

\$410,346,682 in assets
 \$190,548,712 in salaries
 Only \$4,084,079 sent to 262 field offices
 CEO salary is \$1,296,398



No Charity Navigator score?!

Overall Score
 BETA
 Not Scored

Zuckerberg's Failed \$100 Million Newark Educational Foundation

"Big bets" = rolling the dice
 Spread that \$100MM to 10K schools

Overall Score & Rating		
Score (out of 100)	87.33	★★★
Financial	82.34	***
Accountability & Transparency	96.00	****

One of the least effective ways to give

Market that CU does not support the "fat cats"
 Money grows directly to local need
 Spread money around to increase chances of real impact

Most focus on financial soundness
 Even if charity is hoarding cash!



Marketing/Information Home Page

Money direct to need
 Boots on the ground
 Buy chocolates too!



Active poster
 Good # followers
 Long-time user

Can add website icon, but some will give directly to charity...

Sector: Alzheimer's Impact Fund

IMPACT FUND COMPONENTS				
Charity 1	f	ig	tw	yt
Charity 2			tw	
Charity 3	f		tw	
Charity 4	f		tw	yt
Charity 5			tw	
Charity 6		ig	tw	
Charity 7		ig	tw	yt
Charity 8	f	ig	tw	
Charity 9	f		tw	yt
Charity 10	f	ig	tw	
Charity 11	f	ig	tw	
Charity 12		ig	tw	
Charity 13			tw	yt
Charity 14	f	ig	tw	yt
Charity 15	f		tw	

Charities are chosen based on social media traffic, frequency of updating and followers

LATEST POSTS ABOUT THIS FUND

DONATE

\$25
 \$Other

 Alzheimer's Impact Fund: 2546-000:ALZEIF

FINE PRINT

We ask for your email address because IRS requires us to send you a receipt.
 We never share your email with anyone, including the charities in this impact fund.
 All payments are done through trusted third parties - we never see your payment details.
 If you wish to have your name associated with donation, you can add a "on behalf of" name.
 You will only receive one email per week from Change Unlimited, which will be updates about this specific impact fund.



Automated Marketing
 @CityCynthia Did you know we have a nonprofit impact fund for Alzheimer's in your area? Click here > cugives.org/alz13



Again, leverage third party software to start
 Can schedule automatic comments

Note: this is how Chick-Fil-A and others do customer care via social media



Sectors and Geographies
 Support your local community
 Support a sector of nonprofits
 Support a sector within larger geo
 In lieu of flowers, support this impact fund

Special Purpose Emergency Impact Funds

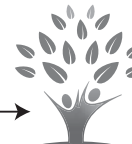


Mine social media
 Who's there?
 Who's active?
 Rapid funds deployment
 One-time email to all CU donors
 "We need you now"

Partner Program
 Embeddable donate button for any impact fund
 Team up with local chambers of commerce
 Team up with nonprofit aggregation websites etc...



Leverage APIs to start
 Let others collect money
 Deposit in CU account
 Generate donor reports
 Can always replace in year 2+



Nonprofit gets check in mail
 No signing up
 No filling out forms
 Money appears from CU

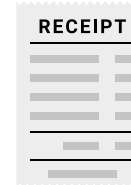
Lightweight
 Discount postage



Initially use a "check printer"
 Prints thousands of checks
 Auto fold into mailers and seal



Auto-generate receipt email



Receipt hashed web page for end of year email reminder



Once system up and running
 Can suggest bank transfers
 Especially for larger disbursements

Mine social media for active, local charities

253,611 Great Nonprofit profiles
 86,685 with website URL in profile

Scrape each of the 86K for social media links



Alzheimer's Cleveland has robust Twitter account
 Website only points to national org > alz.org/cleveland
 No mention of Cleveland Twitter on their own website!

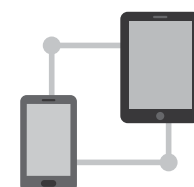
Top Twitter Influencers
 As ranked by Forbes and admired by us.
 Simply Measured @simplymeasured
 46 Members 1.5K Followers

Utilize twitter "list" technology
 Change Unlimited created Donators can follow
 Used to generate weekly emails

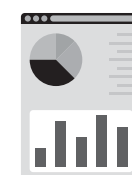
Similar to Alzheimers Cleveland

Crawl twitter for additional accounts
 Grab website from twitter profile
 Scrap site for all social media links
 Scrape site for EIN number

Find a great twitter profile, but no EIN? No website?
 Automatically post a direct message or comment...
 ... can you send Change Unlimited your info?



Simple mobile apps to start
 Just a "shell" with website inside
 Stack web components
 Title > Components > Donate > etc.



Special quarterly reports on general CU status
 Funds being supported, monies donated, etc.