

Fundraising in the Public Sphere

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Case Statement

- With new technological advancements, the way we communicate, share information, and even fundraise have evolved
- This project focuses on fundraising in social media in order to better conceptualize publicness

Problem

- Fundraising is typically done in a physical form, but thanks to the Internet, the possible ways to fundraise are evolving. Has this new form of online awareness of charitable causes improved or hindered the effectiveness of fundraising?

Boundary

- We narrowed our research to include the fundraising for textbooks for Thurston High School but specifically to exclude the question of privacy when it comes to why someone wouldn't donate online

Summary

- We wanted to see just how much money we could raise for Thurston High School through different means of fundraising
- Used three spectrums:
 - ONLY word of mouth
 - all means of communication (social media, texting, email, word of mouth, flyers)
 - JUST social media, internet, texting, email

Hypothesis

- The combination of all physical and online fundraising will yield the most results, thus showing that the advancements in technology are beneficial to fundraising.

1st Spectrum

- We conducted a bake sale which resulted in raising \$106, but after taking out what we put in to buy the ingredients, that left us with \$76 to donate to Thurston



Process

- First we had to decide what to make based off what we thought would bring the most attention to our bake sale outside the Duck Store
- We decided to use some uncommon and common recipes we found off Pinterest to lure in our customers





Process Continued

- In all we spent about 4 hours all together in preparation for the bake sale: 3 hours on baking and 1 hour grocery shopping
- The bake sale lasted about 4 hours outside the Duck Store and sale continued about 4 hours later that day
- Brought the leftover food to my sorority and dorm to try and sell what remained



Issues and Observations

- We initially had issues scheduling the bake sale
 - All have different schedules
 - Ended up having one of us sit there the majority of the time while other group members could float through in between classes



Issues and Observations

- When setting the boundaries on how to communicate that we had a bake sale we had a hard time deciding whether or not email and texting violated the uses of socially media
 - Ultimately ended up sending emails to our sororities and texting friends since we had so many goodies leftover
 - Even with the use of social media we only got one or two more customers from that

Issues and Observations

- We found that even though we didn't use social media like Facebook and Twitter, our friends that came to support us posted tweets and statuses about our fundraiser which was out of our control
- Most of those who did visit our table weren't students like we thought, but all concerned adults who asked in depth questions about what our bake sale was for

2nd Spectrum: Social Media Fundraiser

- Facebook as medium

The screenshot shows a Facebook page for 'Books for Thurston High School'. The page header includes the Facebook logo, a search bar, and the text 'You are posting, commenting, and liking as Books for Thurston High School — Change to Hannah Doyle'. Below the header is a navigation bar with 'Books for Thurston High ...', 'Timeline', and 'Now'. The main content area features a large photo of a classroom with students at desks. A smaller image of the book cover for 'Beloved' is overlaid on the bottom left of the photo. Below the photo, the page name 'Books for Thurston High School' is displayed with '27 likes · 16 talking about this'. A 'Liked' button and a share icon are visible. At the bottom, there are tabs for 'About', 'Photos', 'Likes', and 'Events'. The 'Likes' tab is active, showing a thumbs-up icon and the number '27'. The 'Events' tab shows a 'Yogurt Extreme' event.

About

For as little as \$5, donate a book to change a student's life forever. Click here: <http://www.indiegogo.com/projects/toni-morrison-s-beloved-for-thurston-high-school/x/2298363>

