

Philanthropie Aktuell

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EDITORIAL

Dear Reader



Voicing the needs of minorities, the disadvantaged or segregated, is one of the most vital functions of nonprofit organisations. Advocacy, education and disseminating information

thereby rely on communication. The possibility of communicating via the internet has turned out to be the perfect means for nonprofits, all the more as they have to run on limited funds.

Internet communication offers a large distribution at low cost, allows for direct contacts to supporters and interested people while bypassing intermediaries such as television or magazines, and all this is possibly at unlimited availability.

The social networks on the web like facebook, twitter, youtube, xing are taking full advantage of these qualities which leads to new forms of communication. Until now, nonprofits in Switzerland only occasionally used Social Media. The few existing examples prove that communication through the internet can attract new target groups which are subsequently more easily reached and tied in than through conventional media such as newsletters or publications.

We hope this conventional newsletter will lead you to some enlightening ideas for your web communication!

Sincerely, Georg von Schnurbein

Posting – Twittering – Blogging

In Social media, such as Facebook or Twitter have taken on important roles in the lives of many people. Nonprofit Organizations can build on this trend to support the fulfillment of their mission.

In recent years, the role of the internet users has changed. The term Web 2.0 implies that the former passive recipients of information have become active users. A digital communication culture has developed that allows NPO to engage in interactive dialogues with their stakeholders.

Opportunities for NPO

Successful NPO do not only communicate regularly with their stakeholders but also provide possibilities for dialogue and feedback. Through the intelligent utilization of social media, a sense of closeness with the organization is achieved that cannot be accomplished by means of «old» media tools. By fostering a dialogue between donors or volunteers and the organization, stronger ties evolve. Let us take the example of a fundraising campaign: Betterplace, an online donation platform allows NPO to create their own profiles. They can upload pictures, explain their projects and define a fundraising target. Users have the possibility to write comments, rate the project and create links to the page via facebook or twitter. A visual donation barometer shows the funding progress. The organization is able to respond to questions, upload pictures of the project progress and link the page with their own website.

Maintainance is crucial

Many NPO remain skeptical about the utility of social media. However, they have to acknowledge that especially the communication behavior of the younger

generation has changed. Having grown up with the internet, many of them use social media as the most natural means of communication.

If an NPO wants to include social media in their communication strategy, it is vital to reflect upon the communication goals to be achieved. Besides fundraising this might be the increased interaction with their members or an additional way to disseminate information quickly. To create a Facebook profile or blog alone does not automatically bring benefits and may even be damaging for the reputation if not properly maintained. Critical comments that remain unanswered are accessible to all members within the social media network. If the goal of interaction is not met, users might loose interest in the organization or feel that their voices are not heard. There is a degree of control that NPO have to give up by using social media. This means that in every organization, human resources are needed to maintain and monitor the social media appearance. Uploading new content and responding to the users' inputs needs time and efforts.

NPO need to realize that social media are not just a passing trend. They have established their place in communication and the number of users is rapidly increasing. In the words of Bernoff and Li (2008): You cannot ignore this trend. You cannot sit this one out. [...] You may go a little slower or a little faster, but you have to move forward.

Steffen Bethmann

Literature: Bernoff, J. & Li, C. (2008). Groundswell: Winning in a World Transformed by Social Technologies. Boston: McGraw-Hill.

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Peace campaigner invites to participate

The Christlicher Friedensdienst (cfd) has decided to make use of facebook to communicate their mission. The organisation generates different facebook pages and profiles for their diverse target groups. In doing so, the organisation succeeds e.g. with «Pippi peace campaigner», a virtual yet concrete person through which a dialogue is created with interested people. The cfd is able to raise awareness for certain topics in society as well as promote its concerns.

Facebook makes campaigning public

The awareness campaign «16 days against violence against women» identifies different forms of violence and of actions against it. As part of an international campaign, today joining up with thousands of other institutions worldwide, the first cfd campaign was launched in 2007 with over 60 partner organisations. The campaign has one main objective – stopping violence against women – but every organisation, in the sense of «open campaigning», can choose its own approach.

