

KYMENLAAKSON AMMATTIKORKEAKOULU  
Kymenlaakso University Of Applied Sciences  
International Business / Trade

Faina Zamora Lopez

THE USE OF SOCIAL NETWORKING AS A MEANS OF FUNDRAISING –  
ANALYSIS OF UNICEF'S INTERNET-BASED DONATION TOOL

Bachelor's Thesis 2012

## ABSTRACT

KYMENLAAKSON AMMATTIKORKEAKOULU

University of Applied Sciences

International Business

ZAMORA LOPEZ, FAINA

The use of social networking as a means of fundraising – analysis of UNICEF’s internet-based donation tool.

Bachelor’s Thesis

54 pages + 3 pages of appendices

Supervisor

Minna Söderqvist, Principal lecturer

Commissioned by

UNICEF Finland

March 2012

Keywords

Social networking, non-profit organization, online donation tool, analysis

The thesis was executed as an assignment for UNICEF Finland, and the objective was to analyse the usage of an internet-based donation tool “Lipas” created by UNICEF Finland, and to determine whether social networking is beneficial for non-profit organizations as a means of fundraising. Traditional fundraising was compared to online fundraising by collecting funds during the Thirst 2011 campaign, and a questionnaire was used to ascertain the opinions of people who donated using Lipas.

The research method used in the study was a questionnaire in which the respondents answered to an online questionnaire. The questionnaire consisted of statements, questions and an open-ended question where the respondents were asked to evaluate their experience with Lipas.

Lipas was determined not sufficient enough for social networking use just yet as it can’t be directly put onto Facebook. It should be waited until the social network fundraising phenomenon evolves to the point where more of these types of online donation tools become more common. Social networking in itself was decided to be an excellent platform for online fundraising in general, and should be used by all non-profits.

## TABLE OF CONTENTS

### ABSTRACT

1 INTRODUCTION	6
1.1 Research objectives	7
1.2 Research limitations	7
1.3 Structure and explanation of the study	8
2 NON-PROFIT ORGANIZATIONS	8
2.1 Funding	9
2.2 Types of fundraising	10
3 UNICEF	12
3.1 Organizational structure	13
3.2 Mission statement	14
3.3 UNICEF's resources	15
3.4 UNICEF in Finland	16
3.4.1 Mission and vision	17
3.4.2 Main tasks	18
3.5 Thirst 2011 – campaign	18
3.6 “Lipas” internet-based donation tool	19
4 SOCIAL NETWORKING	20
4.1 Social networking as a means of fundraising	21
4.2 Advantages and disadvantages for NPOs	22
4.3 Facebook	29
5 RESEARCH METHODS AND IMPLEMENTATION	29
5.1 Data acquisition of the traditional donation box	30
5.2 Data acquisition of the internet-based donation tool	31
5.3 Data analysis and results	35

5.3.1 Comparing fundraising types	35
5.3.2 Questionnaire analysis	39
5.4 Summary	44
6 CONCLUSIONS AND RECOMMENDATIONS	45
6.1 Summary of major results	48
6.2 Further research	49
REFERENCES	50
APPENDICES	
Appendix 1. UNICEF's organizational chart	
Appendix 2. Thirst 2011 poster	
Appendix 3. Questionnaire (in Finnish)	

## LIST OF FIGURES

Figure 1. UNICEF's resources	16
Figure 2. Social Networking Sites	21
Figure 3. Creation of Lipas	32
Figure 4. Facebook event invitation process	34
Figure 5. Money raised on the first day	36
Figure 6. Money raised on the second day	37
Figure 7. Money raised on the third day	38
Figure 8. Total amount of money raised	39
Figure 9. Question 2.	41
Figure 10. Question 4.	42
Figure 11. Question 5.	43
Figure 12. Comparison of fundraising types	45

## LIST OF TABLES

Table 1. List of advantages and disadvantages of social networking	28
Table 2. Questionnaire statement results	40

## 1 INTRODUCTION

The ubiquitous Internet is a place where comments, opinions and reviews spread like wildfire. It is a platform for fast interaction and word of mouth communication, which can be used to a company's advantage. Social media is an inexpensive way to keep up. According to Safko and Brake (2009, 6) social media is: *activities, practices, and behaviours among communities of people who gather online to share information, knowledge, and opinions using conversational media.*

Social networking, which is a form of social media, has become a vital part of organizations' operations. Internet presence is crucial for any company despite of its size or line of business. Non-profit organizations are no exception.

Non-profits need to find new creative ways to raise awareness and obtain donors, and to remain competitive at the same time. Technological fundraising tools can be created to retain an edge over the competitors, and a great platform for them is the fast growing social network.

This thesis will mainly focus on the most popular social network, Facebook, and it is made for UNICEF Finland about their internet-based donation tool to create a more concrete example of what is presented.

To determine the usability of the internet-based donation tool of UNICEF, the used research method in this study was a questionnaire in which the respondents answered to an online questionnaire. It seemed logical to use a quantitative research method as the collection of numerical data was needed.

UNICEF is a non-profit organization which operates world-wide to help children in need. Annually they organize a campaign called Thirst to enhance the living and schooling conditions of children in Africa. The campaign is organized with the help of restaurants and volunteer workers who collect donations from customers or passers-by. (UNICEF 2011f.)

## 1.1 Research objectives

The purpose of this study is to analyse and determine the usability of an internet-based donation tool, and to identify its fine points and possible flaws.

This study tries to answer the following research questions:

- How to improve and develop UNICEF's internet-based donation tool?
- How social networking could be used as an effective mean of fundraising for non-profit organizations?

The objective of the whole thesis is to help UNICEF Finland to find out whether their internet-based donation tool Lipas, really is a good way to gather donations to the organization. This is measured in two ways; as an experiment comparing the traditional donation box to the online one, using Facebook and a blog as platforms, and by carrying out an online survey to find out donors' opinions on the Lipas. The actual data collecting takes place during 28.4. – 30.4.2011 when UNICEF Finland has its Thirst 2011 – campaign.

## 1.2 Research limitations

Social networking and its use in business is a very current topic. Companies should know how to use it and make the most of it. Especially for non-profit organizations, social networking is an important communication tool, as it is a low-cost way for attracting possible donors and educating about causes. Different internet-based fundraising/donating tools have been created, however, there are no recent studies made to compare the effectivity of traditional fundraising and e-fundraising in the way it will be executed in this study.

General information for this study has mostly been obtained from literature sources, but the use of Internet has played an important role, as more up to

date information is needed. Things relating to the Internet are ever-changing, and the downside is that the information found may not always be accurate because of the authors' own opinions and sources.

### 1.3 Structure and explanation of the study

This study was conducted to help UNICEF Finland with the development of their already existing internet-based donation tool, and to analyze the use of social networking as a means of fundraising. This implies that an experiment was carried out to measure the profitability and usability of online fundraising comparing it to traditional fundraising, as well as trying to figure out what kind of role social networking has when it comes to fundraising.

In this report the theoretical part is explained first, and the empirical part is saved for last. This is done to help understanding and to create a clear path from the theory to the conclusions.

First non-profit organizations in general will be presented, then UNICEF, their campaign and Lipas the internet-based donation tool, and then social networking. Afterwards comes the empirical part with the explanation of the research case study and how it was implemented. Lastly, the results and conclusions are presented to make a closure to the study.

## 2 NON-PROFIT ORGANIZATIONS

The aim of non-profit organizations is not to make profit, but the emphasis is more on the mission. Yet, non-profit organizations may have financial aims such as covering costs. The main objective is not to make monetary profit, but instead for example, "social profit". The reason why they are doing this is important, as well as their target group. Non-profit organizations depend on, in addition to the staff's work contribution, on membership fees, supporters' donations, clients' purchases, and contributions of associates. Non-profit organizations need to be able to generate, maintain and increase these valuable resources. (Vuokko 2004, 14, 20.)

The society is divided into four sectors, which are *private*, *public*, *third* and *fourth* sector. The main part of organizations of the public administration is not for profit, but it is typical for the organizations of the first two sectors to only consist of paid staff. The third sector includes different organizations and societies, which differ from the previous sectors because of the voluntary activities. Organizations in this sector do not aim for financial profit. However, non-profit organizations exist in both public and private sectors. These can be, for example, a city hospital, a local sport society or a nature conservation organization. Households, families and peer groups, which are the coalitions that satisfy the social needs of people, are parts of the fourth sector. (Vuokko 2004, 15, 16.) On the other hand, according to Snyder (2006, 25), the non-profit sector can be simply defined as a combination of organizations and institutions that are not characterised as neither governmental nor business.

Non-profits exist in every country, and their field and function differ by their location. In the United States the non-profit sector is called for example the independent sector, the third sector, the voluntary sector, the philanthropic sector, or the social sector, whereas elsewhere non-profits are often referred to as nongovernmental organizations or civil societies. There is no universal way to divide non-profits. Still, there are five matters that internationally explain the scope of the non-profit sector in each country, especially in the private sector; the heterogeneity of the population, the scope of services in the public sector, the development of the society, the juridical environment, and the historical patrimony. (Vuokko 2004, 18; Snyder, 2006, 25.)

## 2.1 Funding

Non-profit organizations need money for functioning, although their main objective is not to make profit. There are always some sorts of costs, even if everything is run by volunteers and there aren't any paid workers. The existence of a mission and financial objectives is important for the financiers. (Vuokko 2004, 21.)

According to Andreasen and Kotler (2003, 184), there are three major sources of funds for NPOs; donations and grants, revenues, and *miscellaneous*, for example, investment income. There should be a good balance between mission and financial support orientation. Imbalance might cause the organization to forget its core mission, and thus lead to organizational distortion.

The sources where the money comes from depend on the organization's type. A private membership organization, which function is to pursue its members' interests, gets mainly its funding from membership fees. Education and charity organizations try to educate, for example, about AIDS and AIDS patients, or to provide financial and material support to catastrophe areas. These organizations have paid workers as well as volunteers, which are of great importance. The main sources of funding are public financiers, and donations from private citizens and companies. A public sector's non-profit organization's funding is based on tax revenues. The state and municipalities collect taxes from citizens and companies to maintain the services of the public sector. This differs from the previous funding types, because the money flow is not based on the citizens' own motivation and voluntariness, but on the necessity to pay taxes. (Vuokko 2004, 21 - 24.)

## 2.2 Types of fundraising

NPOs provide an expanding range of products and services that they offer for a fee, but the majority of their support comes from fundraising. Government organizations get their support from taxation. Foundations, corporations and individuals are the source of funding for private NPOs. (Andreasen & Kotler 2003, 187.)

There are several reasons why individuals and companies donate. Individuals are said to give mainly because they feel strongly about the cause. In general it is considered that individuals give without expecting anything back. They have different motives to give money, such as, need for self-esteem, need for recognition from others, and fear of contracting the problem. Supporting a

group that is in need of help generally gives a “feel good” feeling in return. By donating, companies can show their social responsibility, get publicity for their donation, or in the case of sponsorship, business benefits, like possibilities to invite their VIP customers to the organization’s charity concerts. (Andreasen & Kotler 2003, 198, 200, 201; Vuokko 2004, 23.)

There are three types of individual fundraising; annual giving, major giving, and planned giving. Annual giving campaigns are the base of the charitable organizations’ fundraising activities, which are run with the help of volunteers. Different ways are used to raise money, for instance, direct mail, personal contact, fundraising events, Internet, or the organization’s own web site. Major giving takes form as major gifts from individuals and corporations which are searched for by non-profits. These require more intense effort in finding a potential giver, than in annual campaigns. Good ways for a non-profit to find major gift givers include, for example, auctions, benefit events, invitational dinners, fashion shows, and challenge grants. Non-profits with major capital needs are often looking for planned gifts, as they are usually significant amounts. Planned giving is another, a more acceptable, way to call charitable gifts that are made at the time of the donor’s death. The two simplest forms of planned giving are ordinary wills, and life insurances. (Andreasen & Kotler 2003, 202, 203, 208, 210.)

