

A large, metallic robot with a sign on its chest. The robot has a silver, boxy head with four circular sensors (two large, two small) and a small antenna on the right side. Its body is also metallic and boxy, with a sign on the chest that reads "CAMPAIGN TO STOP KILLER ROBOTS". The background is a bright blue sky with some blurred structures on the right.

NPO's Symposium

By the People, For the People

Topic: Modern Fundraising

Speaker: Kristofer Rogers

CAMPAIGN TO **STOP**
KILLER ROBOTS

Modern Fundraising



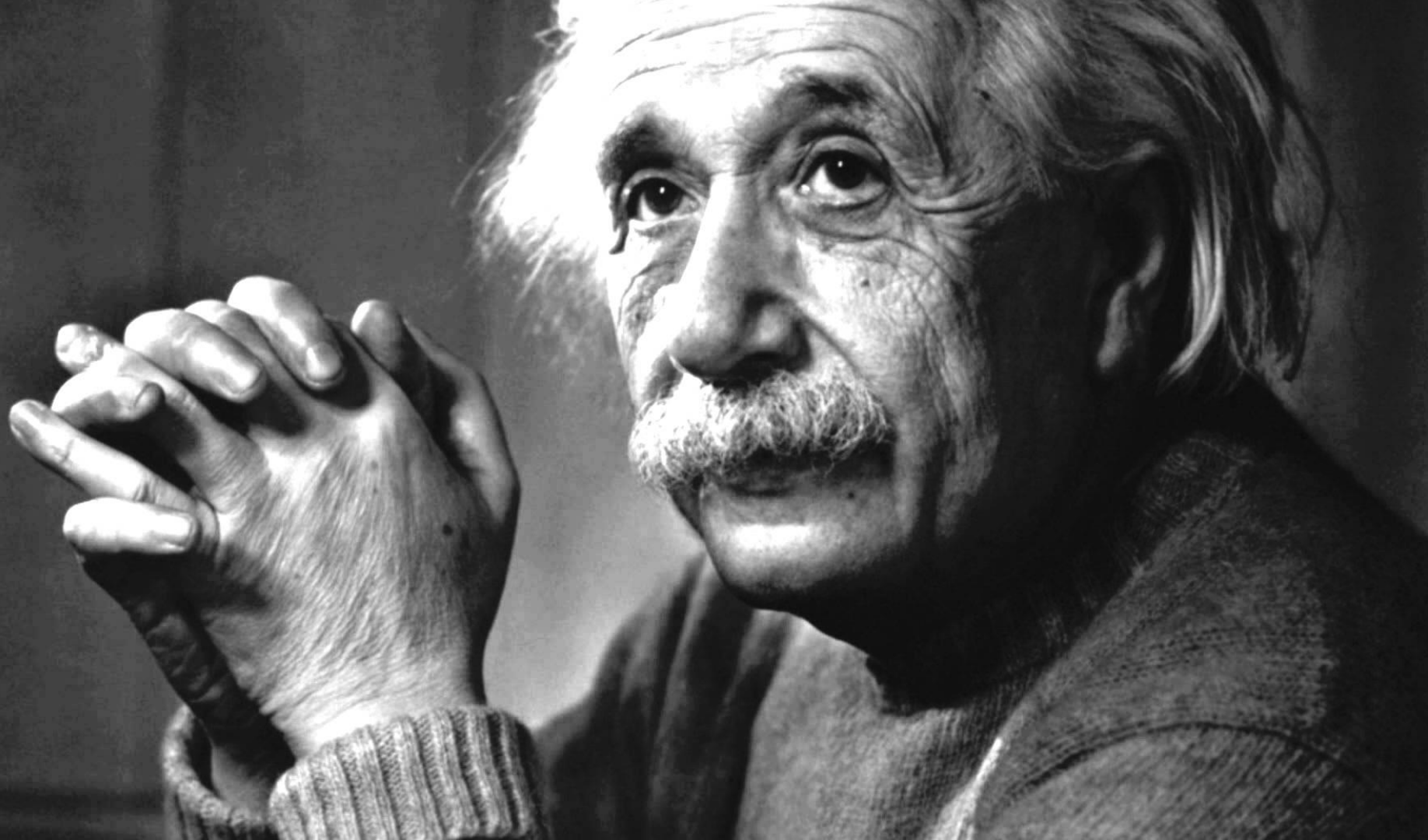


Agenda: Modern Fundraising

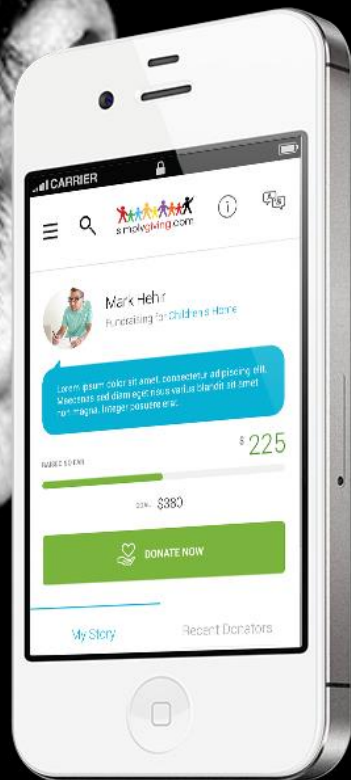
The Technology Revolution

Technology for NPO's

Simple Steps to Getting Online













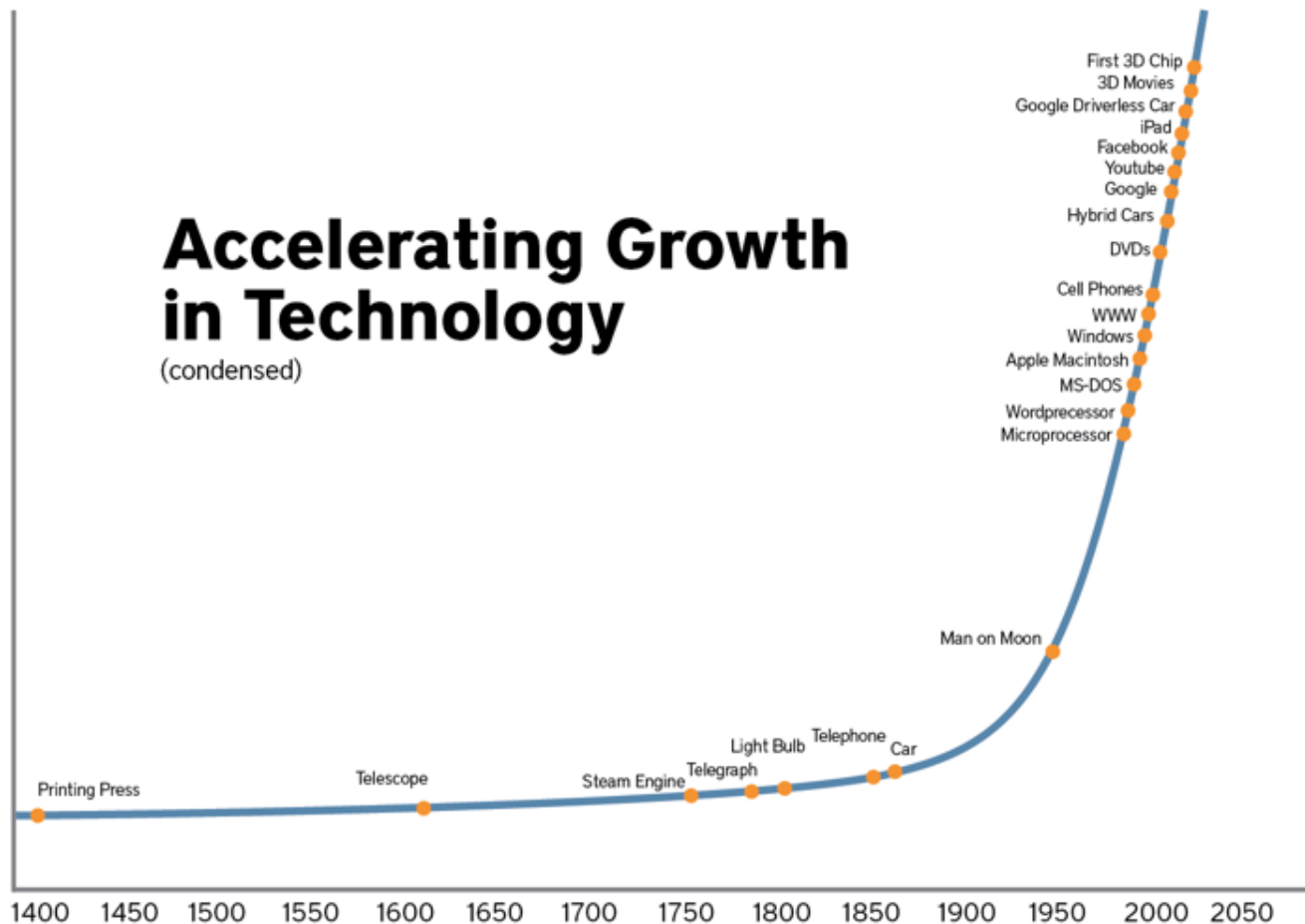
**“The internet
will disappear”**

says Google's Eric Schmidt



Accelerating Growth in Technology

(condensed)



A close-up, slightly blurred photograph of a row of blue bicycles. The focus is on the black seats and silver handlebars of the bikes in the foreground, which recede into the background. The bicycles are parked in a neat row, suggesting a bike-sharing station or a rental fleet.

THE SHARING ECONOMY

A hand holds a smartphone in the foreground, displaying the Uber app's login screen. The screen shows a blue background with a white grid pattern, a white search bar at the top, and the Uber logo at the bottom. The background is a blurred city street at night, with warm, out-of-focus lights from buildings and vehicles creating a bokeh effect.

