

How  is
Changing Philanthropy

Tracey Vavrek, Executive Director



Online giving continues to grow

- May Issue of The Chronicle of Philanthropy reports:
 - 2010 online giving increased by 34% (large charities)
 - Donors of all levels and ages prefer to give online
 - 50% 65 years of age and older
 - 75% of ages 35-64 give online
 - 68% of under 35
- 2011 - 4 out of 5 donors will give same or more

What is this online world

Social Media

• Defined by



“Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue”

- Platform that allows shifts between the author and the public
- One approach to engagement with your donors

What is this online world

Tools:

- Facebook
- Twitter
- Flickr
- Website, Blogs
- Podcasts
- LinkedIn
- Email tools like Constant Contact
- Text giving
- Search engines like Google
- Giving sites like Canadahelps.org
- What have I missed, and what is next...





Who is having conversations

- CFC touted as a leader on the recent Canada Helps Social Media Done Right case study webinar.
- CFC has 3 blogs -1 conference, 2 for Initiatives – H2O and Vital Signs
- 3 - FB pages
- 2 - You Tube channels
- RSS Feeds, Flickr and Twitter
- Conference Social Media squad is unique and getting attention – people have never seen this type of presence especially for a specific conference or event and many will be following

Presence continued...

- [Winnipeg Foundation](#) – enews, PA enews, blog, twitter – not on FB
- [Vancouver Foundation](#) – separate Twitter for VF Vital Signs, FB, videos, magazine (online)
- [Toronto Community Foundation \(TCF\)](#) – Facebook, Twitter, Blog, PA E-news, E-news, Videos
- [Medicine Hat](#) – Twitter & FB
- [Calgary Foundation](#) – Twitter & FB
- [Hamilton CF](#) – blog, FB, Twitter, Videos!



2002

- Minimum profile in our community
- Asset base under \$180,000
- No dollars and little resources for advertising
- Launched 1st website

2004

- 1st electronic newsletter to 200 contacts
Goal to touch base with our friends and help to spread the word about who we are

September 29, 2004

#208, 11330 - 106 Street, Grande Prairie, AB T8V 7X9
Phone (780) 538-2820, Fax (780) 532-0672

In This Issue

- Pete & Lori Merlo Family Fund
- Great Work Supporting Local Teens Forever
- 3rd Annual Philanthropy Day Conference in Grande Prairie

Links

Community Foundations of Canada

Canada's vibrant and growing network of over 143 community foundations!
2003 Stats

- **Total Grants: Over \$95 million to support local charitable causes**
- **Combined Assets: More than \$1.8 billion**
- **Population Served: 75% of Canadians (25 million)**

Edmonton Community Foundation

Celebrating 15 years of philanthropy in their community!

Community Foundations of Canada - Professional Advisors Resource

A sampling of planning ideas for consideration in the context of effective estate, tax and financial planning.

The information in this site has been developed by Community Foundations of Canada (CFC) to:

Welcome

to the Community Foundation of Greater Grande Prairie's inaugural e-News bulletin. This bulletin is called "The Landscape" to remind us that the Foundation helps lay the ground work for growth and prosperity for our community. You are a valuable member of our community and deserve to know about the differences the Community Foundation is making.

The Community Foundation is all about bringing donors and charities together to make our community a better place!

Pete & Lori Merlo Family Fund - Proud Commitment to Our Community

As a member of the original founding board of the Community Foundation of Greater Grande Prairie, Pete Merlo has a pretty good grasp on how important it is that funds raised in our community stay in our community forever.

"I believed very much in it at the time and still believe very much in it," says Pete who along with wife Lori, solidified that strong conviction this year with the inception of the Merlo Family Fund.

"I thought it was a great idea when Pete talked to me about it," says Lori. "I think it's a good starting point."



The Merlo's both agree in the importance and need for the Community Foundation and have a strong commitment to supporting that ideal.

"It's the opportunity for us to leave a footprint," says Pete. "We want our children to know about it and it's my dream that they will continue to support it into the next generation." For now, however, the Merlo Family Fund is just in its infancy and is under the umbrella of

the Community Endowment Fund.

"Originally I thought I wanted to be very specific about where the funds would go," explains Pete. "But times change and we wanted to leave the flexibility for the endowment fund to change with the times. I know and trust the Foundation will make those decisions as to where the funds need to go as time comes."

The Merlo family is proud to be part of a community that is so supportive of efforts such as the Community Foundation. "I really take a lot of pride in thinking that there are a lot of people that feel the same way as we do about supporting this community," smiles Pete.



Built strategy to have a higher online presence

Goal to build deeper relationships with audience

- Included revamped tools to tell our successes

- 2009 rebuilt website

- www.buildingtomorrowtoday.com

- Constant Contact

- Issue monthly newsletter to almost 2000 contacts

- Provides Stats (Sent, Bounces, Spam, Opt Out, Opens, Clicks, Forwards, Social Shares)



- Professional Advisor quarterly e-newsletter
- Facebook - under 500 followers, RSS feeds, Twitter
- Cost - minimal, invest in staff time
- Profile increased with charities, donors, community
- Higher understanding in the community
- Asset base \$3.7 million



- Winnipeg Foundation 90 Hour Giving Challenge
- Online tools to raise profile
 1. Special invite to fund holders and friends
 2. Launched to the public
 - Media partners – grabbed it and ran with it
 3. website, FB, newsletter, etc., signatures
- Cost \$250 graphic design and staff
- Raised over \$104,000 for endowment funds

Do you have online relationships?