E-fundraising is a fundraising type of the digital era, and internet-based donation tools are a part of it. It is vital for non-profit organizations to have an online presence. This fairly new way to collect funds is a low-cost method, and that’s why it is the most interesting strategy for non-profit organizations. E-fundraising has it’s downsides as some individuals exploit the reputation of real charities, and set up their own fake fundraisings. Because of these scams, non-profit organizations need to convince possible donors of their safety. (Genn, nd.)

The benefits of e-fundraising include, besides the already mentioned low-cost, also the easiness to approach more people faster. People can react quicker to

the requests for donations, and organizations can respond to donors' concerns and questions in an instant. (Genn, nd.)

The disadvantages are that people feel uncertain to donate online, because they don't feel safe. The amount of other non-profits and the lack of marketing money forces smaller charities to stay in the bigger ones' shadow. Hackers, viruses and technical problems can cause severe damage, such as, loss of data or donations. Online presence also requires continuous updating of web pages etc., which is time consuming. (Genn, nd.)

What non-profit organizations need to pay attention to when starting online fundraising, is that they have to take care of the legal aspects that are involved. Just like any other fundraising type, it is required to get the fundraising registered with the appropriate officials. It's also necessary to know how to behave in the online world, and to make sure that the donation platform is clear and comprehensible. Promotion is another important factor that shouldn't be forgotten. There are many options for non-profit organizations to choose from when considering e-fundraising, so it is important to select the best mean for them to reach and search for possible donors. (Fritz, read 2011.)

### 3 UNICEF

UNICEF (United Nations Children's Fund) is an organization that promotes the rights of children everywhere. They are different from other organizations because they have global authority to influence decision makers, and have lots of partners that help them. The purpose of UNICEF is to fight poverty, violence, disease and discrimination of children, in cooperation with others. Goodwill ambassadors, supporters, young leaders and UNICEF staff all contribute to the work of UNICEF. (UNICEF 2011a.)

UNICEF was created by the United Nations in 1946 after the Second World War. Their purpose was to provide food, clothing and health care for the children who suffered from famine and disease. In 1953, UNICEF became a

permanent part of the UN. The organization has also been awarded with the 1965 Nobel Peace Prize “for the promotion of brotherhood among nations”. (UNICEF 2011a.)

Their headquarters are located in several different locations, including New York, Geneva, Copenhagen, Florence, Brussels and Tokyo. UNICEF is present in 190 countries, where each country office has their own unique program which they execute, and thus carries out UNICEF’s mission. UNICEF gets their resources entirely from voluntary funds. Two thirds are gotten from governments, and the rest is received from private groups and individual donors. UNICEF’s resources will be discussed in more detail later on. (UNICEF 2011b.)

### 3.1 Organizational structure

UNICEF has a high-level organizational structure (appendix 1). On the top there are the Executive Director and the Director and Chief of Staff, followed by three Deputy Executive Directors, Regional Offices, and an Associate Ombudsperson. Each Deputy Executive Director ‘branch’ consists of a controller and of different directors. In every Regional Office there is a Regional Director in charge. The Regional Offices are:

- Central and Eastern Europe and the Commonwealth of Independent States
- East Asia and the Pacific Regional Office
- Regional Office for South Asia
- Eastern and Southern Africa Regional Office
- Middle East and North Africa
- The Americas and Caribbean Regional Office
- West and Central Africa Regional Office

The purpose of these regional offices is to guide the work of country offices which are the heart of UNICEF's work in the field and the ones who carry out the organization's mission. Another task of the regional offices is also to provide these country offices with technical assistance. (UNICEF 2011b; UNICEF 2011e.)

### 3.2 Mission statement

UNICEF's mission statement is stated here because it shows the meaning of UNICEF, what they do, how, and what for. The mission statement according to their website:

*UNICEF is mandated by the United Nations General Assembly to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential.*

*UNICEF is guided by the Convention on the Rights of the Child and strives to establish children's rights as enduring ethical principles and international standards of behaviour towards children.*

*UNICEF insists that the survival, protection and development of children are universal development imperatives that are integral to human progress.*

*UNICEF mobilizes political will and material resources to help countries, particularly developing countries, ensure a "first call for children" and to build their capacity to form appropriate policies and deliver services for children and their families.*

*UNICEF is committed to ensuring special protection for the most disadvantaged children - victims of war, disasters, extreme poverty, all forms of violence and exploitation and those with disabilities.*

*UNICEF responds in emergencies to protect the rights of children. In coordination with United Nations partners and humanitarian agencies,*

*UNICEF makes its unique facilities for rapid response available to its partners to relieve the suffering of children and those who provide their care.*

*UNICEF is non-partisan and its cooperation is free of discrimination. In everything it does, the most disadvantaged children and the countries in greatest need have priority.*

*UNICEF aims, through its country programmes, to promote the equal rights of women and girls and to support their full participation in the political, social, and economic development of their communities.*

*UNICEF works with all its partners towards the attainment of the sustainable human development goals adopted by the world community and the realization of the vision of peace and social progress enshrined in the Charter of the United Nations. (UNICEF 2011a.)*

### 3.3 UNICEF's resources

The economic and financial crises led to a 4 % downfall in resources through voluntary contributions from 2008 to 2009, making it a difficult year for UNICEF. However, because of their strong resource mobilization strategy and the support from donor governments, they were able to staunch the figure from declining more. (UNICEF 2011c.)

UNICEF's resources can be divided into two categories; regular resources and other resources. Regular sources are unrestricted and used to help support programmes in developing countries so that UNICEF can manage its mission to improve the lives of women and children. Other resources are supplementary contributions to regular resources. They are used to appointed programmes or more thematic issues. The restrictions on where they can be used vary. The main part of them is directed for emergencies. (UNICEF 2011c.)

The organization gets its funding from traditional donors: governments, inter-governmental donors, national committees, NGOs, funds and foundations, the

private sector, individuals and inter-organizational arrangements. Figure 1 shows the total income percentages by source and funding type.

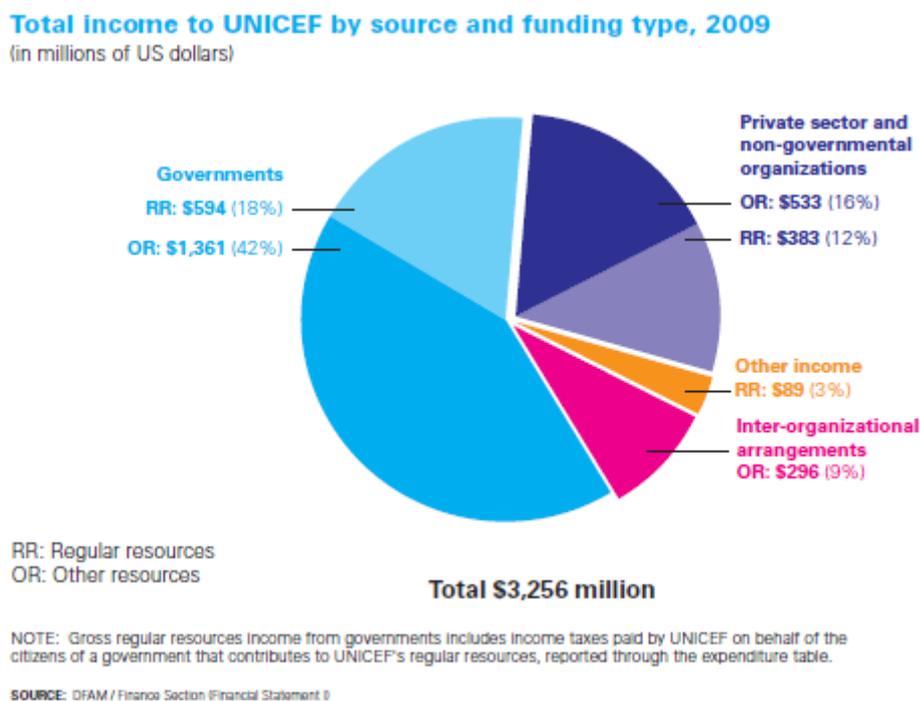


Figure 1. UNICEF's resources (UNICEF 2011c.)

The main areas where UNICEF provides programme assistance are Sub-Saharan Africa, Asia, Middle East, North Africa, Latin America and the Caribbean. Their programme assistance includes young child survival and development, basic education and gender equality, policy advocacy and partnerships for children's rights, child protection, and HIV/AIDS and children. (UNICEF 2011c.)

### 3.4 UNICEF in Finland

UNICEF Finland was founded in 1967 and it is one of the 36 UNICEF's National Committees. An extensive volunteer work in the field supports the organization's work through-out Finland. About 2000 volunteers work in local groups across the country. Annually these groups gather a substantial part of

the organization's funds with product sales and through their own fundraising events. (Suomen UNICEF 2011.)

UNICEF Finland is in its legal form a registered association, and the ones in power are members who have been chosen through the General Assembly and through the government of choice. The association is bound to the UN Children's Fund UNICEF by cooperation, which defines the management, the financial management and reporting principles, and regulates the use of the UNICEF name and logo. The association reports to UNICEF on a quarterly basis. (Suomen UNICEFin vuosikertomus 2010.)

In 2010, UNICEF Finland collected a total of 18 million euros which of 87% came from donations from private individuals, 6% from donations from companies, and 7% from product sales. (Tietoa taloudesta 2011.)

#### 3.4.1 Mission and vision

UNICEF Finland's mission is to raise funds for UNICEF's development programs, and emergency and disaster reliefs, as well as to do diverse influence and information work for the rights of children. UNICEF Finland wants to get every adult and child to build, together with the organization, a world in which the child's right to a dignified and safe life is fulfilled. (Suomen UNICEF 2011.)

UNICEF Finland believes that every child has the right to be born and grow in safe conditions. Their health is guaranteed, as well as their schooling, and they need to be protected from exploitation, violence and discrimination. UNICEF Finland is working to implement these rights. (Suomen UNICEF 2011.)

UNICEF Finland is committed to the protection of the most vulnerable. This means children living in areas where there is extreme poverty, wars, natural disasters or who are victims of abuse. They believe that children's survival,

protection and well-being are a prerequisite for development throughout the world. (Suomen UNICEF 2011.)

### 3.4.2 Main tasks

UNICEF Finland's fundraising mainly consist of monthly donations, one-time donations, national street fundraisings and product sales. In addition to private individuals, many companies support their work through donations and various partnership agreements. In Finland, the collected funds paid to the UNICEF Children's Fund, will be forwarded to relief operations. In addition, Finland has its own programs in its host countries. (Suomen UNICEF 2011.)

Another important role of UNICEF Finland is to inform Finnish people about the Rights of the Child and about the situation of children in the world, and to effect on their implementation in everyday life, as well as in political decisions (UN Convention on the Rights of the Child). In addition to the reports published by UNICEF, UNICEF Finland publishes a magazine for their own operations, plus they produce a variety of thematic brochures and other informative material for the citizens. UNICEF also affects by working with various ministries and organizations. (Suomen UNICEF 2011.)

UNICEF Finland also has a strong co-operation with schools, and every year they arrange events where they combine fundraising and international education for primary and secondary schools. More than 100 000 children and young people participate in these events. UNICEF provides schools with high-quality and free educational materials, and when possible, they also visit the schools to talk about the situation of children in the world. (Suomen UNICEF 2011.)

