

Giving What We Can Member Pathway Model

A) First touch	B) Read/hear more	C) Regular contact	D) Substantial Commitment	E) Long-term
<p>Social Media (9%)</p> <p>Chapters (fresher's fair? advertised event? online push?) (9%)</p> <p>Online search (advert? organic?) (9%)</p> <p>Media: Articles (9%)</p> <p>Friend (30%)</p> <p>Media: Books (9%)</p> <p>Media: TED talk (11%)</p> <p>Other orgs (GW, LW) (10%)</p> <p>Percentages denote the proportion of members who cited this as the way they first heard.</p> <p>These things are approx in order of how much we affect them</p>	<p>Visit website</p> <p>'Liked' on Facebook</p> <p>Read a book</p> <p>Following on Twitter</p> <p>Chat to someone</p> <p>Go to event/social</p>	<p>Part of chapter</p> <p>Signed up to newsletter</p> <p>Volunteering</p> <p>Reader of blog</p> <p>Donate through Trust</p> <p>Engages in discussions online</p> <p>Signing up for a dashboard</p>	<p>Member</p> <p>Try Giver</p> <p>Regular Trust donor</p>	<p>Life-long active member</p>