



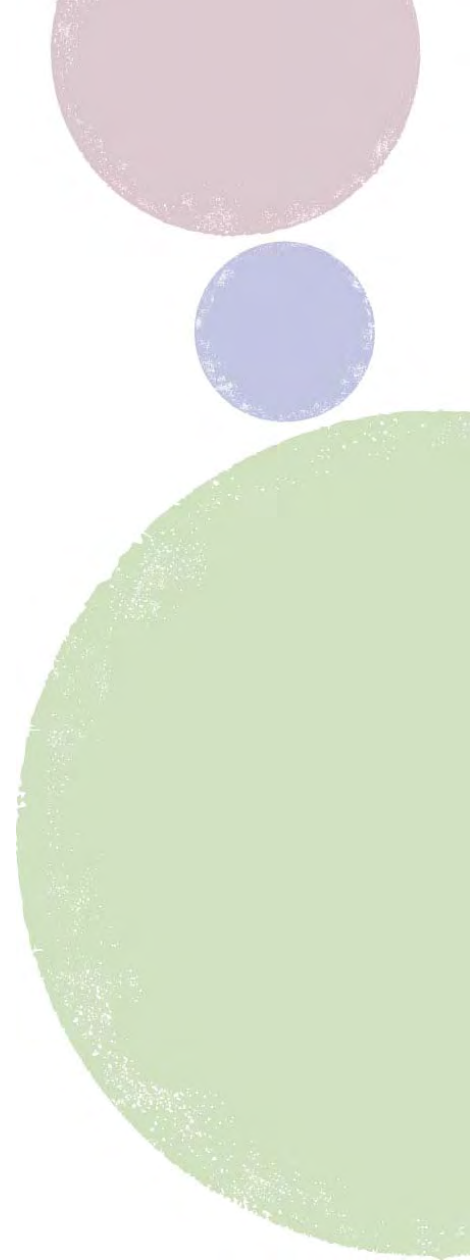
PROMOTING BEST PRACTICE
IN CHARITY FINANCE

Charity Finance Directors' Group

The Interactive Stakeholder

Sue Fidler

e-consultancy for charities





Who are they?

- 34 Million people have access in UK
 - 57.2% of the UK population
 - 69% have broadband
- spend 10 hours a month on line
 - 25 million active surfers*
- Mobile penetration will top 100% in 2007
 - soon more mobiles than people