### 3.5 Thirst 2011 – campaign

Thirst campaign is an annual giving campaign, where UNICEF collects donations for clean water, sanitation and hygiene. Its purpose is to tell about the importance of clean water, and to raise funds for water-related UNICEF

projects in Africa. The campaign is held during 28.4. – 15.5.2011, when restaurants collect donations from their customers while paying the bill. ‘Street collection’ is organized during 28.4. – 30.4.2011. Other ways to participate are different volunteer work and internet donations. (UNICEF 2011f.)

Clean water is not available for all the people in the world. Every year 1,5 million children die, because of the lack of clean water and sanitation. Girls in Africa are not able to go to school, because they spend their time taking care of house chores and getting water. UNICEF collects funds to improve the living conditions of African children. Together with the Nelson Mandela Foundation they have founded a program called “Schools for Africa” to improve the school environment, and to ensure a child friendly schooling for 8 million children in the 11 poorest countries in Africa. With the funds from the Thirst 2011 campaign, UNICEF helps to enhance the water maintenance, to build lavatories, and to set up school gardens, and so help the 2 million children in Ethiopia. (UNICEF 2011f.)

### 3.6 “Lipas” internet-based donation tool

UNICEF Finland has come up with an internet-based donation tool called Lipas, which is still on its testing level. Its purpose is to function like a traditional donation box, but online. It provides an easy way for potential donors to make secure payments online. It was invented and designed because many Finnish people have been asking for ways to help. It’s a tool for fundraising which can be added to a web page or a blog, so in this way it is considered easy. (UNICEF Lipas.)

Lipas is simple to set up as it only requires filling in the information in the set up page, and then it’s ready to be used. This happens by copying the html-code to one’s own web page or blog, and then asking for people to donate.

## 4 SOCIAL NETWORKING

Social networking is a part of social media. Social networks are an essential tool for keeping in touch with friends, relatives and colleagues in a personal online environment. The advancement of the Internet means that there is an increasing amount of tools for people to work with. Many applications and tools are developed for social network sites which are taking a growing importance in the lives of people. (Carrillo Alcalde 2009.)

The purpose of a social network varies by web site, from finding classmates, e.g. school and university, to discovering childhood friends or relatives. It is nice to find those of whose existence people are unaware of, or for the reason that they have lived too far for maintaining an ongoing relationship. They also foster working relationships and existing business opportunities. (Carrillo Alcalde 2009.)

The first social networking sites were created to let users create personal and professional relationships, to help people make their business and professional goals through professional networking, and to provide a support network for consumers in a professional environment that allowed them to search for jobs, make business connections and promote online communities for the needs of businesses in general. (Carrillo Alcalde 2009.)

The number of social network site users is increasing rapidly on a yearly basis on sites such as Facebook, Twitter, and LinkedIn. Facebook is the most popular among non-profit organizations with 86% indicating having a presence on that site. As figure 2 shows, there already exists various social networking sites and the amount is growing. (Nonprofit Social Network Benchmark Report 2010.)



Figure 2. Social Networking Sites (source: online-social-networking.com)

#### 4.1 Social networking as a means of fundraising

Every non-profit organization should utilize online fundraising for their causes. It is a beneficial way to raise funds without additional costs. Setting up a fundraising page online is very easy, and there are many different web sites that allow non-profits to do this with little or no fees at all. There are some excellent fundraising tools available that will let NPOs track the contributions made to their cause and also allows donors to keep track of how the funds are being used. (Crystal 2010.)

Especially today, when so many people are using social networking platforms like Facebook and Twitter, online fundraising allows charities to connect with people all over the world. They no longer have to depend on the same group of supporters to donate each time. Through online fundraising, non-profit organizations also eliminate costs that are normally spent on printing and postage for direct mail. (Crystal 2010.)

What non-profit organizations should do when having a social network presence, is to invite people and groups with similar interests to their fundraising page, and to update the page with photographs, videos and information to keep the interest alive. They need to also involve members in discussions, and to participate and respond to every message. Moreover, they should use applications, such as donation tools, which are very popular, for example among Facebook users. Besides these, non-profits ought to collaborate with businesses by getting a sponsorship and promoting the business on their fundraising page. One main point that should be taken into consideration is to build relationships with members and maintaining them. Some of these principles will be examined in the following chapter. (Crystal 2010.)

#### 4.2 Advantages and disadvantages for NPOs

There are several advantages and disadvantages in the use of social networking for non-profit organizations. These will be presented and explained below.

##### *Increasing visibility and raising awareness*

Non-profit organizations can increase their visibility by using social network platforms. It is a great way for raising awareness for their cause because they can reach hundreds, thousands or even millions of users who might be interested and willing to donate. Using social network sites is vital because they are an important source of information for supporters. (Byrne 2008.)

##### *Wider audience reach*

It seems, like already mentioned, that in some social networking sites there are millions of people, in other words potential donors. These sites enable non-profit organizations to reach a wider audience than with e-mails or phone calls.

### *Cost-effectiveness*

Social networking allows non-profit organizations to spread their message and increase visibility world-wide with a very little cost. Especially during this economic instability and recession it is important for non-profits that they can function without spending lots of money. Social networking sites, such as Facebook, are free to use, and it is also a great way to spread the word and promote their cause.

All in all, where there is a social network platform, there is a lot of interaction between people. This makes it easy to create and to build a community with a low cost. Social networking is also a great way to promote the non-profit organization internationally as it can reach a lot of people outside the country where the charity is located. Like mentioned before in the previous chapter, each year the amount of users of different social networking sites increases. This means that more potential donors can be approached. (Byrne 2008.)

### *Audience interaction*

Using the social network platforms helps charities communicate with their supporters more easily. Feedback and comments can be given fast which also means that it is also quick for charities to respond. Social networking is an inexpensive and quick way for charities to connect and collaborate informally across institutional boundaries. They can get feedback and ideas from people for their programs or other projects by crowdsourcing. (Kanter 2009.)

### *Word of mouth communication*

Word of mouth communication refers to informal communications among networks where people promote products, brands and services. It can be imagined that by using social network platforms for promoting charities, it adds velocity to the spreading of their good cause, because of word of mouth communication. People share their opinion and interests with their friends by posting about them.

NPOs bring people together around a common cause. For example on Facebook, when you “Like” a charity, the action appears on your profile and in your friends’ news feeds as well. The things users “Like” on social networks make a statement about what they are like and what are their interests. By doing so, they attract their friends to do the same thing. (Consumer Word of Mouth and the Virtual Community 2011.)

### *Measurability*

Hesitancy about the ROI (return on investment) of a social media/network campaign is a worry as it cannot be measured due to quality of conversation and interaction. Non-profit organizations must direct staff, time, and financial resources to online fundraising, and the return is still unproven. However, it is still more measurable than traditional media. Many of the social network web sites have a feature that enables charities to see the action and traffic on their own page. (Morgan 2008.)

Because most of the social network/media platforms are free, the costs are measured as “time”. The things that can be measured by charities are listed below:

- traffic to their site
- amount of conversation and comments received
- overall brand image, which can be measured with the amount of recognition compared to the previous amount, e.g. a month before.
- number of posts etc. shared with other people
- the number of donations and annual revenue
- how many people or followers are interacting with the charity

Charities are able to measure and keep track of these by using analytics programs. Nonetheless, many of these variables are difficult to predict, unlike in traditional media. (Morgan 2008.)

### *Fast*

Another advantage of using social networking seems to be that charities can reach their supporters, and also potential ones, very fast with the help of social network sites. It gives them an opportunity to share information and to plead for donations in a more flexible and quick way.

### *Relationship management*

One considerable aspect of social networking may be its easiness to manage relationships. Non-profits can establish deeper and more loyal relationships with people, and they can also interact with individuals in a way that is more convenient to them. Supporters can sometimes create unofficial pages that are related to the charity, but the charities can take this in their advantage because with the help of the owner of the unofficial page they can reach more supporters.

Relationship management in social networking is crucial for non-profit organizations as they need to gather as many people as possible to their online communities. In these communities people can contribute by sharing their thoughts and opinions, as well as seek for advice from people who have the same interests. (Schopen 2009.)

### *Donor fatigue*

One of the key aspects that should be taken notice of is a phenomenon called donor fatigue. "Pressure to donate, overstretched budgets, and frustration with mismanaged charities and donation campaigns" can cause donor fatigue. It occurs when donors get tired of the constant mailings, hold phone drivers, and other tactics that charities use to ask for donations. Donors usually have a

specific yearly budget for donating, and when it's been used, they can't donate anymore. This is called budget exhaustion and it is one of the reasons for donor fatigue. One major campaign annually is a good strategy for charities, though donations are needed all year round. Donor fatigue can be avoided by "launching limited, concise campaigns and demonstrating the work that they do for interested donors." (Smith, read 2011)

### *Time investment*

Being present in social network platforms is very time consuming. Charities need to be active and responsive, as well as keep up conversations. It is also important to show the personality who is behind all those posts and to encourage people to share the good cause. Non-profits need to be active in social networks and not just wait for the donations to start pouring in. (Catone 2009.)

### *Rather for raising awareness than funds*

As what is written before, social networking is a great way for increasing awareness. However, some people argue that it is not a preferred way for raising funds as only so few non-profits have been able to successfully raise money by using social network sites. (Hah 2010.)

### *Unsustainable*

Some people claim that social networking (and the whole social media) is unsustainable because many donors will give only once as they are just impulse buyers. The problem is that these impulse buyers just happen to stumble upon some web sites where they see requests to donate, for example in honor of someone's birthday, and they donate that one time, never to return again. The pattern is as well that when the one asking for donations stops asking, their friend stops giving. It is also very unlikely for these kinds of donors to give larger gifts. (Gottlieb 2009.)

### *Social network burnout*

Social networking has begun to show a negative aspect on behalf of its users. The so called “internet trolls” have been terrorizing non-profit organizations on their blogs and pages. An internet troll is someone who anonymously posts negative comments, rants, screams and complains on someone’s web page, and usually for no reason what-so-ever. This behavior makes people to basically ignore all posts, and that way non-profit organizations lose their possibility to reach all of their supporters. (Nonprofitorgs 2011.)

The other thing is that people have started to get frustrated as they are being bombarded with bad news all the time. This leads to a point where they start ignoring these posts altogether, as they feel like the help they give makes no positive impact. (Nonprofitorgs 2011.)

These two factors have created a phenomenon where the staff of non-profits simply burnout. Fighting these problems on a daily basis is exhausting when they have to watch out for the internet trolls and balance their news output. (Nonprofitorgs 2011.)

### *Direct donation platforms still in its infancy*

Still today it is not very common to use direct donation platforms through social network sites as they are a new phenomenon. Some of these sites offer possibilities for direct fundraising, such as Facebook Causes. Unfortunately not many charities have been able to raise money via social networking, but there is some evidence of it happening as some non-profits have been able to gather donations, however, these are not significant amounts. (Hah 2010.)

### *The future is difficult to predict*

The future of online giving is hard to predict and it is uncertain of what will happen. It is said that the current non-profit software programs will keep getting even stronger, and some others will enter the playground, if you will.

The future seems bright for online donation platforms, but it is still too early to forecast. (Livingston 2011.)

Table 1 sums up the advantages and disadvantages that non-profit organizations might face during their online presence.

