E-PHILANTHROPY AS A NEW WAY TO GAIN ONLINE DONATION: A REVIEW ON CHARITY WEBSITES

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ABSTRACT

E-Philanthropy quickly becomes a new trend in this age of interconnected society as they seen as a new way to gain online donation. Following the September 11 tragedy in US, charity sites come up in just a day to seek generous individual who would like to make a contribution to help family that have lost their loved one during the tragedy.

For this purpose we try to review six charity sites to try to look on what are their differences and similarities. Next, we look on what make a successful charity page and give suggestions for generating on-line interest and/or donations.

WHAT IS PHILANTHROPY?

E-philanthropy consists of two word electronic and philanthropy. Philanthropy come from the Latin word – philanthropia and the Greek word – philanthropie. In Webster's Dictionary, philanthropy are (1) love to mankind; (2) benevolence toward the whole human family; (3) universal goodwill; (4) desire and readiness to do good to all men.

Brett J. Lorenzen from the Council on Foundation define philanthropy as (1) the effort or inclination to increase the well-being of humankind, as by charitable aid or donations; (2) love of humankind in general; (3) something, such as an activity or institution, intended to promote human welfare.

He also give some "popular" definitions in terms of their relationships with what happen today in the cyberspace, they are: (1) E-philanthropist as newly-rich, high tech donor that giving away money "made" from technology, like Ted Turner, Bill Gates; (2) E-charity as an organisation that "exists" primarily "online" usually driven by donations, partnerships, or actions, e.g. NetAid, HungerSite, Giving.org; (3) E-advocacy for the activity that using the Internet to advocate issue positions and leverage actions that demonstrate or affect popular opinion; (4) E-giving as the activity of using the Internet to make or collect donations; (5) E-grants/E-grantmaking for using the Internet to screen grant seekers, collect applications and/or conduct M&E.

Finally he give the definition of e-philanthropy as "a technology-driven business process that leverages money, action, and information for purposes of increasing the well-being of humankind or furthering the promotion of human welfare".

WEB REVIEWS

http://www.thehungersite.com, http://www.therainforestsite.com, and http://www.thebreastcancersite.com
In these sites, corporate sponsors pay to have their logo displayed each time a visitor makes a donation. One hundred percent of the proceeds go directly to the relief organization. This is a free web site to all participants, originally provided by the private individual who founded it, John Breen.

But in mid-August 2001, these sites were sold to long-time environmental activists, Tim Kunin and Greg Hesterberg. These two entrepreneurs met at the University of Michigan while working on the Michigan Bottle Bill ballot campaign in 1976. In the late 1990s, they recognised that broad consumer-adoption of the Internet offered a new

opportunity to raise funds for good causes, which led them to found CharityMall.com, LLC, a cause-related shopping portal. As enthusiastic supporters of the Web, they realised the power of providing busy Internet users with a fast, free and easy way to make a difference and launched EcologyFund.com to give people the means to support wilderness preservation efforts worldwide.

Originally launched in June 1999, The Hunger Site focuses the power of the Internet on a specific humanitarian need - the eradication of world hunger. On average over 220,000 individuals from around the world visit the site each day to click the "give free food" button and help feed the hungry. Founded in June 1999, The Hunger Site was the first online activism site on the Web. To date more that 101 million visitors have given more than 198 million cups of staple food.

The staple food funded by The Hunger Site is paid for by site sponsors and is distributed to those in need by Mercy Corps and America's Second Harvest. Funds are split between these organisations and go to the aid of hungry people in over 74 countries, including those in Africa, Asia, Eastern Europe, the Middle East, Latin America and North America.

According to PC Data Online in 2000, this site has led the pack of nonprofits and donation websites for over six months, consistently garnering over two million unique user per month. With over 3.5 million unique visitors each month, The Hunger Site has become one of the most trafficked sites on the Internet. Its grassroots popularity has been recognised with prestigious Web awards in the activism category -- the 2000 Cool Site of the Year Award and the People's Voice winner at the 2000 Webby Awards (Katie, 2000).

