



DIRECTORY OF SOCIAL CHANGE

Social media fundraising: Making it work

Greg Ashton
Expert Trainer

Like us on
Facebook,
and we will
vaccinate
zero children
against polio.



We have nothing against likes, but vaccine costs money. Please buy polio vaccine at unicef.se. It will only cost you 4 €, but will save the lives of 12 children.



Do a little good with digital

digital.com



eActivism

~~Slacktivism~~



“84% [of people] share
because it is a way to
support causes or issues
they care about”

The New York Times Customer Insight Group

**Introduction to the
day and your trainer.**

What we'll cover today...

- ✓ Why use social media, and the key platforms.

- ✓ Using social media to reach and engage.

- ✓ What makes people give, and not give, digitally.

- ✓ Thinking about you and your team's strategy.


- ✓ Monitoring, measuring and optimising.

- ✓ What to do when you get back to the office and time for your problems, ideas and questions.



We work on real campaigns...





Digital Marketing Strategist

6 years in CRM working for and with Multi-channel retailers before joining Reason Digital and working on everything from social campaigns to training.

Say hello

Who are you?

What organisation are you representing?

What do you hope to get out of today?

**Why social media
matters to charity
fundraisers.**

...the overabundance of information is both
“confusing and harmful” to the mind.

access to so much information will make people
forgetful... they won't use their memories any more.

it's exhausting children's brains... with
complex information... and their being stuck
indoors is ruining their fitness

it's hurting conversation, reading and the
patterns of family living



mannix1000 Chris Mann

@MrEdByrne Hi please help with a RT. Meningitis awareness, my son died age 3 months. <http://ch...> [http://.../](http://...) thanks.

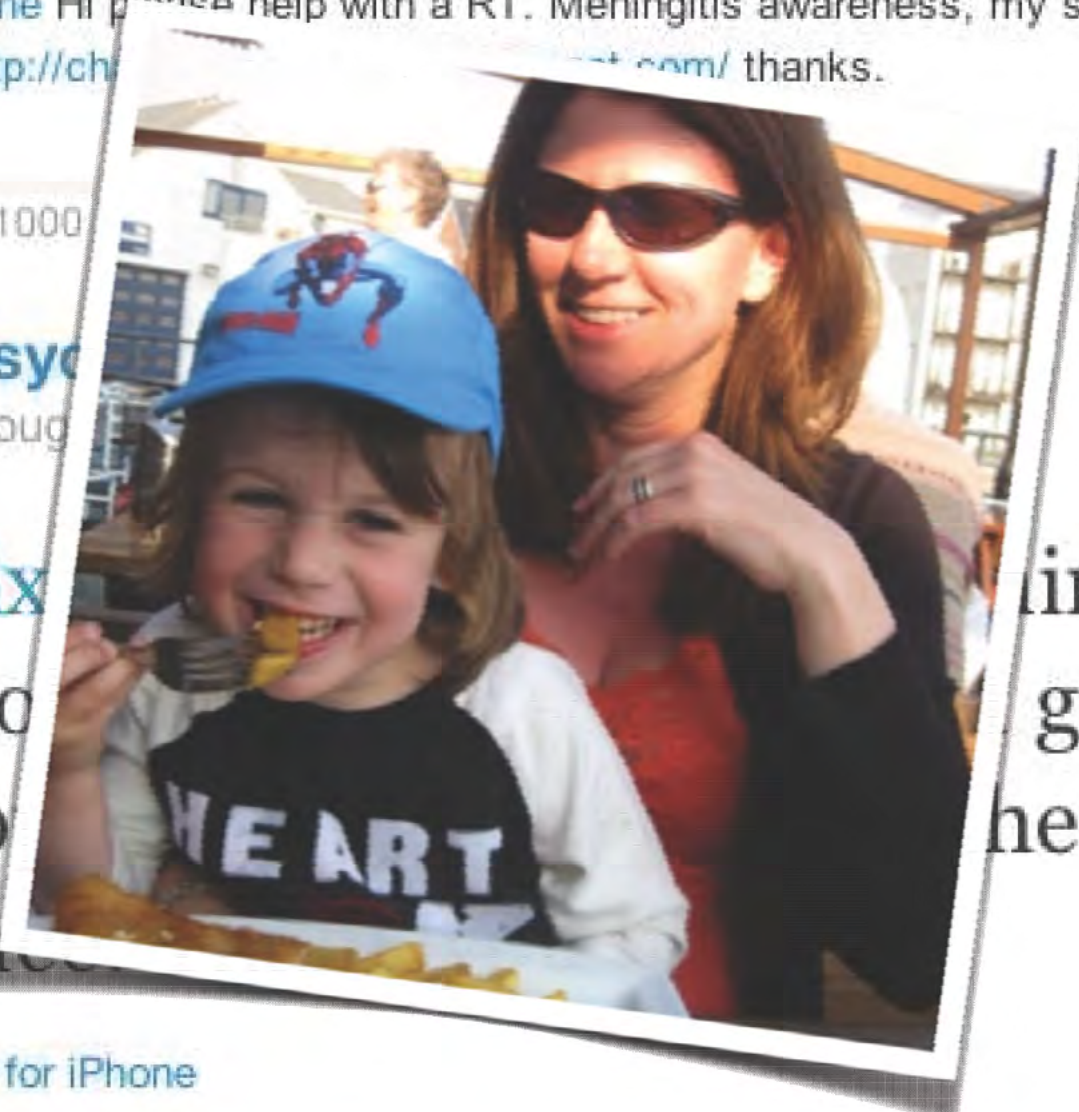
10 Jan

— in reply to @mannix1000



@daisydough
daisy dough

@mannix1000
tweet pro
second o
ambulan



ingitis
got a
he

13 Jan via [Twitter for iPhone](#)



Google

why do i

why do i **sweat so much**

why do i **feel tired all the time**

why do i **fart so much**

why do i **keep getting thrush**

Press Enter to search.



Do a little good with digital



[@reasondigital](https://twitter.com/reasondigital)



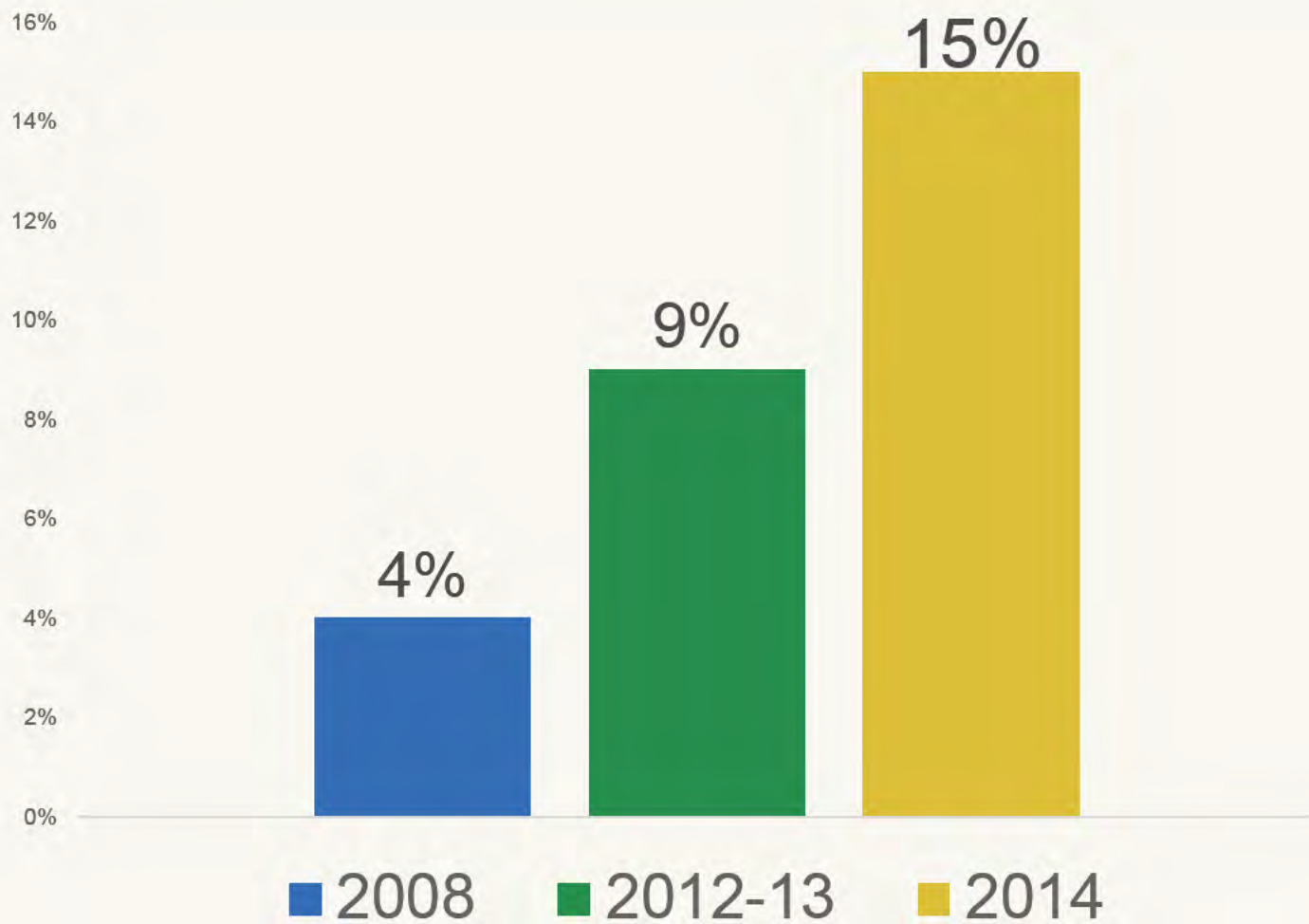
www.reasondigital.com

Flu search activity (standard deviation from baseline)



google.org/flutrends

Show time settings



DONATIONS MADE ONLINE


(Charities Aid Foundation)



A stylized illustration of a laptop computer. The screen shows a web browser window with a white background and a grey border. Inside the browser window, the text '>40%' is displayed in a large, bold, orange font. Below this, the text 'of donors are researching charities online before giving.' is written in a smaller, black, sans-serif font. The laptop itself is light grey with a dark grey bezel around the screen.

>40%

of donors are researching
charities online before giving.

48% 
of **18 - 35** yr olds
check **Facebook**
when they **wake up.**

JustGiving™



65%

via mobile in
2015



50%

of donations via
Facebook



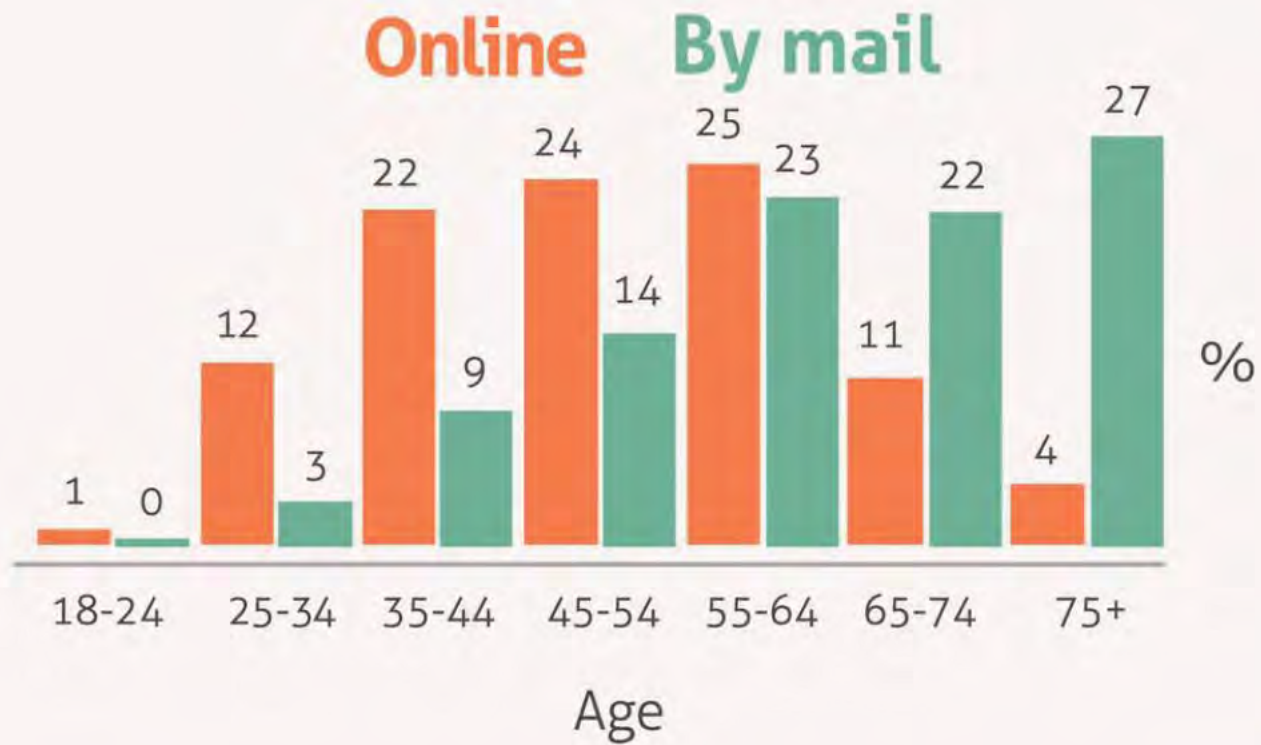
The DEC credit
social media
with helping
them raise

1/3



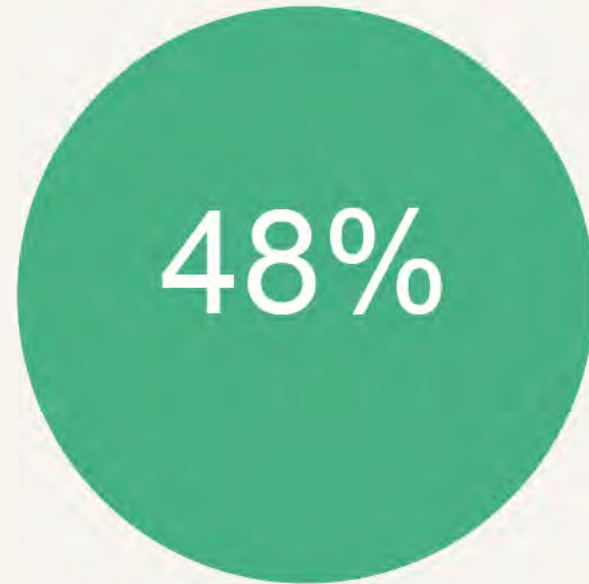
of the
£66million
via the internet.





Barrier to online donations

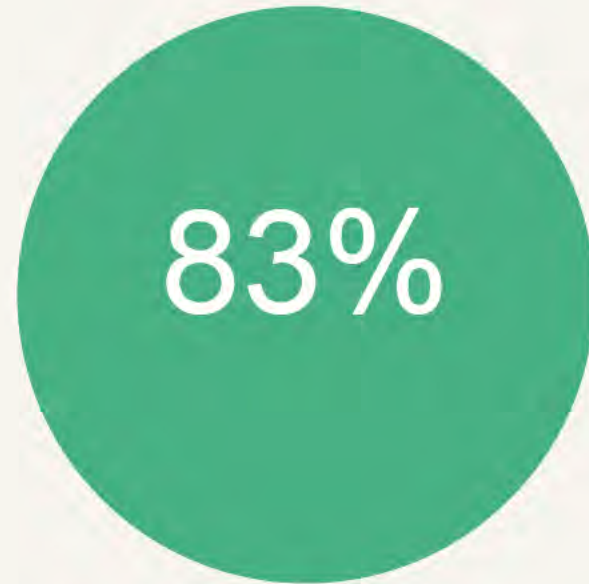
Almost 50% of charities surveyed cited a barrier for donations as their target audience not being 'tech savvy'



[The Future of Charitable
Donations Report 2015 -
Barclays]

Internet usage amongst adults

83% of adults in 2014 would go online, using any device, in any location.

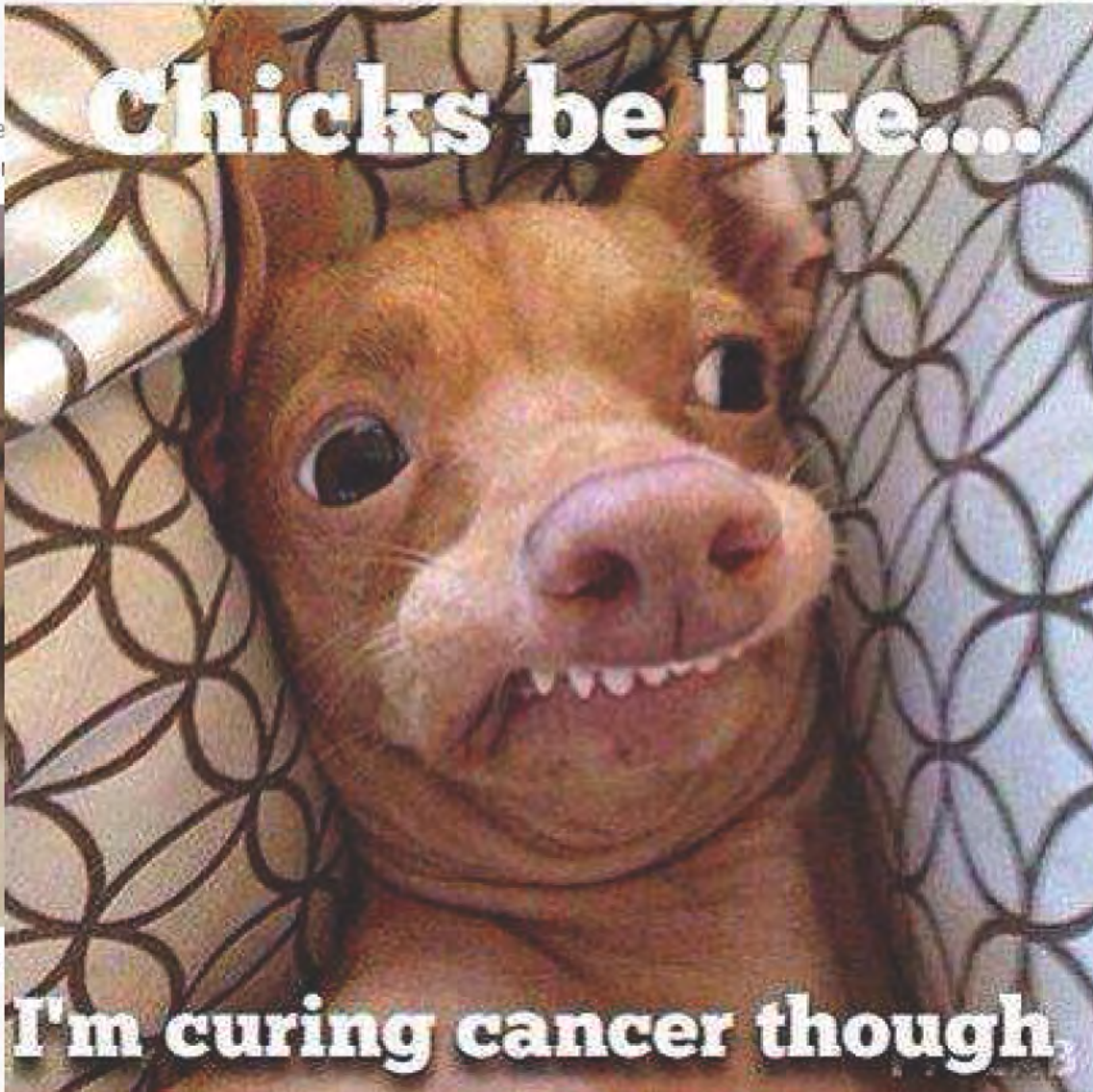


[Adults' Media Use and Attitudes Report 2014 - Ofcom]

Did you know?







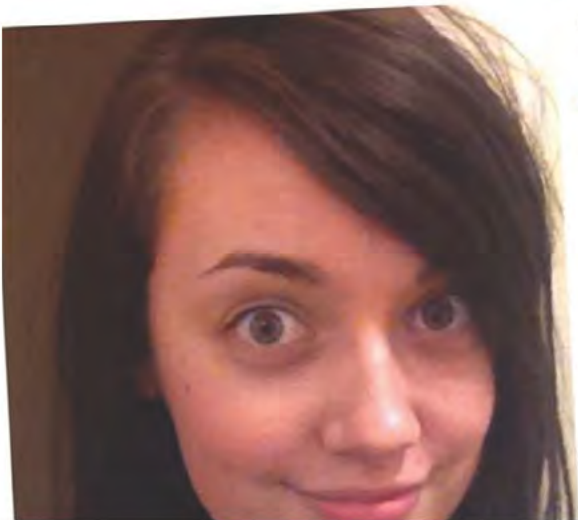
adde
Selfii wiff no makup or



Like • Comment • Share • 5

akeup on x
exept eyeliner x
e lippy too haha wash
ve gt no makup on at
g them off ! X x





●●●●● EE 22:17
< Messages 70 007

Message
Today 22:17

Thank you for donating
to Cancer Research UK
helping to beat cancer.