THE **SHARING** ECONOMY

Peer Economy

Open Source

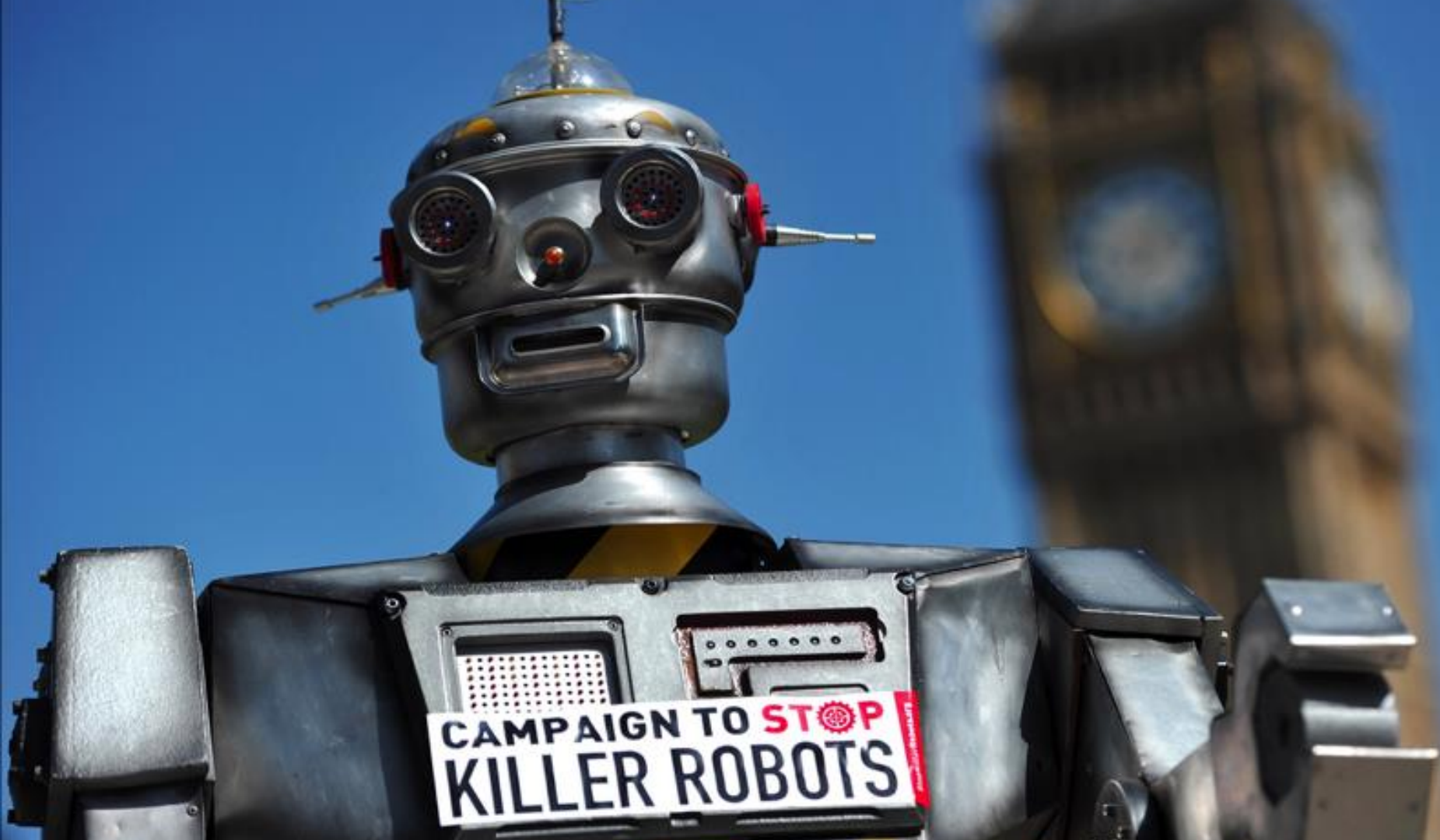
Crowdfunding

Maker Spaces

Collaborative Consumption

**I DON'T NEED A DRILL
I NEED A HOLE IN THE WALL**





CAMPAIGN TO **STOP**
KILLER ROBOTS







**THE INTERNET IS FOR
CRAZY CAT PEOPLE**



FIRST EVER
CROWDFUNDING
CAMPAIGN?

