

\$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)	Rating
Overall Score & Rating	87.33	★★★
Financial	82.54	★★
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	i	t	y
Charity 2			t	
Charity 3	f		t	
Charity 4	f		t	y
Charity 5			t	
Charity 6		i	t	
Charity 7		i	t	y
Charity 8	f	i	t	
Charity 9	f		t	y
Charity 10	f	i	t	
Charity 11	f	i	t	
Charity 12		i	t	
Charity 13			t	y
Charity 14	f	i	t	y
Charity 15	f		t	

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](http://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

Nonprofit can opt out if desired

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](http://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**

- Alz. Assoc. MN-ND @alzMNND
- Alzheimer's Assoc CWWA @AlzheimersCWWA
- Alzheimer's Assoc MD @AlzMaryland

Crawl twitter for additional accounts  
 Grab website from twitter profile  
 Scrape 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.