*Neilson Net ratings



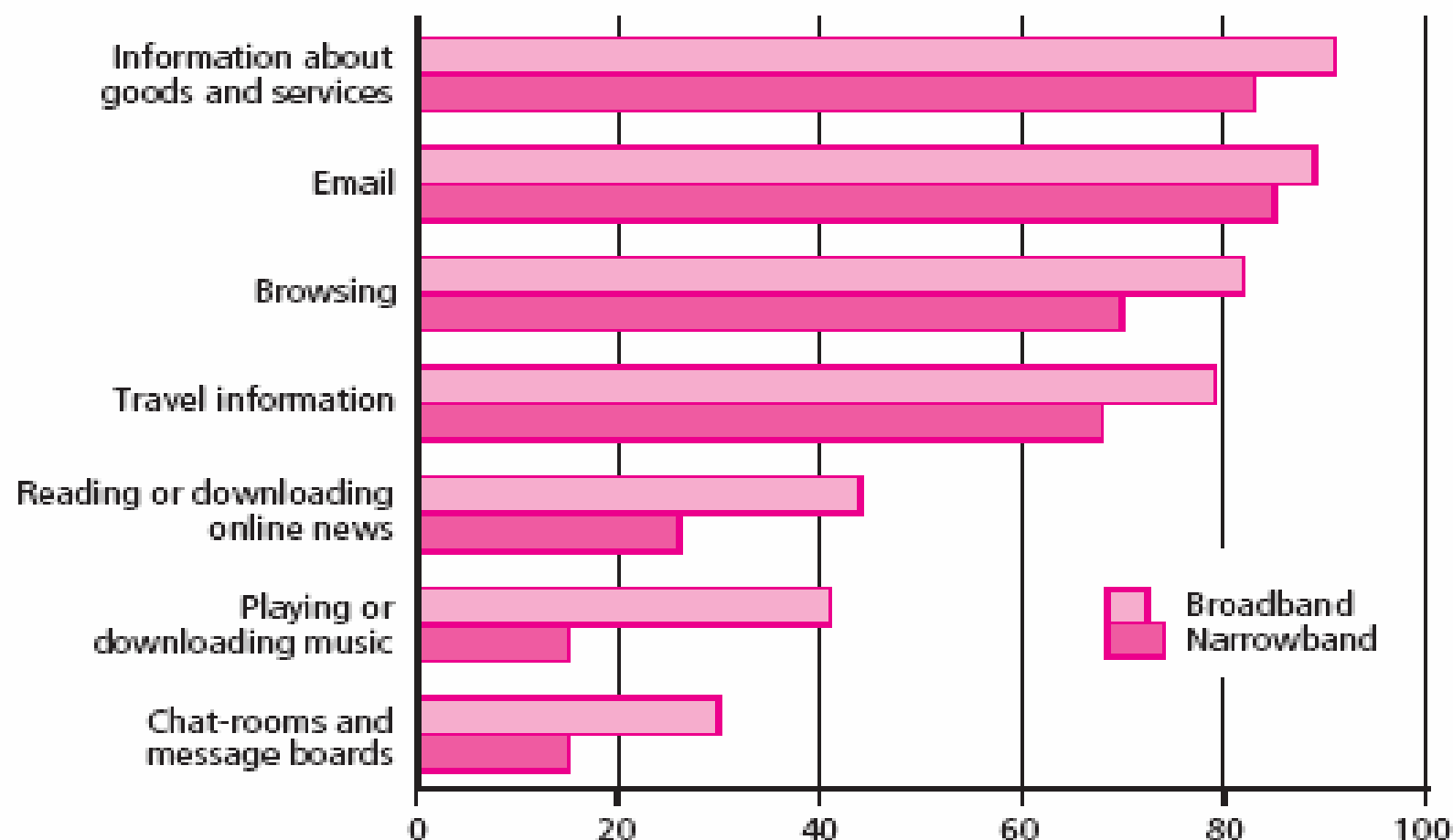
What are they doing?



Selected online activities: by home connection, February 2005

Great Britain

Percentages



Source: Omnibus Survey, Office for National Statistics



What are they doing?

- > 32 million texts sent per day in UK
- > 60 billion emails sent daily worldwide
- > 50 million blog sites worldwide have been updated in last 30 days



What are they doing?

- 25m shopped online at Christmas 2006*
- 50% of UK consumer market
- £949m was spent in the 3 key shopping weeks*
- No longer just CD's and Books

*Internet IMRG



First we got used to:

- Email
- Chat rooms
- Discussion Forums
- Instant Messaging
- Text Messaging



Now we have

- Blogs
- WIKI
- Podcasts
- MySpace
- Flickr
- YouTube
- Web2



**So how do we communicate
with our
Interactive Stakeholders?**



First – Who are YOURS?

- Can you identify your stakeholders?
- Their age and profile?
- Their likely interaction with you?



Who are YOURS

- What are they looking for?
- What can you give them?
- What is your USP?



Stakeholders

- Staff
- Trustees
- Volunteers
- Users
- Beneficiaries
- Donors
- Supporters



Stakeholders

- Teachers
- Students
- Local government
- Professionals
- Remember you are now global
 - Overseas supporters, beneficiaries, donors



What does each group want?

- Services
- Information
- Ways to support you
- How to get involved



What does each group want?

- Services
 - Information
 - Ways to support you
 - How to get involved
-
- Community
 - Someone to talk to
 - Someone to share with



First Question:

Do you have stakeholders who want to interact online?



Second – What do they want:

- Sign up
 - Information
 - News
 - Services
 - Goods
 - Supporter
 - Volunteer



Second – What do they want:

- Sign up
 - Information
 - News
 - Services

} Web/Email/Text

 - Goods
 - Events
 - Donate
 - Volunteer

} Web



Second – What do they want:

- Talk to a specialist
- Tell their own stories
- Interact with their peers
- Find mutual support
- Share their experiences
- Contribute their pictures/video/music
- Take Action



Second Question:

**What type of interaction suits
your stakeholders?**



Third – what do you do?

