



GIVING WHAT WE CAN: REPORT OF THE ADVISORY BOARD

Giving What We Can's Advisory Board provides advice about our strategy and plans. It is made up of interested individuals from a range of professions. Its members are:

Catriona Mackay, a civil servant in Glasgow

Andrew Sutton, a banker in London

Jonathan Blow, a developer in San Francisco

Luke Ding, who has worked in finance and is now a full time philanthropist.

The advisory board were very pleased with Giving What We Can's progress over the last 6 months. They felt that the increase in membership suggests that professionalising Giving What We Can is paying off, although it is still early days. They thought that our current concentration on increasing membership seemed to be working well, since it allows us to focus. However, they thought that it might lead to us losing track of the bigger picture in terms of real impact, and therefore recommended that we reassess this concentration in 6 months, which we will do.

There were a few aspects of the plan for the next six months they were particularly excited by. They really liked the idea of increasing our focus on Try Out Giving, which allows people to get involved initially by starting to give a smaller amount for a specific time, and increase their giving gradually towards a life time commitment of 10%. They thought that having a less formal structure for Chapters would be positive for allowing them to grow organically and be independent.

They were also very enthusiastic about the dashboards which will be on the new website, which will give people an easy way to keep track of their giving and see the impact it has. They recommended that these dashboards also be promoted separately to the website, for people who want to track their giving but don't necessarily want to get involved in GWWC. Two things this might involve is making a non-branded version of the

dashboard, and making one which is accessed apart from the main website. We definitely plan to encourage people outside the GWWC community to use dashboards if they would like to track their giving, irrespective of whether they currently plan to give to our recommended charities or to give 10% of their income. In particular, these seem like a feature which would appeal to the Quantified Self community. We'd like to think further about whether to release a separate version of the dashboards without GWWC branding and which isn't situated on the main website.

There were also a couple of aspects of the reports the advisors were less convinced by. They felt that the current rate of new members signing up for the trust – 10% – was rather low. We agree with this assessment. We expect the new website, which will launch in early March, to improve this. It puts more emphasis on the trust when people join Giving What We Can. This is something we'll monitor closely.

With regard to our future plan, the board was not sure that focusing less on getting media attention is sensible. They recommended that we consider hiring a professional Public Relations consultant, to see how we could get the most effective media coverage. The reason for our current shift away from mass media was a combination of it having produced fewer members than we had expected in the past (despite impressive coverage), and it being hard to measure the impact it has aside from members. Hopefully, the new website will provide an improvement on both fronts. It has a clearer pathway to getting involved than the old one, and also allows people to donate through the trust, such that we can track donations which are the result of our activities even if the person doesn't join. Over the next 6 months we will finish coding the website, and then test it extensively to see if it has the results we hope. Depending on the effects of that, we will reconsider our media strategy in the next 6 month review.

The advisors had a few different suggestions for Giving What We Can. One was running events at the Oxford Said Business School. In many ways, this is an ideal audience for us, since there are many MBA students, who are our target market of young professionals, high earners, and are in Oxford. We will think further how we could set up events there.

They recommended talking to more people working in different areas of international development. Catriona has introduced Michelle to someone in the field, to start off this process. They also recommended seeking advice from people with professional grant-writing experience, and considering hiring someone with such experience. We are considering our next hire being a professional fundraiser, although at the moment it seems even more important to hire a Director of Community who will be with us long-term. In the mean time, we are asking a couple of people we know personally

who have experience with grant writing, whether they would be able to provide some advice.

Finally, the advisors recommended having a 'scorecard' - a list of our key metrics over time, such as membership growth rate, money pledged and money moved. This is similar to the request made by the trustees. We will consider which the best metrics for a sheet like this are, and include it in the next 6 month review.

The advisory committee were very happy with Giving What We Can's member growth, and with the overall progress made. They are optimistic that Try Out Giving and the new website will be able to improve member growth even further.