Description

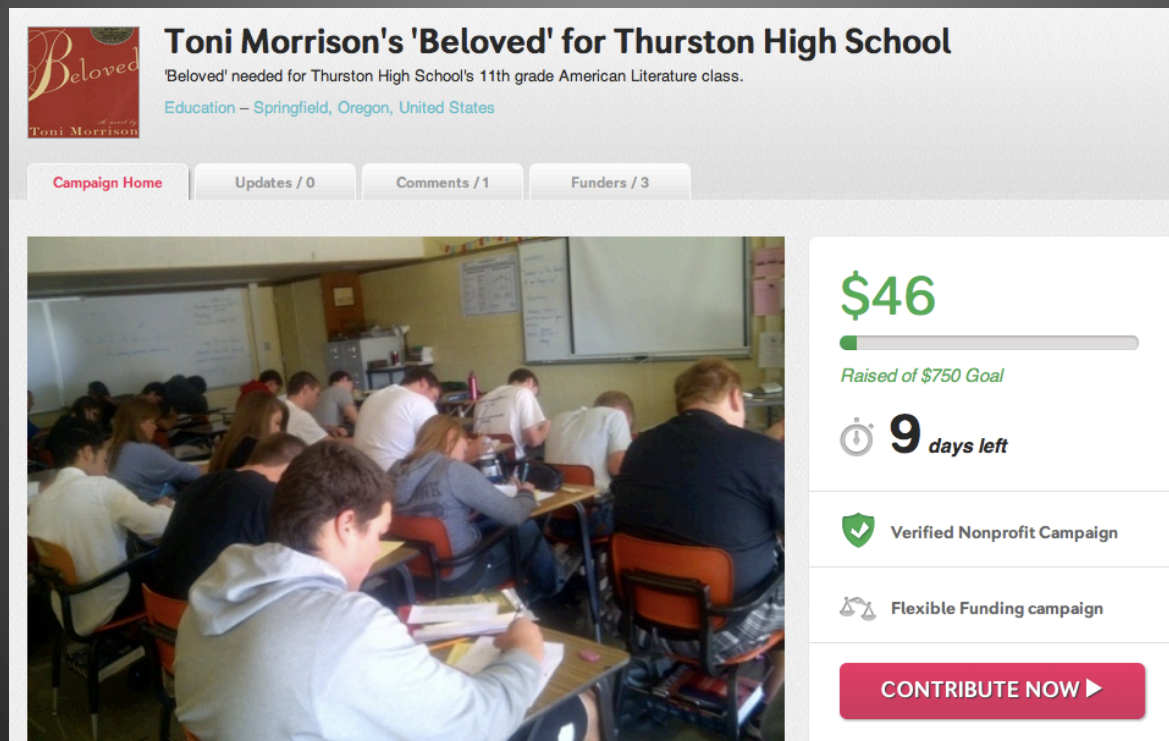
Thurston High's English Department wants to give their 11th grade American Literature students access to 'Beloved', one of the most powerful novels of the 20th century.

Set in Ohio after the Civil War, the novel tells the story of Sethe and how the legacy of slavery impacts her life after the institution is abolished.

This effort is backed by the Springfield Education Foundation along with three U of O students who are working with THS American Literature teacher Caroline Comerford to raise money to provide books for her classroom.

Social Media Fundraiser

- Donation Site via Indiegogo
- 18 days



The screenshot shows a campaign page for 'Toni Morrison's Beloved' for Thurston High School. The campaign title is 'Toni Morrison's 'Beloved' for Thurston High School'. Below the title, it says 'Beloved' needed for Thurston High School's 11th grade American Literature class. The location is 'Education - Springfield, Oregon, United States'. The campaign has 0 updates, 1 comment, and 3 funders. The main image shows a classroom full of students sitting at desks, looking towards the front. On the right side, the campaign has raised \$46 out of a \$750 goal, with 9 days left. It is a verified nonprofit campaign and a flexible funding campaign. A red button labeled 'CONTRIBUTE NOW' is at the bottom right.

Toni Morrison's 'Beloved' for Thurston High School
'Beloved' needed for Thurston High School's 11th grade American Literature class.
Education - Springfield, Oregon, United States

[Campaign Home](#) [Updates / 0](#) [Comments / 1](#) [Funders / 3](#)

\$46
Raised of \$750 Goal

9 days left


Verified Nonprofit Campaign




Flexible Funding campaign

[CONTRIBUTE NOW](#)

Social Media Fundraiser

- Donation details

Share This Campaign: <http://igg.me/p/327776/x/2298363>  Unfollow

 Like 6  Tweet 0  +1 0

This campaign is raising funds on behalf of Springfield Education Foundation, a verified nonprofit. The campaign does not necessarily reflect the views of the nonprofit or have any formal association with it. All contributions are considered unrestricted gifts and can't be specified for any particular purpose.