The Breast Cancer Site was founded to help offer free mammograms to underprivileged women nationwide -- women for whom early detection would not otherwise be possible. Mammography is the best-known method of early detection. And early detection is the key to a greater chance of survival and more treatment options.

Breast cancer is the leading cause of cancer deaths among women ages 40 - 55. Early detection is the key to survival, yet 13 million women in the U.S. over 40 have never had a mammogram. With a simple, daily "click" at The Breast Cancer Site, you help provide mammograms to those in need. Mammography is the best-known method of early detection. And early detection is the key to a greater chance of survival and more treatment options. The Breast Cancer Site was originally launched in October 2000. Proceeds benefit the National Breast Cancer Foundation, Inc.

Originally launched in May 2000, The Rainforest Site focuses the power of the Internet on a specific ecological need – the preservation of the world's rainforests. In the same year, it is also in the top five of PC Data Online's list. Individuals from around the world visit the site each day to click the "Save Our Rainforests" button and help rescue imperilled land. In just its first year of operation, The Rainforest Site generated funds to purchase and preserve over 5,650 acres of endangered land.

Land preservation, made possible by funds raised at The Rainforest Site, is paid for by site sponsors and carried out by The Nature Conservancy, The Rainforest Conservation Fund, The World Parks Endowment and The Friends of Calakmul. These organisations work to preserve rainforest land in Ecuador, Mexico, Peru, Paraguay and other locations worldwide.

In general, all the three charity website mentioned above can be considered as a vertical .com portals because it appeal to special-interest people or groups and not like horizontal portals which are more appeal to mass audiences. While the Hunger Site enables people to learn about hunger and make free donations of food to the hungry, in the other hand the two other sites, from the name of the site 'rainforest' and 'breastcancer' will appeal the interest of different people or group than 'hungersite'.

To build trust on the heart of potential visitors who wish to click on the donate button, all these sites in their statement of privacy stated that to protect the identity of the potential donor who visit their website, they claimed that they use IP addresses to help diagnose

problems with their server and to administer their Web site. IP addresses are not linked to anything personally identifiable. Several research (Hoffman et al, 1997, 1998) have suggested that building consumer trust in online environment is very important.

Besides clicking the donate button, visitors encouraged to send an email about each site to others. Visitors can simply fill in the email addresses of the people they'd like to tell (separated by commas), the visitor's email address, and hit the "send." button.

These sites also contains links to other sites that you may choose to click through to, as follows to sponsor sites, and to other philanthropic sites. A pop-unders advertisement also appears when we assessed the page of these sites for the first time. Although these sites claimed that their pop-under is simply an online advertisement or other message that opens in a new browser window underneath the window we are viewing, from my experience when opening the web page that is not the reality. In fact, the pop-up window opens in front of my main window and although I can disable it I feel it quite distracting.

Pop-unders help each sites to delivers high levels of response for our advertisers, who pay for the specific charity given to the people in need. These sites are able to charge more for pop-unders. The guidelines they've set up for usage of pop-unders ensure that a portion of the revenue from each pop-under campaign goes to their intended charity partners. Revenue is also raised to help pay for the expenses of running each site.

http://www.givewater.org

Give Water is a website set up to raise money and awareness for WaterAid. WaterAid is the UK's only major charity dedicated to the provision of safe water, effective sanitation and hygiene promotion to the world's poorest people in 15 countries in Africa and Asia. WaterAid has helped over six and a half million people to date. WaterAid is also working to influence the UK government. Their current campaign, Water Matters, is petitioning for the UK government to prioritise

water and sanitation issues at the Earth Summit in 2002

Every time visitors click the donate button, the computers record the click as a donation and the visitors are sent the Thank You page. All of the donations are paid fully by this site sponsor, Thames Water, a division of the RWE Group, and go directly to WaterAid. Currently the target of this site is to reach the target of four million clicks to be reached by the end of June 2002. This target, launched in December 2001, will generate a further donation of £100,000 by Thames Water[j].