FIRST EVER

1885





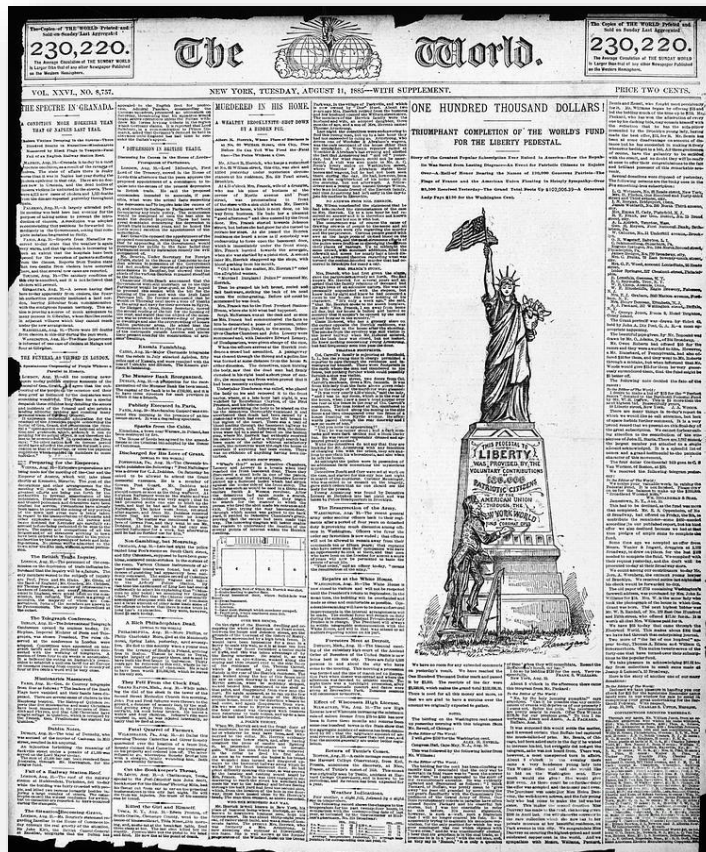
Of the Statue of

Issued by the American Committee

A detailed black and white illustration of the Statue of Liberty standing on its pedestal. The statue is shown from the waist up, holding a torch in its right hand and a tablet in its left. The pedestal is ornate and classical in style.

33 Mercer St., New York.

Orders Received Here.





EVERYTHING HAS CHANGED



THE FUTURE
IS DEFINED BY
SOCIAL CHANGE
NOT TECHNOLOGY

TECHNOLOGY AMPLIFIES OUTCOME



Agenda: Modern Fundraising

The Technology Revolution

Technology for NPO's

Simple Steps to Getting Online

Technology for NPO's

Communicating via Social Networks

Online Donations

Peer-to-Peer Fundraising

TECHNOLOGY FOR... **COMMUNICATIONS**

Communications

It's important to have an **online presence**
but websites can be a challenge to maintain

Where do I start?



WE ARE SOCIAL











World Population – Top 10 Countries and Social Networks*

1.  China
2.  India
3.  USA
4.  Indonesia
5.  Brazil
6.  Pakistan
7.  Bangladesh
8.  Russia
9.  Nigeria
10.  Japan

1.  Facebook (1.55b)
2.  China (1.35b)
3.  India (1.25b)
4.  QQ (832m)
5.  WhatsApp (800m)
6.  Qzone (668m)
7.  WeChat (549m)
8.  Instagram (400m)
9.  USA (318.9m)
10.  Twitter (316m)

* Statista.com November 2015



Communications

It's important to have an **online presence**
but websites can be a challenge to maintain

GO SOCIAL

Use platforms like Facebook to build an online community

Communications & Social Media

The secret ingredient is **CONTENT**

Post regularly and keep supporters updated

SHARING is the strongest online currency



Facebook for Nonprofits

Facebook is a good place to start, and a **GREAT** place to grow

Use the new 'Call to Action' feature

Facebook Advertising is cost-effective and targeted

ACTION - Search '*Facebook for Nonprofits*' via Google

TECHNOLOGY FOR...

DONATIONS

Online Donations

If your supporters are online, can people support you there?

