

## The Wired Fundraiser

### *How technology is making fundraising "good to go"*

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October 2007

#### Introduction

On January 18, 2007, Robin Maxwell was out for a run when her feet suddenly felt completely numb. It was a strange and unnerving sensation, and she didn't know what to make of it. She wondered if she'd pushed herself too hard. After all, she was a tri-athlete training for a marathon – and, as mother of two, she was also always busy chasing after her two young children. After her doctor conducted some tests, she soon learned there was a far more serious cause: she had multiple sclerosis (MS), the progressive neurological disease.

"I felt this incredible darkness," she says of her diagnosis.

A few days later, a friend of hers was watching *The View* and saw Kevin Bacon talking about his new charitable effort, SixDegrees.org – a website where anyone could create a widget to fundraise online for their favorite cause. Knowing Robin had said she wanted to do something to help others with her diagnosis, the friend emailed Robin about the website and the matching grants Kevin was offering to top fundraisers' causes. Robin went online to create a widget to fundraise for her local MS Society the same day.

"I raised \$800 the first day, and suddenly I realized this was something that could work. I had a reason to get up every day. People wanted to help me, and they wanted to help me get that grant. They wanted to keep me from facing the disability that I am facing," she says.

Through her website, social networks, email and personal outreach in her community, Robin raised \$18,000 online in two months and won a \$10,000 matching grant. She attracted nationwide attention for her efforts, including a major story on CNN as part of its Heroes series, a story on the E! network and coverage in local media. She created a new clothing line called Perfect Health to bolster her own feelings of health and raise awareness for MS. Her local MS chapter gained 1,000 donors, \$28,000, and unprecedented visibility.

Meet "The Wired Fundraiser" – a word-of-mouth maven who is highly effective at fundraising for a cause in an ever-widening personal sphere of influence online.

It's important to note that there have always been masters at "personal fundraising," also known as "friends-to-friends" or "group fundraising." They are the people calling and emailing friends to support their walk-a-thon, canvassing the

neighborhood to raise funds for a local group cleaning up the river, or holding a dinner party to solicit donations for an autism charity. They are naturals at connecting to others. They are very good at what they do for a simple reason: people are most likely to give when someone they know asks them ([2006 Cone Nonprofit Research](#)).

So who is the Wired Fundraiser?

There are two kinds of Wired Fundraisers. The first is the type of personal fundraisers described above, made more powerful because of the Internet. Technology enables these types of fundraisers to extend their reach and amplify their message. When these cause champions go digital, word of mouth is exponential.

This first group of Wired Fundraisers is passionate about a cause due to a deeply personal experience. That emotional connection to a cause gives these fundraisers the energy to be effective and active connectors online. In general, their passions center around health causes (like a personal or family connection with a disease), the environment and disaster relief. For instance, we saw various students and alumni eager to raise funds for the Virginal Tech Memorial Fund in the wake of the shooting in April. Nearly \$10,000 was raised through charity badges of people that felt an immediate connection through their affinity with their school.

The second group of Wired Fundraisers is a new group who weren't fundraisers before. Now that evangelizing has become as simple as posting a widget on a MySpace or Facebook page, they are promoting causes. They tend to be dabblers in fundraising, with their degree of effectiveness contingent on their level of passion.

Both groups of Wired Fundraisers skew young, ranging from 20 years old up to 40 years old. Many of them are tech savvy, but the ones who are not are able to use the most basic forms of online communication like email to support their cause online. Most are US-based. While there are networks and websites that cater to an international audience, the use of new technology for group fundraising hasn't infiltrated to the extent overseas that it has here in the US.

The nonprofit Network for Good, which specializes in online fundraising for charities, has authored this White Paper to examine Wired Fundraisers and the effect they are having on the charitable sector. It's important to highlight the emergence of Wired Fundraisers, because they have tremendous potential to contribute to the social good. In this paper, we will share three main findings from our work with Wired Fundraisers and then discuss implications for fundraisers of all kinds – from a mom who discovers she has MS to the head of development at a major aid agency.

The hope is to do three things: help inspire yet more people to join the ranks of Wired Fundraisers; show charities how to support these remarkable individuals; and generate more donations for charities' vital missions.