Summary

Toni Morrison's *Beloved* is one of the most powerful novels of the 20th century. Set in Ohio after the Civil War, the novel tells the story of Sethe and how the legacy of slavery impacts her life after the institution is abolished.

Thurston High's English Department wants to give their 11th grade American Literature students access to this great work and to more works that illustrate and explore the diverse history of our country.

What We Need

A single copy of *Beloved* is \$18.03

We need 40 copies to begin integrating the book into Ms. Comerford's curriculum

\$100 will provide 5 books
\$200 will provide 10 books
\$400 will provide books for half the class

Perks *for your contribution*

\$5

Thank You Note

A five dollar contribution will give you a personal thank you note from Thurston High's 11th grade American Literature class!

1 claimed

\$18

Personalized Book

Get your name written on the inside cover of *Beloved* for every copy your donation purchases, and receive a personalized thank you note!

2 claimed

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

Social Media Fundraiser

- Strategy
 - Share page with friends
 - Like related pages: local news sources, reporters, book clubs, literary sites
 - Share page with related pages



Social Media Fundraiser

- Strategy Cont.
 - Tweet link to page and donation site
 - Featured on KEZI 9 6pm news
 - Aired Friday, March 8th



Sean Cuellar | KEZI shared a link via HootSuite.
Friday

A social media fundraiser may help at least one local teacher. Here's how you can help: <http://ow.ly/iBrHz>



kezi.com

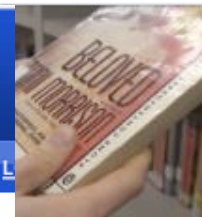
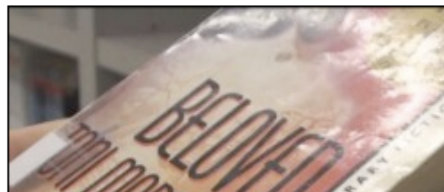
Home News Weather Sports Video Greenspace

Fundraising Using Social Media

by Sean Cuellar
Published March 8, 2013

SPRINGFIELD, Ore. — Book after book line the shelves at Thurston High School's library, but there's one title in particular Hannah Doyle is trying to find.

"I'm looking to see if they have a copy of



Fundraising Using Social Media | KEZI
ow.ly

Many school districts are operating on tight budgets. Ask a teacher, and they can recite their list of what they wish they had in the classroom. A...

Like - Comment - Share

1

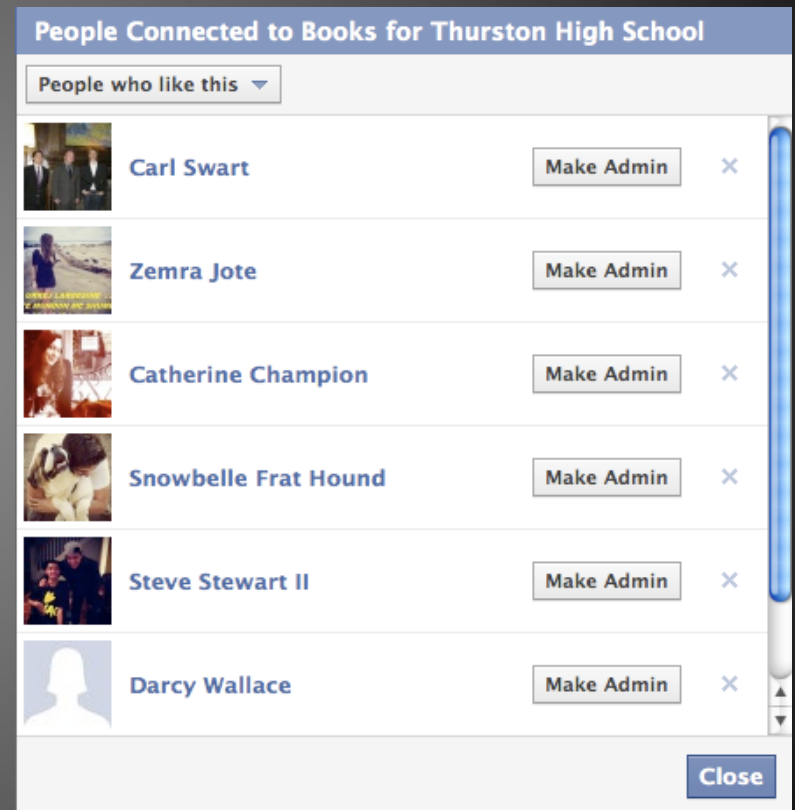
Hannah Doyle, Tellus Calhoun and Amie Chouinard like this.

