



# Giving What We Can

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## 6 Month Plan

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# SUMMARY



## Our Vision:

A world without extreme poverty

## Our Mission:

To inspire donations to the world's most effective charities



# Mission Statement:

We believe that people in the developed world have an amazing opportunity to substantially improve the lives of countless people at the other end of the global income scale. Our members pledge to give at least 10% of their income to the organisations which can do the most good with their donations to help people in developing countries. We use evidence to identify those organisations and share our findings. By forming a global community and making public our commitment to effective giving, we can inspire others and ensure that we make a real impact on global poverty



## To achieve our mission, we will:

- Increase the number of members of GWWC
- Keep existing members engaged and giving

## And also:

- Increase the number of people involved in the community in some way (involved in a chapter, donating to recommended charities, members of TLYCS etc)



## Objectives for June 2013 to June 2014:

- Ensuring that **60%** of our 150-160 income-earning members continue to donate 10%. (Guesstimate: move £250,000)
- Gain **144 new members**: ~half of those should be earning. This means raising our member growth rate from nine members a month to 12 members a month. (Guesstimate: likely to move £80,000; £28m pledged)



Focuses going forward

**6 MONTH PLAN**



## Two elements to achieving the objectives:

### Attracting interest:

Increasing the number of people with whom we've had first contact – who have been to an event, signed onto mailing list, joined try out giving, etc.

### Increasing involvement:

Making individual contact with people who are already somewhat in the community. Then encouraging them to make a commitment, to increase their giving or to increase the effectiveness of their donations.

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# ATTRACTING INTEREST



**Who will coordinate:**

Director of Communications

**How this will be done:**

By appealing to young professionals through events  
and online

Choosing a target audience will allow us to focus our  
efforts



## Why young professionals:

- Immediate, measurable giving power
- Still flexible enough in world view to consider 10%, smart enough to get cost-effectiveness
- Spill-over into student audience through careers fairs etc.  
Young professional vibe will generally appeal to students  
(much more so than vice versa)
- If we aim at students, when they graduate they're likely to think of it as no longer relevant to them.
- Many of our early student members are graduating into jobs



## Targets

- 6 events over the year, so 3 this 6 months
- 250 people reached at an event we hosted or spoke at
- 1000 people signing up to newsletter
- 50 people sign up to Try Out Giving



## Implications for the website

- This audience expects a great user experience
- Need the website to be up-to-date, and easy to use
- Simplify the website
- Make sure there's a clear path through it
- (See utopian website plan)



## Implications for donations

- Audience doesn't have much time, so we need to make giving as easy as possible
- As soon as you've taken the pledge, you're encouraged to set up a direct debit to a charitable trust which distributes money to most effective charities.
- Personal help with taxes, ways to earn as you give etc.
- (See direct engagement plan)



## Implications for events

- Audience expects professional talks, and need them to be convenient to get to.
- Events so far:
- Civil servants event: good turn out and did generate interest.
- Jane St: lower turn out than expected, but good engagement.
- Initially focus on London.
- To start: talk to people we know who are in this demographic. Find out more about what would appeal to them and see how they might be able to help with advertising etc.



## Implications for printed materials

- Need to be well-presented and thorough.
- Produce a range of lengths, to see what has most appeal.



## Implications for social media

- Needs to look really interesting and active
- Should have easily shareable content, to allow people who are interested to spread the word.
- (See social media plan)

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# INCREASING INVOLVEMENT



**Who will coordinate:**  
Director of Community

**How this will be done:**

- Individually emailing / messaging people.
- Targeting those who are on our or TLYCS's mailing list / are doing Try Out Giving / express interest in EA ideas in Facebook groups.
- Encouraging them to talk with a GWWC person.



## Why this method:

The best way to get people really interested and on board is through individual discussion.

We've been much better at creating leads than conversions.

A plausible reason for that is that joining is a high bar.

Therefore, a possible improvement is to create a more gradual process

There are many people somewhat interested in EA ideas or giving to effective charities, but who don't have an obvious way of increasing involvement / learning more / making a commitment

In particular: TLYCS is a great way of reaching large numbers of people, GWWC is a great way of giving people more personal attention, so it would be ideal to work together.



## Targets

- 300 personal contacts made via email and personal messaging people who have in some way shown an interest in effective charities
- 100 conversations (in person or over the phone) leading from these
- 30 new members



## Implications for the website

- Create an obvious funnel, which makes sure people make some kind of first contact
- Including: work out what the best way of doing GMT / TOG is
- Talk to people currently on them to see what they think of them



## Implications for other digital channels

- Encourage people currently signed up to our newsletter to sign up to TOG
- Personal email correspondence with people signed up to TOG, and discussions with them, to encourage them to increase giving / give more effectively
- Message TLYCS members and interested people on Facebook etc
- Encourage them to chat to someone
- Answer questions and encourage them to commit / give more / give more effectively



## Implications for charity recommendations

- Aim to improve the charities our members give to by:
- Providing information (in newsletters/blog posts) on our recommended charities
- About their current projects
- Reminding people why we recommend them
- Providing information on charities that our members give to that we don't recommend
- Explain why we don't think they're as effective as the charities we currently recommend



## Additional activities

- We will also keep various regular activities ticking over, including:
  - Student chapters
  - Keeping our research pages up-to-date