Table 1. List of advantages and disadvantages of social networking

<b>Advantages</b>	<b>Disadvantages</b>
Increasing visibility and raising awareness	Donor fatigue
Wider audience reach	Time investment
Cost-effectiveness	Rather for raising awareness than funds
Audience interaction	Unsustainable
Word of mouth communication	Social network burnout
Measurability	Direct donation platforms still in its infancy
Fast	The future is difficult to predict
Relationship management	

As Genn (Genn, nd) stated in chapter 4, it is vital for non-profit organizations to have an online-presence. However, according to my findings which I listed above, it seems as if online fundraising is not a thing of today. Even though there are more advantages than disadvantages, it might be too early to rely on this fundraising method. These are also opinions of several different writers so it would be wrong to argue that these are all correct and do in fact exist (Byrne 2008; Kanter 2009; Consumer Word of Mouth and the Virtual Community 2011; Morgan 2008; Schopen 2009; Smith; Catone 2009; Hah

2010; Gottlieb 2009; Nonprofitorgs 2011; Livingston 2011.) These factors may not even concern all social networking sites or non-profit organizations. Additionally, it is possible that in the future there will be new advantages or disadvantages, and some of these ones will not even be of an issue anymore.

### 4.3 Facebook

Facebook is a community where users can meet new people, maintain their relationships, chat and discuss, play games, and make tests, according to their own interests. People can join different groups with various themes that match their own lifestyle. Facebook provides an excellent platform for communicating, whether with friends, family or business acquaintances. It is also used to keep up with the latest news of friends and to keep in touch with old friends. (Haasio 2009, 9, 10, 11.)

Facebook enables communication even for long distances. Facebook, as a worldwide socializing platform, has brought a lot of people together. It was created in 2004, and has over 500 million active users from all over the world. Mark Zuckerberg started Facebook with his friends Dustin Moskovitz and Chris Hughes, because they wanted to create a platform where old students of the Harvard University can keep in touch with each other. Facebook spread like wildfire, and after the first year they had 5.5 million registered users. It was first meant for students, but later the service became open for everyone. (Facebook Factsheet; Haasio 2009, 11.)

UNICEF is also on Facebook. That way it can share informative content, such as photos, audio and video to their fans. UNICEF wants to keep up to date by participating in social networking. It is a good way to create awareness for their cause. (UNICEF 2011d.)

## 5 RESEARCH METHODS AND IMPLEMENTATION

The basic idea and objective of this research is to find out whether the internet-based donation tool Lipas serves its purpose or not. Lipas was

created by one of UNICEF Finland's volunteers to improve the organization's chances on attracting more volunteers with an easy way to participate in UNICEF's activities. The easiness is characterized as being available for everyone with an internet connection, and it's simple to use.

The suggestion for this type of research was given by UNICEF Finland, and the purpose was to work on their quite new, but unknown, internet-based donation tool. Its first testing didn't produce a satisfactory outcome, only around € 35 was gathered. At that time Lipas was located on UNICEF Finland's own webpage. (Vihavainen, A 1.5. 2011.)

The other purpose of this study is to analyse if the use of social networking is beneficial for non-profit organizations. It will be analysed with the help of theory and by using the results of the questionnaire and the fundraising type comparison, and from the internet-based donation tool's perspective.

## 5.1 Data acquisition of the traditional donation box

The research planning was started by contacting the chairwoman of UNICEF Kotka Anu Vihavainen via e-mail. A meeting was held in April 2011 to get a better understanding of volunteering and to get more information about the Thirst campaign. In the two hour meeting on 7 April 2011 there were other volunteers and the campaign organizing in the Kotka area took place. It was decided that it is possible to do the fundraising individually, and it was agreed that the fundraising can be arranged alone in the local shopping centre to get a better feel of the process. This way it could be possible to independently decide how to promote the campaign as well, using the given instructions.

During the meeting some material was given for the individual fundraising, such as leaflets, stickers and small posters. The plan was to hand out the leaflets to donors who wanted more information about UNICEF and its campaign. The purpose of the stickers was to give them to children who donated and to give them a good feeling in return. Posters (appendix 2) were meant to be put on display to show the objective of the campaign and to

create awareness. What was also given was a UNICEF vest for a more credible and reliable look.

The next step was to ask the real estate assistant of the shopping centre Pasaati for permission to arrange the campaign in their premises. The day rent for a place in Pasaati is € 80 + VAT, however, they wanted to participate in the campaign by giving the place for free for the whole three days. (Pasaati instructions.) No other permissions were needed as UNICEF Finland has already got a money collecting permit.

The actual fundraising was arranged from 28<sup>th</sup> to 30<sup>th</sup> of April. The usual volunteering hours depend on the volunteer and on his or her capabilities. It was decided to do it for two hours per day, but to do them at a different time of day. On Thursday 28<sup>th</sup> the fundraising was in the shopping centre from 10 am to 12 pm. The second day I was there from 4 pm to 6 pm, and on the third day from 2 pm to 4 pm. I chose to do so out of the interest to see whether there is any difference in profitability during these changes.

Since the UNICEF Kotka meeting, contact was regularly kept with the chairwoman Anu Vihavainen, and she also provided the donation boxes before the campaign. During the campaign she came to the shopping centre on the first day, and checked up on how things were going via e-mail. A day after the campaign the donation boxes were given to her and she took them to the bank, and later informed of the amounts of money collected.

## 5.2 Data acquisition of the internet-based donation tool

The social networking site Facebook was chosen to see the popularity of Lipas and to understand better other peoples' opinions on it by their own experience. To find out the donors' opinions an online questionnaire was set up. These were done to compare Lipas to the traditional fundraising and to find out possible development ideas.

Lipas was created on UNICEF Finland's web site. There are four simple steps to create Lipas, as there is a ready-made tool on UNICEF Finland's webpage that only requires entering necessary data. First step is to write the name of the collector, which implies a private person, a company or a group. The second step is an optional one where one can set a target sum for their fundraising. The last two phases are entering the name and e-mail address of the person who sets up the donation tool, and then clicking "finish". A link to the collectors Lipas page is then sent to the e-mail address, and that link can be added to one's blog or webpage. Figure 3 shows the set up process and what Lipas looks like.

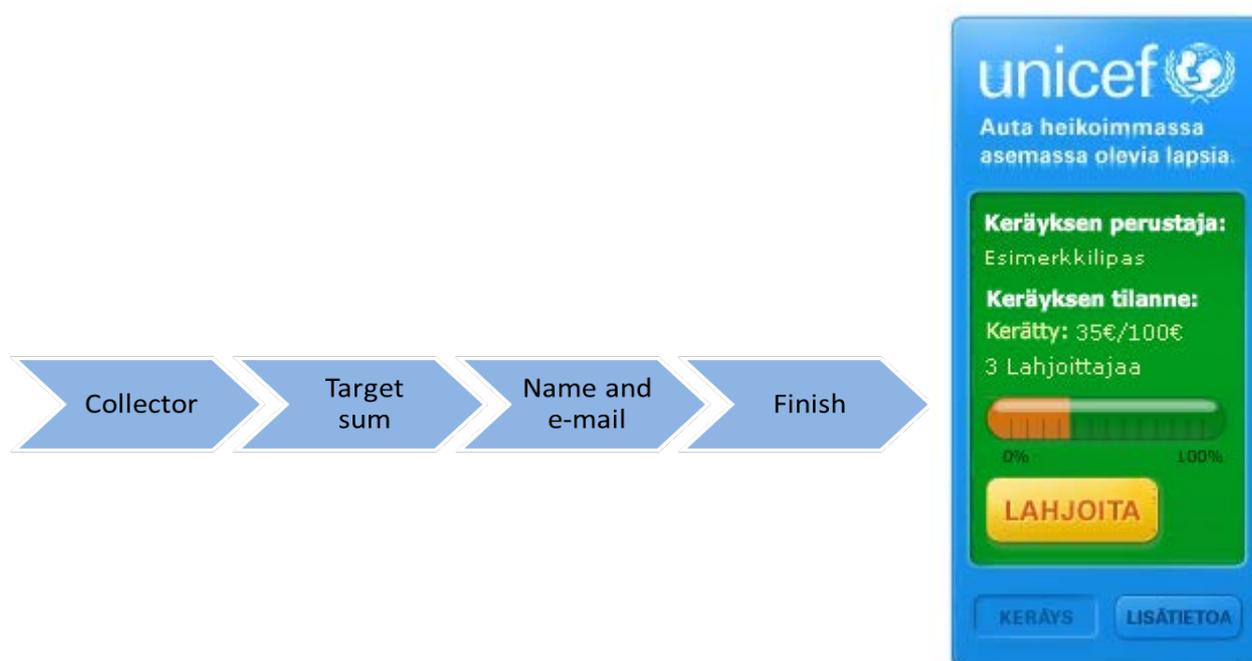


Figure 3. Creation of Lipas (Lipas image source: unicef.fi)

An event was created on Facebook to tell people about the Thirst-campaign. Anyone can create an event, and it can be done quite easily. On the "Events" page on Facebook, there is a "create an event" button. It automatically creates an event page after filling the information, such as name for the event, date, etc. This information can be modified later.

In addition to the donation tool, an online survey was conducted. This was done by using a web site where anyone can create questionnaires. This was a good option because there were no possibilities to make it on paper and send them as the donations were done anonymously and it would have taken too much time. It was better to be done straight after donating when it's still in fresh memory.

The popularity of online surveys has increased rapidly. It's an inexpensive way to collect data as it doesn't require printing and posting. The problems with it can be low response rate and the fact that it can't be controlled who answers the questionnaire. However, the positive aspects are world-wide coverage at low cost and the possibility to quickly gather data. (Jobber 2007, 252.)

The questionnaire (appendix 3.) was made as simple as possible. As Davies (2007, 88, 89) advises, questionnaires ought to be well arranged and short. He also points out the order in which the questions need to be asked. Basic questions, like age, should be left to the end and friendly unthreatening ones should begin the questionnaire. Jobber (2007, 253) states that there are three conditions that need to be considered when designing a survey:

1. *respondents must understand the question*
2. *respondents must be able to provide the information*
3. *they must be willing to provide it*

With these in mind, the questionnaire was created to ask the respondents about their opinion on the use of Lipas using statements, and then continuing to the dichotomous (yes or no) questions.

After creating Lipas and the event page, as well as the questionnaire, a blog was set up. Safko and Brake (2009, 167) define a blog as: *a web site that is maintained by an individual with regular entries or posts that include commentary, thoughts, and ideas, and may contain photos, graphics, audio,*

or video. It seemed hard to use the blog but there were no options. When Lipas was created, it was possible to notice that the link that was supposed to be used was in HTML-format. This meant that it wasn't possible to put it on Facebook, so along came the idea to use a blog, where it is possible to use HTML. The link to the blog was put onto Facebook, but the donation tool still didn't appear after inserting the code. It only showed up as a link.

The same things were written on the event and the blog, but the links to Lipas and the questionnaire were only on the blog. It was explained what the campaign was about, who the collector is and why she was doing this, and how people were able to participate. Information was also included about what UNICEF can provide the children in Africa and with what amount.

The good thing about Facebook is the easiness of word-of-mouth communication. Invitations for the event were sent to friends, and also promoted on the Facebook profile. When posting something on the profile, friends can see it on their news feed where it shows all the activities of their friends. These friends can then send invitations forward and so on.

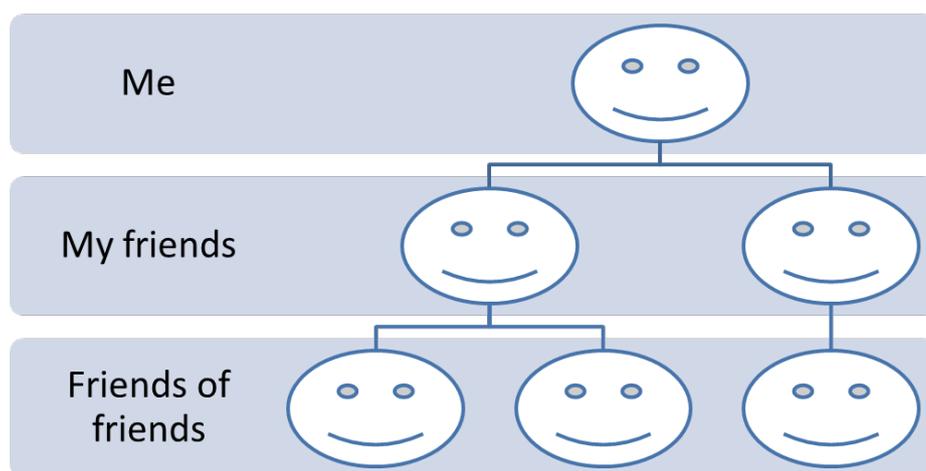


Figure 4. Facebook event invitation process

Figure 4 shows how sending invitations to people works via Facebook. After creating an event, the creator invites their friends, and then these friends invite their friends etc. This phenomenon is known as the *snowball effect* and it happens when something grows in importance or size in a very fast and increasing speed (Hornby 2005, 1449).

