



# Untangling the Web

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# Introduction

- **Outcome**

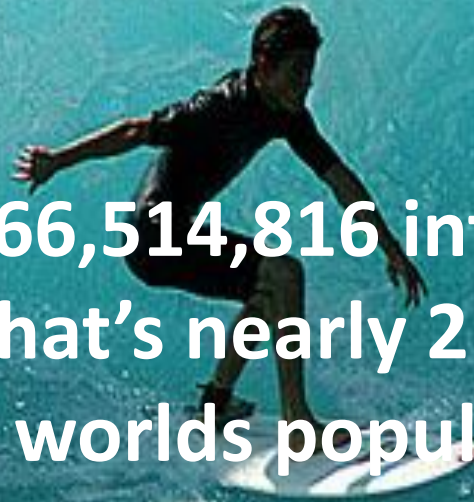
By the end of the session you will be able to identify tools that will help you to raise money for your organisation online.

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**What percentage of  
people in the UK use the  
internet?**

# Some amazing statistics

- Over 76% of people in the UK use the internet  
That's **46,674,687.1 million** people in the UK alone.
- There are **1,966,514,816 internet users worldwide**. That's nearly 2 billion; just under a third of the worlds population.



# How can your organisation use the web?

## TASK

- In pairs think of 3 ways that your organisation could use the web to your advantage?



# Using the internet to...

- A. Raise funds** for your organisation
- B. Raise awareness** about your organisation

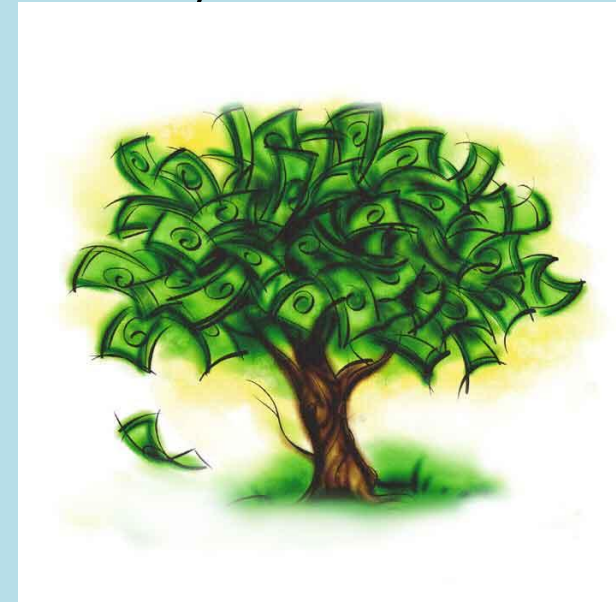
# A. How to raise funds for your organisation

## 1. Online Donations


- Justgiving.com (5% fee on donations)
- Virginmoneygiving.com (not for profit – don't take any money)
- Everyclick.com (fees range from 4-4.8%)
- Bmycharity.com (no commission on donations)
- Paypal (registered charities pay 1.4% + 20p for donations)

## 2. Ebay

- **Receive** donations from eBay sellers
- **Promote** your charity and campaigns
- **Sell** merchandise and donated goods



# Receive donations from Ebay Sellers

- Called *Community Selling*
- eBay sellers give 10-100% of sale to a charity of their choice
- Listings appear with giving ribbon , charity logo and mission statement
- You can cancel listings that do not fit your mission

## Promote organisation on Ebay

- Called *Charity Campaigns*
- Charities of any size can request to be featured on eBay and MissionFish

## Sell donated goods on Ebay

- Called *Direct Selling*
- Sell regularly or just for one-off campaigns
- Reach millions of eBay buyers worldwide

# Further benefits of Ebay

- eBay matches donors' generosity
- eBay donates same percentage of final value fee as seller donates
- E.g. If the seller gives you 50%, eBay gives you 50% of their fee
- eBay *Community Sellers* can declare Gift Aid
- MissionFish will reclaim the tax and distribute all of it to you so a £5.00 donation becomes £6.40

# Ebay

- Largest e-commerce site in the UK
- Over 15 million users
- 10 million items listed at any one time
- A CD sells every 7 seconds
- A car sells every 2 minutes

The screenshot shows the eBay.co.uk homepage with the following elements:

- Navigation:** Links for home, pay, register, site map, Buy, Sell, My eBay, Community, and Help. A search bar with "Start new search" and "Search" buttons, and an "Advanced Search" link.
- Personalization:** Greeting "Hello, lara\_at\_missionfish! (Not you? Sign in.)"
- Header:** "Welcome to eBay" and "5p Listing Day Tuesday 16th May 2006" with "T&C apply" and "Find out more >".
- Search:** A search input field, "All Categories..." dropdown, and "Search" and "Advanced Search" buttons.
- My Favourite Searches:** A link to "View your Favourite Searches."
- Left Sidebar:**
  - eBay Motors:** Links for "Buy a vehicle or part" (Choose from over 100,000 items) and "Sell your vehicle" (Only £6 to put it in front of millions).
  - Speciality Sites:** Links for Business Centre, eBay for Charity, eBay Shops, PayPal, and Reviews & Guides.
  - Categories:** A list of categories including Antiques & Art, Baby, Books, Comics & Magazines, Business, Office & Industrial, Cars, Parts & Vehicles, Clothes, Shoes, Accessories, Coins, Collectables, Computing, Consumer Electronics, and Crafts.
- Center:**
  - Bag a last minute bargain:** "All Tractors Ending soon" with a "Click here" button and a tractor image.
  - Product Grid:** A grid of product categories with images: MP3 Players, Nokia, Sony PSP, Photography, Blackberry, Digital Cameras, iPod, PCs, and Dell.
  - eBay Recommends...**
- Right Sidebar:**
  - My eBay At A Glance:** Link to "Sign in for a snapshot of your personalised information on the homepage."
  - On eBay Today:** "Get an invite to David & Victoria Beckham's VIP World Cup Party" with a "Click here for hundreds of Dream Auctions" button and "dream auction NSPCC" logo.
  - Helpful Links:** Links for eBay Explained, eBay Pulse, eBay Shops, and eBay Toolbar.
  - Safety Centre:** "Visit the Safety Centre for advice on safe trading and find out more about Get Safe Online." with a "GET SAFE ONLINE" logo.

# B. Raising Awareness

- Charity Website
- Social Network sites: Facebook, Myspace, Twitter, You Tube, Flickr
- Podcasting
- Blogs

# Charity Website

- What do you want to **achieve** with your site/page?  
Is it a:
  - ‘brochure site’ about your organisation
  - a fundraising campaign
  - a membership-building site
- What do you want **your reader** to do?
  - sign up
  - donate
  - contact you
  - send your URL to someone else?

# How do I set up a website?

- Visit: [www.ehow.com](http://www.ehow.com)
- Ask [Salford CVS](#) to support you with this.

A large, blue speech bubble with a white outline is centered on a light blue background. Inside the bubble, the text "How do I market my organisation's website?" is written in a bold, white, sans-serif font.

**How do I market my  
organisation's website?**

# Market your Website

- **Tell everyone**
  - hold a launch event, even a virtual one; make something happen on launch day
  - electronic press releases & mailshots
    - links in email signatures
  - get links to your site, anywhere
    - email webmasters of relevant sites for links. Reciprocate.
- **Talk is cheap** - use free sites
  - use blogs, social networking sites, flickr, youtube
  - Advertise

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**Which social networking  
sites are you aware of?**

# Social Network Sites

- Social networks and blogs now account for *10% of all Internet time*
- UK Social Network members expected to treble by 2012 (from 9.6 to 27 million)
- Sites include Facebook (visited by 47% of online Britons in 2008), Myspace, Twitter, YouTube & Flickr

# facebook

- **Invite** as many people as possible to join
- **Inform** - Use your Facebook page to let everyone know about your latest news, blog posts, video, and so on.
- **Interact** with other people, let them talk about your work and answer their questions directly and publicly online.

# MySpace

- Started out as an online storage space
- Top Shop now sell more dresses on Myspace than on topshop.com
- You can post any number of pictures, videos, blogs on your Myspace page



- Twitter is a micro blogging site that allows you to write very short updates up to 140 characters.
- Gradually build up a following of people who are interested in your work and want to keep updated.
- Messages (called tweets) which you just post on a regular basis, whenever you have some info worth sharing. Eg: “Busy day ahead - putting up roofs on the new building”.
- Can also be used to promote events.



- There's nothing like video to bring your projects to life.
- Videos don't have to be professional - your imagination is the limit regarding what to film.
- Get people to talk on film - if it's great for a donor to get a letter from a child they are sponsoring, imagine what a video message can do!
- Get your volunteers to talk about their work, show work in progress, and explain how you are using the donations you receive.



- Flickr is a photo sharing site.
- Users can interact and comment on each other's pictures, which makes it more than just a great place to host your images for free.
- People can forward photos they like to each other and post them on other websites and forums and, by doing so, help you make your charity work known to a wider audience.



# Podcasting

- Cheap way of posting a media message
- Consider your goals and brand
- Make it easily available
- Promote it!
- Promote complimentary material
- Submit to podcast search engines
- Track results



# Blogs

- A shared on-line journal where people can post diary entries about their personal experiences and hobbies.
- The goal is to tell a story.
- Whenever you upload video, images or whatever , you write about them on your blog and let your readers know and, at the same time, you include links back to your blog in the video and images themselves.
- Ideally, the person or people who are writing in your blog should be involved with the project on the ground, so they can give a first hand account of your challenges and successes.
- Creating a blog is easy and also free!
- Over 40 million!
- 1.6 million new posts per day.
- Blogs are funded by on-screen ads.

# Contact Information

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