- Does what they want fit with your:
 - Communications Plan
 - Fundraising
 - Service Delivery
 - Campaign
 - Brand
- **Resources**



Third Question:

**Can you deliver (and support)
what they want?**



So what can you do?



‘Traditional’ web development

- Sign up
 - Information
 - News
 - Services

} Web/Email/Text

 - Goods
 - Events
 - Donate
 - Volunteer

} Web/shopping/donations/
forms/event management



‘Traditional’ web development

- Sign up
 - Information
 - News
 - Services

} Web/Email/Text
RSS/Podcast

 - Goods
 - Events
 - Donate
 - Volunteer

} Web/shopping/donations/
forms/event management
Text/Email/Widgets



‘New’ web development

- **RSS**

Really Simple Syndication or Rich Site Summary – information provided by a site and displayed on yours

- **Podcast**

an audio file that you download and listen to on your computer or a portable MP3 player such as an iPod.

- **WIDGET**

Graphic which has live data from a site – such as how much has been raised against a total



RSS feed

Crime time (Tue, 20 Feb 2007 14:30:00 GMT)

Time-travelling copper Sam Tyler investigates a series of armed robberies. Can he collar the culprit?

Watch a clip from this episode (Tue, 20 Feb 2007 14:30:00 GMT)

Part of the Crime time promo for the BBC UK Homepage

Download Sam to your desktop (Tue, 20 Feb 2007 14:30:00 GMT)

Part of the Crime time promo for the BBC UK Homepage

Life in the 70s: Step back in time (Tue, 20 Feb 2007 14:30:00 GMT)

Part of the Crime time promo for the BBC UK Homepage

Guide: Characters and actors (Tue, 20 Feb 2007 14:30:00 GMT)

Part of the Crime time promo for the BBC UK Homepage

More new drama: Hotel Babylon (Tue, 20 Feb 2007 14:30:00 GMT)

Part of the Crime time promo for the BBC UK Homepage

Widget

**The time has finally
come....**

Ben Lingard

raising money for charity at

<http://www.justgiving.com/healthybenny>



89%

Target amount: **£500.00**

Amount raised: **£447.00**

DONATE NOW

Raising money for charity?
[Create a Fundraising page today](#)

justgiving



‘Latest’ web development

- **Blogs (Web Log)**
An updated, chronological publication of personal thoughts and Web links.
- **WIKI**
A website (or pages) which anyone can edit, add to comment on and delete, without moderation or censorship

Luxury knitting supplies

Stunning wooden needles, luscious designer bags

Ads by Goooooogle

SUNDAY, FEBRUARY 11, 2007

HELLO DOLLY!

Well I finally did it. I found an Angora bunny! She is a beautiful black pedigreed German Satin doe. She was just weaned when I brought her home at 8 weeks and already she was growing the prettiest, thickest coat of wool. She'll be getting her first haircut around the first week of March, at 12 weeks of age, and then approximately every 12 weeks there after. I am going to try to get a white buck as her mate. Her bloodline has quite a variety of color in it, so with a white buck, I should really get some great color variations. I figured since I can't have sheep right now I might as well have bunnies. I have a feeling that it won't be long until I have plenty of angora fiber for my own personal spinning use and I'll be able to sell some of the left over's. That's what I'm hoping anyway. So, meet Miss Dolly.....



ABOUT ME



Active Service



- ◆ I'm Lisa
- ◆ From Conway, Arkansas,
- ◆ I am a wife and mother and a child of God. I'm constantly learning everyday because I think that when we stop learning we stop



Websites:

- **MySpace**

is a social networking website offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos.

- **FlickrR**

is a photo sharing website and web services suite, and an online community platform used as a photo repository

- **YouTube**

is a popular free video sharing website which lets users upload, view, and share video clips.