£8,000,000



Message






SEXYGAL69 You asked for it, you got it—my natural face! Thanks for the love @Charon Miki. You caught me at a great time: I'm fresh for everyone. #nomakeup #nocauses #n

“Social Media is not free, not magic and not easy. But it does work”

BEX. ALL OF THE TIME.



 [@reasondigital](https://twitter.com/reasondigital)

 www.reasondigital.com

WHAT TO REMEMBER

It takes **time** to achieve results

It takes **effort** to achieve results

It's an **important** platform. It's the most prolific public face of your company

It's not just for sales - it can also be used for **customer service** and brand awareness



 [@reasondigital](https://twitter.com/reasondigital)

 www.reasondigital.com

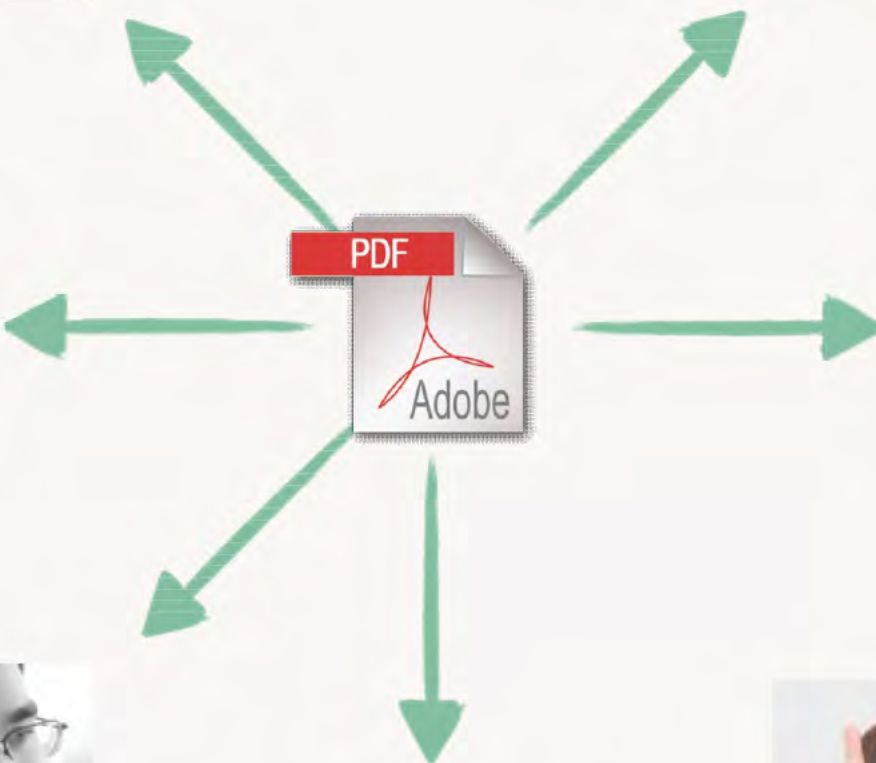
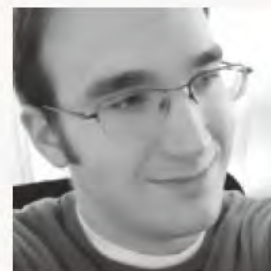
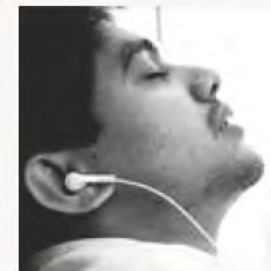


“We don’t have a choice on whether we **DO** social media, the question is how well we **DO** it.”

- Erik Qualman

**The social media
platforms that matter
the most.**

What is it? Media



gital  w  l.com

What is it?

Social
Media



tallbloke

10,239 posts
122 months

Thursday 21st September 2006



[news] [report]

loach said:

OK - well unless Ted says he'll organise something, or I'm told to do otherwise, I'll go ahead. Tallbloke, if you gave me details of a flowershop that takes Mastercard and is handy for you, you could collect the flowers (make sure they're OK) that I buy and oversee delivery and the inclusion of everyone's best wishes. Sound like a plan?

Cool, but best keep it to the card with a printout of a GWS thread pasted in for now, because they won't take flowers in the ICU.

May I suggest a collection for the Yorkshire air ambulance which saved his life instead?

It relies on our donations to keep going, and My bike club donates every year, £500 from our annual

£240,000

To be fair I would have expected clarkson to be doing a piece like that... but IIRC he's had major back trouble and was most likely pulled or decided not to do it, to be replaced by Hamster...

I'd say the bloke is likely to feel like shit 😞

fat richie

978 posts
57 months

Thursday 21st September 2006



[news] [report]

From one Richard to another - hang in there guy!!

Selmer

2,760 posts
81 months

Thursday 21st September 2006



[news] [report]

Los Angeles said:

What's Clarkson saying? Anyone got a quote?

Platforms

Multi-platform fundraising



Platforms

Recognise these?

foursquare®

Instagram

Vine

Pinterest

Google+



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[@reasondigital](https://twitter.com/reasondigital)



www.reasondigital.com

Social Media



Platforms

The big three for fundraisers...

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline and a subtle drop shadow.

twitter

The YouTube logo, with the word "You" in black and "Tube" in white inside a red rounded rectangle.

You Tube

Platforms

Right format,

Tweets



You've Been Framed @Youvebinframed

4 Oct

A kitchen scene and mum's feeding the baby. A hissing goose pokes its head through the catflap. Baby cries.

Expand



You've Been Framed @Youvebinframed

3 Oct

'Dan' fixes ornate ceiling lamp atop rickety ladder. Ladder topples. Dan clutches at lamp & rips down ceiling rose. Dan lays still.

Expand



You've Been Framed @Youvebinframed

17 Sep

Man swings across stream on gossamer thin rope. Rope snaps. Tree trunk hidden beneath surface breaks fall. And two ribs. £250.

Expand



You've Been Framed @Youvebinframed

5 Sep

Little lad struggles to put on jumper and gets his head stuck. Freaks out. Runs into closed door.

Expand



You've Been Framed @Youvebinframed

5 Sep

Parrot repeatedly says "cummerbund"

Expand



You've Been Framed @Youvebinframed

1 Sep

Carnival float of men dressed as sailors dancing to "In the navy". One goes for an ill conceived high kick, stumbles, falls off float.

Expand



Do a little good with digital

Platforms

facebook



Platforms

1.2 billion
monthly users on
facebook



Platforms

half
of the UK is on
facebook



Platforms

£7
per share on
facebook



Platforms



FACEBOOK

Relationship building tool.

Sponsorship fundraising.

The image is a collage of Facebook interface elements. At the top right, a browser window titled "LauraLynn - Ireland's Children's Hospice" shows a post from 4 March with a link to a fundraising page for an Ireland v France match. Below this, a desktop Facebook news feed is visible, featuring a post from the American Cancer Society. A "Choose an Amount" donation modal is overlaid on the American Cancer Society post, showing options for \$10, \$25, \$100, and \$250, with a "Donate Now" button circled in green. To the right, a mobile phone screen displays the Facebook mobile app interface, showing a "News Feed" with a post about helping stop Ebola and another post by Luke Woods. The phone screen also shows a "Donate Now" button.



The Meningitis Trust Events

✓ Liked

Upcoming Events - Past events



London Marathon 2013

Sunday, 21 April 2013

21 guests

London, United Kingdom
London, United Kingdom

Join · Share



Three Peaks Challenge 2013

Friday, 12 July 2013

16 guests

Snowdon
Llanberis

Join · Share



RideLondon 100 2013

Sunday, 4 August 2013 at 08:00

7 guests

London, United Kingdom
London, United Kingdom

Join · Share



English 3000s - trek the Lake District

Thursday, 5 September 2013

5 guests

Keswick - Lake District
Keswick, Cumbria

Join · Share



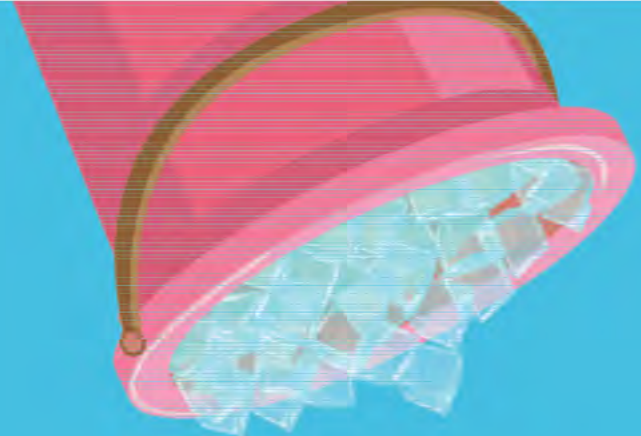
Bupa Great North Run 2013

Sunday, 15 September 2013

1 guest

Newcastle-on-Tyne, United Kingdom

Join · Share



Ice Bucket Challenge

\$100 million for US ALS Association
£7 million for UK MND Association



#NOMAKEUPSELFIE



#NOMAKEUPSELFIE



CANCER
RESEARCH
UK

Raised over
£8 million

#NOMAKEUPSELFIE

19,000 GOOGLE RESULTS

Ad www.cancerresearchuk.org/ ▾
Set up a monthly Direct Debit donation today!
Fundraise For Us - World Cancer Day 2015 - Make a Monthly Do

No-makeup selfies raise £8m for Cancer Resea
www.theguardian.com > Society > Charities ▾
25 Mar 2014 - **Cancer Research** UK, which did not start the cam
nomakeupselfie trend had resulted in an unprecedented increas

nomakeupselfie - Science blog - Cancer Resea
scienceblog.cancerresearchuk.org > ... > Cancer news > Scier
25 Mar 2014 - Today you might have seen the fantastic news that
that started out as **#nomakeupselfie**, with women posting picture

VS

1,500 GOOGLE RESULTS

[talk to us](#) [Cancer inform](#)
[Donate now](#)

What can we learn from #nomakeupselfie? | To
www.togetherwerebetter.org.uk/blog/.../what-can-we-learn-nr
21 Mar 2014 - A number of cancer charities chose to ignore **#non**
... On Friday Male CEOs of **Macmillan** and Beating Bowel Cance

Ice bucket challenge: when can a charity hijack
www.theguardian.com > Voluntary Sector Network > charity r
21 Aug 2014 - But, is it OK for **Macmillan** Cancer Support to use
with the case of **#nomakeupselfie**, the campaign was not started

So £600,000?

WE ARE MACMILLAN. CANCER SUPPORT

Search our site... Go

Home About us Cancer information How we can help Online community Get involved In your area

DONATE >

You are here: [Home](#) > [Donate](#) > [Ways To Support Us](#) > [#ICEBUCKETCHALLENGE](#)

THE ICE BUCKET CHALLENGE

Print  Share 



Get involved in the perfect summer fundraising challenge that's sweeping across social media. #IceBucketChallenge a friend and raise money to help people affected by cancer.

How does it work?

Home > About us > Media Centre > UK-wide News > Celebs join the 85,000 fundraisers taking on the #IceBucketChallenge for Macmillan!

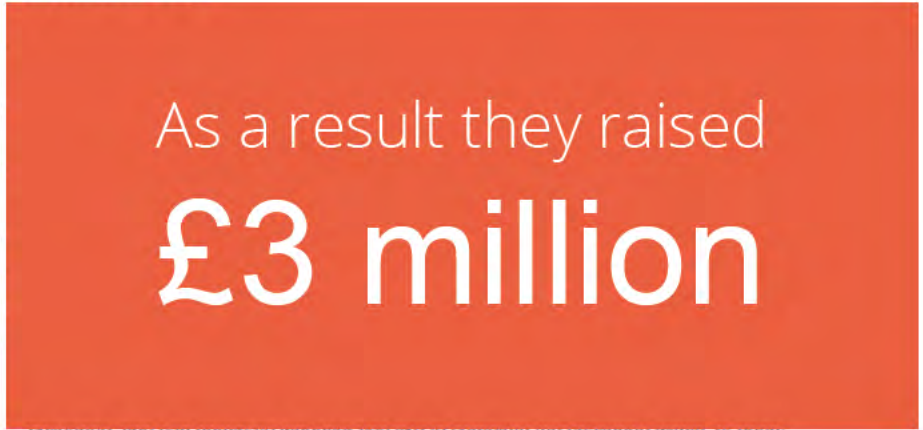
- What we do >
- Who we are >
- Media centre >
- Working for Macmillan >
- How we raise and spend our money >
- Health and social care professionals >
- Commissioners of health and social care >
- Our research and evaluation >
- Our corporate partners >
- Our Not Alone campaign >
- Contact us >

Celebs join the 85,000 fundraisers taking on the #IceBucketChallenge for Macmillan!

20 August 2014

Share this page

[f Share](#) [Tweet](#) [Email](#) [Print](#) [PDF](#)



Colleague, you can nominate whoever you like to complete the challenge within 24 hours. However, if it's looking a little chilly outside, forfeiters can instead text FINE to 70550, donating £10 to give the icy dousing a miss. So what are you waiting for? Choose wisely...!

Macmillan first spotted this craze in New Zealand in July where people were taking on the challenge for a cancer charity. It has since spread across the world with people choosing to side step the appeal films and charity selfies and instead throwing a bucket of ice water over their head before posting the film online for all to see!

Macmillan is extremely grateful to all supporters who have helped raise money for people affected by cancer in the UK by taking on the #IceBucketChallenge. There are currently 2 million people in the UK living with cancer, with this figure set to double by 2030 and therefore Macmillan urgently needs to raise money to help those who need our support now and in the future.

Round up of Macmillan's #IceBucketChallenge videos - <https://twitter.com/macmillancancer/icebucketchallenge-for-macmillan>



Apple's iCloud relies on coal.
Help them clean up their act.



Unfriend Coal

182,215 likes - 218 talking about this - 40 were here

[Like](#) [Message](#) [*](#)

Non-Profit Organisation
We wanted facebook to unfriend coal . . . and they have!



[182k](#)



Facebook's New Datacentre: a Today the tech and business media are

1

About

Photos

Likes

Map

Notes 4

Highlights

[Post](#) [Photo / Video](#)

Recent Posts by Others on Unfriend Coal

[See all](#)

+ Create Page

- Now
- September
- 2012
- 2011
- Born

Sponsored

Singles on Facebook



This Summer Find Your Next Hot Date on Zoosk®. See Pics, Chat & Find Your New Love!

Sam Palmer-Farrell used Zoosk.

Xara



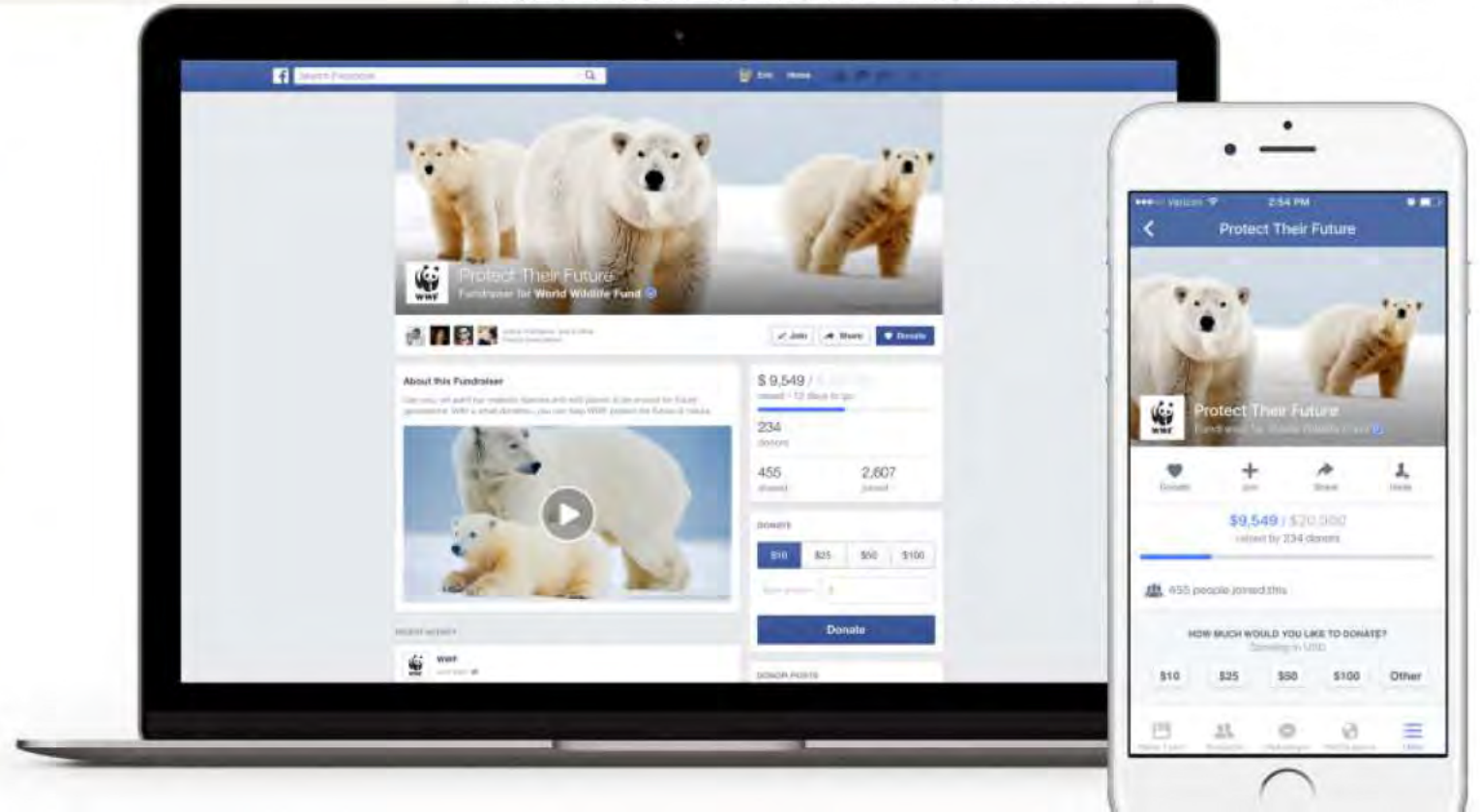
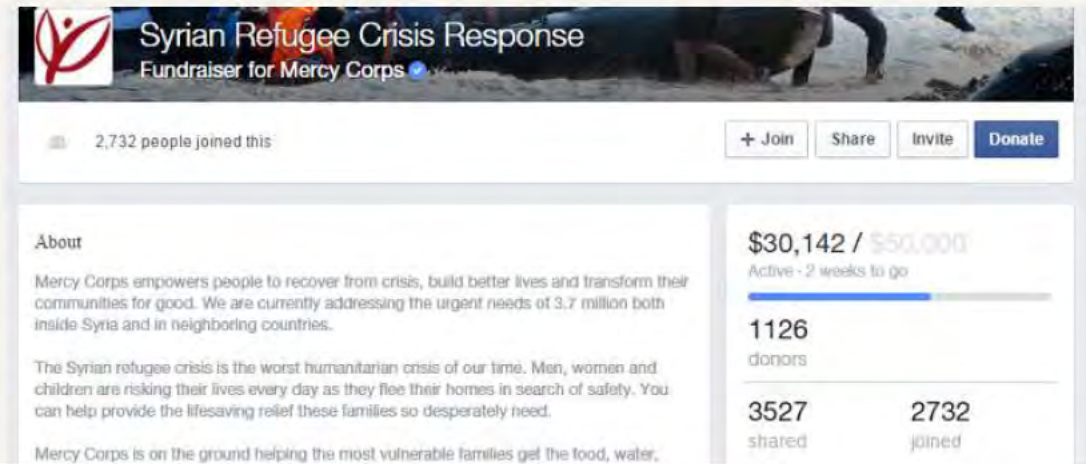
FACEBOOK FUNDRAISING TOOL

Campaign page.

Simple donations.

Global donations.

Engagement



TWITTER

Mostly professional and influential audiences.
Journalists, MPs, celebs, etc.

