



2014 Summit on Social Media & Online Giving

Presented by GlobalGiving & Social Media for Nonprofits

[Register here!](#)

Dates: Tuesday, July 1 — Wednesday, July 2, 2014

Location: New Delhi, India

Venue: Habitat World at India Habitat Centre
Lodhi Road, New Delhi - 110003

Audience:

Marketing, Communications & Fundraising practitioners from all Indian NGOs are welcome at The 2014 Summit on Social Media & Online Giving. In addition, the second day of the Summit will include special programming for NGOs that use the GlobalGiving platform and we encourage GlobalGiving's many India-based strategic partners to join us in making it a success.

Overview: This two-day event will bring together social media & fundraising practitioners from India and South Asia. Participants will learn how other organizations are using online tools like GlobalGiving.org and social media like email, Facebook and Twitter to tackle their funding needs and collaborate to find ways to further their causes online.

Through panel discussions and hands-on workshops, organizations will explore the latest trends in social media, online giving and corporate social responsibility (CSR) and discuss best practices in storytelling, donor engagement, campaign planning, and more. Representatives from Indian and global web services will be present to introduce valuable fundraising tools and provide one-on-one support with social media and other online resources.

Background: Every year, more organizations are raising money using the Internet. [Online giving grew 13.5%](#) in the United States from 2012 to 2013 –and globally, more than \$5.1 billion was raised online in 2013.

The 2014 Summit on Social Media & Online Fundraising is a two-day in-person event designed to equip organizations with knowledge, skills and resources to engage supporters and raise funds using GlobalGiving and other online tools. This event is produced in partnership with *Social Media for Nonprofits*, the premiere global event series on social media for social good.

About GlobalGiving in India: GlobalGiving is committed to helping organizations raise funds online from individual and corporate donors through compelling storytelling, effective strategizing, and constant experimentation. To this end, GlobalGiving offers remote training opportunities such as monthly webinars and one-on-one phone consultations, and short in-person events like half-day workshops.

Outside the United States, GlobalGiving has more partners in India than any other country in the world. More than 120 Indian organizations are actively fundraising on the website and more and more organizations are joining GlobalGiving every year. The 2014 Summit on Online Giving is an opportunity to provide hands-on training to GlobalGiving's existing partners and to introduce GlobalGiving to organizations that are interested in the fundraising platform.

For more information, contact: Alexis Nadin at projecthelp@globalgiving.org.