### 5.3 Data analysis and results

Here will be explained in more detail about the research focusing on the results. They will be defined in two parts as well. First will be explained the results of the fundraising type comparison. This means that the amounts of money gathered from both fundraising types are compared daily to see which one was more lucrative.

On the second part will be described the outcome of the online questionnaire which was made with the help of QuestionPro.com, a free online questionnaire software. The questionnaire was available only for people who used the internet-based donation tool. This was conducted for the purpose of uncovering the opinions donors' have about Lipas.

Lastly will be summarized the results of both, the fundraising type comparison and the questionnaire. The summary will conclude all the important points and findings to ease the transition to the conclusions.

#### 5.3.1 Comparing fundraising types

The following data was collected during three days. The results from each day individually will be now presented and briefly analysing the findings. There are two factors in all of the figures. The one on the right represents the traditional donation box, and the internet-based donation tool is on the left.

Figure 5. Money raised on the first day

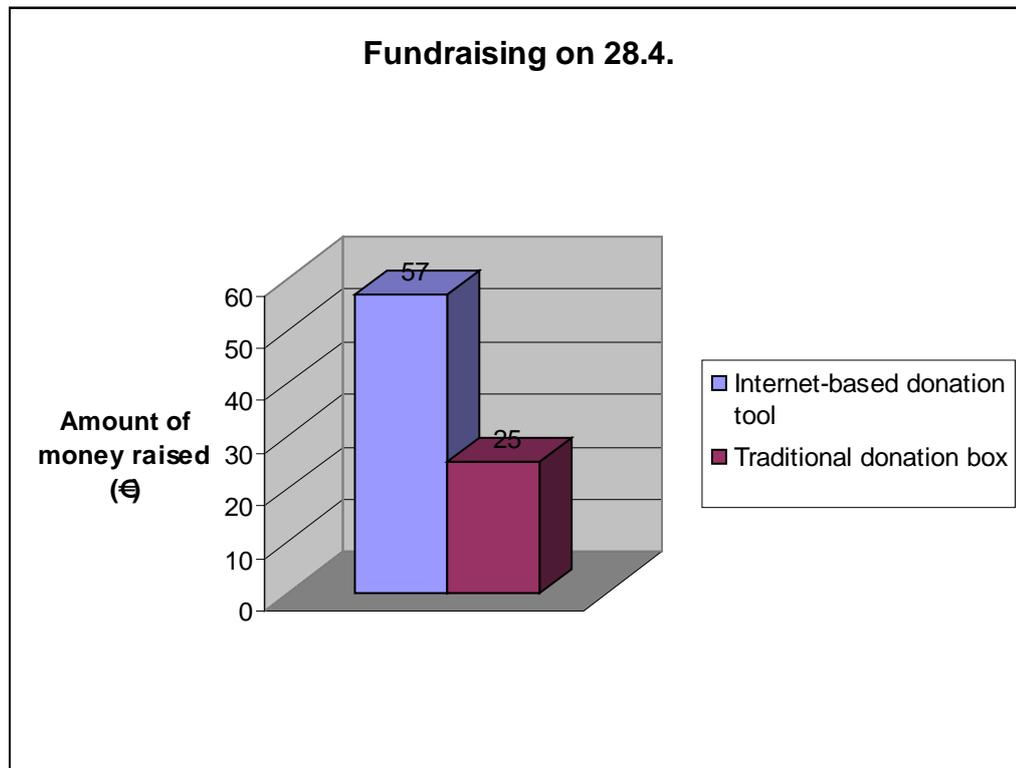
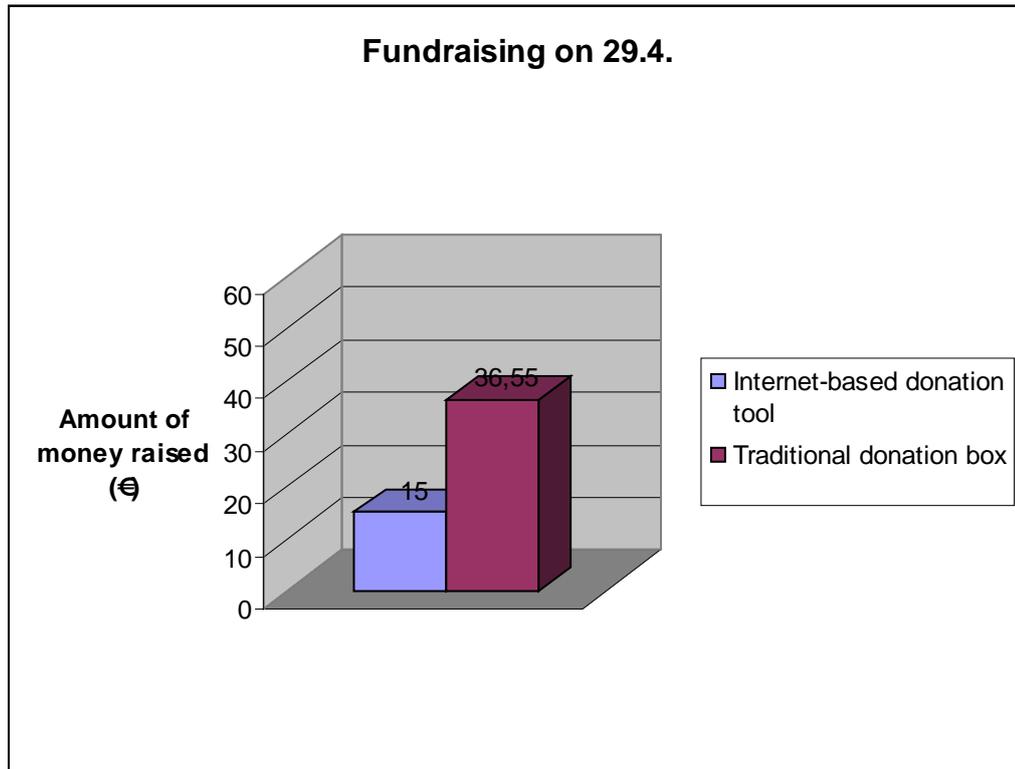


Figure 5 shows the amount of money that was collected on 28 April 2011 from both fundraising types, the internet-based donation tool Lipas and the traditional donation box. A noticeable difference between the two fundraising types can be seen. Lipas was clearly more productive compared to the traditional donation box. The internet-based donation tool raised € 57 and the traditional donation box € 25.

Figure 6. Money raised on the second day



As can be seen from figure 6, on April 29 the traditional donation box attained more donations than Lipas. The traditional donation box got € 36,55 worth of donations, and the internet-based donation tool € 15.

Figure 7. Money raised on the third day

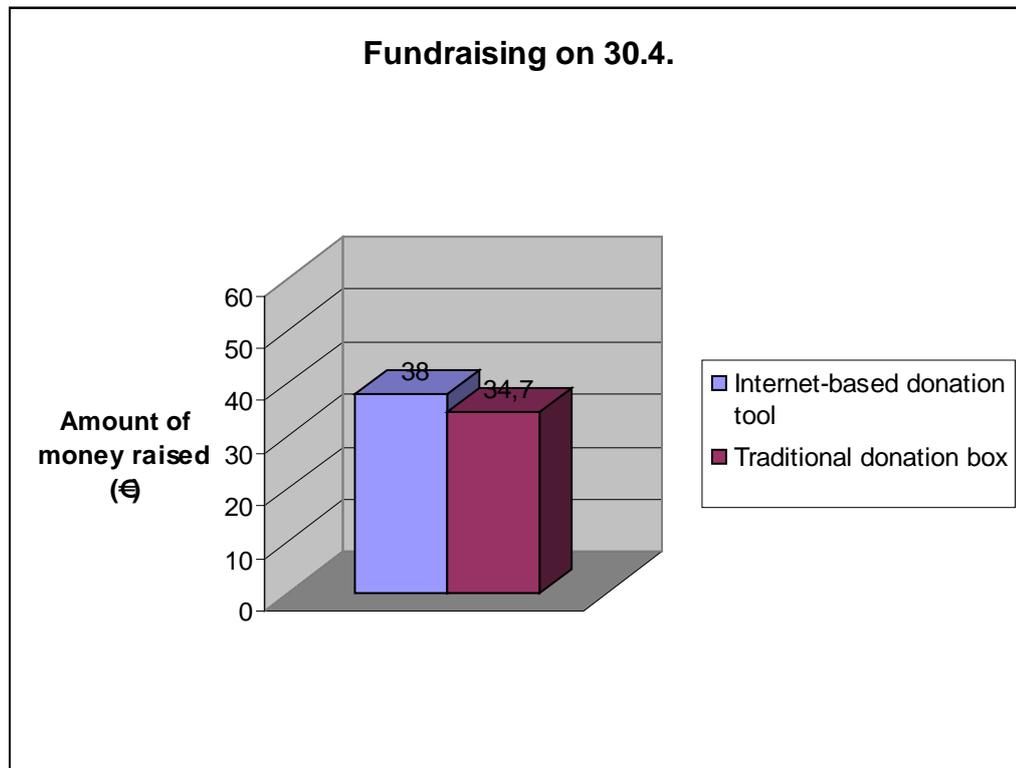
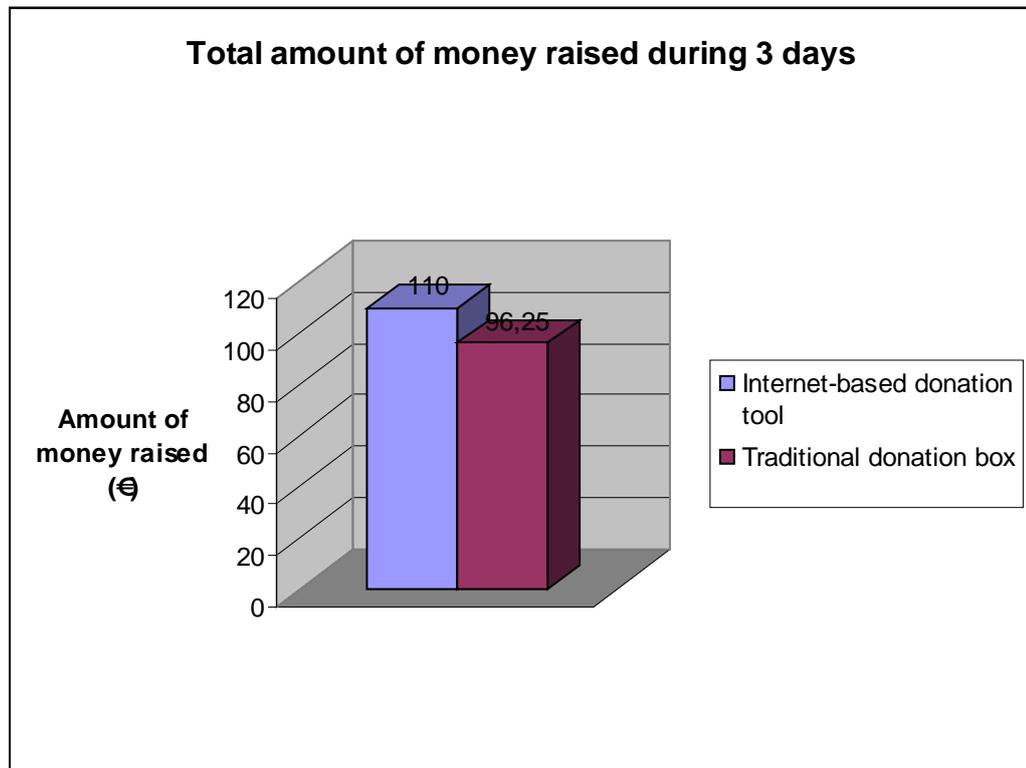


Figure 7 indicates the amounts from the last day of the Thirst 2011 -campaign fundraising. The numbers from both are fairly close to each other, and there's not much difference. Lipas gathered € 38 and the traditional donation box € 34,70.