## **Methodology**

This White Paper is based on three sources of information. The first and primary source is Network for Good's first-hand experience over the past year as one of the

first charity widget providers for thousands of charities. Network for Good launched widgets in December 2006 in a [program with Yahoo!](#) and then started [SixDegrees.org](#) a month later with Kevin Bacon. Widgets are small pieces of code that enable you to place content anywhere online (see page 7). At Six Degrees, any person or organization can build a fundraising widget – we call them charity badges – and display it on web sites, blogs and social networks – or share it via email. There are about 6,500 Six Degrees widgets online, and Six Degrees has raised more than \$1 million for several thousand charities in the past nine months. Network for Good, which was founded in 2001, has raised \$145 million online since its inception.

Second, this paper draws on a [benchmarking study](#) by Peter Deitz of [About Micro-Philanthropy](#) analyzing internal statistics of five leading group fundraising campaigns online ([SixDegrees](#), [ChipIn](#), [Firstgiving](#), [GiveMeaning](#) and [JustGive.org](#)).

Third, it reflects [a Care2 analysis of Causes](#) on Facebook by Justin Perkins and James O'Malley.

## Findings

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1. **When Wired Fundraisers Talk, People Listen:** *The messenger matters even more than the message.*
  2. **Not Every Wired Fundraiser Is a Champion:** *The successful Wired Fundraiser has a relatively rare combination of true passion and a means to lend a sense of urgency to their cause.*
  3. **Technology Makes a Difference:** *Widgets and social networks make existing personal fundraisers more effective.*
  4. **Smart Charities Embrace the Wired Fundraiser:** *And they find their own, "inner" Wired Fundraiser.*
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1. **When Wired Fundraisers Talk, People Listen:** *The messenger matters even more than the message.*

When personal fundraisers reach out to their social circles to ask for support, they are uniquely effective for three reasons.

**First, personal fundraising is based in a two-way relationship, not a one-sided promotion.** The traditional model of marketing is one-sided – the person selling something (or seeking donations) makes a case to an audience and hopes people will listen and act. By contrast, people-to-people fundraising is based in two-way communication; it is a conversation between individuals rather than a speech from an organization. It puts the cause-related message in the mouth of the person most likely to prompt a donation: someone the audience knows. The act of giving becomes an attractive way for the audience to play a role in the relationship – to

show that he or she is someone who cares about doing good, who wants to be a supportive friend, and who is a part of something larger than himself/herself.

**Second, the personal fundraiser is an authentic and authoritative messenger. People listen to other people.** They look to human beings, not corporations or causes, to communicate and connect with. Messengers from outside an organization are often more credible than the organization itself. That's why an outside messenger – a donor that fundraises for an organization – has the potential to cut through the communications clutter. The messenger has become as important as the message. Marketing guru Seth Godin calls this "[Flipping the Funnel](#)." That's because instead of an organization trying to work a sales funnel to qualify prospects and prompt action, the funnel paradigm is flipped. The organization hands its supporters the funnel, which when inverted, takes the shape of a megaphone that can be placed in the hands of thousands of supporters. Many megaphones are better than one funnel, says Godin.

Cause champions are authoritative because they know how to reach their circles of influence, and they naturally communicate in the most effective ways – in a conversational tone and through highly personal means.

For example, the Transverse Myelitis Association says it "facilitates support and networking opportunities amongst families; provides educational information; functions as a clearinghouse for articles and research literature; and investigates, advocates for and supports research and innovative treatment efforts" for a "rare neurological disorder that is part of a spectrum of neuroimmunologic diseases of the central nervous system."

A person who had Transverse Myelitis used a Network for Good charity badge to fundraise for the cause last year. The person, named "James," featured his picture and this message: "I became a ventilator dependent quadriplegic, paralyzed from the neck down, due to Transverse Myelitis, a rare neurological disorder that affects the central nervous system. I am trying to help raise funds for education and research." This is the voice of an authentic messenger.

This type of anecdotal example is reinforced by quantitative research. Over three-quarters of people cite friends and family as most influential in their giving ([2006 Cone Nonprofit Research](#)). Peter Deitz's group fundraising benchmarking data estimates a 35% response rate compared to a 0.3% response rate with traditional online fundraising. He notes, "When a Wired Fundraiser asks for a donation from someone in their circle, the results will exceed what an organization could have accomplished on their own." When people we know ask us to help, we listen.