All banks offer online payment solutions

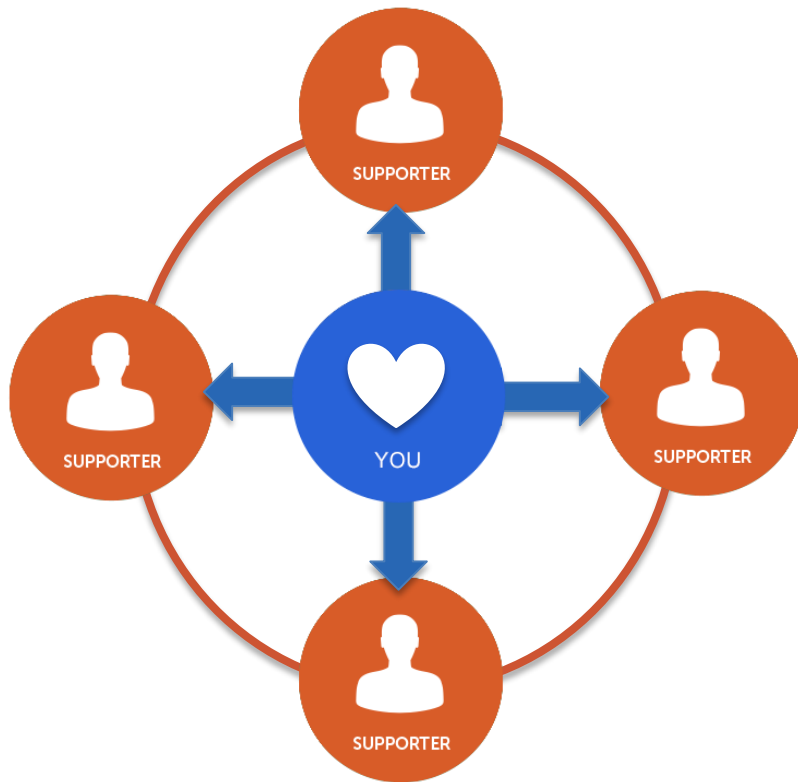
Most have discounted Nonprofit rates



Online Donations

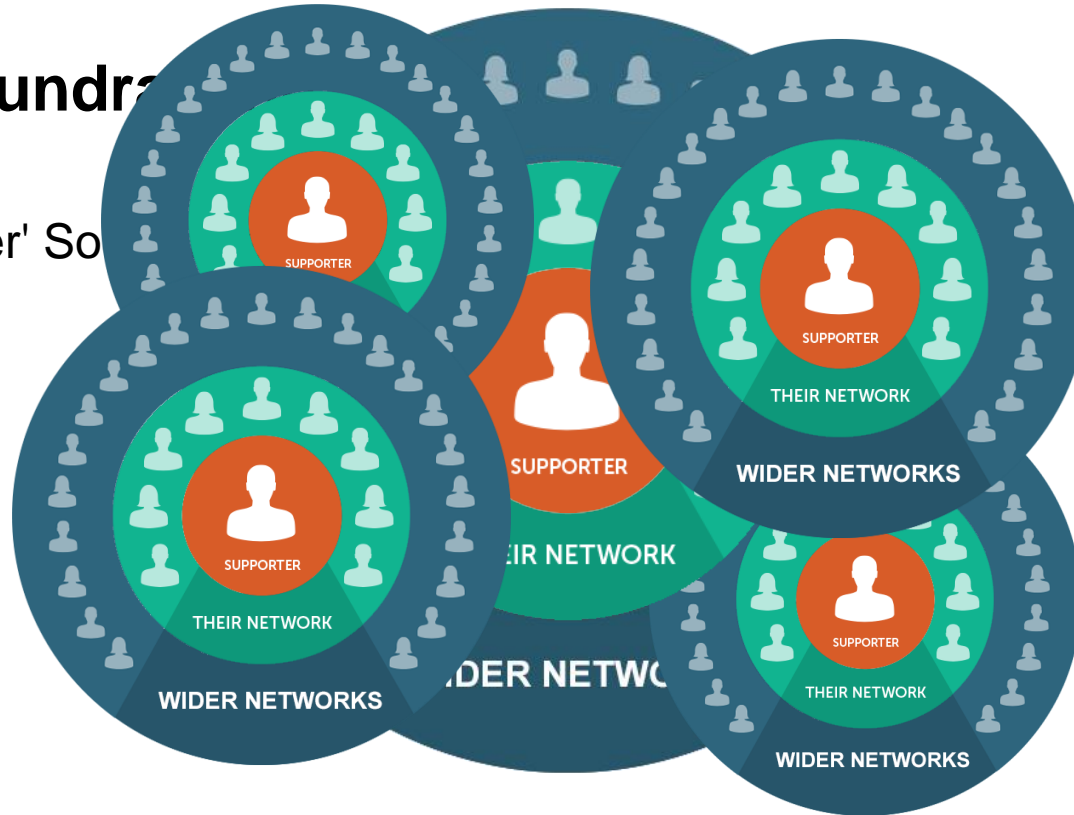
Online Donations are GREAT!

But it's limited too...