Write a comment...

Press Enter to post.

Social Media Fundraiser

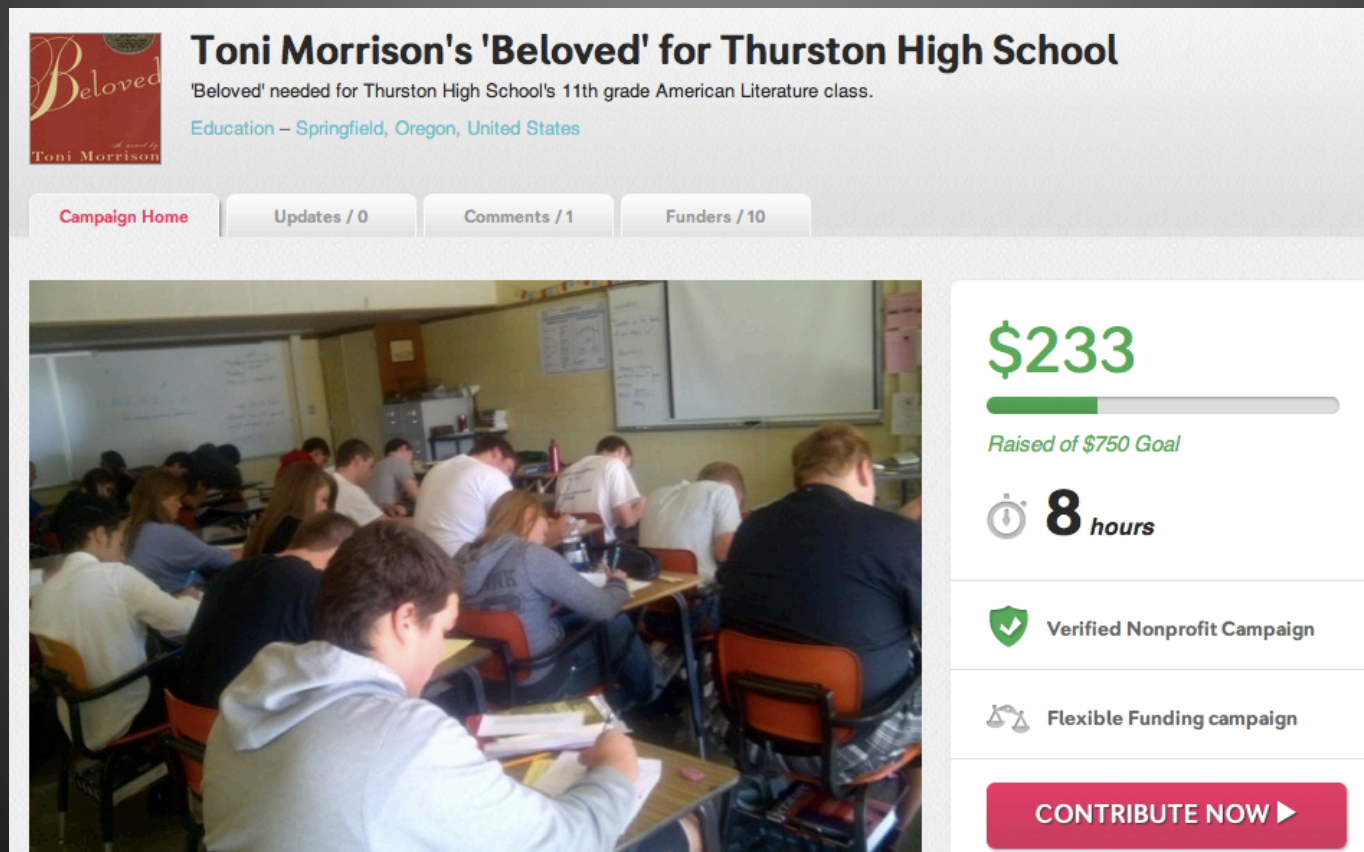
- Obstacles
 - finding NPO
 - detachment from target audience
 - incentive
 - exposure