FACTBOX: The Christliche Friedensdienst (cfd)

The Christliche Friedensdienst (cfd) is a nonprofit organisation for years successfully working in the field of international cooperation, migration politics and peace building. Loyal private and institutional donors and financiers from the Swiss agency for development and cooperation (SDC) continuously support our work to improve the conditions of women in the Maghreb, Middle East, Southeastern Europe and in Switzerland. While neither the name «Christlicher Friedensdienst» nor the name «the feminist peace organisation» sound attractive to young people, our facebook Social Media action with «Pippi Friedensaktivistin» gives our campaign a new profile in the name of gender justice.

The website www.16tage.ch serves as an information centre providing a detailed event calendar, links and reports on the Swiss 16 days. The community profile «16-Tage-gegen-Gewalt-an-Frauen» on facebook is a do-it-yourself homepage where all the campaigners post information on the pinboard and highlight current affairs. This open-door policy for the communication platform enables a dialogue that is crucial for an

awareness campaign.

The cfd created several facebook groups for different target groups: For the political target group «Aktiv gegen Gewalt an Frauen» (Active against violence against women) was created, for the less elitist «Die Unschlagbaren» (The unbeatable) and hopefully soon, the «1600 Männer gegen Gewalt an Frauen» (1600 men against violence against women) will be created.

Online subscriptions for twitter are also part of the web communication concept that will be highlighted during the 16 days of action.

Movies of activities during the campaign will be uploaded to YouTube and can be found under «pippi16days». People around the world will continue to watch these clips even when the campaign is no longer active.

Charming person with a fighting spirit

We will sign current reports and news with the assigned pseudonym «Pippi Friedensaktivistin», which aims at making people think more about our concerns. For example, Pippi criticises the use of the term «extended-suicide» in the media; «Are women still a part of Adams rib? If a man murders his wife then his child and later kills himself, are both still seen as part of the man?» Or she comments the use of the term «family drama» for cases where several family members were murdered. This is a «belittlement» that indicates a tendency to deal with domestic violence too casually. A forum on facebook is created that is open to comments and opinions of the public taking part in a discussion on current topics.

The protagonist of the peaceful and feminist spirit of the cfd is a fictional facebook personality. Her predecessor Pippi Langstrumpf has existed for 65 years and originates from the same time as the cfd. She is unconventional, courageous, has superhuman power and is in love with justice. For decades, her fans envy her for these characteristics. She



says what she thinks and walks the talk. Pippi Friedensaktivistin is very committed and proactively takes part in discussions on diverse and broad topics to do with cfd's activities – topics range from demilitarisation to child abuse. She acts emotionally and gains credibility by mentioning hard facts and links to sources – like a true peace activist would. Many facebook users like what Pippi writes and we can only hope that such discussions leave traces not just in the net but in the minds.

Amanda Weibel

Campaignerin cfd und coordinator of «16 Tage gegen Gewalt an Frauen» (16 days against violence against women).
Links: <http://www.cfd-ch.org>, <http://www.16tage.ch>
Facebook (profile): Pippi Friedensaktivistin (Pippi peace campaigner)
Facebook (groups): die Unschlagbaren (The unbeatable), aktiv gegen Gewalt an Frauen (Active against violence against women), 1600 Männer gegen Gewalt an Frauen (1600 men against violence against women).

QuartalZahl:

500`000`000

More than 500 million have an active Facebook account. 50% of them log on at least once a day. The average user has 130 friends. People spend over 700 billion minutes per month on Facebook.

Source: Facebook Statistics, 10.10.2010

Social Media – a big chance

When it comes to Social Media, Nonprofit Organisations are faced with a number of uncertainties. Blum, Bryant is a consulting agency for Social Media issues able to answer challenging questions.

CEPS: How do you judge the NPO's handling of Social Media?

Bruno Blum: The number of NPO using Social Media is continuously growing. We notice, however, that the necessary paradigm change with respect to the kind of communication has not taken place yet.

but rather on the extent of commitment and creativity. Social media need additional human resources of course, but the size of the engagement can be adjusted to the available resources. In any case, it is also possible for small NPO to succeed sustainably by a well adjusted communication on just a few platforms.

