

## **Just imagine having more than 100.000 European voters at your finger tips**

More than 100.000 active supporters, just imagine what that would mean for your power to influence policy in BRXLS, your influence on politicians in the Balkan, your moral and visible support towards the community and your team's motivation. And let's not forget what that amount of active supporters could do for your fundraising activities.

### **A European online platform, crazy idea or not so crazy?**

In the USA around 15 million people actively support one or more of the 10.000+ causes they feel connected to, using only one of the many online social platforms like Care2.org. On these platforms causes with large donor bases (like WWF and Greenpeace) have over 50.000 active supporters. Maybe to your surprise, Amnesty also has around 45.000 members and more than 13 million clicks were received thru a 'click to donate' campaign for violence against women (Care2.org). Through these platforms, like-minded people share their experiences, discuss issues, and actively influence local and national politics (using petitions, polls, campaigns, get-togethers, etcetera)

### **Surprisingly, there is no equivalent in Europe**

I believe it is possible for your organization to create a living online social community that can have a lasting impact on equal rights in Europe. In Europe, 80 million people live below the poverty line. Those people and those people working directly or indirectly with the poor could be called the inner circle. And yes, this includes all of those working at or with the food banks. That's already a pretty big group, right? Yes, but there is a much bigger group that we should aim for. Because, we should also think about people that directly or indirectly know a person living below the poverty line. If, for every person living below the poverty line there are 3 people who are willing to support your cause, that's a lot of people. We think you should reach out to the outer circle of the community you work for.

**If you could reach only a part of the outer circle to support your cause, every politician would ask for your advice.**

### **Let's set up an online community to support equal rights in the EU**

First, we aim for the inner circle. We set up online platform for volunteers, local partners, and others directly involved with poverty relief and unequal rights with two goals 1) to let

them know they are not alone. We offer them tools and information that help them (discussion forum, ways to get-together, expert opinions, expert help, etc.). And 2) to start a movement that will have a lasting impact on those involved in the cause. For this we offer petitions, social media tooling and ways to get in touch with people in the outer circle and with politicians.

Then, we initiate bigger and smaller campaigns to reach out to the outer circle. This will mean we need to really think about what we ask them to do and (more importantly) how to ask them. We can only convince the outer circle to get involved if we offer a message that is very easy to digest. This means we need to have some good discussions with the program people about what not to tell the general public! The interests of the inner circle and outer circle are really different. We should distinguish clearly between those two groups.

For the outer circle, a very easy way to get involved is through a sportive event, such as Row4Rights. And we need radically simple messaging to get them moving.

### **If we can get the wheel in motion, it could become very big**

Just keep in mind: you need to believe in it, or you should not start it. But if you put your mind to it, and if you get your local partners and volunteers behind the idea, it could become very big. And we should never forget: people are the key drivers, technology is supporting. Therefore we need to start on a modest scale, with only a few partners and let it grow as soon as it has some 'body'.

### **What about costs and return?**

It is relatively easy to calculate the costs: an online platform would cost between 7.000 euro and 30.000 euro to set up, depending on what you want to start with. But the more important question is, how much supporters will you sign up, and how much money will you raise? Estimated, for each sign up on your platform you can expect around 1 or 1 euro value in donations. Of course, not all supporters will give you money, but if one in every ten supporters donate 10 euro, the equivalent will be 1 euro per sign up. We believe that ultimately you could raise 100.000 euro or more annually using an online platform. Just for your information: the website Justgiving.com has raised almost 700 million pounds in the last 10 years.

## **The platform and Row4Rights work together**

What's best about an online community is their ability to do fundraising for an event, such as Row4Rights. With the availability of an online fundraising tool, the potential of raising large amounts of money during such an event increases dramatically, because it is made easy for the participants to start raising money. On the other hand, Row4Rights has the ability to get the attention of a big group of people that could be asked to sign up for the online platform. Combining events and online presence significantly improves the odds of making both successful. Through the website Justgiving.com the highest amount raised for an event was 25 million for the London Marathon.

## **What Cervino Marketing will do**

Although a lot of the success is depending on the enthusiasm of your inner circle (specifically your local partners and volunteers) Cervino Marketing will do its part. We will make and technically host the online platform and participate in organizing Row4Rights. Furthermore, we will guide you in getting the local partners on board and the process of messaging to the different target groups. And, if desired, we can also do the day-to-day running of the platform, where we will moderate the discussions, keep the platform up-to-date and the audience active.

## **Next steps**

We would be more than willing to discuss our ideas in person to help you make a good decision and to see how we can help you to reach your goals. Based on our discussion we can then make a final proposal that fits your needs.

Should you have any question, please let me know.

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