Online Fundraising

'Peer-to-Peer' Social

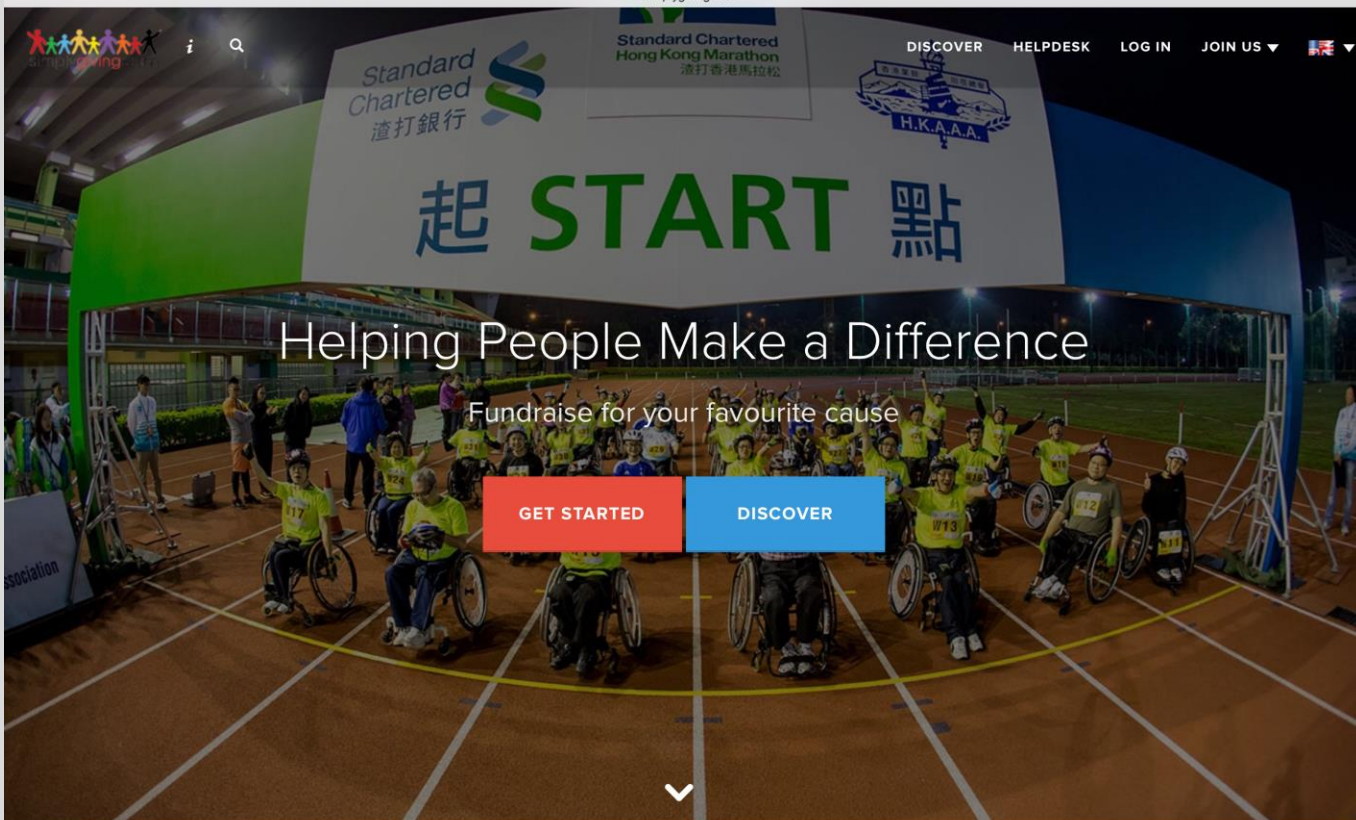








TECHNOLOGY FOR... **FUNDRAISING**



At SimplyGiving, we're inspired by the power of the Internet to do Good

1526

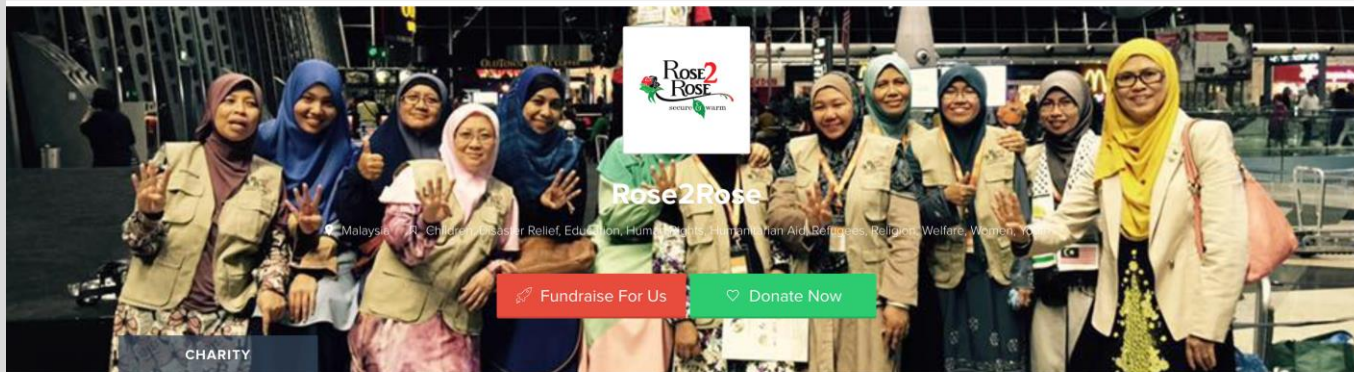
FUNDRAISERS

436

CAMPAIGNS

510

CAUSES



ROSE2ROSE

Our story

Rose2Rose (R2R) is an agency under Humanitarian Care Malaysia (MyCARE) Berhad, an NGO that focuses on leading humanitarian issues at the national and international levels, as well as taking responsibility in collecting and disbursing funds.

FUNDRAISERS
20DONORS
81

FUNDRAISING EVENTS – DONATION APPEALS – LENDING PROJECTS

have successfully enhanced the women's lives and become a support center for victims of conflicts in respective countries. Rose2Rose serves to empower all women in needs in other parts of the world, including Malaysia.