CEPS: How should NPO handle the loss of control over information due to the use of Social Media?

B.B.: Who has ever had total control over information at any time? I don't see the loss of control as the crucial issue. People have always been talking about organisations – now you can join in the conversation. So the objective cannot be to keep the control, but to influence and form opinions through active participation.

CEPS: How can conventional techniques of PR and advertisement be integrated into Social Media?

B.B.: Actually, it's not so much about including conventional techniques into Social Media, but about linking all communication and advertising techniques in a single targeted way. This is imperative, since no organisation is working with Social Media as a hobby.

CEPS: How do you think will the Social Media for NPO evolve in the future?

B.B.: The relevance of Social Media for NPO depends directly on the relevance of Social Media for the society in general. And there are two things to consider: Firstly, people want to be adequately perceived and addressed by aspects that interest them. Secondly, today's generation of under 30-years-olds are growing up with Social Media and their possibilities as a matter of fact and this generation is hardly reached via any other channels. That is why the relevance of Social Media will increase substantially.

CEPS: Thank you for the interview.

Link: <http://www.blumbryant.ch>
Facebook: <http://www.facebook.com/BlumBryantAG>



Bruno Blum

Has been working in the consultancy business and in the implementation of fundraising for NPO for 15 years. With his firm Blum, Bryant

AG he specializes exclusively in Social Media. Starting in November 2010, he will also be a lecturer in Social Media Fundraising for the program «Fundraising Management» at the Zurich University of Applied Sciences. Bruno Blum is Fundraiser BR and a member of Swiss-fundraising.

CEPS: According to your opinion, what are the key factors for success in the application of Social Media by NPO?

B.B.: NPO need to recognize that Social Media require a totally different way of interaction with potential donors and supporters. Just reporting about oneself is no longer enough. Organisations need to get talking to people, exchange ideas with them and take their opinions into account. To live up to this key factor, an internal change in the organisation is needed. Away from the «silo thinking» mentality towards a closer collaboration between communication, marketing, fundraising – and the mission itself.

CEPS: How can Social Media be employed by small NPO with modest resources?

B.B.: Especially for small NPO Social Media open up a huge chance. The impact does not depend of financial resources,

NEWS

BERLIN New structure for MAECENATA for charitable activities

Since 1.10.2010 MAECENATA concentrates its charitable activities in the newly founded MAECENATA foundation. International transfer of donations and the administration of the MAECENATA institute will be the first main projects of the foundation.

<http://www.maecenata.de>

LUGANO Study about nonprofit foundations in Tessin

In the Kanton Tessin, more than 600 nonprofit foundations are registered. The study «Interagire con le fondazioni» has resulted from a master thesis at the USI taking a first close look at the goals, fields of action, operative structures and grantmaking of the aforementioned foundations.

<http://www.eco.usi.ch/>

KINGS HILL World Giving Index is published

A survey among 195'000 people in 153 countries by the Gallup institute, results in – according to the Charities Aid Foundation (CAF) – more than a fifth of the world population being engaged in charitable work and one third donating money. Switzerland is found on the fifth rank.

<http://www.cafonline.org/>

ZURICH No donation crisis in Switzerland

Despite the financial crisis, the amount of donations in Switzerland has not decreased. On the contrary, the Swiss donation volume equals 1.5 billion Swiss francs implying an increase of 3.6 percent in the last year. In 2009, the number of legacies also increased despite having diminished in the course of the past three years.

http://www.zewo.ch/pdf/zewoforum_3_10_d.pdf

FRIEDRICHSHAFEN Civil Society Center at the Zeppelin University

On the 17.09.2010, the Zeppelin University in Friedrichshafen announced that the Civil Society Center (CiSoC), an interdisciplinary research institute for the society of the 21st century, launched its activities. The CiSoC has a special focus on social entrepreneurship and civil society.

<http://www.zeppelin-university.de>

Seek and ye shall find

«Philanthropy in the Morning» is a new workshop of the CEPS which was initiated on the 2nd September 2010. Not without reason, the title of the first session was «How do I find the right foundation for my application?» and not by accident was it fully booked. After all, is it not the question of funding that is asked at the beginning of almost every project?