The image shows a vertical scroll of four tweets on a white background. Each tweet includes a profile picture, name, handle, a 'Follow' button, the text of the tweet, and interaction icons for Reply, Retweet, and Favorite.

richardbranson @richardbranson Follow
Love Bill Nighy's brilliant idea for UK Xmas shopping, helping terminally ill kids at same time starlight.org.uk/zx RT
Reply Retweet Favorite

Paris Hilton @ParisHilton Follow
Use your (UK) Xmas shopping to grant a wish to a seriously or terminally ill child at no cost to you starlight.org.uk/zx Pls RT
Reply Retweet Favorite

Nick Frost @nickfrost Follow
Loving Bill Nighy's brilliant idea for Christmas shopping starlight.org.uk/zx Pls RT
Reply Retweet Favorite

Nick Frost @nickfrost Follow
Pls grant a wish to a terminally ill child – donate for free every time you shop - at no cost to you starlight.org.uk/zx Pls RT
Reply Retweet Favorite

Rob Brydon @RobBrydon Follow

Reason Digital
View my profile page
1,278 TWEETS 879 FOLLOWING 1,563 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

Meningitis Research @M_R_F
Follow

Shel @BoltonLINKs
Followed by Boumemouth LINK a...
Follow

Browse categories · Find friends

Trends · Change

- Marissa Mayer
- Jon Lord
- New Yahoo CEO
- #SongsThatGiveYouGoosebumps
- #50thingsaboutmyboyfriend
- #YourTextGotIgnoredBecause

Tweets

Dominic Campbell @dominiccampbell 1m
My 5 year Twitter anniversary today according to a bot or two. No joke it's been a pretty life changing ride...
Expand

Antonio Benitez FRSA @abenitezmr 3m
10 museos muy bizarros blogs.elpais.com/viajero-astuto... via @el_pais
Expand

Joe Dix @dixign 3m
'Twas my last day cycling to/from work yesterday... going to miss being able to do that.
Expand

Rob Jones @robjones_tring 13m
New blog post: The one with the mumbo jumbo wp.me/p1qBgq-8t
#hrblogs #connectinghr
Retweeted by Rachel Miller
View media

Mark Donne @donne_mark 19h
'private security guard' outside stratford station: 'do you mind telling me why you've got your hood up?' reply: 'because it's raining'.
Retweeted by Philippa_Perry



American Red Cross



@riaglo

Gloria Huang

We've deleted the rogue tweet but rest

RT @Michael_Hayek: #craftbeer

@dogfishbeer fans, donate 2

@redcross 2day. Tweet with

#gettngslizzerd. Donate here

<http://tinyurl.com/5s72obb>



about 11
Retweets

2 hours ago via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply



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[HabitatUK](#): [#mms](#) Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice

2 days ago from *web* · [Reply](#) · [View Tweet](#)



[HabitatUK](#): [#Apple](#) Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice

2 days ago from *web* · [Reply](#) · [View Tweet](#)



[HabitatUK](#): [#Poh](#) Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice

2 days ago from *web* · [Reply](#) · [View Tweet](#)



[HabitatUK](#): [#iPhone](#) Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice

2 days ago from *web* · [Reply](#) · [View Tweet](#)



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Digital**

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HabitatUK: **#MOUSAVI** Join the database for free to win a £1000 gift card <http://bit.ly/2wPLO> (expand) ? Now!!

4 days ago from web · [Reply](#) · [View Tweet](#)



HabitatUK: **#TRUE BLOOD** Join the database for free to win a £1000 gift card <http://bit.ly/2wPLO> (expand) ? Now!!

4 days ago from web · [Reply](#) · [View Tweet](#)



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Platforms



1.2 billion

unique users per month





Search bar

Browse TV Shows Movies Upload

Sign In

KONY 2012

INVISIBLE CHILDREN

Subscribe

192 videos



Like Add to Share

93,195,729

Published on Mar 5, 2012 by [invisiblechildreninc](#)
From the director of #KONY2012 comes our new film MOVE. Watch & take part in an experiment for social change. http://spr.ly/KONY2012_MOVE

1,379,093 likes, 173,240 dislikes

Support invisiblechildreninc

- Versus 'Completing the Single Market' Debate:**
by [versusdebates](#)
49,556 views **FEATURED**
- KONY 2012: Part II - Beyond Famous**
by [invisiblechildreninc](#)
2,425,684 views
- LRA Attack // Bangadi - December 12th 2009**
by [invisiblechildreninc](#)
94,110 views
- LRA survivor Mwaka Peter King comments**
by [invisiblechildreninc](#)
67,842 views
- 208 videos**
BALADAS ROCK
PLAYLIST
- Invisible Children: Who We Are**
by [invisiblechildreninc](#)
261,503 views





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[Sign up](#) | [Log in](#)

search by title



Lets Give Karen -The bus monitor- H Klein A Vacation!

Karen Huff (The bus monitor) deserves a vacation!

Community - Greece, New York, United States

[Campaign Home](#)

[Updates / 55](#)

[Comments / 28268](#)

[Fundors / 32251](#)

[Gallery / 3](#)

Bullied School Bus Monitor Karen Klein - SHOCKI...



\$703,168 USD

Raised of \$5,000 Goal

0 time left

Flexible Funding

This campaign has ended and will receive all funds raised. Funding duration: June 20, 2012 - July 20, 2012 (11:59pm PT).

Do you think this campaign contains prohibited content?
[Let us know.](#)



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vimeo [Join](#)

Search



Choose

What social media channels will work for you? List them and why.

Platforms

Recognise these?

foursquare®

Instagram

Vine

Pinterest

Google+



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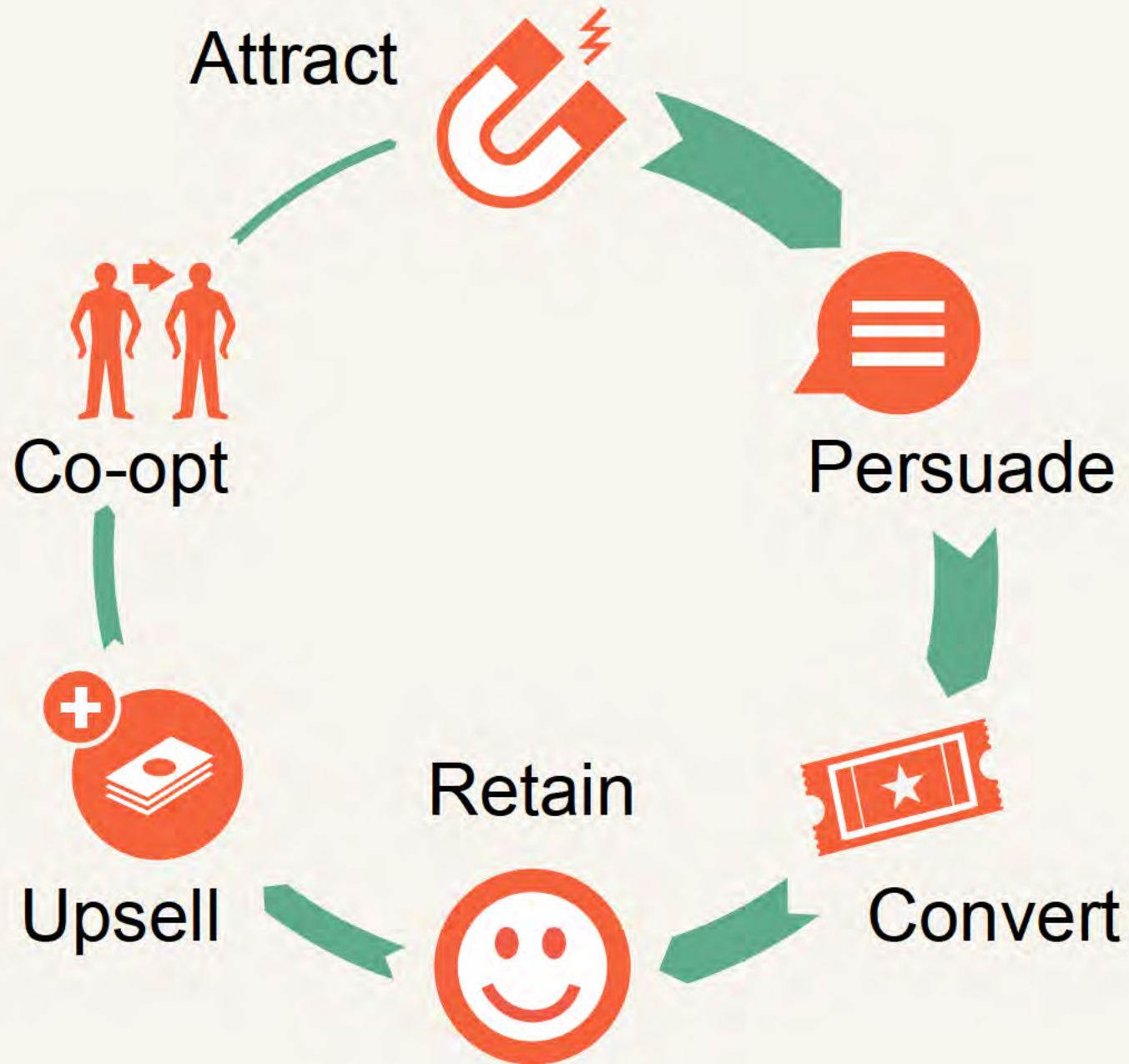


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www.reasondigital.com

The first 3 stages.





**Be interesting...
around your cause.**

Email [LOGIN](#)
Password [Sign in with Facebook](#)
[Forgot password?](#)

Welcome to *Special K*



At **Special K** we believe all women deserve to feel fabulous every day. That's why we're here to inspire you to live a healthy lifestyle with foods that you can feel really good about. With a delightful range of cereals and tasty snacks, and a free personalised lifestyle guide from **My Special K**, you can make your journey to fabulous a deliciously enjoyable one.

[SIGN UP FOR FREE TO MY SPECIAL K](#)

MY SPECIAL K

my Special K

Hundreds of Healthy Recipes

Optional Slimming Plan

Tips on keeping in shape

Fashion & Beauty Features

Interesting

Useful







The Blue Cross

17 April

We LOVE this cheeky photo of Tango from our Bromsgrove centre. Do you have any pics of your animals grinning and loving life?



Like · Comment · Share

1

52 people like this.



Teresa Giffard Tango is so cute but i wonder whereCash is?? xx

17 April at 12:06 · Like · 1



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www.reasondigital.com

SCOUTS

facebook.com


The Scout Association

The Scout Association

Timeline About Photos Likes More

134,132 likes

your friends to like this Page



554


having activity ideas, tips and advice for Scouts volunteers in the UK

tp://www.scouts.org.uk/

uggest Edits

Poll

OS



The Scout Association
15 hrs · 🌐

What's the badge you're most proud of achieving and why?

WHAT IS THE BADGE YOU ARE MOST PROUD OF ACHIEVING?



Like · Comment · Share · 421 👍 185 ↻

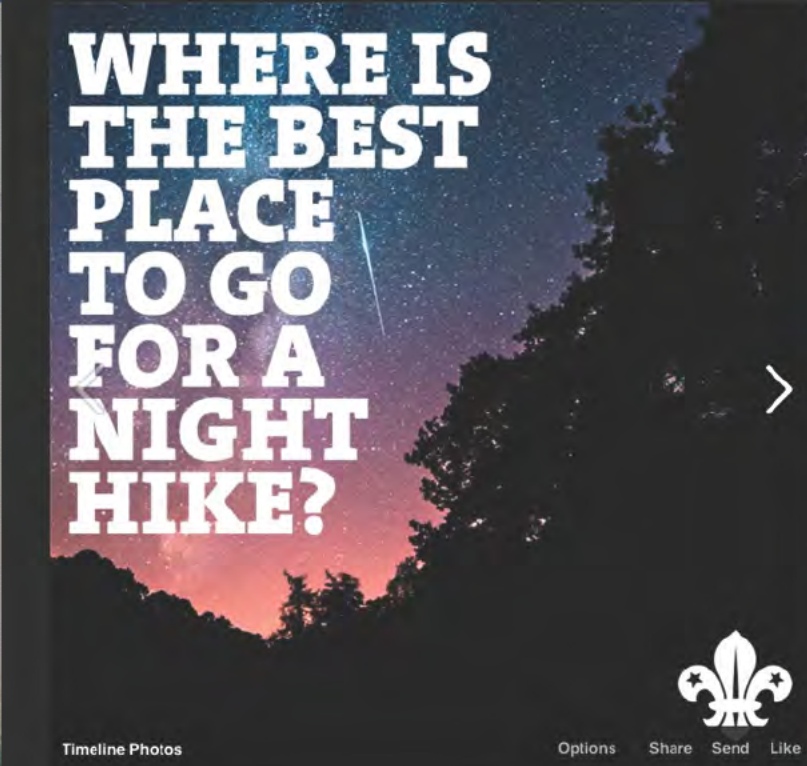
The Scout Association
22 hrs · 🌐

How to: make a bum sandwich.
A Scouts classic... who's tried this one?

facebook.com

The Scout Association

WHERE IS THE BEST PLACE TO GO FOR A NIGHT HIKE?



Timeline Photos

Options Share Send Like


The Scout Association
February 23

Like · Comment · Share

820 people like this. Top Co

57 shares

Gill Breeze Rowland-Morris Anywhere scare the Cubs 😊
Like · Reply · 16 · February 23 at 7:49p
1 Reply

James Davis We enjoyed a night hike last Friday at Gradbach scout camp and took scouts to Lud's Church.

Like · Reply · 15 · February 23 at 8:09p
3 Replies

Write a comment...

Chat (15)

Around the
cause

What we
want







Sussex Police

@sussex_police



Follow

Summer drink drive campaign launched:
Motorists are being reminded they have just
one simple cho... bit.ly/15xLguj
[#sussexpolice](#)

VS



Follow

Solihull Police @SolihullPolice

3d

Caught a shoplifter stealing from Thorntons, won't tell you
where he hid the chocs- but them Soft Caramels aren't
going back on the shelves.



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www.reasondigital.com



Twitter

Less of...



CFR
@CFR_org



Help us reach 50K followers! Please retweet if you know people looking for analysis of the foreign policy issues of the day. Thank you!



Alice Kaerast
@kaerast



There is literally no other traffic on the line, and the 06:01 [#uktrain](#) out of Keighley is still delayed 4 minutes.



Vision Charity
@Vision_Charity



Free Cricket - Open to 11-18 Year Olds
Where: West Lea School Haslebury Road
Edmonton N9 9TU Contact James...
fb.me/1i0GroY04



ICHR
@ICHRPS



Press release on ICHR's Annual Report on the Status of [#HumanRights](#) in [#Palestine](#)
<http://www.maannnews.net/eng/ViewDetails.aspx?ID=388575>



Twitter

More of...



RHNeuro-disability
@RHNUK



Follow

Good story here about [#Huntington's](#) disease and the choices families face around the genetic test - BBC bbc.in/Vqoemp



NHS Choices
@NHSChoices



Follow

Online clinic on fertility and contraception now open nhs.uk/Conditions/onl... get your q's answered by experts



drinkaware ✓
@drinkaware



Follow

66% of young men, 55% of young women drink 'more than intended' at [#workdrinks](#) shows our new study ow.ly/dHXFV



Peter Tatchell
@PeterTatchell



Follow

Gay milk? [#Russia](#) homophobes claim rainbow image on milk carton violates ban on promoting [#homosexuality](#). READ: bit.ly/RHllsa [#lgbt](#)



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Twitter

Local context...





Example Foundation @examplefoundation

14hrs

Our new campaign to get better local support for examples and their families launches today! <http://examp.co/SlfxTp> >> please RT

↕ Retweeted by Andrew Marr

Facebook Less of...

 Friends of the Earth International shared a link.
21 September

Friends of the Earth El Salvador's director, Ricardo Navarro, is quoted extensively in the article about the major climate impacts being faced by communities in the country.



El Salvador in battle against tide of climate change
www.independent.co.uk

The forest of towering, dead mangrove trees stretches along the beach as far as the eye can see. As

Like - Comment - Share

2

12 people like this.



Write a comment...

 Great Ormond Street Hospital Children's Charity shared a link.
3 September

New research led by Great Ormond Street Hospital's research partner UCL Institute of Child Health has established the first global benchmarks for assessing lung function in different age and ethnic groups, helping healthcare professionals around the world to better diagnose lung problems. <http://bit.ly/RBaX7C>




Building a foundation for healthy lungs
bit.ly

Impaired lung function is a marker of diseases ranging from the relatively rare like cystic fibrosis, to more

Like - Comment - Share

169 21

 Stockport Mind shared a link via Stockport & District Mind.
27 September

Part 4 -The Nineties

I have been dreading writing this and have put it off for a long time, but here goes!

The Nineties started with drinking and quizzes, I spent inordinate amounts of time in pubs emptying quiz machines and drinking copious amounts of beer. Had anyone suggested at the time that I had a drinking problem I'd have dismissed them, but looking back.... I had a serious problem. At least...

Welcome to Stockport and District Mind - A mental health charity based in Stockport
www.stockportmind.org.uk

Uncategorized

Like - Comment - Share

1

Richard Wickison likes this.



Write a comment...

 Beating Bowel Cancer
17 April

Our Patient Day 2012 is now fully booked. We looking forward to seeing those who have reserved a place on 28th April.

Like - Comment - Share

13 1

 Friends of the Earth England, Wales and Northern Ireland
25 September

Big thank you to pupils at Westminster School for putting on a fundraising cake sale to support our work - brilliant effort.

Like - Comment - Share

11 people like this.



Write a comment...



Do a little good with digital

Facebook

More of...

The Scout Association
5 April

What are you doing with your weekend?
Do you have any Scouting plans?

Like - Comment - Share 11 82 1

The Meningitis Trust
7 September

Jonnie Peacock – meningitis survivor, world record holder and now Paralympic gold medallist, all at the age of just 19. Like this if you are as proud as we are :-)

Read our special blog – www.bit.ly/MTHero



Like - Comment - Share 948 34 79

Beating Bowel Cancer shared a link.
7 June

Our CEO has written to the letters editor of the Daily Mail, in response to an article in which a GP stated that cancer awareness campaigns "don't save lives" but instead "just clog my surgery" – as always, we'd love to hear your views! <http://www.beatingbowelcancer.org/news/jun2012/beatin-g-bowel-cancer-responds-daily-mail-campaigns-dont-save-lives-article-5-june-2012>

Beating Bowel Cancer responds to Daily Mail "Campaigns like this don't save lives" article, 5 June 2
www.beatingbowelcancer.org

Click on the red donate button on the right to make a secure online donation using your credit or

Like - Comment - Share 28 35 2

Friends of the Earth England, Wales and Northern Ireland
Thursday

Is it Duck Tape or Duct Tape?

Please help prevent World War III from going off in our office ;)

And while we're on the subject – is there a green version / alternative tactic? Ta x



The Blue Cross
Friday

Beautiful Rottweiler Tia was brought into our Burford rehoming centre after her owner suddenly passed away. She was having a very difficult stay in kennels until one of our behaviourists, Jenny, focused on helping her get the home she deser...[See more](#)

Like - Comment - Share 14

265 people like this.
[View all 26 comments](#)

Task

Bake sale

Ask... persuasively.

Communication



Me-me. #allaboutme

unfollows



HEY EVERYONE! DONATE NOW. DO IT NOW. DONATE!!!!

unfollows




Our competitors are rubbish. Just give us your money instead.

unfollows



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 www.reasondigital.com



Save Don Libs @doncasterlibs

27 Feb

bit.ly/zF0TEA, We need your money!!! Help Save Doncaster Libraries Judicial Review - donate & RT please #savelibraries

View media



Save Don Libs @doncasterlibs

26 Feb

bit.ly/zF0TEA, for details of how to help finance Save Doncaster Libraries Judicial Review - please help & please RT #savelibraries

View media



Save Don Libs @doncasterlibs

26 Feb

bit.ly/zF0TEA - for details of how to help finance Save Doncaster Libraries Judicial Review - please help & please RT #savelibraries

View media



Save Don Libs @doncasterlibs

25 Feb

help us fund our judicial review - URGENTLY - we need to match Legal Aid. Send paypal donations from your paypal to ihnshen50@talktalk.net





SAVE DONCASTER LIBRARIES

14 DONCASTER LIBRARIES UNDER

Bawtry Wheatley Edenthorpe
Warmsworth Sprotbrough Cantley Moore
Intake Rossington Carcroft Scawt
Bessacar

savedoncasterlibrarie

[Home](#) [Contact](#) [Events](#) [In the Media](#) [Template Letter to MPs](#) [Volunteer-Run Libraries](#) [Why Libraries Are Important](#) [Ab](#)

← We NEED your help – Legal Aid to match

Mayor refuses to save Denaby and Carcroft Libraries. →

Join 23 other fo

We need your money!!! And further information regarding DMBCs true efforts.