CURRENT FUNDRAISING EVENTS

**Zahidah Husna Mohamad Hamidy**
Raised MYR 250**umaira**
Raised MYR 60**Azam Herman**
Raised MYR 50**Siti Sarah Farhana Mohd Rusyudin Morgan**
Raised MYR 10



FUNDRAISING EVENT



Walk4Humanity 2016

4/10/2016 Malaysia

Register Now

Donate

MYR 32,290

TARGET : MYR 250,000
RAISED OFFLINE : MYR 26,710

ABOUT EVENT

The third Walk4Humanity event is coming your way!

Rose2Rose has successfully organized two Walk4Humanity event previously, on 6 April 2014 at Padang Merbok, Kuala Lumpur and the latest on 5 April 2015, at Taman Tasik Titawangsa. These events were attended by almost 3000 participants overall, with a collection of over RM212,000 from the proceeds of entry fees and donations from corporations and individuals. The collection was used to build and fund four of Rose2Rose's women community centers, as well as other women empowerment



FEATURED





Zafrul Aspires to Grant a Child's Wish by Completing the Tokyo Marathon

Zafrul is fundraising for Make-A-Wish Malaysia



Donate Now

Join me in fundraising for Make-A-Wish® Malaysia, as I participate in the Tokyo Marathon 2016

MY STORY

Updated on 1 March 2016

Hi, everyone.

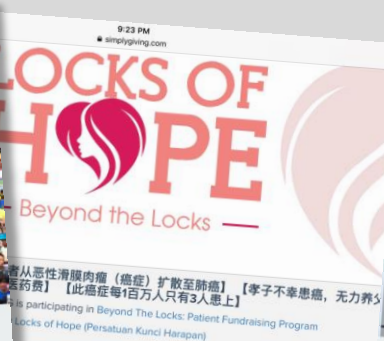
I'm happy to inform you that on 28 February 2016, I completed the Tokyo Marathon in 5 hours 15 minutes. I would like to personally thank you all for your contributions which have helped raise up to RM200,000 for Make-A-Wish Malaysia (both via Simply Giving as well as through direct payments). In other words, your generosity will make the wishes of many Malaysian children with critical illnesses come true, and I cannot thank you enough for being a part of this.

When I first initiated the challenge of fundraising in conjunction with completing the Tokyo Marathon, I honestly did not expect the outpouring of support and kindness displayed by donors. In fact, my initial target was RM10,000 and as you can imagine, when I saw the final amount, I was absolutely humbled and heartened by the spirit of giving.

FEATURED



RAISED SO FAR
MYR 176,959



参与从恶性滑膜肉瘤 (癌症) 扩散至肺癌 【孝子不幸患癌，无力养家医药费】 【此癌症每1百万人只有3人患上】 【孝子不幸患癌，无力养家医药费】 【此癌症每1百万人只有3人患上】

【孝子不幸患癌，无力养家医药费】 【此癌症每1百万人只有3人患上】 【孝子不幸患癌，无力养家医药费】 【此癌症每1百万人只有3人患上】



RAISED SO FAR
MYR 7,120

TARGET MYR 45,000

DONORS 59



Child Sexual Abuse: Do you care enough to help?
Almost Fearless is fundraising for PS The Children



Donate Now

Join

Running to Raise Awareness on Child Sexual Abuse



RAISED SO FAR
MYR 83,665

TARGET MYR 100,000

DONORS 398

MY STORY

A group of caring and concerned ladies are participating in the Malaysian Women's Marathon 2016. With your help, these runners aim to raise much-needed funds for Protect and Save the Children (PSC), a Malaysian-born cause that is focused on raising awareness and ultimately the prevention of child sexual abuse, as well as the rehabilitation of those children. Studies indicate 1 in 4 children in Malaysia has been sexually abused. PSC works with government agencies and other child related NGOs to improve our country's social safety net.

The female runners raising funds for PSC are:

- Hayley Holle - 42km
- Norizan Azizani - 21km
- Joanne Lopez - 21km
- Raty Hussain - 21km
- Suria Zainal - 10km
- Isharidah Ishak - 10km

RETARGETING **ONLINE PETITIONS**

LENDING

PROJECTS

SOCIAL CROWDFUNDING

PEER-TO-PEER FUNDRAISING

DONATION APPEALS

VIRAL CAMPAIGNS

ADWORDS FACEBOOK ADVERTISING



NOTHING HAS CHANGED



Locks of Hope Association added 15 new photos.
13 February at 20:02 · 公

【单亲妈妈勇敢抗癌】

【Single Mother fighting cancer】

【乳癌扩散至淋巴癌】

【Breast Cancer spread to Lymphoma】

姓名：LIAU GEOK CHIN ...

Continue reading

See translation



Like Comment Share

12,332 people like this.

Top comments -







Locks of Hope 'Beyond Hair'

High investment in Facebook advertising

Raising RM500,000 for cancer patients vs. RM25,000 ad spend

Crowdfunding works very well in Malaysia

Transparency and Stewardship are key points

SIMPLE STEPS TO GETTING ONLINE

1. Register with social media

You don't need a website
you need an **online presence**
to connect with your supporters



SUPPORT US!