In the past, Give Water have been successful to reached a total of two million clicks and that clicks has resulted in Thames Water providing a total donation of £150,000 in 2001. Visitors can also download a banner that if put on their webpage or email, this banner will directly link with the Give Water website.

http://www.philanthropycenter.org

The Peninsula Community Foundation (PCF), which was founded in 1964 is the organisation behind this site. PCF is dedicated to connecting people with the causes they care about. Philanthropy Centre serves as a gateway for local community investors who want to educate themselves about the charitable sector. Philanthropy Centre is a searchable non-profit database designed to connect Peninsula and Silicon Valley residents with the charitable organizations serving this community.

Nearly 300 non-profit organizations in San Mateo and Santa Clara Counties are currently registered in this unique online resource. They have in common at least one paid staff member and a minimum budget of $100,000. This site primarily intended as an online information resource for charitable and non-profit donors in the Peninsula and Silicon Valley, providing a forum to collaborate and catalyse societal change with measurable results. Viewers can research and explore the "non-profit landscape" by area of interest, geographical location, budget size, and agency name. The Centre for Venture Philanthropy created this site to serve as a gateway for local investors who want to educate themselves about the charitable sector. The Peninsula and

Silicon Valley Library Systems' Community Information Program manages the web site support.

http://www.egrants.org

Egrants claims itself to be an online catalogue and resources for change and part of a project of the Tides Foundation (Tides Family of Organization). Donors choose qualified non-profits, dedicated to progressive social change, from an online catalogue or web site managed by an Egrants collaborator. Egrants accepts credit card donations, which are automatically marked for the non-profit chosen, and the funds are deposited to an e-commerce merchant bank account. At scheduled intervals the donations are doled out to designated nonprofits minus credit card and administrative costs. Donors then receive an e-mailed receipt and similarly the nonprofits receive detailed information with each donation. Egrants is a growing non-profit site, supported by its parent foundation Tides, and the administrative fees mentioned above.

http://www.4charity.com

With its motto, "changing the world, one click at a time", 4charity.com was previously intended only as a *'shopping for charity'* site but broaden its services by provides custom internet solutions for donor. 4charity has developed its Enterprise Solution to meet the increased demand for eBusiness applications and services that support the integration, delivery, and processing of corporate community involvement initiatives. 4charity's Enterprise Solution facilitates employee giving, matched giving, voluntarism and the making of corporate grants and corporate gifts of products and services - from implementation through to transaction processing, funds disbursement, and reporting. Originally run by volunteers at Stanford, 4charity found a viable for-profit start-up in the summer of 1999.

Compared to the last three sites, the first four charity sites emphasise the role of and services to the donor. While other charity sites may offer some "backoffice" services like processing donations for non-profit organizations, these sites are organised and marketed to appeal to donors as can be seen in the table below [ii]:

[i] **ENDNOTE:**

[i] The amount of donation is different in the first page and in the FAQ page. In the first page, the amount is £50,000 but in the FAQ page, the amount is £100,000. Surely, this mistake will cause a potential donor to doubt the precise amount of money being distributed by this site.

[ii] Adapted from e-Philanthropy v2.001: From Entrepreneurial Adventure to an Online Community, a report by W.K.Kellog Foundation on April 2001.

	Just-give	Hungersite Breastcancer - site Rainforestsite	Give water	Philanthro-pycenter	egrants	4charity
Site Audience:				✓	✓	✓
Donors	✓	✓	✓	✓	✓	✓
Non-profit Organizations	✓				✓	
Companies					✓	✓
Services for Donors:						
Make a Monetary Donation	✓				✓	✓
Research Organizations	✓			✓		✓
Research a Cause	✓			✓		✓
Donate an Item to Charity	✓					
Click to Donate Site		✓	✓			
Shopping	✓	✓				✓
Services for Nonprofits						

Companies:						
List Your Organization	✓			✓	✓	✓
Donation Processing	✓				✓	✓
Partnership/Sponsorship		✓	✓		✓	✓

Table 1. Charity Websites Similarities And Differences

WHAT REALLY MAKES FOR A SUCCESSFUL CHARITY PAGE?

When talking about successful web page, one can always learn from the mistakes of other web page design. Some of the basics of web design mistakes sometimes happen in a charity website and can 'caused home page load time is too long, too much going on per page, hard to navigate, continuous flashing and use more than five basic colours used throughout the site. Charity websites also sometimes not designed for customer's interest but designed only for organisation's interest. A good web design on the other hand are simple, clean, direct, easy to navigate, and 'bobby certified'[iii]. In addition, Human Factors International Inc. (HFI) have given a tips on how to design a good GUI website (Schaffer and Sorflaten, 1999).

