 characters. Acknowledge your audience's enthusiasm; listen and respond</p> <p><b>Share short url's</b> to quality content that people can easily re-tweet and share on other platforms</p> <p>Dialogue which is <b>not always about your organisation</b> and activities</p>	<p>An online <b>visual and audio experience</b> is more convincing than text only: <b>embed and share</b> (links to) videos on your organisation's website</p>	<p><b>Apps and Android</b> applications: enhancement of onsite experience that makes giving simple</p> <p><b>Donations by texts:</b> now mobile internet is on the rise, both charities and providers will increasingly exploit this feature (see <a href="#">Q2 lowers donation charges</a><sup>4</sup>)</p>	<p><b>Gift aid</b> is <b>automatically</b> added and registered: an incentive for donors and for your organisation</p> <p>Ready-made format and tools make it <b>simple to share</b> across social media and organisation's site etc.</p>

<sup>4</sup> Arts & Business, 'The future of donations?', [http://www.artsandbusiness.org.uk/News/2009/nov/lon\\_futureofdonations.aspx](http://www.artsandbusiness.org.uk/News/2009/nov/lon_futureofdonations.aspx), accessed July 2010

	Facebook	Twitter	YouTube	Mobile internet	Giving Markets
<b>Digital fundraising examples</b>	Mobilise your audience so that they advocate your organisation and encourage donations themselves. A tool from which you can make 'the ask' and deliver 'mass' donor care	Get inspired by the <b>success of grassroots initiatives</b> <a href="http://twestival.com">Twestival</a> <sup>5</sup> : how a group of <b>volunteers</b> with <b>little resources</b> used Twitter to raise \$1.2 million within 14 months for 137 nonprofits	<b>Affordable branding exposure</b> on a global platform: <a href="http://www.youtube.com/roundhouseblackbox">Roundhouse's BlackBox</a> <sup>6</sup> is a live music experience that reaches a global online audience	As mobile payments will become more common, <b>micro donations by texts will become cheaper and easier</b> . A cultural example: the <a href="http://la-philharmonic.org">LA Philharmonic</a> <sup>7</sup>	<b>Time driven challenges</b> add a sense of urgency to giving: browse <a href="http://www.kickstarter.com">www.kickstarter.com</a> to see how individuals and other organisations make a case for creative projects

.....  
<sup>5</sup> <http://twestival.com/about-twestival-global-2010>

<sup>6</sup> <http://www.youtube.com/roundhouseblackbox>

<sup>7</sup> David Ng, 'L.A. Phil encourages micro-donations via texting, in: *Los Angeles Times*, August 2010, <http://latimesblogs.latimes.com/culturemonster/2010/08/la-phil-encourages-impulse-donations-via-texting.html>, accessed August 2010