The concept «FoundationFinder» was designed in spring 2007, resulting from an internal need and the identification of a general demand in the public. Our team, consisting of three people engaged in social activities such as voluntarism, social services and the cultural sector, decided to share our know-how with other project managers – the idea of the Swiss search engine for foundations was born.

On www.foundationfinder.ch project managers will find an offer with an open-door policy: tailor-made and directly grant-making foundations can be found for free, suitable for a planned project. Where the perfect fit cannot be found, partial solutions are offered. Formal basic conditions like operating range of the project or the official languages for the application forms are part of the search criteria.

The feedback on our internet platform since the opening in spring 2010 is very positive on both sides: From the beginning, applicants use the search engine intensively, but also the foundations are continuously enlarging the data compiled by the FoundationFinder team. The result is a rich collection of information available.

FoundationFinder efficiently brings together applicants and investors. The advantages for the applicants are evident. However, it is essential that the platform also efficiently supports the grant-givers. In contrast to other commercial register derivatives, at FoundationFinder, foundations are able to concretise their legal mission as well as formulate conditions and exclusions: The aim is to get precise and suitable applications.

The report by the Foundation 1796 on «strengthening the philanthropy in Switzerland», that appeared in June 2010, demands for more foundation cooperation. The FoundationFinder provides search criteria for foundation managers in order to locate possible Swiss foundations for cooperation. Foundations with similar grant-making subjects can be identified and evaluated with the help of the internet platform.

Dominik Heeb

Link: <http://www.foundationfinder.ch>

CEPS INSIGHT

ARNOVA conference

Prof. Dr. Georg von Schnurbein, Rafael Wyser und Steffen Bethmann will present reasearch results from the CEPS at the 39th annual conference of the Association of Research on Nonprofit Organizations and Voluntary Action (ARNOVA) in Alexandria (USA), November 17th-20th.

Social Investment Workshop

Along with international scholars, the CEPS participated in a workshop on Social Investment. The event was financed by the Manfred-Lautenschläger-Foundation and hosted by the CSI in Heidelberg.

UN Volunteers

Steffen Bethmann was invited as an expert for a consultative meeting by UNvolunteers in Turkey. The three day workshop is one of a series of regional meetings to prepare the UN State of the World's Volunteering Report.

Publication on Foundation Awards

Prof. Dr. Georg von Schnurbein and Sara Stühlinger have investigated which kind of awards are given out by foundations in Switzerland. The publication, financed by the Sophie and Karl Binding Stiftung and the VELUX STIFTUNG, can be found on our website.

<http://ceps.unibas.ch/forschung/publikationen/>

CALENDAR

CEPS' FURTHER EDUCATION

[Apply now!](#)

Recht aktuell

21 January 2011, Faculty of law, University of Basel

Intensiv-Lehrgang Finanzmanagement für NPO

14 – 18 February 2011

Intensiv-Lehrgang Stiftungsmanagement

28 March – 1 April 2011

For further informations and application: ceps.unibas.ch/en/continuing-education/

CEPS

Philanthropy in the morning

Workshop for nonprofit organisations. Topic: «How do I design a project budget?». 2 December 2010, 8.30am – 10am, WWZ, Basel

CONSOZIAL

12. Fair and congress for the social market

Sozial wirtschaften – nachhaltig handeln. 3 – 4 November 2010, Messezentrum, Nürnberg.

PROFONDS

Swiss Foundation Day

Wirken und Wirkung in Zeiten der Krise. 4 November 2010, Hotel Seepark, Thun.

SWISSFOUNDATIONS

10. Swiss foundation symposium

«Stiftungen und Gesellschaft im Dialog». 9 November 2010, Bierhübeli, Bern

EUROPEAN FOUNDATION CENTRE

European Forum on Philanthropy and Research Funding

2010 Annual Stakeholders' Conference 7 – 8 Dec. 2010, Robert Bosch Foundation, Stuttgart.

LEGAL NOTICE



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a+ GmbH, Rafael Wyser

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