**The third reason people listen to personal fundraisers is that their message is based in story.** As Robin's experience at the start of this paper shows, story is at the heart of personal fundraising and its effectiveness. There is no more powerful form of communication when it comes to moving people to action.

Storytelling often comes more naturally to supporters than to charities themselves. Donors tend to talk about their personal experiences with a cause, which makes for compelling stories on a scale that individuals can relate and respond to. Charities,

by contrast, often focus on larger, more global needs, which can be less compelling to many audiences. As recent research shows, “Most people are caring and will exert great effort to rescue individual victims whose needy plight comes to their attention. These same good people, however, often become numbly indifferent to the plight of individuals who are “one of many” in a much greater problem.” (*If I look at the mass I will never act* by Paul Slovic, Judgment and Decision Making, Vol. 2, No. 2, April 2007, pp. 79–95.)

The effect of these personal stories is remarkable as a recruitment vehicle for charities. At Network for Good, we saw a 540% increase in new unique donors year-on-year directly attributable to donations through badges created by Six Degrees fundraisers. In addition, participating charities shared similar results. A board chairman for the nonprofit Family Pride, which raised \$30,000, adds, “Family Pride figured out that 50% of the donors through my charity badge were completely new to the organization.”

**2. Not Every Wired Fundraiser Is a Champion:** *The successful Wired Fundraiser has a relatively rare combination of true passion and a means to lend a sense of urgency to their cause.*

Do the numbers prove that these personal fundraisers are successful in raising dollars? To date, they are responsible for at least \$44 million dollars in charitable giving (total amount raised by the 5 platforms studied in Peter Deitz’s benchmarking study). **They are successful with varying degrees of effectiveness that are contingent upon two things: The fundraiser is a passionate cause champion with a significant social circle, and there is a catalyzing event that lends a sense of urgency for taking action.**

To the first point, because it is so easy to be a Wired Fundraiser, it doesn’t require the level of passion that it does to be an offline fundraiser, canvassing the neighborhood tirelessly or hosting social events. That means that not everyone with an online badge or widget is actively promoting it. The fundraising effort depends on the person behind it – including their passion and the scope of their network. As noted in the Introduction to this paper, dabblers are less effective than diehards. “The ones who work hardest, win,” agrees Justin Perkins, co-author of the Care2 study.

Second, a catalyzing event can make a big difference in results. In the case of Robin Maxwell, her diagnosis was a catalyzing event - the immediacy of the news that had just struck her and her family and friends inspired action. Even more so, the matching grant – which Robin and her supporters wanted to win – lent further urgency to taking action.

Another example of a catalyzing event was when the Michael Vick dog abuse case dominated the headlines. Soon after this news broke, animal rescue organizations were among the most successful users of Six Degrees charity badges, blanketing MySpace, their websites and email inboxes of people concerned about animal rights with their message. Five of the top six fundraisers in August and September 2007 represented dog rescue groups.

At Six Degrees, on Facebook and in benchmarking work, it's clear that there are a small number of extremely successful Wired Fundraisers who put extraordinary energy into their efforts – and often have a catalyzing event (such as the possibility of a matching grant or a major news story) that makes them far more effective than anyone else. About twenty top fundraisers who were highly motivated to compete for matching grants account for about 30% of total dollars raised, followed by thousands of people who raised well under \$100.

Causes on Facebook – an application from Project Agape that allows anyone to create and/or feature a favorite cause on their Facebook page - has 10,000 Causes and 300,000 active users. It's a highly effective model because it is all about relationship - the Cause appears on an individual's page, where friends and family naturally flock to communicate and share. Further, members are prompted to recruit other friends and family to the shared interest in a Cause.

Justin Perkins took a sampling from all of the Causes and found a similar pattern to the one on Six Degrees. He found large numbers of dabblers and a smaller, very successful group of diehards. As of July 16<sup>th</sup>, 2007, there were 7,575 Causes on Facebook. Having scanned nearly all of them, Care2 found that only about 60% seemed to be legitimate. About 3,000 were what Perkins terms "fluff" Causes - causes like "Save Water, Drink Beer," for which the chief intended purpose was not social change, but rather (most likely), humor, slander or annoyance. Since it's so easy to create a Cause, not everyone is highly motivated.

