



Social Media Fundraising: Using Widgets Successfully for Fundraising

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Agenda

- What is a Widget?
- Benefits of Giving Widgets
- PayPal's Widget History
- PayPal's Learning's
- Announcing the What Gives!? PayPal Widget
- Best Friends Animal Society Case Study
- Takeaways
- Q&A

Benefits of Giving Widgets

- Opportunity to spread your cause virally through Facebook, Twitter, MySpace, Blogs etc.
- Effective in promoting specific campaigns
- Empowers your base to promote the cause
- Makes your base feel more connected & invested
- New donation channel



PayPal's Widget History

Two years ago the world was a different place...

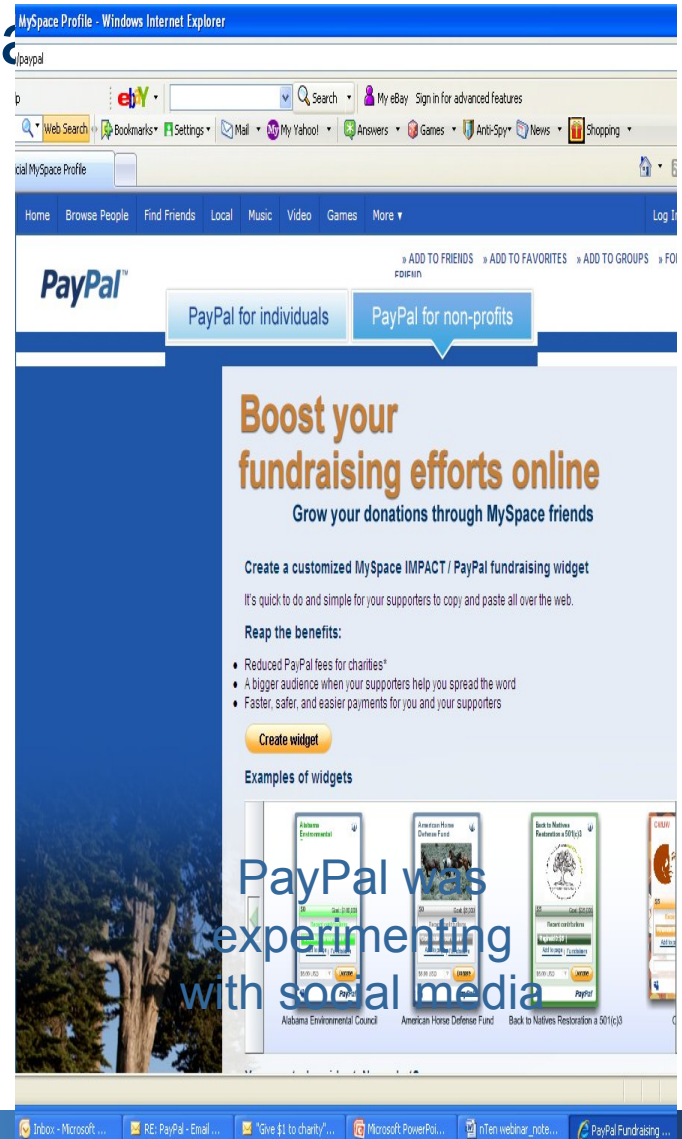


was all the buzz



who?

twitter



PayPal was experimenting with social media

PayPal's Learning's

Myth #1

Widgets will work best for organizations with the largest fan base



PayPal's Learning's

Reality:

Widgets are most successful with an active fan base that is engaged

Takeaway:

Small nonprofits can benefit from widgets too - as long as your fan base is active and you're proactively engaging them

PayPal's Learning's

Myth #2:

Donations will spread virally from friends of friends of friends of friends of friends of.....



PayPal's Learning's

Reality:

Donations typically spread two friends deep

Takeaway:

Communication to give tends to breakdown two levels down - expect broader giving tree vs. deeper

PayPal's Learning's

Myth #3:

The more your widget is copied the more donations you get



PayPal's Learning's

Reality:

More widgets don't always equate to more donations

Takeaway:

What matters most is who sees your widget and their connection to your cause

PayPal's Learning's

Myth #4:

You need celebrity power to raise more \$\$



PayPal's Learning's

Reality:

Our celebrity promotions generated buzz but minimal donations

Takeaway:

Use a social media star or someone social media savvy to help spread the word

The New WhatGives!

Features:

- Tweet This
- Facebook functionality
- Real time donation scroll
- Nonprofit discount
- Donations go directly to PayPal account

<http://www.whatgives.com>

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ty.com/index.asp?layout=powerofyouth

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or additional options click here...

VARIETY
POWER OF YOUTH

VARIETY'S POWER OF YOUTH INITIATIVE IS FOCUSED ON ENCOURAGING TOP YOUNG TALENT TO BECOME INVOLVED WITH PHILANTHROPIC AND HUMANITARIAN CAUSES, USING THEIR POSITIONS IN POPULAR CULTURE TO MOTIVATE OTHERS TO DO THE SAME.

WIN TICKETS FOR A FAMILY OF FOUR BY MAKING A SMALL DONATION TO OUR CAUSE

EVENT: SATURDAY DECEMBER 5TH
12:00PM-4:00PM PST
PARAMOUNT STUDIOS, NEW YORK STREET

The event, now in its third year, is an invitation-only afternoon full of fun, festivities and live performances. Guests include the children and families from Starlight and LA's BEST, as well as over 200 of our celebrity supporters. This year we are honoring 5 young stars who are really making a difference to their chosen charities.

ALL NET PROCEEDS FROM 2009 BENEFIT

starlight

VARIETY POWER OF YOUTH

BENEFITING: **starlight** **LA's BEST**

Select Amount

SHARE COPY JOIN

stephanie m. \$1 | Penny K.

Total Raised: \$275

whatgives widget powered by **PayPal**

AUCTION
NOVEMBER 30TH - DECEMBER 14TH
www.ebay.com/powerofyouth

ITEMS INCLUDE:

- ★ 4 TICKETS TO THE NICKELODEON KIDS CHOICE AWARDS
- ★ A 1 HOUR LUNCH WITH TOP HOLLYWOOD YOUTH CASTING DIRECTOR
- ★ 5 NIGHT STAY AT THE FOUR SEASONS MAUI
- ★ AND MANY MANY MORE

CELEBRITY SUPPORTERS

DO YOU HAVE AN AMAZING EXPERIENCE ITEM TO

ON facebook. Become a Fan

Variety's Power Of Youth A HUGE THANK YOU TO ALL OUR AMAZING SUPPORTERS!!!! Including Angus T. Jones - AnnaLynne McCord - Bailee Madison - Emma Roberts - Jake T. Austin - Jesse

Internet

Nten - Microsof... RE: PayPal - E... "Give \$1 to cha... Microsoft Powe... nTen webinar... Variety.com - V... Test Launch: (...)

PayPal™

Widget Case Study – Best Friends Animal Society



“The MySpace widget is a great way for people to do a little that helps a lot. Our supporters use their friends list to spread the word.”

**– Best Friends
Animal Society
Jon Dunn**

Takeaways

- Widgets are great tools to drive specific campaigns
- Widgets are most successful with an active & engaged social media fan base
- Set realistic expectations
- Star power isn't always the best way to spread the word
- Create your own WhatGives!? PayPal Facebook Widget today! @

<http://www.whatgives.com/shift>