



ABOUT SOCIAL FUNDRAISING: **Social Fundraising in a Challenging Economy**

In this challenging economy, donors are especially discriminating about how and where they give. They increasingly turn to friends and social networks for experience and feedback that their gifts are being used wisely and for the most worthy causes.

Grassroots Giving Group diversifies your base of donors, giving your organization stability in an unstable economy. Now for the first time, online social fundraising makes it both practical and cost-effective to reach out to large numbers of smaller-dollar donors—which is just what tapping into your supporters' social networks can do. A GGG social fundraising website is fun and easy to use, so your supporters will want to ask their friends, co-workers, and family members to give. This personalizes your organization and gives you access to a much larger base of donors.

Our system complements your existing fundraising programs. In this economy, it's smart to cost-effectively redouble your efforts with smaller-dollar donors. These days, *most organizations would rather have a thousand \$25 donors than one \$25,000 donor.* Your \$25,000 donor may cut their contribution to \$2500 or even less, but you're unlikely to lose 90% of your low-dollar donors, even in a bad year. In fact, research shows a difficult economy may make people feel more generous at low-dollar levels. And it takes less effort to get \$25 donors to give \$100 when things get better, than it does to get a \$25,000 donor to quadruple their gift.

This is not to say social fundraising replaces high-dollar solicitation! But we do believe a good fundraising program includes a strong and ongoing low-dollar campaign—in any economy.

Donor rolls will shrink in an economic downturn, but making smart investments, like adding our system to your organization's fundraising program, can help your organization weather the storm and even increase donors and donations. We've proven that **people give more, and they give more often, when they're asked to give by someone they know and trust.** Why not contact us today to learn more?