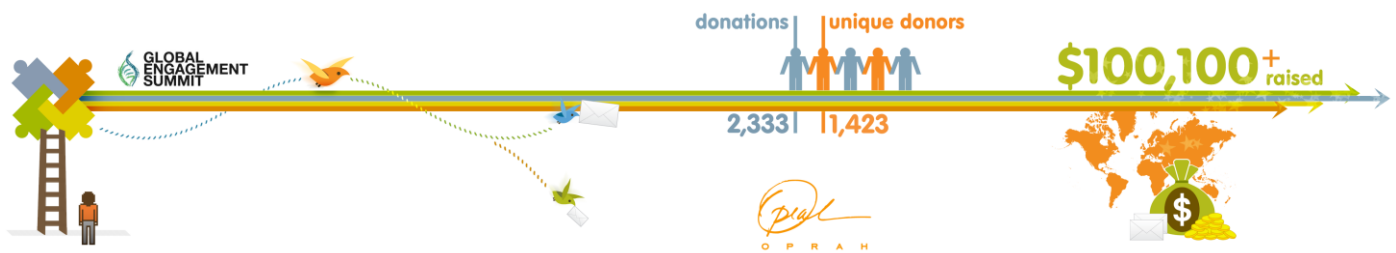


globalgiving case study



The Problem

Fundraising to scale: reaching and being able to coherently market the Kasiisi Project to new networks of potential donors. Raise awareness about the Kasiisi Girls Project specifically.

Creating accessibility for donors.

Background

The Kasiisi Project aids education in and around Kibale National Park in western Uganda. The organization runs a variety of different projects, ranging from building primary schools to training teachers to promoting computer literacy. The Girls Support Program emphasizes the sobering facts that only 38% of kindergarten girls in Uganda complete primary school and that only 13% will attend secondary school as a direct result of not being able to afford sanitary pads and the lack of access to clean latrines and washing facilities.

The long-term impact of this project is a self-sustainable cycle of hygiene education, allowing for thousands of girls to attend school, as well as making eco-friendly sanitary pads affordable by creating their own source and moving production local.

The Solution

Alice found GlobalGiving through the Global Engagement Summit (GES), and participated in the GES Project Challenge in May of 2009. The Challenge ran for three weeks and participants were required to raise at least \$4,000 across 50 donors in order to earn a permanent spot on GlobalGiving. Alice secured \$10,675 across 303 donors, earning not just a permanent spot on the website but also \$3,000 worth of bonuses.

The Challenge atmosphere is crucial to driving volume on GlobalGiving, and an effective way to quickly expand donor-bases that could result in generous recurring donations and further referrals. Alice found that \$30 was the most frequent donation size, and she reacts to her donor-bases by ensuring that her project always has a donation bracket of \$30, as well as two other below \$100, with meaningful wording to help convert site-users to donors.

Alice channels potential donors to her GlobalGiving project page to provide legitimacy and reassurance as well as ensure that donors are immediately added to their update loops. By reporting frequently with engaging content and relevant information Alice ensures that her networks are told *what* they need to know and *when* they need to know it, which in turn helps with driving more recurring donations. Activity on GlobalGiving increases visibility, and Alice understands this and acts upon it to her advantage; by frequently reporting Alice increases her project visibility and the possibility of being featured on the GlobalGiving homepage or being referred to corporate partners.

Most importantly, Alice's efforts pay off. The Kasiisi Project has seen consistency in donation volume, and in 2009 Alice was featured on a gift registry created by Oprah Winfrey.

Since earning a permanent spot on GlobalGiving, The Kasiisi Project for Girls has raised over \$100,000 from over 1,400 donors, reaching a place that Alice *"never thought was possible."*

Innovation

The Kasiisi Project for Girls has scaled fundraising through GlobalGiving and, more importantly, been able to examine their fundraising strategy in a fundamentally different way. Through the GES Challenge The Kasiisi Project has been able to grow their programs, increase fundraising targets, and creatively think about future goals.

Production of the sanitary pads that keep girls in school shifted from being outsourced to local, which lowers costs to make them affordable as well as creates a source of labor within local communities. The program has evolved from keeping girls in school to providing a comprehensive and hygienic environment in which Ugandan girls can feel confident to learn.

This learning environment will fuel the sustainability of the project and ultimately profoundly change the demographics of Uganda at the system level: increasing attendance rates of girls in elementary schools and empowering a young generation of female learners that will go on to shape the future of the country. GlobalGiving help add value to The Kasiisi Project's fundraising, and provides a coherent and accessible platform through which to channel these funds is made possible.

Looking Ahead

The Kasiisi Project aims to continuously re-evaluate current fundraising targets and identify the issues of the community when presented, as well as how to solve them at a grassroots level. Alice envisions comprehensive sustainability, and hopes to be able to continue using the resources available through GlobalGiving to accomplish this.