One of the major mistakes is not giving a point of contact by e-mail for corrections and other communication. According to Grobman (Michael, 2001), e-mail is quite effective in building relationships with current donors. It is useful in driving traffic to the website where, indirectly, the donor may be attracted to some new development that you highlight and be encouraged to make a donation. Although, according to him, the consensus among fundraising professionals is that unsolicited e-mail has no place in fundraising campaigns. Many feel that it can poison a potential relationship.

Successful charity page must also come with the spirit to collaborate, to do a kind of engaged philanthropy, working closely with groups its funds. One of the strong reason why is that because the nature of e-philanthropy completely different than the way people think of the traditional charity. Greenstar Foundation (Michael, 1999) have give some of the characteristics of e-philanthropy and how it's different from traditional charity below:

[iii] Bobby certified means that the webpage allow full access to the disabled. See http://www.cast.org/bobby for more information.

	Traditional charity	E-Philanthropy
Who	**The wealthy**	**Everyone**
What	**Donating money**	**Investing their time, skills and money**
How	**Through large, centralised organizations**	**Directly with people who need assistance**
Why	**Broad humanitarian goals**	**Personalised projects, with direct feedback**
Result	**Impersonal aid**	**Highly-focused tools and resources**
Benefits	**People-the donor never meet**	**People-the donor communicate with regularity**

Table 2. Traditional Charity versus e-Philanthropy

SUGGESTIONS FOR GENERATING ON-LINE DONATIONS

Before creating a website for generating donations it must be realise that the growing needs to help the people around the world have exits in the past and will be continue to exists in the future. There is a greater number of people from the needy country in Asia and

Africa and they must come as a first priority. This action can be enabled by the Net.

Because the Net allows larger and more diverse groups to communicate, share information and exchange opinions through online communities, charity web sites must be created to accommodate a variety of individuals with different backgrounds, religion, interests and ideas. And that online users can move about the charity websites, not

limited by gender, race, creed, age and sexual orientation.

We also must realise who is our target audience. A research (Smith, 1999) on this field have suggested that there is difference between age group of the traditional donor and the age group of internet donor as can be shown on the chart below:
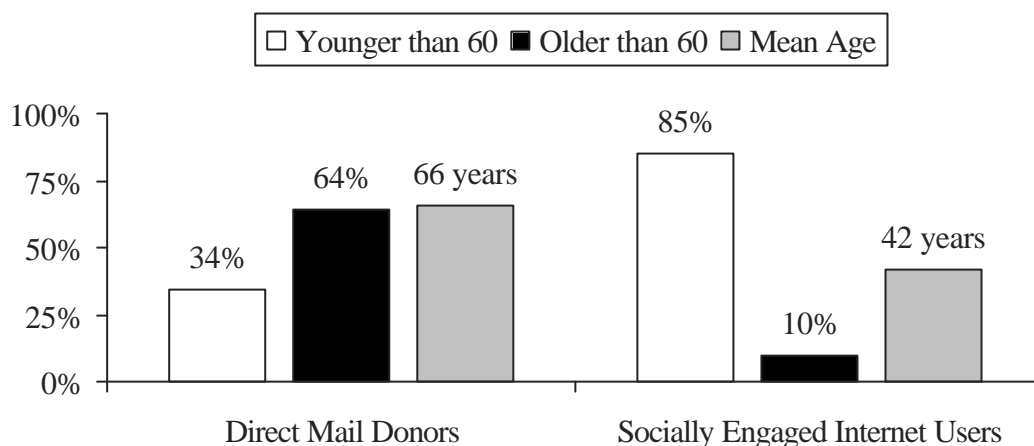

Figure 1. The Traditional Donors vs. Potential Internet Donor

This shows that the majority of the potential Internet donor's are younger than 60 (85%) and only 10% is older than 60. In addition, the mean age of the Net donor is about 42 years. A charity website that designed to fall on the criterion of this age group will attract more donation.