Posted on [04/03/2012](#) by [LynneGAL](#)

As we have said previously, we are making all manner of effort to match the Legal Aid funding granted to our campaign regarding a Judicial Review, which continues making its course. Donations are welcomed in different ways, you could simply pass cash to a member of the campaign who will ensure it gets to our Treasurer [John Sheppard](#). You could log in to your own paypal account and send funds directly to our campaign using the email address johnshep50@talktalk.net or you could contact John directly to request an address to where you could send a cheque (payable to 'Save Our Libraries'), either by [email](#) or telephone on 07951382703.

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Focus on donor benefit

Donate goods

Save lives, de-clutter yours!

[How to donate to our shops](#)

BE PART OF THE
WORLD'S GREATEST
BANK JOB



► THE ROBINHOOD TAX ◄

Robin Hood Tax

Its a tiny tax that would have a massive impact. The Robin Hood Tax would raise money to help poor people, protect public services and tackle climate change.

[The Robin Hood Tax](#)

Show others are doing it

ENOUGH FOOD FOR EVERYONE
IF WORLD LEADERS TAKE ACTION THIS YEAR

80,703 TWEETS

SHARE  

Sign this petition

with 9,436 supporters



564 NEEDED

Why is this important to you?
(Optional)

Sign >

Display my signature on Change.org

By signing, you accept Change.org's [terms of service](#) and [privacy policy](#).



Do a little good with digital

 [@reasc](#)



save £54/month
on your utility bill

77% of your
neighbors use fans
to save energy

saving energy is a
socially responsible
thing to do

prevent the
release of 262lbs of
greenhouse gas

SOCIAL PROOF.

charitywater.org

Donate Your Birthday | charity: water

charity: water DONATE STORE WHY WATER? WATER PROJECTS BIRTHDAYS ABOUT US mycharity: water

Pledge your birthday.

PLEDGE VIA FACEBOOK

or

MM	DD
first name	last name


63,062 people have already pledged.

PLEDGE VIA EMAIL

send me news and updates on charity: water

Remember your best birthday ever? Bring that feeling back.

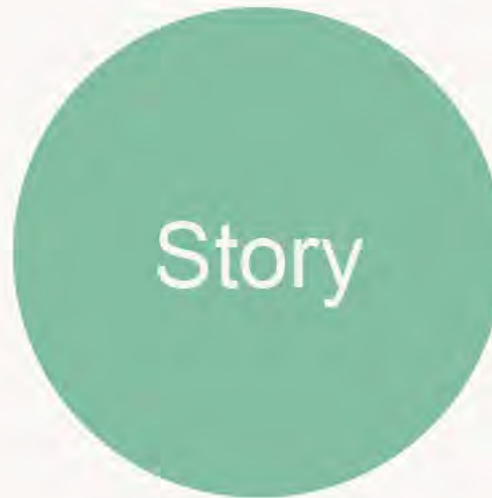
Don't feel like having another birthday party? Donate your next birthday and help change lives.



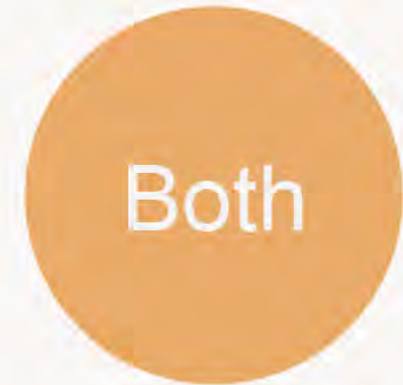
Stats vs Stories



\$1.14



\$2.38



\$1.43

Stats vs Stories

“More than 11 million people in Ethiopia need immediate food assistance.”

11
million

Say it with a story

Challenging depression, Rocky style

Posted Tuesday 13 November 2012



Every single muscle in my body aches. If I extend my arm, I hurt. Bend down or turn my head? Ouch. Last week I did 11 training sessions (twice a day Monday–Friday and once on Saturday) in [The Third Space](#), a fitness and health centre in Soho, and my schedule was pretty much the same the week before, and before that.

I'm training for a 'white collar' boxing fight in York Hall, Bethnal Green, on 16 November.

However, less than two months ago I had never stood in a ring and boxed against another person. Now my regime includes sprinting,



Merlin shared a link.

4 January

I went for my first post Christmas run yesterday and felt like I was running through syrup.

For anyone in Team Merlin who has just started their training be it for the London Marathon or your first 10k, Louise's blog below should offer some solace!

<http://www.merlin.org.uk/wonder-what-wall>



Wonder What Wall? | Merlin
www.merlin.org.uk

Merlin is an international health charity who deliver medical expertise to the toughest places. From disasters to war torn countries,

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www.reasondigital.com

But really?

IT'S JUST A
CONVERSATION

URGENCY.

There's two ways to do this:

One is to focus on a sense of crisis, or on the cause.

donate.oxfam.org.uk
Oxfam GB :: Donate now

OXFAM

HELP STOP THE SPREAD

EBOLA CRISIS APPEAL

Ebola is devastating communities in West Africa with millions of lives at risk.

Oxfam is playing a vital role in preventing the disease – and helping ensure treatment, providing water for treatment and isolation centres, protective hygiene kits. But we urgently need your help to reach more people.

Donate to the Ebola Crisis Appeal and your donation will be matched by The One Foundation. The One Foundation have kindly pledged to match every single pound we receive up to a total of £100,000. This means your support will have double the impact – helping prevent the spread of Ebola and helping families recover from the crisis.

[Read more about the crisis](#)

to give an emergency donation of:

£60 £100 Own amount
£ 60

Mandatory fields are marked with a *

Secure transaction

Title: --Select--

First Name: *

Last Name: *

Recent Donations

community.crisis.org.uk
Crisis at Christmas Appeal 2014 - Crisis

Crisis at Christmas

Crisis

Reserve a place for a homeless person this Christmas

RESERVE NOW

£21.62 reserves one place at Crisis at Christmas and provides...

Recent Donations

URGENCY.

There's two ways to do this:

The second can actually be more powerful: loss aversion.



IMPACT.

£10 could make a real difference.

It could keep five typical Macmillan information and support centres stocked with all the information resources they need to support people affected by cancer for an hour.



I would like to give £10

Make a donation



£50

could buy a child and their family one-to-one therapy/support with a practitioner who can, over time, help them find the road to recovery.

Donate now



£22

could buy a doll with clothes, to help abused children act out events that might be too painful for them to talk about.

Donate now



£10

could pay for a toy telephone which children may use in therapy sessions to say things to their family that they couldn't otherwise say.

Donate now



Help 13 girls in Tanzania go back to school

In Kibaha District, Tanzania, girls are at great risk of dropping out of school. For Debora, a high school student, Camfed's

£1,499 / £2,500

Kibaha, Tanzania

Donate

Be clear about spend

WHERE **YOUR MONEY** GOES

From every £1 you give us we spend 87p to benefit children and use the remaining 13p to raise the next £1. Find out more about our finances.



100% of the profit from our online shop sales goes to our life-saving work.


Reduce the choice

- Helping Us
- How Your Money Helps
- Make a Donation
- Ways to Donate**
- Butterfly Funds
- Memorial Donations
- Legacies
- Trusts and Foundations
- Gift Aid
- Home Money Boxes
- Raise Money Online for AICR
- Fundraising
- Campaigns & Appeals
- AICR Prize Draws
- AICR Radio
- Competition


VS

DONATE


I want to make a donation of:



£25
can help to pay a teacher's salary



£5
can buy 24 buckets of clean water



can provide...

FUN ONE: EYE CONTACT

Eyes looking straight towards camera.



VOLUNTEER WITH US

We have over 22,000 volunteers helping us keep the show on the road, every one of them a life-changer. A little of your time makes a lot of difference.

Volunteer with Oxfam

1 2 3 4 5 ▶

Determination Every Day.

How your money helps



£18 can teach 50 women about their rights.



£50 can help farmers to grow more food to feed their families.

FUN ONE: EYE CONTACT

Images that lead the users eyeline.

YOUR MONTHLY DONATION



● £2 ● £5 ● £25 Own amount:

If you are a UK taxpayer, the value of your gift can be increased by 25% under the **Gift Aid scheme** at no extra cost to you.

- Yes, I am a UK tax payer and I would like Oxfam to treat all the donations I make from 1 April 2010, until I notify you otherwise, as Gift Aid donations.



£35 could buy a protective suit



£60 could provide 7 hygiene kits

THE VOICE ASKING.



In fact **58%** of you said you'd donated online because of this,

VS

42% having donated from charity. The difference is much greater in other polling we've done.

39% of people whose friends post about a charitable donation online, subsequently donate themselves.

43% 'like' a charity's FB page because family or friends have already liked it.



Softer asks



Red for Heart Pin Badge

£1.00

[add to bag](#) Buy More and Save



Join us on Facebook



← Click me!

Things you can do:

- 1 Save the Amazon: **Veto the new Forest Code**
- 2 Help get Facebook to **Unfriend Coal**
- 3 Tell Chicken of the Sea to **stop trashing our oceans**
- 4 **Donate to Greenpeace**
- 5 **Donate a Tweet** a day
- 6 **Wear a T-shirt**, give a mug
- 7 Add this list to **your blog**
- 8 More ways to help...

Join our mailing list! Each sign-up earns a girl in Africa a year's worth of pencils.

Enter email address

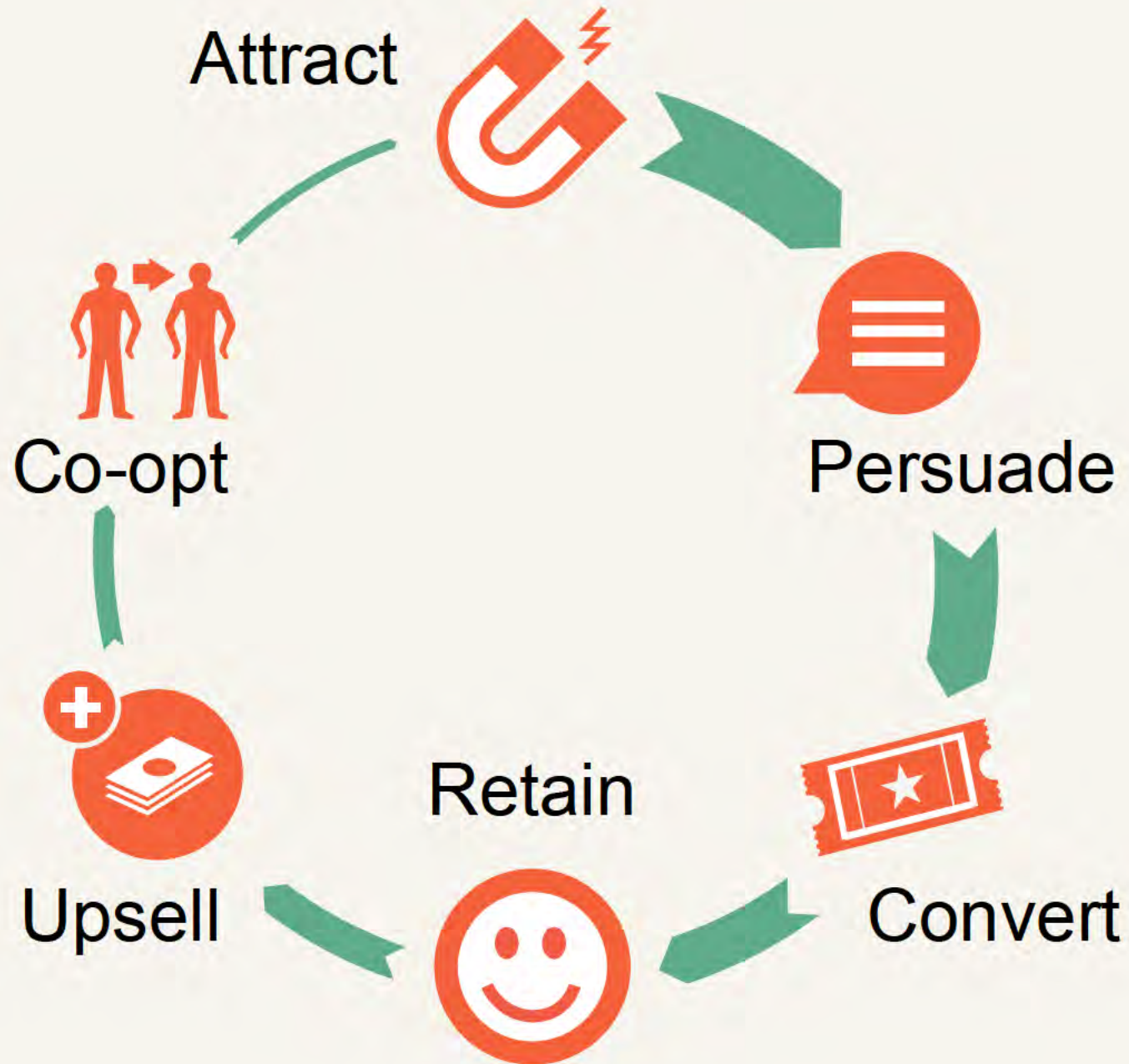
[Sign up »](#)



Take them on a journey



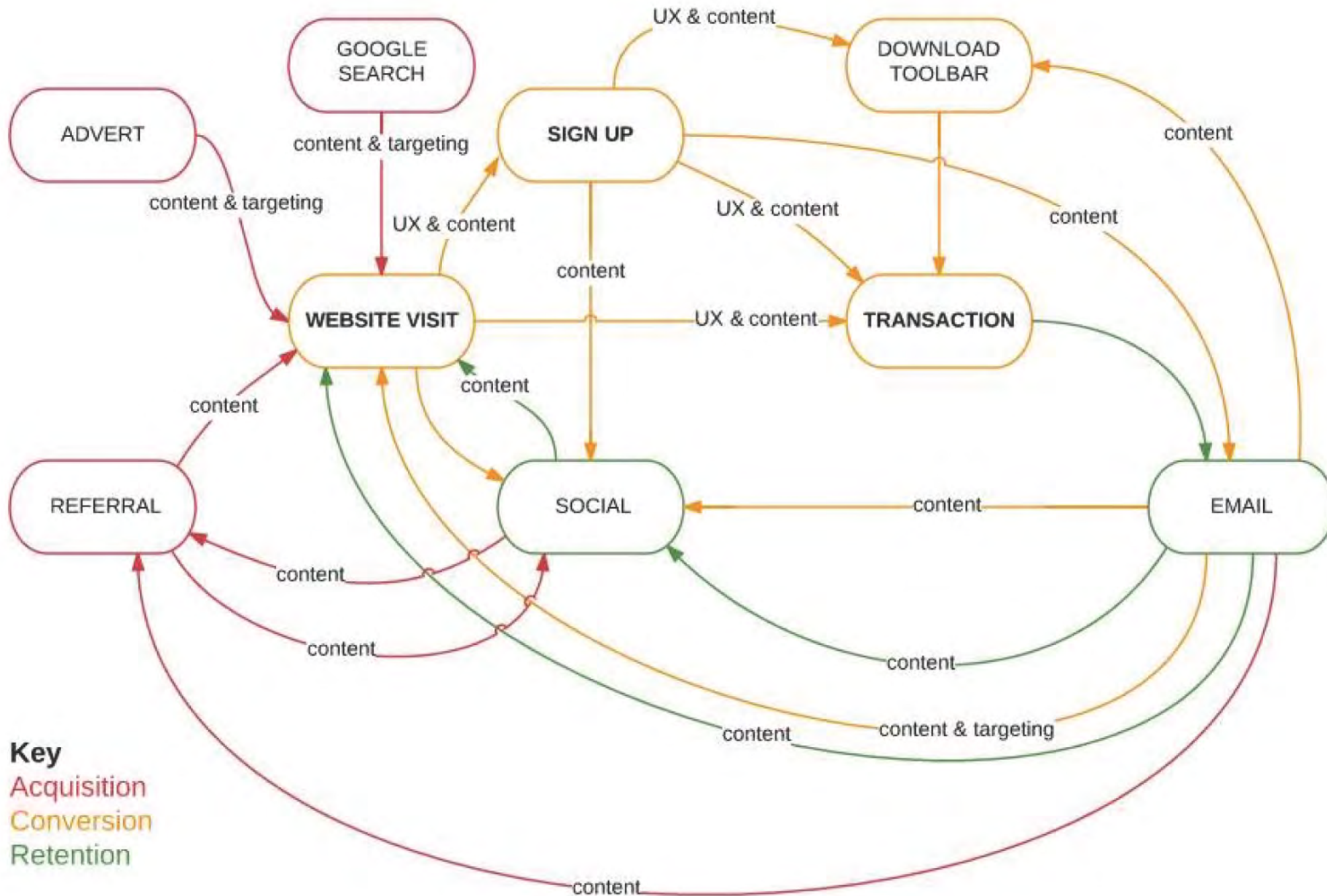
The next 3 stages.



Actually convert.

DONATE NOW





20 Oct 2012

New campaign to raise awareness of examples launches

Maecenas sed diam eget risus varius blandit sit amet non magna. Nulla vitae elit libero, a pharetra augue. Cras mattis consectetur purus sit amet fermentum. Donec ullamcorper nulla non metus auctor fringilla. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

[Download the press release \[3.5mb\]](#)

More news

20 Aug 2012

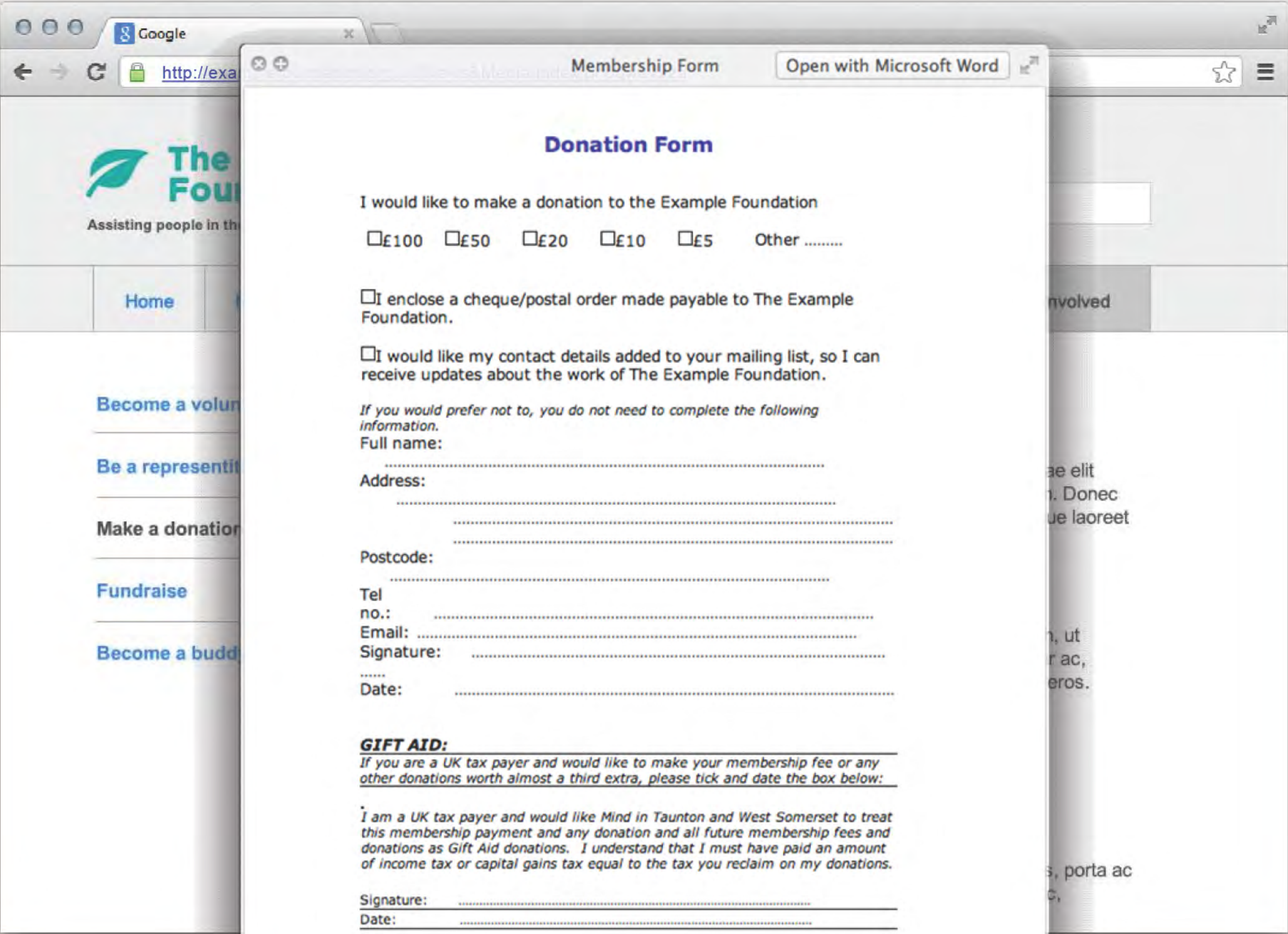
[Example Foundation launches new report into ways to combat examlitis](#)

2 Jun 2012

[Volunteers positions available. Apply now!](#)

2 Mar 2012

[Example Foundation services launch in Wigan](#)



Donation Form

I would like to make a donation to the Example Foundation

£100 £50 £20 £10 £5 Other

I enclose a cheque/postal order made payable to The Example Foundation.

