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
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
Social Media Fundraiser

• Donation Site via Indiegogo
• 18 days
Social Media Fundraiser

• Donation details

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
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 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.
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
  – 10 minutes advertising
  – 1 hour interviews
    • Total: 3 hours and 55 min

• 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 (60 cents?)