The same research have also shown that the majority of the Net users that wish to be

socially engaged will visit nonprofit sites (44%), received e-mail from nonprofit (27%) or donated online (7%). What does this means? This means that if we want to build a new charity websites than our website must form a partnership with other nonprofit sites throughout the world. This form of partnership will be a good idea in a saturated e-philanthropy industry (Todd, 2002). The chart from this research can be shown below:
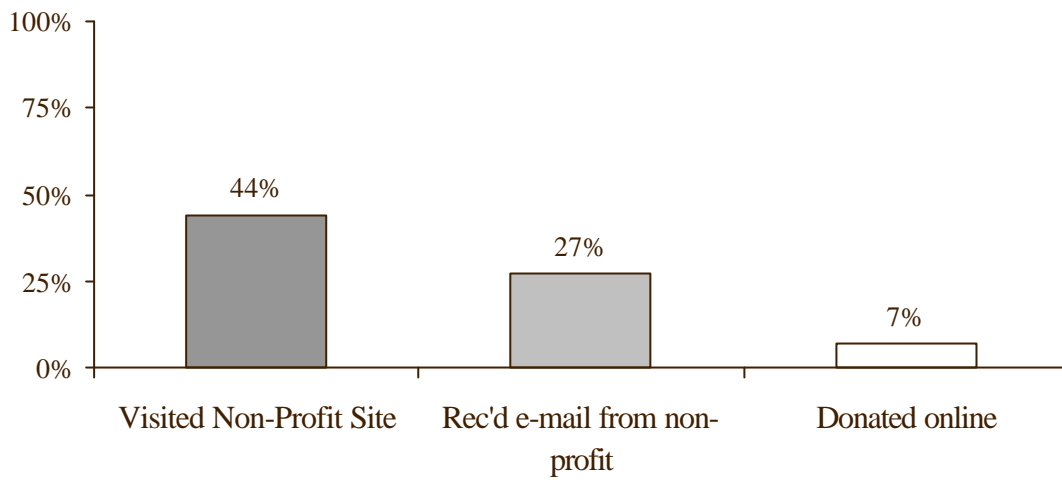
Figure 2. Activities of "Socially Engaged" Internet Users

A survey made by W.K.Kellog Foundation (Kellog, 2001) suggested that non-profit organization look for a service to improve their organizations. More than half of these said they went online looking for advice and/or downloadable tools for board development, strategic planning assistance, organizational structure options and information, and staff and/or volunteer-development tools.

The array of services desired by the organizations also included evaluation, team-building tools, and legal compliance information. Since most of the organizations went online seeking multiple services, the survey infer that multiple-service sites, or sites offering tightly linked services in a one-stop shopping model are preferred by the users. From this point, we can see that the new charity websites, networkforgood.com followed the suggestion of the survey by broading their array of services by combining the operation with helping.org

In addition from the same survey, in overall, the experience of at least half of the survey respondents with online collaborations and services boiled down to four consistent complaints. First, is the frustrating site design and navigation. Second, the membership and/or user fees too expensive or cumbersome. Third, the hyped-up home page or site name with inadequate information or services behind the home page. And four, information and tools that are too shallow; too much pitched at beginners.

The survey also suggest for improvements on better links to other related services, easier navigation within sites, and easier access to high-touch services to supplement the technology-based services.

Thus, in order to form a partnership and collaborate with non profit organization, charity websites must try to adhere to what the survey suggested while building a good website design that can attract visitors to come and donate.

CONCLUSION

Although the motives beyond the e-philanthropy moves of many non-profit organisation or profit organisation are considered to be ambiguous by outsider[iv]. People surely do not have to doubt that the action from a small group of thoughtful committed citizens can change the world, especially from the Net. After all that what the Net are created for in the first place, that is to create a media for all of us to use to moves and shares ideas and information to other people across the cyberspace. I believe also that the future of the communities depends on healthy philanthropic and non-profit community.

Also it must be realised that even if all the 'right' moves have been done to ensure that the charity website is 'perfect' in design and management, the issue of the digital divide[v] will still be a major concern in the future especially in Asia and Africa.

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