Moreover, as with Six Degrees, a handful of fundraisers and Causes accounted for the vast majority of giving. At the time of his analysis, there were about 8,000 Causes, and Care2 sampled about 10% of them. There were many zero dollar donations in that sample (555 out of the 774 we sampled). Of the 218 causes that actually had donations, the average money earned was about \$290, and the average number of supporters was about 6,600 (not including those with zero dollars). The actual total donations ran from \$5 to \$22,871. "Pareto's 80-20 law seems to apply," says Perkins. "A very small number of people on Causes give." He notes the lack of catalyzing events for many users: "A lot of people join a Cause because it's cool, but there's no accountability to donate."

But Perkins adds: "What's exciting, though, is that groups now have an increased chance for getting money from the small number of superactivists and their personal networks." The superactivist can yield strong results.

Social Actions' benchmark figures show this potential. Social Actions cites that "successful" campaigns (defined as raising \$1,000 or more – the domain of superactivists) shows that the average group fundraising campaign raises \$9,000 and reaches 150 people. By contrast, the average person-to-person fundraising campaign raises \$692 from 16 people (see group fundraising benchmarking study). There are a growing number of these types of campaigns raising money with the benefit of education, tips and practice.

**3. Technology Makes a Difference:** *Widgets and social networks make existing personal fundraisers more effective.*

So how does technology figure into the success of Wired Fundraisers, and how are they making use of it?

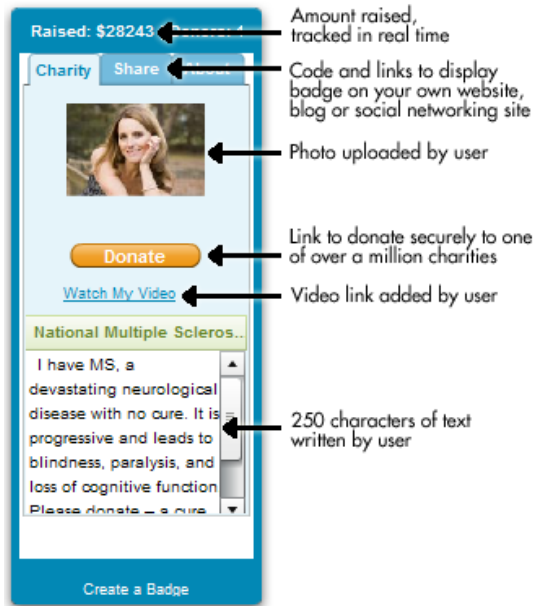
This paper primarily focuses on programs that are widget-based. Think of a widget as a small code-packed suitcase that carries content from one place to another place online. Just as a suitcase allows us to pack some key items we need when we're going somewhere, widgets enable us to grab useful pieces of information from one site online and take it with us when we travel around cyberspace. For example, a convenient box on your personalized Yahoo! or Google page that shows your local weather or tracks your favorite stocks or displays your favorite pair of shoes – or a YouTube clip on your blog - is a widget.

The portable nature that defines widgets is not only convenient, it's also especially well-suited to the evolution of the Internet. Widgets work just about everywhere people are flocking online – to personalized pages, social networks and other communities. Widgets thus bring content direct to people where they are online rather than relying on them to visit outside sites – an appealing prospect to computer users and especially to the corporations and organizations trying to reach them.

Consequently, widgets are proliferating at a breathless rate. According to [comScore](#), which tracks widget usage, the estimated total U.S. widget audience in April 2007 was an impressive 72.6 million people (41% penetration). By June the number of people using widgets had increased to 87.1 million or 49% penetration. Photo-related widgets topped the popularity charts. Newsweek [has declared](#) 2007 the "Year of the Widget."

The widget has also arrived in the charitable sector. In the past year, many consumers have begun using widgets to spread information about their favorite causes, and a growing number of charities are experimenting with widgets. Charity widgets are commonly popping up on Facebook (through Causes and other applications), MySpace, blogs and other sites. They share several qualities: They enable people to promote a cause of their choice; they enable people to fundraise for that cause; and, because they are portable, they allow people to spread the word by placing that widget on social networking sites, web sites and blogs – or via email.

## Example of a Widget



The most effective badges have a touching photo, a compelling and tangible reason to give, and a clear call to action.

This technology has four important facets.

