

Fiat Lux – Es werde Licht!

Blogging, Social Networking, E-Campaiging, Online Fundraising ...

NGOs im Web 2.0, eine Erfolgsgeschichte?



facebook

When was FACEBOOK founded?

Warming-up question

a. 1998

b. 2003

c. 2004

Fiat Lux?

Fiat Lux

Fiat Lux (lat. „Es werde Licht“, nach Genesis 1,3) steht für:

- Fiat Lux (neureligiöse Bewegung), neureligiöse Bewegung
- Fiat Lux (Band), britische Popband
- Fiat Lux, Buch von James G. McCarthy
- Fiat Lux, brasilianischer Streichholzhersteller (gehört zu "Swedish Match do Brasil S/A")
- Fiat Lux, Lied der Mittelalter-Rock-Band Saltatio Mortis aus deren Studioalbum "Sturm aufs Paradies"

Was steht hinter den Begriffen ...

- E-Campaigning?
- Online Fundraising?
- E-Newsletter Marketing?
- Social Networking? Social Media-Targeting?
- Blogging?

= eine Neuoffenbarungsbewegung?

E-Campaigning ist strategische Online-Kommunikation

Was heißt strategisch?
Ziel, Zielgruppe/n und Verbreitungskanäle
sind definiert.



NGO-Zauberwörter: involvieren, mobilisieren, engagieren = Beziehungsaufbau

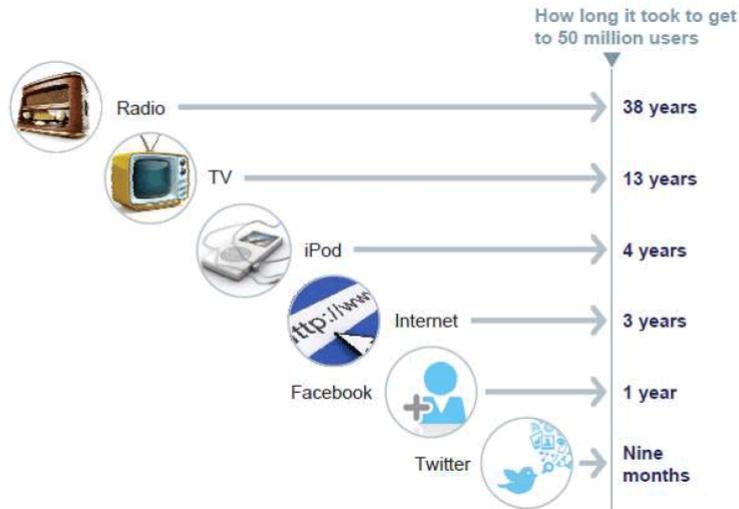
NGOs haben das Ziel

- Massen oder
- spezifische Zielgruppen

mit Inhalten und Spendenaufrufen zu erreichen.

Wie kommt man mit wichtigen Themen an interessierte
Menschen?





Historischer Blick aufs Campaigning

19. Jahrhundert: Das Grassroots-Modell

Institutionelle Netzwerke wie die Kirche, Gewerkschaften, Verbände, persönliche Netzwerke (Schule, Beruf, Gesangsverein uvm.)

20. Jahrhundert: Das Jh. der Massenmedien

Zeitungen, Radio, Fernsehen + persönliche Netzwerke

Historischer Blick aufs Campaigning

Web 1.0. Das Statische Web: Webseiten und E-Mail

„Die Demokratisierung der Information“

21. Jahrhundert: Selbstorganisation & Social Networking

Persönliche soziale Netzwerke werden digitalisiert
Die Welt wird kleiner und beschleunigt sich!

Web 2.0. Das soziale Web

Blogging, Social Media - vom Broadcasting zur Interaktion!

Historischer Blick aufs Campaigning

Web 3.0. Das mobile Web

1 + 2 = 3



Kombiniert beide und lässt sie auf mobilen Devices immer und überall stattfinden

Mobile Websites, Smartphones and Tablet Apps,
Mobile Action und Fundraising via SMS

Mobile NutzerInnen verbringen 50% ihrer Zeit in
Sozialen Netzwerken.

Höchste Zeit für ein Best Practice- Beispiel, finden Sie nicht?