I would like my contact details added to your mailing list, so I can receive updates about the work of The Example Foundation.

If you would prefer not to, you do not need to complete the following information.

Full name:

Address:

Postcode:

Tel

no.:

Email:

Signature:

Date:

GIFT AID:

If you are a UK tax payer and would like to make your membership fee or any other donations worth almost a third extra, please tick and date the box below:

I am a UK tax payer and would like Mind in Taunton and West Somerset to treat this membership payment and any donation and all future membership fees and donations as Gift Aid donations. I understand that I must have paid an amount of income tax or capital gains tax equal to the tax you reclaim on my donations.

Signature:

Date:

Returning this form:



Donation

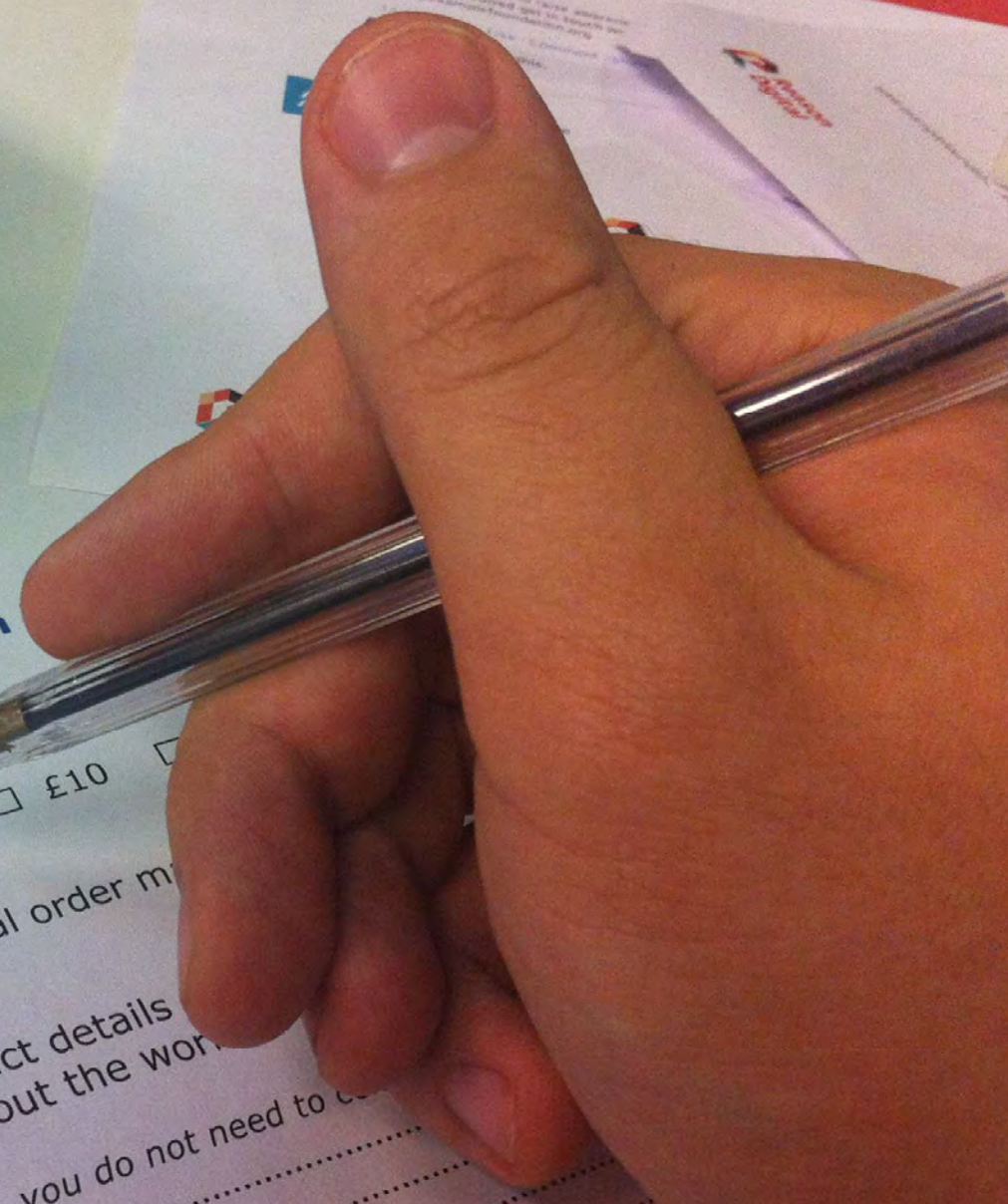
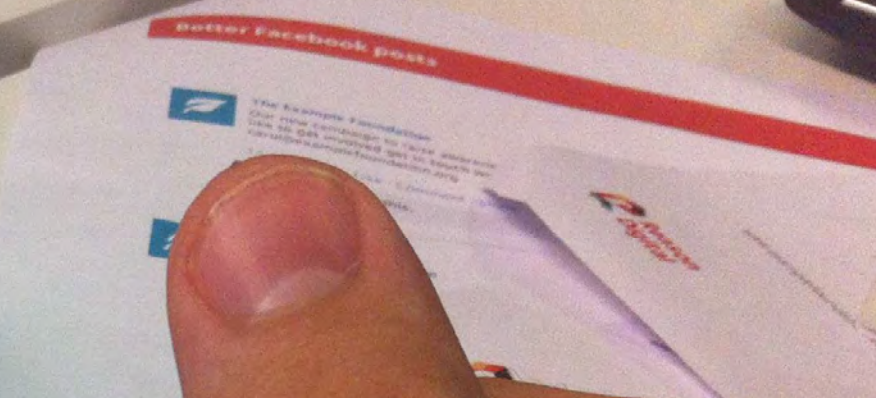
I would like to make a donation of

£100 £50 £20 £10

I enclose a cheque/postal order made payable to the Foundation.

I would like my contact details to be used so that I can receive updates about the work of the Foundation.

If you would prefer not to, you do not need to tick this box.
Name:



Examples now affect 1 in 3

Examples now affect one in three. New research has uncovered the real affects of examples in the uk



Get Involved

Aenean lacinia bibendum nulla sed consectetur. Donec id elit non mi porta gravida at eget metus.



Make a donation

One off donation

Monthly donation



£30

... could help 4 people with examples find a home



£50

... could fund a full days training for somebody on



£100

... could get 100 people vaccinated against

Process your donation

Payment Method **Visa**
Description **Things to buy**
Amount **£50**



Card Details ?

*You must fill in fields marked with **

* Card number
Security code
* Expiry Date
* Cardholder's Name

Cardholder Details ?

*You must fill in fields marked with **

* Address 1
Address 2
Address 3
* Town/City
Region
Postcode/Zip code
* Country
Telephone
Fax



Thank you for your donation!

Your donation will go towards helping the thousands of examples abroad and in the UK.



[Share it on facebook!](#)



[Share it on Twitter!](#)

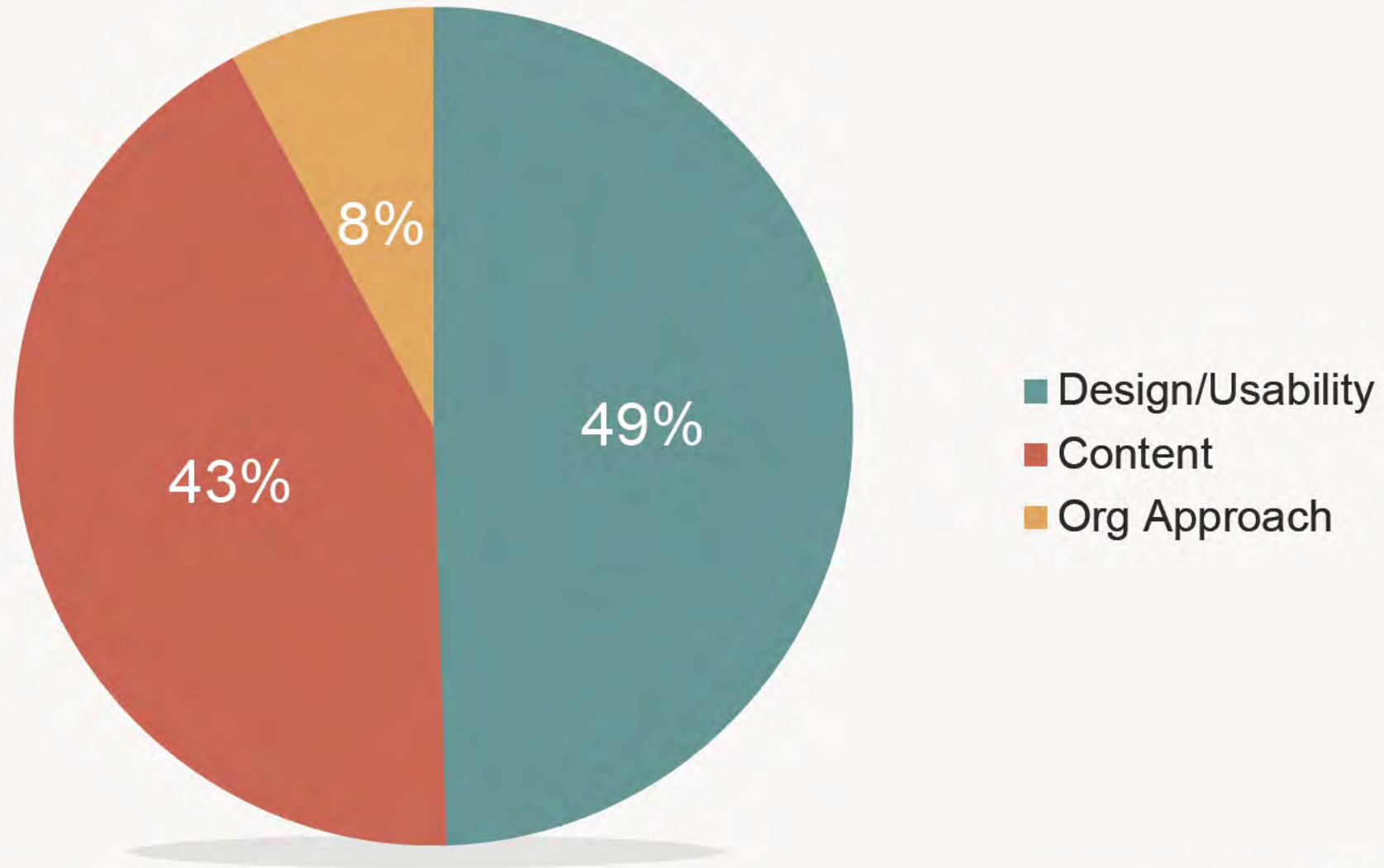
How else can you help?



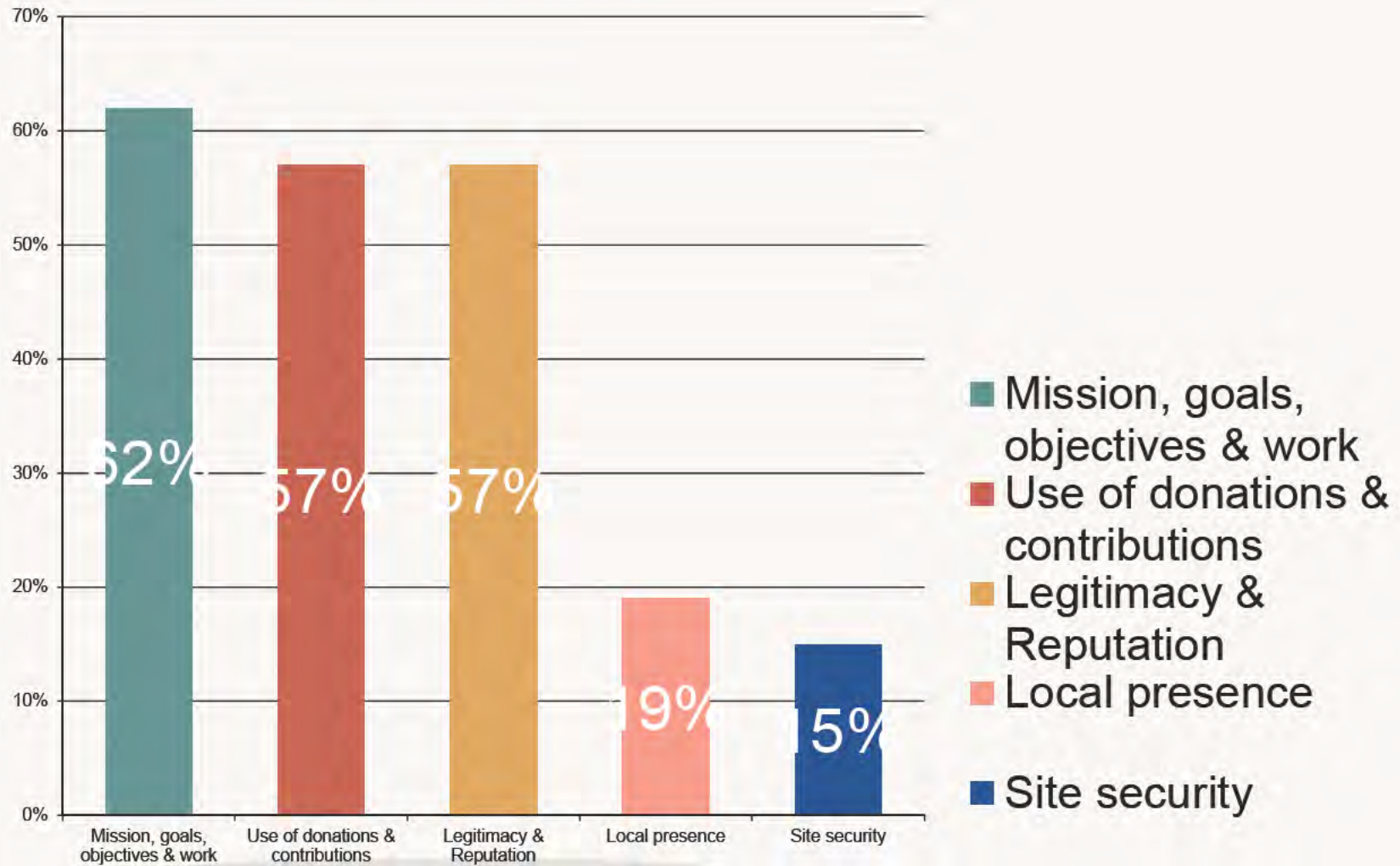
[Sign our petition against the cuts to example services](#)

Maecenas sed diam eget risus varius blandit sit amet non magna. Nulla vitae

What kills donations



What people need to know before they donate...





Build relationships.

THIS IS COPY No 1497489 OF
THE MOST POPULAR WORK OF NON-FICTION OF OUR TIME

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE BY DALE CARNEGIE



1. What are the six ways of making people like you? See pages 73-125.
2. What are the twelve ways of winning people to your way of thinking? See pages 131-209.
3. What are the nine ways to change people without giving offense or arousing resentment? See pages 213-243.

Pocket BOOK edition COMPLETE AND UNABRIDGED



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No ID, no checks... and vouchers for sob stories: The truth behind those shock food bank claims

- Mail on Sunday undercover film exposes abuse of charity
- Scroungers flout Trussell Trust's '9 visits' rule to stock up
- Repeat visits undermine the Trust's claim of 913,000 users
- After the investigation, the food was returned to the charity

By SIMON MURPHY, THE MAIL ON SUNDAY and SANCHEZ MANNING, THE MAIL ON SUNDAY

PUBLISHED: 22:06, 19 April 2014 | UPDATED: 17:31, 20 April 2014

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6,826 shares

220 View comments

Volunteers for a charity that blames welfare cuts for the soaring use of its food banks have admitted that fraudsters routinely 'take advantage' of the handouts.

The Trussell Trust, the UK's biggest provider of food banks – which highlighted a 'shocking' rise in demand for emergency food packages last week – last night pledged to investigate after



Site Web



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Includes free entry to reserves and a free gift today

Join now

Offer ends 2 June



giving nature a home



Like Daily Mail



Follow @dailymailuk



Follow Daily Mail



+1 Daily Mail



stuart petch @thelightoutside · Apr 20
Let's turn a negative story on its head...

Details

↩ Reply ↻ Retweet ★ Favorite ⋮ More



stuart petch
@thelightoutside



Follow

The @TrussellTrust allow you to donate to #FoodBanks via your phone. It takes just 5 seconds. trusselltrust.org/easter-appeal

↩ Reply ↻ Retweet ★ Favorite ⋮ More

RETWEETS
10

FAVORITE
1



1:35 PM - 20 Apr 2014



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www.reasondigital.com





Rebecca Watson @becciewatson

3h

@CharitySANE Hello - I was interviewed in my local paper about my experiences with anxiety & how I got help
bit.ly/OwoFsl

Details



SANE

@CharitySANE



Following

@becciewatson Thanks, it's great you have spoken openly. It's the best way to tackle #stigma and encourage others not to suffer in silence

CAF CAF
@cafonline



Following

#ff @manchestercab @zoeamar @wearemc2
@charitychap @CFGtweets @CharityTimes
@GdnVoluntary @abbyyoungpowell
>Thanks! #volsec #charity





Gillian Etches ▶ **The Scout Association**

13 September

Can anyone help? My son is 11 in December is he old enough for Scouts?

Like · Comment



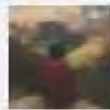
Jamie Carbert Yes, the scout section is from 10.5 to 14 😊

13 September at 16:33 via mobile · Like



Gillian Etches Thanks for that much appreciated

13 September at 16:59 via mobile · Like



Callum Godding Hi Gillian, have you had luck contacting a local group for your son to join? If not be sure to check out http://www.scouts.org.uk/join/join_parent.php and someone will be able to help you find a group suitable for you!

15 September at 19:33 · Like



Write a comment...



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www.reasondigital.com

EDUCATE AND SUPPORT THEM

"here's how you make a training video dairy"

"here's how you promote your JustGiving page on your facebook account"


"5 tips to boost your sponsorship pages"

"Motivational quotes to inspire you to get training for the 10k!"

"What is GiftAid, and can I donate it?"

"What platforms can I use to raise money?" (i.e. other than JustGiving?)

RECOGNISE & THANK THEM

 **GiveBloodNHS** @GiveBloodNHS · Feb 18
@aimeesmith212 Hi Aimee, **thanks for your donation**, we look forward to seeing you for your next donation. Have a good day!

← 1 ☆ 1 ... [View conversation](#)

 **Arctic Blast 2015** @MakingTracksUK · 40m
Thanks Phil Harper for your generous donation. Good man Phil.

8:39 AM - 26 Feb 2015 · Details

← ☆ ...

