

Talisman Thinking Out Loud

12for12K = Fundraising??

Posted in [Fundraising](#), [Social Media](#) by Barbara Talisman on the September 21, 2009
Tags: [fund raising](#), [Fundraising](#), [Social Media](#), [12for12k](#), [Danny Brown](#)

Sorry, continuing on my rant about social media gurus who think they know how to raise money on using the medium. **Summer of Social Good was the last post** on the topic.

Now based on the conference call on Sunday he is launching a 24 hour Tweetathon for Doctors without Borders. Sponsorships being sold on EBay and Henry (?) will be hosting the Tweetathon. Low balling once again – \$250 opening bid and \$350 Buy it Now. Launching on September 29. Very confusing on the call.....



So here we are six months into **Danny Brown's** well intentioned "12for12K campaign – Changing the World through Social Media." So far, six organizations nominated by folk and selected by Brown are a part of a social media campaign to raise money.

Allegedly – I have to ask if it was a campaign to raise money or raise awareness and business for Danny Brown. (And I realize by writing this I am only playing into the hype! But maybe this will also give the charities another opportunity to raise some more money.)

From the website:

"The 12for12k Challenge was set up for one reason – the charities themselves. With 12 different charities being highlighted, one each month throughout 2009, we hope to make a difference for the millions that need it so much."



The idea is 12 charities raising \$12K each in a month or some period of time. I find it interesting Danny selected a photo where he is not looking at the camera or you

Unfortunately, with the exception of Share our Strength, none of the charities have come close to raising the \$12,000. While Danny has created quite a presence for himself and a groundswell of Tweets and RTs on and off – it has not resulted in these charities reaching their goal. We need to use the social media more effectively to raise money. Like old fashioned fundraising success comes from:

- » Good case for support
- » Urgency – now not tomorrow or next month
- » Connection – to the cause or leadership
- » People give to people – give because someone asked

More ideas for using social media to raise money, see my [next blog post](#).

12for12K results as of September 18, 2009:



War Child – \$1,150 – 10% of goal – First charity chosen
December, 2008 campaign still open
Could not find any social media presence via their website



Stop the Silence – \$3,652 – 30% of goal – campaign has ended with 172 contributions – February, 2009
MySpace and Facebook presence

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Share Our Strength – \$15,549 – 129% of goal with 477 contributions – March, 2009 –

December, 2009
Fully functional social media plan



Hospice of Peel – \$1,113 – 9% of goal – campaign ended with 47 contributions – March 2009
Now Heart House Hospice – Could not find a social media presence via their website



UNICEF – \$2,893 – 24% of goal – campaign continues with 117 contributions – June, 2009
Presence on YouTube, Twitter, Facebook, Twitter



Eye Care for Kids – \$2,101 – 17% of goal – campaign continues with 67 contributions – July, 2009
Presence on YouTube, Twitter, Facebook, Twitter

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