The Force: Volkswagen Commercial



präsentiert zum Super Bowl 2011, mittlerweile über 53 Millionen Views auf YouTube

<http://www.youtube.com/watch?v=R55e-uHQna0>

Greenpeace-Kampagne: Die dunkle Seite des Volkswagen Konzerns

Kritik: VW betont, besonders umweltfreundlich zu sein, doch ein Großteil der von Volkswagen verkauften Fahrzeuge gehört zu den umweltschädlichsten Autos Europas, sagt Greenpeace.

http://www.youtube.com/watch?v=nXndQuvOacU&list=PLB142C942D1D0B2A4&index=72&feature=plpp_video

Gamification

The screenshot shows a dark-themed website interface for a VW campaign. At the top left is the VW logo and 'DARK SIDE' text. In the center, a score of '517150' is displayed next to the text 'Jedi have joined the Rebellion.' and a language dropdown set to 'English'. On the right is the 'GREENPEACE' logo. Below this is a video player showing a scene from Star Wars with a large VW logo in the foreground. To the right of the video is a sign-up form titled 'Turn VW away from the Dark Side.' with fields for 'First Name', 'Last Name', 'Email', 'United Kingdom' (dropdown), and 'Post Code'. Below the form are two checkboxes: 'Send me occasional updates and news.' and 'I drive a VW and want them to change.' At the bottom right is a blue button that says 'JOIN THE REBELLION'. The video player has a play button and a progress bar at the bottom.

Gamification & Social Action



Real action: <http://www.waz-online.de/Wolfsburg/Wolfsburg/Volkswagen/Greenpeace-stoert-VW-Hauptversammlung>

Join the Rebellion!



Ziele:

- Solidarisierung durch gemeinsames Feindbild
- Community Building via Gaming/Sharing
- E-Mailadressen generieren
- Fundraising

Engagement = Unterhaltung

Frage: Wie viele Facebook-Profile gibt es in Österreich?

2,746.160 Profile

Frage: Wie viele Twitter-Accounts sind in Österreich registriert?

81.212 Accounts



source: <http://socialmediaradar.at/>



Are you feeling **hopelessly** lost?



Social media is like teen sex.
Everyone wants to do it.
No one actually knows how.
When finally done, there is surprise
its not better.



*Avinash Kaushik,
Web analytics guru at Google*

twitter

Social Media-Plattformen wie

- Soziale Netzwerke
- Businessnetzwerke
- (Mikro-)Bloggingdienste
- Multimedia Sharing-Portale
- Location based Services

sind sehr erfolgreiche Verbreitungskanäle.

Was aber ist die weitaus erfolgreichste Plattform?

Millenials: live and breath social networking and increasingly prefer mobile

Generation X: actively use social networks and read blogs

Best Agers/Silver Surfer: browse websites and increasingly donate online, fastest growing group on Facebook is now 55+

All ages use

Das am meisten verbreitete E-Campaigning Modell ist also:

E-Mail to Action

Webseite und E-Newsletter haben nach wie vor die höchsten Erträge im Fundraising
ROI (Return on Investment)

- personalisiert
- segmentiert
- günstig
- schnell
- standardisiert

Slogan:
Action for Human Rights
Hope for Humanity

- personalisiert
- strukturiert
- schnell
- aktuell bezugnehmend

Appell an den Gerechtigkeitssinn:
4 Links = 1 Möglichkeit zu interagieren:

Landing Page

<http://takeaction.amnestyusa.org/siteapps/advocacy/ActionItem.aspx?c=60JCLQPAJHJUG&b=6645049&aid=517387&msource=W1203E AU1>

Social Media-Sharing

50 YEARS AMNESTY INTERNATIONAL

What was actor George Clooney doing in jail, while Sudan's president and indicted war crimes suspect Omar al-Bashir runs free?

Dear Christine,

The Internet was abuzz on Friday with the news: **Actor George Clooney was arrested, along with members of Congress and other civil society leaders, while protecting human rights violators in Sudan** at a Washington, DC, rally sponsored by Amnesty International and other NGOs.

But they got the wrong man.

The real suspect? **Sudanese President Omar al-Bashir, who remains at large** despite being indicted by the International Criminal Court (ICC) on charges of war crimes, crimes against humanity and genocide in Darfur.

As Sudanese civilians suffer from starvation and indiscriminate bombing attacks, al-Bashir continues on as Sudan's head of state, **leaving war crimes in his wake and traveling the globe with impunity.**

No more hiding in plain sight, President al-Bashir.

