



GlobalGiving.co.uk Project Challenge II

A new way for nonprofit organisations to drum up excitement, expand on online fundraising presence, and improve year-end fundraising outcomes.

"The GlobalGiving.co.uk Project Challenge allowed us to reach out to our supporters in a new and interesting way. Some people think there is an amount that is too small to give and consequently they give nothing at all. This challenge made it okay to give just a little bit because it would be combined with other donations in pursuit of a larger goal. People in our database who had never given before suddenly did!"

Linda Smith. Reading Village. April 2009 Project Challenge Participant.

Who We Are

GlobalGiving.co.uk is an online marketplace that connects individual and institutional donors to high-impact, grassroots projects all over the world. Founded by two former World Bank executives in the United States, we have a proven track record helping nonprofit leaders access new sources of funds for their work. To date, the GlobalGiving community has raised over £12 million for 1,300 projects.

What is the Project Challenge and why get involved?

In April 2009, GlobalGiving.co.uk held the first Project Challenge during which 47 projects collectively received donations from over 1320 donors and a total of £40,028 was raised for grassroots project worldwide. After the success of the first Project Challenge in the UK, we want to offer the opportunity for more small and medium sized charity organisations working overseas to use the Project Challenge as a way to motivate and encourage people to donate funds to their work as well as help organisations gain a permanent place on GlobalGiving to continue to generate new support.

The Project Challenge success clearly demonstrated a place in these tough economic times for an online marketing partner to assist non-profits in their fundraising capacity and help donors feel like they are making a real impact whatever the amount they can give.

Project Challenge II – Why and How

Strong interest from the charity community has encouraged us to host a second Project Challenge event this October.

Please help us get the word out by nominating organisations that would benefit from increased exposure through the GlobalGiving network or register your organisation directly. To nominate an organisation, fill out the nomination form:

<http://globalgivinguk.wufoo.com/forms/nomination-form/>; or register your organisation: <http://globalgivinguk.wufoo.com/forms/globalgiving-uk-interested-in-posting-a-project/>.

Benefits of working with GlobalGiving.co.uk include:

- Ability to leverage GlobalGiving's partner relationships: we have an extensive network of corporate partners that help us to both expand the GlobalGiving audience and donate directly to project. Some of our current partners include Expedia.co.uk, Google, eBay and Moneybookers.com
- Exposure and promotion to the media: GlobalGiving has been featured in major media outlets including the BBC, The Independent and The Guardian
- GlobalGiving UK is a registered charity in the UK (no. 1122823); donations from UK tax payers are eligible for Gift Aid so 28% extra is passed on to the project
- Individual donors can make donations as small as £5 so anyone can make an impact
- Access to a wide variety of customised marketing and fundraising tools that support your development efforts. These include full online giving capability, including a "personalised landing page" on the GlobalGiving website for each project you post on the site and fundraising tools that allow your supporters to fundraise for you
- Viral communication tools to help spread the word – personalised widgets, email templates, online marketing and social media tips, and ability to communicate directly with donors through the GlobalGiving website
- Opportunity to participate in periodic marketing and fundraising promotions, some of which offer matching funds or bounty awards
- Alternative gift options are made available to donors such a gift cards and donating to your project "in honor of" someone
- Opportunity for you to engage your donors in different ways and invite them to start gift registries and fundraisers for your project and track their success

How to Participate in GlobalGiving.co.uk Project Challenge II

Interested organisations should complete an application and submit due diligence paperwork by 2nd October 2009. The actual fundraising challenge will take place from 27th October – November 30th 2009. In addition to earning a spot on the GlobalGiving website, project organisations meeting the threshold of raising £1000 from at least 50 unique donors can also compete for additional funding: the two projects receiving the most funding will receive additional awards of £1000, £500 respectively; the project receiving the highest number of unique donors will receive an additional £500.

Interested in submitting an application or nominating an organisation? To apply directly fill out the form at: <http://globalgivinguk.wufoo.com/forms/globalgiving-uk-interested-in-posting-a-project/> or to nominate an organisation: <http://globalgivinguk.wufoo.com/forms/nomination-form/>

Contact Rachel Smith (rsmith@globalgiving.co.uk) if you have questions about Project Challenge II or visit our website: www.globalgiving.co.uk/projectchallenge.

<http://www.globalgiving.co.uk>

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