



Appealing to your social conscience

GiveCheerfully: Our Passion

GiveCheerfully: the social media website for nonprofits. This website, modeled after Facebook, will connect charitable organizations with those willing to give. It will be a free site for all nonprofits, from local churches to international charities. These nonprofits can not only use the site to find and connect with donors, but also interact with them through online media.

Our Vision

To revolutionize the way people give.

Our Mission

To create a community of charitable individuals and organizations. To give donors the opportunity to feel involved with the organizations that move them while retaining control over where their donations go. To give charities greater access to donors and help them further their cause by putting them in touch with resources. To maintain a website completely on private donations, without advertising, so that 100% of every dollar goes directly to the charity of the giver's choice.

The Website

Built on the principles of Facebook, each nonprofit will have a free profile page. This page will consist of general information on the charity, including, logo, mission, website and contact information. The charity can then upload blogs, images, video and other media to share with its followers. A charity may also list individual projects and other needs (clothing, food, volunteers). Donors also will have a profile page. Through this page they can choose to “follow” or “friend” charities that appeal to them. They may choose to receive email updates from these charities as well. Businesses may also create donor profiles.

GiveCheerfully will have a powerful search capacity. This way a donor can find the right charity based on name, location, project, mission, etc.

A section of GiveCheerfully will allow people to donate to the upkeep and administration of the website. Unlike some charities, GiveCheerfully will not take a percentage out of any of the donations. Instead, supporters can give directly, attend events hosted by GiveCheerfully or order merchandise to help maintain the site.

Social Media: The Power behind the Passion

Social Media is a growing online buzz word. [Chris Heuer](#) says, “Social Media is redefining how we relate to each other as humans and how we as humans relate to the organizations that serve us. While it is commonly represented by blogs, podcasts, vlogs, wikis, user generated content and social networks, it is not about those specific things as much as it is about what happens around and because of those things.”

In essence, Social Media is what happened when people tried to replicate online how they relate to one another in person. It created a whole new breed of human interaction. The most powerful thing about Social Media is that it creates a “flat world”. This term means that the world has become smaller, more global with all the old barriers (time, language, distances) being flattened.

Right now, Social Media is used to: keep in touch with friends, promote

business, collaborate on projects, campaign politically, advertise, date, teach and much more. All these things are wonderful, but why not use the awesome power of Social Media for something even more meaningful... like changing the world.

About Us

So who came up with GiveCheerfully? The most important thing to remember about us is that its *not about us*. The only reason we list our information is because we feel GiveCheerfully promotes open communication. We want donors to feel involved, charities to interact more directly and generally connect people together. Therefore, we think its important for us to be open as well.

Edward McDaniel and Kat Rice have 7 years of experience in online marketing and social media consulting. In 2007, they started a webdesign company called [Veribatim Web Design & Consultation](#).

Edward has multiple years of business expertise, and was educated at the University of North Texas. He has worked with international corporations as well as establishing his own. Edward first had the idea of working with nonprofits through the internet.

[Kat](#) met Edward at UNT. Her background is in Creative Writing and BioChemistry but started her first online business at 18. She has experience with online marketing, SEO, internet radio and social media. She blogs and speaks regularly about how businesses can gain more exposure online and wants to share this information with charities as well.

GiveCheerfully: The Unique

GiveCheerfully is not meant to be competition for, or replace a charity's own website. GiveCheerfully exists as a tool to help nonprofits market themselves more effectively online. It can also serve as an online presence for charities who may not be able to afford a full website. GiveCheerfully also hope to provide the unique opportunity to interact online that many websites are unable to provide.

The Plan

Our Goal is to raise \$100,000 by the spring of 2009. This money will cover the building of the website, administrative costs, and advertising. We plan to raise this money by online promotion, fundraising events (concerts, wine tasting, classic car shows, etc), applying for grants and meeting with philanthropic individuals/organizations. Once we meet our goal, we will allow 6 weeks for the development of the beta site. The beta site will be open to the public. We hope to have completed the beta test by 2010.

The Fine Print

GiveCheerfully will only allow nonprofit profiles to registered 503(c) organizations (or the equivalent for international charities).

We will not discriminate against any charity provided it follows some simple rules:

1. The charity cannot promote violence to advance its mission.
2. The charity cannot be under investigation for funding terrorism.
3. Nothing advancing a specifically political agenda.

We also retain the right to refuse, suspend or delete any charity profile.

The Future

Here are some things we would like to offer through GiveCheerfully down the road:

- Charity ratings. A number of websites rate charities based on ethics, effectiveness, and other factors. We will partner with some of these websites and list ratings in our search results.
- Charity Resources. We will list businesses and organization that offer free or discounted services to charities. These resources would be searchable as extensively as the charities: by keyword, title, location...
- GiveCheerfully Conferences. We will host conferences to help put

charities in touch with local resources. Speakers would offer advice on marketing, fund raising and strategy. These events would also allow volunteers to network directly with donors.

Bridging the Generational Gap

Social Media reaches all age groups but has been particularly successfully with Generation X & Y. The younger generations have grown up in the digital age and feel comfortable with online information. Because of the internet, these generations, specifically Y, are very concerned with the world around them. They have been exposed to information and media regarding tragedies like 9/11 and hurricane Katrina and the charities that helped relieve suffering during these times. They also are less inhibited by the social restraints their parents overcame such as sexism and racism.

Unfortunately, most charities aren't tapping into this generation's desire to help others; they rely on their traditional donors instead. Mostly this is because charities just don't speak Gen Y's language. GiveCheerfully wants to help translate.

GiveCheerfully will tap into Social Media, an already successful online phenomenon and present a clean, brightly designed website. The message of the nonprofit will remain untouched. The problem isn't the mission, just the media. GiveCheerfully wants to be an essential part of bridging this gap.

Your Part in the Revolution

So, if this appeals to your social conscience, how do you get involved? First of all, everyone one can share about us. Send your friends our link, forward this file, blog, or just tell people about how some website wants to revolutionize the way people give. This is the single most powerful thing you can do to help.

You can also choose to be a part of GiveCheerfully one of two ways:

Charity. If you are involved with a nonprofit, church or charity, get them to fill out our "Intent to join the GiveCheerfully revolution" form (listed on our blog). This

form will serve a two fold purpose. First we will add it to our list of charities who plan on getting involved as soon as we release the beta website. Each charity on our list makes us more convincing when we talk with companies and philanthropists willing to donate. Secondly, we would like to post a link on our blog to all the charities intending to get involved. This helps promote them before we even get our beta site off the ground.

Donate. Businesses and individuals can donate directly to our cause. You can do this by going online to our website and pressing the “please donate” button or you can send us a check to 3521B Normandy Ave. Dallas, TX 75205 made out to GiveCheerfully. Any donation over \$500 can have a free website evaluation through Veribatim.com. Any donation over \$1000 will have a link added to our progress blog and for donations over \$1500 we will put a commercial on our radio show.

GiveCheerfully thanks you for taking the time to read more about our dream. We have faith that the right people will help make this dream come true. We hope that you will consider joining with us by donating or spreading the word. Remember, any action, no matter how small, is still an action.



Each man should give what he has decided in his heart to give, not reluctantly or under compulsion, for God loves a cheerful giver. ||
Corinthians 9:7