1,567 people like this
Jeannie Low



Invite friends to like this Page

ABOUT

Do give us a call if you would like to dro... Save

03-7877 4227

Typically replies within an hour
[Message Now](#)

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

Impressum [?]

APPS



SUPPORT US!



Follow Us!

PHOTOS



Write something on this Page...



SUKA Society

8 hrs

A bit of art work from our 4-day Children's Opinion Workshop. We are doing a series of workshops with the refugee, indigenous and urban poor young people in hope to provide them an opportunity to express themselves. The workshops will help the young people discover elements that build into developing a person's self confidence, identity and resilience.



Create Page

Recent

2015
2014
2013
2012
2011
2010

Sponsored



FREE subscription of your...
[fundnel.com](#)
Fundnel, Private Investments,
made simple.



GEMFIVE Malaysia
[gemfive.com](#)
Stock up on the best of Milk
Formula from GEMFIVE.com!
Get RM30 OFF min. RM100
spend. Use...

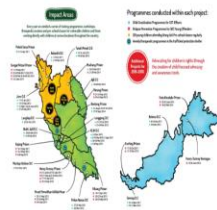


SUKA SOCIETY

SUKA Society is a nationally registered non governmental organisation set up to protect and to preserve the best interest of children. Our focus is primarily on supporting children who are in marginalised and vulnerable circumstances. We work on four main areas –

1. Protecting and restoring trafficked women and children survivors
2. Creating alternative to detention initiatives for children affected by arrest and detention
3. Promoting children's rights through public awareness programs
4. Creating greater access to education for Orang Asli children

GALLERY



FUNDRAISERS

15

DONORS

104

OUR FUNDRAISERS 15

[See all >](#)**Sarah Teo**

Raised MYR 4,600

**Anderson Selvasagaram**

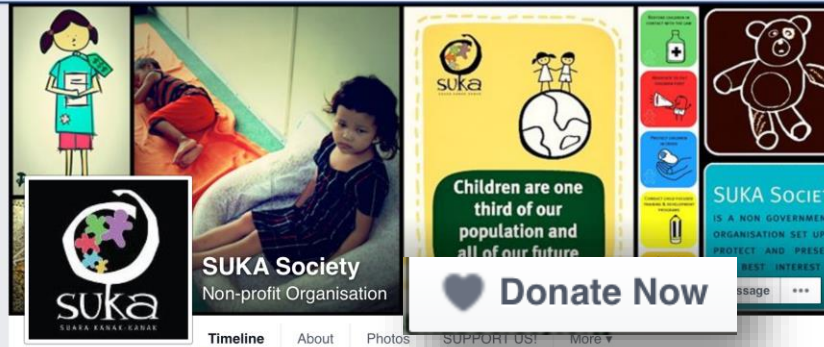
Raised MYR 2,823

**Kok Soo Aun**

Raised MYR 1,650

**Melissa Yeap**

Raised MYR 1,120



SUKA Society
Non-profit Organisation

Timeline

About

Photos

SUPPORT US!

More



1,567 people like this
Jeannie Low



Invite friends to like this Page

ABOUT

Do give us a call if you would like to dro... Save

03-7877 4227

Typically replies within an hour
[Message Now](#)

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

Impressum [?]

APPS



SUPPORT US!



Follow Us!

PHOTOS



Status Photo/Video



Write something on this Page...



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8 hrs

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Create Page

Recent

2015
2014
2013
2012
2011
2010

Sponsored



FREE subscription of your...
fundnel.com
Fundnel, Private Investments,
made simple.



GEMFIVE Malaysia
gemfive.com
Stock up on the best of Milk
Formula from GEMFIVE.com!
Get RM30 OFF min. RM100
spend. Use...

Step 1

Donation Details

You are supporting:
SUKA Society

*

*

Donation amount

MYR

500

MYR

250

MYR

100

MYR

50

MYR

10

Other

MYR

☐ Yes! I want 100%* of my donation
to go to charity

(round up my donation to cover the 5.3% service fee inc. GST)

 Your donation is 100% secure

Donate by

☒ Credit/Debit Card☐ Online Banking[Donate Now →](#)

By proceeding you agree to our [Term of Service](#). Transaction

[fees Apply](#)

2. Use fundraising platforms

You can empower supporters
and receive donations immediately
with platforms like **SimplyGiving.com**

3. Your supporters can do more

Donations are just transactions
but the **potential** of your supporters
is far greater than you can imagine

LET'S EMBRACE
TECHNOLOGY
TO GROW
OUR COMMUNITIES

Thank you...



[Linkedin/in/KristoferRogers](https://www.linkedin.com/in/KristoferRogers)

A large, metallic robot with a humanoid form is the central focus. It has a silver-colored body with some yellow and black hazard stripes. Its head features four circular sensors or eyes. On its chest, it holds a white sign with black and red text. The background is a clear blue sky with a blurred building on the right.

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CAMPAIGN TO **STOP**
KILLER ROBOTS