 **Meningitis Research** @M_R_F · 1h
Thanks for your donation, Louise Melzack. You're helping fund research to prevent #meningitis menngitis.org/donate



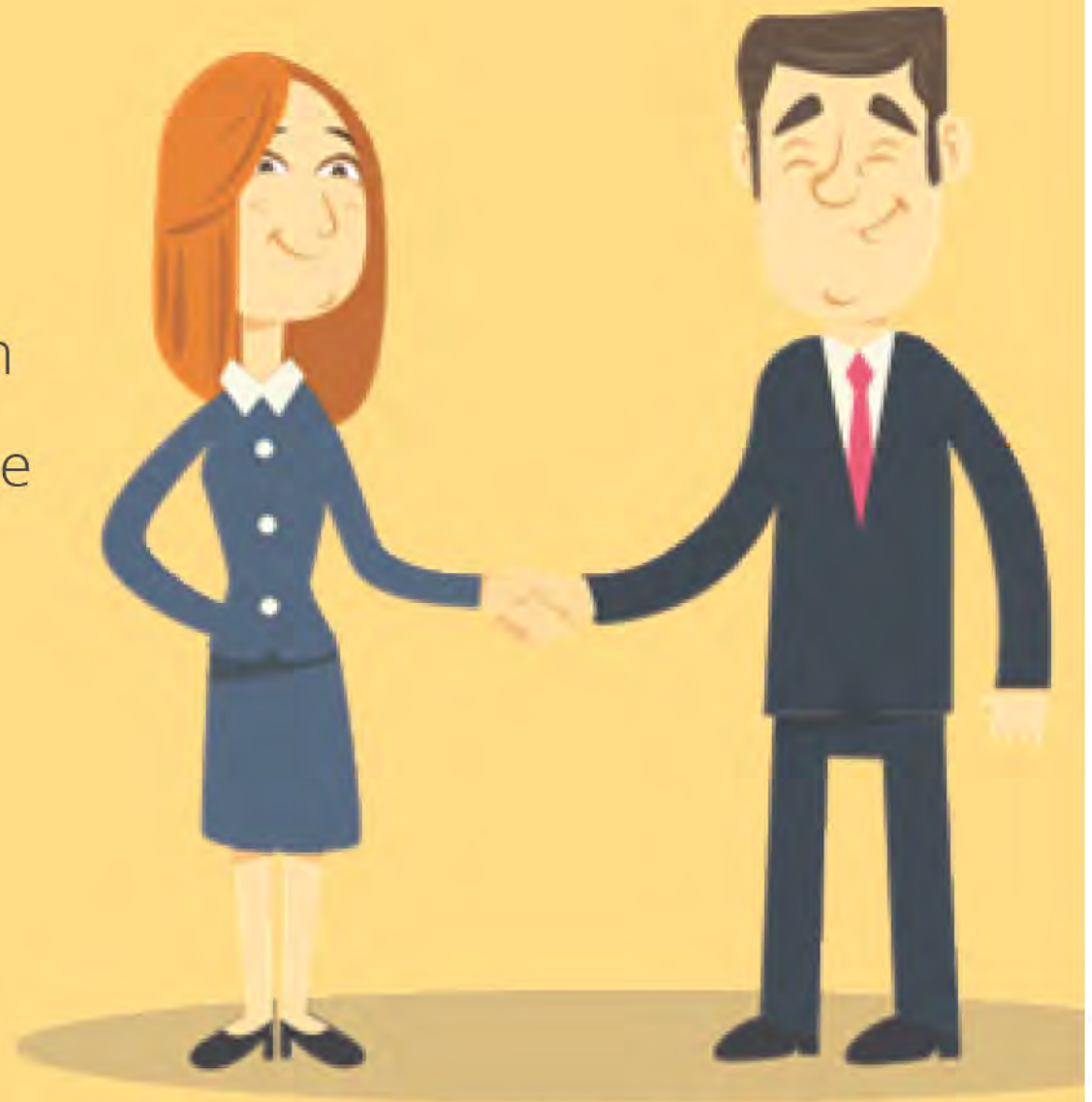
← ☆ ... [View photo](#)



RECOGNISE & THANK THEM

Donors who are thanked for an initial donation are **19%** more likely to donate again.

with roughly twice as big an amount.





Shappi Khorsandi @ShappiKhorsandi

15 Oct

@TeenageCancer would you mind following me for a sec so I can dm you? ta x

Expand



Teenage Cancer Trust @TeenageCancer

15 Oct

@ShappiKhorsandi No problem at all! Followed

Hide conversation Reply Retweet Favorite

11:47 AM - 15 Oct 12 · Details



Do a little good with digital



@reasondigital



www.reasondigital.com



Claire Wright ▶ **Diabetes UK**

24 September

Very unhappy about the rude gentleman that just called "on behalf of diabetes uk" asking me to increase my monthly donation by 200%. Diabetes UK, I am very upset.

Like - Comment



Diabetes UK Hi Claire, we're very sorry to hear this. Would you be able to email an account of what happened, and the time of the call, so that we can look into this further?

supporterservices@diabetes.org.uk

Any more detail and feedback you can give us would really help so we can make sure this doesn't happen again. Thank you.

25 September at 11:49 - Edited - Like



Claire Wright I will send an email when I get home from work. I appreciate you getting back to me. Xx

25 September at 12:08 - Like



Diabetes UK You're more than welcome, Claire. Thanks for letting us know and for agreeing to email. Any info will really help, and we'll make sure we get back to you as soon as possible.

Thanks again 😊

25 September at 14:50 - Like



Claire Wright Email sent. Xx

25 September at 16:05 - Like



Write a comment...



Do a little good with digital

www.reasondigital.com



The Meningitis Trust Events

Liked

Upcoming Events - Past events



London Marathon 2013
Sunday, 21 April 2013
21 guests

London, United Kingdom
London, United Kingdom

Join · Share



Three Peaks Challenge 2013
Friday, 12 July 2013
16 guests

Snowdon
Llanberis

Join · Share



RideLondon 100 2013
Sunday, 4 August 2013 at 08:00
7 guests

London, United Kingdom
London, United Kingdom

Join · Share



English 3000s – trek the Lake District
Thursday, 5 September 2013
5 guests

Keswick – Lake District
Keswick, Cumbria

Join · Share



Bupa Great North Run 2013
Sunday, 15 September 2013
1 guest

Newcastle-on-Tyne, United Kingdom

Join · Share

Develop influence.

It's all about...



We've just launched our new campaign about ending examples, check it out...
bit.ly/examples [#exampleaid](https://twitter.com/exampleaid)



It's all about influence

Check out this [@ExampleFoundation](#) campaign about ending examples
bit.ly/examples [#exampleaid](#)



A silly example...























Uh oh...

The image shows a screenshot of a Twitter profile page for Glenn Cosby (@GlennCosby). The page layout includes a top navigation bar with icons for Home, Connect, Discover, and Me, along with a search bar and utility icons. On the left side, there is a sidebar menu with options: Tweets, Following, Followers, Favorites, and Lists. Below this is a section for tweeting to Glenn Cosby, with a text input field containing "@GlennCosby". The main profile area features a large cover photo of Glenn Cosby with friends, a profile picture of Glenn Cosby, and his name and handle. Below the name is a bio: "Great British Bake Off contestant 2013. Lover of large cakes. No lover of gyms." and location/website information: "Exeter, Devon · glenncosby.co.uk". Statistics show 1,567 tweets, 243 following, and 19,539 followers. A "Follow" button is visible. Below the statistics, it says "Followed by Cynthia Games, Aaron Eccles, Penelope East and 8 others." The "Tweets" section shows two tweets from Glenn Cosby. The first tweet, posted 2 hours ago, says "WTF - fairytale of New York on the radio? We've ONLY just had bonfire night. I'm not ready for Xmas songs! Argh!!! #keepxmasindecember". The second tweet, posted 13 hours ago, says "@AltoAngel @BecaMurphLP oh hello - custard and clotted cream".

Home @ Connect # Discover Me Search

Tweets >
Following >
Followers >
Favorites >
Lists >

Tweet to Glenn Cosby

@GlennCosby

Photos and videos >

1,567 TWEETS 243 FOLLOWING 19,539 FOLLOWERS Follow

Followed by Cynthia Games, Aaron Eccles, Penelope East and 8 others.

Tweets

Glenn Cosby @GlennCosby 2h
WTF - fairytale of New York on the radio? We've ONLY just had bonfire night. I'm not ready for Xmas songs! Argh!!!
[#keepxmasindecember](#)
Expand ← Reply ↻ Retweet ★ Favorite ⋮ More

Glenn Cosby @GlennCosby 13h
[@AltoAngel](#) [@BecaMurphLP](#) oh hello - custard and clotted cream

Who to follow · Refresh · View all

WiproInsights @WiproInsights x
Followed by adam stewart

The tweet...



Matt Haworth

@acrim



Following

Dreamt I was in Bake Off. Everything was normal except @GlennCosby was an alpaca :/ I made this to illustrate #GBBO
pic.twitter.com/xF81zQ4FMT



- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

Tweet to Glenn Cosby

[@GlennCosby](#)



Who to follow · Refresh · View all

WiproInsights @WiproInsights
Followed by adam stewart

[Follow](#) [Promoted](#)



Glenn Cosby
@GlennCosby

Great British Bake Off contestant 2013. Lover of large cakes. No lover of gyms.

Exeter, Devon · glenncosby.co.uk

1,567 TWEETS 243 FOLLOWING 19,539 FOLLOWERS

[Follow](#)

Followed by [Cynthia Games](#), [Aaron Eccles](#), [Penelope East](#) and 8 others.

- Tweets**
- Glenn Cosby** @GlennCosby 27 Oct
@CogitoErgoBake @acrim @bake_down Matt you are an evil genius :)
- [View conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)
- Matt Haworth** @acrim 27 Oct
Dreamt I was in Bake Off. Everything was normal except @GlennCosby was an alpaca :/ I made this to illustrate #GBBO
pic.twitter.com/xF81zQ4FMT



Glenn Cosby

@GlennCosby



Kimberley

@CogitoErgoBake

Psychologist
Restauran



Dai Greene ✓

@DaiGreene

I run. I hurdle. I run and hurdle. European, Commonwealth and World
Champion at 400m Hurdles. You wont like me when I'm hungry!

@NikeUK + @RedBullUK athlete

Bath



Do a little good with digital

250,000
people reached





Charlotte Collett

@lovesyourguts



[@acrim](#) [@GlennCosby](#) My pet alpaca had a baby a month few months ago, the baby was nameless, now it shall be known as Glenn.



Reply



Retweet



Favorite



More

1

RETWEET

1

FAVORITE



11:58 AM - 27 Oct 13



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[@reasondigital](#)



www.reasondigital.com





mystery package



Browse | TV Shows | Movies | Upload

matt.haworth@reas...

Mysterious Package

youtube.com/charlie



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162 videos



Like Add to Share

942,083

Uploaded by charleissocoollike on Jul 21, 2008

8,257 likes 379 dislikes



Maybelline Smoky Eyes

by MaybellineNYUK
51,811 views

Ad



Wine Gum Experiment

by charleissocoollike
1,949,381 views **FEATURED**



Best Friends

by charleissocoollike
719,099 views



GCSE Results...

by charleissocoollike
625,892 views



Balloon Animals

by charleissocoollike
2,915,108 views



137: Mysterious Package II



<http://youtu.be/zx0scEsBGfM>

Teen Style Vlogger Shops The Salvation Army Family Store for Back-to-School

TSAWestVideo

Subscribe

6 videos



Like Add to Share

2,825

Published on Aug 11, 2012 by TSAWestVideo

Meredith, her friend Amy and brother Michael find great deals for back-to-school at a Salvation Army Family Store in Southern California.

12 likes, 0 dislikes



The Gathering - Sunday, June 10, 2012
by TSAWestVideo
No views



The Gathering - Friday, June 8, 2012
by TSAWestVideo
No views



The Gathering - Thursday, June 7, 2012
by TSAWestVideo
654 views



The Gathering - Saturday, June 9, 2012
by TSAWestVideo
103 views



Crow Elder and Historian Speaks
by TheCloudFoundation
11,175 views



On Location with Cloud - on his 16th Birthday
by TheCloudFoundation
92,317 views



Old Mare Collapses at



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@reasondigital



www.reasondigital.com

Here's an example of some organisations that have done it very strategically...

The image shows two overlapping browser windows. The left window is the BBC Media Centre page, and the right window is the Red Lippy Project website.

BBC Media Centre Page:

- URL: bbc.co.uk
- Page Title: BBC - YouTube superstars talk about their online bullying experiences for Radio 1's anti-online-bullying initiative - Media centre
- Navigation: News, Sport, Weather, iPlayer, TV, More
- Section: MEDIA CENTRE
- Sub-navigation: Latest news, Media packs, Statements, Programme information
- Headline: YouTube superstars talk about their online bullying experiences for Radio 1's anti-online-bullying initiative
- Image: A portrait of a young man with dark hair, wearing a black leather jacket.
- Date: 30.01.2015. Last updated: 02.02.2015 at 10.30. Category: Radio 1
- Text: Vloggers include Danisnotonfire, AmazingPhil, TomSka, Jack and Dean, Patricia Bright, Charlie McDonnell, Sprinkle of Glitter and Jim Chapman
- Text: BBC Radio 1 today revealed plans for a special week of content around the topic of anti-online-bullying. Taking place from 7 to 13 February, Radio 1's anti-online-bullying week is part of the

Red Lippy Project Website:

- URL: redlippyproject.com
- Page Title: Red Lippy Project
- Navigation: WELCOME, TAKE PART, CERVICAL CANCER FACTS, ABOUT US, OUR FRIENDS, CONTACT, LATEST NEWS
- Image: Red Lippy Project logo featuring a red lip graphic and the text "RED LIPPY PROJECT".
- Image: Topshop + Red Lippy Project lipstick products.
- Text: TOPSHOP + RED LIPPY PROJECT
- Text: We are proud to announce the limited edition Red Lippy lipstick from Topshop. It will be in store from the 9th of June. 30% of the profit will be donated to the Red Lippy Project charity. SHOP HERE
- Image: Video player showing a Red Lippy Project film with the text "RED LIPPY PROJECT" overlaid.
- Text: It's a smear campaign: the Red Lippy Project starring Amber Le Bon
- Image: Two women smiling, one wearing a red lip, with the text "RED LIPPY PROJECT" overlaid.
- Text: Make a mark on cervical cancer. 8-14 JUNE
- Text: Don the brightest red lippy you can find during the awareness week, pucker up and spread the word about screening.
- Text: DONATE NOW
- Text: Be bold and glamorous - do some good and join the Red Lippy Project.
- Text: RT @teamsorcha: So today we

Here's an example of some organisations that have done it very strategically...

The screenshot shows a web browser window with the URL mind.org.uk. The page features a blue header with the Mind logo and navigation links. The main content area displays a news article titled "Zoella becomes first Digital Ambassador for Mind" with a photo of Zoella Sugg wearing a blue Mind t-shirt. A filter sidebar on the right lists various news topics and years.

mind.org.uk

Zoella becomes first Digital Ambassador for Mind | Mind, the mental health charity - help for mental health problems

Talk to us I need urgent help search

mind for better mental health

Information & support About us News & campaigns Get Involved For business Shop

Home > News & campaigns > News > Zoella becomes first Digital Ambassador for Mind

Zoella becomes first Digital Ambassador for Mind



Posted on 09/10/2014

Mind has unveiled YouTube star and teen icon Zoe Sugg as its new Digital Ambassador. Her role is announced today, as Zoe launches the initiative.

Filter

- > Year
 - 2014 11
 - 2013 22
- > News topics
 - Public mental health 13
 - Stigma 3
 - Parliament 3
 - Police and mental health 1
 - Crisis care 1
 - Mental health services 9
 - Access to talking therapies 3
 - Benefits 24
 - Mental health at work 5
 - Mental health in the media 7
 - Sport and mental health 1

Cerebral Palsy Treatment
 Breakthrough Stem Cell Treatment for Cerebral Palsy! Taking Patients
stemcellofamerica.com/CerebralPalsy







AdChoices

cerebralpalsy

36 Users

Most Influential

Most Followers

- #1  **lovethatmax** 10,988 followers 32 NEW
 I write Love That Max, a blog about kids with special needs w...
- #2  **cpparent** 3,187 followers
 www.cpparent.com - Cerebral Palsy Parent is one of the worl...
- #3  **erinrbreedlove** 2,369 followers 23 NEW
 Psychology major @GeorgiaCollege. Future rehabilitation cou...
- #4  **hopelightmedia** 2,152 followers 3 NEW
 I am a proud mother of my daughter, Ashley, who was diagno...
- #5  **reach4stars** 1,890 followers 4 NEW
 Only nat'l nonprofit 501c3 pediatric CP foundation led by pare...
- #6  **cpinfo** 1,379 followers
 Dedicated to educating others about the causes and treatme...

Worried someone close to you is losing their memory?



Dementia
 Advice and support
nhs.co.uk/dementia

[Click here](#)

Top Tags

- music 1
- blogger 2
- socialmedia 3
- entrepreneur 4

Top Cities

- New York, NY 1
- London, UK 2
- Los Angeles, CA 3
- Chicago, IL 4



Search...



Advanced



Home Profile Network Jobs Interests

Premium Solutions Upgrade

Third sector networking - How to deal with the challenges of managing a charity's reputation.



Matt Haworth

Social entrepreneur, consultant, trainer and public speaker in nonprofit communications.

Manchester, United Kingdom | Information Technology and Services

Current Reason Digital

Previous University of Central Lancashire, The University of Huddersfield, BBC

Education St Mary's Sixth Form College, Blackburn

Improve your profile

Edit

346 connections

uk.linkedin.com/in/matthaworth/

Contact Info

Activity

Share an update...

Matt Haworth is now connected to Ben Butler, Head of Digital at Drinkaware
1 day ago

Matt Haworth is now connected to Jenny Coldwell, Media and Communications Officer
3 days ago

Matt Haworth is now connected to Laurence Corps, Email Marketing Manager at WWF-UK (World

People You May Know



Ayesha Khatun 3rd
Office Manager at Academy Class
Connect

THE NEW
BLACKBERRY
Z10

Discover more

BlackBerry
Keep Moving



Profile Strength

All-Star





Search...



Advanced

SEARCH

10,814 results



Phil Fearnley 2nd

General Manager, Future Media at **BBC**
London, United Kingdom · Broadcast Media

▼ 4 shared connections · Similar

Connect



Azizur Rahman 1st

Web Developer at BBC



Mario Dubois 1st

Director, Development at Corporation Pop



Alex Connock 1st

TV/digital executive at Shine

[View all 4 shared](#) »

United Kingdom (9530)

London, United King... (4022)

Manchester, United K... (376)

United States (355)



Chris Walton 2nd

Project Editor in Digital Media at **BBC** College of Journalism
London, United Kingdom · Broadcast Media

▶ 1 shared connection · Similar

Connect



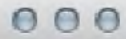
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www.reasondigital.com



Google



https://www.google.co.uk/webhp?source=search_app



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Sign Up Free

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What's New



www.mailchimp.com

Batchbook

MailChimp

Soccer club
1000 subscribers · Add subscriber · Change List · search subscribers

List Rating ★★★★☆ Created Nov 30, 2006

SocialPro connected to SocialPro

Where your subscribers are

Platform	Count	Percentage
twitter	476	47.6% of subscribers
facebook	648	64.8% of subscribers
LinkedIn	132	13.2% of subscribers
flickr	265	26.5% of subscribers
myspace	57	5.7% of subscribers

Age

Age Range	Count
<18	0
18-22	0
23-27	75
28-32	95
33-37	95
38-42	0
43-47	30
48-52	0
53-57	10
58-62	0
63-67	0
68-72	0
73-77	0

Influence Rating About

Rating	Percentage	Action
★★★★★	7.0%	send to this segment
★★★★☆	18.2%	send to this segment
★★★☆☆	37.7%	send to this segment
★★☆☆☆	25.0%	send to this segment
★☆☆☆☆	1.7%	send to this segment

Gender

Gender	Percentage	Action
Female	47.2%	send to this segment
Male	54.2%	send to this segment
Unknown	18.6%	



Traditional media

Adve
Ad bre



0300 111 5555

Search...



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[Home](#) [About dementia](#) [Our research](#) [Support us](#) [For researchers](#) [About us](#)

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Search 'Alzheimer's Research UK'

Registered charity number 1077089 and SC042474

Only research will give us the power to defeat dementia

Alzheimer's is a disease, not a natural part of ageing, and that means research can beat it.

[TWEET](#) [SHARE](#) [EMAIL](#) [in Stream](#) [G+](#)

There are lots of misconceptions about Alzheimer's and other dementias so we've pulled together this handy booklet that answers lots of the questions people often ask.

Get the facts

For a free copy of 'Your Questions Answered' simply complete the form below; we'll send you a copy and continue to keep you up to date with our work.