Figure 8. Total amount of money raised



There is not a big difference between the total amounts of both fundraising types. All in all both fundraisings, online and traditionally held, were quite close when it comes to the donations, which can be seen on figure 8.

The overall amounts from the donations don't have a significant difference. The internet-based donation tool was slightly more effective, and got € 13,75 more than the traditional donation box. In total a sum of € 206,25 was collected for UNICEF.

### 5.3.2 Questionnaire analysis

All of the data was gathered from the QuestionPro.com survey platform, and were made into clear tables and figures. Out of 14 donors only 6 participated in the survey, four of them were women, and two were men. The average time to complete the questionnaire was 2 minutes. The respondents were asked to indicate whether they agree or disagree with the following statements. They

will be presented with a table that shows the statement, and the percentage of how many of the participants agreed or disagreed with the statement.

Table 2. Questionnaire statement results

Statement	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Lipas was easy to use	0 %	0 %	0 %	50 %	50 %
Instructions were understandable	0 %	0 %	0 %	50 %	50 %
I got enough information on what the donations are used for	0 %	0 %	0 %	33 %	67 %
I felt safe donating	0 %	0 %	0 %	33 %	67 %

Table 2 shows that most of the respondents strongly agreed with most of the statements. All 6 participants did strongly or somewhat agree with all of them.

Figure 9. Question 2.

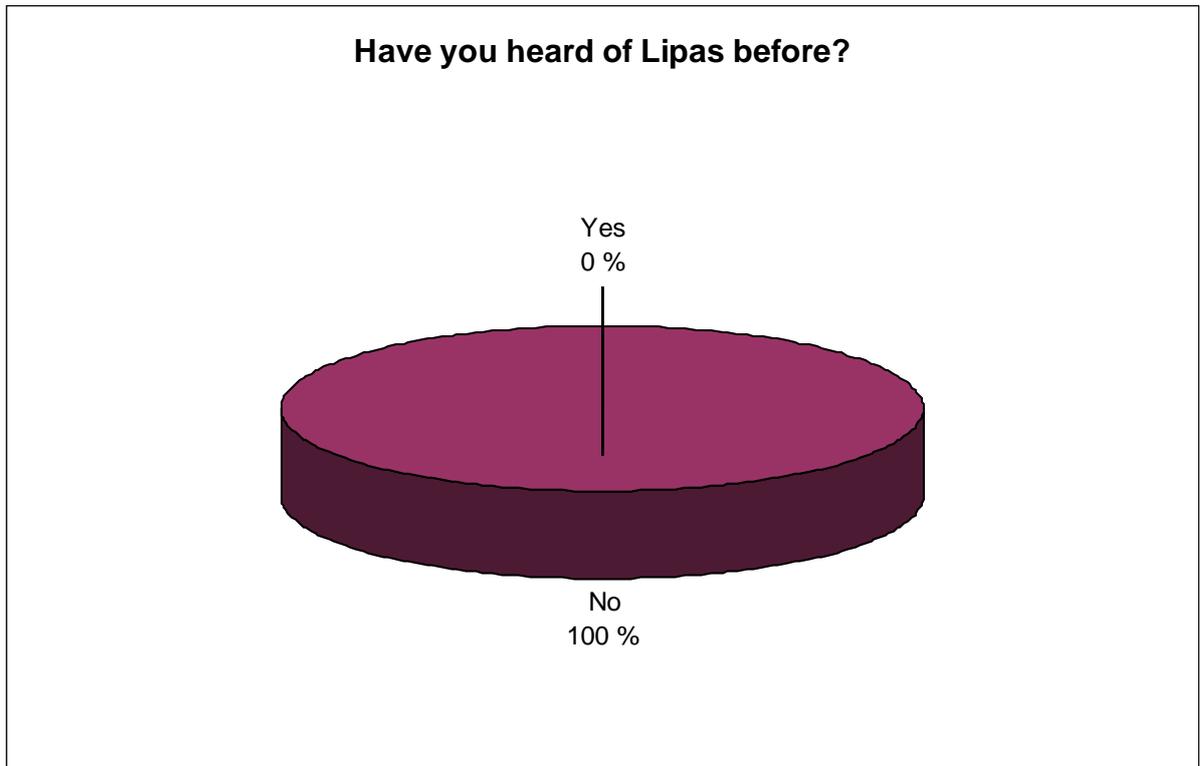
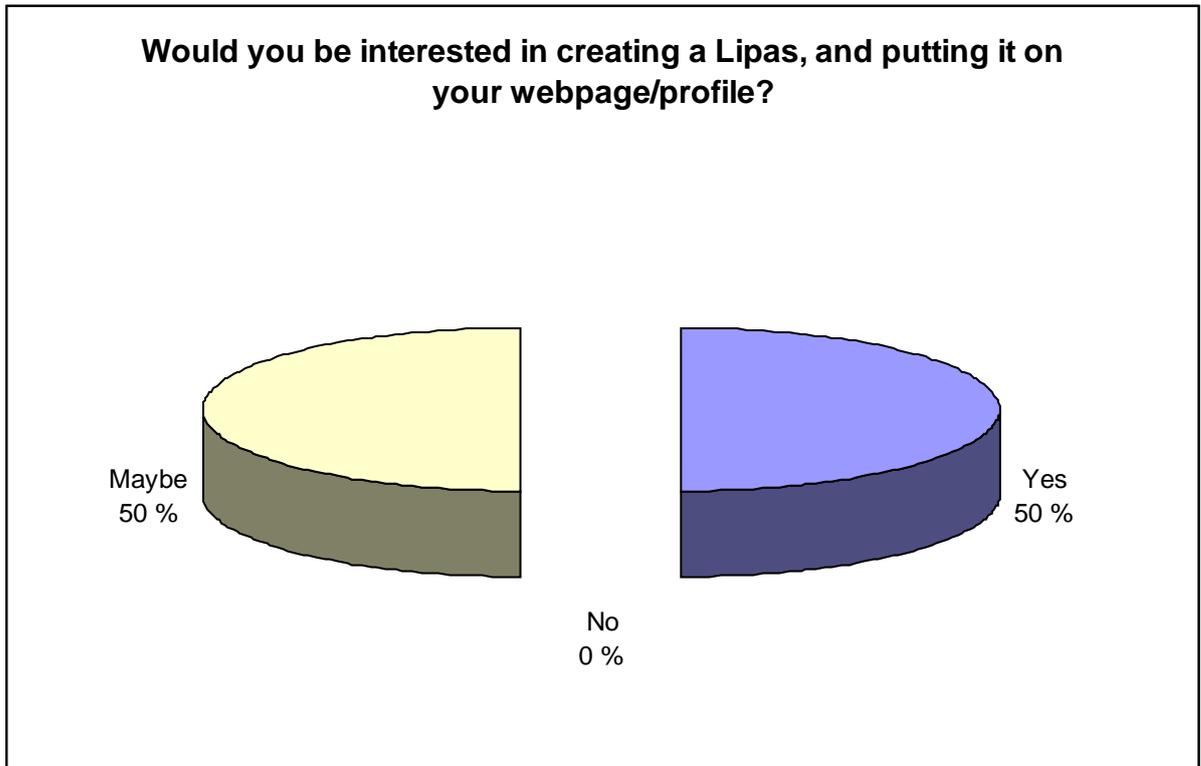


Figure 9 shows that none of the 6 participants have heard of Lipas before. This strongly indicates that something needs to be done in the promoting part.

Figure 10. Question 4.



50 % of the 6 respondents answered either yes or maybe when asked about their interest in creating a Lipas, as figure 10 shows. None of them chose the alternative "no".

Figure 11. Question 5.

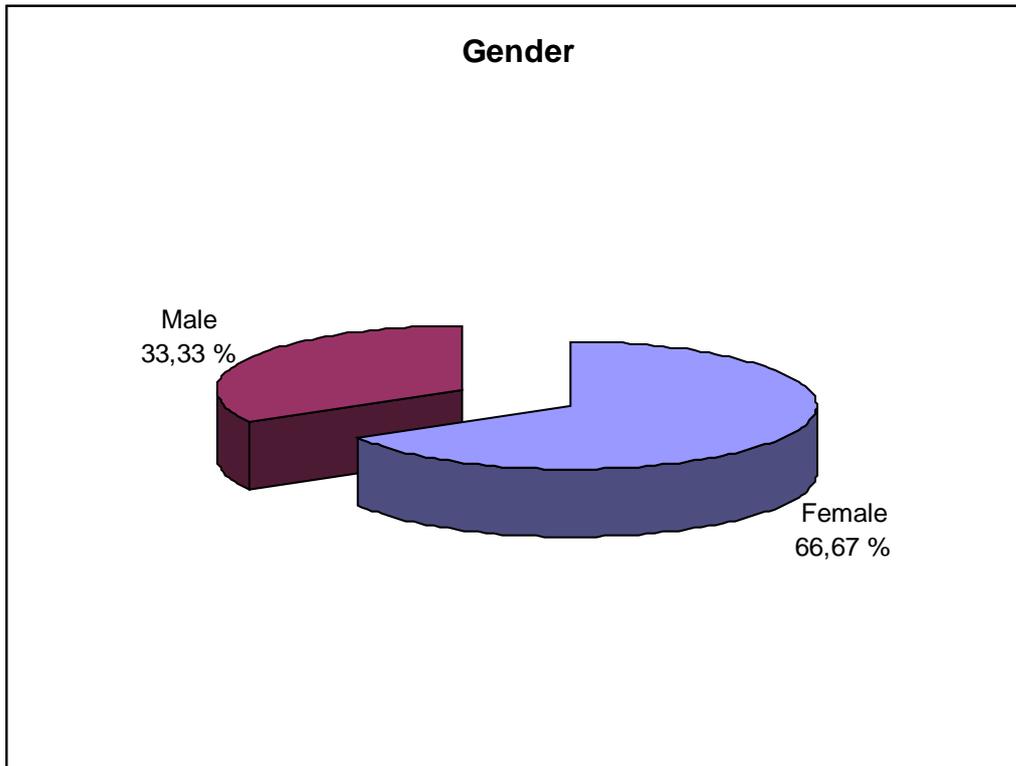


Figure 11 indicates that the majority out of the 6 people who took part in the questionnaire were women, which was 67%. 33 % of the respondents were men.

The last part of the questionnaire was an open-ended question where people were able to send forward their comments or ideas on Lipas. Only two respondents gave an answer. One said that the resolutions on the heading, logo and buttons of Lipas were low, and by making them better it would create more confidence in donating. The other respondent stated that it couldn't have been easier to use, and it was good to have the amounts of money what can be bought included, because then it was easier to think how much money to donate. However, this information was not attached to Lipas, but was included in the blog.