**First, it makes it possible for the fundraiser to evangelize in their own way, in their own words.** This is important in an era when user-driven content is so pervasive online. Consumers increasingly expect to be treated as individuals with their own values and interests. So do donors to charity. They also expect to have a voice and gravitate toward places, products and causes where they are given a platform for personal expression. Personalization is everything. When Network for Good designed our Six Degrees charity widget, we put the emphasis on the champion (not the charity) by allowing people to upload personal photos, video and their own text onto the widget. People wanted to see themselves in their fundraising widget, and their friends and family did too. In fact on Six Degrees, we were contacted through Customer Service when someone wasn't getting to see their face in our gallery of participants as often as they'd like! Causes on Facebook is similar – the context of the Cause is the person's personal Facebook page, which reflects them. The Cause is just one more form of self-expression.

**The second reason that widgets are important is that they make it possible for personal fundraisers to take their message anywhere they communicate online, including social networks where messages spread very efficiently.**

The widget introduces a call to action in the context of a personal relationship or community online, tapping into the bonds of friends and family. Moreover, widgets and social networks give fundraisers added efficiency because they insert the charitable message into the context of many social relationships, all at once.

**Third, because technology makes fundraising so easy, it attracts a new group of fundraisers – albeit with varying degrees of commitment,** as noted

in the preceding section. It opens fundraising to a new, younger audience by providing a tool that can be incorporated into social networks. The success of Causes on Facebook and the relatively young age of Six Degrees badge holders (the most effective are generally in their 20s to 40s) shows this technology tool attracts a new generation of fundraisers for nonprofits.

*From the Wall Street Journal: "When you're young and starting out, it's very difficult to take this meager paycheck you have and donate part of it to something else," says Samantha Millman, 26, of Los Angeles, who works for a real-estate investment firm. Several months ago, Ms. Millman created a badge on behalf of Bet Tzedek - the House of Justice, a legal-aid program in Los Angeles. "I basically blasted everyone I knew," says Ms. Millman, raising more than \$15,000 from 406 donors. "I was not only surprised by the dollar amount, but to have 400 people somehow hearing about this through word of mouth was phenomenal," she says, adding that many of the donations were for just \$10.*

*From Tom, who raised money for Helping Children Worldwide with a charity badge: "My daughter's in college right now, so I contacted her and said, 'I need you to contact every college student you know, because they've all got a credit card, the Internet and ten bucks.' They started putting it on their blogs and on Facebook, and she became so energized around it. She was telling me how excited her friends were to help these kids in Africa. I think it just got easier and easier."*

**The fourth important factor of technology is the way it makes it easy to act upon the impulse to give.** Widgets give friends and family of the fundraiser an immediate way to help. There's no check writing, no event to attend – just a few clicks of a mouse. The friend or family member that has a desire to act, can act, right away.

**4. Smart Charities Embrace the Wired Fundraiser:** *And they find their own, "inner" Wired Fundraiser.*

**Technology enables anyone to be a fundraiser, anywhere online, which means online fundraising is no longer the sole domain of professional fundraisers at charities.** It is now open to anyone to do, wherever they want online. This creates great opportunities for charities to spread their message further, by new means, via new messengers.

It also places control over the message in the hands of the fundraiser rather than formal organizations. This can be terrifying to professional fundraisers or nonprofit brand managers, but supporters usually know best how to speak to their own circles of influence. And even if that's cold comfort to marketers who want greater control, the era of the controlled message is over anyway. Charities can embrace or ignore the many conversations that take place online in words other than their own – but they can't make them go away.

A number of charities that have well-connected staff with social networking experience are realizing these people can serve as Wired Fundraisers for very little investment. Widgets can make it economical for any size of nonprofit, even one with no fundraising budget, to engage in online fundraising and outreach. Widgets level

the digital playing field, enabling even the smallest causes to spread the word and raise funds economically if they have connected supporters and staff.

Within the Six Degrees program, Network for Good has seen an increasing amount of charitable involvement as nonprofits embrace the Wired Fundraiser concept and create and spread their own widgets. While the first matching grant round was dominated by individuals not affiliated with a charity formally, the second round was dominated by charities.