It's time to arrest Omar al-Bashir and the three other Sudanese wanted by the International Criminal Court and surrender them to the ICC in The Hague. **Tell the United Nations that as long as war crimes suspects are on the loose, civilians will continue to be at risk of death.**

The longer it takes to bring fugitives like al-Bashir to justice, the longer civilians suffer. **In Sudan, civilians are under fire as Sudanese Armed Forces — under the leadership of you, Omar al-Bashir — conduct devastating and indiscriminate bombing raids.**

And the humanitarian crisis in Sudan is escalating. Livelihoods have been ruined after years of Sudan's war-torn crisis, and al-Bashir's well-documented blockade on humanitarian aid to the southern regions and Blue Nile regions put **countless people at risk of hunger or starvation.**

Friday's rally in response to the dire human rights situation in Sudan was inspiring. More than a hundred you fans, the real high profile artist will be of a criminal fugitive from the ICC, not a Hollywood celebrity.

Join us in calling on the United Nations to step up its efforts to advance justice and justice by providing the necessary support to make the arrest of Omar al-Bashir — and his fellow ICC fugitives — a long-awaited reality.

For justice,
Scott Edwards
Advocacy, Policy and Research
Amnesty International USA

GET INVOLVED
Wanted



What do Amnesty and George Clooney have in common? We both want to see Sudanese war crimes suspects brought to justice. **Tell the UN to protect civilians in Sudan and bring to justice President Omar al-Bashir and other war crimes suspects.**

TAKE ACTION >

SHARE THIS ACTION:
FACEBOOK
TWITTER

TAKE ACTION > **DONATE** **VISIT OUR BLOG**

AMNESTY INTERNATIONAL ACTION FOR HUMAN RIGHTS. HOPE FOR HUMANITY.

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Fast 15 Millionen „Mitglieder“: Der Siegeszug von Avaaz



Wikipedia:

Avaaz ist eine international agierende, [US-amerikanische](#) Stiftung, die eine [internetbasierte](#) Beteiligungsplattform in 14 Sprachen betreibt. Das Wort *Avaaz* stammt aus dem [persischen](#) Wort آواز *āwāz*, das „[Stimme](#)“ oder „[Klang](#)“ bedeutet.

Avaaz organisiert globale [politische Kampagnen](#), vorwiegend innerhalb der Themenkreise [Klimawandel](#), [Menschenrechte](#) und [Armut](#). Die Kampagnen stützen sich auf öffentliche [Online-Petitionen](#).

Clicktivism/Slacktivism

- signing Internet Petitions
- copying and pasting of [Social Network](#) statuses or messages
- minimal Effort
- no engagement

Slacktivism (sometimes **slactivism** or **slackervism**) is a term formed out of the words [slacker](#) and [activism](#). The word is usually considered a pejorative term that describes "**feel-good**" **measures**, in support of an issue or social cause, that have little or no practical effect other than to make the person doing it feel satisfaction.

<http://www.change.org/>

Fundraising Kampagne: Radios für Burma



15 November 2010

While Amnesty International obviously welcomes the release of Aung San Suu Kyi, we should remember that millions of people in Burma are still denied essential rights such as freedom of expression, association and assembly.

Radio verkörpert die Werte von Amnesty International: Menschenrechte, Freiheit, Demokratie, Selbstbestimmtheit

Spendengründe "angreifbar" machen!

<http://www.youtube.com/watch?v=M4bsWA9KSTM>

Social Fundraising

A screenshot of the charitywater.org website. The page features a blue background with a white scroll-like form on the left and a large white text area on the right. The form contains the following fields: "I PLEDGE TO GIVE UP MY NEXT BIRTHDAY for clean water.", "First Name", "Last Name", "When is your birthday?" (with "mm" and "dd" dropdowns), "Your email", and a "Pledge!" button. The right side of the page has the text "GIVE UP YOUR NEXT BIRTHDAY AND BRING CLEAN WATER TO PEOPLE IN NEED." and "13957 Birthdays pledged so far". The top navigation bar includes links for "DONATE", "STORE", "WHY WATER?", "WATER PROJECTS", "GET INVOLVED", "ABOUT US", "mycharity:water", "SIGN IN", and "JOIN".

<http://www.charitywater.org/>



Awareness & Fun



http://www.youtube.com/watch?feature=player_embedded&v=VsyE2rCW71o

Danke!

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www.pendl.net

facebook.com/christine.pendl
twitter.com/c_pendl
xing.com/profile/Christine_Pendl