## 5.4 Summary

The amounts of money raised fluctuated quite a lot during the three days. On the first two days it seems that the two fundraising types changed places, first Lipas raised more money, and the next day the traditional donation box did. On the third day they were almost equal, making the end result quite even.

People are more eager to donate more money during online fundraising. On the other hand, traditional fundraising attracts more people to donate, even with smaller amounts of money. This explains the evenness in the total outcome.

The answers from the questionnaire were mainly positive. Respondents felt like Lipas was easy to use, the instructions were good, they got enough information, and they felt safe. People are also interested in setting up their own Lipas. One question's result stands out as no-one knew Lipas before, though, it is not surprising.

Figure 12 shows a summary of the comparison between the internet-based donation tool and the traditional donation box. This comparison is based on my own experience, interviews as well as the research results.

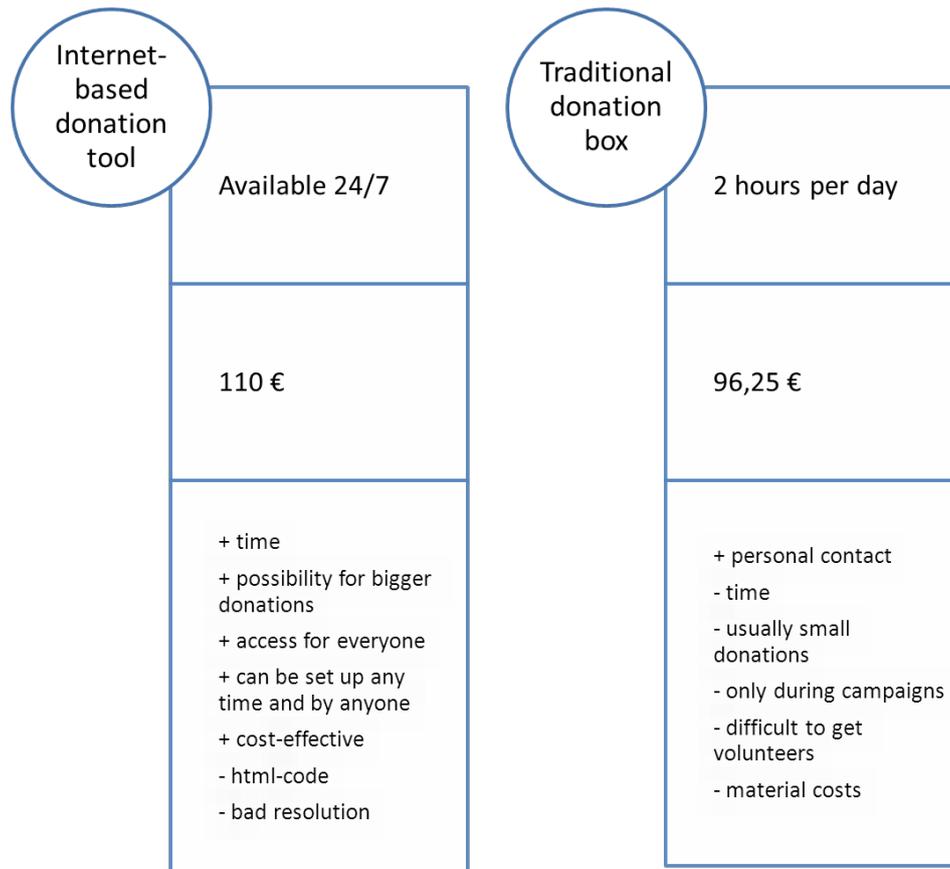


Figure 12. Comparison of fundraising types

## 6 CONCLUSIONS AND RECOMMENDATIONS

This chapter sums up the research and its results to provide conclusions and plausible suggestions for improving the donation tool Lipas. First will be recommended and analysed the possible usage of Lipas on Facebook based on findings and experience. Then it will be continued by giving other options for UNICEF Finland to use. This chapter will be concluded with recommendations for further studies.

The use of social networking as a platform for e-fundraising seems like a good alternative for traditional fundraising as it is not limited with time and place conditions. Traditional fundraisings are usually held during campaigns, but the use of internet-based donation tools enables money collecting even when there is not a campaign under way. It doesn't require additional resources

either, as the tool can be created and inserted onto e.g. Facebook purely by the volunteer.

To encourage people to make donations is to enable them to do it easily. Providing them with information on where their contribution is going, and the amount of money attached to it, will help them to better understand and to define how much they are willing to contribute. This means bringing out what exactly can be bought with how much money, for example “€ 1 provides hygiene education for four children”.

Time limit is also a good motivator when conducting an online fundraising. Deadlines create a sense of urgency, and thus make people donate. The difference between online and traditional fundraising is that people tend to donate bigger amounts online. With a longer period of time it's possible to augment the amount of money obtained through e-fundraising.

What should be done with Lipas is to make it into a form that it can be put on Facebook. The ideal situation would be that it could be added directly on a person's profile. The visual appearance should be enhanced to make the internet-based donation tool appear more reliable and trustworthy. Lipas should also be frequently promoted by both UNICEF and the collector. Meaning, that UNICEF needs to start notifying people of this volunteering option, and collectors need to make Lipas known among his or her friends when they are collecting money. Collectors could also challenge their friends to donate. People are interested in helping but are not very eager to go stand to a street corner or to a super market entrance. In this sense it would be an excellent way to help and support.

At this moment there is no possibility to add the internet-based donation tool Lipas straight onto a Facebook profile. What can be done is that UNICEF can use, and is in fact already using, the help of Facebook applications such as Causes. They could of course create their own application, however, this requires the services of a Facebook application developer and it would generate costs.

Using social platforms like Facebook is a great way for non-profits to get a cause known on a large scale and build a network of support for what they are doing. There are different possibilities for them to raise money and awareness. Facebook has made it possible for companies to create their own applications. It is a good way for non-profits to educate and collect funds for their cause. Facebook applications are software programs or modules that can be added to Facebook profiles. When created with consideration and thought, as in simple and fun, they can quickly earn profit. (What are facebook applications? 2009.)

However, Facebook application 'Causes', which is very popular among non-profit organizations, hasn't helped them that much. Only a small amount of nonprofits has been able to raise over US\$1000. And these nonprofits have been using Causes for quite a while already. (Hart & Greenwell 2009.) This indicates that my testing of the internet-based donation tool was more successful, even though I used the same medium: Facebook. I was able to raise € 110 in just three days, which is € 75 more than when it was tested for the first time by UNICEF Finland. The period of time they used for the first testing is unknown.

Another additional thing that can be considered is using other parts of social media, like YouTube. Video is a powerful medium to get stories across to people instantaneously. Asking one or several volunteers to appear on the video explaining what they are doing and to share their thoughts about the cause, would make people understand the importance of volunteering. It could also make them see that it's really not that horrible. The video should as well include an introduction and instructions of Lipas, and then be shared on Facebook.

No further analysis of possible means and ways of promotion or the use of other forms of social media is made, as this study is only concentrating on the usability of a certain internet-based donation tool and from Facebook's point of view.

In my opinion, how I see my experiment considering the advantages and disadvantages listed earlier, I would say that I was able to raise more awareness than funds. Well over a hundred participated in the Thirst 2011-event, but only less than 20 actually gave a donation. Nearly 1500 people were invited to the event, so the fast spreading word of mouth communication part is true, and this type of fundraising is not very time consuming exactly because of the aforementioned reason. For all these reasons, at this moment it is not a good idea to use Lipas on Facebook even if it was possible. The situation with internet-based donation tools is still in its infancy, and it should be waited until they become more known and common.

As stated in the chapters about advantages and disadvantages, as well as in the use of social networking as a means of fundraising, social networking really is necessary for any non-profit organization. Not only is it inexpensive, but also fast when reaching supporters and potential donors. When used wisely and with thought, social networking can be a great tool for raising funds. As a conclusion I can say that social networking really is an effective way for non-profit organizations as a means of fundraising.

## 6.1 Summary of major results

All in all it is safe to say that social networking plays an important role in the operations of non-profit organizations. It is important for NPOs to use it as it is beneficial for them considering cost-effectiveness, fast spreading information, and raising awareness etc. In general, social networking should be a major part of non-profits' operations, however, using certain internet-based donation tools is not very useful at the moment. Social networking sites provide good platforms for raising funds, but special tools like Lipas are still quite uncommon, and it is impossible to use them online, e.g. it was not possible to put Lipas directly onto Facebook.

As a donation tool Lipas itself is great. With good promotion it could work well, and people could freely and easily gather funds for UNICEF. I was able to gather 110 euros in three days with Lipas, so with a longer period of time it

could very well be beneficial for UNICEF Finland. What they should do is advertise more this fundraising option and let people know of its existence. Nonetheless, Lipas doesn't work with social network sites like Facebook just yet and thus should be used elsewhere. As a conclusion, social networking is beneficial for non-profits generally, but unfortunately UNICEF's Lipas is not possible to be used there in the form that it is now. What can be done is that UNICEF promotes Lipas to bloggers who can then put it on their blogs, and they with others can post the link to Facebook, Twitter and other social networking sites.

## 6.2 Further research

As for further research, I would recommend using a longer time frame for fundraising and questionnaires. Three days didn't seem quite enough to get a clear result, and thus might destabilize the validity of my findings. Social networking is also constantly changing so continuous updating is needed to keep information up to date. These types of direct fundraising/donation platforms are still in their infancy, and it would be better to test Lipas again when these types of tools become more common.

## REFERENCES

Andreasen, A. R. & Kotler, P. 2003. Strategic marketing for nonprofit organizations. 6<sup>th</sup> edition, Upper Saddle River, N.J: Prentice Hall.

Byrne, B. 2008. Social Networking Benefits Charities [online]. path: <http://ezinearticles.com/?Social-Networking-Benefits-Charities&id=1390488> [cited 10.7.2011].

Carrillo Alcalde, S. 2009. Las redes sociales: definición, fines, cronología y un ejemplo concreto [online]. path: <http://www.suite101.net/content/las-redes-sociales-a1159> [cited 9.7.2011].

Catone, J. 2009. 5 Essential Tips for Promoting Your Charity Using Social Media [online]. path: <http://mashable.com/2009/08/21/charity-social-media/> [cited 15.7.2011].

Consumer Word of Mouth and the Virtual Community. 2011. [online] path: <http://networkconference.netstudies.org/2011/04/consumer-word-of-mouth-and-the-virtual-community/> [cited 15.7.2011].

Crystal, G. Updated 2010. Fundraising Using Social Networking Sites [online]. path: <http://www.ideasfundraising.co.uk/fundraising-social-networking-sites.html> [cited 7.8.2011].

Davies, M. B. 2007. Doing a successful research project: using qualitative or quantitative methods. Houndmills, Basingstoke, Hampshire and New York, N.Y: Palgrave Macmillan.

Facebook Factsheet [online]. path: <https://www.facebook.com/press/info.php?factsheet> [cited 6.5.2011].

Fritz, J. Online fundraising: A Startup Guide [online] path:  
<http://nonprofit.about.com/od/onlinefundraising/tp/onlinefundraisinghub.htm>  
[cited: 26.10.2011]

Genn, A. E-fundraising [online]. path: <http://www.netplaces.com/fundraising-guide/communication-tools-and-practices/e-fundraising.htm> [cited 2.5.2011].

Gottlieb, H. 2009. Social Media Fundraising: Unsustainable, Scarcity-Based Begging? [online]. path: <http://hildygottlieb.com/2009/02/08/social-media-fundraising-unsustainable-scarcity-based-begging/> [cited 6.8.2011]

Haasio, A. 2009. Facebook – opas. Helsinki: BTJ Finland Oy.

Hah, R. 2010. Are social media channels effective fundraising tools for emergency appeals? [online]. path: <http://www.slideshare.net/rebekahhah/are-social-media-channels-effective-fundraising-tools-for-emergency-appeals> [cited 7.8.2011].