## IMPLICATIONS

### Recommendations for Wired Fundraisers

- **Your story can spread fast online, enabling you to make an even bigger difference:** Your story and connection to a cause, while personal in nature, is likely relevant to a larger audience than you may realize – especially online. When you tell your story using badges or widgets, people who know you – or have mutual connections - have a way to take action right away, when they are most compelled to give.
- **You can be a celebrity with a cause:** When it comes to causes, individuals can be as effective, if not more so, than celebrities at encouraging people to take action (for [example](#), as in Robin Maxwell’s case). It takes some hard work and dedication. Some of our top fundraisers cite bringing their laptops to events and creating flyers to drive people to their badge.
- **You can raise more money than you think:** Using web-based widgets or badges can raise more money than you think; set goals and you may be surprised at the results.

*"About halfway through, I came up with a goal. I wanted to reach 1,000 donations. I put it out there, and then I felt really sheepish about it. I felt like it was not going to happen. As it got closer to the end, I saw that it was actually a possibility. It was a good lesson for me in putting a goal out there, having faith in that goal and in the goodness of other people."*

-Ali Edwards, a Mom in Oregon who reached 2,500 people to support Autism Speaks using her Six Degrees Charity Badge

- **Find the right fundraising widget:** Fundraisers can choose from various badges. Each has a slightly different focus. For example, at Firstgiving the focus is on the event, like a walk-a-thon, whereas at Six Degrees the focus is on the individual and their cause. Take a look at Peter Deitz’s group fundraising [platform comparison](#) to help evaluate what will work best for you.
- **Reach beyond your inner circle:** Once you have posted your widget and have friends and family on board, don’t forget to ask them to post the badge and share it with their friends. If you have friends with blogs, ask them to post your

badge and spread the word. Successful fundraisers are the ones who not only engage their inner circle, but also tap new audiences via friends of friends. You can also share your story with the organization(s) for which you are fundraising. They may be able to help spread the word or feature it with the media.

- **Contests motivate people:** If you are receiving a matching grant or in competition for one, remind your contacts as added incentive to support you and give them updates on your progress.

### Recommendations for Charities

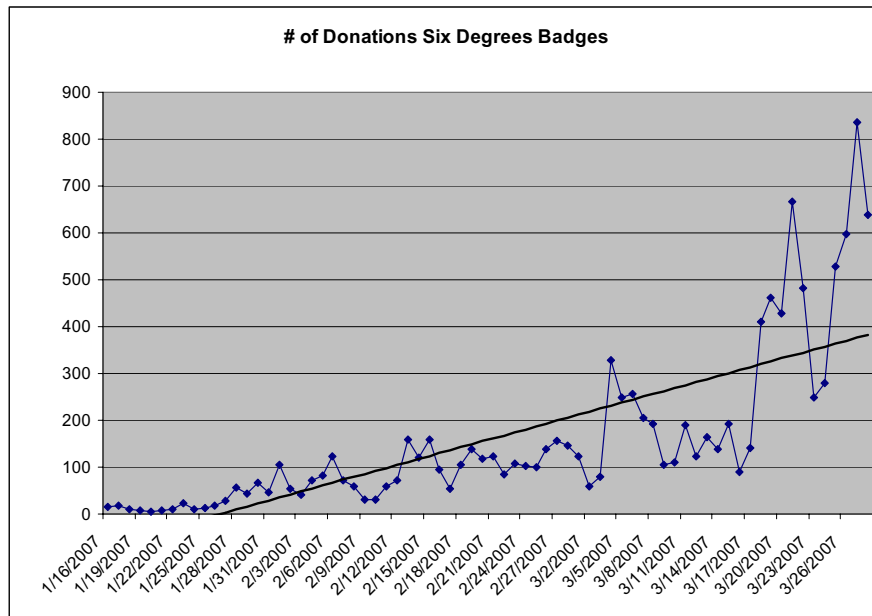
- **Take notice of widgets:** Organizations should take notice that viral and widget-based marketing isn't just for commercial marketers. Consider it a creative, easy, and low-cost supplement to the fundraising you already do via your website and email if you have well-connected supporters or staff with strong online social networks. To get started, review charities' experiences with widgets and some successful fundraisers' experiences with your cause or similar charities.
  - Here are some articles to read:
    - [Kevin Bacon and Celebrities with a Cause](#)
    - [Charity Badges: Turn Your Supporters into Fundraisers](#)
    - [Show Me the Numbers: Can Group Fundraising Help You?](#)
    - [Extra-organizational Activists & Nonprofits Using the Social Web for Their Cause](#)
    - [ChipIn Widget Fundraising Case Study](#) by Beth Kanter
    - [Beginners Guide to Facebook](#)
  - Here are some widgets to consider or test:
    - SixDegrees.org
    - Apps.facebook.com
    - Change.org
    - DoSomething.org
    - Firstgiving.com
    - ChipIn.com
    - Givemeaning.com
    - Impact.myspace.com
    - Kiva.org
    - LinkedIn for Good
- **Evaluate if a widget campaign is worth it:** While there are some obvious intangibles, it is still prudent to figure out if a widget campaign is worthwhile for your organization. Take a look at this [Social Network Calculator](#) which helps you calculate goals based on benchmark data. There are numerous ways to fundraise online, so make sure you have the basics covered (like a website and online donation processing) before allocating time and resources to a widget campaign.
- **Find your Wired Fundraisers:** Find the people that are passionate about your cause and reaching your target audience. Then develop a relationship with them. You can do this by creating signups in all your communication for people who may be willing to be your messengers. Network for Good estimates that about