Social Media Fundraiser

- Results

-18 days, \$233 raised, \$219.02 minus fees (6%)



The screenshot shows a fundraiser page for the book 'Beloved' by Toni Morrison. The title is 'Toni Morrison's 'Beloved' for Thurston High School'. Below the title, it says 'Beloved' needed for Thurston High School's 11th grade American Literature class. The location is 'Education - Springfield, Oregon, United States'. There are four tabs: 'Campaign Home', 'Updates / 0', 'Comments / 1', and 'Funders / 10'. On the left, there is a photo of a classroom with students sitting at desks. On the right, there is a progress bar showing \$233 raised of a \$750 goal. Below the progress bar, it says '8 hours' with a clock icon. There are two badges: 'Verified Nonprofit Campaign' and 'Flexible Funding campaign'. At the bottom right, there is a red button that says 'CONTRIBUTE NOW' with a play icon.

Toni Morrison's 'Beloved' for Thurston High School
'Beloved' needed for Thurston High School's 11th grade American Literature class.
Education - Springfield, Oregon, United States

Campaign Home Updates / 0 Comments / 1 Funders / 10

\$233
Raised of \$750 Goal

8 hours

Verified Nonprofit Campaign

Flexible Funding campaign

CONTRIBUTE NOW ▶

3rd Spectrum: Yogurt Extreme

The second part of the project was to do a fundraiser which combined both physical fundraising and fundraising through the use of media influence. The physical fundraising in this case is the fact that people have to both bring in a flyer and actually go into the store for the proceeds to go to Thurston. The media influence is that this was advertised through all different social media/ media outlets.



**COME SUPPORT THURSTON HIGH SCHOOL
HELP US RAISE MONEY FOR THURSTON TO BUY ENGLISH TEXTBOOKS!
20% OF YOUR PURCHASE GOES TOWARDS THIS FUNDRAISER
CAN USE AT EITHER LOCATION FROM OPENING UNTIL CLOSING**

Issues and observations

There were a few issues that arose with the yogurt extreme fundraiser mainly with the set up. Firstly, it was very difficult to get ahold of the manager of yogurt extreme in order to even plan a date for the fundraiser. Once we got ahold of her though, the process ran smoothly. The other issue was that people had to bring in the physical copy of the flyer if they wanted the proceeds to be applicable. This caused a lot of responsibility to be on the shoulders of those who wanted to donate. This was our biggest worry for lack of participation or success with this fundraiser.

Conclusion

- In the end after measuring time (hours) compared to money raised:
 - Online fundraiser: 432 hours -> \$233
 - Yogurt Extreme: 13 hours -> ?
 - Bake Sale: 8 hours -> \$106

We found that there needs to be some aspect of physical promoting going on to make people act right there right now otherwise they will put it off and ultimately forget. Social media does help to spread the word but it isn't physically there for the people to do unless they feel comfortable donating online

Conclusion (Time Spent)

- Bake Sale:
 - 1 hour of shopping (x2)
 - 3 hours baking baking (x3)
 - 15 min reserving table (x3)
 - 4 hours working bake sale(x1)
 - 2.5 hours bake sale (x2)
 - 4 hours after bake sale(x1)
 - 15 min posters(x1)
 - 15 min cutting goodys (x1)
 - 5 min promoting to class(x1)
 - Total: 15 hours and 20 minutes
 - Total sum of all time contributed by each member: 25 hours and 20min
- Raised \$106 without a cut taken out

Conclusion (Time Spent)

- Online Fundraiser:
 - 30 minutes Donation Site
 - 15 minutes Facebook Page
 - 2 hours NPO
 - 10minutes advertising
 - 1hour interviews
 - Total: 3 hours and 55min
 - Raised \$233 before cut was taken

Conclusion (Time Spent)

- Yogurt Extreme Fundraiser
 - 3 hours email, phone calls, meeting with manager
 - 15 minutes Facebook page
 - 5 minutes inviting friends
 - 30 minutes making flyer
 - Total: 3 hours and 50 minutes
 - Raised= unsure (60cents?)