Title *

First name *

Surname *

Lightback campaign

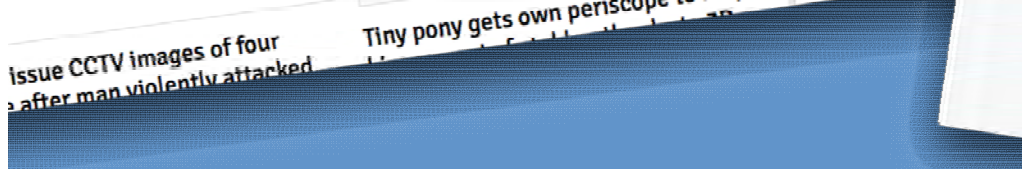
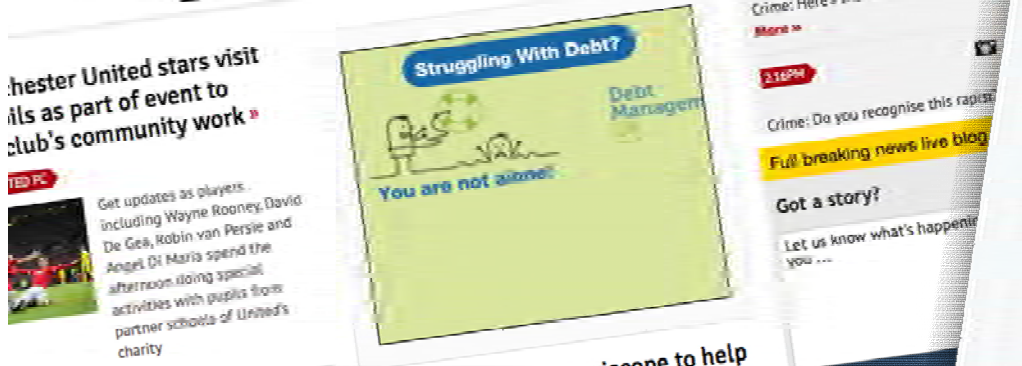
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...ms of dementia. Our campaign aims to help people
... fight it in the lab and by challenging misconceptions around
... org

<https://vimeo.com/152132471>

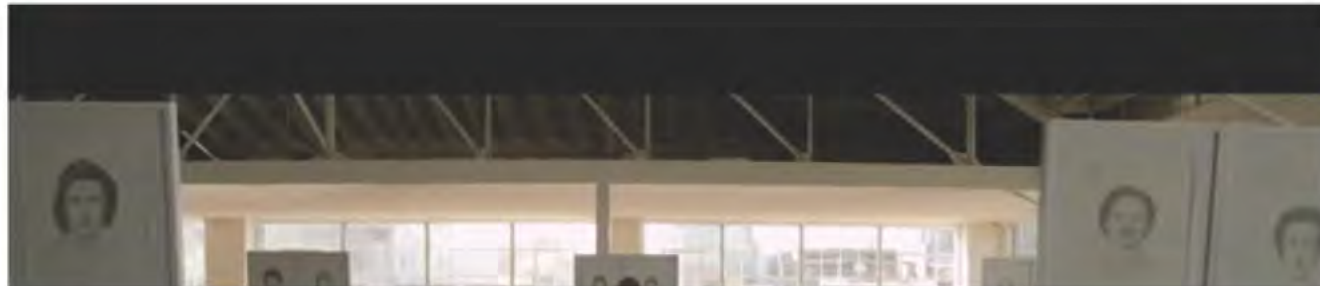
240k

TWITTER FOLLOWERS





**Create what people
want to share.**



Life On The Road | Learn Guitar With
by The Ricky Gervais Chanr
271,183 **FEATURED**



Why Do 6 out of 10 Girls Stop Doing
by doveunitedstates
94,550 views

Top Comments



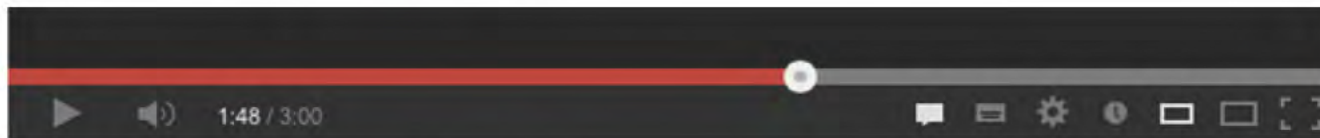
Katie Fish

1 week ago

I love your new ads. I hated the old ones, but if you keep this up, since I don't care about my soap too much, I'll try supporting yours.

Reply

57 likes



Dove Real Beauty Sketches



doveunitedstates · 86 videos

Subscribe 18,440

54,150,877

118,954 likes 3,022 dislikes

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About

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Kela on Dove Real Beauty Sketches
by doveunitedstates
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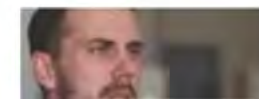


Media's Effects on Teen Girl's Body
by Jackie D
36,723 views



Dove Brasil
121 videos

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Dove Real Beauty Sketches [Guy]
by CladwellMan

Published on Apr 14, 2013

Join the conversation at: #WeAreBeautiful

Watch the whole experience at:

http://dove.com/realbeautysketches

Board Message-2011 Annual Report.wmv

cphpubliclibrary



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Do a lit

Published on May 1, 2012 by [cphpubliclibrary](#)

Cliff Bueno, President of the Clifton Park-Halfmoon Public Library Board of



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matt.haworth@reas...

Rhian Touches Herself HD

MCACTV [Subscribe](#) 7 videos



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3,172,558

Uploaded by MCACTV on Sep 14, 2011
Lingerie model and page 3 girl Rhian Sugden shows us her raunchy side in this darkly seductive short film shot by world renowned photographer Rankin.
<http://www.MrTesticles.com> @MrTesticles @Rhianmaire

5,487 likes, 406 dislikes
This video has been age-restricted based on our

- Rhian Sugden - Hot Photos 2012**
by CrazyPointlessTV
6,057 views **FEATURED**
- Sexy Models (Original)**
by TheCrystalEdits
1,664,284 views
- Skittles "Newlyweds" [Dir. COUSINS] Not**
by sharetherainbows
10,256,082 views
- Orgazmo. 1997 FULL MOVIE**
by pocketmilk
233,631 views
- The Melanie Iglesias Flip Book: Part 2**
by MelanieIgl
4,023,398 views
- BENEDICTION - XXXX MAGAZINE ISSUE 3**
by XXXXMAGAZINE
1,369,825 views
- How to check your**

COCO LOCO!

Posted by: [Cafedirect](#), June 25th, 2013, Comments (0)

Blue Cross blog

Is your bunny bored? Read our tips to keep rabbits happy and stimulated



Pos **Top five ways to connect with your sponsored child**

posted at 4:42 AM PST by [Lindsey Minerva](#), Managing Editor

TAGS: [child sponsorship](#), [For sponsors](#)

Rab
the
Cro
for

Rabl
they
then

A letter to suicidal me

Posted: Monday 10 September 2012

Today is World Suicide Prevention Day and this year's theme is Hope is something that is very hard to hang on to when you feel It's often hard to see any other way out. But I've been suicidal m times, and I'm still here. Below is a letter that I recently wrote to year old me who was suicidal at that point. I hope it might give y



Do a little good with digital

IAmA 23 year old boy with Stage IV Kidney Cancer. I won't see 24, AMAA : IAmA
www.reddit.com/r/IAmA/comments/ur3yv/iama_23_year_old_boy_with_stage_iv_kidney_cancer/

Send OceanSkys on Vacation by Lindsay Minar - GoFundMe
www.gofundme.com/qa5mk

gofundme Categories Start a Campaign Get Help DONATE

Send OceanSkys on Vacation

Reddit raises \$30,000 for Surrey man with cancer



0:24 / 1:32

Raised: \$30,160.00 Goal: \$2,500.00



Created by
Lindsay Minar
372 Friends
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PORTLAND, OR

Let's send OceanSky's on an amazing vacation!! Visit the AMA Here "I'm 23 years old and on Fathers Day 2011 I was diagnosed with Stage IV Renal Cell Carcinoma and promptly had my... [more](#)

gofundme.com/OceanSkysVacati Share

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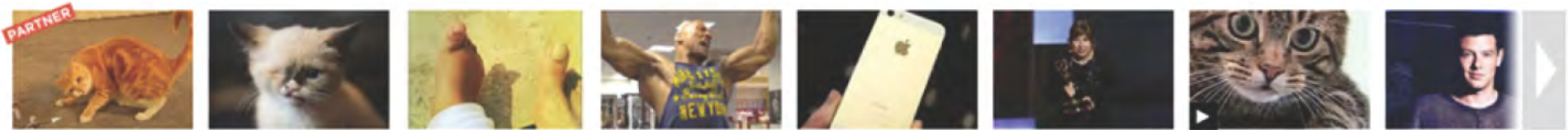
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29 Very Good Reasons To Adore The BBC

INSPIRING MESSAGES OF SUPPORT FOR BOSTON FROM AROUND THE WORLD

Erin La Rosa



Misheard Lyrics Is The Funniest Thing On Vine Right Now

The meme you've been waiting for. Make sure you unmute each Vine by clicking top left.

Luke Lewis a few minutes ago 1 response



9 Ways To Troll A Fantasy Football Fanatic

9 ways to troll fantasy football owners and managers

Big Stories



The 25 Stages Of A Massive Night Out

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on huffingtonpost.com >

Ryan Miller Vs Jonathan Bernier, Sep 22, 2013
on hockeyfights.com >

Platforms

UK News and Opinion - The Huffington Post United Kingdom

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23 September 2013

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Platforms

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www.mumsnet.com

Reader

Where to donate old toys etc? (full thread) | Mumsnet Discussion

www.mumsnet.com/Talk/local_cambridge/a1829546-Where-to-donate-old-toys-etc

Reader

Log in Join

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mumsnetlocal
Cambridge

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If you think your company is family friendly, nominate them now →

familyfriendly

Things To Do Local Talk Meet-ups Classifieds On the High Street Services Childcare & Education Offers

Find a local site Search Mumsnet Local Search

Add a listing

Local Talk

Topics: Discussions | Can You Help? | Campaigns | Volunteering | Childcare Wanted | Nanny Share | The Friendship Bench | Skills Swap | Support Groups | Mumsnet stuff | FAQs

Threads: Active | I'm on | I'm watching | I started

Topics » Mumsnet Local - Cambridge

Start new thread in this topic | Flip this thread | Refresh the display

➕ Add a message Show pages

This is page 1 of 1 (This thread has 5 messages.)

Where to donate old toys etc? (5 Posts)

Cantabile Sat 17-Aug-13 15:05:50 Add message | Report | Message poster

We are having a clear out of old toys and I'm wondering where the best place is to donate some?

Some are not in tip top condition but are the kinds of things that might go down well at a community scheme playgroup - think - plastic oven and workbench but with some parts

Local talk

Cambridge Latest

- Creative Movements for ages 4-6
- Make Believe for 2-4 years
- FRENCHTASTIC FRANCHISE OPPORTUNITY
- Smartie Artie
- Personalised & Fingerprint Silver jewellery
- Cambridge Festival of Ideas



SIGN UP NOW

How it works | How nuts save lives? | What is it?

Tweet 131

take the plumpy nut

Sadly we can only send to UK addresses - sorry 😞

twitter name (or name if N/A) *

address *

Sadly we can only send to UK addresses - sorry

postcode *

email *

Send my nuts



WHY TWITTER?

Doing the Plumpy Nut Challenge on Twitter is great.



Do a little good with digital

[@reasondigital](https://twitter.com/reasondigital)

www.reasondigital.com



Charity



Event details

Plumpy Nut Challenge

21 February 2013

This challenge is for everyone, just live off on Plumpy'Nut for one day! This is the very same food that Merlin provides to take children from the doorstep of starvation to living health lives. Raise just £50 and help to spread the word!

Katapult's fundraising page

Fundraisers: MARTIN BROADHURST, Rhiannon Hulse,
My page: <http://uk.virginmoneygiving.com/team/Katapult>

Hi, thanks for visiting our Plumpy Nut Challenge page.

Three of the Katapult team (Dawn, Rhiannon and Martin) will be taking part in the Plumpy Nut one day challenge to raise awareness of Plumpy Nuts and support Merlin, an international health care charity, who are experts in disaster relief.

We have a modest target of £150 so anything you can give is greatly appreciated but our recommended donation is £5.

For every £50 raised, Merlin can feed a malnourished child with Plumpy'Nut for 8 weeks and save their life.

The Challenge

For one day we must eat nothing but four 92g sachets of plumpy nuts and drink only water.

About Plumpy Nuts

Plumpy'nut is a peanut-based paste in a plastic wrapper for treatment of severe acute malnutrition manufactured by a French company, Nutriset. Removing the need for hospitalization, the 92g packets of this paste can be administered at home and allow larger numbers to be treated.

The ingredients in Plumpy'nut include "peanut-based paste, with sugar, vegetable fat and skimmed milk powder, enriched with vitamins and minerals".

Each sachet contains 500 calories.

Running total

£225.01

Target:
£150.00

Total raised incl. Gift Aid:
£278.76

Total donors:
22

Biggest donor:
Matt
£30.00

Last donor:
Amy Scott
09.02.13

Offline fundraising:
£0.00

[Donate now >>](#)

Photos



Do a little good with digital



[@reasondigital](#)



www.reasondigital.com



Phil Bryant @fenphil

1h

First **#plumpynut** of the day. Yum yum. Missing my cup of tea....

Expand



Ellie Lawrence @ejloveday

8h

@holliesparkle tonight, pancakes. Tomorrow... **#plumpynut**
pic.twitter.com/PVQYDxRw

View photo



hollie grimward @holliesparkle

8h

And so tomorrow it starts **#plumpynut** ready to save some lives and eat some nuts. Go team holeli @ejloveday pic.twitter.com/xAW6cq7v

View photo



Tadhg Kirby @tkirby8

10h

Efe Ambrose is still full of Nigerian Rum and **plumpynut** from the African Nations after-party **#ShouldntBePlaying**

Expand



Twinks @tinytwinks

10h

Tomorrow I am going to do the **#plumpynut** thing... I'm probably going to vomit ... You can sponsor me if you want

uk.virginmoneygiving.com/Tinytwinks

Expand



Stuntman Mike @Mulbers

11h

USE **#PlumpyNut** as a nutritious alternative to peanut butter in pancakes today. Remember those who need it

[@Twoptwips](http://uk.virginmoneygiving.com/Mulbers)

Expand



Russk @Russsk81

12h

Right **#PlumpyNut** challenge date, March 1st. Just after payday, so no tight-arsed excuses. Here's how the money helps: j.mp/11EICFK



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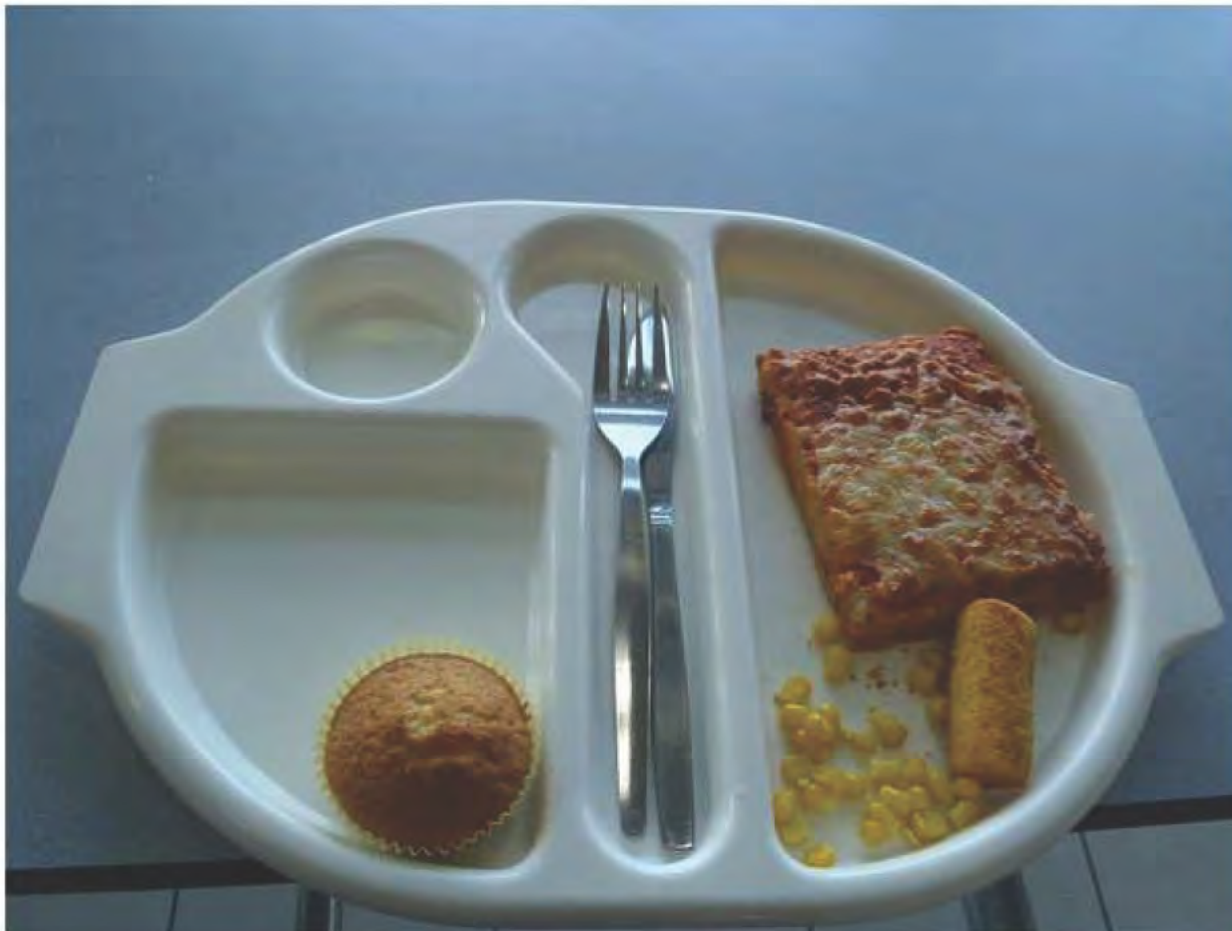
NeverSeconds

One primary school pupil's daily dose of school dinners.

Tuesday, 8 May 2012

Tuesday 8th May

I'm back! Many camera failures have stopped me blogging but Dad said I could borrow his camera. I think he's quite shocked at the pictures though.



Blog Archive

[July \(16\)](#)

[June \(21\)](#)

[May \(17\)](#)

[April \(1\)](#)

About Me

 **VEG**

My dad says I should call myself Veritas Ex Gustu, truth from tasting in Latin but who knows Latin? You can call me Veg.

[View my complete profile](#)

Mary's Meals



My JustGiving page for Mary's Meals



Jamie Oliver

@jamieoliver

 Follow

@ballibeg neverseconds.blogspot.co.uk

Shocking but inspirational blog. Keep going,
Big love from Jamie x

 Reply  Retweet  Favorite

24
RETWEETS

10
FAVORITES



3:57 AM - 10 May 12 via web · Embed this Tweet

+1 Tweet 1,491 Share Like 4.3k Email



Veg from NeverSeconds



£111,784.46
raised of £7,000.00 target

£132,525

my story

I mentioned in my blog <http://www.NeverSeconds.blogspot.co.uk> that last year my friends and I set up Charity Children at school and we made felt soaps and candle holders. We had a sale and raised £70 for Mary's Meals enough to feed 7 children for a whole year!

My blog is being read all over the world and some people have said I am very lucky to have lunch at all. They are right. Lots of readers have asked how they can support Charity Children but because I can't make enough felt soaps it is best if you support Mary's Meals directly

my charity



Mary's Meals

Charity Registration No. SC022140

Mary's Meals is an international movement that sets up school feeding projects in communities where poverty and hunger prevent children from gaining an education. The charity now feeds more than 600,000 children every school day and it costs just £10.70 /





**A social media
strategy for you
and your team.**

PEOPLE. MONEY. TIME.

WHO is going to deliver your plan?

How much **TIME** are you going to dedicate?

What kind of **BUDGET** do you have?



 [@reasondigital](https://twitter.com/reasondigital)

 www.reasondigital.com

Sector Understanding

Organisation Understanding

Social Media Knowledge

Data Analytics

Journalism

Proactive

Self Management

Project Management

Design

Photography

Film Editing

Writing

Customer Service

Community Management

ReasonDigital x edcox x lgfoundation x charitynewsbot x experiencemanc (Twitter) x

Home Feed (ReasonDigital)

kmontenegro 3:11pm via feedly
The Fed Jails Probe Widens & Sheriff Says He Knew Nada
feedly.com/k/qT69F2 -knowing nothing is worthy of firing b/c
he's in charge

karlwilding 3:10pm via HootSuite
#acconf Tim Brodhead is cranking out the quotable material!
He's just used my favourite #futures quote from the one and
only William Gibson

hardlynormal 3:10pm via Twittelator
RT @probblogger 15 Must-Know Facts on How People View
Websites j.mp/qxVlho

submittedmelody 3:10pm via Percolate
Great sarcastic response to the assertion #OccupyWallStreet
protestors are slackers. pco.it/reFEDy #ows via @percolate

ContactAFamily 3:10pm via HootSuite
RT @ActionOnHearing: Our chief exec will be answering your
questions tomorrow but you can get your Q's in now!
ow.ly/70RZN

UnLtd 3:09pm via HootSuite
Great article on @TheIndyNews about how the smallest things
can turn a negative into a positive. ow.ly/70RZe

rachelbeer 3:09pm via Tweet Button
I believe in fighting corporate greed with properly spelled

Sent Tweets (ReasonDigital)

ReasonDigital Oct 11, 6:14pm via Web
Know your way around web design & social media? Want to
work for a #charity? @UNICEF need a Digital Campaigner
unicef.org.uk/Jobs/Paid-posi... #jobs

ReasonDigital Oct 07, 11:44am via Web
@365insight Looking forward to meeting you at the
@Media_Trust #marketing workshop too & talking about some
shared interests, like #localism

ReasonDigital Oct 07, 11:38am via Web
#Community issues mapped online for viewing & discussion:
Birmingham Civic Dashboard civicdashboard.org.uk (via
@nesta_uk) #localgov #gov20
1 retweets

ReasonDigital Oct 04, 3:47pm via Web
#Accessibility is "subjective, immeasurable & unattainable"
says @SandiWassmer. It's an ideal. Is it inaccessible too?
actionforblindpeople.org.uk/your-community...