Tom



":-)"

Male
30 years old
Santa Monica,
CALIFORNIA
United States

Last Login:
8/27/2006

View My: [Pics](#) | [Videos](#)

Contacting Tom

 [Send Message](#) [Forward to Friend](#) [Add to Friends](#) [Add to Favorites](#) [Instant Message](#) [Block User](#) [Add to Group](#) [Rank User](#)

MySpace URL:

<http://www.myspace.com/tom>

Tom is in your extended network

Tom's Latest Blog Entry [[Subscribe to this Blog](#)]

private profiles ([view more](#))

Top 8, 16, 20, 24 friends :) ([view more](#))

MySpace Concert & Parties -Georgia, Orlando, Miami! ([view more](#))

In Stores Today - MySpace Records Vol. 1 ! ([view more](#))

MySpace Records - in stores soon! ([view more](#))

[[View All Blog Entries](#)]

Tom's Blurbs

About me:

I'm here to help you with **MySpace**. Send me a message if you're confused by anything. **Before asking me a question, please check the FAQ to see if your question has already been answered.**

I may have been on your friend list when you signed up. If you don't want me to be, click "Edit Friends" and remove me!

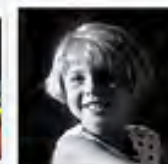
Also, feel free to tell me what features you want to see on

light tone



Uploaded on [February 18, 2007](#)
by [Marvs Images](#)

Marvs Images' photostream



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- [+](#) B&W with Colour (Pool)
- [+](#) 'For the totally Obsessive flickrites! (Pool)
- [+](#) Black + White + Color (Pool)
- [+](#) I Saw You First- Invited images only, post 1, invite 1 (Pool)

Tags

Thirty Greenpeace volunteers invaded the Didcot coal-fired power station at 5:30am this morning. They have immobilised the huge conveyor belts that carry coal into the plant by hitting emergency stop buttons and attaching themselves to machinery. A second group is climbing the 200 metre high chimney, and will set up a climate camp at the top.



The Didcot site is the second most polluting power station in Britain, behind Drax in Yorkshire. The Oxfordshire facility was targeted because - like most of the Britain's power stations - two-thirds of the energy it generates is wasted, making a massive contribution to climate change. The campaigners are demanding that the government phases out these kind of coal fired power stations and instead backs localised - or "decentralised" - power generation, which is much more efficient.

[Donate to Greenpeace](#)



Web2:

Refers to a perceived second generation of Web-based services - such as social networking sites, wikis - communication tools that emphasize online collaboration and sharing among users.

The point being to use the internet as a social, cultural and personal network



What you need depends on what your stakeholders want

- Talk to a specialist
- Tell their own stories
- Interact with their peers
- Find mutual support
- Share their experiences
- Contribute their pictures/video/music
- Take Action



Talk to a specialist

- Web form
- Email
- Text
- Instant Messenger
- Call back service



Tell their own stories

- Blogs
- Podcasts
- MySpace



Interact with their Peers/ Find mutual support

- Chat rooms
- Discussion forums
- WIKI
- MySpace
- Moderation and resources



Share their experiences/
Contribute their pictures, video, music

- Chat rooms
- Discussion forums
- WIKI
- MySpace
- You Tube
- FlickR
- Moderation and resources



Take Action

- EMAIL
- Sms
- WIKI
- MySpace
- You Tube
- FlickR



We can stop climate chaos

We are 31,676 people
and counting

[About us](#) |
 [News](#) |
 [Climate chaos](#) |
 [My actions](#) |
 [Events](#) |
 [Get involved](#)

My actions account »

- ☐ Sign-up
- ☐ Grow the count
- ☒ Love off
- ☒ Act now
- ☒ Cover up

Email Tony

- ☐ Send an eCard
- ☐ Spread climate bliss
- ☐ Holiday closer to home
- ☐ Spread climate love
- ☐ Climate-friendly homes

Email Tony

You're here. What you are about to do might seem insignificant, but it's very important that you do it.

You see, when enough of us do and say the same thing no politician can afford to ignore us. Even, and perhaps especially, Prime Ministers. They just can't say no to us - you'll see. We'll make sure the Prime Minister gets the message - we'll deliver your card with impact.



get ticking

Dear Prime Minister

I'd like to let you know that I'm going to do the following to help stop climate chaos:

- ☒ I'll feel the power of off
- ☒ I've sent an email to my MP calling on them to back the Climate Change Bill.
- ☒ Cover up
- ☒ Email Tony

Please see to it that the UK cuts carbon pollution by at least 3% year-on-year or

Please make sure we help the poorest countries get access to clean energy, and deal with the climate disasters people



Do you have the audience?

Do you have the subject?

Do you have the resources?



PROMOTING BEST PRACTICE
IN CHARITY FINANCE

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