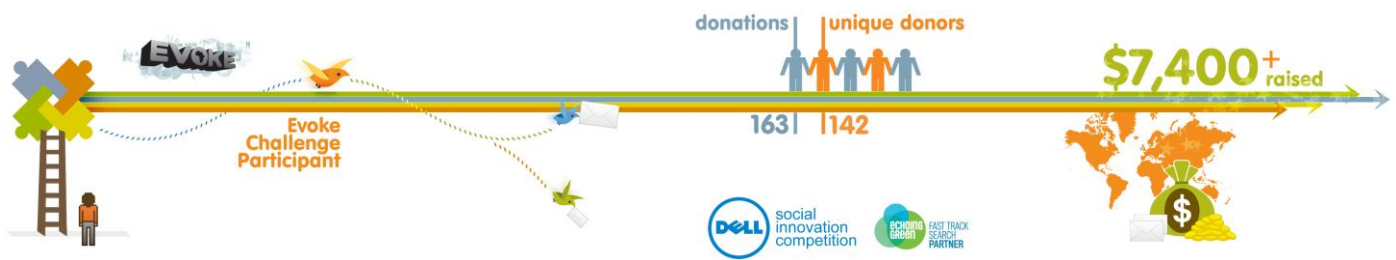


globalgiving case study



The Problem

Accessing tools to leverage new donor bases.

Gaining the expertise and confidence in using these tools to drive volume.

Background

Libraries Across Africa (LAA) is a non-profit that seeks to empower individuals through access to technology and information. LAA was founded in 2010, and its founders believe that books and libraries are the catalysts for community development and empowerment.

The Solution

LAA became a partner with GlobalGiving through participating in the Evoke online game and subsequent GlobalGiving Evoke Challenge, which ran from Aug 1 to 31 2010. This Challenge provided LAA and David Dewane (project leader) with access to donor-bases previously unreachable, and a platform that provides legitimacy to David's idea without having to spend time and money applying for a 501(c)3. Furthermore, GlobalGiving allows for David to extend his reach to secondary networks and grow his fundraising efforts whilst maintaining his transparency as an innovator.

When David participated in the Evoke Challenge he was a Masters student at Rice University. Through attending GlobalGiving trainings and conference calls he was able to identify his target donors as fellow students, family members, and friends. More importantly, GlobalGiving allowed David to overcome his inhibitions to fundraising, approach LAA's fundraising strategy from an entirely different perspective, and ultimately convert regular site-users to donors.

The Challenge atmosphere, when coupled with an "evocation", inspires the sense of urgency required to dramatically increase the number of conversions. In addition, during the Challenge period David was consistent in writing personal appeals to his primary networks. Through these personal appeals he quickly discovered that what begins as an e-mail to a close family member can easily transform into a series of e-mails garnering donations from secondary and tertiary networks of whom David was previously unfamiliar with. Finally, bonuses were awarded to Challenge participants who were able to acquire the highest number of comments on their Project Page.

LAA successfully secured \$1,850 worth of bonuses, with 302 unique comments.

Another key element to David's fundraising strategy is his own confidence in using the tools available through GlobalGiving. The training sessions designed by GlobalGiving not only provide instructions as to how to use the tools available through the platform, but also critically engage project leaders in order to improve confidence levels and motivate success. GlobalGiving allows for innovation to be crowd-funded by forcing project leaders to think about their online fundraising strategy through a creative lens.

Through the GlobalGiving platform LAA have been given access to a much wider range of fundraising tools and opportunities. In 2011 LAA were referred to Dell for entry into the Social Innovation Competition, eventually securing a \$10,000 grant as well as a \$5,000 stipend for travel to Ghana. Furthermore, LAA were also referred to EchoingGreen, receiving crucial mentoring and in-kind rewards to help formulate a coherent online strategy.

Since joining GlobalGiving LAA have raised \$7,447 across 142 unique donors.

Innovation

Self-sustainability and empowering future generation is at the heart of Libraries Across Africa. The innovation is simple yet elegant: provide a stimulating and informative environment for the leaders of tomorrow, enabling them to make decisions that will fundamentally shape the future of their communities. Information is power, and an informed community is a powerful one.

LAA delivers more than just technology. These new libraries consist of three parts. The Anchor houses the community-generated physical material; the eHub houses the digital resources as well as the printing facilities for the community to generate their own content based upon local interests; and the Agora which serves as a safe, open space for community members to share knowledge and solve common issues. These three components provide an entirely new, rich learning experience for community members, as well as the ideal environment to discuss the future of their community.

Furthermore, LAA seeks to not only improve the welfare of their countries of operation, but also create a ripple effect across the African continent. Currently only 10% of the world's Internet users are African, yet Africa is one of the fastest growing markets for information technology, and LAA aspire to become an integral part of this accelerated development.

Looking Ahead

LAA are looking to raise \$25,000 in order to complete the construction of several proto-type e-hubs. Shipping these e-hubs to Africa is another feat entirely, and will require even more funding. LAA and GlobalGiving are discussing how these fundraising targets could be met through the platform, and how GlobalGiving can continue to adapt to the new and innovative demands presented by LAA. Most importantly, GlobalGiving are excited for the deployment of LAA's proto-type to Ghana, coming later this year.