Hart, K. & Greenwell, M. 2009. 'Causes' Social Networking May Be All Talk, No Cash For Nonprofits Seeking Funds [online]. path:  
<http://www.washingtonpost.com/wp-dyn/content/article/2009/04/21/AR2009042103786.html> [cited 10.7.2011]

Hornby, A. S. 2005. Oxford advanced learner's dictionary. 7<sup>th</sup> edition, Oxford: Oxford University Press.

Jobber, D. 2007. Principles and practice of marketing. 5<sup>th</sup> edition, Maidenhead, Berkshire: McGraw-Hill Education.

Kanter, B. 2009. 4 Ways Social Media is Changing the Non-Profit World [online]. path: <http://mashable.com/2009/05/22/non-profit-social-media/> [cited 7.8.2011]

Livingston, G. 2011. 4 Social Trends Impacting the Future of Online Fundraising [online]. path: <http://mashable.com/2011/01/27/social-fundraising-trends/> [cited 7.8.2011].

Morgan, J. 2008. Why Social Media is More Measurable Than Traditional Media [online]. path: <http://www.jmorganmarketing.com/social-media-more-measurable-than-traditional-media/> [cited 7.8.2011].

Nonprofitorgs. 2011. Three Ways Social Media Has Negatively Affected the Nonprofit Sector (and What We Can Do About It) [online] path: <http://nonprofitorgs.wordpress.com/2011/08/03/three-ways-social-media-has-negatively-affected-the-nonprofit-sector-and-what-we-can-do-about-it/> [cited 6.8.2011]

Nonprofit Social Network Benchmark Report. 2010. [online] path: <http://www.commonknow.com/html/white-papers/NonprofitSocialNetworkSurveyReport.pdf> [cited 10.7.2011].

Online social networking. [online] path: [www.online-social-networking.com](http://www.online-social-networking.com) [cited 26.11.2011]

Pasaati instructions. [cited: 27.5.2011]

Safko, L. & Brake, D. K. 2009. The Social media bible: tactics, tools, and strategies for business success. Hoboken, New Jersey: John Wiley & Sons, Inc.

Schopen, F. 2009. Twittering gets charity on the social network [online]. path: [http://business.timesonline.co.uk/tol/business/related\\_reports/social\\_entrepreneurs/article6267010.ece](http://business.timesonline.co.uk/tol/business/related_reports/social_entrepreneurs/article6267010.ece) [cited 8.7.2011]

Smith, S. E. What is Donor Fatigue? [online]. path: <http://www.wisageek.com/what-is-donor-fatigue.htm> [cited 7.8.2011]

Snyder, G. R. 2006. Nonprofits: on the brink – how nonprofits have lost their way and some essentials to bring them back. [online] path: [http://books.google.fr/books?id=5OFFNw0a1dkC&printsec=frontcover&redir\\_esc=y#v=onepage&q&f=false](http://books.google.fr/books?id=5OFFNw0a1dkC&printsec=frontcover&redir_esc=y#v=onepage&q&f=false) [cited: 6.1.2012]

Suomen UNICEF. Updated 2011. UNICEF Finland. [online] path: [http://www.unicef.fi/suomen\\_unicef](http://www.unicef.fi/suomen_unicef) [cited 9.7.2011].

Suomen UNICEFin vuosikertomus 2010. UNICEF Finland. [online] path: <http://www.unicef.fi/files/unicef/vuosikertomukset/Vuosikertomus-2010.pdf> [cited 9.7.2011].

Tietoa taloudesta. Updated 2011. UNICEF Finland. [online] path: <http://www.unicef.fi/tietoa-taloudesta> [cited 9.7.2011].

UNICEF Lipas. UNICEF Finland. [online] path: [http://www.unicef.fi/lipas\\_etusivu](http://www.unicef.fi/lipas_etusivu) [cited 2.5.2011].

UNICEF 2011a, *About UNICEF: Who we are*. Updated 2010. UNICEF [online]. path: [http://www.unicef.org/about/who/index\\_history.html](http://www.unicef.org/about/who/index_history.html) [cited 7.5.2011].

UNICEF 2011b, *About UNICEF: Structure and contact information*. Updated 2010. [online] path: <http://www.unicef.org/about/structure/index.html> [cited 7.5.2011].

UNICEF 2011c, *UNICEF annual report*. 2009. UNICEF. [online] path: [http://www.unicef.org/publications/files/UNICEF\\_Annual\\_Report\\_2009\\_EN\\_061510.pdf](http://www.unicef.org/publications/files/UNICEF_Annual_Report_2009_EN_061510.pdf) [cited 8.7.2011].

UNICEF 2011d, *UNICEF social media*. 2011. UNICEF. [online] path: [http://www.unicef.org/videoaudio/video\\_50646.html](http://www.unicef.org/videoaudio/video_50646.html) [cited 8.7.2011].

UNICEF 2011e, *UNICEF organizational chart*. 2010. UNICEF. [online] path: [http://www.unicef.org/about/structure/files/UNICEF\\_high-level\\_structure\\_2010.pdf](http://www.unicef.org/about/structure/files/UNICEF_high-level_structure_2010.pdf) [cited 8.7.2011]

UNICEF 2011f, *Thirst 2011 campaign leaflet*. 2011.

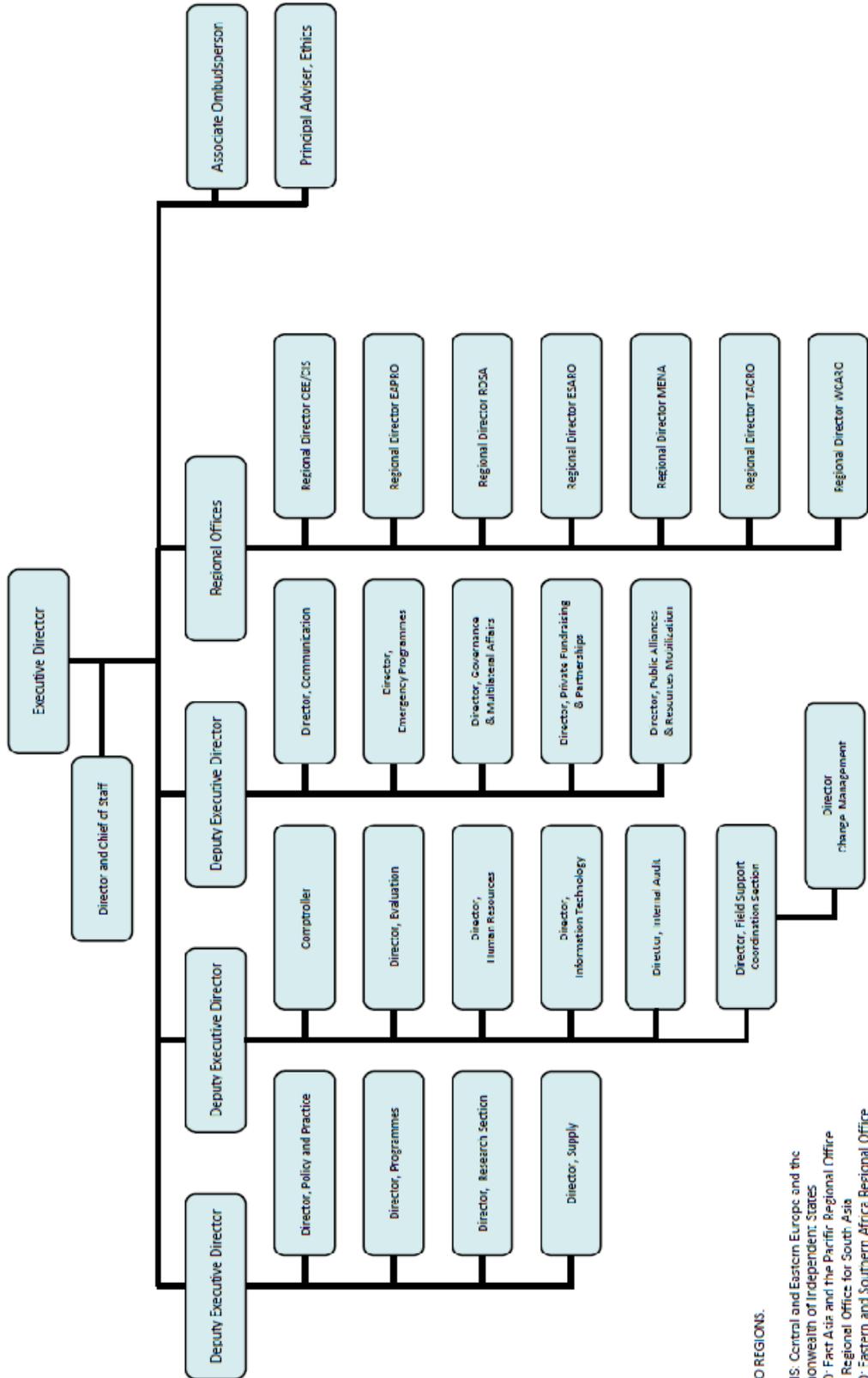
Vihavainen, A. 30.4.2011. Chairwoman of UNICEF Kotka. UNICEF Finland. Personal interview.

Vuokko, P. 2004. *Nonprofit-organisaatioiden markkinointi*. Porvoo: WSOY.

What are facebook applications? 2009. [online] path: <http://facebookdevelopment.wordpress.com/2009/08/13/what-are-facebook-applications/> [cited 9.7.2011].

Appendix 1 UNICEF’s organizational chart

# UNICEF high-level structure



**KEY TO REGIONS.**

- CEE/CIS: Central and Eastern Europe and the Commonwealth of Independent States
- EAPRO: East Asia and the Pacific Regional Office
- ROSA: Regional Office for South Asia
- ESAFO: Eastern and Southern Africa Regional Office
- MENA: Middle East and North Africa
- TACRO: The Americas and Caribbean Regional Office
- WCAFO: West and Central Africa Regional Office

Appendix 2 Thirst 2011  
poster

**PUHDASTA VETTÄ  
LAPSELLE.**

**CLEAN WATER  
FOR A CHILD.**

**RENT VATTEN  
TILL BARN.**



Jano 2011 -kampanja 28.4.-15.5.2011. Suomen UNICEF/Poliisihallituksen rahankeräyslupa 2020/2010/4249/2011-2012/koko maa. UNICEF käyttää varat puhtaaseen veteen osana Ethiopian Schools for Africa -ohjelmaa 2011-2013. Thirst 2011 Campaign from 28 April to 15 May. UNICEF Finland/Money collection permit 2020/2010/4249. Törst 2011 -kampanjen 28.4-15.5.2011. Finlands UNICEF/Tillstånd till penninginsamling 2020/2010/4249. [www.unicef.fi](http://www.unicef.fi)

## Appendix 3 Questionnaire (in Finnish)

Oletko samaa vai eri mieltä seuraavien väittämien kanssa:

	Täysin eri mieltä	Jokseenkin eri mieltä	Ei eri eikä samaa mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
Lipasta oli helppo käyttää	<input type="checkbox"/>				
Ohjeistus oli selkeää	<input type="checkbox"/>				
Sain tarpeeksi tietoa siitä, mihin lahjoitukset käytetään	<input type="checkbox"/>				
Koin tilanteen turvalliseksi lahjoittaessani	<input type="checkbox"/>				

Oletko kuullut Lippaasta aiemmin?

1. Kyllä
2. En

Kiinnostaisiko sinua perustaa Lipas, ja laittaa se kotisivuillesi/profiiliisi?

1. Kyllä
2. Ei
3. Ehkä

Sukupuoli:

1. Mies
2. Nainen

Kommentti/ehdotus/idea: