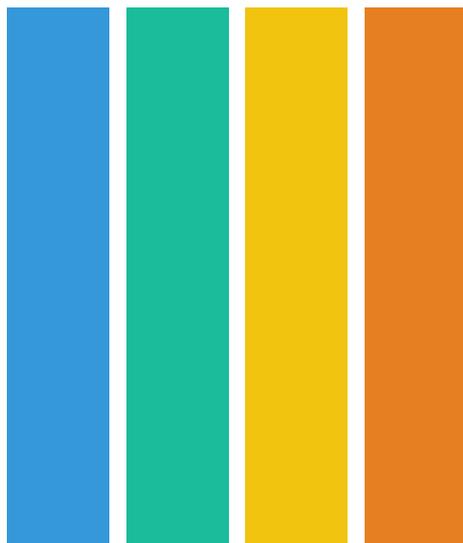


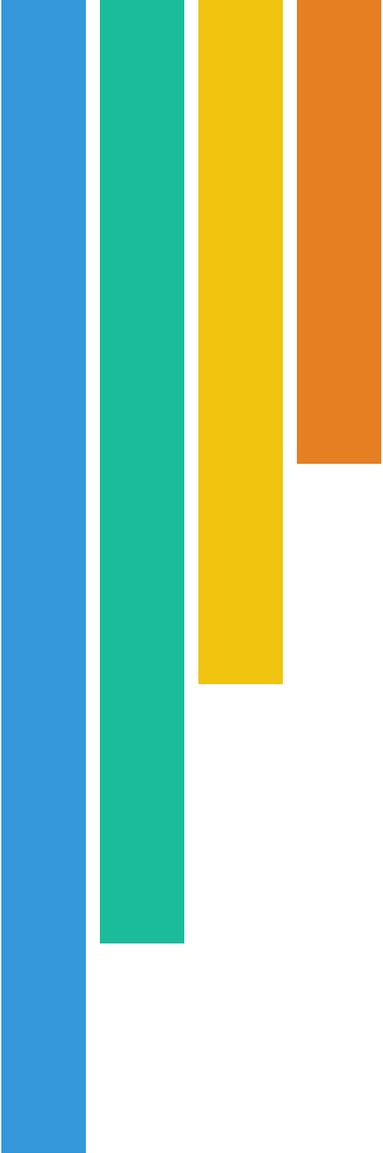
NG30



global reach for local change

CONCEPT





Summary

I. The idea

- A. The challenge
- B. The idea
- C. Who are we?

II. Planning the project

- A. The project
- B. What can we provide on the ground?
- C. What do we want to achieve?
- D. Ensure sustainability

III. NG3O

- A. The importance of social media for our brand 'NG3O'
- B. Our online appearance
- C. Dos and Don'ts in Social Media

IV. Finance

- A. Sources of income
- B. Foundation of organization

V. Closing remarks



A. The challenge

Development cooperation is often limited to financial support for projects in structurally weak countries. In theory, a sufficient injection of funds can promote development and combat poverty. This approach has shown promising results in some cases but in certain regions the lack of a strong institutional basis inhibits such efforts. Development aid cannot embrace all cultural, historical and traditional diversity. In the absence of state aid, local people unite to form small organisations in order to provide the help needed. These local Non-Governmental Organisations (NGOs) understand their fellow citizens, are part of the same culture and understand what help is required.

We have experienced what differences these small organisations can make to people's lives. By understanding the people and what they need, small organisations know best how to help. NGOs, understand the day to day problems of people in need and work together with them closely. This is why we decided to give the small organisations the support they require!

B. The idea

Especially small NGOs need support. But how can we help them? We are convinced that development can only be sustainable if the initiative comes from inside the community. This doesn't mean that we leave them to their own resources. On the contrary. Instead of offering financial support, we want to offer our know-how to local NGOs so that they can reach out to more donors. Donations are crucial for organisations to pay their staff and finance projects. Larger donations will broaden the opportunities for organisations to develop. With our approach, we want to ensure that NGOs can develop independently within the community and reduce their reliance on state aid.

Fundraising is a competitive market. Selling e-mail addresses of potential donors is a lucrative business. Large, experienced organisations spend a great deal of money on developing and improving their campaigns on a regular basis. This makes it expensive for an NGO to compete on this market. Small NGOs often do not have the funds to invest in marketing. We want to offer a cheaper approach. We believe that online fundraising is the future. It has the potential to become an important and substantial part of NGO income. In social networks, awareness of non-profit organisations is growing rapidly (*Facebook +23%, Twitter +50%, Instagram +101% last year*)¹.

1 see "M+R's 11th Benchmarks Study of nonprofit digital advocacy" (<http://www.mrbenchmarks.com>) (08.05.2017)





Addressing larger communities and higher number of followers results in reaching out to more potential donors - without any additional cost. This is why we believe small NGOs should focus more on fundraising online to finance projects in their community. In other words our goal is to create '**Global reach for local change!**'

So what is our plan? Our aim is to visit local NGOs and work with them for several weeks to improve their online presence. After developing a customised social media strategy, we want to set up a responsive website. We will write articles and visit projects to shoot photos and videos. During our work we will involve the staff at all stages to promote understanding of the strategy and to enable them to continue once we have left.

We will also have a presence on social media. We want to create a community that is willing to provide support by way of donations or assist us with their expertise. With our reach we will be able to promote the NGOs we are working with to give their social media presence the kick-off boost required. In addition we aim to use the attention created on social media to attract sponsors who will donate our equipment and finance our travel expenses. Find out more about finance here in chapter IV A "Donations".





WHO ARE WE?



Thomas

Tom has been bitten by the travel bug and is at his happiest when exploring the world. After finishing high school Tom spent half a year in India caring for disadvantaged boys in a boarding school. During his university course "International Economics and Development" he has done internships with NGOs in Germany, India and South Africa. During his semester abroad in Thailand he resolved to make practical use of his diverse experiences and apply the theory learnt at university. Son of a British mother and a German father he combines a good sense of humour with reliability. As initiator and organizer Tom gives direction to the project and makes sure we stick to our deadlines.



Domenic

Domenic has spent many hours of his life correcting the spelling of his name, although he is actually far better with numbers than letters. After high school he spent four years working for a large German bank. Surrounded by carefree student friends he was very disciplined and never missed a day of work. With his first degree in his pocket, he spent three months as an intern with the UNHCR in Bonn gaining valuable insight into fund-raising. Domenic continues to work part time for UNHCR and just started his Economics degree at the University of Cologne. As excel expert and full-time optimist Domenic is responsible for financial and legal questions in addition to keeping us constantly entertained.



Johannes

Jojo always knows the right thing to say. Our hobby author likes to make friends and family jealous with entertaining accounts of his experiences in distant countries. After a year of work and travel in Canada he moved to Kiel to study Multimedia Production. In the far north of Germany he is learning about the principles of media based communication. During his semester abroad in Poland he not only enjoyed great Polish hospitality but also discovered eastern Europe as a travel destination. As pseudo psychologist he speaks clear language, takes beautiful pictures and is in charge of our communication.



PLANNING THE PROJECT

A. The project

The internet has changed the world and it offers several new opportunities for smaller NGOs. But most organisations lack time and the know-how to use the internet as a source of raising funds. According to a recent study 34% of global NGOs do not use social media for online communication or online fundraising. The reasons for this are often a lack of know-how (49%) and a lack of funds (26%)². Keeping in mind that this study is based on global NGOs, the percentage of NGOs with a lack of know-how or finance should be substantially higher in poorer countries. 72% of people aged 20-35 years prefer to donate online and a majority is motivated to donate by social media³. These studies suggest that there is potential for NGOs in social media. The main challenge is to attract the attention of potential donors and convince them to donate. Therefore it is important that charitable organisations online appearance appeals to “western donors”. We want to help organisations to represent themselves online and teach them how to take advantage of the internet and social media. As the economy is already facing the challenges of digitalization in the industry 4.0, most NGOs have not taken any steps towards digitalization. With our support NGOs will be able to reach out to more donors to support more people in need of help.

Besides social media, crowdfunding can generate a lot of attention for a project in a short period of time. A good internet presence is the key for donors to trust a distant and unknown organisation. We want to produce videos that tell the stories of the local people and show their problems. We want to generate trust that can bring organisations and potential donors closer together. We want people all around the world to understand the feelings of people who are facing problems. A google survey confirms that every second viewer of a NGO image video donates to this organisation⁴. We want viewers who might be thousands of kilometers away to understand the work the NGO and make them aware of the challenges of the people.

We want to individually adapt our support to the NGO. It is important for us to understand the work they do and want to develop a joint concept based on this. After establishing a framework for the online appearance we want to train the employees to make changes themselves. We want the to update the website, to use social media efficiently and discover the opportunities in online fundraising.

2 see “2017 Global NGO Online Technology Effectiveness Ratings (<http://techreport.ngo/>)(11.05.2017)

3 see “2016 Global NGO Online Technology Report Global Giving Trends(<http://techreport.ngo/2016.html>) (11.05.2017)

4 see “5 Digital Strategies to Drive Holiday Donations” (<https://www.thinkwithgoogle.com/articles/driving-donations-digitally.html>) (08.05.2017)



B. Characteristics of the NGO

To choose the NGOs to work with we have detected three requirements to make our cooperation successful.

Size

The NGO should employ full time staff to provide the structure and infrastructure needed for a successful collaboration. As we will not be able to benefit larger organisations who employ social media managers we have defined this as the maximum size.

Working topic

The only requirement we have is that the work visually appeals to a broad audience. As we will mainly work with Videos and Pictures, we need to collaborate with organisations that work in an area that is visually presentable.

Region

We need organisations to work in english for a successful collaboration. The only further criteria is safety. We will not be able to work with organisations in countries or areas that are too dangerous.

C. What can we provide on the ground?

We will visit all organisation, to meet employees and engage in their projects. We want to concentrate on six different areas that we can support the organisation in.

Time

To keep expenditures on employees low, NGOs are often understaffed. We want to spend time on supporting NGOs to help them to achieve more.

Media

Although pictures and videos can be taken by nearly every phone, there are more requirements to make a professional impression online. We want to take professional pictures and produce appealing videos for the organisation. More importantly we want to train the staff on how to produce and use good pictures and videos to keep their online appearance lively.

Language

An important part of a professional online appearance is the right language. With Tom as a mother tongue english speaker we will be able to support organisations with english texts. We will improve existing texts and design a guideline for texts on social media.



Finance

Most NGOs are dependent on successful fundraising. Systems have to be established to receive donations online. We are committed to create the highest transparency possible. We will implement a framework and train the staff to enable them to use it.

Awareness

Many 'western' donors have not been to a developing country and struggle to understand local circumstances and the challenges of the people. At the same time they will have expectations towards the NGO they donate to, that can differ from local donors. Next to formal requirements like a receipt most donors want transparency and regular progress reports on the supported projects. We want to initiate long lasting relationships between the donors and the receiving organisation by both sensitizing the staff for expectations and also explaining local challenges to western donors.

Reach

With the social media presence of our project 'NG30' we want create a wide reach on social media. We want to use this to give organisations a kick-off-boost for their internet appearance, as it is difficult for small, local organisations to find first followers in the 'western' world. As we want to appeal to a broad audience with our social media presence, we will be able to help organisations in taking the first step towards a 'global reach'.

D. What do we want to achieve?

These are the goals we have set, to work towards a global reach. In cooperation with the NGOs we want to

- develop a corporate design
- design a responsive website with new content
- produce an image video about the NGO
- provide high quality pictures
- explore the opportunities in online fundraising
- create appealing social media channels

At the time of our departure the staff will be able to work with 'Wordpress' and edit their website. We want to convince the staff on how effective a good social media presence and crowdfunding platforms can be as a source of donations.

E. Ensure sustainability

As we will only be spending a few weeks with each organisation, we are focussed on making the changes last and sustainable. We want to create the basis needed and want to promote the understanding on what is important in the world of social media. We have





set the target to teach the staff in workshops how to benefit from online fundraising. Including the staff throughout the process will be key for the sustainability of our project.

Our efforts will only be sustainable if the staff realise the potential of online fundraising and are willing to explore the opportunities. We have reached our goal if there are regular updates on both website and social media channels after our departure. As students we know that details can be forgotten quickly. For that reason we will design a handbook that will guide the staff step by step. We are convinced that over the weeks our motivation and passion will reflect on the staff to continue the work we started.



A. The importance of social media for our brand 'NG30'

The attention of broad parts of the society have shifted from traditional media to social networks. News can spread in much shorter time compared to radio and TV. Anyone who has a smartphone can reach out over the internet. Our plan is to generate attention for the following reasons:

- High numbers of followers and views will allow us to find sponsors for our project. The sponsors will help us cover travel expenses and our equipment.
- We will build a community, that shares our values and views and will consequently be prepared to support us with know how and donations.
- By covering our work on social media, we want to generate trust. Potential donors will realize that their donation will change something and will not be spent on the administration of a large organisation.
- We will create a kick-off-boost for the social media presence of the NGOs. Nothing is more frustrating than producing social media content for 50 followers.

B. Our online appearance

Our approach is quite simple; we will have a good time! To generate a certain reach it will be necessary to produce entertaining and positive content. A part of daily content will be about us three and our experiences. Only if the audience gets involved and builds an emotional connection to us, they will be prepared to donate. Nevertheless we will have to be professional at the same time to prevent giving the impression that we are wasting donations.

We want these two statements to be valid at the same time:

- 1. NG30 is a serious project, with the goal of improving the efficiency of chosen NGOs*
- 2. It is good fun following the progress of the project NG30*



C. Dos and Don'ts in Social Media

Building a successful internet presence is not easy. We have analysed different celebrities and organisations and their online presence and found a pattern:

- Be regular
- Design the core message individually for each network
- Community-management and content-management are important
- Produce unique content for each network
- Roughly describe the "CI" of each channel
- Connect the different social media channels and the website
- actively approach communities that are interested in similar topics
- Offer the maximum transparency- credibility is our most feature
- Post in the early evening hours european time
- Use an unused hashtag throughout our channels (#NG30)



A. Donations

For our project to come to life, we need financial support for parts of our project. In this context we have made out three areas, that we need support:

- Equipment
- Travel expenses
- Board and Lodge

We expect the NGOs we choose not to have the funds to cover all our expenses. For this reason we rely on the support of others to help us with our travel expenses and the cost of our equipment. But we want to ask the organisation to provide us with the accommodation and board during our stay. We want to make sure that the NGO engages and believes in our project and does not choose to work with us only for the reason that it is completely free.

Equipment

To finance our equipment we want to focus on hardware producers like GoPro or Canon. These companies are developing new marketing strategies like corporate social responsibility. In this context companies donate their products to social entrepreneurs like us. In return the companies will expect us to demonstrate their products in our work. In addition we can offer to mention companies and the products we use in our pictures and videos.

For equipment that we can not find sponsors for we want to run a online fundraising campaign to cover these expenses. We will use our social media presence to promote the campaign to enable us to buy the equipment needed.

Travel expenses

To cover the cost of travel we want to focus on small and medium sized local companies in addition to online crowdfunding. As we will start to generate our initial attention through local media, we want to focus on local companies. In addition to being mentioned on our website and our social media platforms as donors we can offer these companies a receipt for their tax return.

If there are expenses that we can not cover through donations from small and medium sized companies, we would also cover these through our online fundraising campaign.



Board and lodge

An important part of our concept is based on the NGO covering a part of our expenses. We will ask them to provide us with accommodation and food to keep our running costs down. By charging the organisation a small part of our expenses we want to make sure that they believe in our project and have not accepted our help only for the reason that it is free. We do not want the organisations to pay for an expensive hotel. Ideally we would live with the staff or their friends to experience the culture and traditions at first hand. This would also offer us the opportunity to produce unique content for our travel blog and videos.





NEXT STEPS

We still have a long but exciting way ahead of us before we can go out and start our work with the NGOs. This summer 2017 we will already visit a variety of NGOs to gain first experiences and detect weaknesses in our concept. In this time we will also have the opportunity to produce first content that we can use on our social media channels to generate interest in our project.

In the following months we will focus on organising our fundraising and communicating with potential NGOs. It will need time to organise the cooperation with a potential partner organisations to make sure that we suitable for each other.

We are aware that it will be necessary to give further support to the organisations after our visit. We want to get our community involved and connect people all over the world with the local NGO. We believe that there are enough people that are willing to support these good causes. We are convinced that global reach can result in local change!