5% of your donors might be superactivists who would champion your cause and recruit others.

- **Support Wired Fundraisers:** Create a section of your website that cultivates these activists, invites them to create widgets on your behalf, and explains how to use and promote them. You may also want to suggest messages or keep them informed of upcoming campaigns.
- **Tap into the blogosphere:** Because badges allow people to fundraise anywhere online, using them can be an effective approach to getting bloggers involved in your cause. Identify the bloggers who are talking about your issues (use [www.technorati.com](http://www.technorati.com)) and research their posts. Send them customized emails about why your organization's campaign is relevant or compelling to their readers.
- **Tap into social networks:** Make it easy for your supporters to integrate your cause into social networks like MySpace, Change.org and Facebook using badges. Your supporters' pages on these sites have implied viewer trust and therefore the greatest potential for converting viewers into a new audience of donors. You may also consider creating a presence or profile for your organization on these sites so that people can easily find your organization and share tips and messaging for fundraising.
- **Don't underestimate the power of your supporters' networks:** Celebrity ambassadors are great for media, but for viral spread and grassroots efforts, you are better off tapping into the energy and passions of people that care about your cause. Your message gets passed along easily because of implied trust within a network for friends. According to [Nielsen](#), 78% of people trust the recommendation of a friend.
- **Share control of the message:** It's okay to relinquish some control of the message. Your supporters are experts at knowing how to communicate about your nonprofit to their own friends and family. You can also provide individual fundraisers with starter text, images and video which they can easily incorporate into their fundraising efforts.
- **Contests are good:** Contests and matching grants motivate people to give in the moment. They also create a sense of urgency if there is a deadline for eligibility. If one of your supporters is looking for a way to support your organization, consider a matching grant program using badges. Keep in mind that they require management and well thought-out rules and execution.

*"We put the information on our website...constantly updating them [donors] as to how we were doing...our volunteers were really eager to try to get the matching grant, but they also reached out about our mission."*

-Kristy Barnes with Bubel-Aiken Foundation, which raised \$42,000 using a Six Degrees badge



Source: SixDegrees.org daily donations leading up to the end of the matching grant timeframe on 3/31/07.

## Getting Started with Six Degrees

If you choose to experiment with Six Degrees widgets, here's how:

- You go to [SixDegrees.org](http://SixDegrees.org) and click on "create a badge"
- Create a badge for your charity by uploading photo and text and generating a donate button for your organization - this takes about 5-10 minutes
- We give you the code to display the badge on your website and share it with your supporters
- The badge tracks in real time the number and amount of donations
- You can create as many badges as you want, and you can invite your supporters to create their own badges if they'd rather design their own, instead of using yours
- Any badge created at Six Degrees during a matching grants campaign is eligible for matching grants
- There's no charge for creating badges. The only fees involved with the program are the Network for Good transaction processing fees, which are 4.75% of transactions. We give donors the choice of covering that fee for the charity or deducting it from the donation ([details](#))
- The charity can log in to your Network for Good [Donation Tracking Report](#) at any time to obtain information on the donors that have supported you through the badges
- We've had hundreds of nonprofits participate in Six Degrees, and their organizations and supporters have raised hundreds of thousands of dollars. You can read about some of them [here](#).