

# LOCAL COMMUNITIES GLOBAL FUNDRAISING



## GIVE'S APP

### Fundraising at your Fingertips

The proliferating digital revolution has developed and changed methods of communication drastically. We are now the most interconnected and communicative era to ever exist. We can now communicate in ways that were once impossible to achieve; not only with one another but also with large companies and organizations.

The methods of communication for large companies and organizations have seen the most dramatic change. They can now disassociate from their antecedent reputation of being unreachable and achieve 'two-way-communication'. Since their communication barrier has been broken, and a "bridge" has been built, companies are closer to their clients than ever.

Traditional communication methods, such as television, radio and print can no longer reach the younger and "techier" generation of potential donors — as they place a higher value on their use of smartphones and consuming On Demand content than these traditional mediums.

Within this charitable context, videos have become an integral part of companies' corporate communication strategies, enabling them to efficiently and emotively convey information and messages.

*Give's App* allows non-profit organizations to create individualized networks for their loyal and dedicated donors, allowing them to be fully immersed and involved with the cause they support.

By installing *Give's App* on your smartphone, you will be able to read news, join online communities, contribute your own footage and videos, send donations and share your experiences with your contacts. Organizations using *Give's App* can, therefore, expand their reach via their members to simply and efficiently engage new potential donors, quickly growing their networks to their full potential.

### FUNDRAISING

Rapidly expand your network and reach new potential donors. Every individual can recommend their experiences with the application to hundreds of contacts directly from their smartphones.

### COMMUNITY

Within each community, each user can share their thoughts, emotions, and experiences. The advanced profiling system allows organizations using the app to easily create customized, targeted messages for each community.

### UGC

User Generated Content has now become more influential than traditional and institutional content. Through *Give's App*, organizations can source news, images, and videos directly through their networks, rendering their communications uniquely engaging.

### GIVE'S APP Mobile Application

*Give's App's* objective is to succor those who are in need by helping organizations render people abreast of their cause and galvanize them into action.

*Give's App* can be downloaded directly to your smartphone from either the Apple Store or the Google Store. Once it's installed you can dive into countless diverse communities and share your thoughts, opinions, and experiences by posting your own original photos and videos.

While your videos are being uploaded to the application, they will automatically be tagged and catalogued by the app's system for professional use – meaning you can contribute to the cause even more!

Researchers will be able to document their work, beneficiaries will be able to chronicle the improvements and recovery process provided to them by donors, volunteers will be able to relay the progress of their relief efforts and, lastly, donors will be able to propagate their philanthropy and inspire others to support the cause.

### GIVE'S APP for Non-Profit Organizations

The app's media management and archive system will allow organizations to cut costs and invest their funds on more serviceable activities and enterprises.

Supported by an advanced back-office, the application provides organizations with immense amounts of user information, from geolocation to social media usage data; these are extremely useful for user-profiling and creating customized, targeted messages.

The use of tags further simplifies and accelerates content searches, enabling organizations to easily identify and relay relevant information to individual communities and groups.

While social media platforms provide an efficient way to gather contacts and user-data, they are less effective when attempting to interact and organize calls to action for specific causes or movements. By monitoring user activities, *Give's App* uniquely allows organizations to track and measure the success of their calls to action, enabling them to evolve and improve their strategies for future campaigns.

With the monumental escalation of social networks, having now become our main platforms for sharing information, a prominent and problematic controversy on online publication content rights has also arisen. However, thanks to *Give's App*, organizations can avoid such controversies because they are granted exclusive and absolute rights to the content uploaded to their platforms. Subsequently, they can manage and protect both their corporate communications and their users' privacy — without third parties intervening or affecting them.

### GIVE'S APP WORKFLOW