- Looking to buy a new washer – what do you do?
- Talk to friends, search the web for reports, reviews, costs, availability,




washing machine Search

About 34,200,000 results (0.10 seconds) [Go to Google.com](#) [Advanced search](#)

Washing Machines Ad
Brand names, great deals find your new Washer today!
www.homedepot.ca



Washing machine - Wikipedia, the free encyclopedia
A washing machine (laundry machine, clothes washer, or washer) is a machine designed to wash laundry, such as clothing, towels and sheets. ...
History - Washing machine milestones - Modern machines - Rinsing
en.wikipedia.org/wiki/Washing_machine - Cached - Similar

Images for washing machine - Report images



Washing Machines - Price - Buy Washing Machine - Cheap prices - Canada
Washing Machines - Find the Lowest Prices in Canada. Shop Smart with Reviews, Advice and Prices. Shopbot is Canada's Favorite Price Comparison Site!
www.shopbot.ca › Appliances - Cached - Similar

Videos for washing machine - Report videos

	Washing Machine Self Destructs (Original) 1 min - 29 Jul 2010 Uploaded by Photonicinduction youtube.com		How To Use Your Washing Machine 3 min - 16 Aug 2007 videojug.com
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Washing Machine Reviews | Washer & Dryers | Best Washing Machines
Hundreds of consumer washing machine reviews, combos, dryers and other laundry appliances. Your reviews, your wash, your choice.
Washing Machine Consumer Reports - Whirlpool - LG - Front Washers
www.washing-machine-wizard.com/ - Cached - Similar

eBay Canada - Washing Machines Reviews & Guides
Reviews and Guides, Read eBay Canada Review and Guides in the Washing Machines eBay categories.
search.reviews.ebay.ca/_Washing-Machines_W0QQucatZ5595QQuqtZr - Cached - Similar

Front-loading washing machines | Climate Change Central
3 Dec 2010 ... What is a front-loading washing machine and how does it work? As the name implies, clothes are loaded via a front, see-through door instead ...
www.climatechangecentral.com/take-action/individual/.../appliances - Cached

Toronto (GTA) washing machine for sale, new & used washing machine ...
Need someone who can come & fix a washing machine—good price. ... My new washing machine can not use this kind of detergent. My loss is ...
toronto.kijiji.ca › Kijiji Ontario - Cached - Similar

Miele Laundry Products: Miele Technology

Everything

- Images
- Videos
- News
- More

Grande Prairie, AB
[Change location](#)

The web
Pages from Canada

Any time
Latest
Past 24 hours
Past 2 days
Past week
Past month
Past year
Custom range...

All results
Sites with images
Wonder wheel
Timeline

More search tools

Something different
refrigerator
tumble dryer
dishwasher
clothes dryer
microwave oven

Ads

Best Washing Machines
Get Best Washing Machines
Find Best Washing Machines
www.ask.com

Bosch Washer Dryer Rebate
Purchase a Bosch Washer Dryer for an instant rebate of up to \$300
www.bosch-home.ca

[See your ad here >](#)

Do you have online relationships?

- Use a search engine to look for your organization
- 1st page defines who you are, your presence
- You already have an online community
- Donors of all ages do the same

Platform - It is not just about you!

- Online platform connects you to millions
- Way to spread the word to anyone and everyone
- It is a real world, real people looking for real interaction
- Not regular advertising world, it is a platform to increase engagement and build direct relationships
- You are connected at your audience level - at their convenience, it's about what's in it for them

What does your audience want?

- Participate and connect
- Narrative real stories (donors and grantees), builds trust
- Quick, easy, regular reading with graphics, take out “our lingo” replace with passion
- Hear your exciting news so get it online!

What does your audience want?

- Talk generously about your community, not only your group
- Treated like a friend, you need to keep conversation going like you would with a friend
- Who should talking to them, telling the story? Spokesperson- ED, CEO
- No data

What have we learned

- Cost \$0, ongoing commitment of time and staff
- Not a campaign, continue advertising program
- Understand the online tool, research options
- Transparency is important, build trust
- Make it easy for our audience



What have we learned

- Regular activity, ex: Costco
- Drive people to take action
- Takes time to build a presence, use friends
- Results - May 1, 2011 doubled 2010 online donations
- Great platform. Be sure your media friends are aware

- Resources

- Six Pixels of Separation by Mitch Joel.
Book, Pod Casts, and Blog

- <http://www.twistimage.com/blog/>

- “How to Build your Digital Footprint in 8
Easy Steps” March 5, 2009

- Katya’s Non-profit Marketing Blog

- <http://www.nonprofitmarketingblog.com/>