ReasonDigital Oct 04, 2:10pm via Tweetie for Mac
Man City FC is looking for 2 new local charities for 2012 - both
will receive up to £50,000: bit.ly/rhZ6sS (via
@CharityComms)
3 retweets

ReasonDigital Oct 04, 1:19pm via Web
@btbusiness Static IP has changed since yesterday's
broadband problems so some services no longer work. Who

Mentions (ReasonDigital)

kindlingtrust Oct 17, 8:42am via Web
We r also in Brum 4 2
on friday taking @Rea
part of our Land Army.

AustinAinley Oct 15, 8:51am via Tweek
Need a pair of wellies
@ReasonDigital next
shop should do the jo

OutAboutTrust Oct 14, 9:42am via Web
Afabulous #ff to these
(EA) Conference yeste
@ReasonDigital
1 retweets

Mrsb8S Oct 13, 6:00pm via Web
@ReasonDigital great
at Inst of Fundraising I

EssexBGC Oct 13, 2:55pm via Twitte
@ReasonDigital when
you give me a ring to t

EssexBGC Oct 13, 2:19pm via Twitte
Learning at @TrinityPe
@ReasonDigital and j

SocEntAcademy Oct 13, 1:30pm via HootS





What are your real objectives?

Like us on
Facebook,
and we will
vaccinate
zero children
against polio.



We have nothing against likes, but vaccine costs money. Please buy polio vaccine at unicef.se. It will only cost you 4 €, but will save the lives of 12 children.



sondigital.com



Objectives, goals, KPIs, targets

Objectives	Goals	KPIs	Targets
Become financially sustainable	Increase voluntary income	No. of gives	100
		Conversion rate	>2%
		Average give	>£15
	Increase sales revenue	No. of sales	50
		Average sale	>£25
	Reduce costs

Strategy	INSPIRE CHANGE		DRIVE ACTION		RAISE FUNDS	
<i>Tactics</i>	Create Inspiring Content	Drive awareness to content	Encourage sign ups to initiatives	Create Advocates	Encourage Donations	Increase donation value
<i>KPIs</i>	Comments XXX Subscribes XXX Amount of time on pages XXX Amount of pages viewed XXX SM Shares XXX Newsletter sign up XXX Video Plays XXX	Site Visits XXX Page Views XXX	Sign Ups to initiatives: Become a mentor XXX Provide content XXX Sponsor cohort XXX Join Community XXX Partner with us XXX Write a blog XXX Attend an event XXX	Sign Up to Newsletter XXX Return visits to the site XXX Share on Social Media XXX	Online Donations £165,000	Average donation value XXX

“MONEY!”





£100s Good



£1,000s Great



£10,000s Brilliant



People



Decisions



Amount

UNIQUE VISITS x CONVERSION RATE x AVERAGE GIFT

INCOME

10,000 VISITS x 1 % CONVERSION RATE x £20 AVERAGE GIFT

£2,000 IN DONATIONS

UNIQUE VISITORS x CONVERSION RATE x AVERAGE GIFT

= MONEY

10,000 VISITORS x 1% CONVERSION RATE x £20 AVERAGE GIFT

= £200 RESULTING DONATIONS

PEOPLE x RELATIONSHIP

= MONEY

People

Relationships



People

x

Conversion Rate

x

Average Gift

x

Number of Donations

= Lifetime value

Return on investment.



Imagine a campaign where we offered
£1 to someone if they donated 50p back.

So what kind of costs do digital fundraising activities incur?



CONSIDER

Your time.

Transaction fees from digital fundraising tools.

Advertising costs.

Cost of producing, packing and shipping any incentives.

PLAN

What things do you need to plan ahead for?

Events? Awareness days?

Main themes and activity	CMS Editorial Content	E-Commerce Features	Creative social content	Comps/ ads/ Seeding	Search Activity	On Site Banners CMS/ e-commerce	Email
LAUNCHES Classic Look Teeth Whitening Gift Cards THEMES Wedding Easter Spring Summer hair EVENTS Bridal Fashion Week 22nd April Queens Birthday 1st April - April Fools Day 6th April - Boat Race 13th April - London Marathon 23rd April - St Georges Day 25th - 27th Sundance 17th - 28th Tribeca 18th - 20th Coachella	Royal hair Bridal Hairstyles - grecian hairstyles Wedding hairstyles - Half up Half down hairstyles Short Hair updos SS14 trend 3 - Super Low Pony SS14 Trend 4 - Spring Plaits The Edgy Bob (feature the classic look) SS14 trend 5 - Disco Curls Celeb/ News Piece TBC COLOUR Ask and MCE: Can I go blonde Quash your colour fear Chestnut hair colours Ask an MCE: Fair skin	Festival hair get the look <ul style="list-style-type: none"> • Celeb get the look piece featuring products needed How to curl your hair with ghd <ul style="list-style-type: none"> • Step by Step guide including products to use along the way How to detox your skin <ul style="list-style-type: none"> • Step by step guide with products 5 products for long hairstyles <ul style="list-style-type: none"> • 5 product list 	Social covers: Classic Final look Pinterest Board: Bridal Hair How to protect your hair from the rain hair tip image & re-promote blog Gallery of BTS Classic Are you the classic look? Image Re-post Gym hair tips for London Marathon Did you like the Colour Issue? What other issues would you like to see on Re:Edit COLOUR Colour guide sharp Love Regis, Love Colour Have questions about your colour? Ask and MCE Colour guide - Party Colour guide - classic You can't box expertise E-COMMERCE Did You Know Hair Tip How to curl hair with ghd	COMPETITIONS Twitter: Follow and RT for a chance to win a bank holiday blowdry. FB: Want a chance to win a product from our new e-commerce store? Tell us what you'd want and why in the comments below. On site: e-commerce launch comp GROWTH ADS Facebook page promotion ads Facebook promoted posts on most popular posts Twitter Ads FACEBOOK ADS Product Ads CONTENT SEEDING Manual distribution of Offers Paid distribution of content BLOGGERS	OFFER + WIN PAGES <ul style="list-style-type: none"> • FB Comp - e-commerce • Twitter comp CMS • Gift cards - CMS & E-com • Buy a redken product and receive a free POPSTICK • Buy 2 Karastan products and receive a free travel bag and products • Twitter Comp e-com PRIMARY KEYWORDS <ul style="list-style-type: none"> - Wedding Hair - Wedding Beauty - Spring Summer hair - Brand focus ON PAGE <ul style="list-style-type: none"> • Content optimization, updating Meta data with targeted keywords, internal linking, keyword density. • Optimization of landing pages • Optimise Salon Copy for chosen local salons x3 • Add copy to 3 x Regis TV pages • Category & Product level Meta Optimization • Mobile Version of Website for search • Creation and optimisation of features • Identifying current problems • Further bug testing (using webmaster tools to identify any underlying issues) OFF PAGE <ul style="list-style-type: none"> • Press release syndication as supplied by WPR • Branded links 	Regis to supply content CMS Home page banner: e-commerce Inspiration update Brands update E-COMMERCE Home page carousel Trending Brands: Hair banner large: Hair banners small ad: Beauty banner Large: Beauty Banners small ad: Salon banners x2: Mega Menu banner	CMS database 1 <ul style="list-style-type: none"> • Wedding ideas • FB e-commerce comp • Vouchers • The classic look launch CMS Database 2 <ul style="list-style-type: none"> • On Site e-commerce comp • Rainy hair tips • e-commerce feature - how to curl your hair

BLACK = CMS CONTENT ORANGE = E-COMMERCE CONTENT

**Evaluating and
optimising your
social media.**

Total Page likes as of today: 881

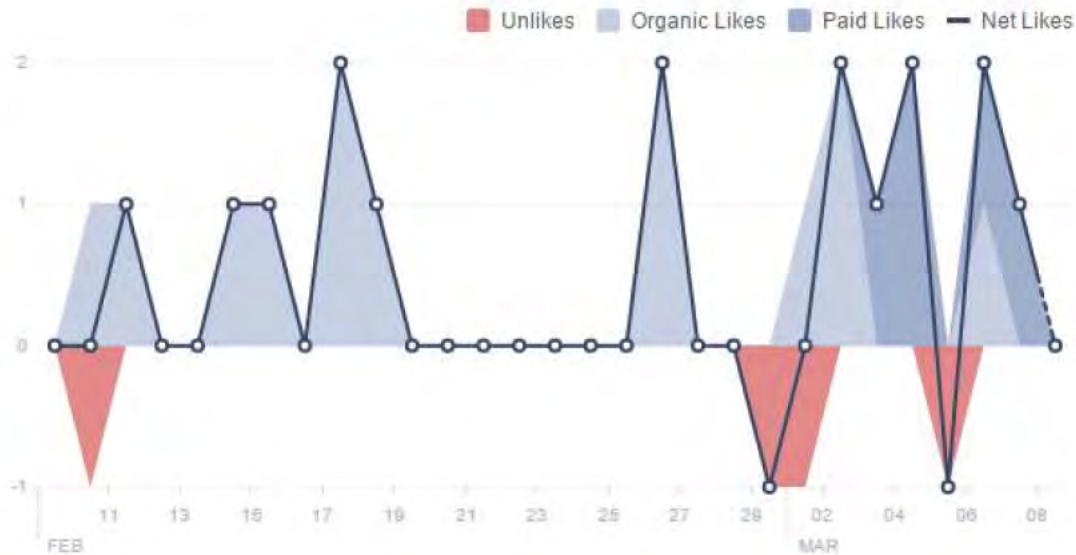


BENCHMARK
Compare your average performance over time.

Total Page Likes

Net likes

Net likes shows the number of new likes minus the number of unlikes.



BENCHMARK
Compare your average performance over time.

Unlikes

Organic Likes

Paid Likes

Net Likes

WANT MORE LIKES?

Create an advert to get more people to like your Page.

Promote Page



<http://www.facebook.com>

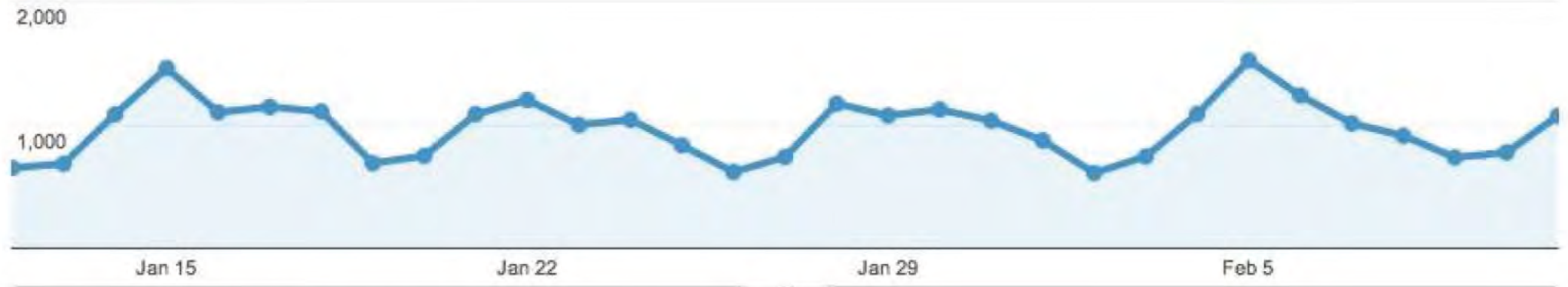
Overview

Visits

vs. Select a metric

Hourly Day Week Month

Visits



20,822 people visited this site



Visits: 30,168



Unique Visitors: 20,822



Pageviews: 118,680



Pages / Visit: 3.93



Avg. Visit Duration: 00:03:34



60.60% New Visitor
18,282 Visits

39.40% Returning Visitor
11,886 Visits

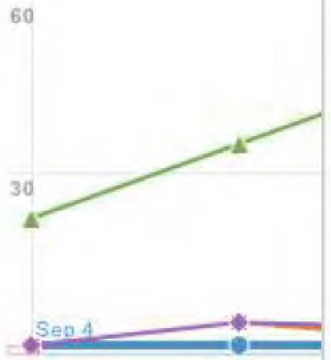
Bounce Rate: 50.14%
Total
New Visits: 80.54%



Visitors Overview

- Email 5.83% of total visitors
- Social media 17.94%
- Unbranded Search
- Branded Search Traffic

Overview



69 people visited



Sep 4, 2011 - Sep

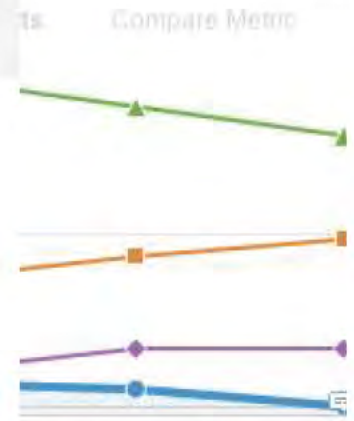
Sales of 326 products generated £349,359.46

6.39% Conversion Rate

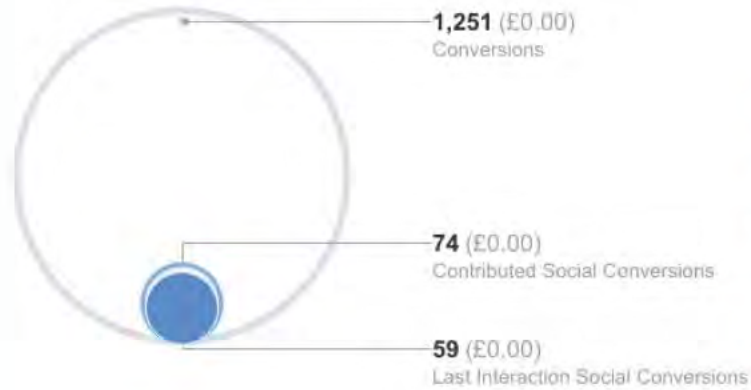
15,969 Transactions

£21.88 Average Order Value

8,984 Purchased Products



GOOGLE ANALYTICS



Social Sources

Social Network

Pages

Shared URL

Social Plugins

Social Source

Social Network

Sessions % Sessions

Social Network	Sessions	% Sessions
1. Twitter	121	57.89%
2. Facebook	60	28.71%
3. LinkedIn	19	9.09%
4. Slack Overflow	3	1.44%
5. Pocket	2	0.96%
6. Scoop.it	2	0.96%
7. Flavors.me	1	0.48%
8. Meetup	1	0.48%



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www.reasondigital.com

GROUP TRENDS

February 5, 2013 - February 11, 2013

Past Week

INCOMING MESSAGES	23	
SENT MESSAGES	19	
NEW TWITTER FOLLOWERS	42	
NEW FACEBOOK FANS	1	

48 INTERACTIONS

BY 21 UNIQUE USERS

119.0K IMPRESSIONS

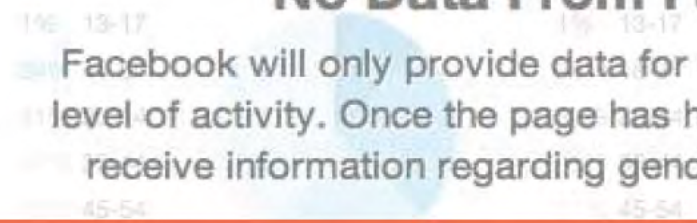
AUDIENCE DEMOGRAPHICS

Across Reason Digital's Twitter and Facebook accounts

TWITTER FOLLOWERS

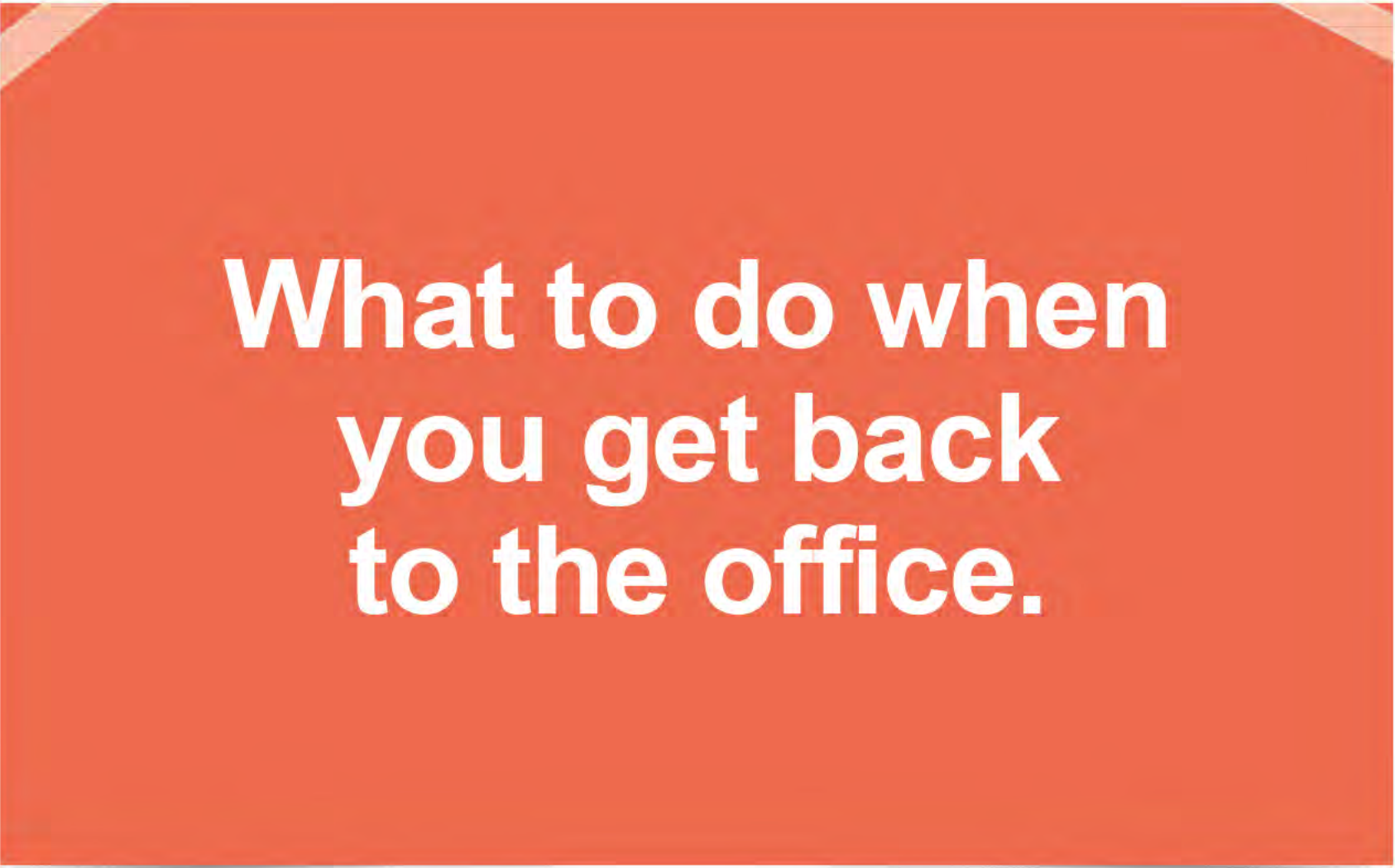


FACEBOOK PAGES AUDIENCE



No Data From Facebook

Facebook will only provide data for pages that have a certain level of activity. Once the page has higher interactions, we will receive information regarding gender and age breakdown.



**What to do when
you get back
to the office.**

Task

Tell us what your first task will be?

Remember...

- ✓ Social media flyering doesn't work. **Build relationships** by being a brainy friend.

- ✓ People probably won't give straight from social media directly, so use **soft asks** and **sponsorship**.

- ✓ With limited time, focus on **one or two platforms**, and relationships with **influencers** on them.

- ✗ Don't get bogged down in strategy and process. **Try things**, monitor the results, **repeat what works**.

- ✗ Don't plan another campaign without **integrating social media** as a key part of the offer.



THANKS FOR LISTENING

Do you have any
questions for me?

Greg Ashton
@ReasonDigital
greg.ashton@reasondigital.com

